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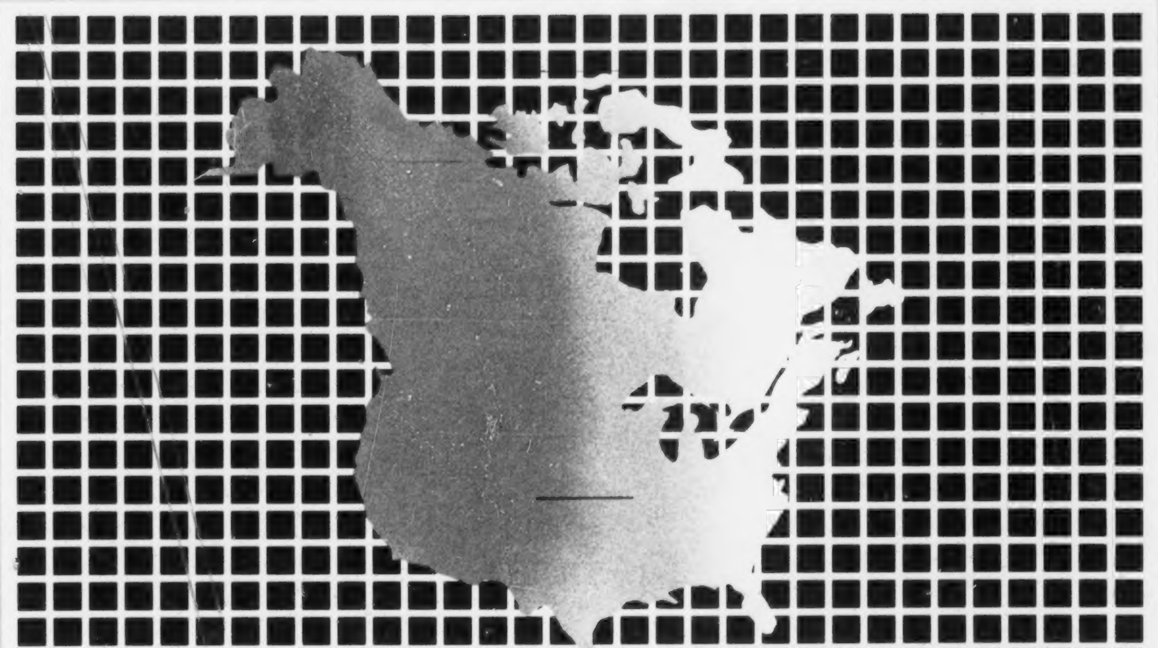
® THE FOURTH ESTATE

Market Guide



1992

EIGHTY DOLLARS

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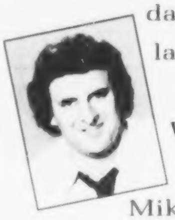

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(Circle No. 1 on Market Request Card)

The **MARKET GUIDE** has been published annually by the Editor & Publisher Co. since 1924. It is the only publication providing exclusive data on all U.S. and Canadian markets where daily newspapers are published.

1992 MARKET GUIDE

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Data from the 1990 U.S. Census

The 1992 edition of *The Editor & Publisher Market Guide* includes data from the recently released 1990 U.S. Census of population.

This year, the release of the 1990 Census data produced much controversy as the preliminary figures were challenged by state and city governments throughout the country. Local officials claimed that in some areas, especially in larger metropolitan areas, there was a drastic undercount of the population. The Census Bureau took remedial steps by resurveying certain areas and announcing the possibility of statistical adjustments.

However, Secretary of Commerce Robert A. Mosbacher announced on July 15, 1991 that, in order to preserve the 200-year-old tradition of how people are counted, the census figures would not be adjusted.

While keeping a tradition is important, there is no doubt that a drastic undercount of the population will have important consequences for political representation at every geographical level, and we believe that not accounting for all people who live in the United States could have an important impact on the marketing plane of every business in the United States.

For the last three years, the estimated figures presented by the 1989, '90 & '91 Market Guide have been very consistent with the adjusted figures suggested by the Census Bureau after the recounting than with the settled "official" data, and we are confident that our projection methods for population and households reflect accurately what is happening in the country. We project that by the end of 1992 there will be more than 257 million people living in the United States, and that California, the largest state in the Union, will account for more than 32 million of these people.

As has been customary since 1924, the core of the *Editor & Publisher Market Guide* is Section II, and the individual 14-point market surveys for every newspaper market in the United States and Canada.

Section IV of this book reports the official Population and Household figures for the 1980 and 1990 censuses. This allows for a direct comparison of market growth and for the overall trends that can be observed in various geographical areas. In addition, this section presents our current-year estimates for population, age, income, and retail sales categories.

We strongly believe that the 1992 edition of *Editor & Publisher Market Guide* will become an important tool for every marketing professional who will need accurate estimates for the U.S. and Canadian markets.

Ferdinand C. Teubner
Publisher

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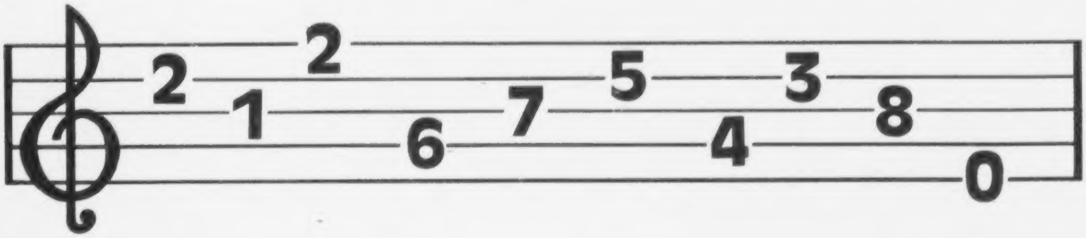

SECTION I

1992 Market Rankings

Including Metropolitan Statistical Area definitions and
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How to use the 1992 Editor & Publisher Market Guide

The data in this *MARKET GUIDE* is presented in four sections:

I — Market Ranking Tables

These tables show, ranked by size according to E&P estimates for 1992, the population, disposable income, income per household, total retail sales, lumber/hardware sales, general merchandise, food sales, automobile sales, gasoline sales, apparel sales, furniture sales, eat/drink sales and drug sales of all MSAs, PMSAs and the top 250 counties and cities of the U.S.

II — Individual Market Surveys—United States

Facts and figures about all United States daily newspaper markets, listed alphabetically by state and city in the U.S.A., followed by Puerto Rico. The sample survey below shows the information included, and how the data is generally shown. A state map introduces surveys for each state, showing MSAs, PMSAs, CMSAs, county boundaries, location of all daily newspaper cities, and county-seat cities without daily newspapers.

III — Individual Market Surveys—Canada

Facts and figures about all Canadian daily newspaper markets. The map for Canada shows national and provincial capitals, and location of all daily newspaper cities.

IV — Sales, Population and Income Tables

E&P 1992 retail sales estimates, total, and in nine categories, with number of stores in each, for all MSAs or PMSAs, U.S. counties and daily newspaper cities. Tables are arranged alphabetically by state (by province in Canada), followed by tables of estimated 1992 population, personal income — total, per capita and per household; also number of farms and value of crops and livestock. New this year are the E&P population estimates for five age groups.

SAMPLE SURVEY

1 - LOCATION: Seminole County (In Orlando MSA). E&P Map D-2, County Seat. 39 mi. from Walt Disney World I-4. Light industry, tourist, citrus, truck ctr. 19 mi. N of Orlando on 17, 92, I-4; U.S. Hwys. 17, 92. State Hwys. 46, 415, I-4.

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line.
Motor Freight Carriers-8.
Barges-From Jacksonville to Port of Sanford on inland waterway.
Intercity Bus Lines-City; Greyhound; Tamiami Trail Tours.

3 - POPULATION:
Corp. City 90 Cen. 23,176; E&P 92 Est. 32,166
MSA 90 Cen. 700,699; E&P 92 Est. 940,731
County 90 Cen. 179,752; E&P 92 Est. 259,456
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 8,355; E&P 92 Est. 12,115
County 90 Cen. 63,247; E&P 92 Est. 94,895
MSA 90 Cen. 252,847; E&P 92 Est. 354,000

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$194,066,390
Savings & Loan	2	(incl. above)

6 - PASSENGER AUTOS: County 164,819

7 - ELECTRIC METERS: County 76,323

8 - GAS METERS: Residence 4,100

9 - PRINCIPAL INDUSTRIES: Knit Goods; Boats; Electronics; Aluminum Prods.; Mobile Homes; (120 industries).

10 - CLIMATE: Min. & Max. Temp.-Spring 59-82; Summer 73-94; Fall 60-89; Winter 51-78. First killing frost, Dec. 23; last killing frost, Jan. 28.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Downtown Shopping**-6 blocks 1st St., including 4 unit Winn-Dixie shpg. ctr. Sanford Plz. 3 mi. S. 26 units, including JCPenney, McCrory, 2 mi. S; Pinecrest Ctr., 3 units, 2 1/2 mi. S; Fairway Ctr., 4 units, 2 1/2 mi. S; Zayre Plz., 3 mi. S.; K mart 3 mi. S., 20 units, Revco Drug, Winn-Dixie, 6 mi; Seminole Ctr., 30 units, including Wal-mart, Eckerd & Publix.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Deltona(18)	9	Winn-Dixie
Longwood(10)	9	Winn-Dixie
Seminole(28)	11	Publix, Natl. Fab.
K mart(7)	2	K mart

Principal Shopping Days-Mon., Thur., Fri., Sat., Sun.
Stores open evenings and Sunday-JCPenney, Zayre, Wal-Mart; Luria's; McDuff's; K mart. Most groceries & drugs.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Garett's; Jacobson's.
Discount Stores-Zayre; K mart; Wal-Mart.
Variety Stores-McCrory's 2; Family Dollar; Dollar General.
Chain Drug Stores-Eckerd; Rite Aid; Medco; Revco; Rexall; Walgreens; Wal-Mart.
Chain Supermarkets-Winn-Dixie 3; Publix; Albertson's.

14 - NEWSPAPERS: HERALD (e-mon to fri) 8,307 (S) 8,307; sworn Mar. 31, 1991.
Local Contact for Advertising and Merchandising Data: Mel Adkins, Adv. Dir., HERALD, 300 N French Ave., Sanford, FL 32771; Tel. (305) 322-2611.
National Representative: Landon Associates.

1 - Location of city on map

2 - Railroads, inter-city bus lines, motor freight and airlines available to the community

3 - 1992 local population estimates of your community and county

4 - 1992 estimates of number of households in the community and county

5 - Number of banks in the City Zone, with the latest available totals of deposits

6 - Number of passenger autos

7/8 - Gas and electric meters for CORPORATE LIMITS only

9 - KINDS of industries: NOT names of companies! Number of wage earners, and the average weekly wage for CITY ZONE only

10 - Minimum and maximum temperatures during the year

11 - Kinds of tap water

12 - The most important shopping centers, the distance from "Downtown" and the name of principal stores in each shopping center

13 - Retail stores in these categories which are located in the City Zone, plus the number of chain stores

14 - ABC Statement; Publisher's Statement or Sworn Circulation Statement; VAC or CAC.

14 - Name and title of the person on the newspaper to be contacted by advertising prospects for information

GENERAL INDEX

All sections are arranged alphabetically by state and city for U.S. and by province and city for Canada. Individual market survey data are indicated in boldface type, with the survey paragraph number following the subject. Page indices for Section II, III and IV appear on dividers preceding those sections.

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TENN.
OKLA.
ARK.
S.C.
ARIZ.
N.M.
MISS.
ALA.
GA.
HAWAII
TEX.
LA.
FLA.

DEFINITIONS AND NOTES

ABC—Adjacent to certain population figures and newspaper circulations in the surveys in this book are references to the Audit Bureau of Circulations. The ABC issues standardized statements of the circulation of publisher members, verifies the figures shown in these statements by auditor's examination and disseminates the circulation data to advertisers, advertising agencies and publishers.

Each publisher's statement and audit report issued to members covers the quantity, quality, distribution of circulation and circulation methods.

ADVERTISING & MERCHANDISING DATA—The daily newspaper is the prime source of information on local conditions in each of the newspaper market areas. The name, address and telephone number of people able to supply more information about these areas appear in paragraph 14 of each survey.

CIRCULATION FIGURES—The March 1991 figures appear in most of the surveys. Where March 1991 figures are not available, proper notation is made. Also indicated with the figure is whether the circulation is verified by ABC (Audit Bureau of Circulations), VAC (Verified Audit Circulation), CAC (Certified Audit of Circulations), or CPVS (Community Papers Verification Service) or comes from a sworn statement by the publisher of the newspaper.

CITY ZONE (CZ)—The corporate limits of the city in which the newspaper is published, plus in some cases, the contiguous areas built up adjacent to or surrounding the city of publication. This could also include more than one city, where the areas involved are contiguous areas.

CONSOLIDATED METROPOLITAN STATISTICAL AREA (CMSA)—The larger geographical area of which Primary Metropolitan Statistical Areas are components. CMSA's are designated and defined by the Office of Federal Statistical Policy and Standards, U.S. Department of Commerce. A complete list of these areas appears on the following pages.

CONSUMER SPENDABLE INCOME—See "Disposable Personal Income" below.

DISPOSABLE PERSONAL INCOME—Sometimes referred to as "Effective Buying Income" or "Consumer Spendable Income," is equal to current income received by individuals, unincorporated business and non-profit institutions, from all sources. It includes all that is received as wages, salaries and commissions, including pensions, trust and welfare funds, labor, farm, non-farm, professional, rental, dividends, personal interest and transfer payments after taxes.

The amounts usually deducted for income, property, and other taxes not deductible as business expenses, as well as other general government revenues, such as fines, penalties, and so on, have been subtracted.

EFFECTIVE BUYING INCOME—See "Disposable Personal Income" above.

ESTIMATES—Figures on which estimates are based are always U.S. Government figures (U.S. Census) or in Canada, the latest available Census figures from Statistics Canada. Any other figures are either identified as to source or are considered "local estimates."

FARM DATA—County Data: The figures used in these tables for the counties are the latest released by the U.S. Department of Agriculture. The most recent agriculture census was made in 1987.

State Data: State totals of crops and livestock are released annually by the U.S. Department of Agriculture. State totals used in these tables are from the most recent USDA Statistical Bulletin. Footnotes at the bottom of each table show the year and source of data.

HOUSEHOLDS—Not to be confused with "families." The term "household" corresponds to "private dwelling unit" as defined in the Census Bureau's current operations, which would include all persons occupying a house or an apartment together.

INCOME PER HOUSEHOLD (DISPOSABLE INCOME)—The total average income earned or received by each household with direct or indirect taxes deducted.

METROPOLITAN STATISTICAL AREA (MSA)—A large population nucleus with adjacent communities which have a high degree of economic and social integration within that nucleus. Metropolitan Statistical Areas are designated and defined by the Office of Federal Statistical Policy and Standards, U.S. Department of Commerce. A complete list of these areas, with explanation of the standards applied to their designation, appears in the following pages.

NEIGHBORHOOD SHOPPING AREA (OR DISTRICT)—Indicates specific street locations of active retail trade.

NEWSPAPER DESIGNATED MARKET (NDM)—The geographical area which a newspaper considers to be the market it serves. Publisher members have the option of reporting circulation according to just the new NDM or in combination with a City Zone and/or Retail Trading Zone figure.

PASSENGER AUTOS—These figures are obtained from the various state departments of motor vehicles, where available, and generally on a county basis. However, in some states, no county breakdown is available. Motor vehicle figures in Canada are obtained from the Transportation and Communications Division of Statistics Canada.

PERSONAL INCOME—See "Disposable Personal Income" above.

PRIMARY METROPOLITAN STATISTICAL AREA (PMSA)—A Metropolitan Statistical Area (MSA) of more than 1 million population which meets additional social and economic requirements and, together with one or more other PMSAs, forms a Consolidated Metropolitan Statistical Area (CMSA). For more information, see explanation on following pages.

RETAIL SALES ESTIMATE TABLES—Based upon the lastest available (1987) U.S. Department of Commerce Census of Retail Sales, brought up-to-date, with considerations given to conditions and developments since the Census figures were collected.

Sales and "Kinds of Retail Stores" (as well as estimates) are reported as in the Bureau of Census reports, by type of store in which the sales are made (using the Standard Industrial Classification Manual codes and descriptions, all listed in this volume) rather than by the products sold. For example, many non food items are sold in food stores.

The sum of the nine types of stores will not add up to the total of retail sales estimates for each area since there is also a miscellaneous classification of stores not included in these tables.

In some areas (cities or counties), retail sales per household exceed the figures shown for total income per household. This is because of the influence or attraction an area may have on the shopping patterns or habits of those who live adjacent to or outside it.

RETAIL TRADING ZONE (RTZ)—The area beyond the City Zone whose residents regularly trade to an important degree with the retail merchants in the City Zone. In establishing the boundaries of the RTZ, consideration is given to the transportation facilities, traffic flow, traveling time and schedules by both public facilites, private cars and common carriers; as well as charge accounts, phone orders and regular delivery service from the central or City Zone to the outlying areas.

SHOPPING CENTER—The term is intended to apply to developments with a number and a variety of stores, including chains, supermarkets or banks, with extensive parking facilities, and located on or near a main highway.

STATISTICS CANADA—Canadian Government agency in Ottawa reponsible for all official statistics covering population, retail sales, etc.

STORES—Stores are typed according to the definition of the 1987 U.S. Census of Business (Retail Trade) which use the Standard Industrial Classification Manual codes and descriptions.

SUPERMARKET—This term involves these three conditions: annual sales volume of at least $1 million; four departments — dairy, meat, produce and groceries; and a grocery department that is entirely self-service.

RETAIL SALES ESTIMATES

The basis for kind-of-business classifications used in the Editor & Publisher Market Guide is the same as that used by the U.S. Department of Commerce in the Census of Retail Trade. This follows the Standard Industrial Classification (SIC) Manual (Executive Office of the President, Office of Management and Budget, Standard Industrial Classification Manual, 1972.)

The 1987 Census of Retail Sales conducted by the U.S. Department of Commerce was a gigantic task and required considerable time for evaluation and tabulation. The 1987 Census is the basis for the Retail Sales Estimates included in the 1992 edition. However, strict comparison of the data for both the 1982 and 1987 census is limited by the following factors:

Geographic boundaries of a number of areas for which data are shown in the 1987 census are not the same as in the 1982 census because of annexations, other boundary changes, redefinitions of SMSA's, and changes in qualifying criteria since 1982. For 1987, data for census-defined, unincorporated places are no longer shown separately but are included as part of the "remainder of county" statistics.

In the 1977 census, and prior to that, the combined data for all establishments were presented for selected kind-of-business classifications, including all 2-digit major industry groups. For these, data for nonemployer firms were obtained from administrative records of the Internal Revenue Service (IRS) based on business tax returns. For 1987, data for nonemployers and combined data for all establishments are presented only at the retail trade total level for all geographic areas.

For your quick reference, we provide a complete list of the major group classifications of stores included in the Tables of Estimated Retail Sales in Section IV; the Miscellaneous Retail Stores category in this list is not included in the Tables. Numbers following names are SIC codes; PT following the SIC codes refers to "part"; n.e.c. refers to "not elsewhere classified."

Apparel and Accessories

Men's and boys' clothing stores (5611)
Women's clothing stores (5621)
Women's accessory and specialty stores (5631 PT)
Children's and infants' wear stores (5641)
Family clothing stores (5651)
Men's shoe stores (5661 PT)
Women's shoe stores (5661 PT)
Children's and juveniles' shoe stores (5661 PT)
Family shoe stores (5661 PT)
Miscellaneous apparel and accessory stores (5699)

Automotive Dealers

New and used car dealers (5511)
Used-car dealers (5521)
Tire, battery and accessory dealers (5531 PT)
Other auto and home supply stores (5531 PT)
Boat dealers (5551)
Recreational vehicle dealers (5561)
Motorcycle dealers (5571)
Automotive dealers, n.e.c. (5599)

Drug Stores

Drug stores (5912 PT)
Proprietary stores (5912 PT)

Eating and Drinking Places

Restaurants and lunchrooms (5812 PT)
Social caterers (5812 PT)
Cafeterias (5812 PT)
Refreshment places (5812 PT)
Contract feeding (5812 PT)
Ice Cream, frozen custard stands (5812 PT)
Drinking places (5813)

Food

Grocery stores (5441)
Meat and fish (seafood) markets (5423)
Fruit stores and vegetable markets (5431)
Candy, nut and confectionery stores (5441)
Dairy products stores (5451)
Retail bakeries (5461)
Miscellaneous food stores (5499)

Furniture, Home Furnishing and Equipment

Furniture stores (5712)
Floor covering stores (5713)
Drapery and upholstery stores (5714)
Miscellaneous home furnishing stores (5719)
Household appliance stores (5722)
Radio, television and electronics stores (5731)
Record and prerecorded tape stores (5735)
Musical instrument stores (5736)

Gasoline Service Stations

Gasoline service stations (5541)

General Merchandise

Conventional department stores (5311)
Discount or mass merchandising (5311)
Variety stores (5331)
Miscellaneous general merchandise stores (5399)

Lumber, Hardware (Building Materials, Hardware, Garden Supply, and Mobile Home Dealers)

Lumber and other building material dealers (5211)
Paint, glass and wallpaper stores (5231)
Hardware stores (5251)
Retail nurseries, lawn and garden supply stores (5261)
Mobile home dealers (5271)

Miscellaneous Retail

Liquor stores (5921)
Used merchandise stores (5931)
General-line sporting good stores (5941 PT)
Specialty-line sporting goods stores (5941 PT)
Book stores (5942)
Stationery stores (5943)
Jewelry stores (5944)
Hobby, toy and game shops (5945)
Camera and photographic supply stores (5946)
Gift, novelty and souvenir shops (5947)
Luggage and leather goods stores (5948)
Sewing, needlework and piece goods stores (5949)
General merchandise, n.e.c. — mail order (5961 PT)
Other mail order houses (5961 PT)
Merchandising machine operators (5962)
Furniture, home furnishings, equipment — direct selling (5963 PT)
Mobile food service — direct selling (5963 PT)
Other direct selling (5963 PT)
Fuel dealers, n.e.c. (5989)
Fuel-oil dealers (5983)
Liquefied petroleum gas (bottled gas) dealers (5984)
Florists (5992)
Cigar stores and stands (5993)
News dealers and newsstands (5994)
Pet shops (5999)
Typewriter stores (5999 PT)
Optical goods stores (5995)
Other retail stores, n.e.c. (5999 PT)

METROPOLITAN STATISTICAL AREAS
(MSAs, PMSAs and CMSAs)

METROPOLITAN STATISTICAL AREAS are defined according to a set of detailed standards prepared by the Federal Committee on MSAs which advises the Office of Management and Budget. These standards are periodically reviewed ~~in connection~~ with each Decennial Census of Population.

The general concept underlying the MSA is that of a geographic area consisting of a large population nucleus together with adjacent communities which have a high degree of economic and social integration with that nucleus.

An MSA includes one city of at least 50,000 or more inhabitants *or* an urbanized area of at least 50,000 with total metropolitan population of at least 100,000. MSAs are defined in terms of entire counties; each MSA has one or more central counties, containing the area's main population concentration. In addition to the county (or counties) containing the main city (or cities), an MSA may also include outlying counties which have close economic and social relationships with the central counties. Such counties must meet certain standards regarding "metropolitan character," such as population density, and must have a specified level of commuting to the central county(ies). For example, counties with a commuting rate of 50 percent or more must have a population density of at least 25 persons per square mile. When the commuting rate is lower than this, the density requirement proportionately increases.

In the six New England states, however, MSAs are defined in terms of cities and towns rather than entire counties. Because smaller areas are used, the total MSA population requirement is reduced from 100,000 to 75,000.

The official title of an MSA always includes the state or states into which it extends and the name of the largest city in that MSA. It might include several cities — as many as three — all dependent upon relative and minimum populations of the central city and other cities in the MSA. When more than one city appears in the MSA title, they are usually ordered by their relative population.

In total, there are 265 recognized MSAs and 21 CMSAs, consisting of 73 PMSAs. Most MSA definitions are not subject to change until after the next national census. However, a few new MSAs may be added each year, usually because additional cities have reached the 50,000 population level according to official population estimates.

An area with more than 1 million population may be defined as a **PRIMARY METROPOLITAN STATISTICAL AREA.** A PMSA is a large urbanized county or a cluster of counties that exhibit very strong social and economic links. Local opinion, obtained through Congressional delegation, is also a very strong factor in determining if an area will be designated a PMSA. The specific standards for defining PMSAs are as follows:

1. The area must include at least one county that has a population of more than 100,000;
2. At least 60 percent of this county's population must be classified as urban;
3. Less than 50 percent of its workers commute to jobs outside of the county.

The larger area of which all PMSAs are component parts is defined as a **CONSOLIDATED METROPOLITAN STATISTICAL AREA**.

MSAs in New England have been combined to form **NEW ENGLAND COUNTY METROPOLITAN STATISTICAL AREAS (NECMSA).**

The complete criteria used in defining metropolitan statistical areas can be obtained directly from the Office of Federal Statistical Policy and Standards, U.S. Department of Commerce, Washington, D.C. 20230.

METROPOLITAN STATISTICAL AREAS
(In alphabetical order by city)

Abilene, TX
(MSA)
Taylor County

Aguadilla, PR
(MSA)
Aguada Municipio
Aguadilla Municipio
Isabela Municipio
Moca Municipio

Akron, OH
(PMSA)
Portage County
Summit County
see also Cleveland-Akron-Lorain, OH CSMA.

Albany, GA
(MSA)
Dougherty County
Lee County

Albany-Schenectady-Troy, NY
(MSA)
Albany County
Greene County
Montgomery County
Rensselaer County
Saratoga County
Schenectady County

Albuquerque, NM
(MSA)
Bernalillo County

Alexandria, LA
(MSA)
Rapides Parish

Allentown-Bethlehem, PA-NJ
(MSA)
Carbon County, PA
Lehigh County, PA
Northampton, PA
Warren County, NJ

Altoona, PA
(MSA)
Blair County

Amarillo, TX
(MSA)
Potter County
Randall County

Anaheim-Santa Ana, CA
(PMSA)
Orange County
see also Los Angeles-Anaheim-Riverside,CA - CSMA.

Anchorage, AK
(MSA)
Anchorage Borough

Anderson, IN
(MSA)
Madison County

Anderson, SC
(MSA)
Anderson County

Ann Arbor, Mich.
Washtenaw County
see also Detroit-Ann Arbor, Mich. CSMA.

Anniston, AL
(MSA)
Calhoun County

Appleton-Oshkosh-Neenah, WI
(MSA)
Calumet County
Outagamie County
Winnebago County

Arecibo, PR
(MSA)
Arecibo Municipio
Camuy Municipio
Hatillo Municipio
Quebradillas Municipio

Asheville, NC
(MSA)
Buncombe County

Athens, GA
(MSA)
Clarke County
Jackson County
Madison County
Oconee County

Atlanta, GA
(MSA)
Barrow County
Butts County
Cherokee County
Clayton County
Cobb County
Coweta County
De Kalb County
Douglas County
Fayette County
Forsyth County
Fulton County
Gwinnett County
Henry County
Newton County
Paulding County
Rockdale County
Spalding County
Walton County

Atlantic City, NJ
(MSA)
Atlantic County
Cape May County

Augusta, GA-SC
(MSA)
Columbia County, Ga.
McDuffie County, GA
Richmond County, Ga.
Aiken County, SC

Aurora-Elgin, IL
(PMSA)
Kane County
Kendall County
see also Chicago-Gary Lake County, IL-IN-WI CMSA.

Austin, TX
(MSA)
Hays County
Travis County
Williamson County

Bakersfield, CA
(MSA)
Kern County

Baltimore, MD
(MSA)
Anne Arundel County
Baltimore County
Carrol County
Harford County
Howard County
Queen Anne's County
Baltimore city

Bangor, ME
(MSA)
●Penobscot County:Bangor, Brewer, Eddington, Glenburn, Hampden, Hermon, Holden, Kenduskeag, Old Town City, Orono, Orrington, Veazie; Penobscot Indian Island Indian Reservation.
●Waldo County: Winterport town.

Baton Rouge, LA
(MSA)
Ascension Parish
East Baton Rouge Parish
Livingston Parish
West Baton Rouge Parish

Battle Creek, MI
(MSA)
Calhoun County

Beaumont-Port Arthur, TX
(MSA)
Hardin County
Jefferson County
Orange County

Beaver County, PA
(PMSA)
Beaver County
see also Pittsburgh-Beaver Valley, PA CMSA.

Bellinham, WA
(MSA)
Whatcom County

Benton Harbor, MI
(MSA)
Berrien County

Bergen-Passaic, NJ
(PMSA)
Bergen County
Passaic County
see also New York-Northern New Jersey-Long Island, NY-NJ-CT CMSA.

Billings, MT
(MSA)
Yellowstone County

Biloxi-Gulfport, MS
(MSA)
Hancock County
Harrison County

Binghamton, NY
(MSA)
Broome County
Tioga County

Birmingham, AL
(MSA)
Blount County
Jefferson County
St. Clair County
Shelby County.
Walker County

Bismarck, ND
(MSA)
Burleigh County
Morton County

Bloomington, IN
(MSA)
Monroe County

Bloomington-Normal, IL
(MSA)
McLean County

Boise City, ID
(MSA)
Ada County

Boston, MA
(PMSA)
●Bristol County: Mansfield, Norton and Raynham towns.
●Essex County: Lynn city; Lynnfield, Nahant and Saugus towns.
●Middlesex County: Cambridge, Everett, Maiden, Marlborough, Medford, Melrose, Newton, Somerville, Waltham and Woburn cities; Acton, Arlington, Ashland, Ayer, Bedford, Belmont, Boxborough, Burlington, Carlisle, Concord, Framingham, Groton, Holliston,Hopkinton, Hudson, Lexington, Lincoln, Littleton, Maynard, Natick, North Reading, Reading, Sherbon, Shirley, Stoneham, Stow, Sudbury, Townsend, Wakefield, Watertown, Wayland, Weston, Wilmington and Winchester towns.
●Norfolk County: Quincy city; Belingham, Braintree, Brookline, Canton, Cohasset, Dedham, Dover, Foxborough, Franklin, Holbrook, Medfield, Medway, Millis, Milton, Needham, Norfolk, Norwood, Randolph, Sharon, Stoughton, Walpole, Wellesley, Westwood, Weymouth, and Wrentham towns.
●Plymouth County: Carver, Duxbury, Hanover, Hanson, Hingham, Hull, Kingston, Lakeville, Marshfield, Middleborough, Norwell, Pembroke, Plymouth, Plympton, Rockland and Scituate towns.
●Suffolk County: Boston, Chelsea and Revere cities; Winthrop town.
●Worcester County: Berlin, Bolton, Harvard, Hopedale, Lancaster, Mendon, Milford, Southborough and Upton towns.
see also Boston-Lawrence-Salem, MA-NH CMSA.

Boulder-Longmont, CO
(PMSA)
Boulder County
see also Denver-Boulder, CO CMSA.

Bradenton, FL
(MSA)
Manatee County

Brazoria, TX
(PMSA)
Brazoria County
see also Houston-Galveston-Brazoria, TX CSMA.

Bremerton, WA
(MSA)
Kitsap County

Bridgeport-Milford, CT
(PMSA)
●Fairfield County: Bridgeport and Shelton cities; Easton, Fairfield, Monroe, Stratford and Trumbull towns.
●New Haven County: Ansonia, Derby and Milford cities; Beacon Falls, Oxford and Seymour towns.
see also New York-Northern New Jersey-Long Island, NY-NJ-CT CMSA.

Bristol, CT
(PMSA)
●Hartford County: Bristol city; Burlington town.
●Litchfield County: Plymouth town.
see also Hartford-New Britain-Middleton, CT CMSA.

Brockton, MA
(PMSA)
●Bristol County: Easton town.
●Norfolk County: Avon town.
●Plymouth County: Brockton city; Abington, Bridgewater, East Bridgewater, Halifax, West Bridgewater and Whitman towns.
see also Boston-Lawrence-Salem, MA-NH CMSA.

Brownsville-Harlingen, TX
(MSA)
Cameron County

Bryan-College Station, TX
(MSA)
Brazos County

Buffalo, NY
(PMSA/CMSA)
Erie County
see also Buffalo-Niagara Falls, NY CMSA.

Burlington, NC
(MSA)
Alamance County

Burlington, VT
(MSA)
●Chittenden County: Burlington, South Burlington and Winooski cities; Charlotte, Colchester, Essex, Hinesburg, Jericho, Milton, Richmond, St. George, Shelburne and Williston towns.
●Franklin County: Georgia town.
●Grand Isle County: Grand Isle and South Hero towns.

Caguas, PR
(PMSA)
Aguas Buenas Municipio
Caguas Municipio
Cayey Municipio
Cidra Municipio
Gurabo Municipio
San Lorenzo Municipio
see also San Juan-Caguas, PR CMSA.

Canton, OH
(MSA)
Carroll County
Stark County

Casper, WY
(MSA)
Natrona County

Cedar Rapids, IA
(MSA)
Linn County

Champaign-Urbana-Rantoul, IL
(MSA)
Champaign County

Charleston, SC
(MSA)
Berkeley County
Charleston County
Dorchester County

Charleston, WV
(MSA)
Kanawha County
Putman County

Charlotte-Gastonia-Rock Hill, NC-SC
(MSA)
Carbarrus County, NC
Gaston County, NC
Lincoln County, NC
Mecklenburg County, NC
Rowan County, NC
Union County, NC
York County, SC

Charlottesville, VA
(MSA)
Albemarle County
Fluvanna County
Greene County
Charlottesville City

Chattanooga, TN-GA
(MSA)
Hamilton County, TN
Marion County, TN
Sequatchie County, TN
Catoosa County, GA
Dade County, GA
Walker County, GA

Cheyenne, WY
(MSA)
Laramie County

Chicago, IL
(PMSA/CMSA)
Cook County
DuPage County
McHenry County
see also Chicago-Gary Lake County CMSA.

Chico, CA
(MSA)
Butte County

Cincinnati, OH-KY-IN
(PMSA)
Clermont County, OH
Hamilton County, OH
Warren County, OH
Boone County, KY
Campbell County, KY
Kenton County, KY
Dearborn County, IN
see also Cincinnati-Hamilton CMSA.

Clarksville-Hopkinsville, TN-KY
(MSA)
Montgomery County, TN
Christian County, KY

Cleveland, OH
(PMSA/CMSA)
Cuyahoga County
Geauga County
Lake County
Medina County
see also Cleveland-Akron-Lorain, OH CMSA.

Colorado Springs, CO
(MSA)
El Paso County

Columbia, MO
(MSA)
Boone County

Columbia, SC
(MSA)
Lexington County
Richland County

Columbus, GA-AL
(MSA)
Chattahochee County, GA
Muscogee County, GA
Russell County, AL

Columbus, OH
(MSA)
Delaware County
Fairfield County
Franklin County
Licking County
Madison County
Pickaway County
Union County

Corpus Christi, TX
(MSA)
Nueces County
San Patricio County

Cumberland, MD-WV
(MSA)
Alleghany County, MD
Mineral County, WV

Dallas, TX
(PMSA/CMSA)
Collin County
Dallas County
Denton County
Ellis County
Kaufman County
Rockwall County
see also Dallas-Fort Worth CMSA.

Danbury, CT
(PMSA)
●Fairfield County: Danbury city; Bethel, Brookfield, New Fairfield, Newton, Redding, Ridgefield and Sherman towns.
●Lichtfield County: Bridgewater and New Milford towns.
see also New York, Northern New Jersey-Long Island CMSA.

Danville, VA
(MSA)
Pittsylvania County
Danville City

Davenport-Rock Island-Moline, IA-IL
(MSA)
Scott County, IA
Henry County, IL
Rock Island County, IL

Dayton-Springfield, OH
(MSA)
Clark County
Greene County
Miami County
Montgomery County
see also Dayton-Springfield, OH CMSA.

Daytona Beach, FL
(MSA)
Volusia County

Decatur, AL
(MSA)
Lawrence County
Morgan County

Decatur, IL
(MSA)
Macon County

Denver, CO
(PMSA)
Adams County
Arapahoe County
Denver County
Douglas County
Jefferson County
see also Denver-Boulder CMSA.

Des Moines County, IA
(MSA)
Dallas County
Polk County
Warren County

Detroit, MI
(PMSA)
Lapeer County
Livingston County
Macomb County
Monroe County
Oakland County
St. Clair County
Wayne County
see also Detroit-Ann Arbor, MI CMSA.

Dothan, AL
(MSA)
Dale County
Houston County

Dubuque, IA
(MSA)
Dubuque County

Duluth, MN-WI
(MSA)
St. Louis County, MN
Douglas County, WI

Eau Claire, WI
(MSA)
Chippewa County
Eau Claire County

El Paso, TX
(MSA)
El Paso County

Elkhart-Goshen, IN
(MSA)
Elkhart County

Elmira, NY
(MSA)
Chemung County

Enid, OK
(MSA)
Garfield County

Erie, PA
(MSA)
Erie County

Eugene-Springfield, OR
(MSA)
Lane County

Evansville, IN-KY
(MSA)
Posey County, IN
Vanderburgh County, IN
Warrick County, IN
Henderson County, KY

Fall River, MA-RI
(PMSA)
●Bristol County, MA: Fall River city; Somerset Swansea and Westport towns.
●Newport County, RI: Little Compton and Tiverton towns.
see also Providence-Pawtucket-Fall River CMSA.

Fargo-Moorhead, ND-MN
(MSA)
Cass County, ND
Clay County, MN

Fayetteville, NC
(MSA)
Cumberland County

Fayetteville-Springdale, AR
(MSA)
Washington County

Fitchburg-Leominster, MA
(MSA)
●Middlesex County: Ashby town.
●Worcester County: Fitchburg and Leominster cities; Ashburnham, Lunenburg and Westminster towns.

Flint, MI
(MSA)
Genesee County

Florence, AL
(MSA)
Colbert County
Lauderdale County

Florence, SC
(MSA)
Florence County

Fort Collins-Loveland, CO
(MSA)
Larimer County

Fort Lauderdale-Hollywood-Pompano Beach, FL
(PMSA)
Broward County
see also Miami-Fort Lauderdale CMSA.

Fort Myers-Cape Coral, FL
(MSA)
Lee County

Fort Pierce, FL
(MSA)
Martin County
St. Lucie County

Fort Smith, AR-OK
(MSA)
Crawford County, AR
Sebastian County, AR
Sequoyah County, OK

Fort Walton Beach, FL
(MSA)
Okaloosa County

Fort Wayne, IN
(MSA)
Allen County
De Kalb County
Whitley County

Fort Worth-Arlington, TX
(PMSA)
Johnson County
Parker County
Tarrant County
see also Dallas-Fort Worth CMSA.

Fresno, CA
(MSA)
Fresno County

Gadsden, AL
(MSA)
Etowah County

Gainesville, FL
(MSA)
Alachua County
Bradford County

Galveston-Texas City, TX
(PMSA)
Galveston County
see also Houston-Galveston-Brazoria CMSA.

Gary-Hammond, IN
(PMSA)
Lake County
Porter County
see also Chicago-Gary-Lake County CMSA.

Glens Falls, NY
(MSA)
Warren County
Washington County

Grand Forks, ND
(MSA)
Grand Forks County

Grand Rapids, MI
(MSA)
Kent County
Ottawa County

Great Falls, MT
(MSA)
Cascade County

Greeley, CO
(MSA)
Weld County

Green Bay, WI
(MSA)
Brown County

Greenboro-Winston-Salem-High Point, NC
(MSA)
Davidson County
Davie County
Forsyth County
Guilford County
Randolph County
Stokes County
Yadkin County

Greenville-Spartanburg, SC
(MSA)
Greenville County
Pickens County
Spartanburg County

Hagerstown, MD
(MSA)
Washington County

Hamilton-Middletown, OH
(PMSA)
Butler County
see also Cincinnati-Hamilton CMSA.

Harrisburg-Lebanon-Carlisle, PA
(MSA)
Cumberland County
Dauphin County
Lebanon County
Perry County

Hartford, CT
(PMSA)
●Hartford County: Hartford city; Avon, Bloomfield, Canton, East Granby, East Hartford, East Windsor, Enfield, Farmington, Glastonbury, Granby, Manchester, Marlborough, Newington, Rocky Hill, Simsbury, South Windsor, Suffield, West Hartford, Wethersfield, Windsor and Windsor Locks towns.
●Litchfield County: Barkhamsted and New Hartford towns.
●Middlesex County: East Haddam town.
●New London County: Colchester town.
●Tolland County: Andover, Bolton, Columbia, Coventry, Ellington, Hebron, Somers, Stafford, Tolland, Vernon and Willington towns.
see also Hartford-New Britain-Middletown CMSA.

Hickory, NC
(MSA)
Alexander County
Burke County
Catawba County

Honolulu, HI
(MSA)
Honolulu County

Houma-Thibodaux, LA
(MSA)
Lafourche Parish
Terrebonne Parish

Houston, TX
(PMSA)
Fort Bend County
Harris County
Liberty County
Montgomery County
Waller County
see also Houston-Galveston-Brazoria, TX CMSA.

Huntington-Ashland, WV-KY-OH
(MSA)
Cabell County, WV
Wayne County, WV
Boyd County, KY
Carter County, KY
Greenup County, KY
Lawrence County, KY

Huntsville, AL
(MSA)
Madison County

Indianapolis, IN
(MSA)
Boone County
Hamilton County
Hancock County
Hendricks County
Johnson County
Marion County
Morgan County
Shelby County

Iowa City, IA
(MSA)
Johnson County

Jackson, MI
(MSA)
Jackson County

Jackson, MS
(MSA)
Hinds County
Madison County
Rankin County

Jackson, TN
(MSA)
Madison County

Jacksonville, FL
(MSA)
Clay County
Duval County
Nassau County
St. Johns County

Jacksonville, NC
(MSA)
Onslow County

Janesville-Beloit, WI
(MSA)
Rock County

Jersey City, NJ
(PMSA)
Hudson County
see also New York-Northern New Jersey-Long Island CMSA.

Johnson City-Kingsport-Bristol, TN-VA
(MSA)
Carter County, TN
Hawkins County, TN
Sullivan County, TN
Unicoi County, TN
Washington County, TN
Scott County, VA
Washington County, VA
Bristol city

Johnstown, PA
(MSA)
Cambria County
Somerset County

Joliet, IL
(PMSA)
Grundy County
Will County
see also Chicago-Gary-Lake County CMSA.

Joplin, MO
(MSA)
Jasper County
Newton County

Kalamazoo, MI
(MSA)
Kalamazoo County

Kankakee, IL
(MSA)
Kankakee County

Kansas City, MO-KS
(MSA)
Cass County, MO
Clay County, MO
Jackson County, MO
Lafayette County, MO
Platte County, MO
Ray County, MO
Johnson County, KS
Leavenworth County, KS
Miami County, KS
Wyandotte County, KS

Kenosha, WI
(PMSA)
Kenosha County
see also Chicago-Gary-Lake County CMSA.

Kileen-Temple, TX
(MSA)
Bell County
Coryell County

Knoxville, TN
(MSA)
Anderson County
Blount County
Grainger County
Jefferson County
Knox County
Sevier County
Union County

Kokomo, IN
(MSA)
Howard County
Tipton County

La Crosse, WI
(MSA)
La Crosse County

Lafayette, LA
(MSA)
Lafayette Parish
St. Martin Parish

Lafayette-West Lafayette, IN
(MSA)
Tippecanoe County

Lake Charles, LA
(MSA)
Calcasieu Parish

Lake County, IL
(PMSA)
Lake County
see also Chicago-Gary-Lake County CMSA.

Lakeland-Winter Haven, FL
(MSA)
Polk County

Lancaster, PA
(MSA)
Lancaster County

Lansing-East Lansing, MI
(MSA)
Clinton County
Eaton County
Ingham County

Laredo, TX
(MSA)
Webb County

La Cruces, NM
(MSA)
Dona Ana County

Las Vegas, NV
(MSA)
Clark County

Lawrence, KS
(MSA)
Douglas County

Lawrence-Haverhill, MA-NH
(PMSA)
●Essex County, MA: Haverhill, Lawrence and Newburyport cities; Amesbury, Andover, Boxford, Georgetown, Groveland, Merrimac, Methuen, Newbury, North Andover, Salisbury and West Newbury towns.
●Rockingham County, NH: Atkinson, Brentwood, Danville, Derry, East Kingston, Hampstead, Kingston, Newton, Plaistow, Salem, Sandown, Seabrook and Windham towns.
see also Boston-Lawrence-Salem, MA-NH CMSA.

Lawton, OK
(MSA)
Comanche County

Lewiston-Auburn, ME
(MSA)
●Androscoggin County: Auburn and Lewiston cities; Greene, Lisbon, Mechanic Falls, Poland and Sabattus towns.

Lexington-Fayette, KY
(MSA)
Bourbon County
Clark County
Fayette County
Jessamine County
Scott County
Woodford County

Lima, OH
(MSA)
Allen County
Auglaize County

Lincoln, NE
(MSA)
Lancaster County

Little Rock-North Little Rock, AR
(MSA)
Faulkner County
Lonoke County
Pulaski County
Saline County

Long Branch-Asbury Park, NJ
(see Monmouth-Ocean Counties, NJ PMSA)
see also New York-Northern New Jersey-Long Island CMSA.

Longview-Marshall, TX
(MSA)
Gregg County
Harrison County

Lorain-Elyria, OH
(PMSA)
Lorain County
see also Cleveland-Akron-Lorain CMSA.

Los Angeles-Long Beach, CA
(PMSA)
Los Angeles County
see also Los Angeles-Anaheim-Riverside, CA CMSA.

Louisville, KY-IN
(MSA)
Bullitt County, KY
Jefferson County, KY
Oldham County, KY
Shelby County, KY
Clark County, IN
Floyd County, IN
Harrison County, IN

Lowell, MA-NH
(PMSA)
●Middlesex County, MA: Lowell city; Billerica, Chelmsford, Dracut, Dunstable, Pepperell, Tewksbury, Tyngsborough and Westford towns.
●Hillsborough County, NH: Pelham town.
see also Boston-Lawrence-Salem CMSA.

Lubbock, TX
(MSA)
Lubbock County

Lynchburg, VA
(MSA)
Amherst County
Campbell County
Lynchburg city

Macon-Warner Robins, GA
(MSA)
Bibb County
Houston County
Jones County
Peach County

Madison, WI
(MSA)
Dane County

Manchester, NH
(MSA)
●Hillsborough County: Manchester city; Bedford and Goffstown towns.
●Merrimack County: Allenstown and Hooksett towns.
●Rockingham County: Auburn and Candia towns.

Mansfield, OH
(MSA)
Richland County

Mayaguez, PR
(MSA)
Anasco Municipio
Cabo Rojo Municipio
Hormigueros Municipio
Mayaguez Municipio
San German Municipio

McAllen-Edinburgh-Mission, TX
(MSA)
Hidalgo County

Medford, OR
(MSA)
Jackson County

Melbourne-Titusville-Palm Bay, FL
(MSA)
Brevard County

Memphis, TN-AR-MS
(MSA)
Shelby County, TN
Tipton County, TN
Crittenden County, AR
De Soto County, MS

Merced, CA
(MSA)
Merced County

Meriden, CT
(see New Haven-Meriden, CT)

Miami-Hialeah, FL
(PMSA)
Dade County
see also Miami-Fort Lauderdale CMSA.

Middlesex-Somerset-Hunterdon, NJ
(PMSA)
Hunterdon County
Middlesex County
Somerset County
see also New York-Northern New Jersey-Long Island CMSA.

Middletown, CT
(PMSA)
●Middlesex County: Middletown city; Cromwell, Curham, East Hampton, Haddam, Middlefield and Portland towns.
see also Hartford-New Britain-Middletown CMSA.

Midland, TX
(MSA)
Midland County

Milwaukee, WI
(PMSA)
Milwaukee County
Ozaukee County
Washington County
Waukesha County
see also Milwaukee-Racine CMSA.

Minneapolis-St. Paul, MN-WI
(MSA)
Anoka County, MN
Carver County, MN
Chisago County, MN
Dakota County, MN
Hennepin County, MN
Isanti County, MN
Ramsey County, MN
Scott County, MN
Washington County, MN
Wright County, MN
St. Croix County, WI

Mobile, AL
(MSA)
Baldwin County
Mobile County

Modesto, CA
(MSA)
Stanislaus County

Monmouth-Ocean, NJ
(PMSA)
Monmouth County
Ocean County
see also New York-Northern New Jersey-Long Island CMSA.

Monroe, LA
(MSA)
Ouachita Parish

Montgomery, AL
(MSA)
Autauga County
Elmore County
Montgomery County

Muncie, IN
(MSA)
Delaware County

Muskegon, MI
(MSA)
Muskegon County

Naples, FL
(MSA)
Collier County

Nashua, NH
(PMSA)
●Hillsborough County: Nashua city; Amherst, Brookline, Hollis, Hudson, Litchfield, Merrimack, Milford, Mount Vernon and Wilton towns.
●Rockingham County: Londonderry town.
see also Boston-Lawrence-Salem CMSA.

Nashville, TN
(MSA)
Cheatham County
Davidson County
Dickson County
Robertson County
Rutherford County
Summer County
Williamson County
Wilson County

Nassau-Suffolk, NY
(PMSA)
Nassau County
Suffolk County
see also New York-Northern New Jersey-Long Island CMSA.

New Bedford, MA
(MSA)
●Bristol County: New Bedford city; Acushnet, Dartmouth, Fairhaven and Freetown towns.
●Plymouth County: Marion, Mattapoisett and Rochester towns.

New Britain, CT
(PMSA)
●Hartford County: New Britain city; Berlin, Plainville and Southington towns.
see also Hartford-New Britain-Middletown CMSA.

New Brunswick-Perth Amboy-Sayerville, NJ
●*(see Middlesex-Somerset-Hunterdon, NJ PMSA)*
see also New York-Northern New Jersey-Long Island CMSA.

New Haven-Meriden, CT
(MSA)
●Middlesex County: Clinton and Killingworth towns.
●New Haven County: Meriden, New Haven and West Haven cities; Bethany, Branford, Cheshire, East Haven, Guilford, Hamden, Madison, North Branford, North Haven, Orange, Wallingford and Woodbridge towns.

New London-Norwich, CT-RI
(MSA)
●New London County, CT: New London and Norwich cities; Bozrah, East Lyme, Franklin, Griswold, Groton, Ledyard, Lisbon, Montville, North Stonington, Old Lyme, Preston, Salem, Sprague, Stonington and Waterford towns.
●Windham County, CT: Cantebury town.
●Washington County, R.I.: Hopkinton and Westerly towns.

New Orleans, LA
(MSA)
Jefferson Parish
Orleans Parish
St. Bernard Parish
St. Charles Parish
St. John the Baptist Parish
St. Tammany Parish

New York, NY
(PMSA)
Bronx County
Kings County
New York County
Putnam County
Queens County
Richmond County
Rockland County
Westchester County
see also New York-Northern New Jersey-Long Island CMSA.

Newark, NJ
(PMSA)
Essex County
Morris County
Sussex County
Union County
see also New York-Northern New Jersey-Long Island CMSA.

Newark, OH
(See Columbus, OH)

Newburgh-Middletown, NY
(see Orange County, NY PMSA)
see also New York-Northern New Jersey-Long Island CMSA.

Newport News-Hampton, VA
(See Norfolk-Virginia Beach-Newport News, VA)
see also Buffalo-Niagara Falls CMSA.

Niagara Falls, NY
(PMSA)
Niagara County
see also Buffalo-Niagara Falls CMSA.

Norfolk-Virginia Beach-Newport News, VA
(MSA)
Gloucester County
James City County
York County
Chesapeake City
Hampton City
Newport News City
Norfolk City
Poquoson City
Portsmouth City
Suffolk City
Virginia Beach City
Williamsburg City

Northeast Pennsylvania
(see Scranton-Wilkes Barre, PA)

Norwalk, CT
(PMSA)
●Fairfield County: Norwalk city; Weston, Westport and Wilton towns.
see also New York-Northern New Jersey-Long Island CMSA.

Oakland, CA
(PMSA)
Alameda County
Contra Costa County
see also San Francisco-Oakland-San Jose CMSA.

Ocala, FL
(MSA)
Marion County

Odessa, TX
(MSA)
Ector County

Oklahoma City, OK
(MSA)
Canadian County
Cleveland County
Logan County
McClain County
Oklahoma County
Pottawattomie County, IA

Olympia, WA
(MSA)
Thurston County

Omaha, NE-IA
(MSA)
Douglas County, NE
Sarpy County, NE
Washington County, NE
Pottawattomie County, IA

Orange County, NY
(PMSA)
Orange County
see also New York-Northern New Jersey-Long Island CMSA.

Orlando, FL
(MSA)
Orange County
Osceola County
Seminole County

Owensboro, KY
(MSA)
Daviess County

Oxford-Ventura, CA
(PMSA)
Ventura County
see also Los Angeles-Anaheim-Riverside CMSA.

Panama City, FL
(MSA)
Bay County

Parkersburg-Marietta, WV-OH
(MSA)
Wood County, WV
Washington County, OH

Pascagoula, MS
(MSA)
Jackson County

Paterson-Clifton-Passaic, NJ
(see Bergen-Passaic, NJ PMSA)
see also New York-Northern New Jersey-Long Island CMSA.

Pawtucket-Woonsocket-Attleboro, RI-MA
(PMSA)
●Bristol County, MA: Attleborough city; North Attleboro, Rehoboth and Seekonk towns.
●Norfolk County, MA: Plainville town.
●Worchester County, MA: Blackstone and Millville towns.
●Providence County, RI: Central Falls, Pawtucket and Woonsocket cities; Burrillville, Cumberland, Lincoln, North Smithfield and Smithfield towns.
see also Providence-Pawtucket-Fall River CMSA.

Pensacola, FL
(MSA)
Escambia County
Santa Rosa County

Peoria, IL
(MSA)
Peoria County
Tazewell County
Woodford County

Petersburg-Colonial Heights-Hopewell, VA
(See Richmond-Petersburg, VA)

Philadelphia, PA-NJ
(PMSA)
Bucks County, PA
Chester County, PA
Delaware County, PA
Montgomery County, PA
Philadelphia County, PA
Burlington County, NJ
Camden County, NJ
Gloucester County, NJ
see also Philadelphia-Wilmington-Trenton CMSA.

Phoenix, AZ
(MSA)
Maricopa County

Pine Bluff, AR
(MSA)
Jefferson County

Pittsburgh, PA
(PMSA)
Allegheny County
Fayette County
Washington County
Westmoreland County
see also Pittsburgh-Beaver Valley CMSA.

Pittsfield, MA
(MSA)
●Berkshire County: Pittsfield city; Cheshire, Dalton,Hinsdale, Lanesborough, Lee, Lenox, Richmond and Stockbridge
towns.

Ponce, PR
(MSA)
Juan Diaz Municipio
Ponce Municipio

Portland, ME
(MSA)
●Cumberland County: Portland, South Portland and Westbrook cities; Cape Elizabeth, Cumberland, Falmouth, Freeport, Gorham, Gray, North Yarmouth, Raymond, Scarborough, Standish, Windham and Yarmouth towns.
●York County: Buxton, Hollis and Old Orchard Beach towns.

Portland, OR
(PMSA)
Clackamas County
Multnomah County
Washington County
Yamhill County
see also Portland-Vancouver CMSA.

Portsmouth-Dover-Rochester, NH-ME
(MSA)
●Rockingham County, NH: Portsmouth city; Exeter, Greenland, Hampton, New Castle, Newfields, Newington, Newmarket, North Hampton, Rye and Stratham towns.
●Strafford County, NH: Dover, Rochester and Somersworth cities; Barrington, Durham, Farmington, Lee, Madbury, Milton and Rollinsford towns.
●York County, ME: Berwick, Eliot, Kittery, North Berwick, Ogunquit, South Berwick, Wells and York towns.

Poughkeepsie, NY
(MSA)
Dutchess County

Providence, RI
(PMSA)
●Bristol County: Barrington, Bristol, and Warren-towns.
●Kent County: Warwick city; Coventry, East Greenwich and West Warwick towns.
●Newport County: Jamestown.
●Providence County: Cranston, East Providence and Providence cities; Foster, Gloucester, Johnston, North Providence and Scituate towns.
●Washington County: Exeter, Narrangansett, North Kingstown, Richmond and South Kingston towns.
see also Providence-Pawtucket-Fall River CMSA.

Provo-Orem, UT
(MSA)
UT County

Pueblo, CO
(MSA)
Pueblo County

Racine, WI
(PMSA)
Racine County
see also Milwaukee-Racine CMSA.

Raleigh-Durham, NC
(MSA)
Durham County
Franklin County
Orange County
Wake County

Rapid City, SD
(MSA)
Pennington County

Reading, PA
(MSA)
Berks County

Redding, CA
(MSA)
Shasta County

Reno, NV
(MSA)
Washoe County

Richmond-Kennewick-Pasco, WA
(MSA)
Benton County
Franklin County

Richmond-Petersburg VA
(MSA)
Charles City County
Chesterfield County
Dinwiddie County
Goochland County
Hanover County
Henrico County
New Kent County
Powhatan County
Prince George County
Colonial Heights city
Hopewell city
Petersburg city
Richmond city

Riverside-San Bernardino, CA
(PMSA)
Riverside County
San Bernardino County
see also Los Angeles-Anaheim-Riverside CMSA.

Roanoke, VA
(MSA)
Botetourt County
Roanoke County
Roanoke city
Salem city

Rochester, MN
(MSA)
Olmsted County

Rochester, NY
(MSA)
Livingston County
Monroe County
Ontario County
Orleans County
Wayne County

Rockford, IL
(MSA)
Boone County
Winnebago County

Rock Hill, SC
(See Charlotte-Gastonia-Rock Hill, NC-SC)

Sacramento, CA
(MSA)
El Dorado County
Placer County
Sacramento County
Yolo County

Saginaw-Bay City-Midland, MI
(MSA)
Bay County
Midland County
Saginaw County

St. Cloud, MN
(MSA)
Benton County
Sherburne County
Stearns County

St. Joseph, MO
(MSA)
Buchanan County

St. Louis, MO-IL
(MSA)
Franklin County, MO
Jefferson County, MO
St. Charles County, MO
St. Louis County, MO
St. Louis city, MO
Clinton County, IL
Jersey County, IL
Madison County, IL
Monroe County, IL
St. Clair County, IL

Salem, OR
(MSA)
Marion County
Polk County

Salem-Gloucester, MA
(PMSA)
●Essex County: Beverly, Gloucester, Peabody and Salem cities; Danvers, Essex, Hamilton,Ipswich, Manchester, Marblehead, Middleton, Rockport, Rowley, Swampscott, Topsfield and Wenham towns.
see also Boston-Lawrence-Salem CMSA.

Salinas-Seaside-Monterey, CA
(MSA)
Monterey County

Salisbury-Concord, NC
(See Charlotte-Gastonia-Rock Hill, NC-SC)

Salt Lake City-Ogden, UT
(MSA)
Davis County
Salt Lake County
Weber County

San Angelo, TX
(MSA)
Tom Green County

San Antonio, TX
(MSA)
Bexer County
Comal County
Guadalupe County

San Diego, CA
(MSA)
San Diego County

San Francisco, CA
(PMSA)
Marin County
San Francisco County
San Mateo County
see also San Francisco-Oakland-San Jose CMSA.

San Jose, CA
(PMSA)
Santa Clara County
see also San Francisco-Oakland-San Jose CMSA.

San Juan, PR
(PMSA)
Barceloneta Municipio
Bayamon Municipio
Canovanas Municipio
Carolina Municipio
Catano Municipio
Corozal Municipio
Dorado Municipio
Fajardo Municipio
Florida Municipio
Guaynabo Municipio
Humacao Municipio
Juncos Municipio
Las Piedras Municipio
Loiza Municipio
Luquillo Municipio
Manati Municipio
Naranjito Municipio
Rio Grande Municipio
San Juan Municipio
Toa Alta Municipio
Toa Baga Municipio
Trujillo Municipio
Vega Alta Municipio
Vega Baja Municipio
see also San Juan-Caguas CMSA.

Santa Barbara-Santa Maria-Lompoc, CA
(MSA)
Santa Barbara County

Santa Cruz, CA
(PMSA)
Santa Cruz County
see also San Francisco-Oakland-San Jose CMSA.

Santa Fe, NM
(MSA)
Los Alamos County
Santa Fe County

Santa Rosa-Petaluma, CA
(PMSA)
Sonoma County
see also San Francisco-Oakland-San Jose CMSA.

Sarasota, FL
(MSA)
Sarasota County

Savannah, GA
(MSA)
Chatham County
Effingham County

Scranton-Wilkes-Barre, PA
(MSA)
Columbia County
Lackawanna County
Luzerne County
Monroe County
Wyoming County

Seattle, WA
(PMSA)
King County
Snohomish County
see also Seattle-Tacoma CMSA.

Sharon, PA
(MSA)
Mercer County

Sheboygan, WI
(MSA)
Sheboygan County

Sherman-Denison, TX
(MSA)
Grayson County

Shreveport, LA
(MSA)
Bossier Parish
Caddo Parish

Sioux City, IA-NE
(MSA)
Woodbury County, IA
Dakota County, NE

Sioux Falls, SD
(MSA)
Minnehaha County

South Bend-Mishawaka, IN
(MSA)
St. Joseph County

Spokane, WA
(MSA)
Spokane County

Springfield, IL
(MSA)
Menard County
Sangamon County

Springfield, MA
(MSA)
●Hampden County: Chicopee, Holyoke, Springfield and Westfield cities; Agawam, East Longmeadow, Hampden, Longmeadow, Ludlow, Monson, Montgomery, Palmer, Russell, Southwick, West Springfield and Wibraham towns.
●Hampshire County: Northhampton city; Belchertown, Easthampton, Granby, Huntington, Southampton and South Hadley towns.

Sringfield, MO
(MSA)
Christian County
Greene County

Springfield, OH
(See Dayton-Springfield, OH)

Stamford, CT
(PMSA)
●Fairfield County: Stamford city; Darien, Greenwich and New Canaan towns.
see also New York-Northern New Jersey-Long Island CMSA.

State College, PA
(MSA)
Centre County

Steubenville-Weirton, OH-WV
(MSA)
Jefferson County, OH
Brooke County, WV
Hancock County, WV

Stockton, CA
(MSA)
San Joaquin County

Syracuse, NY
(MSA)
Madison County
Onondaga County
Oswego County

Tacoma, WA
(PMSA)
Pierce County
see also Seattle-Tacoma CMSA.

Tallahassee, FL
(MSA)
Gadsen County
Leon County

Tampa-St. Petersburg-Clearwater, FL
(MSA)
Hernando County
Hillsborough County
Pasco County
Pinellas County

Terre Haute, IN
(MSA)
Clay County
Vigo County

Texarkana, TX-AR
(MSA)
Bowie County, TX
Miller County, AR

Toledo, OH
(MSA)
Fulton County
Lucas County
Wood County

Topeka, KS
(MSA)
Shawnee County

Trenton, NJ
(PMSA)
Mercer County
see also Philadelphia-Wilmington-Trenton CMSA.

Tucson, AZ
(MSA)
Pima County

Tulsa, OK
(MSA)
Creek County
Osage County
Rogers County
Tulsa County
Wagoner County

Tuscaloosa, AL
(MSA)
Tuscaloosa County

Tyler, TX
(MSA)
Smith County

Utica-Rome, NY
(MSA)
Herkimer County
Oneida County

Vallejo-Fairfield-Napa, CA
(PMSA)
Napa County
Solano County
see also San Francisco-Oakland-San Jose CMSA.

Vancouver, WA
(PMSA)
Clark County
see also Portland-Vancouver CMSA.

Victoria, TX
(MSA)
Victoria County

Vineland-Millville-Bridgeton, NJ
(PMSA)
Cumberland County
see also Philadelphia-Wilmington-Trenton CMSA.

Visalia-Tulare-Porterville, CA
(MSA)
Tulare County

Waco, TX
(MSA)
McLennan County

Washington, DC-MD-VA
(MSA)
District of Columbia
Calvert County, MD
Charles County, MD
Frederick County, MD
Montgomery County, MD
Prince George's County, MD
Arlington County, VA
Fairfax County, VA
Loudoun County, VA
Prince William County, VA
Stafford County, VA
Alexandria city, VA
Fairfax city, VA
Fall Church city, VA
Manassas city, VA
Manassas Park city, VA

Waterbury, CT
(MSA)
Litchfield County: Bethlehem, Thomaston, Watertown and Woodbury towns.
●New Haven County: Waterbury city; Naugatuck borough; Middlebury, Prospect, Southbury and Wolcott towns.

Waterloo-Cedar Falls, IA
(MSA)
Black Hawk County
Bremer County

Wausau, WI
(MSA)
Marathon County

West Palm Beach-Boca Raton-Delray Beach, FL
(MSA)
Palm Beach County

Wheeling, WV-OH
(MSA)
Marshall County, WV
OH County, WV
Belmont County, OH

Wichita, KS
(MSA)
Butler County
Harvey County
Sedgwick County

Wichita Falls, TX
(MSA)
Wichita County

Williamsport, PA
(MSA)
Lycoming County

Wilmington, DE-NJ-MD
(PMSA)
New Castle County, DE
Salem County, NJ
Cecil County, MD
see also Philadelphia-Wilmington-Trenton CMSA.

Wilmington, NC
(MSA)
New Hanover County

Worcester, MA
(MSA)
●Worcester County: Worcester city; Auburn, Barre, Boylston, Brookfield, Charlton, Clinton, Douglas, Dudley, East Brookfield, Grafton, Holden, Leicester, Millbury, Northborough, Northbridge, North Brookfield, Oxford, Paxton, Princeton, Rutland, Shrewsbury, Spencer, Sterling, Sutton, Uxbridge, Webster, Westborough and West Boylston towns.

Yakima, WA
(MSA)
Yakima County

York, PA
(MSA)
Adams County
York County

Youngstown-Warren, OH
(MSA)
Mahoning County
Trumbull County

Yuba City, CA
(MSA)
Sutter County
Yuba County

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

(In alphabetical order by city)

Boston-Lawrence-Salem, MA-NHCMSA: Includes Boston, MA PMSA; Brockton, MA PMSA; Lawrence-Haverhill, MA-NH PMSA; Lowell, MA-NH PMSA; Nashua NH PMSA; and Salem-Gloucester, MA PMSA.

Buffalo-Niagara Falls, NY CMSA: Includes Buffalo, NY PMSA; and Niagara Falls, NY PMSA.

Chicago-Gary-Lake County, IL-IN-WI CMSA: Includes Aurora-Elgin, IL PMSA; Chicago, IL PMSA; Gary-Hammond, IN PMSA; Joliet, IL PMSA; Kenosha, WI PMSA; Lake County, IL PMSA.

Cincinnati-Hamilton, OH-KY-IN CMSA: Includes Cincinnati, OH-KY-IN PMSA; Hamilton-Middletown, OH PMSA.

Cleveland-Akron-Lorain, OH CMSA: Includes Akron, OH PMSA; Cleveland, OH PMSA; and Lorain-Elyria, OH PMSA.

Dallas-Fort Worth, TX CMSA: Includes Dallas, TX PMSA; and Fort Worth-Arlington, TX PMSA.

Denver-Boulder, CO CMSA: Includes Boulder-Longmont, CO PMSA; and Denver CO PMSA.

Detroit-Ann Arbor, MI CMSA: Includes Ann Arbor, MI PMSA; and Detroit, MI PMSA.

Hartford-New Britain-Middletown, CT CMSA: Includes Bristol, CT PMSA; Hartford, CT PMSA; Middletown, CT PMSA; and New Britain, CT PMSA.

Houston-Galveston-Brazoria, TX CMSA: Includes Brazoria, TX PMSA; Galveston-Texas City, TX PMSA; and Houston, TX PMSA.

Los Angeles-Anaheim-Riverside, CA CMSA: Includes Anaheim-Santa Ana, CA PMSA; Los Angeles-Long Beach, CA PMSA; Oxnard-Ventura, CA PMSA; and Riverside-San Bernadino, CA PMSA.

Miami-Fort Lauderdale, FL CMSA: Includes Fort Lauderdale-Hollywood-Pompano Beach, FL PMSA; and Miami-Hialeah, FL PMSA.

Milwaukee-Racine, WI CMSA: Includes Milwaukee, WI PMSA; Racine, WI PMSA.

New York-Northern New Jersey-Long Island, NY-NJ-CT CMSA: Includes Bergen-Passaic, NJ PMSA; Bridgeport-Milford, CT PMSA; Danbury, CT PMSA; Jersey City, NJ PMSA; Middlesex-Somerset-Hunterdon, NJ PMSA; Monmouth-Ocean, NJ PMSA; Nassau-Suffolk, NY PMSA; New York, NY PMSA; Newark, NJ PMSA; Norwalk, CT PMSA; Orange County, NY PMSA; and Stamford, CT PMSA.

Philadelphia-Wilmington-Trenton, PA-NJ-DE-MD CMSA: Includes Philadelphia, PA-NJ PMSA; Trenton, NJ PMSA; Vineland-Millville-Bridgeton, NJ PMSA; and Wilmington, DE-NJ-MD PMSA.

Pittsburgh-Beaver Valley, PA CMSA: Includes Beaver County, PA PMSA; and Pittsburgh, PA PMSA.

Portland-Vancouver, OR-WA CMSA: Includes Portland, OR PMSA; Vancouver, WA PMSA.

Providence-Pawtucket-Fall River, RI-MA CMSA: Includes Fall River, MA-RI PMSA; Pawtucket-Woonsocket-Attleboro RI-MA PMSA; and Providence, RI PMSA.

San Francisco-Oakland-San Jose, CA CMSA: Includes Oakland, CA PMSA; San Francisco, CA PMSA; San Jose, CA PMSA; Santa Cruz, CA PMSA; Santa Rosa-Petaluma, CA PMSA; and Vallejo-Fairfield-Napa, CA PMSA.

San Juan-Caguas, PR CMSA: Includes Caguas, PR PMSA; and San Juan, PR PMSA.

Seattle-Tacoma, WA CMSA: Includes Seattle, WA PMSA; and Tacoma, WA PMSA.

NEW ENGLAND COUNTY METROPOLITAN AREAS

(In alphabetical order by city)

Bangor, ME
(NECMA)
Penobscot County

Boston-Lawrence-Salem-Lowell-Brockton, MA
(NECMA)
Essex County
Middlesex County
Norfolk County
Plymouth County
Suffolk County

Bridgeport-Stamford-Norwalk-Danbury, CT
(NECMA)
Fairfield County

Burlington, VT
(NECMA)
Chittenden County
Grand Isle County

Hartford-New Britain-Middletown-Bristol, CT
(NECMA)
Hartford County
Middlesex County
Tolland County

Lewiston-Auburn, ME
(NECMA)
Androscoggin County

Manchester-Nashua, NH
(NECMA)
Hillsborough County

New Bedford-Fall River-Attleboro, MA
(NECMA)
Bristol County

New Haven-Waterbury-Meriden, CT
(NECMA)
New Haven County

New London-Norwich, CT
(NECMA)
New London County

Pittsfield, MA
(NECMA)
Berkshire County

Portland, ME
(NECMA)
Cumberland County

Portsmouth-Dover-Rochester, NH
(NECMA)
Rockingham County
Strafford County

Providence-Pawtucket-Woonsocket, RI
(NECMA)
Bristol County
Kent County
Providence County
Washington County

Springfield, MA
(NECMA)
Hampden County
Hampshire County

Worcester-Fitchburg-Leominster, MA
(NECMA)
Worcester County

EDITOR & PUBLISHER'S MARKET RANKINGS

Leading U.S. cities, counties and metropolitan statistical areas ranked according to EDITOR & PUBLISHER estimates for 1992

This year *Editor & Publisher* has once again compiled market-ranking tables to help advertising and marketing executives plan programs for the coming year. These tables have been a feature of the *E&P Market Guide* since they first appeared in the 1964 edition.

The rankings, based on *E&P* estimates for 1992, are shown for: population, disposable personal income, income per household and total retail sales, as they have been since 1964.

This year, we have also added new ranking tables — at the MSA and county level — for the nine categories that make up *total retail sales,* and they are as follows: lumber/hardware, general merchandise, food, auto, gasoline, apparel, furniture, eat/drink and drugs.

Rankings are provided for all cities or communities in the United States in which newspapers are published on a daily basis, for all counties whether daily newspapers are published in them or not, and for all metropolitan statistical areas in the United States, as defined by the Office of Management and Budget.

The tables are tabulated by computer and are based on the 1990 U.S. Census and the 1987 Census of Business, and 1992 research estimates by E&P Research, Inc.

MSA RANKINGS

POPULATION ESTIMATES

1	Los Angeles-Long Beach, CA	9,573,801
2	New York, NY	8,797,995
3	Chicago, IL	6,022,249
4	Philadelphia, PA-NJ	4,955,752
5	Detroit, MI	4,413,235
6	Washington-DC-MD-VA	4,117,910
7	Boston-Lawrence-Salem-Lowell-Brockton, MA	3,808,003
8	Houston, TX	3,497,321
9	Atlanta, GA	2,985,820
10	Riverside-San Bernardino, CA	2,864,781
11	Dallas, TX	2,750,123
12	San Diego, CA	2,690,881
13	Nassau-Suffolk, NY	2,632,515
14	Anaheim-Santa Ana, CA	2,568,735
15	Minneapolis-St. Paul, MN-WI	2,556,373
16	St. Louis, MO-IL	2,506,108
17	Baltimore, MD	2,461,528
18	Phoenix, AZ	2,319,521
19	Oakland, CA	2,199,848
20	Tampa-St. Petersburg, FL	2,156,795
21	Seattle, WA	2,044,738
22	Pittsburgh, PA	2,029,632
23	Miami-Hialeah, FL	1,983,273
24	Newark, NJ	1,841,730
25	Cleveland, OH	1,834,744
26	Denver, CO	1,701,368
27	San Francisco, CA	1,667,300
28	Kansas City, MO-KS	1,609,361
29	Sacramento, CA	1,595,953
30	San Jose, CA	1,576,530
31	Cincinnati, OH-KY-IN	1,474,145
32	Norfolk-Virginia Beach-Newport News, VA	1,449,594
33	Milwaukee, WI	1,448,397
34	Ft Worth-Arlington, TX	1,437,718
35	Columbus, OH	1,420,217
36	San Antonio, TX	1,410,130
37	Ft. Lauderdale-Hollywood-Pompano Beach, FL	1,302,113
38	Bergen-Passaic, NJ	1,298,141
39	New Orleans, LA	1,282,166
40	Portland, OR	1,279,060
41	Indianapolis, IN	1,276,002
42	Charlotte-Gastonia-Rock Hill, NC-SC	1,220,105 1,220,105
43	Orlando, FL	1,146,125
44	Hartford-New Britain-Middletown-Bristol, CT	1,144,151
45	Salt Lake City-Ogden, UT	1,125,272
46	Middlesex-Somerset-Hunterdon, NJ	1,060,458
47	Nashville, TN	1,036,224
48	Monmouth-Ocean, NJ	1,026,926
49	Memphis,TN-AR-MS	1,025,766
50	Rochester, NY	1,021,254
51	Oklahoma City, OK	996,339
52	Greensboro-Winston-Salem-High Point, NC	978,873
53	Dayton-Springfield, OH	965,268
54	Louisville, KY-IN	959,317
55	Buffalo, NY	958,053
56	Jacksonville, FL	943,478
57	Birmingham, AL	940,814
58	Providence-Pawtucket-Woonsocket, RI	928,427
59	West Palm Beach-Boca Raton-Delray, FL	920,073
60	Richmond-Petersburg, VA	892,060
61	Albany-Schenectady-Troy, NY	890,514
62	Honolulu, HI	871,789
63	Austin, TX	850,442
64	Bridgeport-Stamford-Norwalk-Danbury, CT	836,111
65	New Haven-Waterbury-Meriden, CT	817,108
66	La Vegas, NV	796,390
67	Raleigh-Durham, NC	776,363
68	Scranton-Wilkes-Barre, PA	739,035
69	Tulsa, OK	734,330
70	Worcester, MA	722,376
71	Tucson, AZ	717,233
72	Fresno, CA	715,015
73	Oxnard-Ventura, CA	714,409
74	Grand Rapids, MI	713,340
75	Allentown-Bethlehem,PA-NJ	703,542
76	Syracuse, NY	671,533
77	Greenville-Spartanburg, SC	669,177
78	Akron, OH	659,599
79	Omaha, NE	637,825
80	El Paso, TX	631,894
81	Knoxville, TN	624,549
82	Toledo, OH	616,681
83	Springfield, MA	607,087
84	Tacoma, WA	606,036
85	Gary-Hammond,IN	601,592
86	Harrisburg-Lebanon-Carlisle, PA	599,782
87	Wilmington, DE-MD-NJ-	591,609
88	Bakersfield, CA	585,843
89	Jersey City, NJ	552,900
90	Baton Rouge, LA	548,529
91	Lake County, IL	538,007
92	Charleston, SC	537,116
93	Little Rock, AR	531,091
94	Albuquerque, NM	520,518
95	Stockton, CA	519,967
96	New Bedford-Fall River-Attleboro, MA	512,662
97	Wichita, KS	499,276
98	Mobile, AL	498,613
99	Youngstown-Warren, OH	489,023
100	Vallejo-Fairfield-Napa, CA	486,406
101	Columbia, SC	474,308
102	Lansing-E. Lansing, MI	440,584
103	Johnson City-Kingsport-Bristol, TN-VA	440,483
104	Lancaster, PA	440,038
105	Chattanooga,TN-GA	434,974
106	Flint, MI	431,838
107	York, PA	429,056
108	Colorado Springs, CO	424,745
109	Melbourne-Titusville-Palm Bay, FL	423,733
110	Lakeland-Winter Haven, FL	421,745
111	Santa Rosa-Petaluma, CA	416,076
112	McAllen-Edinburg-Mission, TX	413,371
113	Jackson, MS	412,979
114	Augusta, GA-SC	410,268
115	Des Moines, IA	402,262
116	Modesto, CA	401,233
117	Joliet, IL	400,903
118	Saginaw-Bay City-Midland, MI	399,892
119	Canton, OH	393,415
120	Santa Barbara-Santa Maria-Lompoc, CA	393,386
121	Daytona Beach, FL	392,680
122	Madison, WI	381,956
123	Salinas-Seaside-Monterey, CA	377,921
124	Aurora-Elgin, IL	369,444
125	Fort Wayne, IN	368,517
126	Beaumont- Port Arthur, TX	367,297
127	Portsmouth-Dover-Rochester, NH	367,112
128	Spokane, WA	365,191
129	Corpus Christi, TX	363,307
130	Lexington-Fayette, KY	362,369
131	Fort Myers-Cape Coral, FL	360,578
132	Pensacola, FL	355,413
133	Manchester-Nashua, NH	350,056
134	Davenport-Rock Island-Moline, IA-IL	348,288
135	Reading, PA	344,501
136	Shreveport, LA	343,282
137	Trenton, NJ	334,062
138	Visalia-Tulare-Porterville, CA	333,287
139	Atlantic City, NJ	332,136
140	Appleton-Oshkosh-Neenah, WI	326,221
141	Orange, NY	321,221
142	Utica-Rome, NY	315,873
143	Huntington-Ashland, WV-KY-OH	311,675
144	Montgomery, AL	305,455
145	Peoria, IL	303,172
146	Hamilton-Middletown,OH	302,260
147	Sarasota, FL	292,513
148	Ann Arbor, MI	289,853
149	Rockford, IL	287,799
150	Eugene-Springfield, OR	287,131
151	Salem, OR	286,360
152	Fayeteville, NC	285,674
153	Macon-Warner Robins, GA	284,417
154	Brazoria-Brownsville-Harlingen, TX	278,578
155	Evansville, IN-KY	275,365
156	Erie, PA	274,636
157	Provo-Orem, UT	273,165
158	Killeen-Temple, TX	271,646
159	Fort Pierce, FL	270,652
160	Lorain-Elyria,OH	270,583
161	Reno, NV	266,608
162	Poughkeepsie, NY	265,390
163	Binghamton, NY	265,014
164	New London-Norwich, CT	259,801
165	Hunstville, AL	254,909
166	Charleston, WV	251,045
167	South Bend-Mishawaka, IN	250,087
168	Springfield, MO	249,500
169	Portland, ME	248,528
170	Savannah, GA	246,998
171	Vancouver, WA	246,966
172	Columbus, GA-AL	245,389
173	Santa Cruz, CA	244,004
174	Tallahassee, FL	242,096
175	Anchorage, AK	241,822
176	Johnstown, PA	239,923
177	Boulder-Longmont, CO	238,103
178	Duluth, MN-WI	236,942
179	Lubbock, TX	230,437
180	Hickory, NC	229,849
181	Kalamazoo, MI	228,099
182	Galveston-Texas City, TX	227,211
183	Roanoke, VA	226,013
184	Bradenton, FL	224,128
185	Lincoln, NE	220,151
186	Niagara Falls, NY	219,500
187	Boise, ID	218,018
188	Lafayette, LA	217,792
189	Gainesville, FL	210,490
190	Ocala, FL	209,100
191	Biloxi-Gulfport, MS	205,540
192	Green Bay, WI	203,390
193	Brazoria, TX	201,932
194	St. Cloud, MN	198,520
195	Bremerton, WA	198,078
196	Ft. Collins-Loveland, CO	198,021
197	Waco, TX	197,579
198	Amarillo, TX	194,909
199	Chico, CA	194,518
200	Yakima, WA	192,055
201	Springfield, IL	192,000
202	Merced, CA	191,851
203	Houma-Thibodaux, LA	188,712
204	Beaver, PA	185,426
205	Fort Smith, AR-OK	181,973
206	Asheville, NC	181,101
207	Racine, WI	177,935
208	Clarksville-Hopkinsville, TN-KY	176,920
209	Champaign-Urbana-Rantoul, IL	176,083
210	Lake Charles, LA	172,587
211	Cedar Rapids, IA	170,333
212	Longview-Marshall, TX	168,183
213	Olympia, WA	166,408
214	Naples, FL	165,074
215	Topeka, KS	163,993
216	Benton Harbor, MI	161,510
217	Athens, GA	161,395
218	Elkhart-Goshen, IN	161,165
219	Muskegon, MI	161,045
220	Jacksonville, NC	160,582
221	Tyler, TX	159,640
222	Fargo-Moorhead, ND-MN	158,188
223	Tuscaloosa, AL	157,819
224	Redding, CA	157,133
225	Wheeling, WV-OH	156,661
226	Lima, OH	155,033
227	Hagerstown, MD	151,889
228	Anderson, SC	151,811

229	Jackson, MI	151,225
230	Richland-Kennewick-Pasco, WA	150,830
231	Medford, OR	150,623
232	Fort Walton Beach, FL	150,564
233	Bangor, ME	148,505
234	Parkersburg-Marietta, WV-OH	148,156
235	Monroe, LA	146,450
236	Las Cruces, NM	145,253
237	Waterloo-Cedar Falls, IA	144,863
238	Laredo, TX	143,436
239	Burlington, VT	142,849
240	Lynchburg, VA	142,682
241	Jamestown-Dunkirk, NY	141,650
242	Vineland-Millville-Bridgeton, NJ	141,035
243	Eau Claire, WI	140,657
244	Steubenville-Weirton,OH-WV	140,343
245	Janesville-Beloit, WI	139,420
246	Pittsfield, MA	138,200
247	Decatur, AL	137,933
248	Joplin, MO	137,715
249	Dothan, AL	136,766
250	Battle Creek, MI	136,615
251	Greeley, CO	136,584
252	Charlottesville, VA	135,527
253	Florence, AL	134,576
254	Alexandria, LA	134,177
255	Lafayette-West Lafayette, IN	133,366
256	Panama City, FL	132,823
257	Bloomington-Normal, IL	132,682
258	Kenosha, WI	132,078
259	Bellingham, WA	131,935
260	Bryan-College Station, TX	131,396
261	Terre Haute, IN	130,498
262	Anderson, IN	129,954
263	Yuba City, CA	129,945
264	Altoona, PA	129,330
265	Sioux Falls, SD	128,577
266	State College, PA	127,161
267	Wilmington, NC	126,060
268	Wichita Falls, TX	125,778
269	Mansfield, OH	125,607
270	Pueblo, CO	125,471
271	Texarkana, TX-AR	125,091
272	Santa Fe, NM	124,785
273	Abilene, TX	124,378
274	Odessa, TX	123,046
275	Billings, MT	122,122
276	Glens Falls, NY	121,821
277	Sharon, PA	120,486
278	Williamsport, PA	119,905
279	Anniston, AL	119,461
280	Muncie, IN	118,832
281	Florence, SC	118,560
282	Fayetteville-Springdale, AR	117,914
283	Wausau, WI	117,847
284	Pascagoula, MS	117,346
285	Sioux City, IA-NE	115,902
286	Decatur, IL	115,867
287	Columbia, MO	115,829
288	Midland, TX	114,053
289	Albany, GA	112,457
290	Burlington, NC	112,231
291	Bloomington, IN	111,916
292	Lawton, OK	111,463
293	Rochester, MN	110,564
294	Danville, VA	109,463
295	Lewiston-Auburn, ME	106,348
296	Sheboygan, WI	105,973
297	San Angelo, TX	103,649
298	Gadsden, AL	102,258
299	La Crosse, WI	101,701
300	Iowa City, IA	100,013
301	Cumberland, MD	99,924
302	Sherman-Denison, TX	98,366
303	Kokoma, IN	98,354
304	Kankakee, IL	95,421
305	Elmira, NY	95,007
306	Owensboro, KY	89,376
307	Pine Bluff, AR	87,198
308	Dubuque, IA	85,858
309	Lawrence, KS	85,545
310	Bismarck, ND	85,475
311	Rapid City, SD	84,668
312	St Joseph, MO	82,968
313	Jackson, TN	80,211
314	Great Falls, MT	77,675
315	Cheyenne, WY	77,669
316	Victoria, TX	77,255
317	Grand Forks, ND	72,181
318	Casper, WY	61,003
319	Enid, OK	56,309

DISPOSABLE INCOME

(thousands)

1	New York, NY	160,328,301
2	Los Angeles-Long Beach, CA	126,739,200
3	Chicago, IL	102,320,255
4	Washington-DC-MD-VA	89,226,453
5	Boston-Lawrence-Salem Lowell-Brockton,MA	85,212,193
6	Philadelphia, PA-NJ	82,900,317
7	Anaheim-Santa Ana, CA	70,333,059
8	Detroit, MI	70,073,031
9	Houston, TX	58,476,861
10	Nassau-Suffolk, NY	56,626,892
11	San Diego, CA	54,150,985
12	Oakland, CA	50,750,297
13	Atlanta, GA	48,046,092
14	Minneapolis-St Paul, MN-WI	46,230,383
15	Dallas, TX	45,432,353
16	St Louis, MO-IL	44,008,932
17	San Francisco, CA	41,711,372
18	Baltimore, MD	41,123,895
19	Newark, NJ	40,578,945
20	Pittsburgh, PA	39,777,165
21	Sacramento, CA	39,611,128
22	Riverside-San Bernardino, CA	39,484,134
23	San Jose, CA	37,760,058
24	Tampa-St. Petersburg-Clearwater, FL	37,027,617
25	Phoenix, AZ	36,489,556
26	Cleveland, OH	34,327,123
27	Seattle, WA	32,735,211
28	Denver, CO	31,002,901
29	Miami-Hialeah, FL	30,898,582
30	Bergen-Passaic, NJ	28,837,253
31	Kansas City, MO-KS	27,669,863
32	Ft. Lauderdale-Hollywood-Pompano Beach, FL	26,967,122
33	Milwaukee, WI	23,973,677
34	Middlesex-Somerset-Hunterdon, NJ	23,778,245
35	Bridgeport-Stamford-Norwalk-Danbury,Ct	23,627,416
36	Hartford-New Britain-Middletown-Bristol, Ct	23,588,403
37	Indianapolis, IN	21,121,674
38	Cincinnati, OH-KY-IN	20,519,107
39	Monmouth-Ocean, NJ	20,442,521
40	Columbus, OH	20,427,785
41	San Antonio, TX	19,592,080
42	Charlotte-Gastonia-Rock Hill, NC-SC	19,542,044
43	Norfolk-Virginia Beach-Newport News, VA	19,531,028
44	Ft. Worth-Arlington, TX	18,892,007
45	Orlando, FL	18,453,419
46	Rochester, NY	18,389,366
47	Oxnard-Ventura, CA	18,186,899
48	Portland, OR	17,934,308
49	West Palm Beach-Boca Raton-Delray, FL	16,915,502
50	New Orleans, LA	16,405,901
51	Honolulu, HI	15,626,552
52	Providence-Pawtucket-Woonsocket,RI	15,547,208
53	Greensboro-Winston-Salem-High Point, NC	15,443,853
54	Nashville, TN	15,437,153
55	Oklahoma City, OK	14,761,337
56	Birmingham, AL	14,674,481
57	Buffalo, NY	14,611,836
58	Memphis,TN-AR-MS	14,387,743
59	Albany-Schenectady-Troy, NY	14,323,565
60	New Haven-Waterbury-Meriden, Ct	14,308,197
61	Salt Lake City-Ogden, UT	14,243,405
62	Dayton-Springfield,OH	14,165,855
63	Louisville, KY-IN	13,134,672
64	Jacksonville, FL	13,052,076
65	Worcester, MA	12,689,687
66	Austin, TX	12,567,692
67	Richmond-Petersburg, Va	12,419,164
68	Raleigh-Durham, NC	12,285,592
69	Fresno, CA	12,221,536
70	Lake County, IL	11,847,976
71	Vallejo-Fairfield-Napa, CA	11,837,869
72	Syracuse, NY	11,725,085
73	Scranton-Wilkes-Barre, PA	11,320,478
74	Tucson, AZ	11,294,622
75	Bakersfield, CA	10,885,364
76	Toledo, OH	10,578,205
77	Allentown-Bethlehem,PA-NJ	10,574,034
78	La Vegas, NV	10,330,440
79	Springfield, MA	10,006,627
80	Harrisburg-Lebanon-Carlisle, PA	9,981,025
81	Akron, OH	9,910,432
82	Grand Rapids, MI	9,852,125
83	Santa Rosa-Petaluma, CA	9,789,111
84	Tacoma, WA	9,729,953
85	Santa Barbara-Santa Maria-Lompoc, CA	9,691,897
86	Omaha, NE	9,513,984
87	Greenville-Spartanburg, SC	9,417,005
88	Jersey City, NJ	9,402,970
89	Stockton, CA	9,341,984
90	Tulsa, OK	8,695,611
91	Little Rock, AR	8,423,900
92	Wilmington, DE-MD-NJ-	8,374,180
93	Knoxville, TN	8,289,850
94	Gary-Hammond,IN	8,139,288
95	Trenton, NJ	7,974,470
96	Colorado Springs, CO	7,969,906
97	Lancaster, PA	7,875,050
98	Charleston, SC	7,732,110
99	Columbia, SC	7,715,036
100	Salinas-Seaside-Monterey, CA	7,618,537
101	New Bedford-Fall River-Attleboro, MA	7,582,241
102	Lansing-E. Lansing,MI	7,516,809
103	Albuquerque, NM	7,495,117
104	Atlantic City, NJ	6,987,689
105	Joliet, IL	6,965,581
106	Baton Rouge, LA	6,909,789
107	Flint, MI	6,877,647
108	Youngstown-Warren, OH	6,806,150
109	Aurora-Elgin, IL	6,732,994
110	Wichita, KS	6,671,576
111	Saginaw-Bay City-Midland, MI	6,538,976
112	Mobile, AL	6,379,833
113	Manchester-Nashua, NH	6,353,963
114	Visalia-Tulare-Porterville, CA	6,169,250
115	Peoria, IL	6,160,946
116	York, PA	6,088,461
117	Fort Wayne, IN	6,080,966
118	Davenport-Rock Island-Moline, IA-IL	6,066,503
119	Des Moines, IA	6,037,625
120	Reading, PA	6,020,756
121	El Paso, TX	5,870,137
122	Modesto, CA	5,854,444
123	Portsmouth-Dover-Rochester, NH	5,835,888
124	Canton, OH	5,776,252
125	Chattanooga,TN-GA	5,727,191
126	Fort Myers-Cape Coral, FL	5,689,423
127	Tallahassee, FL	5,656,371
128	Madison, WI	5,616,661
129	Santa Cruz, CA	5,607,420
130	Jackson, MS	5,565,368
131	Sarasota, FL	5,429,842
132	Daytona Beach, FL	5,423,141
133	Lakeland-Winter Haven, FL	5,229,251
134	Anchorage, AK	5,196,201
135	Pensacola, FL	5,169,499
136	New London-Norwich,Ct	5,146,156
137	Augusta, GA-SC	5,127,857
138	Macon-Warner Robins, GA	5,044,789
139	Appleton-Oshkosh-Neenah, WI	4,930,475
140	Rockford, IL	4,928,402
141	Orange, NY	4,900,712
142	Ann Arbor, MI	4,898,154
143	Lexington-Fayette, KY	4,875,615
144	Portland, ME	4,744,013
145	Gainesville, FL	4,715,114
146	Beaumont- Port Arthur, TX	4,696,569
147	Evansville, IN-KY	4,657,948
148	Montgomery, AL	4,539,134
149	Spokane, WA	4,525,118
150	Springfield, MO	4,511,890
151	Corpus Christi, TX	4,463,965
152	Boulder-Longmont, CO	4,448,988
153	Eugene-Springfield, OR	4,448,752
154	Melbourne-Titusville-Palm Bay, FL	4,399,541
155	Binghamton, NY	4,369,520
156	Kalamazoo, MI	4,361,102
157	Utica-Rome, NY	4,336,907
158	Erie, PA	4,274,938
159	Shreveport, LA	4,269,450
160	Hamilton-Middletown,OH	4,228,151
161	Hunstville, AL	4,151,459
162	Fort Pierce, FL	4,105,692
163	Poughkeepsie, NY	4,099,558
164	Reno, NV	4,076,391
165	Salem, OR	4,064,806
166	South Bend-Mishawaka, IN	3,928,570
167	Johnson City-Kingsport-Bristol, TN-VA	3,918,043
168	Champaign-Urbana-Rantoul, IL	3,881,331
169	Springfield, IL	3,839,584
170	Fayetteville, NC	3,780,668
171	Bradenton, FL	3,752,296
172	Huntington-Ashland, WV-KY	3,731,762
173	Savannah, GA	3,696,714
174	Ft. Collins-Loveland, CO	3,672,764
175	Charleston, WV	3,600,226
176	Merced, CA	3,533,858
177	Killeen-Temple, TX	3,518,181
178	Roanoke, Va	3,516,174
179	Boise, ID	3,448,694
180	Vancouver, WA	3,426,104
181	Hickory, NC	3,407,491
182	Green Bay, WI	3,322,857
183	Brazoria, TX	3,322,042
184	Johnstown, PA	3,285,405
185	Lubbock, TX	3,282,602
186	Lorain-Elyria,OH	3,268,406
187	McAllen-Edinburg-Mission, TX	3,257,569
188	Duluth, MN-WI	3,168,892
189	Columbus, GA-AL	3,157,422
190	Chico, CA	3,124,534
191	Naples, FL	3,113,757
192	Lincoln, NE	3,067,093
193	Yakima, WA	3,039,848
194	Amarillo, TX	3,037,377
195	Niagara Falls, NY	3,034,477
196	St. Cloud, MN	2,982,286
197	Lafayette, LA	2,944,128
198	Racine, WI	2,915,780
199	Ocala, FL	2,859,907
200	Bloomington-Normal, IL	2,788,116
201	Beaver, PA	2,766,472
202	Galveston-Texas City, TX	2,731,656
203	Elkhart-Goshen, IN	2,720,745
204	Benton Harbor, MI	2,666,533
205	Tyler, TX	2,655,678
206	Biloxi-Gulfport, MS	2,639,285
207	Redding, CA	2,625,715
208	Provo-Orem, UT	2,582,417
209	Lafayette-West Lafayette,IN	2,535,479
210	Cedar Rapids, IA	2,531,713
211	Topeka, KS	2,478,904
212	Richland-Kennewick-Pasco, WA	2,476,580
213	Waco, TX	2,471,949
214	Muskegon, MI	2,460,509
215	Fort Smith, AR-OK	2,459,366
216	Athens, GA	2,389,591
217	Brazoria-Brownsville-Harlingen, TX	2,383,708
218	Pittsfield, MA	2,328,141
219	Wheeling, WV, OH	2,325,862
220	Bangor, ME	2,265,557
221	Bremerton, WA	2,257,263
222	Jackson, MI	2,255,664
223	Olympia, WA	2,235,201
224	Lima, OH	2,223,451
225	Houma-Thibodaux, LA	2,214,348
226	Greeley, CO	2,212,522
227	Battle Creek, MI	2,206,752
228	Longview-Marshall, TX	2,183,344
229	Burlington, VT	2,183,258
230	Santa Fe, NM	2,176,740
231	Joplin, MO	2,165,187
232	Wilmington, NC	2,143,770
233	Decatur, IL	2,143,302
234	Alexandria, LA	2,135,303
235	Terre Haute, IN	2,121,606
236	Waterloo-Cedar Falls, IA	2,119,032
237	Fort Walton Beach, FL	2,118,092
238	Bellingham, WA	2,115,613
239	Steubenville-Weirton,OH-WV	2,107,597
240	Asheville, NC	2,106,573
241	Altoona, PA	2,102,830
242	Lynchburg, Va	2,093,928
243	Lawton, OK	2,049,965
244	Medford, OR	2,033,762
245	Jacksonville, NC	2,032,402
246	Charlottesville, Va	2,027,647
247	Tuscaloosa, AL	2,027,482
248	Parkersburg-Marietta, WV-OH	2,019,680
249	Hagerstown, MD	1,999,739
250	Bloomington, IN	1,999,509
251	Jamestown-Dunkirk, NY	1,997,227
252	Vineland-Millville-Bridgeton, NJ	1,935,112
253	Lake Charles, LA	1,906,085
254	Billings, MT	1,901,232
255	Albany, GA	1,879,819
256	Sioux Falls, SD	1,864,508
257	Decatur, AL	1,848,586
258	Midland, TX	1,841,122
259	Eau Claire, WI	1,836,676
260	Dothan, AL	1,835,010
261	Jasnesville-Beloit, WI	1,828,092
262	Sharon, PA	1,825,358
263	Odessa, TX	1,812,480
264	Mansfield, OH	1,807,845
265	Anderson, IN	1,794,513
266	Fargo-Moorhead, ND-MN	1,787,021
267	La Crosse, WI	1,774,502
268	Yuba City, CA	1,758,423
269	Muncie, IN	1,749,805
270	Rochester, MN	1,745,706
271	Florence, AL	1,743,704
272	Kenosha, WI	1,740,080
273	Williamsport,PA	1,728,865
274	Florence, SC	1,715,945
275	Anderson, SC	1,715,718
276	Fayetteville-Springdale, AR	1,710,872
277	Iowa City, IA	1,669,040
278	Wausau, WI	1,665,593
279	Panama City, FL	1,649,810
280	Bryan-College Station, TX	1,628,719
281	Wichita Falls, TX	1,623,457
282	San Angelo, TX	1,621,880

283	Burlington, NC	1,621,538
284	Monroe, LA	1,621,425
285	Sioux City, IA-NE	1,586,272
286	Abilene, TX	1,583,532
287	Sheboygan, WI	1,571,951
288	Sherman-Denison, TX	1,559,292
289	Las Cruces, NM	1,551,166
290	Anniston, AL	1,546,604
291	Glens Falls, NY	1,543,327
292	Lewiston-Auburn, ME	1,496,839
293	Kokoma, IN	1,487,557
294	Pueblo, CO	1,474,670
295	Kankakee, IL	1,462,585
296	Columbia, MO	1,452,364
297	State College,PA	1,448,241
298	Lawrence, KS	1,401,535
299	Pascagoula, MS	1,393,225
300	Gadsden, AL	1,321,012
301	Danville, Va	1,286,676
302	Dubuque, IA	1,286,063
303	St Joseph, MO	1,280,140
304	Bismarck, ND	1,189,625
305	Texarkana, TX-AR	1,184,267
306	Pine Bluff, AR	1,184,178
307	Victoria, TX	1,179,483
308	Great Falls, MT	1,141,345
309	Clarksville-Hopkinsville,TN-KY	1,131,825
310	Jackson, TN	1,131,613
311	Elmira, NY	1,074,994
312	Laredo, TX	1,073,766
313	Rapid City, SD	1,000,782
314	Cumberland, MD	997,181
315	Owensboro, KY	978,723
316	Grand Forks, ND	902,018
317	Cheyenne, WY	891,506
318	Casper, WY	797,335
319	Enid, OK	756,133

INCOME PER HOUSEHOLD

1	Anaheim-Santa Ana, CA	77,573
2	Bridgeport-Stamford-Norwalk-Danbury,Ct	76,299
3	Santa Barbara-Santa Maria-Lompoc, CA	74,826
4	Santa Rosa-Petaluma, CA	74,043
5	Santa Cruz, CA	73,256
6	Oakland, CA	70,393
7	Sacramento, CA	70,313
8	San Jose, CA	68,505
9	Vallejo-Fairfield-Napa, CA	68,076
10	Oxnard-Ventura, CA	67,836
11	San Francisco, CA	64,717
12	San Diego, CA	63,077
13	Trenton, NJ	62,077
14	Middlesex-Somerset-Hunterdon, NJ	60,634
15	Anchorage, AK	60,166
16	Tallahassee, FL	60,107
17	Boston-Lawrence-Salem-Lowell-Brockton, MA	59,124
18	Springfield, IL	58,743
19	Bergen-Passaic, NJ	58,528
20	Gainesville, FL	58,048
21	Salinas-Seaside-Monterey, CA	57,794
22	Newark, NJ	57,358
23	Lake County, IL	57,105
24	Peoria, IL	56,627
25	Washington-DC-MD-VA	55,991
26	Honolulu, HI	55,874
27	Hartford-New Britain-Middletown-Bristol, Ct	53,833
28	Pittsburgh, PA	53,467
29	Champaign-Urbana-Rantoul, IL	52,902
30	Bloomington-Normal, IL	52,534
31	Monmouth-Ocean, NJ	52,075
32	Decatur, IL	52,056
33	Portland, ME	52,012
34	Chico, CA	51,961
35	Kalamazoo, MI	51,622
36	New London-Norwich, CT	51,501
37	Atlantic City, NJ	51,239
38	Stockton, CA	51,041
39	Boulder-Longmont, CO	50,831
40	Colorado Springs, CO	50,423
41	Bakersfield, CA	50,334
42	Lawton, OK	49,835
43	Nassau-Suffolk, NY	49,641
44	Redding, CA	49,492
45	Lansing-E. Lansing, MI	49,478
46	Jersey City, NJ	49,047
47	Manchester-Nashua, NH	49,008
48	Reading, PA	48,552
49	Ft. Lauderdale-Hollywood-Pompano Beach, FL	48,279
50	Naples, FL	48,194
51	Macon-Warner Robins, GA	47,850
52	Visalia-Tulare-Porterville, CA	47,764
53	Lafayette-West Lafayette,IN	47,529
54	Lancaster, PA	47,283
55	Battle Creek, MI	47,252
56	Evansville, IN-KY	47,243
57	Davenport-Rock Island-Moline, IA-IL	47,172
58	Boise, ID	46,984
59	St. Louis, MO-IL	46,953
60	Albany, GA	46,917
61	Santa Fe, NM	46,901
62	Rochester, NY	46,864
63	Fresno, CA	46,716
64	Aurora-Elgin, IL	46,683
65	Rockford, IL	46,646
66	Terre Haute, IN	46,626
67	Cleveland, OH	46,522
68	Syracuse, NY	46,522
69	Merced, CA	46,423
70	Worcester, MA	46,407
71	Ft. Collins-Loveland, CO	46,368
72	Indianapolis, IN	46,295
73	Benton Harbor, MI	46,149
74	Chicago, IL	46,091
75	Iowa City, IA	45,932
76	Pittsfield, MA	45,720
77	Springfield, MO	45,585
78	New Haven-Waterbury-Meriden, CT	45,528
79	La Crosse, WI	45,366
80	Wilmington, NC	45,338
81	Kansas City, MO-KS	45,296
82	Midland, TX	45,142
83	Hunstville, AL	45,056
84	Amarillo, TX	44,955
85	Tyler, TX	44,915
86	Toledo, OH	44,756
87	South Bend-Mishawaka, IN	44,637
88	Alexandria, LA	44,559
89	Elkhart-Goshen, IN	44,557
90	Dallas, TX	44,498
91	Philadelphia, PA-NJ	44,422
92	Brazoria, TX	44,399
93	New York, NY	44,263
94	Providence-Pawtucket-Woonsocket,RI	44,148
95	Binghamton, NY	44,145
96	Albany-Schenectady-Troy, NY	44,137
97	Fort Wayne, IN	43,866
98	Racine, WI	43,834
99	Springfield, MA	43,811
100	Baltimore, MD	43,805
101	Birmingham, AL	43,671
102	Columbia, SC	43,592
103	Saginaw-Bay City-Midland, MI	43,509
104	Green Bay, WI	43,508
105	Joliet, IL	43,387
106	Little Rock, AR	43,236
107	Houston, TX	43,148
108	Atlanta, GA	43,124
109	West Palm Beach-Boca Raton-Delray, FL	43,088
110	Altoona, PA	43,044
111	Flint, MI	42,987
112	Jackson, MI	42,930
113	Milwaukee, WI	42,884
114	Bloomington, IN	42,879
115	Denver, CO	42,812
116	Minneapolis-St. Paul, MN-WI	42,797
117	Lubbock, TX	42,724
118	Greenville-Spartanburg, SC	42,665
119	Detroit, MI	42,565
120	Charlotte-Gastonia-Rock Hill, NC-SC	42,496
121	St. Joseph, MO	42,476
122	Fayetteville-Springdale, AR	42,467
123	Portsmouth-Dover-Rochester, NH	42,438
124	Ann Arbor, MI	42,276
125	Harrisburg-Lebanon-Carlisle, PA	42,261
126	Muskegon, MI	42,237
127	Scranton-Wilkes-Barre, PA	42,054
128	Bellingham, WA	41,968
129	Kankakee, IL	41,887
130	Tacoma, WA	41,781
131	Sherman-Denison, TX	41,611
132	Eugene-Springfield, OR	41,411
133	Appleton-Oshkosh-Neenah, WI	41,387
134	Kokoma, IN	41,328
135	Poughkeepsie, NY	41,308
136	Erie, PA	41,297
137	Savannah, GA	41,260
138	Burlington, VT	41,141
139	Rochester, MN	41,052
140	Modesto, CA	40,871
141	Montgomery, AL	40,869
142	Buffalo, NY	40,841
143	Sharon, PA	40,834
144	Orlando, FL	40,824
145	Tampa-St. Petersburg-Clearwater, FL	40,704
146	San Angelo, TX	40,684
147	Greeley, CO	40,661
148	Sheboygan, WI	40,534
149	Akron, OH	40,531
150	Lexington-Fayette, KY	40,526
151	Biloxi-Gulfport, MS	40,421
152	Greensboro-Winston-Salem-High Point, NC	40,315
153	Jackson, MS	40,307
154	Dayton-Springfield, OH	40,264
155	Phoenix, AZ	40,115
156	San Antonio, TX	39,976
157	Yuba City, CA	39,919
158	Cedar Rapids, IA	39,904
159	Steubenville-Weirton, OH-WV	39,852
160	Charleston, WV	39,822
161	Odessa, TX	39,778
162	Seattle, WA	39,749
163	Hickory, NC	39,639
164	Victoria, TX	39,601
165	Raleigh-Durham, NC	39,529
166	Tucson, AZ	39,369
167	Lawrence, KS	39,321
168	Charlottesville, Va	39,284
169	Sarasota, FL	39,260
170	Sioux Falls, SD	39,250
171	Roanoke, Va	39,249
172	Allentown-Bethlehem,PA-NJ	39,211
173	Lynchburg, Va	39,132
174	Wheeling, WV, OH	39,120
175	Canton, OH	39,080
176	Pensacola, FL	39,055
177	Muncie, IN	39,021
178	Riverside-San Bernardino, CA	38,937
179	Billings, MT	38,921
180	Albuquerque, NM	38,878
181	Waterloo-Cedar Falls, IA	38,842
182	Tuscaloosa, AL	38,815
183	Mansfield, OH	38,814
184	Williamsport,PA	38,758
185	Jackson, TN	38,736
186	Richland-Kennewick-Pasco, WA	38,705
187	Beaver, PA	38,655
188	Florence, SC	38,651
189	Miami-Hialeah, FL	38,578
190	Anderson, IN	38,511
191	Athens, GA	38,445
192	New Bedford-Fall River-Attleboro, MA	38,390
193	Lafayette, LA	38,389
194	Columbus, GA-AL	38,292
195	Bangor, ME	38,279
196	Salem, OR	38,262
197	Louisville, KY-IN	38,118
198	Joplin, MO	38,083
199	Jamestown-Dunkirk, NY	38,001
200	Fort Walton Beach, FL	37,983
201	Topeka, KS	37,790
202	Orange, NY	37,788
203	Casper, WY	37,788
204	Omaha, NE	37,782
205	Hagerstown, MD	37,685
206	Bradenton, FL	37,669
207	Charleston, SC	37,649
208	Hamilton-Middletown,OH	37,618
209	Oklahoma City, OK	37,610
210	Des Moines, IA	37,577
211	Burlington, NC	37,565
212	Vineland-Millville-Bridgeton, NJ	37,524
213	Los Angeles-Long Beach, CA	37,511
214	Salt Lake City-Ogden, UT	37,490
215	Dothan, AL	37,461
216	Austin, TX	37,430
217	Yakima, WA	37,427
218	Bismarck, ND	37,385
219	Lima, OH	37,098
220	York, PA	37,004
221	Fort Smith, AR-OK	36,959
222	Wilmington, DE-MD-NJ-	36,937
223	Memphis,TN-AR-MS	36,897
224	Dubuque, IA	36,880
225	Grand Rapids, MI	36,869
226	Madison, WI	36,849
227	Fort Myers-Cape Coral, FL	36,811
228	Great Falls, MT	36,735
229	Parkersburg-Marietta, WV-OH	36,719
230	Killeen-Temple, TX	36,712
231	Reno, NV	36,696
232	Columbus, OH	36,695
233	Anniston, AL	36,691
234	Nashville, TN	36,654
235	Lewiston-Auburn, ME	36,610
236	Utica-Rome, NY	36,541
237	Enid, OK	36,441
238	Chattanooga,TN-GA	36,385
239	Decatur, AL	36,367
240	Fort Pierce, FL	36,322
241	Florence, AL	36,305
242	Norfolk-Virginia Beach-Newport News, VA	36,257
243	Youngstown-Warren, OH	36,041
244	Gadsden, AL	35,974
245	Niagara Falls, NY	35,938
246	Pine Bluff, AR	35,852
247	Medford, OR	35,825
248	Wausau, WI	35,767
249	Johnstown, PA	35,759
250	Fayetteville, NC	35,615
251	Jacksonville, NC	35,438
252	Kenosha, WI	35,377
253	Sioux City, IA-NE	35,363
254	Houma-Thibodaux, LA	35,202
255	Augusta, GA-SC	35,200
256	New Orleans, LA	35,167
257	Richmond-Petersburg, Va	35,071
258	Jasnesville-Beloit, WI	34,989
259	Portland, OR	34,966
260	Cincinnati, OH-KY-IN	34,911
261	Wichita, KS	34,878
262	Longview-Marshall, TX	34,857
263	Baton Rouge, LA	34,840
264	Lincoln, NE	34,829
265	Mobile, AL	34,709
266	Jacksonville, FL	34,652
267	Cheyenne, WY	34,235
268	Ft. Worth-Arlington, TX	34,202
269	Gary-Hammond,IN	34,095
270	Waco, TX	34,093
271	Ocala, FL	34,087
272	Eau Claire, WI	33,870
273	Shreveport, LA	33,818
274	Olympia, WA	33,811
275	St. Cloud, MN	33,782
276	Grand Forks, ND	33,741
277	Beaumont- Port Arthur, TX	33,648
278	Vancouver, WA	33,540
279	Duluth, MN-WI	33,178
280	Pascagoula, MS	33,145
281	Abilene, TX	33,102
282	Anderson, SC	32,781
283	Huntington-Ashland, WV-KY-OH	32,729
284	Knoxville, TN	32,646
285	Rapid City, SD	32,548
286	Glens Falls, NY	32,541
287	Galveston-TexasCity, TX	32,461
288	Spokane, WA	32,217
289	La Vegas, NV	32,105
290	Corpus Christi, TX	31,999
291	Panama City, FL	31,984
292	Wichita Falls, TX	31,876
293	Daytona Beach, FL	31,766
294	Lakeland-Winter Haven, FL	31,556
295	Columbia, MO	31,348
296	Lake Charles, LA	31,004
297	Monroe, LA	30,998
298	Bryan-College Station, TX	30,989
299	Danville, Va	30,726
300	Owensboro, KY	30,561
301	Elmira, NY	30,174
302	Lorain-Elyria,OH	30,171
303	Tulsa, OK	30,043
304	El Paso, TX	29,727
305	Pueblo, CO	29,588
306	Fargo-Moorhead, ND-MN	29,540
307	Asheville, NC	29,080
308	Clarksville-Hopkinsville, TN-KY	28,734
309	Las Cruces, NM	28,734
310	Bremerton, WA	28,565
311	Provo-Orem, UT	28,500
312	State College,PA	28,472
313	Texarkana, TX-AR	27,083
314	Cumberland, MD	26,293
315	Brazoria-Brownsville-Harlingen, TX	25,670
316	Melbourne-Titusville-Palm Bay, FL	25,669
317	Johnson City-Kingsport-Bristol,TN-VA	23,826
318	McAllen-Edinburg-Mission, TX	21,930
319	Laredo, TX	20,212

TOTAL RETAIL SALES
(thousands)

1	Los Angeles-Long Beach, CA	72,665,905
2	New York, NY	53,885,817
3	Chicago, IL	49,377,077
4	Philadelphia, PA-NJ	39,610,503
5	Boston-Lawrence-Salem-Lowell-Brockton, MA	38,235,424
6	Washington, DC-MD-VA	36,155,625
7	Detroit, MI	35,860,214
8	Nassau-Suffolk, NY	28,362,825
9	Atlanta, GA	26,334,756
10	Houston, TX	26,062,066
11	Dallas, TX	24,615,863
12	Anaheim-Santa Ana, CA	23,647,970
13	Minneapolis-St. Paul, MN	22,029,259

14	San Diego, CA	19,985,670
15	St. Louis, MO-IL	19,691,034
16	Baltimore, MD	19,080,707
17	Tampa-St. Petersburg-Clearwater, FL	18,429,203
18	Seattle, WA	18,130,269
19	Phoenix, AZ	17,965,240
20	Riverside-San Bernardino, CA	17,585,020
21	Oakland, CA	17,176,111
22	Miami-Hialeah, FL	17,037,003
23	San Francisco, CA	16,889,226
24	Pittsburgh, PA	15,556,452
25	Denver,CO	14,309,076
26	Cleveland, OH	14,109,822
27	Bergen-Passaic, NJ	14,066,534
28	Kansas City, MO-KS	13,515,748
29	San Jose, CA	13,369,638
30	Ft. Lauderdale-Hollywood-Pompano Beach, FL	13,242,073
31	Sacramento, CA	12,188,541
32	Milwaukee, WI	11,997,084
33	Cincinnati, OH-KY-IN	11,835,303
34	Newark, NJ	11,753,862
35	Norfolk-Virginia Beach-Newport News, VA	11,460,098
36	Portland, OR	11,371,212
37	Ft. Worth-Arlington, TX	11,357,785
38	Indianapolis, IN	11,309,469
39	Columbus, OH	11,093,564
40	Orlando, FL	10,573,803
41	Hartford-New Britain-Middletown-Bristol, CT	10,541,897
42	New Orleans, LA	10,306,221
43	San Antonio, TX	9,688,503
44	Charlotte-Gastonia-Rock Hill, NC-SC	9,675,963
45	Monmouth-Ocean, NJ	9,450,280
46	Middlesex-Somerset-Hunterdon, NJ	9,426,036
47	Bridgeport-Stamford-Norwalk-Danbury, CT	8,987,342
48	Nashville, TN	8,693,987
49	West Palm Beach-Boca Raton-Delray, FL	8,647,646
50	Rochester, NY	8,217,124
51	Oklahoma City, OK	8,184,475
52	Jacksonville, FL	8,056,991
53	Louisville, KY-IN	7,923,743
54	Memphis, TN-AR-MS	7,907,005
55	Greensboro-Winston-Salem-High Point, NC	7,894,313
56	Richmond-Petersburg, VA	7,877,924
57	Salt Lake City-Ogden, UT	7,866,079
58	Schenectady-Troy,NY	7,660,602
59	Dayton-Springfield, OH	7,578,743
60	Birmingham, AL	7,334,115
61	Providence-Pawtucket-Woonsocket, RI	7,301,960
62	Buffalo, NY	7,299,420
63	New Haven-Waterbury-Meriden, CT	7,239,920
64	Raleigh-Durham, NC	6,502,254
65	Austin, TX	6,442,204
66	Grand Rapids, MI	6,026,053
67	Las Vegas, NV	5,985,010
68	Worcester, MA	5,954,321
69	Scranton-Wilkes-Barre, PA	5,728,758
70	Allentown-Bethlehem, PA-NJ	5,724,489
71	Oxnard-Ventura, CA	5,652,839
72	Tulsa, OK	5,558,445
73	Harrisburg-Lebanbon-Carlisle, PA	5,521,161
74	Knoxville, TN	5,275,263
75	Greenville-Spartanburg, SC	5,211,380
76	Wilmington, DE-NJ-MD	5,196,533
77	Toledo, OH	5,183,667
78	Syracuse, NY	5,177,430
79	Tucson, AZ	5,047,329
80	Springfield, MA	4,964,744
81	Akron, OH	4,899,961
82	Lake County, IL	4,891,437
83	Fresno, CA	4,694,930
84	New Bedford-Fall River-Attleboro, MA	4,563,511
85	Little Rock-N. Little Rock, AR	4,538,547
86	Omaha, NE-IA	4,349,626
87	Albuquerque, NM	4,225,757
88	Baton Rouge, LA	4,195,271
89	Tacoma, WA	4,194,831
90	Portsmouth-Dover-Rochester, NH-ME	4,105,467
91	Gary-Hammond, IN	4,049,227
92	Manchester-Nashua, NH	4,026,705
93	Charleston, SC	3,956,774
94	Youngstown-Warren, OH	3,831,991
95	Flint, MI	3,816,067
96	Columbia, SC	3,810,977
97	El Paso, TX	3,773,791
98	Lansing-East Lansing, MI	3,705,773
99	Bakersfield, CA	3,689,203
100	Des Moines, IA	3,687,728
101	Wichita, KS	3,684,203
102	Mobile, AL	3,574,490
103	Lancaster, PA	3,481,208
104	Jersey City, NJ	3,464,460
105	Atlantic City, NJ	3,451,418
106	Madison, WI	3,445,257
107	Portland, ME	3,422,823
108	York, PA	3,327,085
109	Santa Rosa-Petaluma, CA	3,304,005
110	Fort Myers-Cape Coral, FL	3,294,847
111	Chattanooga, TN-GA	3,281,162
112	Lexington-Fayette, KY	3,275,593
113	Saginaw-Bay City-Midland, MI	3,257,534
114	Melbourne-Titusville-Palm Bay, FL	3,195,950
115	Spokane, WA	3,182,347
116	Stockton, CA	3,158,538
117	Fort Wayne, IN	3,149,732
118	Jackson, MS	3,138,923
119	Daytona Beach, FL	3,098,973
120	Sarasota, FL	3,083,610
121	Lakeland-Winter Haven, FL	3,079,031
122	Colorado Springs, CO	3,071,775
123	Santa Barbara-Santa Maria-Lompoc, CA	3,066,014
124	Trenton, NJ	3,021,051
125	Davenport-Rock Island-Moline, IA-IL	3,003,926
126	Canton, OH	2,973,669
127	Johnson City-Kingsport-Bristol, TN-VA	2,904,571
128	Aurora-Elgin, IL	2,898,062
129	Vallejo-Fairfield-Napa, CA	2,896,539
130	Beaumont-Port Arthur, TX	2,849,431
131	Reading, PA	2,818,214
132	Shreveport, LA	2,764,529
133	Peoria, IL	2,731,058
134	Reno, NV	2,686,092
135	Pensacola, FL	2,654,716
136	Modesto, CA	2,636,486
137	Anchorage, AK	2,625,628
138	Appleton-Oshkosh-Neenah, WI	2,591,728
139	Ann Arbor, MI	2,588,963
140	Salinas-Seaside-Monterey, CA	2,558,355
141	Orange, NY	2,530,118
142	Corpus Christi, TX	2,517,196
143	St. Cloud, MN	2,467,968
144	Macon-Warner Robbins, GA	2,376,625
145	Roanoke, VA	2,364,721
146	Montgomery, AL	2,362,809
147	Eugene-Springfield, OR	2,351,007
148	Evansville, IN-KY	2,315,331
149	Augusta, GA-SC	2,311,818
150	Joliet, IL	2,301,039
151	New London-Norwich, CT	2,282,947
152	Rockford, IL	2,265,730
153	Poughkeepsie, NY	2,254,551
154	Springfield, MO	2,234,805
155	Utica-Rome, NY	2,215,200
156	Fort Pierce,FL	2,164,832
157	South Bend-Mishawaka, IN	2,151,524
158	Binghamton, NY	2,125,603
159	Boulder-Longmont, CO	2,122,345
160	Lubbock, TX	2,094,232
161	Savannah, GA	2,077,339
162	Charleston, WV	2,076,350
163	Huntsville, AL	2,058,376
164	Huntington-Ashland, WV-KY	2,051,598
165	Erie, PA	2,029,223
166	Honolulu, HI	2,007,025
167	Santa Cruz, CA	2,007,025
168	Kalamazoo, MI	1,981,940
169	Fayetteville, NC	1,971,182
170	Amarillo, TX	1,965,395
171	McAllen-Edinburg-Mission, TX	1,946,024
172	Salem, OR	1,931,020
173	Tallahassee, FL	1,897,465
174	Columbus, GA-AL	1,876,312
175	Duluth, MN-WI	1,843,981
176	Green Bay, WI	1,833,066
177	Lorain-Elyria, OH	1,815,563
178	Hickory, NC	1,775,450
179	Gainesville, FL	1,761,147
180	Visalia-Tulare-Porterville, CA	1,741,808
181	Hamilton-Middletown, OH	1,733,605
182	Bradenton, FL	1,725,867
183	Lafayette, LA	1,718,511
184	Springfield, IL	1,664,592
185	Lincoln, NE	1,662,986
186	Terre Haute, IN	1,662,721
187	Cedar Rapids, IA	1,588,644
188	Boise City, ID	1,579,802
189	Galveston-Texas City, TX	1,548,932
190	Niagara Falls, NY	1,535,606
191	Ocala, Fl	1,522,784
192	Asheville, NC	1,497,937
193	Medford, OR	1,491,394
194	Naples, FL	1,480,695
195	Johnstown, PA	1,472,302
196	Ft.Collins-Loveland, CO	1,461,981
197	Bangor, ME	1,458,238
198	Champaign-Urbana-Rantoul, IL	1,456,622
199	Longview-Marshall, TX	1,444,945
200	Waco, TX	1,437,160
201	Topeka, KS	1,433,067
202	Killeen-Temple, TX	1,430,464
203	Brownsville-Harlingen, TX	1,425,440
204	Racine, WI	1,420,946
205	Burlington, VT	1,406,219
206	Fargo-Moorhead, ND-MN	1,394,887
207	Fort Smith, AR-OK	1,386,675
208	Elkhart-Goshen, IN	1,353,130
209	Vancouver, WA	1,336,111
210	Biloxi-Gulfport, MS	1,324,200
211	Pittsfield, MA	1,320,654
212	Lima, OH	1,312,466
213	Sioux Falls, SD	1,311,242
214	Provo-Orem, UT	1,300,942
215	Tyler, TX	1,289,831
216	Yakima, WA	1,254,545
217	Benton Harbor, MI	1,248,998
218	Monroe, LA	1,231,050
219	Houma-Thibodaux, LA	1,230,141
220	Lake Charles, LA	1,224,745
221	Ft. Walton Beach, FL	1,219,919
222	Charlottesville, VA	1,213,329
223	Wilmington, NC	1,209,278
224	Panama City, FL	1,207,921
225	Chico, CA	1,204,940
226	Parkersburg-Marietta, WV	1,204,838
227	Wheeling, WV-OH	1,177,859
228	Lynchburg, VA	1,165,024
229	Tuscaloosa, AL	1,161,900
230	Billings, MT	1,155,754
231	Glens Falls, NY	1,153,020
232	Vineland-Millville-Bridgeton, NJ	1,152,235
233	Redding, CA	1,149,247
234	Dothan, AL	1,147,507
235	Olympia, WA	1,146,139
236	Janesville-Beloit, WI	1,143,874
237	Clarksville-Hopkinsville, TN-KY	1,139,494
238	Brazoria, TX	1,137,620
239	Richland-Kennewick-Pasco, WA	1,132,023
240	Battle Creek, MI	1,130,283
241	Eau Claire, WI	1,126,997
242	Bremerton, WA	1,126,472
243	Joplin, MO	1,121,680
244	Waterloo-Cedar Falls, IA	1,114,734
245	Altoona, PA	1,103,325
246	Beaver, PA	1,097,107
247	Athens, GA	1,093,265
248	Muskegon, MI	1,093,094
249	Bellingham, WA	1,091,497
250	Anderson, SC	1,088,027
251	Fayetteville-Springdale, AR	1,085,080
252	Rochester, MN	1,076,436
253	Lafayette-West Lafayette, IN	1,076,142
254	Mansfield, OH	1,068,208
255	Jackson, MI	1,066,802
256	Bloomington-Normal, IL	1,050,391
257	Florence, SC	1,037,418
258	Wichita Falls, TX	1,036,107
259	Alexandria, LA	1,035,516
260	Burlington, NC	1,026,857
261	Odessa, TX	1,017,127
262	Abilene, TX	1,002,139
263	Decatur, IL	993,512
264	Hagerstown, MD	978,254
265	Williamsport, PA	970,844
266	Columbia, MO	961,701
267	Anderson, IN	954,790
268	Jamestown-Dunkirk, NY	931,942
269	Albany, GA	931,434
270	Florence, AL	930,978
271	Sioux City, IA-NE	930,745
272	Santa Fe, NM	923,884
273	Midland, TX	923,343
274	Lewistown-Auburn, ME	920,270
275	La Crosse, WI	910,361
276	State College, PA	903,513
277	Merced, CA	903,417
278	Laredo, TX	896,793
279	Kokomo, IN	894,041
280	Muncie, IN	882,632
281	Rapid City, SD	878,770
282	Wausau, WI	858,586
283	Pueblo, CO	857,340
284	Decatur, AL	856,205
285	Steubenville-Weirton, OH-WV	853,079
286	Bryan-College Station, TX	845,829
287	Jacksonville, NC	845,028
288	Sharon, PA	791,911
289	Anniston, AL	790,075
290	Sherman-Denison, TX	787,121
291	Bloomington, IN	782,226
292	Yuba City, CA	767,803
293	Kenosha, WI	757,697
294	Elmira, NY	756,947
295	Bismarck, ND	756,832
296	San Angelo, TX	755,656
297	Danville, VA	751,310
298	Jackson, TN	747,966
299	Dubuque, IA	740,531
300	Cumberland, MD-WV	728,223
301	Owensboro, KY	726,946
302	Lawton, OK	723,294
303	Greeley, CO	716,968
304	Sheboygan, WI	713,796
305	Kankakee, IL	708,628
306	St. Joseph, MO	708,350
307	Gadsden, AL	698,220
308	Iowa City, IA	693,602
309	Grand Forks, ND	684,400
310	Texarkana, TX-AR	682,324
311	Las Cruces, NM	663,413
312	Great Falls, MT	655,448
313	Pine Bluff, AR	645,979
314	Pascagoula, MS	626,549
315	Victoria, TX	625,449
316	Cheyenne, WY	588,808
317	Casper, WY	547,153
318	Lawrence, KS	508,073
319	Enid, OK	445,984

Lumber/ Hardware Sales
(thousands)

1	Los Angeles-Long Beach, CA	3,067,926
2	Chicago, IL	1,988,099
3	Philadelphia, PA-NJ	1,823,367
4	Atlanta, GA	1,783,716
5	Boston-Lawrence-Salem-Lowell-Brockton, MA	1,766,588
6	New York, NY	1,729,152
7	Detroit, MI	1,692,459
8	Houston, TX	1,607,799
9	Wahington, DC-MD-VA	1,541,334
10	Nassau-Suffolk, NY	1,530,740
11	Minneapolis-St. Paul, MN	1,395,329
12	Anaheim-Santa Ana, CA	1,292,922
13	Riverside-San Bernardino, CA	1,240,011
14	Dallas, TX	1,208,064
15	Seattle, WA	1,087,127
16	Phoenix, AZ	1,078,104
17	Tampa-St. Petersburg-Clearwater, FL	1,031,551
18	San Diego, CA	972,854
19	Baltimore, MD	914,921
20	St. Louis, MO-IL	866,287
21	Oakland, CA	851,494
22	Denver,CO	806,609
23	Sacramento, CA	767,978
24	Pittsburgh, PA	736,566
25	Kansas City, MO-KS	689,424
26	Orlando, FL	683,438
27	San Francisco, CA	674,723
28	Miami-Hialeah, FL	673,272
29	Ft. Worth-Arlington, TX	657,003
30	San Jose, CA	654,369
31	Charlotte-Gastonia-Rock Hill, NC-SC	622,075
32	Bergen-Passaic, NJ	608,380
33	Oklahoma City, OK	605,752
34	Indianapolis, IN	597,018
35	Norfolk-Virginia Beach-Newport News, VA	596,162
36	San Antonio, TX	589,103
37	Austin, TX	565,044
38	Cleveland, OH	552,500
39	Newark, NJ	547,221
40	Cincinnati, OH-KY-IN	546,892
41	Ft. Lauderdale-Hollywood-Pompano Beach, FL	534,492
42	Milwaukee, WI	527,693
43	Salt Lake City-Ogden, UT	525,216
44	New Orleans, LA	518,874
45	Monmouth-Ocean, NJ	513,074
46	Columbus, OH	504,927
47	Hartford-New Britain-Middletown-Bristol, CT	498,514
48	Portland, OR	493,218
49	Bridgeport-Stamford-Norwalk-Danbury, CT	476,217
50	Middlesex-Somerset-Hunterdon, NJ	464,810
51	Greensboro-Winston-Salem-High Point, NC	459,063
52	Jacksonville, FL	439,248
53	West Palm Beach-Boca Raton-Delray, FL	437,817
54	Rochester, NY	427,607
55	Nashville, TN	404,611
56	Louisville, KY-IN	404,181
57	Schenectady-Troy,NY	387,141
58	Raleigh-Durham, NC	378,106
59	Providence-Pawtucket-Woonsocket, RI	372,198
60	Tulsa, OK	367,863
61	Grand Rapids, MI	364,660
62	Greenville-Spartanburg, SC	361,383

63	Richmond-Petersburg, VA	360,371
64	Las Vegas, NV	350,093
65	Anchorage, AK	348,928
66	New Haven-Waterbury-Meriden, CT	343,954
67	Tacoma, WA	343,762
68	Birmingham, AL	341,976
69	Omaha, NE-IA	332,401
70	Baton Rouge, LA	331,217
71	Knoxville, TN	329,768
72	Akron, OH	327,883
73	Memphis, TN-AR-MS	324,910
74	Dayton-Springfield, OH	322,507
75	Portsmouth-Dover-Rochester, NH-ME	319,090
76	Wichita, KS	304,580
77	Oxnard-Ventura, CA	301,645
78	Scranton-Wilkes-Barre, PA	297,069
79	Santa Rosa-Petaluma, CA	296,082
80	Springfield, MA	284,960
81	Harrisburg-Lebanon-Carlisle, PA	278,133
82	Albuquerque, NM	273,637
83	Buffalo, NY	272,641
84	Tucson, AZ	272,221
85	Worcester, MA	268,770
86	Little Rock-N. Little Rock, AR	267,230
87	Syracuse, NY	266,021
88	Lake County, IL	264,135
89	Fort Myers-Cape Coral, FL	262,701
90	Wilmington, DE-NJ-MD	262,292
91	Manchester-Nashua, NH	259,780
92	Allentown-Bethlehem, PA-NJ	257,609
93	Fresno, CA	257,442
94	Charleston, SC	253,402
95	Lakeland-Winter Haven, FL	253,388
96	Sarasota, FL	253,051
97	Columbia, SC	245,603
98	Lancaster, PA	243,825
99	Portland, ME	231,720
100	Fort Pierce, FL	230,671
101	York, PA	228,427
102	Bakersfield, CA	224,828
103	Mobile, AL	219,670
104	Aurora-Elgin, IL	217,247
105	Colorado Springs, CO	215,967
106	Des Moines, IA	212,990
107	Melbourne-Titusville-Palm Bay, FL	210,266
108	El Paso, TX	209,347
109	Daytona Beach, FL	205,553
110	Flint, MI	204,555
111	Santa Cruz, CA	195,673
112	Gary-Hammond, IN	190,021
113	Stockton, CA	186,190
114	St. Cloud, MN	185,953
115	Modesto, CA	185,049
116	Toledo, OH	184,272
117	Honolulu, HI	183,919
118	Spokane, WA	183,919
119	Shreveport, LA	180,507
120	Johnson City-Kingsport-Bristol, TN-VA	178,794
121	Atlantic City, NJ	178,239
122	Beaumont-Port Arthur, TX	175,609
123	Canton, OH	175,453
124	Youngstown-Warren, OH	174,231
125	Vallejo-Fairfield-Napa, CA	173,915
126	Lansing-East Lansing, MI	173,905
127	Ocala, FL	172,454
128	Orange, NY	170,132
129	Reno, NV	169,383
130	Jackson, MS	169,337
131	Saginaw-Bay City-Midland, MI	169,156
132	Fort Wayne, IN	168,229
133	Santa Barbara-Santa Maria-Lompoc, CA	168,198
134	McAllen-Edinburg-Mission, TX	167,834
135	Pensacola, FL	167,195
136	Augusta, GA-SC	166,994
137	Amarillo, TX	165,108
138	New Bedford-Fall River-Attleboro, MA	164,483
139	Lafayette, LA	163,846
140	Evansville, IN-KY	161,771
141	Tallahassee, FL	160,852
142	Hickory, NC	159,563
143	Appleton-Oshkosh-Neenah, WI	158,679
144	Davenport-Rock Island-Moline, IA-IL	158,491
145	Madison, WI	158,343
146	Chattanooga, TN-GA	158,295
147	Lake Charles, LA	156,617
148	Duluth, MN-WI	156,540
149	Boulder-Longmont, CO	156,402
150	Lubbock, TX	155,199
151	Joliet, IL	150,833
152	Macon-Warner Robbins, GA	149,387
153	Springfield, MO	149,319
154	Salinas-Seaside-Monterey, CA	149,077
155	Corpus Christi, TX	148,443
156	Ann Arbor, MI	147,686
157	Charleston, WV	144,758
158	Lexington-Fayette, KY	143,854
159	New London-Norwich, CT	138,220
160	Peoria, IL	137,503
161	Ft.Collins-Loveland, CO	135,191
162	Eugene-Springfield, OR	135,007
163	Rockford, IL	133,880
164	Poughkeepsie, NY	129,914
165	Huntsville, AL	129,754
166	Jersey City, NJ	127,282
167	Fayetteville, NC	125,431
168	Cedar Rapids, IA	124,263
169	Huntington-Ashland, WV-KY	123,776
170	Gainesville, FL	123,085
171	Salem, OR	122,957
172	Lincoln, NE	122,909
173	Trenton, NJ	119,967
174	Montgomery, AL	119,309
175	Visalia-Tulare-Porterville, CA	117,825
176	Naples, FL	116,763
177	Asheville, NC	116,244
178	Galveston-Texas City, TX	116,125
179	Billings, MT	114,604
180	Burlington, VT	114,288
181	Topeka, KS	113,945
182	Bradenton, FL	112,331
183	Johnstown, PA	112,024
184	Savannah, GA	111,636
185	Kalamazoo, MI	111,402
186	Terre Haute, IN	110,799
187	Utica-Rome, NY	110,509
188	Springfield, IL	109,674
189	Roanoke, VA	108,856
190	Green Bay, WI	10[illegible],011
191	Bellingham, WA	106,380
192	Brazoria, TX	106,173
193	Bangor, ME	106,046
194	Tyler, TX	105,162
195	Redding, CA	104,914
196	Bremerton, WA	104,038
197	Waco, TX	103,566
198	Brownsville-Harlingen, TX	101,793
199	Chico, CA	101,571
200	Provo-Orem, UT	101,027
201	Binghamton, NY	100,233
202	Ft. Walton Beach, FL	97,884
203	Midland, TX	97,865
204	Houma-Thibodaux, LA	97,805
205	Reading, PA	97,325
206	Longview-Marshall, TX	97,013
207	Eau Claire, WI	96,160
208	Monroe, LA	95,720
209	Erie, PA	95,176
210	Wilmington, NC	94,627
211	Florence, SC	93,538
212	Odessa, TX	92,642
213	Anderson, SC	92,540
214	Boise City, ID	92,532
215	Fargo-Moorhead, ND-MN	92,045
216	Fort Smith, AR-OK	91,396
217	Pittsfield, MA	90,753
218	South Bend-Mishawaka, IN	90,605
219	Champaign-Urbana-Rantoul, IL	90,307
220	Sioux Falls, SD	89,570
221	State College, PA	89,334
222	Olympia, WA	85,909
223	Tuscaloosa, AL	85,502
224	Clarksville-Hopkinsville, TN-KY	84,849
225	Rochester, MN	83,386
226	Racine, WI	83,246
227	Yakima, WA	82,365
228	Biloxi-Gulfport, MS	81,556
229	Medford, OR	80,174
230	Alexandria, LA	79,939
231	Wichita Falls, TX	79,924
232	Hagerstown, MD	78,962
233	Benton Harbor, MI	78,240
234	Killeen-Temple, TX	78,146
235	Wausau, WI	77,805
236	Elkhart-Goshen, IN	77,720
237	Bryan-College Station, TX	77,715
238	Santa Fe, NM	76,955
239	Sioux City, IA-NE	76,436
240	Vancouver, WA	76,074
241	Parkersburg-Marietta, WV	73,088
242	Lorain-Elyria, OH	72,390
243	Fayetteville-Springdale, AR	71,518
244	Rapid City, SD	70,807
245	Lafayette-West Lafayette, IN	70,704
246	Dothan, AL	70,444
247	Waterloo-Cedar Falls, IA	70,020
248	Richland-Kennewick-Pasco, WA	69,933
249	Lynchburg, VA	69,415
250	Charlottesville, VA	69,171
251	Columbus, GA-AL	68,998
252	Sherman-Denison, TX	68,889
253	Yuba City, CA	68,595
254	Bloomington-Normal, IL	68,487
255	Altoona, PA	68,443
256	Panama City, FL	68,298
257	Columbia, MO	67,842
258	Lima, OH	66,656
259	Jackson, MI	66,364
260	Hamilton-Middletown, OH	65,968
261	Jacksonville, NC	65,020
262	Jamestown-Dunkirk, NY	64,902
263	Glens Falls, NY	64,204
264	Joplin, MO	64,140
265	Niagara Falls, NY	63,355
266	Muskegon, MI	62,952
267	San Angelo, TX	62,561
268	Steubenville-Weirton, OH-WV	62,509
269	Decatur, IL	61,503
270	Mansfield, OH	60,979
271	Jackson, TN	59,932
272	Pueblo, CO	59,919
273	La Crosse, WI	59,818
274	Decatur, AL	59,159
275	Muncie, IN	58,612
276	Burlington, NC	58,423
277	Janesville-Beloit, WI	58,411
278	Athens, GA	58,221
279	Florence, AL	58,025
280	Sheboygan, WI	57,574
281	Iowa City, IA	57,458
282	Kokomo, IN	56,173
283	Owensboro, KY	55,909
284	Wheeling, WV-OH	55,473
285	Abilene, TX	54,752
286	Victoria, TX	53,630
287	Merced, CA	53,596
288	Williamsport, PA	53,329
289	Battle Creek, MI	53,101
290	Laredo, TX	51,177
291	Anniston, AL	51,047
292	Albany, GA	50,607
293	Bismarck, ND	50,034
294	Greeley, CO	49,680
295	Texarkana, TX-AR	48,866
296	Vineland-Millville-Bridgeton, NJ	47,910
297	Sharon, PA	47,362
298	Dubuque, IA	46,858
299	Kankakee, IL	46,228
300	Beaver, PA	45,390
301	Casper, WY	45,166
302	Anderson, IN	44,781
303	Lewistown-Auburn, ME	44,600
304	Pine Bluff, AR	44,192
305	Bloomington, In	43,560
306	Grand Forks, ND	43,054
307	Danville, VA	42,488
308	Gadsden, AL	41,729
309	Cumberland, MD-WV	41,695
310	Lawton, OK	40,287
311	Las Cruces, NM	39,296
312	Great Falls, MT	38,716
313	Cheyenne, WY	36,921
314	Elmira, NY	35,863
315	Lawrence, KS	35,360
316	St. Joseph, MO	33,669
317	Enid, OK	33,011
318	Pascagoula, Ms	29,931
319	Kenosha, WI	29,922

General Merchandise
(thousands)

1	Los Angeles-Long Beach, CA	8,406,943
2	Chicago, IL	6,079,701
3	New York, NY	5,918,815
4	Philadelphia, PA-NJ	4,818,664
5	Detroit, MI	4,208,216
6	Wahington, DC-MD-VA	4,005,179
7	Boston-Lawrence-Salem-Lowell-Brockton, MA	3,822,522
8	Atlanta, GA	3,323,779
9	Minneapolis-St. Paul, MN	3,058,620
10	Houston, TX	3,016,188
11	Anaheim-Santa Ana, CA	2,971,011
12	Nassau-Suffolk, NY	2,943,756
13	Dallas, TX	2,718,901
14	San Diego, CA	2,714,381
15	St. Louis, MO-IL	2,400,496
16	Baltimore, MD	2,280,071
17	Pittsburgh, PA	2,276,973
18	Oakland, CA	2,225,410
19	Tampa-St. Petersburg-Clearwater, FL	2,218,658
20	Riverside-San Bernardino, CA	2,202,637
21	Portland, OR	2,024,997
22	Miami-Hialeah, FL	2,008,554
23	Seattle, WA	2,003,195
24	Cleveland, OH	1,959,823
25	San Francisco, CA	1,943,167
26	Phoenix, AZ	1,920,383
27	Kansas City, MO-KS	1,884,250
28	San Jose, CA	1,841,759
29	Cincinnati, OH-KY-IN	1,806,703
30	Bergen-Passaic, NJ	1,622,643
31	Milwaukee, WI	1,587,963
32	Denver,CO	1,515,103
33	Columbus, OH	1,477,723
34	Ft. Lauderdale-Hollywood-Pompano Beach, FL	1,418,798
35	Sacramento, CA	1,407,746
36	Indianapolis, IN	1,387,963
37	Ft. Worth-Arlington, TX	1,387,420
38	Norfolk-Virginia Beach-Newport News, VA	1,353,101
39	Oklahoma City, OK	1,276,649
40	Orlando, FL	1,216,211
41	San Antonio, TX	1,157,499
42	New Orleans, LA	1,152,133
43	Louisville, KY-IN	1,136,144
44	Nashville, TN	1,124,978
45	Newark, NJ	1,118,230
46	Hartford-New Britain-Middletown-Bristol, CT	1,062,563
47	Dayton-Springfield, OH	1,052,752
48	Tulsa, OK	1,050,290
49	Middlesex-Somerset-Hunterdon, NJ	1,032,005
50	Memphis, TN-AR-MS	1,017,855
51	Richmond-Petersburg, VA	997,423
52	West Palm Beach-Boca Raton-Delray, FL	972,163
53	Charlotte-Gastonia-Rock Hill, NC-SC	966,211
54	Bridgeport-Stamford-Norwalk-Danbury, CT	937,263
55	Salt Lake City-Ogden, UT	936,388
56	Monmouth-Ocean, NJ	929,510
57	Rochester, NY	876,390
58	Jacksonville, FL	872,160
59	Greensboro-Winston-Salem-High Point, NC	862,225
60	New Haven-Waterbury-Meriden, CT	833,503
61	Toledo, OH	830,239
62	Providence-Pawtucket-Woonsocket, RI	824,934
63	Raleigh-Durham, NC	810,928
64	Grand Rapids, MI	802,524
65	Buffalo, NY	795,043
66	Birmingham, AL	770,954
67	Schenectady-Troy,NY	767,812
68	Scranton-Wilkes-Barre, PA	751,745
69	Oxnard-Ventura, CA	749,270
70	Worcester, MA	741,273
71	Las Vegas, NV	725,097
72	Austin, TX	705,733
73	Wilmington, DE-NJ-MD	665,228
74	Flint, MI	664,692
75	Tucson, AZ	658,996
76	Omaha, NE-IA	655,198
77	Allentown-Bethlehem, PA-NJ	650,295
78	Lansing-East Lansing, MI	644,751
79	Albuquerque, NM	642,841
80	Little Rock-N. Little Rock, AR	613,481
81	Youngstown-Warren, OH	606,509
82	Greenville-Spartanburg, SC	599,016
83	Akron, OH	597,449
84	Knoxville, TN	592,858
85	Manchester-Nashua, NH	589,796
86	Baton Rouge, LA	585,912
87	El Paso, TX	580,748
88	Harrisburg-Lebanon-Carlisle, PA	575,857
89	Springfield, MA	562,144
90	Fresno, CA	544,985
91	Tacoma, WA	523,144
92	Lexington-Fayette, KY	512,917
93	Syracuse, NY	503,429
94	Columbia, SC	481,858
95	Saginaw-Bay City-Midland, MI	464,824
96	Lake County, IL	464,375
97	Gary-Hammond, IN	462,477
98	Melbourne-Titusville-Palm Bay, FL	453,784
99	Mobile, AL	452,837
100	New Bedford-Fall River-Attleboro, MA	444,123
101	Jackson, MS	443,103
102	Peoria, IL	436,141
103	Charleston, SC	434,154
104	Davenport-Rock Island-Moline, IA-IL	419,218
105	Fort Wayne, IN	415,799
106	Wichita, KS	415,386
107	Des Moines, IA	411,494
108	Spokane, WA	408,074
109	Madison, WI	407,952
110	York, PA	399,983
111	Honolulu, HI	397,993
112	Ann Arbor, MI	397,993
113	Fort Myers-Cape Coral, FL	397,365
114	Chattanooga, TN-GA	396,783
115	Kalamazoo, MI	385,847
116	Trenton, NJ	381,474
117	Johnson City-Kingsport-Bristol, TN-VA	378,064
118	Colorado Springs, CO	377,431

119 Reno, NV	373,807
120 Lancaster, PA	369,990
121 Aurora-Elgin, IL	368,618
122 Stockton, CA	367,657
123 Lakeland-Winter Haven, FL	366,548
124 Shreveport, LA	365,891
125 Pensacola, FL	362,539
126 Green Bay, WI	361,809
127 Bakersfield, CA	357,550
128 Appleton-Oshkosh-Neenah, WI	354,076
129 Sarasota, FL	350,094
130 Santa Rosa-Petaluma, CA	349,976
131 Anchorage, AK	341,602
132 Daytona Beach, FL	337,562
133 Modesto, CA	335,538
134 Reading, PA	333,572
135 Eugene-Springfield, OR	332,643
136 Portland, ME	332,067
137 Beaumont-Port Arthur, TX	327,218
138 Salem, OR	326,209
139 Evansville, IN-KY	320,252
140 Portsmouth-Dover-Rochester, NH-ME	318,852
141 South Bend-Mishawaka, IN	310,393
142 Atlantic City, NJ	306,047
143 Fayetteville, NC	298,161
144 Rockford, IL	295,566
145 Orange, NY	294,461
146 Huntsville, AL	292,769
147 Montgomery, AL	292,423
148 Charleston, WV	287,611
149 Tallahassee, FL	285,721
150 Santa Barbara-Santa Maria-Lompoc, CA	280,151
151 McAllen-Edinburg-Mission, TX	279,401
152 Cedar Rapids, IA	278,438
153 Canton, OH	274,361
154 Vallejo-Fairfield-Napa, CA	273,906
155 Roanoke, VA	271,342
156 Springfield, MO	269,643
157 Corpus Christi, TX	262,312
158 Lubbock, TX	261,764
159 Columbus, GA-AL	258,844
160 Salinas-Seaside-Monterey, CA	255,572
161 Huntington-Ashland, WV-KY	248,708
162 Joliet, IL	248,640
163 Lorain-Elyria, OH	246,382
164 Macon-Warner Robbins, GA	245,119
165 Duluth, MN-WI	244,183
166 Erie, PA	243,408
167 Lafayette, LA	241,381
168 Poughkeepsie, NY	238,487
169 Augusta, GA-SC	238,004
170 Binghamton, NY	232,869
171 Lincoln, NE	231,304
172 Utica-Rome, NY	224,070
173 Lima, OH	221,642
174 Savannah, GA	220,562
175 Vancouver, WA	219,915
176 Jackson, MI	219,125
177 Springfield, IL	218,803
178 Gainesville, FL	215,806
179 Champaign-Urbana-Rantoul, IL	211,831
180 Medford	211,662
181 Terre Haute, IN	210,683
182 Muskegon, MI	210,672
183 Visalia-Tulare-Porterville, CA	208,242
184 Niagara Falls, NY	203,449
185 Biloxi-Gulfport, MS	203,099
186 Beaver, PA	202,800
187 Hamilton-Middletown, OH	199,579
188 Wheeling, WV-OH	199,070
189 Amarillo, TX	198,960
190 Killeen-Temple, TX	195,953
191 Mansfield, OH	192,315
192 Waco, TX	188,787
193 Bradenton, FL	187,697
194 Tyler, TX	186,908
195 Fort Pierce,FL	183,997
196 Johnstown, PA	182,901
197 Fort Smith, AR-OK	181,778
198 Battle Creek, MI	180,742
199 Asheville, NC	180,424
200 Brownsville-Harlingen, TX	180,172
201 Racine, WI	179,052
202 St. Cloud, MN	177,861
203 Monroe, LA	173,294
204 Lynchburg, VA	172,772
205 Ft. Walton Beach, FL	172,247
206 Benton Harbor, MI	171,881
207 Wilmington, NC	171,417
208 Ocala, Fl	171,308
209 Bangor, ME	170,712
210 Lafayette-West Lafayette, IN	166,827
211 Sioux Falls, SD	166,539
212 New London-Norwich, CT	165,842
213 Longview-Marshall, TX	165,705
214 Provo-Orem, UT	165,397
215 Rochester, MN	165,348
216 Boulder-Longmont, CO	162,720
217 Topeka, KS	161,576
218 Decatur, IL	160,641
219 Santa Cruz, CA	160,481
220 Altoona, PA	160,386
221 Lawton, OK	159,976
222 Abilene, TX	159,048
223 Parkersburg-Marietta, WV	159,020
224 Clarksville-Hopkinsville, TN-KY	157,950
225 Tuscaloosa, AL	156,763
226 Billings, MT	156,099
227 Dothan, AL	156,044
228 Hickory, NC	155,959
229 Jersey City, NJ	155,832
230 Ft Collins-Loveland, CO	154,607
231 Olympia, WA	150,680
232 Panama City, FL	150,320
233 Alexandria, LA	148,660
234 Yakima, WA	147,718
235 Waterloo-Cedar Falls, IA	147,417
236 Lake Charles, LA	144,093
237 Houma-Thibodaux, LA	143,599
238 Richland-Kennewick-Pasco, WA	143,515
239 Bloomington-Normal, IL	143,462
240 Jackson, TN	142,715
241 Fayetteville-Springdale, AR	142,242
242 La Crosse, WI	142,151
243 Laredo, TX	141,658
244 Odessa, TX	140,072
245 Fargo-Moorhead, ND-MN	139,674
246 Galveston-Texas City, TX	139,426
247 Florence, AL	137,895
248 Eau Claire, WI	137,025
249 Charlottesville, VA	136,609
250 Joplin, MO	135,337
251 Elmira, NY	134,986
252 Burlington, VT	134,701
253 Albany, GA	133,950
254 Florence, SC	129,887
255 Steubenville-Weirton, OH-WV	128,021
256 Bellingham, WA	126,873
257 Columbia, MO	125,534
258 Dubuque, IA	124,862
259 Wausau, WI	124,775
260 Williamsport, PA	123,049
261 Boise City, ID	122,563
262 Naples, FL	122,356
263 Anderson, SC	122,048
264 Pueblo, CO	121,488
265 Pittsfield, MA	120,629
266 Hagerstown, MD	120,050
267 Bryan-College Station, TX	119,294
268 Yuba City, CA	119,044
269 Vineland-Millville-Bridgeton, NJ	118,902
270 Jacksonville, NC	116,834
271 Midland, TX	116,823
272 Chico, CA	116,506
273 Rapid City, SD	115,834
274 Sheboygan, WI	115,388
275 Janesville-Beloit, WI	113,864
276 Elkhart-Goshen, IN	113,361
277 Brazoria, TX	113,073
278 Anderson, IN	112,183
279 Cumberland, MD-WV	110,763
280 Bismarck, ND	108,371
281 Redding, CA	107,469
282 Sharon, PA	107,460
283 Athens, GA	107,090
284 Owensboro, KY	105,269
285 Kokomo, IN	104,448
286 Texarkana, TX-AR	104,293
287 Lewistown-Auburn, ME	103,753
288 Muncie, IN	103,306
289 Jamestown-Dunkirk, NY	101,912
290 Decatur, AL	101,892
291 Bremerton, WA	101,773
292 Sherman-Denison, TX	100,747
293 Bloomington, In	100,618
294 Anniston, AL	100,477
295 Pascagoula, MS	100,048
296 Sioux City, IA-NE	99,868
297 San Angelo, TX	97,582
298 Merced, CA	96,608
299 State College, PA	96,074
300 Gadsden, AL	93,157
301 Burlington, NC	91,452
302 Kankakee, IL	89,101
303 Enid, OK	88,666
304 Pine Bluff, AR	87,826
305 Kenosha, WI	86,845
306 St. Joseph, MO	85,467
307 Great Falls, MT	84,076
308 Wichita Falls, TX	82,135
309 Iowa City, IA	81,260
310 Victoria, TX	80,532
311 Greeley, CO	78,094
312 Grand Forks, ND	74,148
313 Las Cruces, NM	71,969
314 Danville, VA	68,037
315 Santa Fe, NM	65,104
316 Cheyenne, WY	63,696
317 Casper, WY	48,562
318 Glens Falls, NY	38,693
319 Lawrence, KS	36,977

Food Sales
(thousands)

1 Los Angeles-Long Beach, CA	13,759,816
2 New York, NY	10,842,394
3 Chicago, IL	8,244,316
4 Philadelphia, PA-NJ	7,720,384
5 Detroit, MI	6,852,945
6 Wahington, DC-MD-VA	6,672,489
7 Boston-Lawrence-Salem-Lowell-Brockton, MA	6,296,104
8 Nassau-Suffolk, NY	5,821,118
9 Houston, TX	5,150,193
10 Atlanta, GA	4,836,425
11 Dallas, TX	4,474,745
12 Anaheim-Santa Ana, CA	4,192,445
13 Tampa-St. Petersburg-Clearwater, FL	3,852,308
14 Baltimore, MD	3,809,600
15 Phoenix, AZ	3,747,635
16 Riverside-San Bernardino, CA	3,729,803
17 Minneapolis-St. Paul, MN	3,689,064
18 Seattle, WA	3,607,928
19 San Diego, CA	3,602,725
20 Oakland, CA	3,348,852
21 Pittsburgh, PA	3,245,480
22 St. Louis, MO-IL	3,111,684
23 San Francisco, CA	3,002,241
24 Cleveland, OH	2,947,709
25 Miami-Hialeah, FL	2,775,124
26 Denver,CO	2,762,675
27 Bergen-Passaic, NJ	2,680,424
28 Newark, NJ	2,673,857
29 Sacramento, CA	2,448,442
30 Cincinnati, OH-KY-IN	2,421,038
31 Milwaukee, WI	2,415,025
32 San Jose, CA	2,386,417
33 Kansas City, MO-KS	2,372,170
34 New Orleans, LA	2,344,973
35 Ft. Lauderdale-Hollywood-Pompano Beach, FL	2,291,522
36 Ft. Worth-Arlington, TX	2,250,430
37 Columbus, OH	2,175,177
38 Charlotte-Gastonia-Rock Hill, NC-SC	2,156,939
39 Norfolk-Virginia Beach-Newport News, VA	2,087,995
40 Monmouth-Ocean, NJ	2,071,715
41 San Antonio, TX	2,066,950
42 Hartford-New Britain-Middletown-Bristol, CT	2,017,311
43 Middlesex-Somerset-Hunterdon, NJ	2,006,675
44 Portland, OR	1,949,222
45 Indianapolis, IN	1,937,367
46 Orlando, FL	1,920,698
47 Buffalo, NY	1,796,424
48 Rochester, NY	1,782,232
49 Schenectady-Troy,NY	1,731,395
50 Nashville, TN	1,688,480
51 Bridgeport-Stamford-Norwalk-Danbury, CT	1,646,142
52 West Palm Beach-Boca Raton-Delray, FL	1,636,259
53 Salt Lake City-Ogden, UT	1,606,208
54 Louisville, KY-IN	1,578,602
55 Birmingham, AL	1,571,369
56 Memphis, TN-AR-MS	1,568,134
57 Dayton-Springfield, OH	1,562,754
58 Richmond-Petersburg, VA	1,541,357
59 Greensboro-Winston-Salem-High Point, NC	1,513,798
60 New Haven-Waterbury-Meriden, CT	1,487,830
61 Oklahoma City, OK	1,481,842
62 Providence-Pawtucket-Woonsocket, RI	1,446,025
63 Jacksonville, FL	1,416,105
64 Raleigh-Durham, NC	1,311,544
65 Austin, TX	1,254,375
66 Syracuse, NY	1,244,350
67 Scranton-Wilkes-Barre, PA	1,241,320
68 Las Vegas, NV	1,185,391
69 Allentown-Bethlehem, PA-NJ	1,179,628
70 Oxnard-Ventura, CA	1,172,869
71 Harrisburg-Lebanbon-Carlisle, PA	1,152,070
72 Greenville-Spartanburg, SC	1,133,482
73 Tulsa, OK	1,109,606
74 Worcester, MA	1,105,340
75 Akron, OH	1,092,512
76 New Bedford-Fall River-Attleboro, MA	1,068,098
77 Tucson, AZ	1,064,798
78 Knoxville, TN	1,056,330
79 Toledo, OH	1,036,694
80 Springfield, MA	1,017,518
81 Fresno, CA	960,612
82 Grand Rapids, MI	947,380
83 Omaha, NE-IA	928,187
84 Baton Rouge, LA	918,410
85 Charleston, SC	874,833
86 Jersey City, NJ	872,345
87 Gary-Hammond, IN	866,975
88 Portsmouth-Dover-Rochester, NH-ME	864,300
89 Mobile, AL	825,446
90 Little Rock-N. Little Rock, AR	824,894
91 Tacoma, WA	819,853
92 Bakersfield, CA	798,065
93 Albuquerque, NM	796,577
94 Youngstown-Warren, OH	795,021
95 Des Moines, IA	781,955
96 Wilmington, DE-NJ-MD	756,682
97 Manchester-Nashua, NH	747,614
98 Lancaster, PA	740,635
99 Lake County, IL	737,679
100 Chattanooga, TN-GA	725,213
101 El Paso, TX	721,087
102 Santa Rosa-Petaluma, CA	719,731
103 Columbia, SC	718,946
104 York, PA	716,458
105 Atlantic City, NJ	713,113
106 Lakeland-Winter Haven, FL	679,157
107 Spokane, WA	676,037
108 Fort Myers-Cape Coral, FL	669,803
109 Portland, ME	668,277
110 Flint, MI	667,458
111 Canton, OH	666,122
112 Wichita, KS	660,373
113 Stockton, CA	655,064
114 Vallejo-Fairfield-Napa, CA	655,030
115 Lansing-East Lansing, MI	649,125
116 Saginaw-Bay City-Midland, MI	632,453
117 Johnson City-Kingsport-Bristol, TN-VA	627,087
118 Trenton, NJ	618,568
119 Jackson, MS	616,086
120 Orange, NY	615,126
121 Daytona Beach, FL	605,725
122 Lexington-Fayette, KY	598,870
123 Fort Wayne, IN	589,002
124 Melbourne-Titusville-Palm Bay, FL	573,908
125 Corpus Christi, TX	569,911
126 Beaumont-Port Arthur, TX	566,994
127 Modesto, CA	566,072
128 Sarasota, FL	555,498
129 Davenport-Rock Island-Moline, IA-IL	555,422
130 Madison, WI	553,943
131 Poughkeepsie, NY	543,058
132 Aurora-Elgin, IL	542,297
133 Pensacola, FL	531,380
134 Colorado Springs, CO	526,308
135 Santa Barbara-Santa Maria-Lompoc, CA	525,635
136 Reading, PA	524,649
137 Peoria, IL	521,493
138 Shreveport, LA	520,974
139 Utica-Rome, NY	515,464
140 Binghamton, NY	495,468
141 Reno, NV	494,249
142 Macon-Warner Robbins, GA	486,364
143 Appleton-Oshkosh-Neenah, WI	471,313
144 Eugene-Springfield, OR	466,138
145 Roanoke, VA	462,500
146 Evansville, IN-KY	462,415
147 Montgomery, AL	460,321
148 Fort Pierce,FL	454,452
149 Charleston, WV	452,912
150 Boulder-Longmont, CO	450,491
151 Santa Cruz, CA	441,979
152 Salinas-Seaside-Monterey, CA	441,091
153 Huntington-Ashland, WV-KY	437,946
154 Augusta, GA-SC	437,139
155 New London-Norwich, CT	433,374
156 Erie, PA	433,317
157 Hamilton-Middletown, OH	427,028
158 Rockford, IL	425,505
159 Lorain-Elyria, OH	423,220
160 Springfield, MO	418,413
161 Joliet, IL	411,338
162 Savannah, GA	409,175
163 McAllen-Edinburg-Mission, TX	408,965
164 Ann Arbor, MI	397,387
165 Hickory, NC	395,984
166 Visalia-Tulare-Porterville, CA	395,801
167 Honolulu, HI	395,338
168 Galveston-Texas City, TX	395,338
169 South Bend-Mishawaka, IN	392,464
170 Anchorage, AK	386,712
171 Niagara Falls, NY	386,222
172 Fayetteville, NC	378,330
173 Huntsville, AL	377,413

174 Tallahassee, FL	377,034
175 Gainesville, FL	375,821
176 Lubbock, TX	371,214
177 Amarillo, TX	368,430
178 Salem, OR	355,115
179 Duluth, MN-WI	354,138
180 Bradenton, FL	352,501
181 Boise City, ID	351,483
182 Brownsville-Harlingen, TX	334,716
183 Johnstown, PA	333,184
184 Columbus, GA-AL	323,313
185 Brazoria, TX	318,548
186 Vancouver, WA	315,727
187 Cedar Rapids, IA	314,965
188 Racine, WI	306,776
189 Lafayette, LA	304,244
190 Chico, CA	303,356
191 Killeen-Temple, TX	301,009
192 Springfield, IL	300,900
193 Ft.Collins-Loveland, CO	300,279
194 Longview-Marshall, TX	299,031
195 Ocala, Fl	297,886
196 Bangor, ME	296,614
197 Waco, TX	295,580
198 Yakima, WA	293,025
199 Elkhart-Goshen, IN	291,994
200 Lincoln, NE	291,804
201 Topeka, KS	291,305
202 Vineland-Millville-Bridgeton, NJ	291,101
203 Pittsfield, MA	289,265
204 Naples, FL	289,239
205 Kalamazoo, MI	288,427
206 St. Cloud, MN	286,698
207 Beaver, PA	286,498
208 Lake Charles, LA	286,423
209 Vineland-Millville-Bridgeton, NJ	285,017
210 Provo-Orem, UT	277,945
211 Terre Haute, IN	274,732
212 Olympia, WA	274,355
213 Tuscaloosa, AL	274,250
214 Wheeling, WV-OH	270,466
215 Burlington, VT	268,726
216 Houma-Thibodaux, LA	266,831
217 Green Bay, WI	264,729
218 Glens Falls, NY	264,723
219 Bremerton, WA	263,174
220 Biloxi-Gulfport, MS	261,336
221 Fort Smith, AR-OK	259,976
222 Richland-Kennewick-Pasco, WA	259,522
223 Medford, OR	255,248
224 Parkersburg-Marietta, WV	251,603
225 Redding, CA	251,046
226 Lima, OH	247,892
227 Anderson, SC	246,755
228 Altoona, PA	244,881
229 Benton Harbor, MI	244,320
230 Charlottesville, VA	238,065
231 Champaign-Urbana-Rantoul, IL	237,138
232 Bellingham, WA	236,269
233 Athens, GA	231,948
234 Jamestown-Dunkirk, NY	231,152
235 Janesville-Beloit, WI	231,134
236 Monroe, LA	231,089
237 Tyler, TX	229,126
238 Wilmington, NC	228,666
239 Williamsport, PA	227,784
240 Lynchburg, VA	226,449
241 Joplin, MO	219,478
242 Muskegon, MI	218,825
243 Dothan, AL	218,484
244 Steubenville-Weirton, OH-WV	217,414
245 Lewistown-Auburn, ME	214,208
246 Anderson, IN	213,750
247 Clarksville-Hopkinsville, TN-KY	213,155
248 Waterloo-Cedar Falls, IA	209,300
249 Battle Creek, MI	206,787
250 Pueblo, CO	206,535
251 Ft. Walton Beach, FL	206,452
252 Alexandria, LA	204,908
253 Florence, SC	203,701
254 Billings, MT	203,695
255 Burlington, NC	203,671
256 Fayetteville-Springdale, AR	203,432
257 Mansfield, OH	197,031
258 Sioux Falls, SD	196,644
259 Columbia, MO	195,517
260 Fargo-Moorhead, ND-MN	191,429
261 Laredo, TX	190,058
262 Sioux City, IA-NE	189,255
263 Odessa, TX	188,414
264 Kenosha, WI	186,998
265 Florence, AL	185,505
266 Bryan-College Station, TX	183,811
267 Lafayette-West Lafayette, IN	182,854
268 State College, PA	182,633
269 Jackson, MI	182,363
270 Eau Claire, WI	181,169
271 Panama City, FL	180,559
272 Decatur, AL	179,697
273 Albany, GA	178,917
274 Decatur, IL	178,493
275 Midland, TX	176,498
276 Merced, CA	176,327
277 Yuba City, CA	175,695
278 Gadsden, AL	175,547
279 Sharon, PA	173,944
280 Wichita Falls, TX	172,220
281 Rochester, MN	172,099
282 Bloomington-Normal, IL	171,837
283 Santa Fe, NM	171,425
284 Pascagoula, MS	169,829
285 Hagerstown, MD	169,757
286 Kokomo, IN	166,622
287 Jacksonville, NC	166,067
288 Wausau, WI	165,607
289 Greeley, CO	164,922
290 Anniston, AL	164,113
291 Muncie, IN	162,306
292 Danville, VA	160,376
293 La Crosse, WI	160,203
294 Sheboygan, WI	154,170
295 Lawton, OK	154,143
296 Bloomington, IN	152,536
297 Sherman-Denison, TX	152,453
298 St. Joseph, MO	152,363
299 Elmira, NY	150,631
300 Abilene, TX	148,523
301 San Angelo, TX	148,081
302 Rapid City, SD	144,942
303 Kankakee, IL	142,721
304 Owensboro, KY	142,697
305 Cumberland, MD-WV	142,328
306 Iowa City, IA	140,796
307 Dubuque, IA	138,153
308 Pine Bluff, AR	136,727
309 Jackson, TN	128,396
310 Las Cruces, NM	122,105
311 Victoria, TX	122,047
312 Bismarck, ND	114,735
313 Texarkana, TX-AR	112,953
314 Great Falls, MT	111,492
315 Casper, WY	107,456
316 Lawrence, KS	100,833
317 Enid, OK	87,430
318 Cheyenne, WY	84,606
319 Grand Forks, ND	83,616

Automobile Sales
(thousands)

1 Los Angeles-Long Beach, CA	14,560,565
2 Chicago, IL	9,806,016
3 Detroit, MI	9,273,611
4 Philadelphia, PA-NJ	9,018,358
5 Wahington, DC-MD-VA	8,405,361
6 Boston-Lawrence-Salem-Lowell-Brockton, MA	7,694,540
7 Houston, TX	7,328,795
8 Dallas, TX	7,085,441
9 New York, NY	6,879,499
10 Atlanta, GA	6,521,328
11 Nassau-Suffolk, NY	5,655,689
12 Minneapolis-St. Paul, MN	5,315,351
13 Anaheim-Santa Ana, CA	4,881,383
14 Phoenix, AZ	4,637,755
15 Baltimore, MD	4,352,541
16 Tampa-St. Petersburg-Clearwater, FL	4,328,927
17 St. Louis, MO-IL	4,257,079
18 Miami-Hialeah, FL	4,249,809
19 San Diego, CA	4,190,700
20 Seattle, WA	3,747,657
21 Ft. Lauderdale-Hollywood-Pompano Beach, FL	3,685,653
22 Denver,CO	3,600,274
23 Pittsburgh, PA	3,584,810
24 Kansas City, MO-KS	3,397,712
25 Oakland, CA	3,385,870
26 Riverside-San Bernardino, CA	3,384,285
27 Ft. Worth-Arlington, TX	3,351,455
28 Cleveland, OH	2,964,186
29 Bergen-Passaic, NJ	2,909,931
30 Orlando, FL	2,847,381
31 Indianapolis, IN	2,811,643
32 Norfolk-Virginia Beach-Newport News, VA	2,771,846
33 San Francisco, CA	2,716,535
34 San Jose, CA	2,701,845
35 Columbus, OH	2,676,559
36 Milwaukee, WI	2,659,220
37 Charlotte-Gastonia-Rock Hill, NC-SC	2,582,661
38 Monmouth-Ocean, NJ	2,538,478
39 Portland, OR	2,534,690
40 Oklahoma City, OK	2,496,159
41 Sacramento, CA	2,474,229
42 Cincinnati, OH-KY-IN	2,460,481
43 San Antonio, TX	2,449,130
44 Newark, NJ	2,367,732
45 Hartford-New Britain-Middletown-Bristol, CT	2,318,947
46 Nashville, TN	2,271,797
47 Rochester, NY	2,160,509
48 New Orleans, LA	2,133,975
49 West Palm Beach-Boca Raton-Delray, FL	2,131,950
50 Jacksonville, FL	2,130,002
51 Memphis, TN-AR-MS	2,050,921
52 Salt Lake City-Ogden, UT	1,998,087
53 Birmingham, AL	1,945,052
54 Greensboro-Winston-Salem-High Point, NC	1,939,384
55 Bridgeport-Stamford-Norwalk-Danbury, CT	1,893,745
56 Middlesex-Somerset-Hunterdon, NJ	1,835,867
57 Louisville, KY-IN	1,756,697
58 Lake County, IL	1,753,578
59 Austin, TX	1,745,695
60 Dayton-Springfield, OH	1,694,944
61 Schenectady-Troy,NY	1,684,278
62 Richmond-Petersburg, VA	1,677,060
63 Tulsa, OK	1,662,966
64 Buffalo, NY	1,575,738
65 Raleigh-Durham, NC	1,571,316
66 Grand Rapids, MI	1,564,340
67 New Haven-Waterbury-Meriden, CT	1,452,735
68 Las Vegas, NV	1,431,499
69 Providence-Pawtucket-Woonsocket, RI	1,356,275
70 Little Rock-N. Little Rock, AR	1,313,510
71 Oxnard-Ventura, CA	1,307,886
72 Allentown-Bethlehem, PA-NJ	1,280,103
73 Worcester, MA	1,276,518
74 Tucson, AZ	1,264,861
75 Syracuse, NY	1,247,125
76 Harrisburg-Lebanbon-Carlisle, PA	1,209,898
77 Omaha, NE-IA	1,209,318
78 Knoxville, TN	1,175,143
79 Greenville-Spartanburg, SC	1,139,438
80 Toledo, OH	1,127,353
81 Scranton-Wilkes-Barre, PA	1,111,572
82 Albuquerque, NM	1,092,253
83 Akron, OH	1,052,066
84 Charleston, SC	1,031,584
85 Flint, MI	1,011,964
86 Baton Rouge, LA	1,002,504
87 Tacoma, WA	996,049
88 New Bedford-Fall River-Attleboro, MA	986,565
89 Springfield, MA	984,678
90 Wichita, KS	982,901
91 Fresno, CA	975,613
92 Portsmouth-Dover-Rochester, NH-ME	971,463
93 Manchester-Nashua, NH	951,849
94 El Paso, TX	934,297
95 Wilmington, DE-NJ-MD	926,551
96 Columbia, SC	911,965
97 Lansing-East Lansing, MI	906,589
98 Mobile, AL	883,634
99 Des Moines, IA	854,537
100 Jackson, MS	840,690
101 Gary-Hammond, IN	831,099
102 Johnson City-Kingsport-Bristol, TN-VA	812,571
103 Melbourne-Titusville-Palm Bay, FL	811,761
104 Lakeland-Winter Haven, FL	807,783
105 Chattanooga, TN-GA	793,607
106 Beaumont-Port Arthur, TX	781,471
107 Saginaw-Bay City-Midland, MI	780,541
108 Madison, WI	779,832
109 Lancaster, PA	769,582
110 York, PA	760,373
111 Youngstown-Warren, OH	755,458
112 Lexington-Fayette, KY	755,034
113 Fort Myers-Cape Coral, FL	746,693
114 Spokane, WA	740,496
115 Colorado Springs, CO	732,745
116 Davenport-Rock Island-Moline, IA-IL	726,504
117 Bakersfield, CA	721,769
118 Fort Wayne, IN	720,820
119 Shreveport, LA	708,621
120 Sarasota, FL	700,832
121 Lubbock, TX	697,695
122 Corpus Christi, TX	690,947
123 Portland, ME	667,683
124 Montgomery, AL	665,904
125 Peoria, IL	664,213
126 Canton, OH	660,195
127 Reading, PA	659,189
128 Macon-Warner Robbins, GA	659,008
129 Pensacola, FL	655,948
130 Daytona Beach, FL	639,280
131 Reno, NV	634,380
132 New London-Norwich, CT	625,642
133 Amarillo, TX	625,377
134 Stockton, CA	621,921
135 Ann Arbor, MI	611,902
136 Atlantic City, NJ	610,156
137 Charleston, WV	577,158
138 Augusta, GA-SC	576,459
139 Jersey City, NJ	576,244
140 Appleton-Oshkosh-Neenah, WI	568,519
141 Springfield, MO	568,246
142 Huntsville, AL	565,099
143 Eugene-Springfield, OR	562,416
144 Trenton, NJ	554,870
145 Fort Pierce,FL	553,326
146 Aurora-Elgin, IL	552,783
147 Columbus, GA-AL	551,108
148 Joliet, IL	544,913
149 Vallejo-Fairfield-Napa, CA	544,350
150 Roanoke, VA	544,329
151 Santa Rosa-Petaluma, CA	540,991
152 Orange, NY	537,206
153 Boulder-Longmont, CO	537,135
154 Elkhart-Goshen, IN	525,117
155 Salinas-Seaside-Monterey, CA	524,393
156 Rockford, IL	514,802
157 South Bend-Mishawaka, IN	512,856
158 Fayetteville, NC	507,150
159 Evansville, IN-KY	503,078
160 Savannah, GA	490,848
161 Binghamton, NY	489,611
162 Poughkeepsie, NY	488,532
163 Bradenton, FL	475,135
164 Anchorage, AK	468,909
165 Santa Barbara-Santa Maria-Lompoc, CA	467,493
166 Erie, PA	452,990
167 Utica-Rome, NY	450,857
168 Longview-Marshall, TX	448,910
169 Lorain-Elyria, OH	447,960
170 Salem, OR	442,328
171 Kalamazoo, MI	429,846
172 McAllen-Edinburg-Mission, TX	428,209
173 Modesto, CA	426,910
174 Hamilton-Middletown, OH	425,840
175 Lafayette, LA	425,484
176 Green Bay, WI	424,690
177 Killeen-Temple, TX	421,757
178 St. Cloud, MN	410,868
179 Galveston-Texas City, TX	409,808
180 Fargo-Moorhead, ND-MN	407,625
181 Gainesville, FL	398,539
182 Honolulu, HI	397,651
183 Hickory, NC	397,651
184 Huntington-Ashland, WV-KY	386,516
185 Waco, TX	386,342
186 Bangor, ME	384,644
187 Boise City, ID	379,576
188 Lincoln, NE	377,505
189 Ft Collins-Loveland, CO	371,420
190 Wichita Falls, TX	369,986
191 Asheville, NC	367,598
192 Santa Cruz, CA	361,005
193 Medford	359,821
194 Clarksville-Hopkinsville, TN-KY	359,173
195 Biloxi-Gulfport, MS	357,145
196 Visalia-Tulare-Porterville, CA	357,081
197 Tyler, TX	355,463
198 Burlington, VT	351,228
199 Terre Haute, IN	347,575
200 Dothan, AL	346,477
201 Fort Smith, AR-OK	344,977
202 Panama City, FL	342,644
203 Johnstown, PA	342,007
204 Sioux Falls, SD	341,267
205 Niagara Falls, NY	340,931
206 Springfield, IL	340,883
207 Cedar Rapids, IA	339,757
208 Naples, FL	329,771
209 Tallahassee, FL	326,668
210 Topeka, KS	320,998
211 Monroe, LA	315,504
212 Odessa, TX	312,651
213 Provo-Orem, UT	312,627
214 Racine, WI	311,842
215 Houma-Thibodaux, LA	306,222
216 Eau Claire, WI	304,925
217 Brownsville-Harlingen, TX	304,264
218 Ocala, Fl	303,502
219 Duluth, MN-WI	300,870
220 Billings, MT	297,546
221 Joplin, MO	296,952
222 Brazoria, TX	295,078
223 Yakima, WA	288,950
224 Ft. Walton Beach, FL	288,722
225 Champaign-Urbana-Rantoul, IL	285,559
226 Waterloo-Cedar Falls, IA	277,948
227 Burlington, NC	277,205
228 Lake Charles, LA	275,197
229 Rochester, MN	275,093
230 Altoona, PA	270,643
231 Fayetteville-Springdale, AR	269,946
232 Lima, OH	269,857
233 Jacksonville, NC	265,068

234 Wilmington, NC	264,964
235 Lafayette-West Lafayette, IN	262,025
236 Glens Falls, NY	261,604
237 Vineland-Millville-Bridgeton, NJ	261,107
238 Pittsfield, MA	258,772
239 Alexandria, LA	257,872
240 Mansfield, OH	252,817
241 Benton Harbor, MI	252,754
242 Florence, SC	252,283
243 Battle Creek, MI	250,423
244 Tuscaloosa, AL	247,604
245 Florence, AL	245,872
246 Parkersburg-Marietta, WV	245,340
247 Anderson, SC	243,914
248 Vancouver, WA	243,310
249 Kokomo, IN	241,621
250 Athens, GA	239,872
251 Abilene, TX	238,845
252 Charlottesville, VA	238,621
253 Sherman-Denison, TX	237,802
254 Lewistown-Auburn, ME	236,336
255 Williamsport, PA	234,594
256 Albany, GA	233,920
257 Lynchburg, VA	231,477
258 Bremerton, WA	230,626
259 Rapid City, SD	229,053
260 San Angelo, TX	228,886
261 Anderson, IN	228,562
262 Bismarck, ND	225,340
263 Columbia, MO	222,463
264 Decatur, IL	222,325
265 Muskegon, MI	221,537
266 Bloomington-Normal, IL	221,284
267 Jamestown-Dunkirk, NY	220,096
268 Grand Forks, ND	216,164
269 Decatur, AL	215,960
270 Wheeling, WV-OH	215,309
271 Sharon, PA	214,823
272 Texarkana, TX-AR	214,644
273 Santa Fe, NM	214,426
274 Richland-Kennewick-Pasco, WA	213,595
275 Midland, TX	213,195
276 Lawton, OK	211,425
277 Bellingham, WA	211,265
278 Olympia, WA	209,014
279 Sioux City, IA-NE	205,291
280 Janesville-Beloit, WI	204,729
281 La Crosse, WI	202,600
282 Anniston, AL	200,184
283 Greeley, CO	198,989
284 Wausau, WI	198,127
285 Chico, CA	192,798
286 Hagerstown, MD	190,875
287 Merced, CA	189,374
288 State College, PA	187,188
289 Jackson, MI	186,163
290 St. Joseph, MO	185,063
291 Danville, VA	184,746
292 Bryan-College Station, TX	183,928
293 Great Falls, MT	183,787
294 Muncie, IN	182,610
295 Redding, CA	181,465
296 Pueblo, CO	179,699
297 Kankakee, IL	176,452
298 Elmira, NY	174,043
299 Steubenville-Weirton, OH-WV	172,763
300 Casper, WY	172,176
301 Beaver, PA	172,150
302 Las Cruces, NM	171,300
303 Pine Bluff, AR	170,318
304 Dubuque, IA	168,699
305 Victoria, TX	164,879
306 Bloomington, In	160,679
307 Jackson, TN	160,584
308 Owensboro, KY	152,860
309 Sheboygan, WI	151,710
310 Gadsden, AL	147,615
311 Cheyenne, WY	141,239
312 Iowa City, IA	134,350
313 Enid, OK	132,736
314 Pascagoula, MS	130,702
315 Lawrence, KS	129,519
316 Yuba City, CA	127,543
317 Laredo, TX	118,134
318 Kenosha, WI	112,346
319 Cumberland, MD-WV	107,405

Gasoline Sales

(thousands)

1 Los Angeles-Long Beach, CA	3,936,884
2 Chicago, IL	2,574,964
3 Detroit, MI	2,365,398
4 Wahington, DC-MD-VA	2,241,461
5 Philadelphia, PA-NJ	2,066,778
6 Boston-Lawrence-Salem-Lowell-Brockton, MA	1,948,257
7 Atlanta, GA	1,790,264
8 Minneapolis-St. Paul, MN	1,523,934
9 New York, NY	1,523,913
10 Dallas, TX	1,444,163
11 Houston, TX	1,424,448
12 Nassau-Suffolk, NY	1,350,667
13 Anaheim-Santa Ana, CA	1,282,873
14 Riverside-San Bernardino, CA	1,186,510
15 Baltimore, MD	1,178,795
16 San Diego, CA	1,159,788
17 St. Louis, MO-IL	1,138,354
18 Tampa-St. Petersburg-Clearwater, FL	1,049,425
19 Cleveland, OH	1,006,081
20 Phoenix, AZ	1,001,301
21 Seattle, WA	987,838
22 Oakland, CA	932,343
23 Miami-Hialeah, FL	915,308
24 Pittsburgh, PA	914,856
25 Indianapolis, IN	898,370
26 Cincinnati, OH-KY-IN	854,299
27 Kansas City, MO-KS	853,755
28 Columbus, OH	838,788
29 Denver,CO	810,346
30 Bergen-Passaic, NJ	773,036
31 Milwaukee, WI	771,503
32 Sacramento, CA	741,835
33 San Jose, CA	741,405
34 San Francisco, CA	735,408
35 Hartford-New Britain-Middletown-Bristol, CT	701,997
36 Newark, NJ	699,544
37 Ft. Lauderdale-Hollywood-Pompano Beach, FL	686,283
38 Norfolk-Virginia Beach-Newport News, VA	655,154
39 Nashville, TN	646,134
40 Orlando, FL	630,088
41 Portland, OR	617,648
42 Middlesex-Somerset-Hunterdon, NJ	611,226
43 Memphis, TN-AR-MS	608,821
44 San Antonio, TX	598,236
45 Ft. Worth-Arlington, TX	584,153
46 New Orleans, LA	571,891
47 Dayton-Springfield, OH	569,149
48 Jacksonville, FL	547,440
49 Monmouth-Ocean, NJ	545,950
50 Louisville, KY-IN	542,584
51 Richmond-Petersburg, VA	526,288
52 Bridgeport-Stamford-Norwalk-Danbury, CT	516,432
53 Charlotte-Gastonia-Rock Hill, NC-SC	493,291
54 Rochester, NY	465,596
55 Salt Lake City-Ogden, UT	460,412
56 Providence-Pawtucket-Woonsocket, RI	441,553
57 West Palm Beach-Boca Raton-Delray, FL	440,894
58 Schenectady-Troy,NY	440,549
59 Greensboro-Winston-Salem-High Point, NC	430,764
60 Toledo, OH	420,621
61 Birmingham, AL	413,254
62 New Haven-Waterbury- Meriden, CT	413,144
63 Harrisburg-Lebanbon-Carlisle, PA	384,608
64 Akron, OH	384,232
65 Las Vegas, NV	364,477
66 Buffalo, NY	363,202
67 Allentown-Bethlehem, PA-NJ	356,567
68 Omaha, NE-IA	353,169
69 Greenville-Spartanburg, SC	352,872
70 Grand Rapids, MI	351,915
71 Knoxville, TN	349,845
72 Worcester, MA	345,503
73 Gary-Hammond, IN	341,670
74 Raleigh-Durham, NC	326,037
75 Oxnard-Ventura, CA	319,677
76 Austin, TX	314,422
77 Oklahoma City, OK	312,617
78 Youngstown-Warren, OH	310,103
79 Scranton-Wilkes-Barre, PA	309,687
80 Bakersfield, CA	298,545
81 Lake County, IL	298,352
82 Springfield, MA	297,510
83 Wilmington, DE-NJ-MD	295,632
84 Tucson, AZ	279,646
85 Columbia, SC	278,865
86 Little Rock-N. Little Rock, AR	271,217
87 Fresno, CA	270,983
88 Tacoma, WA	270,875
89 Tulsa, OK	264,295
90 Syracuse, NY	261,979
91 Chattanooga, TN-GA	251,456
92 Lansing-East Lansing, MI	240,115
93 Saginaw-Bay City-Midland, MI	239,317
94 Joliet, IL	238,534
95 Flint, MI	234,244
96 Des Moines, IA	232,835
97 Charleston, SC	222,483
98 Canton, OH	222,327
99 Fort Wayne, IN	221,444
100 Madison, WI	220,986
101 Davenport-Rock Island-Moline, IA-IL	220,247
102 Albuquerque, NM	219,013
103 Lexington-Fayette, KY	218,839
104 New Bedford-Fall River-Attleboro, MA	216,986
105 Mobile, AL	215,985
106 Santa Rosa-Petaluma, CA	215,836
107 Baton Rouge, LA	211,748
108 Aurora-Elgin, IL	211,352
109 Jackson, MS	210,437
110 Stockton, CA	205,871
111 Portsmouth-Dover-Rochester, NH-ME	205,659
112 Manchester-Nashua, NH	204,501
113 Wichita, KS	200,429
114 Vallejo-Fairfield-Napa, CA	198,214
115 Jersey City, NJ	197,944
116 Ann Arbor, MI	186,615
117 Melbourne-Titusville-Palm Bay, FL	185,617
118 El Paso, TX	184,294
119 Santa Barbara-Santa Maria-Lompoc, CA	183,546
120 Peoria, IL	181,212
121 York, PA	180,823
122 Trenton, NJ	179,190
123 Reno, NV	173,364
124 Atlantic City, NJ	172,985
125 Lakeland-Winter Haven, FL	171,951
126 Appleton-Oshkosh-Neenah, WI	170,247
127 Beaumont-Port Arthur, TX	170,050
128 Daytona Beach, FL	168,481
129 Erie, PA	167,646
130 Corpus Christi, TX	167,440
131 Shreveport, LA	167,105
132 Spokane, WA	166,107
133 Salinas-Seaside-Monterey, CA	164,110
134 New London-Norwich, CT	163,072
135 Orange, NY	161,329
136 Montgomery, AL	157,001
137 Colorado Springs, CO	156,982
138 Lancaster, PA	155,821
139 Rockford, IL	155,741
140 Lorain-Elyria, OH	152,560
141 Fort Myers-Cape Coral, FL	151,915
142 Modesto, CA	150,465
143 Sarasota, FL	149,195
144 Pensacola, FL	145,276
145 Macon-Warner Robbins, GA	140,878
146 Huntington-Ashland, WV-KY	140,334
147 Evansville, IN-KY	139,817
148 Augusta, GA-SC	138,979
149 Charleston, WV	138,254
150 Reading, PA	136,845
151 Johnson City-Kingsport-Bristol, TN-VA	136,232
152 Binghamton, NY	135,304
153 Hamilton-Middletown, OH	134,656
154 Benton Harbor, MI	133,325
155 Duluth, MN-WI	132,476
156 Ocala, FL	131,616
157 Lima, OH	131,064
158 South Bend-Mishawaka, IN	130,986
159 Portland, ME	130,150
160 Roanoke, VA	129,539
161 Utica-Rome, NY	128,66[illegible]
162 Eugene-Springfield, OR	128,048
163 Fort Pierce,FL	125,907
164 Kalamazoo, MI	122,553
165 Savannah, GA	121,225
166 Salem, OR	116,445
167 Anchorage, AK	116,443
168 Green Bay, WI	115,590
169 Poughkeepsie, NY	114,908
170 St. Cloud, MN	113,020
171 Tallahassee, FL	110,768
172 Springfield, IL	110,621
173 Fayetteville, NC	109,907
174 Fargo-Moorhead, ND-MN	109,097
175 Boulder-Longmont, CO	109,047
176 Redding, CA	106,557
177 Santa Cruz, CA	106,544
178 Terre Haute, IN	105,546
179 Battle Creek, MI	102,969
180 Visalia-Tulare-Porterville, CA	100,976
181 Champaign-Urbana-Rantoul, IL	100,709
182 Gainesville, FL	100,294
183 Springfield, MO	100,051
184 Janesville-Beloit, WI	98,364
185 Lincoln, NE	97,381
186 Racine, WI	96,146
187 Columbus, GA-AL	94,430
188 Abilene, TX	94,029
189 Mansfield, OH	93,204
190 Asheville, NC	91,005
191 Huntsville, AL	90,623
192 Sioux Falls, SD	90,372
193 Bradenton, FL	89,958
194 Provo-Orem, UT	89,895
195 Muncie, IN	89,697
196 Johnstown, PA	87,960
197 Bloomington-Normal, IL	87,250
198 Parkersburg-Marietta, WV	86,909
199 Lafayette, LA	86,519
200 Wheeling, WV-OH	85,796
201 Merced, CA	84,471
202 Boise City, ID	83,630
203 Galveston-Texas City, TX	82,712
204 Bangor, ME	81,834
205 Medford	80,268
206 Topeka, KS	79,959
207 Jackson, MI	79,610
208 Muskegon, MI	78,815
209 Ft.Collins-Loveland, CO	77,774
210 Cedar Rapids, IA	76,936
211 Pittsfield, MA	76,317
212 Anderson, IN	76,002
213 Glens Falls, NY	75,003
214 Eau Claire, WI	74,824
215 Tyler, TX	74,430
216 Florence, SC	74,177
217 Kokomo, IN	74,010
218 Yakima, WA	73,977
219 Naples, FL	73,920
220 Elkhart-Goshen, IN	73,181
221 Amarillo, TX	71,549
222 Lynchburg, VA	71,329
223 Tuscaloosa, AL	71,303
224 Joplin, MO	71,100
225 Lafayette-West Lafayette, IN	70,269
226 Vancouver, WA	69,865
227 Beaver, PA	68,778
228 Kenosha, WI	68,689
229 Burlington, NC	68,560
230 Waco, TX	68,437
231 Anderson, SC	68,142
232 Richland-Kennewick-Pasco, WA	67,983
233 Rochester, MN	67,971
234 Waterloo-Cedar Falls, IA	67,378
235 Ft. Walton Beach, FL	65,409
236 Olympia, WA	65,211
237 Vineland-Millville-Bridgeton, NJ	65,113
238 Decatur, IL	64,963
239 Cumberland, MD-WV	64,708
240 Killeen-Temple, TX	64,584
241 Panama City, FL	63,958
242 Lubbock, TX	62,713
243 Charlottesville, VA	62,324
244 Biloxi-Gulfport, MS	61,330
245 Hagerstown, MD	60,884
246 Steubenville-Weirton, OH-WV	60,703
247 Niagara Falls, NY	60,656
248 Bremerton, WA	60,646
249 Sioux City, IA-NE	60,461
250 Dothan, AL	59,432
251 Longview-Marshall, TX	59,365
252 Wausau, WI	59,258
253 Athens, GA	59,143
254 Lake Charles, LA	58,964
255 Hickory, NC	58,872
256 Bellingham, WA	58,415
257 Midland, TX	57,818
258 Honolulu, HI	57,721
259 Fort Smith, AR-OK	57,721
260 Burlington, VT	55,999
261 Las Cruces, NM	55,758
262 Billings, MT	55,709
263 Rapid City, SD	54,712
264 McAllen-Edinburg-Mission, TX	53,421
265 Bismarck, ND	52,951
266 Columbia, MO	52,686
267 La Crosse, WI	52,609
268 Florence, AL	51,993
269 Altoona, PA	51,974
270 Jamestowon-Dunkirk, NY	51,960
271 Clarksville-Hopkinsville, TN-KY	51,779
272 Houma-Thibodaux, LA	51,387
273 Cheyenne, WY	51,353
274 Alexandria, LA	50,329
275 Decatur, AL	50,152
276 Bloomington, IN	49,148
277 Brazoria, TX	48,973
278 Lewistown-Auburn, ME	48,917
279 Sharon, PA	48,270
280 State College, PA	47,704
281 Pueblo, CO	47,019
282 Chico, CA	46,937
283 Albany, GA	45,193
284 Fayetteville-Springdale, AR	45,167
285 Wichita Falls, TX	45,147
286 Iowa City, IA	44,261
287 Sheboygan, WI	44,024
288 Elmira, NY	43,999
289 Jackson, TN	43,791
290 Brownsville-Harlingen, TX	42,975
291 Bryan-College Station, TX	42,325
292 Wilmington, NC	42,096
293 Greeley, CO	41,458
294 Santa Fe, NM	40,053
295 St. Joseph, MO	39,465

296	Victoria, TX	36,902
297	Anniston, AL	38,487
298	Grand Forks, ND	38,429
299	Monroe, LA	38,076
300	Williamsport, PA	37,550
301	Kankakee, IL	37,526
302	Yuba City, CA	36,503
303	Dubuque, IA	35,540
304	Texarkana, TX-AR	35,484
305	Danville, VA	34,855
306	Great Falls, MT	34,030
307	Owensboro, KY	33,888
308	Lawrence, KS	33,162
309	Sherman-Denison, TX	32,845
310	Pine Bluff, AR	30,891
311	Pascagoula, Ms	29,721
312	Odessa, TX	29,660
313	Casper, WY	27,776
314	Gadsden, AL	27,008
315	Jacksonville, NC	26,569
316	Laredo, TX	24,800
317	San Angelo, TX	21,115
318	Enid, OK	19,649
319	Lawton, OK	16,692

Apparel Sales
(thousands)

1	New York, NY	4,804,002
2	Los Angeles-Long Beach, CA	3,813,267
3	Chicago, IL	3,725,010
4	Boston-Lawrence-Salem-Lowell-Brockton, MA	2,298,206
5	Philadelphia, PA-NJ	2,290,286
6	Detroit, MI	2,225,251
7	Wahington, DC-MD-VA	2,184,873
8	Nassau-Suffolk, NY	1,671,481
9	St. Louis, MO-IL	1,583,458
10	Houston, TX	1,529,355
11	Dallas, TX	1,397,307
12	Miami-Hialeah, FL	1,316,402
13	Atlanta, GA	1,227,196
14	Anaheim-Santa Ana, CA	1,195,538
15	San Francisco, CA	1,060,096
16	Seattle, WA	1,030,470
17	Bergen-Passaic, NJ	1,020,767
18	Minneapolis-St. Paul, MN	1,020,704
19	Baltimore, MD	935,105
20	San Diego, CA	901,439
21	Pittsburgh, PA	770,676
22	Oakland, CA	736,363
23	Phoenix, AZ	706,726
24	Cleveland, OH	703,767
25	Newark, NJ	697,514
26	Ft. Lauderdale-Hollywood-Pompano Beach, FL	684,801
27	Kansas City, MO-KS	679,410
28	Riverside-San Bernardino, CA	673,609
29	Denver,CO	672,748
30	New Orleans, LA	657,480
31	Tampa-St. Petersburg-Clearwater, FL	644,986
32	San Jose, CA	640,448
33	Hartford-New Britain-Middletown-Bristol, CT	601,981
34	Middlesex-Somerset-Hunterdon, NJ	596,005
35	Norfolk-Virginia Beach-Newport News, VA	586,332
36	Ft. Worth-Arlington, TX	572,822
37	Bridgeport-Stamford-Norwalk-Danbury, CT	567,076
38	Birmingham, AL	560,245
39	Charlotte-Gastonia-Rock Hill, NC-SC	555,957
40	Portland, OR	545,914
41	San Antonio, TX	519,559
42	West Palm Beach-Boca Raton-Delray, FL	514,741
43	Oklahoma City, OK	509,656
44	Milwaukee, WI	502,968
45	Indianapolis, IN	499,516
46	Cincinnati, OH-KY-IN	486,910
47	Monmouth-Ocean, NJ	450,552
48	Sacramento, CA	449,379
49	Columbus, OH	448,570
50	Memphis, TN-AR-MS	447,047
51	Greensboro-Winston-Salem-High Point, NC	434,374
52	New Haven-Waterbury-Menden, CT	431,985
53	Schenectady-Troy,NY	420,685
54	Orlando, FL	415,403
55	Buffalo, NY	409,040
56	Providence-Pawtucket-Woonsocket, RI	408,174
57	Salt Lake City-Ogden, UT	395,363
58	Nashville, TN	380,397
59	Rochester, NY	373,376
60	Richmond-Petersburg, VA	373,297
61	Austin, TX	366,130
62	Louisville, KY-IN	363,031
63	Raleigh-Durham, NC	358,130
64	Tulsa, OK	349,515
65	Jacksonville, FL	346,589
66	Grand Rapids, MI	344,181
67	Las Vegas, NV	322,277
68	Dayton-Springfield, OH	312,361
69	Jersey City, NJ	309,615
70	Reading, PA	307,643
71	Syracuse, NY	295,928
72	Worcester, MA	292,866
73	Little Rock-N. Little Rock, AR	291,230
74	Scranton-Wilkes-Barre, PA	288,779
75	Greenville-Spartanburg, SC	274,106
76	Lake County, IL	270,898
77	Springfield, MA	261,141
78	Knoxville, TN	257,300
79	El Paso, TX	253,705
80	Allentown-Bethlehem, PA-NJ	250,377
81	New Bedford-Fall River-Attleboro, MA	244,560
82	Omaha, NE-IA	232,646
83	Oxnard-Ventura, CA	215,788
84	Charleston, SC	211,382
85	Tucson, AZ	205,200
86	Manchester-Nashua, NH	203,471
87	Fresno, CA	203,054
88	Harrisburg-Lebanbon-Carlisle, PA	202,812
89	McAllen-Edinburg-Mission, TX	199,516
90	Toledo, OH	197,135
91	Columbia, SC	194,567
92	Baton Rouge, LA	194,500
93	Lansing-East Lansing, MI	193,931
94	Albuquerque, NM	193,451
95	Portsmouth-Dover-Rochester, NH-ME	190,496
96	Saginaw-Bay City-Midland, MI	184,955
97	Wichita, KS	183,013
98	Des Moines, IA	182,963
99	Beaumont-Port Arthur, TX	182,892
100	Gary-Hammond, IN	182,593
101	Akron, OH	180,895
102	Trenton, NJ	179,203
103	Flint, MI	171,861
104	Atlantic City, NJ	171,645
105	Lexington-Fayette, KY	168,367
106	Shreveport, LA	164,693
107	Chattanooga, TN-GA	162,266
108	Tacoma, WA	160,837
109	Madison, WI	159,706
110	Youngstown-Warren, OH	158,414
111	Wilmington, DE-NJ-MD	156,237
112	Salinas-Seaside-Monterey, CA	154,728
113	Fort Wayne, IN	153,920
114	Lancaster, PA	152,347
115	Canton, OH	145,900
116	Spokane, WA	144,235
117	Evansville, IN-KY	143,529
118	Portland, ME	143,015
119	Santa Barbara-Santa Maria-Lompoc, CA	140,274
120	Jackson, MS	139,599
121	Bakersfield, CA	138,199
122	Mobile, AL	137,987
123	Utica-Rome, NY	135,746
124	Sarasota, FL	135,419
125	Stockton, CA	131,866
126	Aurora-Elgin, IL	131,591
127	Ann Arbor, MI	131,206
128	Savannah, GA	130,799
129	Davenport-Rock Island-Moline, IA-Il	130,584
130	Montgomery, AL	130,427
131	Johnson City-Kingsport-Bristol, TN-	129,848
132	York, PA	129,475
133	Amarillo, TX	128,987
134	Augusta, GA-SC	127,425
135	Orange, NY	124,056
136	Huntsville, AL	122,742
137	Modesto, CA	121,627
138	Corpus Christi, TX	121,499
139	Poughkeepsie, NY	120,284
140	Anchorage, AK	119,610
141	Reno, NV	118,852
142	Laredo, TX	118,517
143	Peoria, IL	116,568
144	Santa Rosa-Petaluma, CA	116,248
145	Lakeland-Winter Haven, FL	115,729
146	Kalamazoo, MI	115,293
147	Lubbock, TX	114,880
148	Brownsville-Harlingen, TX	114,457
149	Colorado Springs, CO	112,750
150	Fort Myers-Cape Coral, FL	112,479
151	Daytona Beach, FL	109,912
152	Huntington-Ashland, WV-KY	109,224
153	Lafayette, LA	108,415
154	Appleton-Oshkosh-Neenah, WI	108,168
155	Roanoke, VA	106,692
156	Binghamton, NY	103,100
157	Joliet, IL	100,374
158	Eugene-Springfield, OR	99,749
159	Hickory, NC	99,745
160	Charleston, WV	97,405
161	Erie, PA	97,109
162	South Bend-Mishawaka, IN	96,565
163	Rockford, IL	96,336
164	Boulder-Longmont, CO	94,961
165	Monroe, LA	93,463
166	Galveston-Texas City, TX	92,576
167	Macon-Warner Robbins, GA	92,115
168	Vallejo-Fairfield-Napa, CA	91,442
169	Salem, OR	90,491
170	Burlington, NC	90,108
171	Lincoln, NE	89,701
172	Green Bay, WI	89,371
173	New London-Norwich, CT	88,632
174	Terre Haute, IN	88,382
175	Melbourne-Titusville-Palm Bay, FL	86,488
176	Pensacola, FL	86,389
177	Longview-Marshall, TX	84,129
178	Tyler, TX	83,325
179	Fort Pierce,FL	82,945
180	Springfield, IL	82,906
181	Naples, FL	81,277
182	Tallahassee, FL	80,785
183	Fayetteville, NC	79,739
184	Duluth, MN-Wi	79,434
185	Niagara Falls, NY	79,396
186	Santa Cruz, CA	78,093
187	Gainesville, FL	77,739
188	Columbus, GA-AL	77,611
189	Burlington, VT	77,317
190	Springfield, MO	75,277
191	Wilmington, NC	74,686
192	Cedar Rapids, IA	72,551
193	Visalia-Tulare-Porterville, CA	71,727
194	Champaign-Urbana-Rantoul, IL	71,089
195	Sioux Falls, SD	70,809
196	Bangor, ME	70,684
197	Tuscaloosa, AL	69,883
198	Boise City, ID	69,689
199	St. Cloud, MN	69,613
200	Alexandria, LA	67,724
201	Waco, TX	67,366
202	Ft Collins-Loveland, CO	66,823
203	Pittsfield, MA	66,245
204	Asheville, NC	65,569
205	Yakima, WA	63,979
206	Lake Charles, LA	63,556
207	Fargo-Moorhead, ND-MN	62,747
208	Williamsport, PA	62,713
209	Provo-Orem, UT	62,376
210	Altoona, PA	62,278
211	Columbia, MO	61,618
212	Killeen-Temple, TX	61,302
213	Waterloo-Cedar Falls, IA	61,014
214	Bradenton, FL	60,563
215	Racine, WI	59,693
216	Lorain-Elyria, OH	59,380
217	Medford	59,306
218	Rochester, MN	59,193
219	Joplin, MO	58,962
220	Dothan, AL	58,945
221	Santa Fe, NM	58,773
222	Vineland-Millville-Bridgeton, NJ	57,073
223	Billings, MT	56,819
224	Florence, SC	56,676
225	Honolulu, Hi	53,901
226	Fort Smith, AR-OK	55,187
227	Bloomington-Normal, IL	55,016
228	Biloxi-Gulfport, MS	54,361
229	Benton Harbor, MI	53,901
230	Florence, AL	53,235
231	Houma-Thibodaux, LA	53,000
232	Odessa, TX	52,427
233	Panama City, FL	52,315
234	Decatur, IL	52,280
235	Brazona, TX	52,228
236	Johnstown, PA	52,032
237	Albany, GA	51,911
238	Bryan-College Station, TX	51,353
239	Vancouver, WA	51,326
240	Glens Falls, NY	51,221
241	Wheeling, WV-OH	50,970
242	Abilene, TX	50,632
243	Sioux City, IA-NE	50,364
244	Ocala, Fl	50,258
245	Anniston, AL	50,174
246	Charlottesville, VA	49,790
247	Anderson, SC	49,645
248	Elkhart-Goshen, IN	49,051
249	Midland, TX	48,514
250	Lynchburg, VA	48,118
251	Bloomington, IN	47,977
252	Lima, OH	47,745
253	Decatur, AL	47,422
254	Wichita Falls, TX	47,240
255	Athens, GA	46,441
256	Topeka, KS	46,241
257	Janesville-Beloit, WI	45,982
258	Jackson, MI	45,905
259	La Crosse, WI	45,613
260	Hagerstown, MD	45,418
261	Kokomo, IN	45,120
262	Chico, CA	44,591
263	Eau Claire, WI	44,040
264	Beaver, PA	43,924
265	Anderson, IN	43,794
266	Mansfield, OH	43,417
267	Fayetteville-Springdale, AR	43,184
268	Lafayette-West Lafayette, IN	43,175
269	Ft. Walton Beach, FL	42,332
270	San Angelo, TX	42,136
271	Pueblo, CO	42,134
272	Jackson, TN	42,049
273	Richland-Kennewick-Pasco, WA	42,039
274	Bellingham, WA	41,857
275	Pine Bluff, AR	41,631
276	Battle Creek, MI	41,571
277	Grand Forks, ND	41,466
278	Gadsden, AL	41,134
279	Olympia, WA	41,112
280	Redding, CA	40,836
281	State College, PA	40,653
282	Rapid City, SD	40,629
283	Elmira, NY	40,169
284	Sherman-Denison, TX	40,075
285	Texarkana, TX-AR	39,767
286	Dubuque, IA	39,745
287	Hamilton-Middletown, OH	39,204
288	Wausau, WI	38,713
289	Parkersburg-Marietta, WV	38,457
290	Lewistown-Auburn, ME	38,413
291	Bismarck, ND	38,336
292	Clarksville-Hopkinsville, TN-KY	37,450
293	Iowa City, IA	37,256
294	Sharon, PA	36,848
295	Lawton, OK	36,320
296	Victoria, TX	35,420
297	Kankakee, IL	34,821
298	Owensboro, KY	34,258
299	Great Falls, MT	33,648
300	Muncie, IN	33,599
301	Enid, OK	33,575
302	Jamestown-Dunkirk, NY	33,349
303	St. Joseph, MO	33,000
304	Bremerton, WA	32,911
305	Cumberland, MD-WV	32,902
306	Steubenville-Weirton, OH-WV	32,863
307	Cheyenne, WY	32,396
308	Casper, WY	32,110
309	Muskegon, MI	31,476
310	Las Cruces, NM	30,302
311	Yuba City, CA	29,101
312	Greeley, CO	28,447
313	Pascagoula, MS	26,698
314	Lawrence, KS	24,433
315	Merced, CA	24,358
316	Jacksonville, NC	23,432
317	Kenosha, WI	22,994
318	Sheboygan, WI	19,061
319	Danville, VA	8,756

Furniture Sales
(thousands)

1	Los Angeles-Long Beach, CA	5,042,713
2	New York, NY	3,747,668
3	Chicago, IL	2,847,507
4	Washington, DC-MD-VA	2,269,174
5	Philadelphia, PA-NJ	1,924,626
6	Detroit, MI	1,918,985
7	Boston-Lawrence-Salem-Lowell-Brockton, MA	1,858,296
8	Nassau-Suffolk, NY	1,815,533
9	Anaheim-Santa Ana, CA	1,528,744
10	Houston, TX	1,476,264
11	Dallas, TX	1,436,821
12	San Diego, CA	1,378,012
13	Atlanta, GA	1,352,939
14	Phoenix, AZ	1,168,554
15	Minneapolis-St. Paul, MN	1,125,847
16	San Francisco, CA	1,120,363
17	Oakland, CA	1,069,096
18	Seattle, WA	1,023,264
19	Tampa-St. Petersburg-Clearwater, FL	1,013,212
20	San Jose, CA	987,324
21	Miami-Hialeah, FL	967,633
22	Baltimore, MD	962,380
23	Riverside-San Bernardino, CA	919,240
24	Bergen-Passaic, NJ	917,217
25	Denver,CO	914,412
26	Ft. Lauderdale-Hollywood-Pompano Beach, FL	836,190
27	St. Louis, MO-IL	798,072
28	Sacramento, CA	763,800

29 Pittsburgh, PA	748,142
30 Cleveland, OH	718,449
31 Middlesex-Somerset-Hunterdon, NJ	678,457
32 Newark, NJ	677,296
33 Norfolk-Virginia Beach-Newport News, VA	649,924
34 New Orleans, LA	636,835
35 Milwaukee, WI	633,678
36 Kansas City, MO-KS	626,481
37 Columbus, OH	615,998
38 Portland, OR	603,972
39 Cincinnati, OH-KY-IN	583,321
40 West Palm Beach-Boca Raton-Delray, FL	576,464
41 San Antonio, TX	566,925
42 Ft. Worth-Arlington, TX	546,002
43 Indianapolis, IN	542,040
44 Charlotte-Gastonia-Rock Hill, NC-SC	535,976
45 Salt Lake City-Ogden, UT	531,878
46 Hartford-New Britain-Middletown-Bristol, CT	521,499
47 Greensboro-Winston-Salem-High Point, NC	512,392
48 Oklahoma City, OK	509,354
49 Orlando, FL	497,473
50 Bridgeport-Stamford-Norwalk-Danbury, CT	491,880
51 Memphis, TN-AR-MS	443,517
52 Monmouth-Ocean, NJ	437,176
53 Nashville, TN	423,395
54 Rochester, NY	413,984
55 Birmingham, AL	405,056
56 Austin, TX	403,120
57 Louisville, KY-IN	398,403
58 Grand Rapids, MI	395,800
59 Dayton-Springfield, OH	395,499
60 Raleigh-Durham, NC	394,528
61 Richmond-Petersburg, VA	378,271
62 Madison, WI	374,802
63 Schenectady-Troy, NY	364,251
64 Omaha, NE-IA	364,071
65 New Haven-Waterbury-Meriden, CT	358,716
66 Jacksonville, FL	351,802
67 Tulsa, OK	348,447
68 Buffalo, NY	343,915
69 Las Vegas, NV	322,036
70 Providence-Pawtucket-Woonsocket, RI	312,084
71 Tucson, AZ	302,592
72 Greenville-Spartanburg, SC	288,778
73 Fresno, CA	284,882
74 Oxnard-Ventura, CA	275,821
75 Baton Rouge, LA	272,879
76 Knoxville, TN	271,942
77 Worcester, MA	265,646
78 Syracuse, NY	261,445
79 Sarasota, FL	256,289
80 Lake County, IL	254,502
81 El Paso, TX	250,686
82 Toledo, OH	250,295
83 Fort Myers-Cape Coral, FL	244,296
84 Harrisburg-Lebanbon-Carlisle,PA	239,452
85 Little Rock-N. Little Rock, AR	234,203
86 Allentown-Bethlehem, PA-NJ	234,003
87 Charleston, SC	231,921
88 Albuquerque, NM	227,952
89 Springfield, MA	219,904
90 Wilmington, DE-NJ-MD	215,394
91 Manchester-Nashua, NH	213,510
92 New Bedford-Fall River-Attleboro, MA	209,976
93 Scranton-Wilkes-Barre, PA	208,961
94 Tacoma, WA	208,236
95 Lancaster, PA	207,649
96 Bakersfield, CA	205,835
97 Lansing-East Lansing, MI	204,479
98 Des Moines, IA	203,032
99 Wichita, KS	198,454
100 Santa Barbara-Santa Maria-Lompoc, CA	197,924
101 Flint, MI	197,596
102 Modesto, CA	196,913
103 Columbia, SC	192,928
104 Portsmouth-Dover-Rochester, NH-ME	192,555
105 Santa Rosa-Petaluma, CA	189,953
106 Stockton, CA	187,052
107 Akron, OH	182,727
108 Fort Wayne, IN	181,310
109 Youngstown-Warren, OH	180,535
110 Saginaw-Bay City-Midland, MI	179,284
111 Mobile, AL	178,196
112 Jersey City, NJ	177,862
113 Fayetteville, NC	176,580
114 Gary-Hammond, IN	175,909
115 Spokane, WA	174,099
116 Ann Arbor, MI	167,250
117 Chattanooga, TN-GA	166,894
118 Shreveport, LA	165,784
119 Trenton, NJ	164,726
120 York, PA	162,869
121 Lexington-Fayette, KY	162,708
122 South Bend-Mishawaka, IN	157,997
123 Salinas-Seaside-Monterey, CA	153,247
124 Jackson, MS	153,241
125 Vallejo-Fairfield-Napa, CA	150,857
126 Anchorage, AK	150,609
127 Beaumont-Port Arthur, TX	148,075
128 Boulder-Longmont, CO	146,762
129 Daytona Beach, FL	145,637
130 Kalamazoo, MI	145,561
131 Corpus Christi, TX	144,905
132 Augusta, GA-SC	144,392
133 Lubbock, TX	143,662
134 Appleton-Oshkosh-Neenah, WI	141,896
135 Atlantic City, NJ	139,460
136 Melbourne-Titusville-Palm Bay, FL	138,707
137 Peoria, IL	138,432
138 Colorado Springs, CO	138,219
139 Davenport-Rock Island-Moline, IA-IL	137,651
140 Reading, PA	137,049
141 Eugene-Springfield, OR	136,070
142 Springfield, MO	132,334
143 Canton, OH	131,479
144 Johnson City-Kingsport-Bristol, TN-VA	131,417
145 Rockford, IL	131,091
146 Evansville, IN-KY	130,360
147 Roanoke, VA	129,614
148 Naples, FL	129,268
149 Fort Pierce,FL	128,694
150 Columbus, GA-AL	125,486
151 McAllen-Edinburg-Mission, TX	125,114
152 Aurora-Elgin, IL	123,861
153 Pensacola, FL	123,740
154 Orange, NY	121,042
155 Reno, NV	120,034
156 Amarillo, TX	118,140
157 Huntsville, AL	116,019
158 New London-Norwich, CT	114,814
159 Green Bay, WI	113,510
160 Lakeland-Winter Haven, FL	108,066
161 Portland, ME	105,613
162 Santa Cruz, CA	105,121
163 Erie, PA	104,697
164 Binghamton, NY	104,640
165 Tallahassee, FL	104,506
166 Macon-Warner Robbins, GA	102,273
167 Savannah, GA	100,865
168 Montgomery, AL	100,746
169 Salem, OR	98,494
170 Lafayette, LA	98,163
171 Boise City, ID	97,570
172 Huntington-Ashland, WV-KY	97,001
173 Brownsville-Harlingen, TX	96,081
174 Laredo, TX	94,810
175 Visalia-Tulare-Porterville, CA	93,281
176 Utica-Rome, NY	92,348
177 Hickory, NC	90,563
178 Poughkeepsie, NY	89,862
179 Bradenton, FL	88,514
180 Longview-Marshall, TX	87,466
181 Charleston, WV	86,666
182 Cedar Rapids, IA	84,330
183 Ft.Collins-Loveland, CO	84,200
184 Springfield, IL	83,098
185 Lincoln, NE	81,499
186 Gainesville, FL	78,652
187 Killeen-Temple, TX	77,476
188 Charlottesville, VA	77,411
189 Duluth, MN-WI	76,571
190 Monroe, LA	76,324
191 Ft. Walton Beach, FL	76,309
192 Provo-Orem, UT	75,557
193 Ocala, FL	74,196
194 Billings, MT	72,781
195 Sioux Falls, SD	72,542
196 Champaign-Urbana-Rantoul, IL	72,429
197 Burlington, VT	72,113
198 Joliet, IL	71,553
199 Racine, WI	71,424
200 Jacksonville, NC	71,040
201 Waco, TX	70,184
202 Fargo-Moorhead, ND-MN	69,930
203 Lorain-Elyria, OH	69,767
204 Medford, OR	69,724
205 Tyler, TX	69,375
206 St. Cloud, MN	69,318
207 Lake Charles, LA	69,253
208 Johnstown, PA	67,889
209 Wilmington, NC	67,728
210 Odessa, TX	67,433
211 Houma-Thibodaux, LA	65,235
212 Anderson, SC	63,195
213 Hamilton-Middletown, OH	62,527
214 Midland, TX	62,146
215 Lynchburg, VA	62,082
216 Wheeling, WV-OH	61,951
217 Olympia, WA	61,860
218 Dothan, AL	61,189
219 Terre Haute, IN	61,082
220 Chico, CA	61,017
221 Burlington, NC	60,878
222 Bellingham, WA	60,862
223 Bremerton, WA	60,609
224 Fort Smith, AR-OK	60,587
225 Altoona, PA	60,496
226 La Crosse, WI	60,076
227 Panama City, FL	59,971
228 Topeka, KS	58,445
229 Waterloo-Cedar Falls, IA	57,146
230 Parkersburg-Marietta, WV	56,346
231 Asheville, NC	56,068
232 Vancouver, WA	55,918
233 Biloxi-Gulfport, MS	55,274
234 Decatur, IL	54,051
235 Rapid City, SD	54,012
236 Niagara Falls, NY	53,658
237 Rochester, MN	53,538
238 Bloomington-Normal, IL	53,309
239 Florence, SC	52,725
240 Muncie, IN	51,656
241 Pueblo, CO	51,654
242 Eau Claire, WI	51,173
243 Cumberland, MD-WV	50,961
244 Galveston-Texas City, TX	50,725
245 Tuscaloosa, AL	50,116
246 Athens, GA	49,991
247 Lafayette-West Lafayette, IN	49,696
248 Lima, OH	49,367
249 Bangor, ME	48,141
250 Grand Forks, ND	48,043
251 Clarksville-Hopkinsville, TN-KY	47,885
252 Fayetteville-Springdale, AR	47,410
253 Joplin, MO	47,001
254 Hagerstown, MD	46,970
255 Sioux City, IA-NE	46,876
256 Brazoria, TX	46,798
257 Williamsport, PA	46,452
258 Great Falls, MT	46,365
259 Beaver, PA	46,238
260 Abilene, TX	45,935
261 Columbia, MO	45,742
262 Lawton, OK	45,280
263 Jackson, MI	45,136
264 Yakima, WA	45,131
265 Pittsfield, MA	45,120
266 Albany, GA	44,969
267 Dubuque, IA	44,876
268 State College, PA	44,693
269 Janesville-Beloit, WI	44,468
270 San Angelo, TX	43,653
271 Anderson, IN	42,640
246 Vineland-Millville-Bridgeton, NJ	42,467
273 Iowa City, IA	42,347
274 Redding, CA	42,345
275 Wausau, WI	41,562
276 Santa Fe, NM	41,519
277 Battle Creek, MI	41,487
278 Decatur, AL	40,823
279 Alexandria, LA	39,933
280 Richland-Kennewick-Pasco, WA	39,567
281 Bismarck, ND	38,675
282 Bloomington, In	38,654
283 Jamestown-Dunkirk, NY	38,269
284 Sharon, PA	38,248
285 Florence, AL	37,800
286 Yuba City, CA	37,316
287 Owensboro, KY	37,134
288 Anniston, AL	37,024
289 Sherman-Denison, TX	36,876
290 Mansfield, OH	36,368
291 Cheyenne, WY	35,780
292 Bryan-College Station, TX	35,336
293 Steubenville-Weirton, OH-WV	35,000
294 Glens Falls, NY	34,383
295 Elkhart-Goshen, IN	34,301
296 Texarkana, TX-AR	34,230
297 Jackson, TN	34,163
298 Greeley, CO	34,076
299 Benton Harbor, MI	33,632
300 Kokomo, IN	33,201
301 Kankakee, IL	33,138
302 Honolulu, HI	32,047
303 Wichita Falls, TX	32,047
304 Casper, WY	31,790
305 Gadsden, AL	31,782
306 Elmira, NY	31,630
307 Muskegon, MI	31,524
308 Victoria, TX	31,421
309 Kenosha, WI	30,903
310 Las Cruces, NM	30,747
311 Danville, VA	30,703
312 Merced, CA	30,605
313 Enid, OK	30,172
314 Pine Bluff, AR	28,337
315 Sheboygan, WI	26,632
316 Lawrence, KS	24,454
317 Lewistown-Auburn, ME	21,684
318 Pascagoula, MS	21,281
319 St. Joseph, MO	20,353

Eat/Drink Sales
(thousands)

1 Los Angeles-Long Beach, CA	8,629,738
2 New York, NY	6,548,151
3 Chicago, IL	5,194,472
4 Boston-Lawrence-Salem-Lowell-Brockton, MA	4,049,576
5 Washington, DC-MD-VA	3,945,654
6 Philadelphia, PA-NJ	3,554,647
7 Detroit, MI	3,532,030
8 Anaheim-Santa Ana, CA	3,013,335
9 Atlanta, GA	2,741,828
10 San Francisco, CA	2,673,149
11 Houston, TX	2,524,501
12 St. Louis, MO-IL	2,478,742
13 Dallas, TX	2,470,914
14 San Diego, CA	2,419,025
15 Seattle, WA	2,209,288
16 Nassau-Suffolk, NY	2,185,848
17 Minneapolis-St. Paul, MN	2,150,250
18 Tampa-St. Petersburg-Clearwater, FL	1,949,049
19 Riverside-San Bernardino, CA	1,936,150
20 Baltimore, MD	1,908,274
21 Phoenix, AZ	1,866,025
22 Oakland, CA	1,795,357
23 Miami-Hialeah, FL	1,691,117
24 Denver,CO	1,618,366
25 Ft. Lauderdale-Hollywood-Pompano Beach, FL	1,594,704
26 San Jose, CA	1,505,409
27 Pittsburgh, PA	1,483,924
28 Cleveland, OH	1,424,449
29 Sacramento, CA	1,405,186
30 Cincinnati, OH-KY-IN	1,331,850
31 Milwaukee, WI	1,289,897
32 Portland, OR	1,258,053
33 Columbus, OH	1,216,033
34 Bergen-Passaic, NJ	1,215,273
35 Orlando, FL	1,179,249
36 Indianapolis, IN	1,176,775
37 New Orleans, LA	1,163,425
38 Norfolk-Virginia Beach-Newport News, VA	1,107,550
39 Ft. Worth-Arlington, TX	1,071,612
40 Hartford-New Britain-Middletown-Bristol, CT	1,037,608
41 San Antonio, TX	1,017,698
42 Newark, NJ	1,014,863
43 West Palm Beach-Boca Raton-Delray, FL	892,416
44 Monmouth-Ocean, NJ	884,565
45 Louisville, KY-IN	846,519
46 Nashville, TN	839,652
47 Oklahoma City, OK	834,513
48 Charlotte-Gastonia-Rock Hill, NC-SC	831,079
49 Jacksonville, FL	798,141
50 Dayton-Springfield, OH	788,072
51 Middlesex-Somerset-Hunterdon, NJ	768,867
52 Bridgeport-Stamford-Norwalk-Danbury, CT	764,586
53 Rochester, NY	761,166
54 Greensboro-Winston-Salem-High Point, NC	744,914
55 Buffalo, NY	725,776
56 Austin, TX	713,609
57 New Haven-Waterbury-Meriden, CT	687,716
58 Providence-Pawtucket-Woonsocket, RI	672,565
59 Las Vegas, NV	658,823
60 Salt Lake City-Ogden, UT	647,214
61 Richmond-Petersburg, VA	640,970
62 Memphis, TN-AR-MS	638,886
63 Schenectady-Troy, NY	633,521
64 Raleigh-Durham, NC	632,666
65 Birmingham, AL	585,341
66 Knoxville, TN	581,297
67 Grand Rapids, MI	570,850
68 Toledo, OH	559,714
69 Worcester, MA	543,678
70 Omaha, NE-IA	534,085
71 Akron, OH	533,385
72 Tucson, AZ	531,875
73 Tulsa, OK	531,364
74 Oxnard-Ventura, CA	523,762
75 Kansas City, MO-KS	498,307
76 Scranton-Wilkes-Barre, PA	492,464
77 Atlantic City, NJ	485,406
78 Springfield, MA	479,696
79 Allentown-Bethlehem, PA-NJ	475,297
80 Syracuse, NY	471,646
81 Albuquerque, NM	457,776

82	Fresno, CA	449,661
83	Harrisburg-Lebanbon-Carlisle, PA	447,245
84	Tacoma, WA	442,324
85	Greenville-Spartanburg, SC	441,349
86	Gary-Hammond, IN	435,756
87	Charleston, SC	409,365
88	Madison, WI	409,275
89	Lake County, IL	408,539
90	Bakersfield, CA	405,096
91	Flint, MI	383,492
92	New Bedford-Fall River-Attleboro, MA	378,714
93	Santa Barbara-Santa Maria-Lompoc, CA	375,269
94	Columbia, SC	368,763
95	Vallejo-Fairfield-Napa, CA	366,073
96	Lansing-East Lansing, MI	364,753
97	Little Rock-N. Little Rock, AR	363,017
98	Daytona Beach, FL	362,832
99	Youngstown-Warren, OH	361,467
100	Baton Rouge, LA	361,159
101	Wichita, KS	359,708
102	El Paso, TX	359,642
103	Des Moines, IA	359,565
104	Lexington-Fayette, KY	357,539
105	Fort Wayne, IN	348,031
106	Santa Rosa-Petaluma, CA	344,087
107	Portsmouth-Dover-Rochester, NH-ME	343,289
108	Wilmington, DE-NJ-MD	342,526
109	Spokane, WA	338,263
110	Stockton, CA	336,381
111	Davenport-Rock Island-Moline, IA-IL	331,378
112	Saginaw-Bay City-Midland, MI	328,630
113	Sarasota, FL	323,665
114	Salinas-Seaside-Monterey, CA	321,231
115	Anchorage, AK	320,504
116	Melbourne-Titusville-Palm Bay, FL	319,319
117	Manchester-Nashua, NH	318,242
118	Colorado Springs, CO	317,538
119	Lancaster, PA	307,440
120	Fort Myers-Cape Coral, FL	306,669
121	Mobile, AL	303,192
122	Canton, OH	293,409
123	Aurora-Elgin, IL	286,238
124	York, PA	280,700
125	Portland, ME	275,824
126	Jersey City, NJ	271,849
127	Ann Arbor, MI	271,647
128	Appleton-Oshkosh-Neenah, WI	269,435
129	Chattanooga, TN-GA	266,655
130	Trenton, NJ	266,437
131	Lakeland-Winter Haven, FL	264,914
132	Pensacola, FL	263,721
133	Reno, NV	258,164
134	Peoria, IL	253,866
135	Santa Cruz, CA	250,886
136	Eugene-Springfield, OR	246,485
137	Jackson, MS	244,197
138	Boulder-Longmont, CO	243,400
139	Reading, PA	241,958
140	Savannah, GA	240,685
141	Shreveport, LA	238,686
142	Modesto, CA	237,779
143	Beaumont-Port Arthur, TX	235,297
144	Corpus Christi, TX	234,662
145	Evansville, IN-KY	229,628
146	Johnson City-Kingsport-Bristol, TN-VA	227,722
147	South Bend-Mishawaka, IN	225,763
148	Rockford, IL	217,700
149	New London-Norwich, CT	217,406
150	Joliet, IL	214,607
151	Augusta, GA-SC	211,847
152	Kalamazoo, MI	207,556
153	Huntsville, AL	204,539
154	Salem, OR	203,903
155	Roanoke, VA	203,823
156	Green Bay, WI	203,348
157	Macon-Warner Robbins, GA	202,737
158	Tallahassee, FL	202,557
159	Boise City, ID	195,997
160	Montgomery, AL	195,907
161	Springfield, MO	193,514
162	Gainesville, FL	192,481
163	Duluth, MN-WI	189,756
164	Lincoln, NE	187,960
165	Lubbock, TX	186,420
166	Fayetteville, NC	185,794
167	Hamilton-Middletown, OH	185,343
168	Erie, PA	183,702
169	Bradenton, FL	183,585
170	Utica-Rome, NY	182,690
171	Lafayette, LA	179,910
172	Binghamton, NY	176,856
173	Amarillo, TX	176,815
174	Champaign-Urbana-Rantoul, IL	176,297
175	Huntington-Ashland, WV-KY	169,948
176	Houma-Thibodaux, LA	168,273
177	Fort Pierce,FL	168,144
178	Panama City, FL	167,001
179	Springfield, IL	163,070
180	Poughkeepsie, NY	162,638
181	Orange, NY	162,429
182	Vancouver, WA	161,407
183	Lorain-Elyria, OH	160,089
184	Charleston, WV	158,457
185	Biloxi-Gulfport, MS	157,183
186	Ft.Collins-Loveland, CO	156,690
187	Cedar Rapids, IA	154,538
188	Hickory, NC	153,973
189	Columbus, GA-AL	152,734
190	Niagara Falls, NY	149,671
191	Galveston-Texas City, TX	149,126
192	Topeka, KS	148,902
193	St. Cloud, MN	148,575
194	Naples, FL	147,288
195	Visalia-Tulare-Porterville, CA	146,981
196	Terre Haute, IN	145,097
197	Racine, WI	142,825
198	Fargo-Moorhead, ND-MN	139,506
199	Ft. Walton Beach, FL	138,194
200	Killeen-Temple, TX	136,774
201	Burlington, VT	134,902
202	Asheville, NC	134,252
203	McAllen-Edinburg-Mission, TX	134,030
204	Bellingham, WA	132,203
205	Medford, OR	131,020
206	Waco, TX	130,590
207	Chico, CA	126,335
208	Lima, OH	125,149
209	Benton Harbor, MI	124,696
210	Battle Creek, MI	124,356
211	Bremerton, WA	122,774
212	Olympia, WA	122,564
213	Yakima, WA	121,840
214	Lafayette-West Lafayette, IN	120,822
215	Elkhart-Goshen, IN	120,038
216	Sioux Falls, SD	118,976
217	Fort Smith, AR-OK	118,744
218	Brownsville-Harlingen, TX	118,628
219	Pittsfield, MA	117,892
220	Janesville-Beloit, WI	115,782
221	Longview-Marshall, TX	114,931
222	Billings, MT	114,469
223	Wilmington, NC	114,176
224	Ocala, Fl	113,023
225	Eau Claire, WI	111,419
226	Athens, GA	111,151
227	Muskegon, MI	110,566
228	Bloomington-Normal, IL	110,211
229	Monroe, LA	107,428
230	Waterloo-Cedar Falls, IA	106,519
231	Glens Falls, NY	106,328
232	Clarksville-Hopkinsville, TN-KY	104,961
233	Charlottesville, VA	104,751
234	La Crosse, WI	104,494
235	Bangor, ME	104,118
236	Richland-Kennewick-Pasco, WA	103,762
237	Parkersburg-Marietta, WV	103,536
238	Abilene, TX	101,918
239	Jackson, MI	100,508
240	Wheeling, WV-OH	100,213
241	Columbia, MO	99,696
242	Johnstown, PA	99,517
243	Tuscaloosa, AL	98,505
244	Redding, CA	97,040
245	Odessa, TX	96,907
246	Santa Fe, NM	96,471
247	Mansfield, OH	95,273
248	Muncie, IN	93,847
249	Bryan-College Station, TX	93,641
250	Lynchburg, VA	93,131
251	Fayetteville-Springdale, AR	92,918
252	Kenosha, WI	92,770
253	State College, PA	91,896
254	Jamestown-Dunkirk, NY	91,855
255	Lake Charles, LA	91,765
256	Rochester, MN	91,313
257	Bloomington, IN	90,231
258	Tyler, TX	89,766
259	Kokomo, IN	89,672
260	Merced, CA	89,283
261	Pueblo, CO	89,086
262	Dothan, AL	88,106
263	Provo-Orem, UT	87,905
264	Decatur, IL	86,765
265	Anderson, IN	86,753
266	Rapid City, SD	86,343
267	Iowa City, IA	83,465
268	Burlington, NC	83,226
269	Wichita Falls, TX	82,865
270	Jacksonville, NC	82,355
271	Sioux City, IA-NE	81,842
272	Honolulu, HI	79,617
273	Anderson, SC	79,617
274	Beaver, PA	78,429
275	Brazona, TX	78,368
276	Altoona, PA	77,711
277	Yuba City, CA	77,612
278	Albany, GA	76,052
279	Kankakee, IL	75,673
280	Owensboro, KY	74,998
281	Vineland-Millville-Bridgeton, NJ	73,821
282	Midland, TX	73,453
283	Dubuque, IA	72,432
284	Steubenville-Weirton, OH-WV	71,973
285	Sharon, PA	71,720
286	Greeley, CO	71,539
287	Sheboygan, WI	71,056
288	Florence, AL	70,879
289	Lawton, OK	69,436
290	Williamsport, PA	69,325
291	Alexandria, LA	69,258
292	Bismarck, ND	68,977
293	Florence, SC	68,672
294	Wausau, WI	68,630
295	Great Falls, MT	67,586
296	San Angelo, TX	66,551
297	Lewistown-Auburn, ME	64,012
298	Las Cruces, NM	63,047
299	Danville, VA	62,772
300	Lawrence, KS	62,158
301	St. Joseph, MO	61,738
302	Elmira, NY	60,714
303	Hagerstown, MD	60,194
304	Anniston, AL	60,062
305	Gadsden, AL	59,634
306	Jackson, TN	59,102
307	Decatur, AL	57,629
308	Sherman-Denison, TX	56,911
309	Cheyenne, WY	56,215
310	Grand Forks, ND	55,143
311	Cumberland, MD-WV	53,840
312	Pascagoula, MS	53,685
313	Laredo, TX	52,208
314	Texarkana, TX-AR	48,986
315	Casper, WY	48,251
316	Victoria, TX	46,671
317	Enid, OK	42,374
318	Pine Bluff, AR	39,915
319	Joplin, MO	13,323

Drug Sales
(thousands)

1	Los Angeles-Long Beach, CA	3,236,858
2	Chicago, IL	2,568,928
3	New York, NY	1,765,444
4	Detroit, MI	1,644,841
5	Washington, DC-MD-VA	1,241,810
6	Philadelphia, PA-NJ	1,228,986
7	Boston-Lawrence-Salem-Lowell-Brockton, MA	1,198,067
8	Oakland, CA	930,687
9	Anaheim-Santa Ana, CA	915,963
10	San Diego, CA	813,917
11	Atlanta, GA	802,607
12	Nassau-Suffolk, NY	778,408
13	Miami-Hialeah, FL	750,194
14	San Francisco, CA	747,249
15	Riverside-San Bernardino, CA	740,997
16	Houston, TX	697,612
17	Seattle, WA	685,241
18	Phoenix, AZ	682,482
19	Sacramento, CA	680,147
20	Tampa-St. Petersburg-Clearwater, FL	654,777
21	San Jose, CA	642,475
22	Baltimore, MD	637,559
23	Cleveland, OH	621,078
24	Dallas, TX	616,390
25	Minneapolis-St. Paul, MN	574,545
26	St. Louis, MO-IL	566,376
27	Pittsburgh, PA	519,037
28	Ft. Lauderdale-Hollywood-Pompano Beach, FL	503,472
29	Indianapolis, IN	449,515
30	Cincinnati, OH-KY-IN	432,728
31	New Orleans, LA	413,003
32	Kansas City, MO-KS	387,172
33	Bergen-Passaic, NJ	386,693
34	Hartford-New Britain-Middletown-Bristol, CT	367,693
35	Milwaukee, WI	365,025
36	West Palm Beach-Boca Raton-Delray, FL	337,066
37	Rochester, NY	333,878
38	Newark, NJ	328,822
39	Jacksonville, FL	323,402
40	Columbus, OH	323,175
41	Buffalo, NY	315,505
42	Charlotte-Gastonia- Rock Hill, NC-SC	304,771
43	Fresno, CA	303,446
44	Providence-Pawtucket-Woonsocket, RI	302,322
45	Louisville, KY-IN	297,537
46	Norfolk-Virginia Beach-Newport News, VA	294,861
47	Richmond-Petersburg, VA	291,944
48	Orlando, FL	287,755
49	Denver,CO	286,633
50	Oxnard-Ventura, CA	265,575
51	Birmingham, AL	264,730
52	Memphis, TN-AR-MS	263,990
53	Schenectady-Troy,NY	263,425
54	Ft. Worth-Arlington, TX	263,033
55	Greensboro-Winston-Salem-High Point, NC	262,013
56	Monmouth-Ocean, NJ	255,229
57	Nashville, TN	251,476
58	Syracuse, NY	246,201
59	Middlesex-Somerset-Hunterdon, NJ	235,534
60	Lake County, IL	228,442
61	Raleigh-Durham, NC	225,942
62	Bridgeport-Stamford-Norwalk-Danbury, CT	218,024
63	Santa Rosa-Petaluma, CA	216,439
64	Dayton-Springfield, OH	216,327
65	Scranton-Wilkes-Barre, PA	216,248
66	Las Vegas, NV	210,927
67	Worcester, MA	210,921
68	Portland, OR	209,034
69	New Haven-Waterbury-Meriden, CT	204,588
70	Toledo, OH	199,046
71	Gary-Hammond, IN	196,963
72	Tucson, AZ	194,327
73	Stockton, CA	194,264
74	Vallejo-Fairfield-Napa, CA	188,383
75	Salt Lake City-Ogden, UT	183,054
76	Melbourne-Titusville-Palm Bay, FL	180,203
77	San Antonio, TX	178,511
78	Modesto, CA	177,308
79	Greenville-Spartanburg, SC	171,352
80	Bakersfield, CA	169,945
81	Harrisburg-Lebanbon-Carlisle, PA	168,044
82	Allentown-Bethlehem, PA-NJ	164,836
83	Akron, OH	162,734
84	Omaha, NE-IA	161,837
85	Springfield, MA	159,365
86	Knoxville, TN	156,686
87	Aurora-Elgin, IL	156,450
88	Flint, MI	152,086
89	Oklahoma City, OK	150,505
90	Santa Barbara-Santa Maria-Lompoc, CA	145,989
91	Wilmington, DE-NJ-MD	145,652
92	Daytona Beach, FL	144,875
93	Mobile, AL	142,752
94	Fort Myers-Cape Coral, FL	142,267
95	Tacoma, WA	140,322
96	Grand Rapids, MI	139,490
97	Sarasota, FL	135,037
98	Salinas-Seaside-Monterey, CA	134,263
99	New Bedford-Fall River-Attleboro, MA	131,924
100	Baton Rouge, LA	128,848
101	Youngstown-Warren, OH	128,489
102	Austin, TX	127,488
103	Anchorage, AK	123,503
104	Davenport-Rock Island-Moline, IA-IL	122,436
105	Joliet, IL	122,412
106	Fort Wayne, IN	118,420
107	Spokane, WA	115,736
108	Utica-Rome, NY	115,108
109	Jersey City, NJ	112,795
110	Santa Cruz, CA	109,631
111	Portsmouth-Dover-Rochester, NH-ME	109,298
112	Albuquerque, NM	107,990
113	Jackson, MS	107,680
114	Columbia, SC	106,776
115	Saginaw-Bay City-Midland, MI	106,659
116	Lakeland-Winter Haven, FL	106,099
117	Charleston, SC	102,107
118	Manchester-Nashua, NH	101,773
119	Little Rock-N. Little Rock, AR	101,449
120	Tulsa, OK	101,259
121	Lancaster, PA	99,996
122	Visalia-Tulare-Porterville, CA	98,638
123	Atlantic City, NJ	95,377
124	Redding, CA	94,845
125	Lexington-Fayette, KY	93,930
126	Johnson City-Kingsport-Bristol, TN-VA	93,489
127	Binghamton, NY	91,110
128	Peoria, IL	90,876
129	Canton, OH	90,613
130	Des Moines, IA	89,111
131	Trenton, NJ	88,897
132	Roanoke, VA	88,544
133	Portland, ME	88,380
134	Chattanooga, TN-GA	87,840

135	Ann Arbor, MI	87,099
136	South Bend-Mishawaka, IN	86,999
137	Chico, CA	86,928
138	Montgomery, AL	85,954
139	Springfield, IL	84,458
140	York, PA	83,934
141	Lansing-East Lansing, MI	83,893
142	Madison, WI	83,053
143	Wichita, KS	81,344
144	Beaumont-Port Arthur, TX	81,137
145	El Paso, TX	80,971
146	Fort Pierce,FL	78,348
147	Shreveport, LA	77,965
148	Reno, NV	77,453
149	Rockford, IL	76,977
150	Bremerton, WA	74,768
151	Evansville, IN-KY	73,614
152	Huntington-Ashland, WV-KY	73,275
153	Pensacola, FL	72,680
154	Augusta, GA-SC	72,260
155	Charleston, WV	72,160
156	Erie, PA	71,879
157	Macon-Warner Robbins, GA	71,480
158	Boise City, ID	71,038
159	Hickory, NC	70,465
160	Lorain-Elyria, OH	69,757
161	Orange, NY	69,536
162	Niagara Falls, NY	68,942
163	Eugene-Springfield, OR	66,686
164	Bradenton, FL	66,243
165	Poughkeepsie, NY	66,152
166	Sioux Falls, SD	64,066
167	Richland-Kennewick-Pasco, WA	63,963
168	Reading, PA	62,631
169	Savannah, GA	62,047
170	Salem, OR	61,495
171	New London-Norwich, CT	61,433
172	Hamilton-Middletown, OH	60,413
173	Colorado Springs, CO	59,870
174	Champaign-Urbana-Rantoul, IL	58,711
175	Merced, CA	57,493
176	Asheville, NC	57,384
177	St. Cloud, MN	55,903
178	Vancouver, WA	55,030
179	Appleton-Oshkosh-Neenah, WI	54,661
180	Naples, FL	54,280
181	Huntsville, AL	53,765
182	Cedar Rapids, IA	53,762
183	Topeka, KS	53,291
184	Columbus, GA-AL	52,696
185	Tallahassee, FL	52,351
186	Springfield, MO	52,061
187	Duluth, MN-WI	52,005
188	Ocala, Fl	51,057
189	Lincoln, NE	51,055
190	Kalamazoo, MI	50,283
191	Lake Charles, LA	48,681
192	Elkhart-Goshen, IN	48,396
193	Johnstown, PA	47,314
194	Biloxi-Gulfport, MS	47,256
195	Corpus Christi, TX	47,108
196	Terre Haute, IN	46,897
197	Parkersburg-Marietta, WV	46,859
198	Gainesville, FL	46,207
199	Monroe, LA	46,002
200	McAllen-Edinburg-Mission, TX	45,742
201	Glens Falls, NY	45,422
202	Bloomington-Normal, IL	44,839
203	Lafayette-West Lafayette, IN	44,813
204	Yakima, WA	44,785
205	Houma-Thibodaux, LA	44,573
206	Boulder-Longmont, CO	44,561
207	Battle Creek, MI	44,373
208	Galveston-Texas City, TX	44,149
209	Charlottesville, VA	43,965
210	Lafayette, LA	43,457
211	Olympia, WA	43,359
212	Bangor, ME	42,978
213	Racine, WI	42,466
214	Decatur, IL	42,229
215	Lynchburg, VA	42,097
216	Fayetteville, NC	41,808
217	Athens, GA	41,491
218	Benton Harbor, MI	41,416
219	Provo-Orem, UT	41,075
220	Anderson, IN	40,679
221	Beaver, PA	40,288
222	Honolulu, HI	39,251
223	Anderson, SC	40,267
224	Lima, OH	40,058
225	Waterloo-Cedar Falls, IA	39,438
226	Pittsfield, MA	39,251
227	Muncie, IN	38,964
228	Jackson, MI	38,923
229	Bellingham, WA	38,867
230	Altoona, PA	38,861
231	Yuba City, CA	38,712
232	Billings, MT	38,631
233	Kokomo, IN	38,212
234	Longview-Marshall, TX	37,235
235	Alexandria, LA	37,216
236	Panama City, FL	37,184
237	Rochester, MN	37,026
238	Wheeling, WV-OH	36,864
239	Tyler, TX	36,647
240	Santa Fe, NM	36,426
241	Vineland-Millville-Bridgeton, NJ	36,332
242	Kankakee, IL	36,174
243	Wilmington, NC	35,820
244	Burlington, NC	35,745
245	Cumberland, MD-WV	35,424
246	Medford, OR	35,041
247	Hagerstown, MD	34,662
248	Columbia, MO	34,512
249	Clarksville-Hopkinsville, TN-KY	34,466
250	Muskegon, MI	34,448
251	Burlington, VT	34,233
252	Tuscaloosa, AL	34,048
253	Jamestown-Dunkirk, NY	33,484
254	Janesville-Beloit, WI	33,382
255	Danville, VA	33,378
256	Lubbock, TX	33,187
257	Steubenville-Weirton, OH-WV	32,804
258	Ft. Walton Beach, FL	32,330
259	Florence, SC	32,026
260	Fargo-Moorhead, ND-MN	31,955
261	Williamsport, PA	31,781
262	Decatur, AL	31,266
263	Elmira, NY	31,131
264	Green Bay, WI	31,008
265	Amarillo, TX	30,459
266	Brazoria, TX	30,446
267	Waco, TX	30,269
268	Dothan, AL	29,979
269	Anniston, AL	29,806
270	State College, PA	29,303
271	Mansfield, OH	28,985
272	Bloomington, IN	28,090
273	Brownsville-Harlingen, TX	28,019
274	Fort Smith, AR-OK	27,909
275	Joplin, MO	27,865
276	Sioux City, IA-NE	27,271
277	Sherman-Denison, TX	27,262
278	Killeen-Temple, TX	27,249
279	Albany, GA	27,220
280	Owensboro, KY	27,146
281	Dubuque, IA	26,513
282	Great Falls, MT	26,394
283	Ft.Collins-Loveland, CO	26,187
284	Wichita Falls, TX	25,919
285	Abilene, TX	25,417
286	La Crosse, WI	24,632
287	Bismarck, ND	24,281
288	Eau Claire, WI	23,990
289	Florence, AL	23,863
290	Lewistown-Auburn, ME	23,171
291	Gadsden, AL	22,566
292	Rapid City, SD	22,398
293	Sheboygan, WI	22,127
294	Pueblo, CO	21,842
295	Sharon, PA	21,842
296	Fayetteville-Springdale, AR	21,639
297	Pascagoula, MS	21,511
298	Kenosha, WI	21,466
299	Jackson, TN	20,677
300	Iowa City, IA	20,239
301	Jacksonville, NC	20,232
302	Casper, WY	18,576
303	Pine Bluff, AR	18,543
304	Midland, TX	17,325
305	Cheyenne, WY	17,256
306	Greeley, CO	17,018
307	Las Cruces, NM	16,864
308	Enid, OK	16,686
309	Laredo, TX	16,572
310	St. Joseph, MO	16,502
311	Texarkana, TX-AR	16,180
312	Odessa, TX	15,214
313	San Angelo, TX	14,046
314	Bryan-College Station, TX	12,784
315	Wausau, WI	12,659
316	Lawrence, KS	12,155
317	Lawton, OK	11,099
318	Grand Forks, ND	10,967
319	Victoria, TX	10,801

COUNTY RANKINGS

POPULATION ESTIMATES

1	LOS ANGELES, CA	8,573,801
2	COOK, IL, IL	5,207,456
3	HARRIS, TX	2,969,205
4	SAN DIEGO, CA	2,090,881
5	ORANGE, CA	2,568,735
6	KINGS, NY	2,363,850
7	MARICOPA, AZ	2,319,521
8	WAYNE, MI	2,093,916
9	QUEENS, NY	1,998,555
10	DADE, FL	1,983,273
11	DALLAS, TX	1,967,945
12	PHILADELPHIA, PA	1,580,500
13	SANTA CLARA, CA	1,576,530
14	SAN BERNARDINO, CA	1,561,129
15	KING, WA	1,554,052
16	NEW YORK, NY	1,540,357
17	CUYAHOGA, OH	1,405,965
18	MIDDLESEX, MA	1,404,755
19	ALAMEDA, CA	1,346,791
20	SUFFOLK, NY	1,346,008
21	ALLEGHENY, PA	1,313,700
22	RIVERSIDE, CA	1,303,652
23	BROWARD, FL	1,302,113
24	NASSAU, NY	1,286,507
25	BEXAR, TX	1,283,448
26	TARRANT, TX	1,261,747
27	BRONX, NY	1,241,174
28	SACRAMENTO, CA	1,120,106
29	OAKLAND, MI	1,109,872
30	HENNEPIN, MN	1,062,066
31	ST. LOUIS, MO	1,019,537
32	FRANKLIN, OH	989,900
33	MILWAUKEE, WI	958,838
34	ERIE, NY	958,053
35	PALM BEACH, FL	920,073
36	WESTCHESTER, NY	887,476
37	PINELLAS, FL	875,710
38	HONOLULU, HI	871,789
39	HILLSBOROUGH, FL	870,874
40	FAIRFAX, VA	868,579
41	HAMILTON, OH	865,685
42	HARTFORD, CT	865,212
43	SHELBY, TN	862,840
44	CONTRA COSTA, CA	853,057
45	BERGEN, NJ	837,800
46	FAIRFIELD, CT	836,111
47	NEW HAVEN, CT	817,108
48	DU PAGE, IL	814,793
49	MARION, IN	810,039
50	MONTGOMERY, MD	806,781
51	CLARK, NV	796,390
52	ESSEX, NJ	777,950
53	SALT LAKE, UT	760,559
54	PRINCE GEORGES, MD	755,375
55	SAN FRANCISCO, CA	751,280
56	BALTIMORE CITY, MD	739,469
57	MACOMB, MI	729,689
58	MONROE, NY	725,268
59	WORCESTER, MA	722,376
60	ORANGE, FL	718,211
61	PIMA, AZ	717,233
62	FRESNO, CA	715,015
63	VENTURA, CA	714,409
64	BALTIMORE, MD	711,638
65	MONTGOMERY, PA	710,100
66	MIDDLESEX, NJ	696,123
67	DUVAL, FL	693,472
68	SAN MATEO, CA	678,634
69	ESSEX, MA	677,358
70	JEFFERSON, AL	667,702
71	SUFFOLK, MA	666,659
72	FULTON, GA	665,322
73	JEFFERSON, KY	664,890
74	JACKSON, MO	640,474
75	EL PASO, TX	631,894
76	TRAVIS, TX	622,436
77	DIST. OF COLUMBIA	621,525
78	NORFOLK, MA	617,987
79	OKLAHOMA, OK	615,505
80	PIERCE, WA	606,036
81	PROVIDENCE, RI	602,713
82	MULTNOMAH, OR	594,236
83	KERN, CA	585,843
84	MONTGOMERY, OH	582,744
85	MONMOUTH, NJ	570,590
86	BUCKS, PA	565,023
87	DE KALB, GA	558,682
88	HUDSON, NJ	552,900
89	DELAWARE, PA	547,089
90	LAKE, IL	538,007
91	MECKLENBURG, NC	537,815
92	DAVIDSON, TN	532,146
93	TULSA, OK	521,549
94	BERNALILLO, NM	520,518
95	SAN JOAQUIN, CA	519,967
96	KENT, MI	517,486
97	CAMDEN, NJ	515,954
98	SUMMIT, OH	513,556
99	ORLEANS, LA	512,750
100	BRISTOL, MA	512,662
101	UNION, NJ	498,452
102	RAMSEY, MN	496,350
103	SNOHOMISH, WA	490,686
104	COBB, GA	483,565
105	ONONDAGA, NY	475,858
106	DENVER, CO	474,052
107	LAKE, IN	470,053
108	JEFFERSON, CO	462,560
109	LUCAS, OH	461,398
110	PASSAIC, NJ	460,341
111	HAMPDEN, MA	458,968
112	JEFFERSON, LA	458,418
113	OCEAN, NJ	450,338
114	NEW CASTLE, DE	450,528
115	WAKE, NC	447,541
116	ANNE ARUNDEL, MD	446,131
117	PLYMOUTH, MA	441,244
118	BRISTOL, TN-VA	440,483
119	LANCASTER, PA	440,038
120	GENESEE, MI	431,838
121	DOUGLAS, NE	430,235
122	MORRIS, NJ	429,745
123	EL PASO, CO	424,745
124	BREVARD, FL	423,733
125	POLK, FL	421,745
126	ARAPAHOE, CO	420,382
127	SONOMA, CA	416,078
128	SEDGWICK, KS	415,574
129	HIDALGO, TX	413,371
130	RICHMOND, NY	410,229
131	BURLINGTON, NJ	406,931
132	ST. LOUIS CITY, MO	403,222
133	STANISLAUS, CA	401,233
134	GWINNETT, GA	393,647
135	SANTA BARBARA, CA	393,386
136	MOBILE, AL	393,288
137	VOLUSIA, FL	392,660
138	EAST BATON ROUGE, LA	392,582
139	CHESTER, PA	381,032
140	DANE, WI	381,056
141	MONTEREY, CA	377,921
142	JOHNSON, KS	375,946
143	SOLANO, CA	370,501
144	WESTMORELAND, PA	368,770
145	WILL, IL	367,837
146	STARK, OH	366,307
147	SPOKANE, WA	365,191
148	LEE, FL	360,578
149	GUILFORD, NC	360,469
150	PULASKI, AR	359,676
151	HILLSBOROUGH, NH	350,056
152	YORK, PA	347,998
153	KNOX, TN	345,679
154	BERKS, PA	344,501
155	GREENVILLE, SC	336,001
156	POLK, IA	335,531
157	MERCER, NJ	334,002
158	TULARE, CA	333,287
159	KANE, IL	329,188
160	WASHINGTON, OR	327,622
161	LUZERNE, PA	327,160
162	ORANGE, NY	321,221
163	WAUKESHA, WI	315,759
164	SEMINOLE, FL	308,642
165	DENTON, TX	308,099
166	CHARLESTON, SC	307,507
167	ALLEN, IN	304,441
168	NUECES, TX	303,030
169	BUTLER, OH	302,260
170	PASCO, FL	297,953
171	ALBANY, NY	297,605
172	LEHIGH, PA	297,362
173	COLLIN, TX	296,610
174	RICHLAND, SC	296,373
175	DAKOTA, MN	294,429
176	SARASOTA, FL	292,513
177	WASHTENAW, MI	289,653
178	CLACKAMAS, OR	288,978
179	LANE, OR	287,131
180	INGHAM, MI	286,903
181	CUMBERLAND, NC	285,674
182	HAMILTON, TN	285,086
183	CAMERON, TX	278,578
184	FORSYTH, NC	275,614
185	ADAMS, CO	275,388
186	ERIE, PA	274,636
187	UTAH, UT	273,165

188	LORAIN, OH	270,583
189	ROCKLAND, NY	269,997
190	ESCAMBIA, FL	268,714
191	WASHOE, NV	266,608
192	DUTCHESS, NY	265,390
193	MAHONING, OH	262,945
194	ST. CLAIR, IL	262,440
195	HINDS, MS	260,857
196	NEW LONDON, CT	259,801
197	ROCKINGHAM, NH	258,439
198	WINNEBAGO, IL	256,189
199	ANOKA, MN	255,738
200	MADISON, AL	254,909
201	CADDO, LA	253,875
202	NORTHAMPTON, PA	253,821
203	MADISON, IL	252,565
204	SOMERSET, NJ	251,018
205	FORT BEND, TX	250,986
206	ONEIDA, NY	250,439
207	ST. JOSEPH, IN	250,087
208	CUMBERLAND, ME	248,528
209	CLARK, WA	246,966
210	SANTA CRUZ, CA	244,004
211	JEFFERSON, TX	243,087
212	ANCHORAGE, AK	241,822
213	DAUPHIN, PA	241,073
214	GLOUCESTER, NJ	239,124
215	BOULDER, CO	238,103
216	MARIN, CA	237,387
217	MARION, OR	235,417
218	SAN LUIS OBISPO, CA	235,245
219	FAYETTE, KY	234,708
220	SPARTANBURG, SC	233,604
221	ATLANTIC, NJ	233,421
222	LUBBOCK, TX	230,437
223	ST. CHARLES, MO	228,756
224	KALAMAZOO, MI	228,099
225	GALVESTON, TX	227,211
226	PRINCE WILLIAM, VA	226,987
227	HENRICO, VA	226,904
228	TRUMBULL, OH	226,078
229	MANATEE, FL	224,128
230	CHESTERFIELD, VA	224,084
231	LANCASTER, NE	220,151
232	CHATHAM, GA	219,864
233	NIAGARA, NY	219,500
234	LAKE, OH	219,222
235	ADA, ID	218,018
236	MONTGOMERY, AL	217,912
237	LACKAWANNA, PA	217,325
238	GREENE, MO	214,495
239	BROOME, NY	211,511
240	SAGINAW, MI	211,432
241	MARION, FL	209,100
242	KANAWHA, WV	205,518
243	HOWARD, MD	204,488
244	BELL, TX	203,928
245	BROWN, WI	203,390
246	WASHINGTON, PA	203,137
247	BRAZORIA, TX	201,932
248	LEON, FL	201,089
249	CUMBERLAND, PA	200,471
250	DAVIS, UT	200,184

DISPOSABLE INCOME
(thousands)

1	LOS ANGELES, CA	126,739,201
2	COOK, IL	83,052,831
3	ORANGE, CA	70,333,059
4	SAN DIEGO, CA	54,150,985
5	HARRIS, TX	51,689,738
6	QUEENS, NY	37,961,279
7	SANTA CLARA, CA	37,760,058
8	NEW YORK, NY	36,784,525
9	MARICOPA, AZ	36,489,556
10	KINGS, NY	35,885,613
11	DALLAS, TX	34,154,182
12	WAYNE, MI	33,971,099
13	MIDDLESEX, MA	33,170,052
14	DADE, FL	30,898,582
15	NASSAU, NY	30,135,453
16	ALAMEDA, CA	29,720,770
17	SACRAMENTO, CA	29,213,269
18	ALLEGHENY, PA	27,454,736
19	BROWARD, FL	26,967,122
20	CUYAHOGA, OH	26,895,502
21	SUFFOLK, NY	26,491,439
22	KING, WA	25,110,109
23	FAIRFIELD, CT	24,627,416
24	PHILADELPHIA, PA	23,671,093
25	SAN BERNARDINO, CA	22,269,598
26	HENNEPIN, MN	21,405,739
27	CONTRA COSTA, CA	21,029,526
28	WESTCHESTER, NY	20,872,365
29	BERGEN, NJ	20,505,121
30	ST. LOUIS, MO	19,881,970
31	DU PAGE, IL	19,267,424
32	FAIRFAX, VA	19,250,666
33	SAN FRANCISCO, CA	18,399,812
34	VENTURA, CA	18,166,899
35	HARTFORD, CT	18,025,755
36	BEXAR, TX	17,762,651
37	ESSEX, NJ	17,487,535
38	RIVERSIDE, CA	17,214,537
39	PINELLAS, FL	17,203,302
40	PALM BEACH, FL	16,915,502
41	OAKLAND, MI	16,857,405
42	TARRANT, TX	16,769,843
43	SAN MATEO, CA	16,318,679
44	MONTGOMERY, MD	16,273,044
45	NORFOLK, MA	15,900,220
46	HONOLULU, HI	15,626,552
47	MILWAUKEE, WI	15,445,639
48	HAMILTON, OH	15,019,681
49	BALTIMORE, MD	14,841,633
50	ERIE, NY	14,611,838
51	ESSEX, MA	14,378,772
52	MIDDLESEX, NJ	14,366,875
53	NEW HAVEN, CT	14,308,197
54	HILLSBOROUGH, FL	14,296,158
55	BRONX, NY	13,879,753
56	FRANKLIN, OH	13,864,165
57	MONROE, NY	13,785,210
58	MARION, IN	13,725,777
59	SHELBY, TN	13,501,625
60	MONTGOMERY, PA	13,042,652
61	SUFFOLK, MA	12,715,759
62	WORCESTER, MA	12,689,687
63	PRINCE GEORGES, MD	12,492,380
64	FRESNO, CA	12,221,536
65	LAKE, IL	11,847,976
66	MACOMB, MI	11,740,304
67	ORANGE, FL	11,572,094
68	JEFFERSON, AL	11,303,814
69	PIMA, AZ	11,294,622
70	KERN, CA	10,885,364
71	JACKSON, MO	10,829,228
72	MONMOUTH, NJ	10,738,485
73	FULTON, GA	10,679,857
74	BUCKS, PA	10,588,391
75	CLARK, NV	10,330,440
76	UNION, NJ	10,187,993
77	DE KALB, GA	10,170,741
78	DIST. OF COLUMBIA	10,046,349
79	MORRIS, NJ	9,987,775
80	MECKLENBURG, NC	9,815,354
81	SONOMA, CA	9,789,111
82	PIERCE, WA	9,729,953
83	OCEAN, NJ	9,704,036
84	OKLAHOMA, OK	9,693,518
85	SANTA BARBARA, CA	9,691,897
86	SALT LAKE, UT	9,685,647
87	DUVAL, FL	9,678,995
88	JEFFERSON, KY	9,678,391
89	TRAVIS, TX	9,576,334
90	PROVIDENCE, RI	9,573,202
91	DELAWARE, PA	9,570,243
92	HUDSON, NJ	9,402,970
93	SAN JOAQUIN, CA	9,341,964
94	BALTIMORE CITY, MD	9,176,183
95	PLYMOUTH, MA	9,047,389
96	JEFFERSON, CO	9,012,481
97	MONTGOMERY, OH	8,965,217
98	RAMSEY, MN	8,952,971
99	COBB, GA	8,762,772
100	DENVER, CO	8,726,647
101	ONONDAGA, NY	8,651,234
102	ANNE ARUNDEL, MD	8,465,519
103	NEW CASTLE, DE	8,374,180
104	LUCAS, OH	8,335,488
105	PASSAIC, NJ	8,332,132
106	CAMDEN, NJ	8,305,328
107	ARAPAHOE, CO	8,016,336
108	SOLANO, CA	8,003,598
109	MERCER, NJ	7,974,470
110	EL PASO, CO	7,969,906
111	SUMMIT, OH	7,898,604
112	MULTNOMAH, OR	7,889,144
113	LANCASTER, PA	7,875,050
114	HAMPDEN, MA	7,640,216
115	SNOHOMISH, WA	7,625,101
116	MONTEREY, CA	7,618,537
117	DAVIDSON, TN	7,602,014
118	BRISTOL, MA	7,582,241
119	RICHMOND, NY	7,516,530
120	BERNALILLO, NM	7,495,117
121	JOHNSON, KS	7,354,845
122	BURLINGTON, NJ	7,259,637
123	KENT, MI	7,211,299
124	MARIN, CA	6,992,881
125	GENESEE, MI	6,877,647
126	JEFFERSON, LA	6,797,147
127	WESTMORELAND, PA	6,688,405
128	WAKE, NC	6,683,974
129	SOMERSET, NJ	6,628,455
130	TULSA, OK	6,598,114
131	HILLSBOROUGH, NH	6,353,963
132	DOUGLAS, NE	6,349,939
133	WILL, IL	6,308,905
134	PULASKI, AR	6,259,314
135	LAKE, IN	6,255,288
136	TULARE, CA	6,189,250
137	CHESTER, PA	6,082,794
138	GUILFORD, NC	6,026,161
139	BERKS, PA	6,020,756
140	KANE, IL	5,963,373
141	EL PASO, TX	5,870,137
142	STANISLAUS, CA	5,854,444
143	GWINNETT, GA	5,810,246
144	ST. LOUIS CITY, MO	5,808,415
145	WAUKESHA, WI	5,744,425
146	ORLEANS, LA	5,717,937
147	ROCKLAND, NY	5,712,666
148	LEE, FL	5,689,423
149	SEDGWICK, KS	5,682,106
150	DANE, WI	5,616,661
151	SANTA CRUZ, CA	5,607,420
152	STARK, OH	5,435,695
153	SARASOTA, FL	5,429,842
154	VOLUSIA, FL	5,423,141
155	EAST BATON ROUGE, LA	5,276,256
156	POLK, FL	5,229,251
157	ANCHORAGE, AK	5,196,201
158	SAN LUIS OBISPO, CA	5,169,068
159	SEMINOLE, FL	5,163,203
160	NEW LONDON, CT	5,146,156
161	POLK, IA	5,101,629
162	ALLEN, IN	5,099,000
163	GREENVILLE, SC	5,088,391
164	MOBILE, AL	5,081,309
165	LEON, FL	5,003,978
166	LUZERNE, PA	4,998,585
167	ORANGE, NY	4,900,712
168	WASHTENAW, MI	4,898,154
169	ATLANTIC, NJ	4,892,555
170	DAKOTA, MN	4,874,307
171	INGHAM, MI	4,811,164
172	YORK, PA	4,744,826
173	CUMBERLAND, ME	4,744,013
174	CHARLESTON, SC	4,725,112
175	ALBANY, NY	4,716,004
176	COLLIN, TX	4,706,277
177	FORSYTH, NC	4,622,148
178	PLACER, CA	4,620,848
179	RICHLAND, SC	4,609,750
180	CLACKAMAS, OR	4,569,910
181	ST. CLAIR, IL	4,554,339
182	MADISON, IL	4,536,661
183	WASHINGTON, OR	4,527,570
184	SPOKANE, WA	4,525,118
185	ARLINGTON, VA	4,513,953
186	BOULDER, CO	4,448,988
187	LANE, OR	4,448,752
188	ALACHUA, FL	4,438,351
189	WINNEBAGO, IL	4,416,255
190	PRINCE WILLIAM, VA	4,413,242
191	BREVARD, FL	4,399,541
192	GLOUCESTER, NJ	4,380,180
193	KALAMAZOO, MI	4,361,102
194	LEHIGH, PA	4,351,415
195	ROCKINGHAM, NH	4,325,634
196	ERIE, PA	4,274,938
197	DENTON, TX	4,242,187
198	BUTLER, OH	4,228,151
199	ADAMS, CO	4,200,490
200	PASCO, FL	4,171,302
201	MADISON, AL	4,151,459
202	ANOKA, MN	4,105,840
203	DUTCHESS, NY	4,099,558
204	ESCAMBIA, FL	4,086,751
205	BARNSTABLE, MA	4,081,972
206	DAUPHIN, PA	4,079,282
207	WASHOE, NV	4,076,391
208	HAMILTON, TN	4,069,385
209	NORTHAMPTON, PA	4,063,802
210	KNOX, TN	4,047,175
211	GREENE, MO	3,973,529
212	LAKE, OH	3,950,598
213	ST. JOSEPH, IN	3,928,570
214	CHAMPAIGN, IL	3,881,331
215	NAPA, CA	3,834,271
216	HINDS, MS	3,829,942
217	NUECES, TX	3,796,622
218	ST. CHARLES, MO	3,795,618
219	CUMBERLAND, NC	3,780,668
220	FAYETTEVILLE, NC	3,780,668
221	MANATEE, FL	3,752,298
222	MAHONING, OH	3,739,133
223	DURHAM, NC	3,727,471
224	RICHMOND, GA	3,726,509
225	SAGINAW, MI	3,722,950
226	LITCHFIELD, CT	3,683,466
227	LARIMER, CO	3,672,764
228	PEORIA, IL	3,670,739
229	SANGAMON, IL	3,642,937
230	MCHENRY, IL	3,604,635
231	BROOME, NY	3,550,529
232	CUMBERLAND, PA	3,534,073
233	MERCED, CA	3,533,858
234	LACKAWANNA, PA	3,530,367
235	ONEIDA, NY	3,511,215
236	HOWARD, MD	3,469,049
237	ADA, ID	3,448,694
238	CLARK, WA	3,426,104
239	MONTGOMERY, AL	3,388,089
240	CHATHAM, GA	3,360,681
241	MARION, OR	3,350,868
242	YOLO, CA	3,345,367
243	HENRICO, VA	3,325,643
244	BROWN, WI	3,322,857
245	BRAZORIA, TX	3,322,042
246	WASHINGTON, PA	3,316,602
247	LUBBOCK, TX	3,282,602
248	FORT BEND, TX	3,281,817
249	LORAIN, OH	3,268,406
250	HIDALGO, TX	3,257,569

INCOME PER HOUSEHOLD

1	NAPA, CA	91,599
2	ALPINE, CA	87,941
3	FAIRFIELD, CT	79,528
4	ORANGE, CA	77,573
5	MARIN, CA	75,292
6	SANTA BARBARA, CA	74,826
7	SONOMA, CA	74,043
8	SANTA CRUZ, CA	73,256
9	SAN LUIS OBISPO, CA	72,628
10	CONTRA COSTA, CA	72,564
11	SACRAMENTO, CA	72,215
12	SAN MATEO, CA	70,648
13	DE WITT, IL	70,522
14	PLACER, CA	70,486
15	SOMERSET, NJ	70,333
16	YOLO, CA	70,198
17	KODIAK ISLAND, AK	69,863
18	ALAMEDA, CA	68,934
19	SANTA CLARA, CA	68,505
20	VENTURA, CA	67,836
21	MONO, CA	67,511
22	DILLINGHAM, AK	66,493
23	NORFOLK, MA	65,983
24	EDWARDS, KS	64,951
25	HAINES, AK	64,766
26	CARROLL, IL	64,710
27	JO DAVIESS, IL	64,634
28	NANTUCKET, MA	64,470
29	HUNTERDON, NJ	64,337
30	BILLINGS, ND	63,977
31	SCHUYLER, IL	63,812
32	BERGEN, NJ	63,635
33	MIDDLESEX, MA	63,185
34	MOULTRIE, IL	63,167
35	FAIRFAX, VA	63,166
36	SAN DIEGO, CA	63,077
37	BROOKINGS, SD	62,891
38	LEON, FL	62,211
39	GATEWAY, AK	62,186
40	MERCER, NJ	62,077
41	LAWRENCE, IL	61,887
42	GRAND, CO	61,830
43	JASPER, IL	61,721
44	DU PAGE, IL	61,699
45	LOGAN, IL	61,240
46	HEMPHILL, TX	61,149
47	RANDOLPH, IL	61,123
48	SCOTT, IL	61,115
49	WESTCHESTER, NY	61,088
50	ALACHUA, FL	61,040
51	MORRIS, NJ	60,825
52	PLUMAS, CA	60,691
53	SOLANO, CA	60,619
54	INYO, CA	60,612
55	STEPHENSON, IL	60,580
56	ANCHORAGE, AK	60,166
57	MORGAN, IL	60,099
58	BIG STONE, MN	59,979
59	JEFFERSON, NE	59,413
60	SANGAMON, IL	59,397
61	RAWLINS, KS	59,288
62	BEAVER, OK	59,242
63	SHELBY, IL	59,047
64	SHACKELFORD, TX	58,654
65	ROGER MILLS, OK	58,517
66	ESSEX, NJ	58,445
67	IRON, MI	58,412
68	MERCER, ND	58,322
69	PEORIA, IL	58,260
70	ADAMS, IL	58,233
71	ALLEGHENY, PA	58,161
72	SUMMIT, CO	57,986
73	WABASH, IL	57,819
74	MONTEREY, CA	57,794
75	MACOUPIN, IL	57,422
76	SAN FRANCISCO, CA	57,361
77	MORTON, KS	57,311
78	YORK, VA	57,249
79	JUNEAU, AK	57,159
80	LAKE, IL	57,105
81	SIERRA, CA	56,949
82	NEVADA, CA	56,793
83	CRAWFORD, IL	56,735
84	MARIPOSA, CA	56,652
85	FORD, IL	56,557
86	MIDDLESEX, NJ	56,416
87	SCOTLAND, MO	56,384
88	EDWARDS, IL	56,270
89	COLLINGSWORTH, TX	56,250
90	WARREN, IL	56,218
91	ELLIS, OK	56,217
92	MERCER, MO	55,953
93	FAYETTE, IL	55,860
94	ESSEX, MA	55,826
95	IROQUOIS, IL	55,803
96	MARTIN, MN	55,711
97	SUSSEX, NJ	55,702
98	KIOWA, CO	55,650
99	AUDRAIN, MO	55,636
100	LIVINGSTON, IL	55,598
101	PIATT, IL	55,573
102	TRINITY, CA	55,562
103	DONIPHAN, KS	55,504
104	JACKSON, IL	55,424
105	PRINCE WILLIAM, VA	55,023
106	NESS, KS	55,022
107	BIG HORN, MT	54,956

108 WAYNE, IL	54,886
109 DAVIESS, MO	54,871
110 LOS ALAMOS, NM	54,791
111 SABINE, LA	54,769
112 CLARK, IL	54,754
113 OCHILTREE, TX	54,584
114 MASON, MI	54,520
115 VERMILION, IL	54,503
116 PIKE, IL	54,494
117 TAZEWELL, IL	54,381
118 SHERMAN, KS	54,350
119 BALTIMORE, MD	54,225
120 HARTFORD, CT	54,168
121 NASSAU, NY	54,161
122 ROBERTS, TX	54,134
123 WASHINGTON, IL	54,078
124 RICHMOND, GA	54,042
125 HOOKER, NE	54,000
126 CHESHIRE, NH	53,924
127 PUTNAM, IL	53,915
128 MIDDLESEX, CT	53,720
129 MONTGOMERY, IL	53,707
130 NORTHAMPTON, VA	53,704
131 MILLARD, UT	53,685
132 SAN MIGUEL, CO	53,682
133 LITCHFIELD, CT	53,671
134 NORTHAMPTON, NC	53,661
135 SUFFOLK, MA	53,550
136 DE KALB, IL	53,548
137 COTTONWOOD, MN	53,515
138 GENTRY, MO	53,436
139 BIBB, GA	53,369
140 EL DORADC, CA	53,309
141 MASON, IL	53,303
142 CLAY, IL	53,260
143 CARBON, UT	53,259
144 STEUBEN, IN	53,245
145 WAUKESHA, WI	53,213
146 CARBON, MT	53,185
147 WASHITA, OK	53,182
148 OCEAN, NJ	53,162
149 UNION, NJ	53,142
150 CLEAR CREEK, CO	53,074
151 POTTAWATOMIE, KS	53,014
152 SWIFT, MN	53,010
153 CASS, IA	52,955
154 CHAMPAIGN, IL	52,902
155 VALLEY, NE	52,881
156 JOHNSON, KS	52,822
157 RICHLAND, ND	52,766
158 MARION, IL	52,758
159 FRANKLIN, KS	52,754
160 IDA, IA	52,683
161 EDGAR, IL	52,658
162 ST. LOUIS, MO	52,653
163 LEWIS, MO	52,629
164 COLES, IL	52,580
165 HARRISON, MO	52,572
166 RICHLAND, IL	52,562
167 MCLEAN, IL	52,534
168 MONTGOMERY, IA	52,487
169 GRAND TRAVERSE, MI	52,470
170 ISABELLA, MI	52,451
171 MONTGOMERY, MD	52,443
172 MCDONOUGH, IL	52,403
173 CHIPPEWA, MN	52,310
174 JEFFERSON, IL	52,307
175 KOYUKUK, AK	52,291
176 SULLIVAN, NH	52,284
177 MILLER, GA	52,262
178 FARIBAULT	52,261
179 SHELBY, MO	52,248
180 WHITESIDE, IL	52,177
181 STEVENS, KS	52,149
182 PRATT, KS	52,135
183 HOUSTON, TX	52,120
184 GRUNDY, IL	52,118
185 CORDOVA, AK	52,083
186 JOHNSON, GA	52,061
187 MACON, IL	52,056
188 JACKSON, MN	52,049
189 CHEROKEE, IA	52,045
190 CUMBERLAND, IL	52,044
191 BRISTOL, RI	52,039
192 BATES, MO	52,017
193 CUMBERLAND, ME	52,012
194 BUTTE, CA	51,961
195 EFFINGHAM, IL	51,878
196 WOODFORD, IL	51,871
197 JONES, TX	51,852
198 HARLAN, NE	51,842
199 BOTETOURT, VA	51,834
200 WILLIAMSON, IL	51,792
201 DOUGLAS, IL	51,749
202 GALLATIN, IL	51,730
203 WAYNE, MO	51,727
204 ROCK ISLAND, IL	51,687
205 TOLLAND, CT	51,687
206 CHARITON, MO	51,638
207 INGHAM, MI	51,631
208 KALAMAZOO, MI	51,622
209 MARION, MO	51,572
210 TAZEWELL, VA	51,565
211 REFUGIO, TX	51,531
212 SULLY, SD	51,515
213 NEW LONDON, CT	51,501
214 DICKINSON, MI	51,477
215 TREUTLEN, GA	51,464
216 FREESTONE, TX	51,405
217 DONLEY, TX	51,397
218 MONITEAU, MO	51,386
219 GRAFTON, NH	51,381
220 HAMILTON, IL	51,353
221 RICHLAND, MT	51,346
222 ATLANTIC, NJ	51,343
223 JEWELL, KS	51,343
224 MONTGOMERY, IN	51,335
225 ARLINGTON, VA	51,317
226 NEMAHA, KS	51,303
227 SALEM, NJ	51,275
228 LIBERTY, MT	51,259
229 QUEENS, NY	51,256
230 TAYLOR, GA	51,244
231 ANNE ARUNDEL, MD	51,148
232 MONMOUTH, NJ	51,129
233 POPE, MN	51,127
234 BARBER, KS	51,080
235 SALINE, MO	51,074
236 KIT CARSON, CO	51,072
237 SAN JOAQUIN, CA	51,041
238 PETERSBURG, AK	51,011
239 BOX ELDER, UT	50,892
240 FURNAS, NE	50,884
241 BOULDER, CO	50,831
242 BROWN, IL	50,826
243 MARSHALL, IL	50,823
244 BUENA VISTA, IA	50,708
245 GRAHAM, KS	50,6d5
246 CLAY, MO	50,668
247 FORD, KS	50,655
248 BARTON, KS	50,655
249 FINNEY, KS	50,641
250 SUBLETTE, WY	50,598

TOTAL RETAIL SALES
(thousands)

1 LOS ANGELES, CA	72,665,905
2 COOK, IL	40,011,919
3 HARRIS, TX	23,791,229
4 ORANGE, CA	23,647,970
5 SAN DIEGO, CA	19,985,670
6 DALLAS, TX	19,838,447
7 NEW YORK, NY	19,765,157
8 MARICOPA, AZ	17,965,240
9 DADE, FL	17,037,003
10 NASSAU, NY	15,575,057
11 KING, WA	14,673,858
12 WAYNE, MI	14,173,818
13 MIDDLESEX, MA	13,416,459
14 SANTA CLARA, CA	13,369,638
15 BROWARD, FL	13,242,073
16 SUFFOLK, NY	12,787,768
17 OAKLAND, MI	12,008,895
18 HENNEPIN, MN	10,904,970
19 CUYAHOGA, OH	10,897,586
20 ALAMEDA, CA	10,633,755
21 ALLEGHENY, PA	10,615,615
22 TARRANT, TX	10,442,521
23 ST. LOUIS, MO	10,068,794
24 BERGEN, NJ	9,901,612
25 SAN BERNARDINO, CA	9,563,909
26 DU PAGE, IL	9,365,158
27 BEXAR, TX	8,989,037
28 FAIRFIELD, CT	8,987,342
29 SACRAMENTO, CA	8,951,273
30 WESTCHESTER, NY	8,899,968
31 FRANKLIN, OH	8,780,365
32 PINELLAS, FL	8,651,858
33 PALM BEACH, FL	8,647,646
34 QUEENS, NY	8,641,643
35 PHILADELPHIA, PA	8,638,842
36 MARION, IN	8,560,489
37 HONOLULU, HI	8,480,304
38 HARTFORD, CT	8,445,744
39 KINGS, NY	8,244,830
40 RIVERSIDE, CA	8,021,111
41 MONTGOMERY, PA	7,979,207
42 MILWAUKEE, WI	7,978,361
43 HAMILTON, OH	7,761,065
44 FAIRFAX, VA	7,582,072
45 SAN FRANCISCO, CA	7,516,646
46 BALTIMORE, MD	7,482,758
47 MONTGOMERY, MD	7,438,923
48 ERIE, NY	7,321,642
49 HILLSBOROUGH, FL	7,313,938
50 ORANGE, FL	7,295,788
51 NEW HAVEN, CT	7,239,920
52 MACOMB, MI	7,073,639
53 SHELBY, TN	7,050,529
54 PRINCE GEORGES, MD	7,043,829
55 SAN MATEO, CA	6,810,423
56 NORFOLK, MA	6,797,968
57 NORFOLK, MA	6,797,968
58 FULTON, GA	6,787,113
59 CONTRA COSTA, CA	6,542,356
60 ESSEX, MA	6,359,451
61 DUVAL, FL	6,350,647
62 MONROE, NY	6,327,480
63 JEFFERSON, KY	6,151,807
64 JEFFERSON, AL	6,148,091
65 JACKSON, MO	6,013,315
66 CLARK, NV	5,985,010
67 WORCESTER, MA	5,954,321
68 DE KALB, GA	5,926,451
69 MIDDLESEX, NJ	5,911,834
70 DAVIDSON, TN	5,851,045
71 OKLAHOMA, OH	5,844,188
72 VENTURA, CA	5,652,839
73 SALT LAKE, UT	5,599,863
74 MULTNOMAH, OR	5,564,723
75 MONMOUTH, NJ	5,564,389
76 ESSEX, NJ	5,476,187
77 BUCKS, PA	5,459,880
78 TRAVIS, TX	5,430,667
79 SUFFOLK, MA	5,307,297
80 MECKLENBURG, NC	5,293,030
81 PIMA, AZ	5,047,329
82 MONTGOMERY, OH	4,958,919
83 TULSA, OH	4,936,345
84 LAKE, IL	4,891,437
85 RAMSEY, MN	4,885,296
86 DELAWARE, PA	4,814,867
87 KENT, MI	4,791,796
88 JEFFERSON, LA	4,763,820
89 COBB, GA	4,708,159
90 FRESNO, CA	4,694,930
91 MORRIS, NJ	4,591,147
92 BRISTOL, MA	4,563,511
93 DIST. OF COLUMBIA	4,440,888
94 PLYMOUTH, MA	4,354,250
95 NEW CASTLE, DE	4,307,040
96 ARAPAHOE, CO	4,251,597
97 UNION, NJ	4,239,945
98 ANNE ARUNDEL, MD	4,229,867
99 CAMDEN, NJ	4,228,955
100 BERNALILLO, NM	4,225,757
101 PROVIDENCE, RI	4,210,853
102 PIERCE, WA	4,194,831
103 PASSAIC, NJ	4,164,923
104 WAKE, NC	4,155,486
105 LUCAS, OH	4,151,812
106 DENVER, CO	4,126,829
107 ONONDAGA, NY	4,120,041
108 SUMMIT, OH	4,106,318
109 HILLSBOROUGH, NH	4,026,705
110 HAMPDEN, MA	3,996,478
111 OCEAN, NJ	3,885,891
112 DOUGLAS, NE	3,817,427
113 GENESEE, MI	3,816,067
114 EL PASO, TX	3,773,791
115 PULASKI, AR	3,769,068
116 JOHNSON, KS	3,719,939
117 BURLINGTON, NJ	3,698,410
118 KERN, CA	3,689,203
119 ORLEANS, LA	3,656,221
120 GUILFORD, NC	3,636,948
121 E.BATON ROUGE, LA	3,503,648
122 JEFFERSON, CO	3,493,430
123 LANCASTER, PA	3,481,208
124 HUDSON, NJ	3,464,460
125 SEDGWICK, KS	3,458,517
126 SNOHOMISH, WA	3,456,411
127 DANE, WI	3,445,257
128 BRONX, NY	3,428,051
129 CUMBERLAND, ME	3,422,823
130 ALBANY, NY	3,408,647
131 POLK, IA	3,361,208
132 KNOX, TN	3,357,907
133 LAKE, IN	3,323,509
134 SONOMA, CA	3,301,005
135 LEE, FL	3,294,847
136 WASHINGTON, OR	3,233,614
137 GWINNETT, GA	3,208,255
138 ROCKINGHAM, NH	3,205,770
139 BREVARD, FL	3,195,950
140 SPOKANE, WA	3,182,347
141 CHARLESTON, SC	3,177,341
142 SAN JOAQUIN, CA	3,158,538
143 LEHIGH, PA	3,116,252
144 VOLUSIA, FL	3,098,973
145 SARASOTA, FL	3,083,610
146 POLK, FL	3,079,031
147 EL PASO, CO	3,071,775
148 SANTA BARBARA, CA	3,066,014
149 MERCER, NJ	3,021,051
150 YORK, PA	2,986,598
151 GREENVILLE, SC	2,961,481
152 WAUKESHA, WI	2,949,907
153 MOBILE, AL	2,937,589
154 STARK, OH	2,853,833
155 BERKS, PA	2,818,214
156 ALLEN, IN	2,805,163
157 CHESTER, PA	2,786,885
158 KANE, IL	2,769,378
159 RICHLAND, SC	2,705,586
160 FORSYTH, NC	2,701,577
161 WASHOE, NV	2,686,092
162 STANISLAUS, CA	2,636,486
163 ST. LOUIS CITY, MO	2,631,834
164 ANCHORAGE, AK	2,625,628
165 WESTMORELAND, PA	2,590,363
166 WASHTENAW, MI	2,588,963
167 FAYETTE, KY	2,586,233
168 BARNSTABLE, MA	2,579,266
169 HAMILTON, TN	2,577,831
170 MARIN, CA	2,562,156
171 MONTEREY, CA	2,558,355
172 INGHAM, MI	2,531,553
173 ORANGE, NY	2,530,118
174 SOMERSET, NJ	2,477,319
175 LUZERNE, PA	2,460,799
176 SEMINOLE, FL	2,371,982
177 ATLANTIC, NJ	2,361,633
178 LANE, OR	2,351,007
179 HINDS, MS	2,346,561
180 ESCAMBIA, FL	2,290,444
181 DUTCHESS, NY	2,254,551
182 ADAMS, CO	2,247,516
183 NUECES, TX	2,238,795
184 DAKOTA, MN	2,201,058
185 DAUPHIN, PA	2,190,778
186 CADDO, LA	2,178,468
187 RICHMOND, NY	2,170,151
188 JEFFERSON, TX	2,160,947
189 ST. JOSEPH, IN	2,151,524
190 STEARNS, MN	2,148,218
191 CUMBERLAND, PA	2,126,165
192 BOULDER, CO	2,122,345
193 HENRICO, VA	2,120,181
194 WILL, IL	2,106,968
195 LUBBOCK, TX	2,094,232
196 SOLANO, CA	2,091,959
197 GREENE, MO	2,090,453
198 MAHONING, OH	2,087,245
199 WINNEBAGO, IL	2,084,768
200 COLLIN, TX	2,084,120
201 MADISON, AL	2,058,376
202 ERIE, PA	2,029,223
203 CLAYTON, GA	2,020,815
204 CLACKAMAS, OR	2,018,065
205 SANTA CRUZ, CA	2,007,025
206 ROCKLAND, NY	2,003,808
207 GLOUCESTER, NJ	2,003,458
208 LAKE, OH	1,991,988
209 CHATHAM, GA	1,987,404
210 KALAMAZOO, MI	1,981,940
211 CUMBERLAND, NC	1,971,182
212 MONTGOMERY, AL	1,970,695
213 HIDALGO, TX	1,946,024
214 PASCO, FL	1,941,581
215 SAGINAW, MI	1,929,314
216 MADISON, IL	1,876,482
217 BROOME, NY	1,875,944
218 KENT, RI	1,860,052
219 KANAWHA, WI	1,856,189
220 RICHMOND, GA	1,838,666
221 ST. CLAIR, IL	1,833,881
222 BROWN, WI	1,833,066
223 ONEIDA, NY	1,822,214
224 LORAIN, OH	1,815,563
225 LACKAWANNA, PA	1,781,668
226 HORRY, SC	1,776,696
227 MARION, OR	1,771,196
228 SPARTANBURG, SC	1,765,188
229 TULARE, CA	1,741,808
230 TRUMBULL, OH	1,739,747
231 BUTLER, OH	1,739,013
232 DENTON, TX	1,735,839
233 ANOKA, MN	1,735,806
234 MANATEE, FL	1,725,867
235 LEON, FL	1,706,159
236 VANDERBURGH, IN	1,704,534
237 MUSCOGEE, GA	1,700,205
238 CHESTERFIELD, VA	1,698,021
239 PRINCE WILLIAM, VA	1,678,283
240 LANCASTER, NE	1,662,986
241 ALACHUA, FL	1,631,681
242 SANGAMON, IL	1,626,333
243 PEORIA, IL	1,625,574
244 SAN LUIS OBISPO, CA	1,623,664
245 LINN, IA	1,588,644
246 LAFAYETTE, LA	1,580,111
247 ADA, ID	1,579,802
248 ST. CHARLES, MO	1,572,021
249 PLACER, CA	1,565,504
250 ARLINGTON, VA	1,552,094

Lumber/ Hardware Sales
(thousands)

1 LOS ANGELES, CA	3,067,926
2 COOK, IL	1,523,699
3 HARRIS, TX	1,297,978
4 ORANGE, CA	1,292,922
5 MARICOPA, AZ	1,078,104
6 SAN DIEGO, CA	972,854
7 SUFFOLK, NY	954,047
8 DALLAS, TX	903,083
9 KING, WA	855,835
10 MIDDLESEX, MA	719,720
11 DADE, FL	673,272
12 SANTA CLARA, CA	654,369
13 SAN BERNARDINO, CA	648,730
14 WAYNE, MI	612,709
15 HENNEPIN, MN	601,769
16 RIVERSIDE, CA	591,281
17 TARRANT, TX	578,244
18 NASSAU, NY	576,693
19 BROWARD, FL	534,492
20 OAKLAND, MI	516,359
21 BEXAR, TX	511,689
22 SACRAMENTO, CA	499,749
23 TRAVIS, TX	486,677
24 ST. LOUIS, MO	482,668
25 FAIRFIELD, CT	476,217

26 ALAMEDA, CA	469,408
27 DU PAGE, IL	464,400
28 ORANGE, FL	463,188
29 OKLAHOMA, OH	460,078
30 PINELLAS, FL	456,875
31 FULTON, GA	438,002
32 PALM BEACH, FL	437,817
33 BERGEN, NJ	431,767
34 MARION, IN	431,374
35 WESTCHESTER, NY	419,107
36 HARTFORD, CT	417,725
37 MACOMB, MI	399,889
38 BALTIMORE, MD	396,957
39 ALLEGHENY, PA	390,100
40 CONTRA COSTA, CA	382,086
41 CUYAHOGA, OH	369,935
42 SALT LAKE, UT	367,911
43 DE KALB, GA	362,256
44 BUCKS, PA	361,770
45 HILLSBOROUGH, FL	361,641
46 FRANKLIN, OH	361,297
47 COBB, GA	360,890
48 HAMILTON, OH	354,735
49 CLARK, NV	350,093
50 ANCHORAGE, AK	348,928
51 DUVAL, FL	346,267
52 MONTGOMERY, PA	345,156
53 NEW HAVEN, CT	343,954
54 PIERCE, WA	343,762
55 NORFOLK, MA	340,280
56 NORFOLK, MA	340,280
57 KINGS, NY	325,460
58 TULSA, OH	320,733
59 MECKLENBURG, NC	319,333
60 NEW YORK, NY	319,332
61 VENTURA, CA	301,645
62 FAIRFAX, VA	300,455
63 SONOMA, CA	296,082
64 QUEENS, NY	295,441
65 ERIE, NY	294,863
66 PHILADELPHIA, PA	294,783
67 SEDGWICK, KS	292,233
68 MONROE, NY	292,063
69 KENT, MI	291,869
70 MONTGOMERY, MD	291,259
71 MILWAUKEE, WI	283,451
72 ESSEX, MA	282,596
73 GWINNETT, GA	278,786
74 JEFFERSON, KY	277,434
75 SAN MATEO, CA	273,912
76 BERNALILLO, NM	273,637
77 JACKSON, MO	272,949
78 PIMA, AZ	272,221
79 MONMOUTH, NJ	270,927
80 DOUGLAS, NE	268,891
81 WORCESTER, MA	268,770
82 MIDDLESEX, NJ	268,752
83 SUMMIT, OH	264,755
84 JEFFERSON, AL	264,228
85 LAKE, IL	264,139
86 E BATON ROUGE, LA	262,740
87 LEE, FL	262,701
88 HILLSBOROUGH, NH	259,780
89 ARAPAHOE, CO	258,856
90 ROCKINGHAM, NH	257,780
91 FRESNO, CA	257,442
92 SHELBY, TN	255,763
93 POLK, FL	253,388
94 SARASOTA, FL	253,051
95 LANCASTER, PA	243,825
96 OCEAN, NJ	242,146
97 PLYMOUTH, MA	239,351
98 MORRIS, NJ	236,908
99 CUMBERLAND, ME	231,720
100 ANNE ARUNDEL, MD	231,298
101 SNOHOMISH, WA	231,292
102 DAVIDSON, TN	230,422
103 WAKE, NC	225,138
104 KERN, CA	224,828
105 RAMSEY, MN	223,381
106 HAMPDEN, MA	222,704
107 BARNSTABLE, MA	222,602
108 JEFFERSON, LA	221,494
109 MONTGOMERY, OH	221,481
110 DENVER, CO	221,429
111 SAN FRANCISCO, CA	221,356
112 PRINCE GEORGES, MD	216,558
113 EL PASO, CO	215,967
114 CHARLESTON, SC	213,630
115 UNION, NJ	212,297
116 HONOLULU, HI	210,482
117 DELAWARE, PA	210,313
118 BREVARD, FL	210,266
119 EL PASO, TX	209,347
120 GREENVILLE, SC	208,242
121 ESSEX, NJ	207,792
122 VOLUSIA, FL	205,553
123 KNOX, TN	205,287
124 KANE, IL	204,917
125 DAKOTA, MN	204,688
126 GENESEE, MI	204,555
127 YORK, PA	202,333
128 WESTMORELAND, PA	199,953
129 ONONDAGA, NY	199,182
130 POLK, IA	195,975
131 SANTA CRUZ, CA	195,673
132 PROVIDENCE, RI	195,497
133 CHESTER, PA	192,788
134 CAMDEN, NJ	192,196
135 PULASKI, AR	192,105
136 SAN JOAQUIN, CA	186,190
137 STANISLAUS, CA	185,049
138 SUFFOLK, MA	184,641
139 SPOKANE, WA	183,919
140 MOBILE, AL	182,361
141 JOHNSON, KS	180,472
142 MARIN, CA	179,455
143 PASSAIC, NJ	176,612
144 MULTNOMAH, OR	176,428
145 MARION, FL	172,454
146 GUILFORD, NC	171,846
147 ORANGE, NY	170,132
148 WASHOE, NV	169,383
149 STARK, OH	169,161
150 SANTA BARBARA, CA	168,198
151 PASCO, FL	167,881
152 HIDALGO, TX	167,834
153 SEMINOLE, FL	167,136
154 WASHINGTON, OR	166,657
155 JEFFERSON, CO	165,204
156 LAKE, IN	164,971
157 HORRY, SC	164,771
158 BRISTOL, MA	164,483
159 WAUKESHA, WI	163,949
160 NEW CASTLE, DE	163,135
161 RICHLAND, SC	161,203
162 DANE, WI	158,343
163 CALCASIEU, LA	156,617
164 BOULDER, CO	156,402
165 LUBBOCK, TX	155,199
166 FORSYTH, NC	153,729
167 LAFAYETTE, LA	152,456
168 LEON, FL	150,320
169 MONTEREY, CA	149,077
170 STEARNS, MN	148,869
171 PLACER, CA	148,595
172 WASHTENAW, MI	147,686
173 ORLEANS, LA	147,602
174 ESCAMBIA, FL	147,333
175 GREENE, MO	146,023
176 ST. LOUIS CITY, MO	145,882
177 LUCAS, OH	141,900
178 ANOKA, MN	141,267
179 MONTGOMERY	140,381
180 NUECES, TX	139,188
181 ALLEN, IN	138,731
182 BURLINGTON, NJ	137,761
183 WILL, IL	136,982
184 SAN LUIS OBISPO, CA	136,940
185 LARIMER, CO	135,191
186 LANE, OR	135,007
187 ADAMS, CO	134,880
188 COLLIN, TX	133,119
189 FORT BEND	131,953
190 ST CHARLES, MO	131,735
191 DUTCHESS, NY	129,914
192 MADISON, AL	129,754
193 CHESTERFIELD, VA	128,329
194 HUDSON, NJ	127,282
195 JEFFERSON, TX	126,243
196 CUMBERLAND, NC	125,431
197 MADISON, IL	125,217
198 KANAWHA, WI	125,208
199 LINN, IA	124,263
200 WINNEBAGO, IL	124,235
201 LANCASTER	122,909
202 ST. LOUIS, MN	121,358
203 ALBANY, NY	121,063
204 MARTIN, FL	120,130
205 MERCER, NJ	119,867
206 MERRIMACK, NH	119,019
207 HAMILTON, TN	118,991
208 TULARE, CA	117,825
209 ST. TAMMANY, LA	117,498
210 PRINCE WILLIAM, VA	117,176
211 LEHIGH, PA	116,817
212 COLLIER, FL	116,763
213 BUNCOMBE, NC	116,244
214 GALVESTON, TX	116,125
215 CLACKAMAS, OR	115,687
216 YELLOWSTONE, MT	114,604
217 VANDERBURGH, IN	114,058
218 SHAWNEE	113,945
219 SOMERSET, NJ	113,401
220 ROCKLAND, NY	113,304
221 DAUPHIN, PA	113,290
222 ATLANTIC, NJ	113,289
223 CHITTENDEN, VT	112,842
224 MANATEE, FL	112,331
225 LAKE, FL	112,072
226 ALACHUA, FL	112,031
227 KALAMAZOO, MI	111,402
228 LUZERNE, PA	110,778
229 ST. LUCIE, FL	110,541
230 CADDO, LA	109,308
231 BROWN, WI	108,011
232 RICHMOND, NY	107,730
233 SANGAMON, IL	107,449
234 CHATHAM, GA	106,595
235 WHATCOM, WA	106,380
236 CUMBERLAND, PA	106,305
237 BRAZORIA, TX	106,173
238 PENOBSCOT, ME	106,046
239 MARION, OR	105,485
240 WASHINGTON, RI	105,362
241 SMITH, TX	105,162
242 SHASTA, CA	104,914
243 HINDS, MS	104,292
244 VIGO, IN	104,140
245 SOLANO, CA	104,082
246 KITSAP, WA	104,038
247 MCLENNA, TX	103,566
248 SARATOGA, NY	103,486
249 WASHINGTON, MN	102,961
250 CAMERON, TX	101,793

General Merchandise
(thousands)

1 LOS ANGELES, CA	8,406,943
2 COOK, IL	4,841,665
3 ORANGE, CA	2,971,011
4 HARRIS, TX	2,898,502
5 SAN DIEGO, CA	2,714,381
6 NEW YORK, NY	2,647,466
7 DALLAS, TX	2,144,726
8 DADE, FL	2,008,554
9 MARICOPA, AZ	1,920,383
10 SANTA CLARA, CA	1,841,759
11 NASSAU, NY	1,671,587
12 WAYNE, MI	1,660,472
13 HENNEPIN, MN	1,614,841
14 ALLEGHENY, PA	1,601,169
15 KING, WA	1,581,040
16 CUYAHOGA, OH	1,559,701
17 ST. LOUIS, MO	1,553,025
18 MIDDLESEX, MA	1,497,769
19 OAKLAND, MI	1,438,019
20 BROWARD, FL	1,418,798
21 SACRAMENTO, CA	1,352,427
22 TARRANT, TX	1,317,553
23 SAN BERNARDINO, CA	1,295,624
24 ALAMEDA, CA	1,281,105
25 SUFFOLK, NY	1,272,169
26 FRANKLIN, OH	1,256,262
27 HAMILTON, OH	1,243,486
28 DU PAGE, IL	1,238,035
29 HONOLULU, HI	1,234,656
30 MONTGOMERY, PA	1,209,125
31 BALTIMORE, MD	1,182,841
32 BEXAR, TX	1,120,777
33 MILWAUKEE, WI	1,104,973
34 MARION, IN	1,090,881
35 PINELLAS, FL	1,089,234
36 WESTCHESTER, NY	1,062,236
37 BERGEN, NJ	1,056,400
38 MULTNOMAH, OR	1,051,287
39 FAIRFAX, VA	1,049,889
40 TULSA, OH	1,012,825
41 MONTGOMERY, MD	1,008,407
42 PALM BEACH, FL	972,163
43 SAN MATEO, CA	954,701
44 SHELBY, TN	950,215
45 CONTRA COSTA, CA	944,304
46 FAIRFIELD, CT	937,263
47 PRINCE GEORGES, MD	934,408
48 JEFFERSON, KY	907,282
49 RIVERSIDE, CA	907,013
50 DAVIDSON, TN	895,474
51 HILLSBOROUGH, FL	884,312
52 MACOMB, MI	872,616
53 HARTFORD, CT	853,090
54 FULTON, GA	851,042
55 NEW HAVEN, CT	833,503
56 ERIE, NY	817,265
57 DE KALB, GA	810,142
58 RAMSEY, MN	805,722
59 ORANGE, FL	794,243
60 SAN FRANCISCO, CA	778,330
61 MIDDLESEX, NJ	775,676
62 KINGS, NY	763,787
63 JACKSON, MO	763,413
64 COBB, GA	762,046
65 PHILADELPHIA, PA	752,838
66 VENTURA, CA	749,270
67 WORCESTER, MA	741,273
68 MONTGOMERY, OH	741,139
69 ESSEX, MA	728,498
70 CLARK, NV	725,097
71 LUCAS, OH	717,440
72 QUEENS, NY	716,755
73 OKLAHOMA, OH	714,574
74 DELAWARE, PA	700,638
75 SALT LAKE, UT	694,046
76 JEFFERSON, AL	686,298
77 GENESEE, MI	664,692
78 MONROE, NY	663,407
79 PIMA, AZ	658,996
80 NORFOLK, MA	646,867
81 NORFOLK, MA	646,867
82 BERNALILLO, NM	642,841
83 BUCKS, PA	641,794
84 JEFFERSON, LA	638,292
85 KENT, MI	638,151
86 TRAVIS, TX	635,111
87 ARAPAHOE, CO	624,024
88 DUVAL, FL	610,380
89 ESSEX, NJ	594,675
90 WASHINGTON, OR	593,861
91 HILLSBOROUGH, NH	589,796
92 EL PASO, TX	580,748
93 NEW CASTLE, DE	572,853
94 PASSAIC, NJ	566,243
95 JOHNSON, KS	565,917
96 MONMOUTH, NJ	564,341
97 SUFFOLK, MA	560,113
98 WAKE, NC	548,875
99 FRESNO, CA	544,985
100 E BATON ROUGE, LA	543,931
101 SUMMIT, OH	540,077
102 PULASKI, AR	536,566
103 ANNE ARUNDEL, MD	533,253
104 MECKLENBURG, NC	525,134
105 PIERCE, WA	523,144
106 BURLINGTON, NJ	517,902
107 HAMPDEN, MA	507,001
108 DOUGLAS, NE	501,417
109 LEHIGH, PA	485,397
110 CAMDEN, NJ	471,233
111 LAKE, IL	464,375
112 FAYETTE, KY	456,654
113 BREVARD, FL	453,784
114 GUILFORD, NC	449,750
115 MORRIS, NJ	445,977
116 BRISTOL, MA	444,123
117 DIST. OF COLUMBIA	438,998
118 ONONDAGA, NY	435,428
119 KNOX, TN	424,748
120 SNOHOMISH, WA	422,155
121 RICHLAND, SC	421,404
122 SPOKANE, WA	408,074
123 DANE, WI	407,952
124 GREENVILLE, SC	402,866
125 LAKE, IN	402,800
126 MOBILE, AL	401,032
127 ALLEN, IN	400,401
128 WASHTENAW, MI	397,993
129 LEE, FL	397,365
130 INGHAM, MI	391,959
131 YORK, PA	390,181
132 SEDGWICK, KS	389,940
133 PLYMOUTH, MA	389,275
134 JEFFERSON, CO	387,460
135 KALAMAZOO, MI	385,847
136 ALBANY, NY	383,492
137 CLAYTON, GA	382,808
138 CHARLESTON, SC	382,245
139 MERCER, NJ	381,474
140 WAUKESHA, WI	380,360
141 POLK, IA	379,120
142 HINDS, MS	378,019
143 EL PASO, CO	377,431
144 KENT, RI	377,260
145 WASHOE, NV	373,807
146 LANCASTER, PA	369,990
147 SAN JOAQUIN, CA	367,657
148 POLK, FL	366,548
149 WESTMORELAND, PA	366,538
150 OCEAN, NJ	365,169
151 HENRICO, VA	362,936
152 BROWN, WI	361,809
153 SEMINOLE, FL	358,670
154 KERN, CA	357,550
155 PROVIDENCE, RI	352,536
156 KANE, IL	351,703
157 ANOKA, MN	350,200
158 SARASOTA, FL	350,094
159 SONOMA, CA	349,976
160 SAGINAW, MI	346,174
161 HAMILTON, TN	345,669
162 ANCHORAGE, AK	341,602
163 VOLUSIA, FL	337,562
164 CLACKAMAS, OR	336,902
165 STANISLAUS, CA	335,538
166 GLOUCESTER, NJ	334,730
167 BERKS, PA	333,572
168 LANE, OR	332,643
169 CUMBERLAND, ME	332,067
170 LUZERNE, PA	326,814
171 DENVER, CO	323,283
172 MARION, OR	321,164
173 FORSYTH, NC	318,521
174 LAKE, OH	318,176
175 MAHONING, OH	317,761
176 ESCAMBIA, FL	312,792
177 ORLEANS, LA	311,631
178 ST. JOSEPH, IN	310,393
179 CUMBERLAND, NC	298,161
180 ORANGE, NY	294,461
181 PEORIA, IL	293,711
182 MADISON, AL	292,769
183 TRUMBULL, OH	288,748
184 MADISON, IL	288,135
185 CADDO, LA	287,664
186 COLLIN, TX	284,226
187 CHESTERFIELD, VA	283,390
188 SANTA BARBARA, CA	280,151
189 HIDALGO, TX	279,401
190 LINN, IA	278,438
191 KANAWHA, WI	277,139
192 WINNEBAGO, IL	274,030
193 ST. LOUIS CITY, MO	272,859
194 ROCKINGHAM, NH	272,807
195 JEFFERSON, TX	272,640
196 VANDERBURGH, IN	270,779
197 DAUPHIN, PA	270,455
198 LEON, FL	269,600
199 CLAY, MO	265,685
200 STARK, OH	263,348
201 LUBBOCK, TX	261,764
202 RICHMOND, NY	259,439

203	LACKAWANNA, PA	258,982
204	MONTEREY, CA	255,572
205	GREENE, MO	252,226
206	MONTGOMERY	251,349
207	NUECES, TX	247,715
208	LORAIN, OH	246,382
209	ERIE, PA	243,408
210	ST. CLAIR, IL	241,053
211	ATLANTIC, NJ	239,443
212	MUSCOGEE, GA	239,195
213	DUTCHESS, NY	238,487
214	GWINNETT, GA	237,756
215	WILL, IL	234,563
216	ROCKLAND, NY	233,042
217	LANCASTER	231,304
218	LAFAYETTE, LA	225,783
219	SCOTT, IA	223,112
220	CLARK, WA	219,915
221	BROOME, NY	219,612
222	OUTAGAMIE, WI	219,485
223	EATON, MI	219,168
224	JACKSON, MI	219,125
225	ST. LOUIS, MN	216,168
226	SOMERSET, NJ	214,266
227	SANGAMON, IL	213,773
228	DURHAM, NC	213,722
229	CHAMPAIGN, IL	211,631
230	CHATHAM, GA	210,934
231	MUSKEGON, MI	210,672
232	SOLANO, CA	210,292
233	MARIN, CA	210,136
234	TULARE, CA	208,242
235	BRONX, NY	207,812
236	JACKSON, OR	206,978
237	ALACHUA, FL	206,824
238	BARNSTABLE, MA	206,136
239	PASCO, FL	205,751
240	DENTON, TX	205,711
241	VIGO, IN	204,080
242	NIAGARA, NY	203,449
243	ALLEN, OH	203,073
244	BEAVER, PA	202,800
245	BUTLER, OH	199,579
246	RICHMOND, GA	195,113
247	RICHLAND, OH	192,315
248	CHESTER, PA	190,404
249	HARRISON, MS	189,019
250	MCLENNA, TX	188,787

Food Sales
(thousands)

1	LOS ANGELES, CA	13,759,816
2	COOK, IL	6,963,967
3	HARRIS, TX	4,591,792
4	ORANGE, CA	4,192,445
5	MARICOPA, AZ	3,747,836
6	SAN DIEGO, CA	3,602,725
7	DALLAS, TX	3,305,272
8	NASSAU, NY	2,944,001
9	SUFFOLK, NY	2,877,117
10	WAYNE, MI	2,863,613
11	KING, WA	2,858,974
12	DADE, FL	2,775,124
13	NEW YORK, NY	2,441,293
14	SANTA CLARA, CA	2,386,417
15	MIDDLESEX, MA	2,370,168
16	BROWARD, FL	2,291,522
17	CUYAHOGA, OH	2,232,336
18	QUEENS, NY	2,213,037
19	ALLEGHENY, PA	2,176,200
20	KINGS, NY	2,121,900
21	TARRANT, TX	2,022,615
22	OAKLAND, MI	2,006,523
23	BERGEN, NJ	2,000,508
24	ALAMEDA, CA	1,991,420
25	SAN BERNARDINO, CA	1,962,676
26	WESTCHESTER, NY	1,907,490
27	BEXAR, TX	1,883,879
28	ST. LOUIS, MO	1,878,039
29	PHILADELPHIA, PA	1,828,763
30	ERIE, NY	1,818,646
31	RIVERSIDE, CA	1,767,126
32	PINELLAS, FL	1,737,018
33	HENNEPIN, MN	1,715,753
34	SACRAMENTO, CA	1,671,200
35	FAIRFIELD, CT	1,646,142
36	FRANKLIN, OH	1,643,831
37	PALM BEACH, FL	1,636,259
38	HARTFORD, CT	1,560,951
39	MILWAUKEE, WI	1,544,447
40	HAMILTON, OH	1,502,226
41	BALTIMORE, MD	1,493,770
42	NEW HAVEN, CT	1,487,830
43	HILLSBOROUGH, FL	1,485,061
44	PRINCE GEORGES, MD	1,430,842
45	HONOLULU, HI	1,416,617
46	MONTGOMERY, PA	1,411,736
47	MARION, IN	1,380,944
48	MACOMB, MI	1,371,767
49	MONROE, NY	1,370,022
50	SHELBY, TN	1,368,881
51	CONTRA COSTA, CA	1,357,432
52	MONTGOMERY, MD	1,353,393
53	FAIRFAX, VA	1,295,016
54	DU PAGE, IL	1,280,349
55	ORANGE, FL	1,279,966
56	JEFFERSON, AL	1,275,057
57	SAN MATEO, CA	1,261,612
58	MIDDLESEX, NJ	1,243,954
59	SAN FRANCISCO, CA	1,215,060
60	MONMOUTH, NJ	1,208,749
61	NORFOLK, MA	1,201,383
62	NORFOLK, MA	1,201,383
63	JEFFERSON, KY	1,186,202
64	CLARK, NV	1,185,391
65	VENTURA, CA	1,172,869
66	ESSEX, NJ	1,167,276
67	SALT LAKE, UT	1,118,300
68	DUVAL, FL	1,108,134
69	WORCESTER, MA	1,105,340
70	MORRIS, NJ	1,090,678
71	BRISTOL, MA	1,088,098
72	PIMA, AZ	1,084,798
73	BUCKS, PA	1,053,106
74	BRONX, NY	1,040,760
75	ESSEX, MA	1,037,698
76	JEFFERSON, LA	1,026,540
77	OKLAHOMA, OH	1,023,218
78	DAVIDSON, TN	1,008,014
79	DELAWARE, PA	1,002,172
80	JACKSON, MO	999,097
81	FULTON, GA	990,846
82	TRAVIS, TX	990,435
83	MONTGOMERY, OH	987,008
84	MECKLENBURG, NC	976,894
85	DE KALB, GA	969,299
86	ONONDAGA, NY	962,850
87	FRESNO, CA	960,612
88	TULSA, OH	922,355
89	SUMMIT, OH	908,207
90	PROVIDENCE, RI	882,783
91	SUFFOLK, MA	879,308
92	HUDSON, NJ	872,345
93	OCEAN, NJ	862,965
94	UNION, NJ	861,367
95	LUCAS, OH	823,409
96	PIERCE, WA	819,853
97	COBB, GA	810,398
98	PLYMOUTH, MA	807,567
99	CAMDEN, NJ	804,769
100	KERN, CA	799,065
101	ANNE ARUNDEL, MD	797,337
102	BERNALILLO, NM	796,577
103	MULTNOMAH, OR	794,793
104	HAMPDEN, MA	789,007
105	WAKE, NC	783,958
106	JEFFERSON, CO	770,709
107	RAMSEY, MN	761,858
108	ORLEANS, LA	751,236
109	DENVER, CO	751,063
110	SNOHOMISH, WA	748,954
111	HILLSBOROUGH, NH	747,614
112	GWINNETT, GA	740,878
113	LANCASTER, PA	740,636
114	LAKE, IL	737,679
115	DIST. OF COLUMBIA	733,071
116	NEW CASTLE, DE	727,947
117	KENT, MI	726,957
118	E BATON ROUGE, LA	725,451
119	EL PASO, TX	721,087
120	SONOMA, CA	719,731
121	DOUGLAS, NE	712,165
122	LAKE, IN	700,729
123	PASSAIC, NJ	679,916
124	POLK, FL	679,157
125	POLK, IA	679,116
126	SPOKANE, WA	676,037
127	LEE, FL	669,803
128	CUMBERLAND, ME	668,277
129	GENESEE, MI	667,458
130	GUILFORD, NC	663,099
131	MOBILE, AL	661,077
132	ROCKINGHAM, NH	655,503
133	SAN JOAQUIN, CA	655,064
134	ARAPAHOE, CO	652,661
135	PULASKI, AR	651,982
136	BURLINGTON, NJ	644,213
137	STARK, OH	642,091
138	CHARLESTON, SC	635,953
139	YORK, PA	633,767
140	KNOX, TN	632,460
141	WAUKESHA, WI	629,301
142	MERCER, NJ	618,568
143	ORANGE, NY	615,126
144	SEDGWICK, KS	609,709
145	VOLUSIA, FL	605,725
146	ALBANY, NY	603,090
147	GREENVILLE, SC	583,165
148	BREVARD, FL	573,908
149	JOHNSON, KS	573,198
150	CHESTER, PA	571,640
151	STANISLAUS, CA	566,072
152	LEHIGH, PA	556,549
153	SARASOTA, FL	555,498
154	DANE, WI	553,943
155	RICHMOND, NY	552,682
156	ST. LOUIS CITY, MO	552,208
157	SOMERSET, NJ	546,186
158	DUTCHESS, NY	543,058
159	WESTMORELAND, PA	536,279
160	CLACKAMAS, OR	533,196
161	LUZERNE, PA	529,862
162	ADAMS, CO	527,374
163	EL PASO, CO	526,308
164	SANTA BARBARA, CA	525,635
165	MARIN, CA	525,569
166	BERKS, PA	524,649
167	KANE, IL	509,579
168	FORSYTH, NC	506,063
169	ALLEN, IN	495,193
170	HAMILTON, TN	494,895
171	WASHOE, NV	494,249
172	WASHINGTON, OR	491,647
173	NUECES, TX	479,913
174	COLLIN, TX	478,117
175	BARNSTABLE, MA	477,751
176	PASCO, FL	474,854
177	LANE, OR	466,138
178	DAUPHIN, PA	461,307
179	DENTON, TX	457,307
180	SEMINOLE, FL	450,842
181	BOULDER, CO	450,491
182	SOLANO, CA	448,794
183	ATLANTIC, NJ	447,978
184	MAHONING, OH	443,607
185	ROCKLAND, NY	442,539
186	SANTA CRUZ, CA	441,979
187	MONTEREY, CA	441,091
188	CUMBERLAND, PA	436,324
189	INGHAM, MI	434,212
190	ERIE, PA	433,317
191	SPARTANBURG, SC	432,425
192	BUTLER, OH	427,028
193	ESCAMBIA, FL	426,166
194	LORAIN, OH	423,220
195	ONEIDA, NY	417,147
196	BROOME, NY	416,308
197	FAYETTE, KY	416,042
198	RICHLAND, SC	413,009
199	LAKE, OH	411,733
200	CADDO, LA	409,565
201	HINDS, MS	409,503
202	HIDALGO, TX	408,965
203	GLOUCESTER, NJ	403,985
204	HENRICO, VA	403,566
205	KANAWHA, WI	402,220
206	MADISON, IL	398,587
207	WASHTENAW, MI	397,387
208	TULARE, CA	395,801
209	GALVESTON, TX	395,339
210	JEFFERSON, TX	393,031
211	ST. JOSEPH, IN	392,464
212	WINNEBAGO, IL	388,535
213	DAKOTA, MN	388,203
214	ANCHORAGE, AK	386,712
215	NIAGARA, NY	386,222
216	LACKAWANNA, PA	381,087
217	CHESTERFIELD, VA	378,702
218	CUMBERLAND, NC	378,330
219	CHATHAM, GA	377,955
220	MADISON, AL	377,413
221	GREENE, MO	376,891
222	LUBBOCK, TX	371,214
223	WILL, IL	370,582
224	NORTHAMPTON, PA	365,359
225	SAN LUIS OBISPO, CA	363,953
226	CLAYTON, GA	363,773
227	HORRY, SC	359,158
228	PLACER, CA	354,596
229	MANATEE, FL	352,501
230	MONTGOMERY	352,124
231	ADA, ID	351,483
232	TRUMBULL, OH	351,415
233	HARALSON, GA	350,872
234	SARATOGA, NY	340,566
235	ALACHUA, FL	335,356
236	CAMERON, TX	334,716
237	ST. CLAIR, IL	334,570
238	SCHENECTADY, NY	333,183
239	SAGINAW, MI	330,927
240	LITCHFIELD, CT	329,610
241	GASTON, NC	325,954
242	LEON, FL	322,674
243	VANDERBURGH, IN	320,750
244	BRAZORIA, TX	318,548
245	CLARK, WA	315,727
246	LINN, IA	314,965
247	ST. CHARLES, MO	310,921
248	ULSTER, NY	309,850
249	KENT, RI	307,714
250	DURHAM, NC	306,802

Automobile Sales
(thousands)

1	LOS ANGELES, CA	14,560,565
2	COOK, IL	7,589,158
3	HARRIS, TX	6,021,721
4	DALLAS, TX	5,909,353
5	ORANGE, CA	4,881,383
6	MARICOPA, AZ	4,637,756
7	DADE, FL	4,249,809
8	SAN DIEGO, CA	4,190,700
9	BROWARD, FL	3,665,653
10	WAYNE, MI	3,301,295
11	OAKLAND, MI	3,259,569
12	TARRANT, TX	3,062,528
13	KING, WA	2,996,876
14	NASSAU, NY	2,967,511
15	MIDDLESEX, MA	2,957,751
16	SANTA CLARA, CA	2,701,845
17	HENNEPIN, MN	2,694,172
18	SUFFOLK, NY	2,688,178
19	ST. LOUIS, MO	2,552,133
20	ALLEGHENY, PA	2,395,144
21	BEXAR, TX	2,266,897
22	MARION, IN	2,236,578
23	DU PAGE, IL	2,216,860
24	BERGEN, NJ	2,193,583
25	ALAMEDA, CA	2,160,610
26	FRANKLIN, OH	2,148,910
27	CUYAHOGA, OH	2,136,819
28	PALM BEACH, FL	2,131,950
29	ORANGE, FL	2,088,016
30	PINELLAS, FL	2,045,861
31	MACOMB, MI	2,026,347
32	MONTGOMERY, MD	1,927,463
33	FAIRFIELD, CT	1,893,745
34	HARTFORD, CT	1,857,608
35	SHELBY, TN	1,845,071
36	MONTGOMERY, PA	1,824,225
37	HILLSBOROUGH, FL	1,810,353
38	WESTCHESTER, NY	1,807,397
39	SACRAMENTO, CA	1,794,725
40	DUVAL, FL	1,781,542
41	PRINCE GEORGES, MD	1,775,995
42	LAKE, IL	1,753,578
43	FAIRFAX, VA	1,744,203
44	MONROE, NY	1,738,097
45	HAMILTON, OH	1,717,514
46	DE KALB, GA	1,711,135
47	OKLAHOMA, OH	1,699,983
48	RIVERSIDE, CA	1,696,306
49	SAN BERNARDINO, CA	1,687,980
50	BALTIMORE, MD	1,681,734
51	BUCKS, PA	1,630,742
52	ESSEX, MA	1,613,765
53	JEFFERSON, AL	1,610,914
54	ERIE, NY	1,597,960
55	QUEENS, NY	1,563,303
56	NORFOLK, MA	1,549,710
57	NORFOLK, MA	1,549,710
58	JACKSON, MO	1,526,873
59	MECKLENBURG, NC	1,526,288
60	DAVIDSON, TN	1,524,656
61	MILWAUKEE, WI	1,519,543
62	TULSA, OH	1,505,466
63	TRAVIS, TX	1,482,360
64	NEW HAVEN, CT	1,452,735
65	CLARK, NV	1,431,499
66	ARAPAHOE, CO	1,425,500
67	MONMOUTH, NJ	1,394,898
68	JEFFERSON, KY	1,377,781
69	FULTON, GA	1,346,477
70	SAN MATEO, CA	1,338,218
71	SALT LAKE, UT	1,312,239
72	VENTURA, CA	1,307,886
73	COBB, GA	1,304,819
74	WORCESTER, MA	1,276,518
75	PIMA, AZ	1,264,861
76	KENT, MI	1,246,382
77	CONTRA COSTA, CA	1,205,260
78	JEFFERSON, LA	1,204,851
79	UNION, NJ	1,202,893
80	HONOLULU, HI	1,183,424
81	RAMSEY, MN	1,178,903
82	ANNE ARUNDEL, MD	1,178,635
83	PHILADELPHIA, PA	1,163,203
84	OCEAN, NJ	1,143,580
85	BURLINGTON, NJ	1,130,445
86	PULASKI, AR	1,094,991
87	BERNALILLO, NM	1,092,253
88	MULTNOMAH, OR	1,086,950
89	WAKE, NC	1,077,570
90	PLYMOUTH, MA	1,067,710
91	DELAWARE, PA	1,066,186
92	KINGS, NY	1,063,662
93	MORRIS, NJ	1,029,314
94	JEFFERSON, CO	1,015,617
95	GENESEE, MI	1,011,964
96	MONTGOMERY, OH	1,002,612
97	ONONDAGA, NY	1,002,079
98	PIERCE, WA	996,049
99	JOHNSON, KS	995,451
100	BRISTOL, MA	986,565
101	FRESNO, CA	975,613
102	MIDDLESEX, NJ	966,142
103	ESSEX, NJ	963,516
104	HILLSBOROUGH, NH	951,849
105	CAMDEN, NJ	950,003
106	EL PASO, TX	934,297
107	NEW YORK, NY	925,685
108	SEDGWICK, KS	913,631
109	LUCAS, OH	904,649
110	SAN FRANCISCO, CA	901,779
111	WASHINGTON, OR	893,707
112	WAUKESHA, WI	883,082
113	DOUGLAS, NE	879,048
114	GUILFORD, NC	855,279
115	NEW CASTLE, DE	851,189
116	CHARLESTON, SC	847,359
117	ALBANY, NY	833,162
118	SUMMIT, OH	831,536
119	HAMPDEN, MA	821,333
120	E BATON ROUGE, LA	814,359
121	BREVARD, FL	811,761

122	POLK, FL	807,783
123	DANE, WI	779,832
124	LANCASTER, PA	769,582
125	CHESTER, PA	757,423
126	PROVIDENCE, RI	755,183
127	MOBILE, AL	754,554
128	SNOHOMISH, WA	750,781
129	LEE, FL	746,693
130	ROCKINGHAM, NH	741,989
131	FORSYTH, NC	741,886
132	POLK, IA	741,076
133	SPOKANE, WA	740,498
134	EL PASO, CO	732,745
135	KERN, CA	721,769
136	PASSAIC, NJ	716,348
137	SARASOTA, FL	700,832
138	SOMERSET, NJ	700,810
139	LUBBOCK, TX	697,695
140	YORK, PA	696,488
141	GWINNETT, GA	691,941
142	HAMILTON, TN	691,242
143	RICHLAND, SC	690,173
144	LEHIGH, PA	683,629
145	LAKE, IN	682,048
146	HINDS, MS	681,962
147	KNOX, TN	678,726
148	CUMBERLAND, ME	667,683
149	GREENVILLE, SC	659,481
150	BERKS, PA	659,189
151	INGHAM, MI	641,886
152	DENVER, CO	641,740
153	VOLUSIA, FL	639,260
154	WASHOE, NV	634,380
155	ORLEANS, LA	633,156
156	ALLEN, IN	632,580
157	SAN JOAQUIN, CA	621,921
158	STARK, OH	615,218
159	WESTMORELAND, PA	612,519
160	WASHTENAW, MI	611,902
161	NUECES, TX	607,825
162	FAYETTE, KY	593,849
163	ESCAMBIA, FL	583,699
164	HUDSON, NJ	576,244
165	MONTGOMERY	573,265
166	MADISON, AL	565,099
167	LANE, OR	562,416
168	JEFFERSON, TX	556,188
169	MERCER, NJ	554,870
170	CADDO, LA	549,620
171	LAKE, OH	546,984
172	SONOMA, CA	540,991
173	ORANGE, NY	537,206
174	BOULDER, CO	537,136
175	MUSCOGEE, GA	531,095
176	KANE, IL	525,396
177	ELKHART, IN	525,117
178	MONTEREY, CA	524,393
179	CLAYTON, GA	523,887
180	RICHMOND, GA	519,993
181	SEMINOLE, FL	519,891
182	ST. JOSEPH, IN	512,856
183	GREENE, MO	509,812
184	CUMBERLAND, NC	507,150
185	KANAWHA, WI	507,080
186	DAKOTA, MN	505,975
187	SUFFOLK, MA	505,604
188	GLOUCESTER, NJ	496,132
189	WILL, IL	495,233
190	PRINCE WILLIAM, VA	491,444
191	BRONX, NY	489,302
192	ROCKLAND, NY	488,812
193	DUTCHESS, NY	488,532
194	ADAMS, CO	486,343
195	DAUPHIN, PA	484,421
196	HENRICO, VA	480,546
197	COLLIN, TX	478,093
198	MARIN, CA	476,538
199	MANATEE, FL	475,135
200	LUZERNE, PA	471,000
201	ANCHORAGE, AK	468,909
202	CHATHAM, GA	467,540
203	SANTA BARBARA, CA	467,493
204	ST. LOUIS CITY, MO	460,302
205	MADISON, IL	456,230
206	WINNEBAGO, IL	454,665
20[illegible]	ERIE, PA	452,990
208	LORAIN, OH	447,960
209	SAGINAW, MI	444,879
210	DENTON, TX	439,970
211	CLEVELAND, OK	437,416
212	SOLANO, CA	436,347
213	BARNSTABLE, MA	436,321
214	BROOME, NY	433,698
215	KALAMAZOO, MI	429,846
216	MARION, OR	428,584
217	HIDALGO, TX	428,209
218	CLAY, MO	426,914
219	STANISLAUS, CA	426,910
220	BUTLER, OH	425,840
221	BROWN, WI	424,690
222	SULLIVAN, TN	423,874
223	PLACER, CA	417,072
224	GALVESTON, TX	409,808
225	MAHONING, OH	403,744
226	RICHMOND, NY	402,833
227	BIBB, GA	401,042
228	ST. CLAIR, IL	395,587
229	LAFAYETTE, LA	395,554
230	ONEIDA, NY	391,220
231	DURHAM, NC	388,831
232	CUMBERLAND, PA	386,421
233	MCLENNA, TX	386,342
234	CLACKAMAS, OR	386,282
235	PENOBSCOT, ME	384,644
236	ST. CHARLES, MO	383,580
237	BELL, TX	383,516
238	LITCHFIELD, CT	383,066
239	ANOKA, MN	381,398
240	ADA, ID	379,576
241	ATLANTIC, NJ	379,262
242	ALACHUA, FL	378,421
243	LANCASTER	377,505
244	WASHINGTON, PA	372,770
245	POTTER, TX	372,621
246	SPARTANBURG, SC	372,209
247	LARIMER, CO	371,420
248	PASCO, FL	370,058
249	WICHITA, TX	369,886
250	BUNCOMBE, NC	367,598

Gasoline Sales
(thousands)

1	LOS ANGELES, CA	3,936,884
2	COOK, IL	2,058,513
3	HARRIS, TX	1,289,503
4	ORANGE, CA	1,282,873
5	SAN DIEGO, CA	1,159,788
6	DALLAS, TX	1,154,638
7	MARICOPA, AZ	1,001,301
8	WAYNE, MI	975,189
9	DADE, FL	915,308
10	MIDDLESEX, MA	772,881
11	KING, WA	772,402
12	CUYAHOGA, OH	742,686
13	SANTA CLARA, CA	741,405
14	OAKLAND, MI	729,692
15	NASSAU, NY	728,951
16	SAN BERNARDINO, CA	702,035
17	BROWARD, FL	686,283
18	HENNEPIN, MN	648,633
19	SUFFOLK, NY	621,717
20	ST. LOUIS, MO	620,749
21	MARION, IN	601,335
22	FRANKLIN, OH	597,277
23	BERGEN, NJ	583,654
24	ALLEGHENY, PA	579,257
25	BEXAR, TX	562,011
26	ALAMEDA, CA	553,610
27	HARTFORD, CT	544,802
28	TARRANT, TX	525,634
29	DU PAGE, IL	516,451
30	FAIRFIELD, CT	516,432
31	SACRAMENTO, CA	504,416
32	MACOMB, MI	498,605
33	MILWAUKEE, WI	492,385
34	PRINCE GEORGES, MD	491,709
35	FAIRFAX, VA	489,978
36	SHELBY, TN	488,700
37	RIVERSIDE, CA	484,475
38	HAMILTON, OH	482,383
39	PINELLAS, FL	452,025
40	MONTGOMERY, MD	448,362
41	WESTCHESTER, NY	441,615
42	PALM BEACH, FL	440,894
43	HILLSBOROUGH, FL	438,768
44	FULTON, GA	438,077
45	HONOLULU, HI	431,342
46	BALTIMORE, MD	422,759
47	ORANGE, FL	421,037
48	DE KALB, GA	414,288
49	NEW HAVEN, CT	413,144
50	PHILADELPHIA, PA	397,763
51	DUVAL, FL	394,945
52	MONTGOMERY, PA	392,678
53	JEFFERSON, KY	388,281
54	DAVIDSON, TN	386,087
55	NORFOLK, MA	385,452
56	NORFOLK, MA	385,452
57	ERIE, NY	385,424
58	MIDDLESEX, NJ	385,213
59	CONTRA COSTA, CA	378,733
60	QUEENS, NY	374,208
61	CLARK, NV	364,477
62	JEFFERSON, AL	358,278
63	JACKSON, MO	353,481
64	MONTGOMERY, OH	350,793
65	ESSEX, MA	349,677
66	MONROE, NY	345,829
67	WORCESTER, MA	345,503
68	SAN MATEO, CA	343,211
69	MONMOUTH, NJ	338,546
70	SALT LAKE, UT	331,535
71	VENTURA, CA	319,677
72	MULTNOMAH, OR	313,097
73	RAMSEY, MN	309,887
74	SUMMIT, OH	307,393
75	MECKLENBURG, NC	300,753
76	LUCAS, OH	299,521
77	KERN, CA	298,545
78	LAKE, IL	298,352
79	COBB, GA	291,273
80	BUCKS, PA	282,500
81	PIMA, AZ	279,646
82	ANNE ARUNDEL, MD	278,795
83	GWINNETT, GA	278,457
84	LAKE, IN	273,128
85	FRESNO, CA	270,983
86	PIERCE, WA	270,875
87	KENT, MI	269,226
88	ESSEX, NJ	268,408
89	PROVIDENCE, RI	264,449
90	KINGS, NY	262,444
91	MORRIS, NJ	261,500
92	SAN FRANCISCO, CA	259,832
93	JEFFERSON, LA	255,019
94	UNION, NJ	253,561
95	PLYMOUTH, MA	250,796
96	DELAWARE, PA	250,068
97	TRAVIS, TX	239,327
98	KNOX, TN	237,850
99	BURLINGTON, NJ	237,136
100	OKLAHOMA, OH	235,734
101	NEW CASTLE, DE	235,549
102	GENESEE, MI	234,244
103	CAMDEN, NJ	233,704
104	TULSA, OH	229,173
105	HAMPDEN, MA	228,464
106	PULASKI, AR	224,261
107	DANE, WI	220,988
108	BERNALILLO, NM	219,013
109	WILL, IL	217,470
110	BRISTOL, MA	216,886
111	SONOMA, CA	215,836
112	SNOHOMISH, WA	215,436
113	STARK, OH	214,590
114	ARAPAHOE, CO	213,987
115	ONONDAGA, NY	208,686
116	POLK, IA	208,309
117	OCEAN, NJ	207,404
118	SAN JOAQUIN, CA	205,871
119	HILLSBOROUGH, NH	204,501
120	ST. LOUIS CITY, MO	204,021
121	GUILFORD, NC	203,518
122	DIST. OF COLUMBIA	202,434
123	WAUKESHA, WI	201,829
124	DENVER, CO	201,197
125	JEFFERSON, CO	200,752
126	KANE, IL	200,200
127	WAKE, NC	199,671
128	JOHNSON, KS	198,566
129	DOUGLAS, NE	198,165
130	HUDSON, NJ	197,944
131	ALLEN, IN	195,308
132	RICHLAND, SC	190,399
133	GREENVILLE, SC	190,143
134	ORLEANS, LA	189,532
135	SUFFOLK, MA	189,452
136	PASSAIC, NJ	189,382
137	WASHTENAW, MI	186,615
138	MAHONING, OH	185,797
139	BREVARD, FL	185,617
140	EL PASO, TX	184,294
141	SANTA BARBARA, CA	183,546
142	WESTMORELAND, PA	182,682
143	HAMILTON, TN	180,759
144	SEDGWICK, KS	180,604
145	MERCER, NJ	179,190
146	ADAMS, CO	176,466
147	WASHOE, NV	173,364
148	POLK, FL	171,951
149	ST. CHARLES, MO	170,381
150	VOLUSIA, FL	168,481
151	ERIE, PA	167,646
152	E.BATON ROUGE, LA	167,307
153	SPOKANE, WA	166,107
154	MOBILE, AL	165,968
155	DAKOTA, MN	164,204
156	MONTEREY, CA	164,110
157	CHARLESTON, SC	162,714
158	CHESTER, PA	161,834
159	ORANGE, NY	161,329
160	WASHINGTON, OR	159,619
161	FAYETTE, KY	158,986
162	DAUPHIN, PA	158,044
163	EL PASO, CO	156,982
164	INGHAM, MI	156,644
165	LANCASTER, PA	155,821
166	ROCKINGHAM, NH	155,087
167	YORK, PA	154,509
168	CUMBERLAND, PA	154,339
169	LORAIN, OH	152,560
170	LEE, FL	151,915
171	SOLANO, CA	151,762
172	ALBANY, NY	150,936
173	STANISLAUS, CA	150,465
174	LEHIGH, PA	150,089
175	SARASOTA, FL	149,195
176	ANOKA, MN	147,056
177	SOMERSET, NJ	145,701
178	SAGINAW, MI	142,930
179	NUECES, TX	142,848
180	CLAYTON, GA	142,834
181	BARNSTABLE, MA	142,514
182	HINDS, MS	142,358
183	WINNEBAGO, IL	140,867
184	BERKS, PA	136,845
185	BUTLER, OH	134,656
186	FORSYTH, NC	134,143
187	BERRIEN, MI	133,325
188	PRINCE WILLIAM, VA	133,048
189	MADISON, IL	132,699
190	MARIN, CA	132,365
191	CADDO, LA	132,004
192	SPARTANBURG, SC	131,838
193	MARION, FL	131,616
194	ST. JOSEPH, IN	130,986
195	LAKE, OH	130,678
196	CUMBERLAND, ME	130,150
197	LANE, OR	128,048
198	SEMINOLE, FL	127,557
199	MONTGOMERY	127,042
200	ST. CLAIR, IL	126,753
201	MAUI + KALAWAO, HI	126,746
202	PASCO, FL	124,941
203	ATLANTIC, NJ	124,520
204	SAN LUIS OBISPO, CA	124,459
205	TRUMBULL, OH	124,306
206	JEFFERSON, TX	123,522
207	SCOTT, IA	123,382
208	KALAMAZOO, MI	122,553
209	BRONX, NY	118,965
210	COLLIN, TX	118,256
211	CHATHAM, GA	116,565
212	ANCHORAGE, AK	116,443
213	BROWN, WI	115,590
214	CLACKAMAS, OR	115,430
215	LUZERNE, PA	115,020
216	DUTCHESS, NY	114,908
217	BROOME, NY	113,574
218	HENRICO, VA	113,123
219	NEW YORK, NY	113,035
220	GLOUCESTER, NJ	111,075
221	ESCAMBIA, FL	110,205
222	CUMBERLAND, NC	109,907
223	HARFORD, MD	109,893
224	ST. LOUIS, MN	109,744
225	BOULDER, CO	109,047
226	KANAWHA, WI	108,722
227	RICHMOND, GA	106,597
228	SHASTA, CA	106,557
229	SANTA CRUZ, CA	106,544
230	CLAY, MO	106,303
231	SANGAMON, IL	106,293
232	MEDINA	105,688
233	ROCKLAND, NY	105,596
234	MARION, OR	104,249
235	ONEIDA, NY	103,914
236	LEON, FL	103,080
237	CALHOUN, MI	102,969
238	PEORIA, IL	102,518
239	TULARE, CA	100,976
240	PLACER, CA	100,939
241	CHAMPAIGN, IL	100,709
242	FREDERICK, MD	99,522
243	BOONE	98,900
244	ROCK, WI	98,364
245	MIDDLESEX, CT	97,473
246	LANCASTER	97,381
247	HOWARD, MD	97,097
248	WASHINGTON, PA	96,816
249	ALLEN, OH	96,359
250	RACINE, WI	96,146

Apparel Sales
(thousands)

1	LOS ANGELES, CA	3,813,267
2	COOK, IL	3,143,127
3	NEW YORK, NY	2,611,315
4	HARRIS, TX	1,455,648
5	DADE, FL	1,316,402
6	ORANGE, CA	1,195,538
7	DALLAS, TX	1,169,461
8	NASSAU, NY	997,372
9	OAKLAND, MI	990,759
10	SAN DIEGO, CA	901,439
11	KING, WA	878,246
12	WAYNE, MI	811,139
13	MIDDLESEX, MA	794,418
14	BERGEN, NJ	735,020
15	MARICOPA, AZ	706,726
16	BROWARD, FL	684,801
17	SUFFOLK, NY	674,109
18	PHILADELPHIA, PA	669,281
19	SANTA CLARA, CA	640,448
20	KINGS, NY	637,284
21	SAN FRANCISCO, CA	629,808
22	CUYAHOGA, OH	605,630
23	DU PAGE, IL	581,883
24	HONOLULU, HI	580,160
25	ST. LOUIS, MO	576,119
26	HENNEPIN, MN	573,789
27	ALLEGHENY, PA	572,136
28	FAIRFIELD, CT	567,076
29	WESTCHESTER, NY	556,324
30	FAIRFAX, VA	546,105
31	MONTGOMERY, PA	543,461
32	TARRANT, TX	533,713
33	HARTFORD, CT	518,536
34	PALM BEACH, FL	514,741
35	JEFFERSON, AL	509,539
36	QUEENS, NY	500,690
37	MONTGOMERY, MD	491,551
38	BEXAR, TX	487,389
39	NORFOLK, MA	483,553
40	NORFOLK, MA	483,553
41	NEW HAVEN, CT	431,985

42 ERIE, NY	431,282
43 SHELBY, TN	424,244
44 FULTON, GA	421,867
45 MIDDLESEX, NJ	419,832
46 ESSEX, NJ	415,020
47 ALAMEDA, CA	414,910
48 DIST. OF COLUMBIA	393,877
49 SUFFOLK, MA	391,143
50 ESSEX, MA	389,327
51 BALTIMORE, MD	389,112
52 OKLAHOMA, OH	384,396
53 MILWAUKEE, WI	374,443
54 MARION, IN	373,790
55 FRANKLIN, OH	366,653
56 HAMILTON, OH	365,350
57 PRINCE GEORGES, MD	352,887
58 MECKLENBURG, NC	348,100
59 SAN BERNARDINO, CA	346,529
60 SACRAMENTO, CA	342,676
61 TULSA, OH	328,222
62 RIVERSIDE, CA	327,080
63 SAN MATEO, CA	326,062
64 CLARK, NV	322,277
65 TRAVIS, TX	321,563
66 MACOMB, MI	321,475
67 CONTRA COSTA, CA	321,453
68 JACKSON, MO	318,914
69 HUDSON, NJ	309,615
70 SALT LAKE, UT	308,511
71 BERKS, PA	307,643
72 PINELLAS, FL	304,241
73 ORLEANS, LA	294,897
74 WORCESTER, MA	292,866
75 MULTNOMAH, OR	291,214
76 JEFFERSON, LA	286,910
77 KENT, MI	286,681
78 PASSAIC, NJ	285,747
79 DE KALB, GA	285,121
80 MONROE, NY	283,933
81 JEFFERSON, KY	282,118
82 MONMOUTH, NJ	280,667
83 DELAWARE, PA	280,287
84 DUVAL, FL	276,590
85 ORANGE, FL	274,492
86 ONONDAGA, NY	272,090
87 LAKE, IL	270,898
88 UNION, NJ	269,886
89 HILLSBOROUGH, FL	265,374
90 DAVIDSON, TN	265,303
91 PULASKI, AR	255,125
92 ALBANY, NY	254,271
93 EL PASO, TX	253,705
94 PROVIDENCE, RI	251,778
95 BRISTOL, MA	244,560
96 CAMDEN, NJ	243,488
97 BRONX, NY	242,506
98 JOHNSON, KS	241,808
99 WAKE, NC	241,199
100 PLYMOUTH, MA	239,765
101 COBB, GA	239,593
102 ARAPAHOE, CO	234,595
103 MORRIS, NJ	229,422
104 DENVER, CO	222,729
105 RAMSEY, MN	222,011
106 MONTGOMERY, OH	219,916
107 HAMPDEN, MA	219,493
108 BUCKS, PA	219,080
109 VENTURA, CA	215,788
110 KNOX, TN	210,206
111 PIMA, AZ	205,200
112 HILLSBOROUGH, NH	203,471
113 FRESNO, CA	203,054
114 NEW CASTLE, DE	200,978
115 HIDALGO, TX	199,516
116 DOUGLAS, NE	197,669
117 BERNALILLO, NM	193,451
118 CHARLESTON, SC	192,921
119 GUILFORD, NC	192,447
120 MERCER, NJ	179,203
121 E BATON ROUGE, LA	178,413
122 SEDGWICK, KS	177,617
123 WASHINGTON, OR	177,279
124 POLK, IA	174,289
125 GENESEE, MI	171,861
126 SUMMIT, OH	170,457
127 OCEAN, NJ	169,885
128 LUCAS, OH	169,806
129 FORSYTH, NC	165,939
130 LAKE, IN	161,984
131 PIERCE, WA	160,837
132 DANE, WI	159,706
133 BURLINGTON, NJ	159,376
134 BARNSTABLE, MA	157,201
135 GREENVILLE, SC	155,497
136 MONTEREY, CA	154,728
137 RICHLAND, SC	154,712
138 JEFFERSON, TX	153,022
139 LANCASTER, PA	152,347
140 SNOHOMISH, WA	152,224
141 ROCKINGHAM, NH	150,791
142 ANNE ARUNDEL, MD	148,678
143 ALLEN, IN	145,937
144 FAYETTE, KY	145,631
145 SPOKANE, WA	144,235
146 CUMBERLAND, ME	143,015
147 STARK, OH	142,667
148 CADDO, LA	141,445
149 RICHMOND, NY	141,151
150 SANTA BARBARA, CA	140,274
151 KERN, CA	138,199
152 LEHIGH, PA	137,896
153 SARASOTA, FL	135,419
154 HAMILTON, TN	132,799
155 SAN JOAQUIN, CA	131,866
156 WASHTENAW, MI	131,206
157 ATLANTIC, NJ	130,143
158 CHATHAM, GA	129,909
159 JEFFERSON, CO	129,730
160 INGHAM, MI	128,700
161 LUZERNE, PA	128,656
162 KANE, IL	126,387
163 YORK, PA	124,135
164 ORANGE, NY	124,056
165 MADISON, AL	122,742
166 VANDERBURGH, IN	122,190
167 STANISLAUS, CA	121,627
168 ONEIDA, NY	120,727
169 DUTCHESS, NY	120,284
170 COLLIN, TX	119,760
171 HINDS, MS	119,727
172 ANCHORAGE, AK	119,610
173 HORRY, SC	119,416
174 WASHOE, NV	118,852
175 WEBB, TX	118,517
176 MONTGOMERY	116,430
177 SONOMA, CA	116,248
178 SEMINOLE, FL	116,079
179 HENRICO, VA	115,835
180 POLK, FL	115,729
181 KALAMAZOO, MI	115,293
182 LUBBOCK, TX	114,880
183 MOBILE, AL	114,746
184 CAMERON, TX	114,457
185 RICHMOND, GA	112,958
186 EL PASO, CO	112,750
187 LEE, FL	112,479
188 LACKAWANNA, PA	110,887
189 VOLUSIA, FL	109,912
190 NUECES, TX	109,598
191 ST. LOUIS CITY, MO	108,865
192 LAFAYETTE, LA	107,071
193 DAKOTA, MN	105,941
194 SOMERSET, NJ	105,509
195 ROCKLAND, NY	104,586
196 KENT, RI	104,395
197 MARIN, CA	104,226
198 WESTMORELAND, PA	102,431
199 BROOME, NY	101,408
200 DAUPHIN, PA	101,221
201 ST. CLAIR, IL	100,097
202 LANE, OR	99,749
203 SAGINAW, MI	99,401
204 SPARTANBURG, SC	97,943
205 ERIE, PA	97,109
206 ST. JOSEPH, IN	96,565
207 WAUKESHA, WI	95,985
208 WILL, IL	95,538
209 KANAWHA, WI	95,056
210 BOULDER, CO	94,961
211 OUACHITA, LA	93,463
212 GALVESTON, TX	92,576
213 WINNEBAGO, IL	92,460
214 ALAMANCE, NC	90,108
215 CHESTER, PA	89,746
216 LANCASTER	89,701
217 BROWN, WI	89,371
218 CHESTERFIELD, VA	88,612
219 MARION, OR	88,429
220 BREVARD, FL	86,488
221 GLOUCESTER, NJ	85,567
222 POTTER, TX	85,470
223 VIGO, IN	84,925
224 ADAMS, CO	83,719
225 SMITH, TX	83,325
226 MAHONING, OH	03,256
227 NORTHAMPTON, PA	82,550
228 DURHAM, NC	81,744
229 COLLIER, FL	81,277
230 SANGAMON, IL	81,001
231 CUMBERLAND, NC	79,739
232 NIAGARA, NY	79,396
233 SANTA CRUZ, CA	78,093
234 ESCAMBIA, FL	77,180
235 CHITTENDEN, VT	76,340
236 HOWARD, MD	75,960
237 ALACHUA, FL	75,770
238 TRUMBULL, OH	75,158
239 NEW HANOVER, NC	74,686
240 PEORIA, IL	73,977
241 LEON, FL	73,069
242 LINN, IA	72,551
243 MUSCOGEE, GA	72,481
244 SCHENECTADY, NY	72,238
245 CATAWBA, NC	71,986
246 TULARE, CA	71,727
247 LAKE, OH	71,604
248 CLAYTON, GA	71,577
249 PITT, NC	71,313
250 CHAMPAIGN, IL	71,089

Furniture Sales
(thousands)

1 LOS ANGELES, CA	5,042,713
2 COOK, IL	2,388,985
3 NEW YORK, NY	1,712,241
4 ORANGE, CA	1,528,744
5 HARRIS, TX	1,411,383
6 SAN DIEGO, CA	1,378,012
7 DALLAS, TX	1,215,160
8 MARICOPA, AZ	1,168,554
9 NASSAU, NY	1,152,067
10 SANTA CLARA, CA	987,324
11 DADE, FL	967,633
12 BROWARD, FL	836,190
13 KING, WA	826,910
14 MIDDLESEX, MA	778,047
15 OAKLAND, MI	740,130
16 WAYNE, MI	730,831
17 HENNEPIN, MN	691,448
18 SUFFOLK, NY	663,466
19 SACRAMENTO, CA	663,341
20 BERGEN, NJ	662,483
21 ALAMEDA, CA	645,065
22 CUYAHOGA, OH	616,391
23 ST. LOUIS, MO	596,087
24 PALM BEACH, FL	576,464
25 KINGS, NY	572,552
26 MONTGOMERY, MD	565,023
27 FAIRFAX, VA	562,415
28 WESTCHESTER, NY	561,812
29 SAN BERNARDINO, CA	542,793
30 BEXAR, TX	536,276
31 TARRANT, TX	529,707
32 FRANKLIN, OH	527,705
33 ALLEGHENY, PA	522,777
34 PINELLAS, FL	516,881
35 PHILADELPHIA, PA	503,238
36 FAIRFIELD, CT	491,880
37 MILWAUKEE, WI	480,364
38 SAN MATEO, CA	472,368
39 SAN FRANCISCO, CA	471,011
40 MIDDLESEX, NJ	468,715
41 QUEENS, NY	464,256
42 DU PAGE, IL	458,522
43 HARTFORD, CT	447,104
44 HAMILTON, OH	427,410
45 SHELBY, TN	425,132
46 CONTRA COSTA, CA	424,031
47 BALTIMORE, MD	422,006
48 MARION, IN	421,753
49 OKLAHOMA, OH	409,555
50 SALT LAKE, UT	395,950
51 MONTGOMERY, PA	389,134
52 PRINCE GEORGES, MD	385,376
53 HILLSBOROUGH, FL	376,776
54 RIVERSIDE, CA	376,446
55 DANE, WI	374,802
56 TRAVIS, TX	371,402
57 NORFOLK, MA	369,805
58 NORFOLK, MA	369,805
59 ERIE, NY	366,137
60 JEFFERSON, AL	365,875
61 ESSEX, NJ	363,003
62 MACOMB, MI	362,177
63 MONROE, NY	360,961
64 NEW HAVEN, CT	358,716
65 DENVER, CO	348,828
66 MECKLENBURG, NC	345,123
67 DOUGLAS, NE	343,564
68 KENT, MI	342,754
69 FULTON, GA	340,063
70 JEFFERSON, LA	337,027
71 ORANGE, FL	336,282
72 MULTNOMAH, OR	334,578
73 JEFFERSON, KY	331,290
74 TULSA, OH	329,970
75 UNION, NJ	322,384
76 CLARK, NV	322,036
77 MONTGOMERY, OH	319,238
78 DAVIDSON, TN	318,357
79 DE KALB, GA	316,070
80 HONOLULU, HI	308,502
81 PIMA, AZ	302,592
82 DUVAL, FL	293,093
83 FRESNO, CA	284,882
84 MONMOUTH, NJ	284,153
85 VENTURA, CA	275,821
86 ESSEX, MA	275,103
87 GUILFORD, NC	273,725
88 MORRIS, NJ	268,821
89 GWINNETT, GA	266,248
90 WAKE, NC	266,102
91 WORCESTER, MA	265,646
92 JACKSON, MO	259,489
93 SUFFOLK, MA	257,962
94 SARASOTA, FL	256,289
95 DIST. OF COLUMBIA	256,222
96 PASSAIC, NJ	254,734
97 LAKE, IL	254,502
98 CAMDEN, NJ	253,501
99 EL PASO, TX	250,686
100 E BATON ROUGE, LA	245,639
101 LEE, FL	244,296
102 JOHNSON, KS	242,344
103 ONONDAGA, NY	233,574
104 RAMSEY, MN	229,428
105 BRONX, NY	228,319
106 BERNALILLO, NM	227,952
107 ARAPAHOE, CO	226,795
108 NEW CASTLE, DE	223,959
109 ORLEANS, LA	219,390
110 BUCKS, PA	215,769
111 HILLSBOROUGH, NH	213,510
112 BRISTOL, MA	209,976
113 DELAWARE, PA	209,842
114 PIERCE, WA	208,236
115 ALBANY, NY	208,203
116 LANCASTER, PA	207,649
117 KERN, CA	205,835
118 COBB, GA	205,335
119 PULASKI, AR	204,197
120 JEFFERSON, CO	203,419
121 PROVIDENCE, RI	201,315
122 CHARLESTON, SC	200,711
123 ANNE ARUNDEL, MD	198,661
124 SANTA BARBARA, CA	197,924
125 GENESEE, MI	197,596
126 KNOX, TN	197,231
127 POLK, IA	196,980
128 STANISLAUS, CA	196,913
129 SNOHOMISH, WA	196,354
130 LUCAS, OH	190,645
131 SONOMA, CA	189,953
132 HAMPDEN, MA	189,129
133 SAN JOAQUIN, CA	187,052
134 SEDGWICK, KS	186,391
135 GREENVILLE, SC	182,505
136 HUDSON, NJ	177,862
137 PLYMOUTH, MA	177,379
138 MARIN, CA	176,983
139 CUMBERLAND, NC	176,580
140 SPOKANE, WA	174,099
141 ALLEN, IN	172,378
142 WASHINGTON, OR	170,837
143 INGHAM, MI	168,414
144 WASHTENAW, MI	167,250
145 MERCER, NJ	164,726
146 SUMMIT, OH	164,721
147 ROCKINGHAM, NH	160,960
148 ST. JOSEPH, IN	157,997
149 LEHIGH, PA	157,463
150 RICHLAND, SC	155,131
151 FORSYTH, NC	153,257
152 MONTEREY, CA	153,247
153 OCEAN, NJ	153,023
154 CADDO, LA	152,866
155 MOBILE, AL	151,788
156 ANCHORAGE, AK	150,609
157 YORK, PA	150,173
158 BURLINGTON, NJ	149,778
159 LAKE, IN	147,824
160 BOULDER, CO	146,762
161 VOLUSIA, FL	145,637
162 KALAMAZOO, MI	145,561
163 CHESTER, PA	145,502
164 FAYETTE, KY	145,321
165 SOMERSET, NJ	144,542
166 COLLIN, TX	144,069
167 LUBBOCK, TX	143,662
168 WESTMORELAND, PA	141,108
169 HAMILTON, TN	139,674
170 NUECES, TX	139,475
171 HORRY, SC	139,266
172 BREVARD, FL	138,707
173 EL PASO, CO	138,219
174 BERKS, PA	137,049
175 LANE, OR	136,070
176 MAUI + KALAWAO, HI	130,548
177 GREENE, MO	130,206
178 SEMINOLE, FL	129,867
179 ADAMS, CO	129,655
180 COLLIER, FL	129,268
181 STARK, OH	128,400
182 WINNEBAGO, IL	127,932
183 JEFFERSON, TX	126,756
184 HIDALGO, TX	125,114
185 SAGINAW, MI	124,610
186 MUSCOGEE, GA	123,967
187 ORANGE, NY	121,042
188 WASHOE, NV	120,034
189 KANE, IL	117,300
190 MADISON, AL	116,019
191 RICHMOND, GA	115,854
192 BROWN, WI	113,510
193 MAHONING, OH	112,148
194 ESCAMBIA, FL	111,679
195 HINDS, MS	111,035
196 HENRICO, VA	110,531
197 LUZERNE, PA	109,137
198 SOLANO, CA	108,957
199 POLK, FL	108,066
200 BARNSTABLE, MA	107,672
201 WAUKESHA, WI	107,567
202 ATLANTIC, NJ	107,527
203 CUMBERLAND, ME	105,613
204 RICHMOND, NY	105,613
205 SANTA CRUZ, CA	105,121
206 ERIE, PA	104,697
207 DAKOTA, MN	104,457
208 CUMBERLAND, PA	104,097
209 VANDERBURGH, IN	102,378
210 BROOME, NY	101,364
211 PASCO, FL	98,562
212 LEON, FL	98,339
213 PEORIA, IL	97,931
214 ADA, ID	97,570
215 CHATHAM, GA	96,463
216 ST. LOUIS CITY, MO	96,446
217 CAMERON, TX	96,081
218 LAFAYETTE, LA	95,739
219 ARLINGTON, VA	95,133

220 WEBB	94,810
221 MARION, OR	94,397
222 TULARE, CA	93,281
223 DURHAM, NC	92,437
224 MONTGOMERY	91,817
225 DUTCHESS, NY	89,862
226 MANATEE, FL	88,514
227 SPARTANBURG, SC	88,092
228 ROCKLAND, NY	86,164
229 DAUPHIN, PA	85,700
230 LINN, IA	84,330
231 LARIMER, CO	84,200
232 SCOTT, IA	83,261
233 KANAWHA, WI	83,205
234 SANGAMON, IL	82,223
235 OUTAGAMIE, WI	81,711
236 LANCASTER	81,499
237 PRINCE WILLIAM, VA	81,320
238 ST. CLAIR, IL	80,366
239 HOWARD, MD	78,493
240 SAN LUIS OBISPO, CA	77,401
241 CLACKAMAS, OR	77,335
242 OUACHITA, LA	76,324
243 OKALOOSA, FL	76,309
244 ONEIDA, NY	76,037
245 UTAH, UT	75,557
246 BIBB, GA	74,929
247 CHESTERFIELD, VA	74,629
248 MARION, FL	74,196
249 DAVIS, UT	73,553
250 MADISON, IL	73,476

Eat/Drink Sales
(thousands)

1 LOS ANGELES, CA	8,629,738
2 COOK, IL	4,437,878
3 NEW YORK, NY	3,813,563
4 ORANGE, CA	3,013,335
5 SAN DIEGO, CA	2,419,025
6 HARRIS, TX	2,394,380
7 DALLAS, TX	2,099,896
8 MARICOPA, AZ	1,866,025
9 KING, WA	1,851,416
10 DADE, FL	1,691,117
11 BROWARD, FL	1,594,704
12 HONOLULU, HI	1,534,992
13 SAN FRANCISCO, CA	1,530,634
14 SANTA CLARA, CA	1,505,409
15 WAYNE, MI	1,488,250
16 MIDDLESEX, MA	1,322,480
17 NASSAU, NY	1,241,939
18 ALAMEDA, CA	1,210,790
19 OAKLAND, MI	1,167,057
20 CUYAHOGA, OH	1,155,994
21 ALLEGHENY, PA	1,114,672
22 HENNEPIN, MN	1,097,751
23 FULTON, GA	1,083,816
24 SAN BERNARDINO, CA	1,058,878
25 PHILADELPHIA, PA	1,039,607
26 TARRANT, TX	1,013,088
27 ST. LOUIS, MO	1,011,251
28 PINELLAS, FL	1,003,818
29 FRANKLIN, OH	993,209
30 SACRAMENTO, CA	975,917
31 SUFFOLK, MA	972,713
32 DIST. OF COLUMBIA	966,525
33 BEXAR, TX	960,123
34 MILWAUKEE, WI	944,651
35 SUFFOLK, NY	943,909
36 MARION, IN	928,223
37 HAMILTON, OH	926,722
38 QUEENS, NY	920,807
39 PALM BEACH, FL	892,416
40 RIVERSIDE, CA	877,271
41 HARTFORD, CT	844,199
42 BERGEN, NJ	842,787
43 ORANGE, FL	825,648
44 SAN MATEO, CA	823,850
45 FAIRFIELD, CT	764,586
46 HILLSBOROUGH, FL	759,707
47 DU PAGE, IL	756,594
48 ERIE, NY	747,998
49 ESSEX, MA	715,801
50 MULTNOMAH, OR	693,936
51 JEFFERSON, KY	688,412
52 NEW HAVEN, CT	687,716
53 DENVER, CO	669,025
54 CLARK, NV	668,823
55 FAIRFAX, VA	659,441
56 WESTCHESTER, NY	652,801
57 MACOMB, MI	642,832
58 DAVIDSON, TN	640,261
59 MONTGOMERY, PA	632,688
60 BALTIMORE, MD	632,194
61 OKLAHOMA, OH	616,816
62 TRAVIS, TX	613,483
63 NORFOLK, MA	611,112
64 NORFOLK, MA	611,112
65 DUVAL, FL	610,011
66 MONROE, NY	604,530
67 MONTGOMERY, MD	598,680
68 SHELBY, TN	597,036
69 PRINCE GEORGES, MD	588,042
70 CONTRA COSTA, CA	584,567
71 DE KALB, GA	576,631
72 MONTGOMERY, OH	567,651
73 KINGS, NY	557,925
74 MONMOUTH, NJ	550,984
75 ORLEANS, LA	548,819
76 WORCESTER, MA	543,678
77 PIMA, AZ	531,875
78 ST. LOUIS CITY, MO	524,048
79 VENTURA, CA	523,762
80 JEFFERSON, AL	519,527
81 MECKLENBURG, NC	506,064
82 ESSEX, NJ	502,598
83 SALT LAKE, UT	497,537
84 RAMSEY, MN	487,881
85 TULSA, OH	487,318
86 MIDDLESEX, NJ	479,452
87 LUCAS, OH	467,375
88 KENT, MI	464,068
89 BERNALILLO, NM	457,776
90 FRESNO, CA	449,661
91 JEFFERSON, LA	447,898
92 SUMMIT, OH	447,479
93 PIERCE, WA	442,324
94 PLYMOUTH, MA	427,470
95 DOUGLAS, NE	424,340
96 ANNE ARUNDEL, MD	414,599
97 BUCKS, PA	412,025
98 DANE, WI	409,275
99 KNOX, TN	408,747
100 LAKE, IL	408,539
101 KERN, CA	405,096
102 ARAPAHOE, CO	399,203
103 COBB, GA	397,343
104 MORRIS, NJ	392,544
105 WAKE, NC	392,539
106 PROVIDENCE, RI	389,257
107 GENESEE, MI	383,492
108 DELAWARE, PA	382,614
109 UNION, NJ	380,865
110 BRISTOL, MA	378,714
111 SANTA BARBARA, CA	375,269
112 CAMDEN, NJ	375,003
113 ONONDAGA, NY	374,491
114 PASSAIC, NJ	372,486
115 BARNSTABLE, MA	365,559
116 VOLUSIA, FL	362,832
117 HAMPDEN, MA	362,629
118 EL PASO, TX	359,642
119 GUILFORD, NC	358,843
120 SNOHOMISH, WA	357,872
121 CHARLESTON, SC	354,198
122 BURLINGTON, NJ	352,058
123 LAKE, IN	346,522
124 SONOMA, CA	344,087
125 JEFFERSON, CO	343,848
126 SEDGWICK, KS	342,468
127 POLK, IA	342,025
128 SPOKANE, WA	338,263
129 SAN JOAQUIN, CA	336,381
130 OCEAN, NJ	333,600
131 WASHINGTON, OR	332,451
132 E.BATON ROUGE, LA	325,741
133 SARASOTA, FL	323,665
134 MONTEREY, CA	321,231
135 ANCHORAGE, AK	320,504
136 BREVARD, FL	319,319
137 MARIN, CA	318,665
138 HILLSBOROUGH, NH	318,242
139 EL PASO, CO	317,538
140 ALLEN, IN	316,008
141 NEW CASTLE, DE	315,553
142 PULASKI, AR	315,378
143 LANCASTER, PA	307,440
144 LEE, FL	306,669
145 ALBANY, NY	301,994
146 FAYETTE, KY	301,521
147 JOHNSON, KS	301,483
148 STARK, OH	285,897
149 ATLANTIC, NJ	285,439
150 LEHIGH, PA	279,411
151 GWINNETT, GA	276,678
152 KANE, IL	276,545
153 INGHAM, MI	276,118
154 CUMBERLAND, ME	275,824
155 HORRY, SC	274,136
156 ROCKINGHAM, NH	273,433
157 HUDSON, NJ	271,849
158 WASHTENAW, MI	271,647
159 MERCER, NJ	266,437
160 FORSYTH, NC	266,352
161 POLK, FL	264,914
162 RICHLAND, SC	262,868
163 WASHOE, NV	258,164
164 SOLANO, CA	256,110
165 SANTA CRUZ, CA	250,886
166 MOBILE, AL	247,937
167 LANE, OR	246,485
168 GREENVILLE, SC	245,078
169 SAN LUIS OBISPO, CA	244,570
170 BOULDER, CO	243,400
171 BERKS, PA	241,958
172 BRONX, NY	241,316
173 WAUKESHA, WI	239,984
174 CHATHAM, GA	238,835
175 STANISLAUS, CA	237,779
176 ESCAMBIA, FL	236,086
177 CHESTER, PA	231,658
178 YORK, PA	231,210
179 HAMILTON, TN	230,358
180 ST. JOSEPH, IN	225,763
181 SEMINOLE, FL	225,641
182 NUECES, TX	219,430
183 LUZERNE, PA	213,654
184 KALAMAZOO, MI	207,666
185 SOMERSET, NJ	207,568
186 DAUPHIN, PA	204,861
187 MADISON, AL	204,539
188 WINNEBAGO, IL	203,493
189 BROWN, WI	203,348
190 PLACER, CA	200,157
191 CAPE MAY, NJ	199,966
192 WESTMORELAND, PA	198,276
193 SAGINAW, MI	198,004
194 WILL, IL	197,062
195 ADA, ID	195,997
196 LEON, FL	193,966
197 GREENE, MO	191,073
198 HINDS, MS	190,101
199 ADAMS, CO	188,365
200 LANCASTER	187,960
201 ROCKLAND, NY	187,904
202 LUBBOCK, TX	186,480
203 CUMBERLAND, NC	185,794
204 DAKOTA, MN	185,776
205 BUTLER, OH	185,343
206 MAHONING, OH	185,000
207 RICHMOND, GA	184,043
208 MARION, OR	183,937
209 ERIE, PA	183,702
210 MANATEE, FL	183,585
211 CLACKAMAS, OR	182,410
212 ALACHUA, FL	182,067
213 COLLIN, TX	180,238
214 CADDO, LA	179,695
215 VANDERBURGH, IN	179,080
216 TRUMBULL, OH	176,467
217 CHAMPAIGN, IL	176,297
218 ARLINGTON, VA	175,714
219 LAKE, OH	174,545
220 MONTGOMERY	172,698
221 CUMBERLAND, PA	170,531
222 LAFAYETTE, LA	169,517
223 MADISON, IL	169,309
224 ST. CLAIR, IL	168,840
225 HENRICO, VA	168,051
226 BAY, FL	167,001
227 BROOME, NY	165,175
228 PEORIA, IL	164,579
229 SCOTT, IA	163,945
230 DUTCHESS, NY	162,638
231 ORANGE, NY	162,429
232 CLARK, WA	161,407
233 SANGAMON, IL	160,346
234 LORAIN, OH	160,089
235 ANOKA, MN	158,910
236 LARIMER, CO	156,690
237 LINN, IA	154,538
238 ONEIDA, NY	152,627
239 CLAYTON, GA	152,472
240 PASCO, FL	151,326
241 KENT, RI	150,308
242 NIAGARA, NY	149,671
243 GALVESTON, TX	149,126
244 SHAWNEE	148,902
245 HARRISON, MS	147,642
246 COLLIER, FL	147,288
247 TULARE, CA	146,981
248 YORK, ME	146,606
249 RICHMOND, NY	144,142
250 KANAWHA, WI	144,048

Drug Sales
(thousands)

1 LOS ANGELES, CA	3,236,858
2 COOK, IL	2,182,888
3 ORANGE, CA	915,963
4 SAN DIEGO, CA	813,917
5 DADE, FL	750,194
6 WAYNE, MI	699,130
7 MARICOPA, AZ	682,482
8 SANTA CLARA, CA	642,475
9 HARRIS, TX	635,570
10 NEW YORK, NY	622,070
11 HONOLULU, HI	576,666
12 KING, WA	571,530
13 ALAMEDA, CA	556,983
14 OAKLAND, MI	515,135
15 CUYAHOGA, OH	512,277
16 BROWARD, FL	503,472
17 DALLAS, TX	468,401
18 MIDDLESEX, MA	459,066
19 SACRAMENTO, CA	434,493
20 SAN BERNARDINO, CA	403,497
21 NASSAU, NY	401,387
22 DU PAGE, IL	386,040
23 PHILADELPHIA, PA	378,579
24 SUFFOLK, NY	377,021
25 CONTRA COSTA, CA	373,703
26 ST. LOUIS, MO	368,166
27 ALLEGHENY, PA	365,708
28 SAN MATEO, CA	347,402
29 ERIE, NY	337,727
30 RIVERSIDE, CA	337,500
31 PALM BEACH, FL	337,066
32 MARION, IN	334,506
33 MACOMB, MI	325,978
34 QUEENS, NY	320,963
35 PINELLAS, FL	308,203
36 KINGS, NY	308,083
37 FRESNO, CA	303,446
38 BERGEN, NJ	297,462
39 HARTFORD, CT	294,660
40 PRINCE GEORGES, MD	280,780
41 HENNEPIN, MN	278,215
42 FAIRFAX, VA	276,989
43 DUVAL, FL	275,868
44 SAN FRANCISCO, CA	275,319
45 HAMILTON, OH	272,927
46 VENTURA, CA	265,575
47 MONROE, NY	259,179
48 MILWAUKEE, WI	257,495
49 MONTGOMERY, MD	249,938
50 FRANKLIN, OH	248,115
51 SHELBY, TN	241,032
52 MONTGOMERY, PA	239,188
53 JEFFERSON, KY	237,414
54 DIST. OF COLUMBIA	233,541
55 HILLSBOROUGH, FL	232,768
56 TARRANT, TX	232,685
57 BALTIMORE, MD	231,741
58 LAKE, IL	228,442
59 NORFOLK, MA	224,435
60 NORFOLK, MA	224,435
61 WESTCHESTER, NY	223,678
62 MAUI + KALAWAO, HI	221,878
63 FAIRFIELD, CT	218,024
64 JEFFERSON, AL	217,689
65 SONOMA, CA	216,439
66 CLARK, NV	210,927
67 WORCESTER, MA	210,921
68 NEW HAVEN, CT	204,588
69 PROVIDENCE, RI	198,924
70 SUFFOLK, MA	198,895
71 ORANGE, FL	196,595
72 PIMA, AZ	194,327
73 SAN JOAQUIN, CA	194,264
74 FULTON, GA	191,170
75 ESSEX, MA	184,340
76 ONONDAGA, NY	183,748
77 JACKSON, MO	183,414
78 BREVARD, FL	180,203
79 STANISLAUS, CA	177,308
80 ESSEX, NJ	175,938
81 ORLEANS, LA	174,216
82 KERN, CA	169,945
83 BEXAR, TX	162,115
84 DAVIDSON, TN	159,063
85 LUCAS, OH	157,956
86 JEFFERSON, LA	157,490
87 MIDDLESEX, NJ	157,090
88 DE KALB, GA	152,696
89 KANE, IL	152,167
90 GENESEE, MI	152,086
91 MONMOUTH, NJ	150,068
92 DELAWARE, PA	148,088
93 SANTA BARBARA, CA	145,989
94 SOLANO, CA	145,215
95 MONTGOMERY, OH	145,070
96 VOLUSIA, FL	144,875
97 MECKLENBURG, NC	142,838
98 LEE, FL	142,267
99 LAKE, IN	142,011
100 SUMMIT, OH	141,467
101 PIERCE, WA	140,322
102 SALT LAKE, UT	139,320
103 WAKE, NC	136,931
104 NEW CASTLE, DE	136,929
105 SARASOTA, FL	135,037
106 MONTEREY, CA	134,263
107 ST. LOUIS CITY, MO	133,590
108 BRISTOL, MA	131,924
109 BRONX, NY	131,758
110 PLYMOUTH, MA	131,331
111 CAMDEN, NJ	130,182
112 COBB, GA	129,548
113 HAMPDEN, MA	127,092
114 UNION, NJ	125,596
115 MARIN, CA	124,528
116 RAMSEY, MN	124,179
117 ANCHORAGE, AK	123,503
118 BUCKS, PA	121,577
119 DOUGLAS, NE	120,655
120 MOBILE, AL	116,715
121 SPOKANE, WA	115,736
122 KENT, MI	113,994
123 SNOHOMISH, WA	113,711
124 WILL, IL	113,275
125 GWINNETT, GA	113,010
126 HUDSON, NJ	112,795
127 SANTA CRUZ, CA	109,631
128 OKLAHOMA, OH	108,819
129 GUILFORD, NC	108,394
130 BERNALILLO, NM	107,990
131 TRAVIS, TX	106,601
132 POLK, FL	106,099
133 ANNE ARUNDEL, MD	106,095
134 OCEAN, NJ	105,161
135 E.BATON ROUGE, LA	104,444

136 MORRIS, NJ	103,171
137 PLACER, CA	102,660
138 ALLEN, IN	101,898
139 HILLSBOROUGH, NH	101,773
140 LANCASTER, PA	99,996
141 TULARE, CA	98,638
142 KNOX, TN	95,986
143 ALBANY, NY	95,380
144 SHASTA, CA	94,845
145 ONEIDA, NY	93,338
146 SAN LUIS OBISPO, CA	92,930
147 FORSYTH, NC	91,322
148 DENVER, CO	91,020
149 TULSA, OH	89,400
150 PASSAIC, NJ	89,232
151 LUZERNE, PA	89,183
152 MERCER, NJ	88,897
153 CUMBERLAND, ME	88,380
154 PASCO, FL	87,700
155 CHESTER, PA	87,493
156 WASHTENAW, MI	87,099
157 ST. JOSEPH, IN	86,999
158 STARK, OH	86,977
159 BUTTE, CA	86,928
160 JOHNSON, KS	84,780
161 BROOME, NY	84,031
162 GREENVILLE, SC	83,802
163 ROCKINGHAM, NH	83,170
164 DANE, WI	83,053
165 HENRICO, VA	82,919
166 POLK, IA	82,680
167 HINDS, MS	82,668
168 JEFFERSON, CO	82,620
169 SANGAMON, IL	82,517
170 EL PASO, TX	80,971
171 LACKAWANNA, PA	80,365
172 MULTNOMAH, OR	80,317
173 HARALSON, GA	79,172
174 PULASKI, AR	78,796
175 WASHOE, NV	77,453
176 BARNSTABLE, MA	77,420
177 LEHIGH, PA	77,211
178 ARLINGTON, VA	76,253
179 YORK, PA	75,744
180 WESTMORELAND, PA	75,371
181 SEDGWICK, KS	75,028
182 KITSAP, WA	74,768
183 WAUKESHA, WI	74,562
184 BURLINGTON, NJ	73,602
185 WINNEBAGO, IL	72,808
186 DAUPHIN, PA	72,662
187 ERIE, PA	71,879
188 MAHONING, OH	71,276
189 ADA, ID	71,038
190 CHARLESTON, SC	70,534
191 LORAIN, OH	69,757
192 ROCKLAND, NY	69,634
193 ORANGE, NY	69,536
194 YOLO,CA	69,305
195 MONTGOMERY	69,015
196 NIAGARA, NY	68,942
197 HUMBOLDT, CA	68,828
198 LANE, OR	68,688
199 RICHMOND, NY	68,267
200 MANATEE, FL	68,243
201 RICHLAND, SC	68,243
202 CUMBERLAND, PA	67,422
203 HAMILTON, TN	67,402
204 FAYETTE, KY	66,835
205 CHESTERFIELD, VA	66,703
206 DUTCHESS, NY	66,152
207 CADDO, LA	65,944
208 SPARTANBURG, SC	65,314
209 KENT, RI	65,269
210 ARAPAHOE, CO	64,948
211 MCHENRY, IL	64,656
212 KANAWHA, WI	64,509
213 CLAYTON, GA	64,183
214 MINNEHAHA, SD	64,066
215 INGHAM, MI	64,066
216 HAWAII, HI	63,381
217 ATLANTIC, NJ	63,053
218 SEMINOLE, FL	62,708
219 BERKS, PA	62,631
220 COLLIN, TX	62,607
221 WASHINGTON, OR	62,361
222 BUTLER, OH	60,413
223 EL PASO, CO	59,870
224 DAKOTA, MN	59,798
225 ROCK ISLAND, IL	59,723
226 DURHAM, NC	59,584
227 CHATHAM, GA	59,379
228 ESCAMBIA, FL	58,869
229 CHAMPAIGN, IL	58,711
230 SOMERSET, NJ	58,251
231 JEFFERSON, TX	57,781
232 DENTON, TX	57,753
233 MERCED, CA	57,493
234 BUNCOMBE, NC	57,384
235 TRUMBULL, OH	57,213
236 MARION, OR	56,766
237 MADISON, IL	55,734
238 VANDERBURGH, IN	55,660
239 CLARK, WA	55,030
240 PEORIA, IL	54,741
241 COLLIER, FL	54,280
242 RICHMOND, GA	54,026
243 MADISON, AL	53,765
244 LINN, IA	53,762
245 SHAWNEE, KS	53,291
246 SAGINAW, MI	53,120
247 GASTON, NC	52,386
248 NORTHAMPTON, PA	52,350
249 MARION, FL	51,057
250 LANCASTER, NE	51,055

CITY RANKINGS

POPULATION ESTIMATES

1 New York City, NY	7,554,165
2 Los Angeles, CA	3,709,106
3 Chicago, IL	2,838,565
4 Houston, TX	1,781,321
5 Philadelphia, PA	1,565,050
6 San Diego, CA	1,157,551
7 Dallas, TX	1,088,555
8 Phoenix, AZ	1,022,143
9 Detroit, MI	992,895
10 San Antonio, TX	975,944
11 San Jose, CA	833,920
12 Indianapolis, IN	742,999
13 San Francisco, CA	732,956
14 Jacksonville, FL	693,472
15 Columbus, OH	646,518
16 Memphis, TN	635,215
17 Milwaukee, WI	631,412
18 Washington, DC	621,525
19 Boston, MA	576,541
20 El Paso, TX	536,748
21 Seattle, WA	520,742
22 New Orleans, LA	512,750
23 Nashville, TN	512,443
24 Cleveland, OH	491,975
25 Austin, TX	489,647
26 Denver, CO	474,052
27 Fort Worth, TX	472,610
28 Portland, OR	456,021
29 Oklahoma City, OK	453,020
30 Long Beach, CA	443,053
31 Kansas City, MO	438,166
32 Charlotte, NC	427,112
33 Tucson, AZ	420,361
34 Honolulu, HI	416,139
35 Albuquerque, NM	395,330
36 Sacramento, CA	388,090
37 Atlanta, GA	387,816
38 Fresno, CA	381,402
39 Oakland, CA	378,823
40 Tulsa, OK	368,579
41 Minneapolis, MN	367,869
42 Miami, FL	360,885
43 Cincinnati, OH	359,757
44 Pittsburgh, PA	359,067
45 Omaha, NE	340,203
46 Toledo, OH	328,605
47 Buffalo, NY	322,174
48 Mesa, AZ	315,219
49 Wichita, KS	312,503
50 Santa Ana, CA	311,748
51 Colorado Springs, CO	301,629
52 Arlington, TX	282,043
53 Tampa, FL	281,713
54 Las Vegas, NV	277,019
55 Anaheim, CA	275,788
56 St. Paul, MN	272,636
57 Newark, NJ	271,223
58 Louisville, KY	268,975
59 Birmingham, AL	268,485
60 Corpus Christi, TX	262,544
61 Anchorage, AK	241,822
62 St. Petersburg, FL	238,625
63 Riverside, CA	237,631
64 Jersey City, NJ	231,833
65 Rochester, NY	229,627
66 Lexington, KY	229,606
67 Stockton, CA	223,176
68 Akron, OH	220,187
69 Baton Rouge, LA	219,553
70 Raleigh, NC	219,490
71 Shreveport, LA	198,200
72 Mobile, AL	197,099
73 Madison, WI	196,935
74 Lincoln, NE	196,080
75 Des Moines, IA	195,732
76 Montgomery, AL	195,072
77 Jackson, MS	194,608
78 Grand Rapids, MI	192,679
79 Greensboro, NC	189,097
80 Garland, TX	189,009
81 Bakersfield, CA	188,662
82 Lubbock, TX	188,651
83 Glendale, CA	188,234
84 Yonkers, NY	186,628
85 Huntington Beach, CA	183,722
86 Fremont, CA	181,618
87 Columbus, OH	180,529
88 Tacoma, WA	180,297
89 Spokane, WA	178,375
90 Dayton, OH	177,779
91 Little Rock, AR	177,606
92 Modesto, CA	176,356
93 Fort Wayne, IN	174,555
94 San Bernardino, CA	173,499
95 Orlando, FL	171,973
96 Worcester, MA	171,351
97 Huntsville, AL	167,107
98 Irving, TX	164,056
99 Knoxville, TN	163,139
100 Syracuse, NY	162,611
101 Providence, RI	161,917
102 Salt Lake City, UT	159,317
103 Amarillo, TX	159,292
104 Springfield, MA	157,916
105 Kansas City, KS	149,195
106 Chattanooga, TN	149,046
107 Oxnard, CA	149,020
108 Tempe, AZ	148,889
109 Fort Lauderdale, CA	148,597
110 Winston-Salem, NC	147,992
111 Durham, NC	143,767
112 Paterson, NJ	142,890
113 Bridgeport, CT	142,322
114 Ontario, CA	142,051
115 Springfield, MO	141,970
116 Hartford, CT	141,210
117 Plano, TX	139,989
118 Pomona, CA	139,519
119 Oceanside, CA	138,738
120 Scottsdale, AZ	138,400
121 Flint, MI	136,991
122 Savannah, GA	136,794
123 Reno, NV	136,720
124 Pasadena, CA	134,295
125 Torrance, CA	133,752
126 Tallahassee, FL	133,418
127 New Haven, CT	132,097
128 Boise City, ID	130,395
129 Laredo, TX	129,189
130 Lansing, MI	128,994
131 Evansville, IN	126,374
132 Topeka, KS	122,192
133 Hollywood, FL	121,772
134 Pasadena, CA	120,724
135 Santa Rosa, CA	119,312
136 Escondido, CA	117,491
137 Santa Clarita, CA	117,318
138 Eugene, OR	115,219
139 Vallejo, CA	114,978
140 Hayward, CA	114,964
141 Salinas, CA	114,437
142 Beaumont, TX	113,567
143 Salem, OR	112,612
144 Independence, MO	112,400
145 Elizabeth, NJ	111,870
146 Peoria, IL	111,330
147 Ann Arbor, MI	111,126
148 Waterbury, CT	110,729
149 Gary, IN	110,412
150 Thousand Oaks, CA	109,808
151 Stamford, CT	109,800
152 Cedar Rapids, IA	109,634
153 Abilene, TX	108,322
154 Sioux Falls, SD	106,708
155 Erie, PA	106,637
156 Springfield, IL	106,367
157 Lowell, MA	105,643
158 South Bend	105,458
159 Allentown, PA	105,356
160 Grand Prairie, TX	105,247
161 Simi Valley, CA	104,760
162 Macon, GA	104,555
163 Waco, TX	104,056
164 Aurora, IL	103,312
165 Chandler, AZ	102,705
166 Manchester, NH	101,952
167 Brownsville, TX	101,755
168 Clearwater, FL	101,435
169 Albany, NY	100,953
170 Pueblo, CO	100,459
171 New Bedford, RI	100,211
172 West Covina, CA	99,245
173 Costa Mesa, CA	99,116
174 Green Bay, WI	98,955
175 Fontana, CA	97,620
176 Columbia, SC	97,421
177 Lafayette, LA	96,936
178 Wichita Falls, TX	96,671
179 Davenport, IA	94,768
180 Woodbridge, NJ	94,625
181 Fort Collins, CO	94,577
182 Midland, TX	93,227
183 Fall River, MA	92,729
184 Brockton, MA	92,311
185 Youngstown, OH	91,791
186 El Cajon, CA	91,653
187 Carrollton, TX	90,484
188 Odessa, TX	89,633
189 Bellevue, WA	89,468
190 Provo, UT	89,380
191 Ventura, CA	89,353
192 Camden, NJ	88,888
193 Trenton, NJ	88,465
194 Santa Barbara, CA	87,802
195 McAllen, TX	87,569
196 San Mateo, CA	87,055
197 Boulder, CO	86,733
198 San Angelo, TX	86,721
199 Santa Monica, CA	86,623
200 Gainesville, FL	85,450
201 Quincy, MA	85,033
202 Racine, WI	84,676
203 Duluth, MN	84,029
204 Billings, MT	84,022
205 Corona, CA	83,756
206 Cape Coral, FL	83,569
207 Hammond, IN	82,962
208 Charleston, SC	82,595
209 Nashua, NH	82,555
210 Norman, OK	82,481
211 Canton, OH	82,047
212 Decatur, IL	81,805
213 Lynn, MA	81,800
214 Kalamazoo, MI	81,272
215 Sioux City, IA	81,079
216 Fairfield, CA	81,033
217 Kenosha, WI	80,885
218 Visalia, CA	80,817
219 Lawton, OK	80,662
220 Scranton, PA	80,543
221 Palmdale, CA	80,155
222 Tuscaloosa, AL	80,121
223 Fayetteville, NC	80,117
224 Elgin, IL	79,705
225 Clarksville, TN	79,637
226 Whittier, CA	79,262
227 Vista, CA	79,080
228 Alameda, CA	78,980
229 Albany, GA	78,935
230 Norwalk, CT	78,892
231 Reading, PA	78,319
232 Vacaville, CA	77,101
233 Fargo, ND	76,657
234 Joliet, IL	76,608
235 Tyler, TX	76,438
236 Pompano Beach, FL	76,370
237 New Britain, CT	76,254
238 Richardson, TX	75,309
239 Lakeland, FL	75,210
240 Rochester, MN	73,316
241 Pawtucket, RI	73,114
242 Baldwin Park	73,085
243 Everett, WA	73,071
244 Fort Smith, AR	72,917
245 Longview, TX	71,821
246 Wilmington, DE	71,796
247 High Point, NC	71,780
248 Lawrence, MA	71,613
249 Clifton, NJ	71,525
250 Redding	71,355

DISPOSABLE INCOME
(thousands)

1 New York City, NY	132,027,700
2 Los Angeles, CA	40,341,695
3 Chicago, IL	36,075,199
4 Philadelphia, PA	23,711,293
5 Houston, TX	21,390,102
6 San Jose, CA	18,801,124
7 San Francisco, CA	18,483,527
8 Dallas, TX	18,139,550
9 San Diego, CA	18,090,721
10 Phoenix, AZ	13,916,102
11 Indianapolis, IN	12,150,394
12 Detroit, MI	11,801,106
13 San Antonio, TX	10,745,705

14	Boston, MA	10,439,047
15	Washington, DC	10,046,349
16	Columbus, OH	9,871,397
17	Jacksonville, FL	9,678,995
18	Memphis, TN	9,001,806
19	Denver, CO	8,774,531
20	Milwaukee, WI	8,672,004
21	Austin, TX	7,446,823
22	Honolulu, HI	7,351,767
23	Seattle, WA	7,142,440
24	Nashville, TN	7,086,796
25	Charlotte, NC	6,832,428
26	Sacramento, CA	6,740,232
27	Kansas City, MO	6,672,047
28	Cleveland, OH	6,641,925
29	Oklahoma City, OK	6,622,273
30	Oakland, CA	6,142,423
31	Minneapolis, MN	5,789,365
32	New Orleans, LA	5,719,970
33	Virginia Beach, VA	5,426,646
34	Colorado Springs, CO	5,320,278
35	Atlanta, GA	5,209,368
36	Anchorage, AK	5,196,201
37	Anaheim, CA	5,174,944
38	Albuquerque, NM	4,927,635
39	Huntington Beach, CA	4,887,170
40	Long Beach, CA	4,771,933
41	Pittsburgh, PA	4,713,789
42	Fort Worth, TX	4,677,394
43	Toledo, OH	4,601,042
44	Cincinnati, OH	4,501,663
45	St. Paul, MN	4,375,847
46	El Paso, TX	4,361,393
47	Portland, OR	4,243,443
48	Tucson, AZ	4,107,497
49	Fremont, CA	3,969,331
50	Tulsa, OK	3,897,024
51	Arlington, TX	3,853,159
52	Newark, NJ	3,798,640
53	Las Vegas, NV	3,758,622
54	Santa Ana, CA	3,686,413
55	Norfolk, VA	3,637,543
56	Mesa, AZ	3,635,543
57	Garland, TX	3,476,974
58	Fresno, CA	3,422,007
59	Miami, FL	3,391,940
60	Raleigh, NC	3,349,459
61	Tampa, FL	3,299,012
62	Madison, WI	3,253,443
63	Wichita, KS	3,246,707
64	Lexington, KY	3,166,539
65	St. Petersburg, FL	3,152,523
66	Thousand Oaks, CA	3,145,299
67	Stockton, CA	3,101,394
68	Alexandria, VA	3,091,175
69	Newport Beach, CA	3,058,744
70	Richmond, VA	3,034,504
71	Corpus Christi, TX	2,940,814
72	Columbus, GA	2,914,672
73	Fort Lauderdale, FL	2,867,837
74	Omaha, NE	2,855,440
75	Yonkers, NY	2,802,205
76	Buffalo, NY	2,773,849
77	Riverside, CA	2,769,784
78	Jackson, MS	2,731,688
79	Montgomery, AL	2,729,230
80	Jersey City, NJ	2,712,209
81	Santa Clarita , CA	2,652,498
82	Rochester, NY	2,623,105
83	Grand Rapids, MI	2,588,442
84	Knoxville, TN	2,588,427
85	Birmingham, AL	2,536,750
86	Little Rock, AR	2,435,749
87	Bakersfield, CA	2,423,789
88	Huntsville, AL	2,398,659
89	Spokane, WA	2,386,630
90	Louisville, KY	2,350,679
91	Irving, TX	2,341,256
92	Des Moines, IA	2,325,600
93	Lincoln, NE	2,318,964
94	Baton Rouge, LA	2,310,235
95	Oxnard, CA	2,285,812
96	Plano, TX	2,275,643
97	Newport News, VA	2,240,310
98	Akron, OH	2,236,641
99	Hayward, CA	2,234,900
100	Tempe, AZ	2,225,098
101	Greensboro, NC	2,189,315
102	Orlando, FL	2,184,516
103	Lubbock, TX	2,179,503
104	Santa Rosa, CA	2,179,336
105	Reno, NV	2,148,318
106	Modesto, CA	2,146,213
107	Chesapeake, VA	2,135,126
108	Richardson, TX	2,134,551
109	Glendale, CA	2,131,134
110	Hollywood, FL	2,127,590
111	Shreveport, LA	2,102,228
112	Tacoma, WA	2,099,945
113	Scottsdale, AZ	2,093,548
114	Mobile, AL	2,079,228
115	Ventura, CA	2,070,061
116	Kansas City, KS	2,064,998
117	Woodbridge, NJ	2,056,532
118	Vallejo, CA	2,038,631
119	Fort Wayne, IN	2,031,191
120	Stamford, CT	2,027,508
121	Bridgeport, CT	2,017,084
122	Chattanooga, TN	1,959,135
123	Amarillo, TX	1,945,892
124	Worcester, MA	1,928,232
125	Springfield, MO	1,923,888
126	Costa Mesa, CA	1,904,758
127	San Mateo, CA	1,866,722
128	Independence, MO	1,853,621
129	Simi Valley, CA	1,827,515
130	Syracuse, NY	1,819,323
131	Torrance, CA	1,795,037
132	Santa Barbara, CA	1,787,467
133	Palo Alto, CA	1,784,257
134	Hampton, VA	1,779,402
135	Oceanside, CA	1,760,896
136	Pasadena, CA	1,755,390
137	Dayton, OH	1,742,750
138	Ann Arbor, MI	1,741,397
139	Walnut Creek, CA	1,733,070
140	San Bernardino, CA	1,721,305
141	Gainesville, FL	1,719,057
142	Redondo Beach, CA	1,703,558
143	Savannah, GA	1,703,329
144	Bellevue, WA	1,667,981
145	Tallahassee, FL	1,667,592
146	Clearwater, FL	1,665,553
147	Salt Lake City, UT	1,630,290
148	Springfield, IL	1,629,381
149	Providence, RI	1,624,938
150	Lansing, MI	1,622,243
151	Carrollton, TX	1,617,341
152	Eugene, OR	1,612,658
153	Vacaville, CA	1,596,559
154	Durham, NC	1,577,812
155	Framingham, MA	1,555,157
156	Santa Monica, CA	1,549,407
157	Napa, CA	1,536,353
158	Greenwich, CT	1,536,049
159	Brick Township, NJ	1,534,715
160	Ontario, CA	1,534,268
161	Winston-Salem, NC	1,532,000
162	Peoria, IL	1,531,778
163	Manchester, NH	1,523,464
164	Springfield, MA	1,510,399
165	Fairfield, CA	1,506,250
166	Boise City, ID	1,505,227
167	Evansville, IN	1,480,873
168	San Rafael, CA	1,464,764
169	Roanoke, VA	1,464,608
170	Flint, MI	1,460,728
171	Portsmouth, VA	1,460,080
172	El Cajon, CA	1,453,041
173	Hartford, CT	1,449,726
174	Paterson, NJ	1,447,272
175	Grand Prairie, TX	1,438,308
176	Wichita Falls, TX	1,433,661
177	Abilene, TX	1,431,421
178	Escondido, CA	1,428,730
179	Elizabeth, NJ	1,427,272
180	Salinas, CA	1,417,977
181	Norwalk, CT	1,413,036
182	Macon, GA	1,410,129
183	Nashua, NH	1,408,729
184	Livermore, CA	1,399,710
185	Pasadena, TX	1,379,700
186	Pleasanton, CA	1,374,962
187	Cherry Hill, NJ	1,372,312
188	Camarillo, CA	1,343,054
189	Alameda, CA	1,340,746
190	Boca Raton, FL	1,329,116
191	Allentown, PA	1,310,504
192	New Rochelle, NY	1,297,984
193	Salem, OR	1,292,655
194	Quincy, MA	1,267,706
195	Aurora, IL	1,265,724
196	Lawton, OK	1,264,123
197	Brockton, MA	1,253,101
198	South Bend, IN	1,245,637
199	Beaumont, TX	1,244,661
200	Clifton, NJ	1,239,702
201	Visalia, CA	1,235,154
202	Cedar Rapids, IA	1,234,582
203	Decatur, IL	1,226,676
204	Boulder, CO	1,225,662
205	Topeka, KS	1,220,900
206	Levittown, PA	1,210,365
207	West Covina, CA	1,209,695
208	Upland, CA	1,204,814
209	New Haven, CT	1,185,308
210	Davenport, IA	1,183,952
211	Champaign, IL	1,174,877
212	Fort Collins, CO	1,167,617
213	Gary, IN	1,157,412
214	Lowell, MA	1,138,802
215	Rochester, MN	1,129,266
216	Erie, PA	1,122,061
217	Asheville, NC	1,121,923
218	Royal Oak, MI	1,107,860
219	Albany, NY	1,107,600
220	Midland, TX	1,104,142
221	Green Bay, WI	1,100,180
222	Parsippany, NJ	1,095,333
223	Pompano Beach, FL	1,071,363
224	Kalamazoo, MI	1,061,413
225	Danbury, CT	1,056,942
226	Elgin, IL	1,056,387
227	Redding, CA	1,051,670
228	San Angelo, TX	1,042,923
229	Kenosha, WI	1,041,821
230	Waterbury, CT	1,041,509
231	Wheaton, IL	1,039,047
232	Tyler, TX	1,025,049
233	Sioux Falls, SD	1,010,842
234	La Habra, CA	1,005,545
235	Lake County, OH	998,633
236	Columbia, SC	997,486
237	Lynn, MA	982,723
238	Iowa City, IA	976,483
239	Davis, CA	967,107
240	Waco, TX	965,469
241	Charleston, SC	956,960
242	St. Joseph, MO	954,175
243	Columbia, MO	949,834
244	Hackensack, NJ	948,545
245	New Britain, CT	945,442
246	Racine, WI	942,433
247	Trenton, NJ	932,343
248	Camden, NJ	923,430
249	White Plains, NY	919,594
250	Waltham, MA	919,185

INCOME PER HOUSEHOLD

1	Newport Beach, CA	108,645
2	Palm Beach, FL	89,158
3	San Rafael, CA	84,352
4	Palo Alto, CA	83,979
5	Thousand Oaks, CA	81,065
6	Redondo Beach, CA	79,324
7	Walnut Creek, CA	79,169
8	Naples, FL	78,370
9	Huntington Beach, CA	75,284
10	Richardson, TX	75,112
11	Saratoga, CA	74,856
12	Pleasanton, CA	72,557
13	San Francisco, CA	71,061
14	Greenwich, CT	70,078
15	Brea, CA	69,500
16	Camarillo, CA	68,854
17	Napa, CA	67,902
18	Livermore, CA	67,809
19	Doylestown, PA	66,911
20	Ventura, CA	65,567
21	Pittsfield, MA	65,188
22	Levittown, PA	64,394
23	Trumbull, CT	64,038
24	Santa Clarita , CA	63,988
25	San Jose, CA	63,807
26	Wheatland, PA	62,856
27	Springfield, MA	62,241
28	Marlborough, MA	61,862
29	Fremont, CA	61,854
30	San Mateo, CA	60,687
31	Anchorage, AK	60,166
32	Hermosa Beach, CA	59,878
33	Vail, CO	59,793
34	Honey Brook, PA	59,244
35	Vacaville, CA	58,678
36	Chelsea, MA	57,825
37	Santa Barbara, CA	57,616
38	Newark, CA	57,280
39	Brick Township, NJ	57,188
40	San Clemente, CA	57,001
41	Juneau, AK	56,974
42	Davis, CA	56,876
43	Woodbridge, NJ	56,483
44	Richland, WA	56,303
45	Wailuku, HI	55,874
46	Jenkintown, PA	55,769
47	Alexandria, VA	55,751
48	Vernon, CT	55,369
49	Hayward, CA	55,018
50	Boca Raton, FL	54,719
51	Costa Mesa, CA	54,388
52	Taft, CA	54,243
53	Augusta, ME	53,976
54	Mamaroneck, NY	53,853
55	Palm Springs, CA	53,710
56	Woodland, CA	53,481
57	Anaheim, CA	53,105
58	Gainesville, FL	52,915
59	Lanham, MD	52,822
60	Fairfield, CA	52,607
61	Watertown, WI	52,581
62	Sui Sun, CA	52,473
63	Santa Rosa, CA	51,695
64	Effingham, IL	51,510
65	Warsaw, IN	51,487
66	Arcadia, CA	51,334
67	Upland, CA	51,260
68	Gilroy, CA	51,102
69	Carlisle, PA	50,900
70	Cherry Hill, NJ	50,830
71	Wheaton, IL	50,798
72	La Habra, CA	50,782
73	Fort Lauderdale, FL	50,763
74	New Rochelle, NY	50,703
75	Santa Monica, CA	50,622
76	Vero Beach, FL	50,566
77	Morristown, NJ	50,479
78	Newport, RI	50,383
79	San Luis Obispo, CA	50,381
80	Hurst, TX	50,367
81	Vallejo, CA	50,180
82	White River Junction, VT	49,581
83	Bicknell, IN	49,423
84	Wellington, KS	49,421
85	Simi Valley, CA	49,371
86	Stamford, CT	49,349
87	Auburn, CA	49,204
88	Sacramento, CA	49,153
89	Garland, TX	48,749
90	Pinole, CA	48,742
91	White Plains, NY	48,733
92	Newburyport, MA	48,655
93	Urbana, IL	48,544
94	South Lake Tahoe, CA	48,306
95	Port Hueneme, CA	48,238
96	Bluefield, VA	48,079
97	Alameda, CA	48,044
98	Bellevue, WA	47,980
99	Tarrytown, NY	47,915
100	East Spencer	47,666
101	Norwalk, CT	47,855
102	Warner Robins, GA	47,817
103	Craig, CO	47,725
104	Thibodaux, LA	47,661
105	Manhattan Beach, CA	47,609
106	Oak Ridge, TN	47,576
107	Enfield, CT	47,454
108	Carrollton, TX	47,367
109	Champaign, IL	47,288
110	Monterey, CA	47,237
111	Jacksonville, IL	47,206
112	Gunnison, CO	47,202
113	Colorado Springs, CO	47,183
114	Sterling, IL	47,165
115	Chapel Hill, NC	47,138
116	Salem, MA	47,088
117	Worcester, MA	47,076
118	Martinez, CA	46,891
119	Ronceverte, WV	46,823
120	Loveland, CO	46,813
121	West Point, GA	46,677
122	Petaluma, CA	46,640
123	Asheville, NC	46,470
124	Lafayette, IN	46,466
125	Dixon, IL	46,438
126	Hollywood, FL	45,956
127	Oakland, CA	45,889
128	Greenfield, MA	45,605
129	Mattoon, IL	45,453
130	Ottawa, KS	45,290
131	North Adams, MA	45,086
132	Clifton, NJ	45,039
133	Somerville, NJ	44,895
134	El Cajon, CA	44,868
135	Freeport, IL	44,856
136	Bay City, TX	44,697
137	Ridgecrest, CA	44,585
138	Chanute, KS	44,338
139	Woodbridge, VA	44,270
140	San Diego, CA	44,231
141	Tryon, NC	44,192
142	Bloomfield, IN	44,169
143	Iola, KS	44,166
144	Dallas, TX	44,159
145	Roswell, GA	44,120
146	Gloucester, MA	44,081
147	Frisco, CO	44,062
148	Myrtle Beach, SC	43,981
149	Rawlins, WY	43,907
150	Columbus, GA	43,607
151	Orange Park, FL	43,436
152	Indianapolis, IN	43,419
153	Oxnard, CA	43,411
154	Junction City, KS	43,303
155	Visalia, CA	43,254
156	Clearwater, FL	43,189
157	Point Pleasant, NJ	43,173
158	Plano, TX	43,078
159	Bedford, PA	42,910
160	Kannapolis, NC	42,868
161	Fort Payne, AL	42,744
162	Cullman, AL	42,722
163	Ketchikan, AK	42,542
164	Charlotte, NC	42,512
165	Irwin, PA	42,506
166	Bellefonte, PA	42,472
167	Knoxville, TN	42,443
168	Knoxville, TN	42,443
169	North Tarrytown	42,407
170	Hartford, VT	42,356
171	Madison, WI	42,341
172	San Dimas, CA	42,301
173	Santa Cruz, CA	42,295
174	Melrose, MA	42,255
175	New York City, NY	42,211
176	Asbury Park, NJ	42,203
177	West Lafayette, IN	42,198
178	Sitka, AK	42,174
179	Danbury, CT	42,150
180	Corvallis, OR	42,101
181	Dublin, CA	41,959
182	Peru, IL	41,959
183	Lincoln, IL	41,924
184	Redding, CA	41,712
185	Elizabethon, NC	41,645
186	Bloomington, IL	41,642
187	Ocala, FL	41,570
188	Lawton, OK	41,530

189	Atlantic, IA	41,491
190	Maryville, TN	41,441
191	Alva, OK	41,407
192	Punta Gorda, FL	41,365
193	New Bedford, MA	41,338
194	Nyack, NY	41,263
195	Linton, IN	41,178
196	Hope, AR	41,163
197	Danville, IL	41,138
198	Dedham, MA	41,099
199	Willoughby, OH	41,038
200	Longmont, CO	40,989
201	Deadwood, SD	40,983
202	Pekin, IL	40,903
203	Houma, LA	40,891
204	Steamboat Springs, CO	40,797
205	Iowa City, IA	40,785
206	Sun City, AZ	40,622
207	Lyons, KS	40,616
208	De Kalb, IL	40,574
209	Taylorville, IL	40,561
210	Raleigh, NC	40,554
211	Mount Vernon, IL	40,514
212	Enterprise, AL	40,481
213	Lodi, CA	40,445
214	Ft. Walton Beach, FL	40,433
215	Perth Amboy, NJ	40,418
216	Denver, CO	40,410
217	Hammond, LA	40,405
218	Newton, NJ	40,346
219	Henderson, KY	40,314
220	Austin, TX	40,303
221	Monroe, WI	40,229
222	Spencer, IN	40,159
223	Chillicothe, OH	40,153
224	Edmond, OK	40,095
225	West Monroe, LA	40,087
226	Freeport, TX	39,968
227	Moses Lake, WA	39,956
228	Annapolis, MD	39,859
229	Duquesne, PA	39,748
230	Kennewick, WA	39,728
231	Columbus, OH	39,696
232	Watertown, SD	39,688
233	Dover, NJ	39,457
234	Sanford, NC	39,407
235	Yankton, SD	39,330
236	Scottsdale, AZ	39,330
237	Stockton, CA	39,329
238	Redlands, CA	39,313
239	Wichita Falls, TX	39,300
240	Washington, DC	39,297
241	Philadelphia, PA	39,281
242	Santa Paula, CA	39,254
243	Chesapeake, VA	39,196
244	Yonkers, NY	39,039
245	Latrobe, PA	39,016
246	Bethlehem, PA	38,994
247	Brenham, TX	38,724
248	Walla Walla, WA	38,704
249	Vernon, TX	38,632
250	Pullman, WA	38,565

TOTAL RETAIL SALES
(thousands)

1	New York City, NY	42,273,723
2	Los Angeles, CA	25,025,158
3	Houston, TX	17,796,446
4	Chicago, IL	17,323,565
5	Dallas, TX	11,513,457
6	Phoenix, AZ	8,755,609
7	San Diego, CA	8,750,725
8	Philadelphia, PA	8,638,842
9	Indianapolis, IN	8,201,244
10	San Antonio, TX	7,793,001
11	San Francisco, CA	7,304,313
12	Honolulu, HI	6,209,279
13	Memphis, TN	6,011,991
14	Jacksonville, FL	5,927,599
15	Columbus, OH	5,790,781
16	Nashville, TN	5,487,544
17	Seattle, WA	5,450,954
18	San Jose, CA	5,146,253
19	Austin, TX	5,114,736
20	Boston, MA	4,769,485
21	Charlotte, NC	4,592,347
22	Washington, DC	4,440,888
23	Tampa, FL	4,385,498
24	Fort Worth, TX	4,276,672
25	Tucson, AZ	4,177,040
26	Denver, CO	4,126,829
27	Oklahoma City, OK	4,101,180
28	Milwaukee, WI	4,082,072
29	Miami, FL	4,050,682
30	Tulsa, OK	4,039,501
31	Atlanta, GA	4,017,294
32	Albuquerque, NM	3,963,114
33	Detroit, MI	3,887,994
34	Baltimore , MD	3,814,558
35	Portland, OR	3,737,661
36	El Paso, TX	3,684,260
37	New Orleans, LA	3,656,221
38	Omaha, NE	3,641,781
39	Fort Lauderdale, FL	3,484,343
40	Fresno, CA	3,242,236
41	Kansas City, MO	3,191,474
42	Wichita, KS	3,168,098
43	Pittsburgh, PA	3,132,192
44	Sacramento, CA	3,107,509
45	Virginia Beach, VA	3,076,580
46	Minneapolis, MN	3,044,121
47	Baton Rouge, LA	2,984,300
48	Raleigh, NC	2,959,476
49	Cincinnati, OH	2,949,611
50	Mesa, AZ	2,913,785
51	Long Beach, CA	2,891,315
52	Clearwater, FL	2,878,403
53	Colorado Springs, CO	2,844,713
54	Torrance, CA	2,753,669
55	Knoxville, TN	2,700,618
56	Anchorage, AK	2,625,628
57	Toledo, OH	2,606,309
58	Las Vegas, NV	2,581,538
59	Orlando, FL	2,565,904
60	Birmingham, AL	2,556,198
61	Lexington, KY	2,555,678
62	Arlington, TX	2,546,057
63	Greensboro, NC	2,513,569
64	Richmond, VA	2,504,984
65	Cleveland, OH	2,487,566
66	Fort Wayne, IN	2,372,568
67	Anaheim, CA	2,356,576
68	Louisville, KY	2,352,421
69	Santa Ana, CA	2,344,453
70	Oakland, CA	2,337,239
71	Riverside, CA	2,321,512
72	Norfolk, VA	2,303,064
73	St. Paul, MN	2,255,001
74	St. Petersburg, FL	2,252,861
75	Mobile, AL	2,236,210
76	Salt Lake City, UT	2,230,452
77	Little Rock, AR	2,209,081
78	Jackson, MS	2,200,601
79	Winston-Salem, NC	2,168,148
80	Madison, WI	2,166,311
81	Costa Mesa, CA	2,159,625
82	Spokane, WA	2,144,897
83	Garland, TX	2,128,983
84	Chattanooga, TN	2,104,228
85	Corpus Christi, TX	2,103,848
86	Bakersfield, CA	2,099,238
87	Des Moines, IA	2,097,861
88	Hollywood, FL	2,057,570
89	Shreveport, LA	2,006,728
90	Lubbock, TX	1,969,730
91	Reno, NV	1,957,345
92	Scottsdale, AZ	1,954,593
93	Tacoma, WA	1,949,234
94	Springfield, MO	1,939,772
95	Akron, OH	1,929,835
96	San Bernardino, CA	1,875,169
97	Glendale, CA	1,868,219
98	Amarillo, TX	1,862,458
99	Santa Rosa, CA	1,858,616
100	Worcester, MA	1,848,431
101	Montgomery, AL	1,839,783
102	Bellevue, WA	1,791,032
103	Irving, TX	1,784,036
104	St. Cloud, MN	1,784,017
105	Huntsville, AL	1,755,069
106	Pasadena, CA	1,747,783
107	Stockton, CA	1,722,045
108	Escondido, CA	1,705,571
109	West Palm Beach, FL	1,704,869
110	Columbus, GA	1,702,706
111	Santa Monica, CA	1,673,164
112	Buffalo, NY	1,671,522
113	Grand Rapids, MI	1,667,008
114	Alexandria, VA	1,650,046
115	Huntington Beach, CA	1,643,904
116	Evansville, IN	1,638,616
117	Savannah, GA	1,626,498
118	Modesto, CA	1,625,086
119	Lincoln, NE	1,619,365
120	Flint, MI	1,607,597
121	Rochester, NY	1,583,331
122	Hampton, VA	1,558,191
123	Greenville, SC	1,516,679
124	Fort Myers, FL	1,509,945
125	Nashua, NH	1,496,940
126	Eugene, OR	1,486,649
127	Macon, GA	1,480,833
128	Springfield, MA	1,470,292
129	Springfield, IL	1,454,108
130	Fremont, CA	1,450,244
131	El Cajon, CA	1,445,576
132	Tempe, AZ	1,442,225
133	Lafayette, LA	1,430,743
134	Yonkers, NY	1,418,589
135	Newport News, VA	1,414,911
136	Manchester, NH	1,413,464
137	Rockford, IL	1,409,677
138	Tallahassee, FL	1,408,972
139	Topeka, KS	1,398,961
140	Terre Haute, IN	1,396,244
141	Cherry Hill, NJ	1,393,082
142	Ann Arbor, MI	1,387,079
143	Stamford, CO	1,371,493
144	Fayetteville, NC	1,364,117
145	Roanoke, VA	1,353,650
146	Ventura, CA	1,352,243
147	Dayton, OH	1,350,580
148	Durham, NC	1,344,604
149	Jersey City, NJ	1,332,932
150	Lansing, MI	1,332,844
151	Beaumont, TX	1,332,414
152	Charleston, SC	1,322,907
153	Thousand Oaks, CA	1,317,011
154	White Plains, NY	1,293,700
155	Hayward, CA	1,293,407
156	Columbia, SC	1,278,549
157	Daytona Beach, FL	1,271,604
158	Plano, TX	1,264,003
159	Boise City, ID	1,263,714
160	Newport Beach, CA	1,260,801
161	Albany, NY	1,260,799
162	Marietta, GA	1,250,150
163	Syracuse, NY	1,248,573
164	Pompano Beach, FL	1,247,615
165	Gainesville, FL	1,242,415
166	Cedar Rapids, IA	1,227,836
167	Peoria, IL	1,212,784
168	Allentown, PA	1,211,027
169	Bridgeport, CT	1,199,856
170	Tyler, TX	1,190,227
171	Lakeland, FL	1,184,566
172	Salem, OR	1,180,246
173	Ocala, FL	1,165,719
174	Sioux Falls, SD	1,151,644
175	Sarasota, FL	1,148,925
176	Boulder, CO	1,145,589
177	Santa Barbara, CA	1,144,267
178	Walnut Creek, CA	1,119,260
179	Waco, TX	1,118,465
180	San Mateo, CA	1,104,716
181	Richardson, TX	1,100,268
182	Green Bay, WI	1,097,173
183	Asheville, NC	1,090,377
184	Waterbury, CT	1,088,404
185	West Covina, CA	1,078,179
186	Danbury, CT	1,062,422
187	Billings, MT	1,060,503
188	Aurora, IL	1,056,616
189	Hartford, CT	1,053,169
190	Brockton, MA	1,052,357
191	Chesapeake, VA	1,041,266
192	Newark, NJ	1,030,791
193	Rochester, MN	1,028,124
194	Salinas, CA	1,027,818
195	Fargo, ND	1,018,663
196	Providence, RI	1,012,915
197	Framingham, MA	1,012,564
198	Norwalk, CT	1,009,331
199	Davenport, IA	1,004,509
200	Palo Alto, CA	1,001,661
201	South Bend, IN	995,523
202	Ontario, CA	994,271
203	McAllen, TX	988,794
204	Oxnard, CA	988,690
205	Fort Smith, AR	987,933
206	San Rafael, CA	986,209
207	Joliet, IL	985,039
208	Fort Collins, CO	943,516
209	Tuscaloosa, AL	933,827
210	Charleston, WV	931,612
211	Fairfax City, VA	931,001
212	Abilene, TX	927,368
213	Alameda, CA	924,473
214	Charlottesville, VA	923,453
215	Odessa, TX	923,153
216	North Little Rock, AR	920,914
217	Everett, WA	918,825
218	Independence, MO	907,295
219	Kansas City, KS	903,955
220	Redding, CA	900,772
221	Albany, GA	897,003
222	Midland, TX	894,552
223	Laredo, TX	889,989
224	Wichita Falls, TX	889,940
225	Waukesha, WI	885,684
226	Ogden, UT	885,502
227	Columbia, MC	880,022
228	Decatur, IL	875,555
229	Naples, FL	875,160
230	Rockville , MD	874,770
231	Pensacola, FL	866,725
232	Myrtle Beach, SC	866,183
233	Panama City, FL	865,396
234	Mishawaka, IN	864,295
235	Lake Charles, LA	860,317
236	Longview, TX	858,696
237	Gastonia, NC	857,986
238	Fort Pierce, FL	852,192
239	Monroe, LA	851,375
240	Duluth, MN	850,803
241	Renton, WA	847,502
242	Frederick , MD	839,246
243	Boca Raton, FL	837,129
244	Wilmington, NC	834,569
245	Scranton, PA	827,346
246	Spartanburg, SC	826,225
247	Medford, OR	825,286
248	New Haven, CT	821,971
249	Bangor, ME	819,411
250	Sioux City, IA	819,168

Lumber/ Hardware Sales
(thousands)

1	New York City, NY	1,124,044
2	Houston, TX	628,197
3	Chicago, IL	435,354
4	Los Angeles, CA	404,371
5	Anchorage, AK	348,928
6	San Antonio, TX	338,447
7	Dallas, TX	335,137
8	Oklahoma City, OK	322,897
9	Austin, TX	321,894
10	Indianapolis, IN	302,659
11	Atlanta, GA	293,564
12	Columbus, OH	263,700
13	Jacksonville, FL	256,133
14	San Diego, CA	241,767
15	Philadelphia, PA	232,872
16	San Francisco, CA	215,103
17	Omaha, NE	211,243
18	Charlotte, NC	211,104
19	San Jose, CA	203,943
20	Albuquerque, NM	200,214
21	Phoenix, AZ	197,350
22	Tulsa, OK	196,776
23	Wichita, KS	191,574
24	Virginia Beach, VA	182,546
25	Seattle, WA	176,821
26	Nashville, TN	172,315
27	Baton Rouge, LA	168,967
28	Las Vegas, NV	163,181
29	Memphis, TN	163,155
30	Garland, TX	162,269
31	Denver, CO	161,578
32	El Paso, TX	157,187
33	Minneapolis, MN	156,390
34	Amarillo, TX	155,502
35	Fort Worth, TX	152,010
36	Lafayette, LA	149,852
37	Tampa, FL	149,787
38	New Orleans, LA	147,602
39	Colorado Springs, CO	145,251
40	Sarasota, FL	143,619
41	Fresno, CA	141,146
42	Knoxville, TN	138,583
43	Sacramento, CA	137,445
44	Corpus Christi, TX	135,706
45	Boston, MA	133,360
46	Honolulu, HI	131,895
47	Bellevue, WA	130,668
48	Milwaukee, WI	129,069
49	Tallahassee, FL	126,580
50	Detroit, MI	123,617
51	Miami, FL	121,835
52	Anaheim, CA	116,881
53	Salt Lake City, UT	114,477
54	Orlando, FL	113,749
55	Clearwater, FL	113,729
56	Lubbock, TX	113,663
57	Mesa, AZ	110,871
58	Baltimore , MD	109,366
59	Newport News, VA	109,192
60	Escondido, CA	107,186
61	Kansas City, MO	105,908
62	Riverside, CA	104,502
63	Chesapeake, VA	103,069
64	Santa Ana, CA	102,758
65	Ocala, FL	102,465
66	Springfield, MO	101,794
67	Akron, OH	100,683
68	Mobile, AL	99,243
69	Huntington Beach, CA	99,198
70	Portland, OR	98,092
71	Jackson, MS	97,963
72	Torrance, CA	97,836
73	Cincinnati, OH	96,513
74	Greensboro, NC	96,149
75	Terre Haute, IN	95,181
76	Lincoln, NE	95,082
77	Long Beach, CA	94,705
78	Birmingham, AL	93,686
79	Eugene, OR	90,139
80	Aurora, IL	89,952
81	Reno, NV	89,948
82	Huntsville, AL	89,928
83	Topeka, KS	89,899
84	Midland, TX	89,072
85	Marietta, GA	87,230
86	Winston-Salem, NC	87,174
87	San Bernardino, CA	87,078
88	Arlington, TX	87,021
89	Rochester, NY	86,393
90	Norfolk, VA	85,785
91	Tucson, AZ	85,393
92	Conroe, TX	84,684
93	Washington, DC	84,518
94	Rochester, MN	84,466
95	Richmond, VA	83,961
96	Little Rock, AR	80,452
97	St. Paul, MN	78,870
98	Modesto, CA	78,864
99	Lexington, KY	78,816

100	Asheville, NC	78,639
101	Oakland, CA	78,450
102	Shreveport, LA	78,449
103	Raleigh, NC	78,235
104	Sumter, SC	77,687
105	Des Moines, IA	76,908
106	Fort Lauderdale, FL	76,588
107	Evansville, IN	76,389
108	Columbia, SC	76,342
109	Pasadena, CA	75,637
110	Billings, MT	75,596
111	Beaumont, TX	75,389
112	Santa Fe, NM	74,748
113	Lake Charles, LA	73,899
114	Stockton, CA	73,041
115	St. Petersburg, FL	72,609
116	Cedar Rapids, IA	72,489
117	Corona, CA	72,397
118	Gainesville, FL	71,829
119	San Rafael, CA	71,124
120	Toledo, OH	70,944
121	Wichita Falls, TX	70,796
122	Savannah, GA	69,955
123	Flint, MI	69,699
124	Ventura, CA	69,609
125	Chattanooga, TN	68,533
126	Madison, WI	68,477
127	Waco, TX	68,365
128	Montgomery, AL	67,603
129	Grand Rapids, MI	67,597
130	Grand Junction, CO	67,323
131	Spokane, WA	66,576
132	Fort Smith, AR	66,524
133	Fairbanks, AK	66,232
134	Fort Wayne, IN	65,763
135	Tyler, TX	65,600
136	Nashua, NH	65,255
137	Ann Arbor, MI	64,918
138	Fort Collins, CO	64,872
139	Bakersfield, CA	64,685
140	Green Bay, WI	64,046
141	Sioux Falls, SD	63,899
142	Louisville, KY	63,842
143	Fremont, CA	63,695
144	Cherry Hill, NJ	63,276
145	Decatur, IL	62,480
146	Macon, GA	62,312
147	Fort Myers, FL	62,151
148	Ogden, UT	62,109
149	Columbus, GA	62,037
150	Tacoma, WA	62,029
151	McAllen, TX	62,008
152	Springfield, IL	61,796
153	Roseville, CA	61,770
154	Kent, WA	61,750
155	Springfield, MA	60,559
156	Lakeland, FL	59,885
157	Bridgeport, CT	59,480
158	El Cajon, CA	59,137
159	Roanoke, VA	58,952
160	Redding, CA	58,578
161	Manassas, VA	58,518
162	San Angelo, TX	57,987
163	Santa Cruz, CA	57,667
164	Fayetteville, NC	57,361
165	Dayton, OH	56,824
166	Hollywood, FL	56,583
167	Myrtle Beach, SC	56,118
168	Lafayette, IN	55,891
169	Jackson, TN	55,757
170	Clarksville, TN	55,646
171	Ontario, CA	54,953
172	Charlottesville, VA	54,612
173	Framingham, MA	54,373
174	Portsmouth, NH	54,114
175	Longview, TX	53,789
176	Durham, NC	53,214
177	Dothan, AL	53,120
178	Odessa, TX	52,683
179	Sioux City, IA	52,441
180	Carrollton, TX	52,409
181	St. Cloud, MN	52,382
182	Waterbury, CT	52,241
183	Traverse City, MI	51,671
184	Woodbridge, VA	51,577
185	Boise City, ID	51,369
186	Cleveland, OH	51,351
187	Bellingham, WA	51,230
188	Providence, RI	51,216
189	Laredo, TX	51,214
190	Abilene, TX	50,199
191	Lansing, MI	50,165
192	Rockford, IL	49,907
193	Boulder, CO	49,782
194	Fairfax City, VA	49,618
195	Pittsburgh, PA	49,576
196	Charleston, SC	49,453
197	Renton, WA	49,395
198	Costa Mesa, CA	49,316
199	Columbia, MO	48,908
200	Victoria, TX	48,905
201	Rockville, MD	48,564
202	Greenville, NC	48,090
203	Yonkers, NY	48,082
204	Pine Bluff, AR	47,447
205	Peoria, IL	47,077
206	Rapid City, SD	46,966
207	Alexandria, LA	46,624
208	Monroe, LA	46,556
209	North Little Rock, AR	46,277
210	Clifton, NJ	46,191
211	Kokomo, IN	46,028
212	Olathe, KS	45,925
213	Santa Barbara, CA	45,877
214	Davenport, IA	45,781
215	Worcester, MA	45,564
216	Kingsport, TN	45,543
217	Hilo, HI	45,498
218	Greenwich, CT	45,206
219	Plano, TX	45,194
220	Eau Claire, WI	44,830
221	Roswell, GA	44,000
222	Thousand Oaks, CA	43,880
223	Manchester, NH	43,846
224	Salinas, CA	43,577
225	Greenville, SC	43,467
226	Kalamazoo, MI	43,212
227	Paducah, KY	42,934
228	Panama City, FL	42,899
229	Buffalo, NY	42,880
230	Boca Raton, FL	42,736
231	West Palm Beach, FL	42,695
232	Bradenton, FL	42,689
233	Hickory, NC	42,645
234	Lynchburg, VA	42,596
235	Anderson, SC	42,589
236	Wilmington, NC	42,392
237	Allentown, PA	42,357
238	Tuscaloosa, AL	42,176
239	Muncie, IN	41,784
240	Charleston, WV	41,460
241	Santa Rosa, CA	41,451
242	Bloomington, IN	41,166
243	Pueblo, CO	41,152
244	Alexandria, VA	41,143
245	Fargo, ND	40,996
246	Albany, GA	40,923
247	Visalia, CA	40,519
248	La Crosse, WI	40,480
249	Duluth, MN	40,476
250	Independence, MO	40,230

General Merchandise
(thousands)

1	New York City, NY	4,652,248
2	Houston, TX	2,185,273
3	Chicago, IL	1,807,429
4	Dallas, TX	1,265,804
5	Los Angeles, CA	1,260,710
6	San Diego, CA	1,169,239
7	Indianapolis, IN	1,049,454
8	San Antonio, TX	963,868
9	Columbus, OH	925,751
10	Honolulu, HI	876,543
11	Nashville, TN	779,365
12	Memphis, TN	770,602
13	San Francisco, CA	756,343
14	Philadelphia, PA	741,861
15	San Jose, CA	732,859
16	Portland, OR	708,885
17	Austin, TX	618,465
18	Jacksonville, FL	585,852
19	Atlanta, GA	573,747
20	Seattle, WA	566,193
21	Torrance, CA	550,727
22	El Paso, TX	542,981
23	Fresno, CA	539,508
24	Phoenix, AZ	536,584
25	Omaha, NE	536,254
26	Toledo, OH	524,155
27	Baton Rouge, LA	516,675
28	Tampa, FL	515,287
29	Oklahoma City, OK	502,556
30	Boston, MA	498,193
31	Clearwater, FL	477,288
32	Fort Worth, TX	473,926
33	Charlotte, NC	466,759
34	San Bernardino, CA	463,889
35	Albuquerque, NM	461,405
36	Milwaukee, WI	449,481
37	Sacramento, CA	448,153
38	Lexington, KY	444,810
39	Washington, DC	432,938
40	Raleigh, NC	428,943
41	Cincinnati, OH	421,264
42	Riverside, CA	419,576
43	Miami, FL	412,692
44	Virginia Beach, VA	411,453
45	Minneapolis, MN	405,079
46	White Plains, NY	399,868
47	Knoxville, TN	390,962
48	Kansas City, MO	390,109
49	St. Paul, MN	386,391
50	Wichita, KS	381,990
51	Tacoma, WA	380,282
52	Fort Wayne, IN	376,844
53	Pittsburgh, PA	372,762
54	Orlando, FL	371,136
55	Costa Mesa, CA	362,602
56	Greensboro, NC	360,335
57	St. Petersburg, FL	355,626
58	Jackson, MS	355,152
59	Akron, OH	354,950
60	Madison, WI	354,133
61	West Palm Beach, FL	348,496
62	Pasadena, CA	346,701
63	Anchorage, AK	341,602
64	Colorado Springs, CO	334,757
65	Mobile, AL	332,668
66	Arlington, TX	327,079
67	Spokane, WA	323,755
68	Denver, CO	321,876
69	New Orleans, LA	311,631
70	Bakersfield, CA	308,351
71	Hollywood, FL	308,180
72	Winston-Salem, NC	304,887
73	Chattanooga, TN	303,393
74	Little Rock, AR	301,662
75	Santa Rosa, CA	301,427
76	Anaheim, CA	301,068
77	Greenville, SC	300,278
78	Cleveland, OH	297,308
79	Norfolk, VA	296,198
80	Alameda, CA	292,457
81	Modesto, CA	284,886
82	Macon, GA	284,165
83	Reno, NV	276,615
84	Stockton, CA	276,149
85	Evansville, IN	274,154
86	Fayetteville, NC	270,066
87	Birmingham, AL	268,492
88	Stamford, CO	268,386
89	Peoria, IL	265,360
90	Lubbock, TX	261,546
91	Huntsville, AL	261,349
92	Shreveport, LA	255,965
93	Fort Myers, FL	249,378
94	Huntington Beach, CA	248,565
95	Escondido, CA	248,165
96	Fort Lauderdale, FL	248,082
97	Cedar Rapids, IA	245,568
98	Las Vegas, NV	245,492
99	Nashua, NH	244,768
100	El Cajon, CA	243,901
101	Des Moines, IA	243,673
102	Alexandria, VA	242,846
103	Glendale, CA	242,752
104	Salem, OR	242,587
105	San Mateo, CA	242,260
106	Baltimore, MD	239,853
107	Corpus Christi, TX	239,580
108	Columbus, GA	239,195
109	Manchester, NH	237,762
110	Eugene, OR	237,663
111	Hurst, TX	237,162
112	Daytona Beach, FL	233,548
113	Springfield, MO	231,306
114	Lincoln, NE	230,174
115	Springfield, IL	228,530
116	Tallahassee, FL	227,023
117	Mesa, AZ	226,805
118	Lafayette, LA	221,927
119	Montgomery, AL	220,588
120	Amarillo, TX	217,198
121	Ann Arbor, MI	216,452
122	Green Bay, WI	215,239
123	Tucson, AZ	213,876
124	Yonkers, NY	212,232
125	Rockford, IL	208,876
126	Roanoke, VA	207,286
127	Salt Lake City, UT	206,302
128	Fremont, CA	205,187
129	Peabody, MA	205,108
130	Detroit, MI	203,700
131	Lancaster, PA	203,445
132	Santa Ana, CA	201,909
133	Long Beach, CA	197,324
134	Rochester, NY	196,239
135	Beaumont, TX	194,142
136	Lansing, MI	193,870
137	West Covina, CA	192,509
138	Savannah, GA	190,740
139	Springfield, MA	189,207
140	Tyler, TX	188,600
141	Hampton, VA	186,664
142	Lakeland, FL	181,310
143	Richmond, VA	180,839
144	Worcester, MA	180,653
145	Charleston, WV	179,935
146	Flint, MI	179,792
147	Irving, TX	178,512
148	Newport News, VA	174,466
149	Joliet, IL	174,227
150	Waco, TX	173,216
151	Oakland, CA	172,048
152	Bellevue, WA	171,930
153	Thousand Oaks, CA	170,881
154	Topeka, KS	170,421
155	Pompano Beach, FL	169,942
156	Dayton, OH	169,748
157	Elyria, OH	168,913
158	Mishawaka, IN	168,481
159	Rochester, MN	167,490
160	Fairfax City, VA	167,202
161	Durham, NC	165,344
162	Ventura, CA	164,977
163	Terre Haute, IN	162,731
164	Sioux Falls, SD	161,677
165	Newport Beach, CA	161,035
166	Wilkes-Barre, PA	160,839
167	Duluth, MN	158,349
168	Davenport, IA	157,276
169	North Little Rock, AR	157,084
170	Oxnard, CA	156,784
171	Waterbury, CT	156,614
172	Ocala, FL	156,530
173	McAllen, TX	156,222
174	Lynchburg, VA	156,197
175	Cherry Hill, NJ	155,932
176	Gastonia, NC	155,470
177	St. Cloud, MN	153,442
178	Everett, WA	151,467
179	Oceanside, CA	148,452
180	Walnut Creek, CA	147,550
181	Medford, OR	147,114
182	Tuscaloosa, AL	146,917
183	Holyoke, MA	146,292
184	Billings, MT	145,675
185	Abilene, TX	145,248
186	Midwest City, OK	144,488
187	Santa Monica, CA	143,575
188	Scranton, PA	142,737
189	Arcadia, CA	142,534
190	Louisville, KY	142,495
191	Palo Alto, CA	142,334
192	Panama City, FL	141,797
193	Laredo, TX	141,762
194	Visalia, CA	141,734
195	Bangor, ME	141,675
196	Charleston, SC	141,400
197	Salinas, CA	139,372
198	Hayward, CA	139,187
199	Moline, IL	137,975
200	San Rafael, CA	137,072
201	Richardson, TX	137,056
202	Brockton, MA	134,134
203	Pasadena, TX	133,198
204	Asheville, NC	133,197
205	Racine, WI	133,087
206	Fort Smith, AR	132,884
207	Jackson, TN	132,772
208	Gainesville, FL	132,606
209	Champaign, IL	132,572
210	Monroe, LA	131,759
211	Albany, GA	131,610
212	La Crosse, WI	131,421
213	Odessa, TX	131,306
214	Grand Rapids, MI	130,949
215	Frederick, MD	130,421
216	Independence, MO	128,820
217	Kingsport, TN	128,261
218	Lafayette, IN	128,204
219	Alexandria, LA	126,137
220	Decatur, IL	123,903
221	Chesapeake, VA	123,856
222	Columbia, SC	123,364
223	Kansas City, KS	122,870
224	Dothan, AL	121,939
225	Wilmington, NC	121,310
226	Newark, NJ	120,967
227	Petersburg, VA	118,562
228	Dubuque, IA	118,376
229	Myrtle Beach, SC	118,145
230	Pueblo, CO	117,826
231	Midland, TX	117,800
232	Lake Charles, LA	117,636
233	Salisbury, MD	116,491
234	Denton, TX	116,424
235	Pomona, CA	115,934
236	Ogden, UT	115,898
237	Rapid City, SD	115,735
238	Fargo, ND	115,527
239	Eau Claire, WI	115,270
240	Boise City, ID	114,668
241	Simi Valley, CA	114,467
242	Norwalk, CT	113,913
243	Framingham, MA	113,766
244	Santa Barbara, CA	112,961
245	Columbia, MO	112,277
246	Danbury, CT	111,420
247	Bloomington, IL	110,990
248	South Bend, IN	110,315
249	New Haven, CT	110,112
250	Fairfield, CA	109,869

Food Sales
(thousands)

1	New York City, NY	8,208,559
2	Houston, TX	3,809,137
3	Chicago, IL	3,359,411
4	Los Angeles, CA	2,968,269
5	Dallas, TX	1,836,922
6	Philadelphia, PA	1,824,770
7	San Antonio, TX	1,638,472
8	San Diego, CA	1,616,338
9	Indianapolis, IN	1,310,459
10	San Francisco, CA	1,180,737
11	Seattle, WA	1,065,305
12	Phoenix, AZ	1,057,614
13	San Jose, CA	1,015,895
14	Columbus, OH	1,011,149
15	Jacksonville, FL	995,766
16	Nashville, TN	988,417
17	Austin, TX	984,475
18	Honolulu, HI	958,921

19	Detroit, MI	958,142
20	Memphis, TN	912,560
21	Milwaukee, WI	910,946
22	Charlotte, NC	826,418
23	Boston, MA	782,190
24	Albuquerque, NM	766,596
25	Tulsa, OK	759,370
26	New Orleans, LA	751,236
27	Tampa, FL	748,598
28	Denver, CO	747,794
29	Baltimore , MD	746,208
30	Washington, DC	733,071
31	El Paso, TX	713,101
32	Omaha, NE	711,791
33	Fort Worth, TX	701,649
34	Pittsburgh, PA	690,892
35	Sacramento, CA	658,035
36	Louisville, KY	639,550
37	Long Beach, CA	624,589
38	Oklahoma City, OK	609,241
39	Fresno, CA	592,617
40	Cincinnati, OH	590,775
41	Atlanta, GA	590,058
42	Toledo, OH	578,800
43	Virginia Beach, VA	574,158
44	Cleveland, OH	572,834
45	Miami, FL	571,220
46	Baton Rouge, LA	565,861
47	Wichita, KS	565,317
48	Buffalo, NY	555,092
49	Portland, OR	550,282
50	Las Vegas, NV	532,749
51	St. Petersburg, FL	508,880
52	Tucson, AZ	505,444
53	Colorado Springs, CO	503,911
54	Arlington, TX	492,556
55	Raleigh, NC	489,829
56	Richmond, VA	489,250
57	Greensboro, NC	487,569
58	Minneapolis, MN	486,585
59	Spokane, WA	485,641
60	Knoxville, TN	475,362
61	Birmingham, AL	466,608
62	Winston-Salem, NC	464,090
63	Mobile, AL	460,541
64	Anaheim, CA	460,324
65	Santa Ana, CA	457,429
66	Oakland, CA	450,604
67	Corpus Christi, TX	445,185
68	Fort Wayne, IN	442,744
69	Kansas City, MO	435,271
70	Des Moines, IA	425,679
71	Torrance, CA	424,114
72	Akron, OH	416,019
73	Clearwater, FL	413,060
74	Lexington, KY	411,129
75	Riverside, CA	405,749
76	St. Paul, MN	403,501
77	Chattanooga, TN	392,812
78	Yonkers, NY	392,624
79	Garland, TX	388,786
80	Anchorage, AK	3[illegible],712
81	Orlando, FL	381,213
82	Macon, GA	377,232
83	Shreveport, LA	372,704
84	Jackson, MS	372,568
85	Norfolk, VA	372,084
86	Santa Rosa, CA	371,727
87	Madison, WI	366,227
88	Springfield, MC	365,021
89	Lubbock, TX	364,757
90	Flint, MI	357,034
91	Little Rock, AR	353,332
92	Syracuse, NY	353,108
93	Reno, NV	347,485
94	Stockton, CA	345,622
95	Salt Lake City, UT	340,400
96	Worcester, MA	340,211
97	Savannah, GA	338,863
98	Huntsville, AL	338,850
99	Montgomery, AL	332,954
100	Huntington Beach, CA	332,125
101	Bakersfield, CA	330,598
102	Evansville, IN	324,749
103	Rochester, NY	324,429
104	Glendale, CA	323,359
105	Modesto, CA	322,823
106	Jersey City, NJ	322,157
107	Durham, NC	315,208
108	Amarillo, TX	314,340
109	Springfield, MA	311,346
110	Eugene, OR	311,218
111	Irving, TX	308,408
112	Tacoma, WA	306,896
113	Albany, NY	303,299
114	Rockford, IL	303,245
115	Mesa, AZ	301,577
116	Escondido, CA	298,205
117	Topeka, KS	297,676
118	Fort Lauderdale, FL	294,832
119	Lincoln, NE	290,378
120	Charleston, SC	286,063
121	Fremont, CA	284,826
122	Gainesville, FL	284,340
123	Fort Myers, FL	284,090
124	Tallahassee, FL	283,253
125	Boise City, ID	276,546
126	Ventura, CA	271,958
127	Bridgeport, CT	271,069
128	Erie, PA	267,657
129	San Bernardino, CA	266,203
130	Pasadena, CA	266,106
131	Waterbury, CT	266,032
132	Columbia, SC	265,755
133	El Cajon, CA	265,673
134	Columbus, GA	264,523
135	Cherry Hill, NJ	262,759
136	Bellevue, WA	258,910
137	Nashua, NH	257,497
138	Springfield, IL	256,505
139	Lafayette, LA	253,463
140	Dayton, OH	246,628
141	Chesapeake, VA	245,549
142	Grand Rapids, MI	243,049
143	Thousand Oaks, CA	240,156
144	Roanoke, VA	239,502
145	Norwalk, CT	237,675
146	Lakeland, FL	237,527
147	Fayetteville, NC	234,592
148	Newport News, VA	233,753
149	Tyler, TX	233,004
150	Youngstown, OH	232,242
151	Terre Haute, IN	230,604
152	Stamford, CO	229,925
153	Allentown, PA	229,801
154	Marietta, GA	228,757
155	Hayward, CA	226,357
156	Costa Mesa, CA	225,088
157	Frederick , MD	225,079
158	Cedar Rapids, IA	222,967
159	Ontario, CA	222,770
160	Simi Valley, CA	221,349
161	Hollywood, FL	221,336
162	Lansing, MI	221,036
163	Greenville, SC	220,812
164	Hampton, VA	220,809
165	Manchester, NH	219,280
166	Santa Barbara, CA	219,005
167	Ann Arbor, MI	218,711
168	Waco, TX	218,068
169	Brockton, MA	217,258
170	Salem, OR	215,032
171	Sarasota, FL	213,502
172	Racine, WI	213,233
173	Ocala, FL	212,119
174	Providence, RI	211,727
175	Alexandria, VA	209,571
176	South Bend, IN	209,352
177	Elkhart, IN	207,196
178	Naples, FL	207,036
179	Pueblo, CO	205,432
180	Salinas, CA	203,602
181	Boulder, CO	203,475
182	Kansas City, KS	202,552
183	Asheville, NC	202,078
184	Danbury, CT	198,758
185	Portland, ME	197,896
186	Beaumont, TX	196,351
187	Tuscaloosa, AL	195,954
188	Gastonia, NC	195,092
189	San Mateo, CA	193,454
190	Aurora, IL	193,394
191	West Palm Beach, FL	192,461
192	Billings, MT	191,269
193	Sioux Falls, SD	190,923
194	Quincy, MA	190,241
195	Laredo, TX	190,198
196	Wichita Falls, TX	189,227
197	Columbia, MO	189,059
198	Rochester, MN	187,945
199	Newark, NJ	186,854
200	Peoria, IL	186,638
201	Longview, TX	186,195
202	Vineland, NJ	185,885
203	Boca Raton, FL	184,787
204	Oxnard, CA	184,488
205	Charlottesville, VA	183,418
206	Odessa, TX	183,382
207	Scottsdale, AZ	183,072
208	North Little Rock, AR	182,487
209	Midland, TX	181,944
210	White Plains, NY	181,746
211	Decatur, IL	181,325
212	Newport Beach, CA	181,238
213	Redondo Beach, CA	181,165
214	Framingham, MA	181,156
215	Rockville , MD	180,304
216	Myrtle Beach, SC	179,428
217	Richardson, TX	179,326
218	Independence, MO	178,195
219	Redding, CA	177,860
220	Sioux City, IA	177,851
221	Davenport, IA	177,029
222	Waukesha, WI	176,974
223	Denton, TX	176,958
224	Anderson, IN	176,309
225	Fall River, MA	176,295
226	Clifton, NJ	175,756
227	Joliet, IL	174,925
228	Walnut Creek, CA	174,544
229	Tempe, AZ	174,087
230	West Covina, CA	173,412
231	Albany, GA	173,253
232	Scranton, PA	172,677
233	Everett, WA	172,223
234	Bellingham, WA	170,044
235	Midwest City, OK	168,724
236	Fort Collins, CO	168,519
237	Brownsville, TX	167,882
238	Lake Charles, LA	167,503
239	Pasadena, TX	166,325
240	Charleston, WV	164,361
241	Muncie, IN	163,723
242	Ogden, UT	163,097
243	Duluth, MN	161,261
244	Wilmington, NC	160,656
245	Green Bay, WI	160,508
246	Spartanburg, SC	159,779
247	Napa, CA	159,152
248	Concord, NH	158,256
249	Daytona Beach, FL	157,938
250	Vallejo, CA	157,559

Automobile Sales
(thousands)

1	New York City, NY	4,309,362
2	Houston, TX	3,708,110
3	Dallas, TX	2,368,783
4	Chicago, IL	1,685,179
5	Los Angeles, CA	1,684,483
6	Indianapolis, IN	1,670,870
7	San Antonio, TX	1,618,817
8	Austin, TX	1,443,506
9	Columbus, OH	1,437,406
10	Jacksonville, FL	1,306,441
11	Memphis, TN	1,277,340
12	Oklahoma City, OK	1,193,100
13	San Diego, CA	1,154,005
14	Nashville, TN	1,143,780
15	Charlotte, NC	1,115,235
16	Fort Lauderdale, FL	1,082,967
17	Fort Worth, TX	1,049,436
18	Tampa, FL	982,109
19	Tulsa, OK	967,469
20	Philadelphia, PA	897,178
21	San Francisco, CA	876,305
22	El Paso, TX	873,537
23	Miami, FL	867,985
24	Albuquerque, NM	863,004
25	Virginia Beach, VA	780,099
26	Seattle, WA	758,057
27	Clearwater, FL	749,628
28	Phoenix, AZ	740,790
29	San Jose, CA	738,633
30	Raleigh, NC	735,563
31	Irving, TX	725,077
32	Detroit, MI	705,920
33	Arlington, TX	682,072
34	Orlando, FL	660,469
35	Wichita, KS	654,920
36	Colorado Springs, CO	652,191
37	Jackson, MS	640,707
38	New Orleans, LA	633,156
39	Baltimore , MD	613,251
40	Richmond, VA	612,369
41	Omaha, NE	606,638
42	Atlanta, GA	589,367
43	Norfolk, VA	572,289
44	Honolulu, HI	566,070
45	Baton Rouge, LA	560,599
46	Hollywood, FL	539,527
47	Tucson, AZ	537,232
48	Birmingham, AL	532,435
49	Columbus, GA	531,595
50	Little Rock, AR	526,867
51	Mobile, AL	512,443
52	Kansas City, MO	511,198
53	Chattanooga, TN	507,578
54	Fresno, CA	506,463
55	Portland, OR	505,335
56	Alexandria, VA	505,155
57	West Palm Beach, FL	503,728
58	Montgomery, AL	503,105
59	Denver, CO	500,173
60	Shreveport, LA	500,153
61	Cincinnati, OH	498,213
62	Riverside, CA	496,742
63	Pittsburgh, PA	490,389
64	Milwaukee, WI	483,727
65	Long Beach, CA	479,214
66	Costa Mesa, CA	473,276
67	Lubbock, TX	473,012
68	Las Vegas, NV	469,335
69	Anchorage, AK	468,909
70	Springfield, MO	467,531
71	Santa Ana, CA	466,113
72	Winston-Salem, NC	462,851
73	Greensboro, NC	462,671
74	Sacramento, CA	461,028
75	Lexington, KY	449,137
76	Knoxville, TN	444,836
77	Amarillo, TX	443,625
78	Bakersfield, CA	441,595
79	Corpus Christi, TX	441,489
80	Santa Monica, CA	441,232
81	Newport News, VA	432,153
82	Fort Wayne, IN	429,870
83	Torrance, CA	429,212
84	Reno, NV	423,940
85	Worcester, MA	417,079
86	Glendale, CA	405,421
87	Salt Lake City, UT	401,035
88	Grand Rapids, MI	399,272
89	Tacoma, WA	399,118
90	Macon, GA	393,736
91	Oakland, CA	391,639
92	St. Petersburg, FL	386,174
93	Escondido, CA	382,418
94	Huntsville, AL	381,846
95	Fort Myers, FL	379,895
96	Des Moines, IA	376,406
97	Bellevue, WA	364,666
98	Marietta, GA	362,398
99	Lansing, MI	357,295
100	Pompano Beach, FL	356,621
101	Spokane, WA	353,198
102	Richardson, TX	352,150
103	Nashua, NH	348,552
104	Mesa, AZ	348,500
105	Hayward, CA	341,060
106	Lincoln, NE	339,758
107	Greenville, SC	336,162
108	Minneapolis, MN	333,870
109	Syracuse, NY	330,146
110	Boston, MA	327,241
111	El Cajon, CA	326,454
112	Charleston, SC	325,572
113	Madison, WI	321,572
114	Fairfax City, VA	319,920
115	Albany, NY	314,850
116	Cherry Hill, NJ	314,011
117	Manchester, NH	310,156
118	Pasadena, CA	309,518
119	Thousand Oaks, CA	307,646
120	Louisville, KY	305,208
121	Gainesville, FL	302,607
122	Boulder, CO	302,152
123	Pensacola, FL	301,903
124	Ventura, CA	301,896
125	Savannah, GA	300,979
126	Durham, NC	300,817
127	Flint, MI	300,241
128	Rochester, NY	298,327
129	Fayetteville, NC	296,555
130	Garland, TX	294,213
131	Odessa, TX	293,084
132	Chesapeake, VA	292,324
133	Norman, OK	292,266
134	Lynn, MA	292,099
135	Anaheim, CA	291,194
136	Lafayette, LA	290,875
137	Walnut Creek, CA	288,077
138	St. Paul, MN	286,429
139	Scottsdale, AZ	285,908
140	Terre Haute, IN	283,642
141	Akron, OH	281,764
142	Fremont, CA	280,561
143	Manassas, VA	278,719
144	Rockford, IL	277,678
145	Billings, MT	277,674
146	Roanoke, VA	274,119
147	Topeka, KS	273,404
148	Daytona Beach, FL	272,980
149	Allentown, PA	271,710
150	Asheville, NC	271,377
151	Waukesha, WI	271,346
152	Lakeland, FL	267,824
153	Tyler, TX	267,764
154	San Bernardino, CA	266,983
155	Cleveland, OH	264,194
156	Fargo, ND	262,917
157	Jersey City, NJ	262,038
158	Beaumont, TX	261,788
159	Dayton, OH	260,769
160	Independence, MO	259,383
161	Longview, TX	258,705
162	Washington, DC	258,698
163	Stockton, CA	257,951
164	Evansville, IN	256,583
165	Eugene, OR	256,345
166	Renton, WA	255,975
167	Columbia, SC	255,167
168	Springfield, IL	254,702
169	Hampton, VA	254,149
170	Boise City, ID	246,412
171	Salem, OR	246,008
172	Huntington Beach, CA	244,247
173	Fort Pierce, FL	244,161
174	Annapolis , MD	243,971
175	Springfield, MA	243,139
176	Sioux Falls, SD	241,490
177	Panama City, FL	240,531
178	Elkhart, IN	237,920
179	Roseville, CA	232,738
180	Hattiesburg, MS	231,917
181	Newport Beach, CA	230,533
182	Aurora, IL	230,255
183	Clarksville, TN	228,811
184	Wichita Falls, TX	228,182
185	Waco, TX	227,112
186	Abilene, TX	225,436
187	Danbury, CT	225,127
188	Toledo, OH	224,212
189	San Rafael, CA	219,575
190	Auburn, WA	218,684
191	West Covina, CA	216,417
192	Woodbridge, VA	216,237
193	Fort Smith, AR	216,171

194	Framingham, MA	213,417
195	Monroe, LA	212,986
196	San Angelo, TX	212,150
197	Modesto, CA	211,240
198	Whittier, CA	210,109
199	Jefferson City, MO	208,710
200	Cedar Rapids, IA	207,590
201	South Bend, IN	207,296
202	Woburn, MA	206,872
203	Dothan, AL	205,577
204	Ontario, CA	205,314
205	Joliet, IL	202,765
206	Rockville , MD	199,763
207	Ocala, FL	199,677
208	Columbia, MO	198,972
209	Ogden, UT	198,300
210	Ann Arbor, MI	197,233
211	Davenport, IA	195,836
212	Midland, TX	194,039
213	Charleston, WV	193,479
214	Buffalo, NY	190,432
215	Bangor, ME	189,054
216	Lawton, OK	188,454
217	Wilmington, NC	187,512
218	Burlington, NC	185,081
219	Bradenton, FL	184,857
220	Portsmouth, VA	184,709
221	St. Cloud, MN	184,484
222	Lowell, MA	182,477
223	Covina, CA	181,584
224	Medford, OR	181,463
225	Alexandria, LA	181,407
226	Rochester, MN	181,361
227	Waukegan, IL	180,576
228	Oxnard, CA	180,573
229	Kalamazoo, MI	180,286
230	North Little Rock, AR	180,048
231	Kingsport, TN	179,273
232	Greenville, NC	178,120
233	Pomona, CA	177,190
234	Albany, GA	176,279
235	Rapid City, SD	175,641
236	Peoria, IL	175,479
237	Brick Twp., NJ	174,440
238	Yonkers, NY	172,762
239	Spartanburg, SC	171,950
240	St. Joseph, MO	171,341
241	Charlottesville, VA	171,051
242	Carrollton, TX	169,653
243	Grand Prairie, TX	169,580
244	Belleville, IL	169,570
245	Stamford, CO	169,092
246	McAllen, TX	169,072
247	Corona, CA	169,018
248	Lafayette, IN	168,884
249	Tuscaloosa, AL	168,349
250	Green Bay, WI	168,115

Gasoline Sales
(thousands)

1	Los Angeles, CA	1,178,119
2	Houston, TX	1,061,183
3	New York City, NY	904,804
4	Chicago, IL	817,947
5	Dallas, TX	702,387
6	San Diego, CA	595,617
7	Indianapolis, IN	563,923
8	San Antonio, TX	521,452
9	Tampa, FL	414,544
10	Memphis, TN	409,328
11	Philadelphia, PA	396,895
12	Phoenix, AZ	390,631
13	Columbus, OH	380,981
14	Jacksonville, FL	372,860
15	Nashville, TN	359,814
16	Detroit, MI	345,816
17	Seattle, WA	342,409
18	Miami, FL	307,731
19	San Jose, CA	305,273
20	Cincinnati, OH	293,026
21	Honolulu, HI	284,257
22	Las Vegas, NV	283,185
23	Charlotte, NC	279,651
24	Sacramento, CA	274,311
25	Atlanta, GA	264,282
26	Milwaukee, WI	263,284
27	San Francisco, CA	252,492
28	Fort Worth, TX	241,647
29	Austin, TX	233,055
30	Louisville, KY	230,693
31	Portland, OR	221,242
32	Toledo, OH	220,382
33	Knoxville, TN	218,721
34	Pittsburgh, PA	218,139
35	Albuquerque, NM	216,827
36	Fresno, CA	207,090
37	Omaha, NE	202,684
38	Washington, DC	202,434
39	Baltimore , MD	199,135
40	Denver, CO	196,450
41	Fort Wayne, IN	194,269
42	Minneapolis, MN	193,925
43	Greensboro, NC	192,012
44	Cleveland, OH	191,987
45	Virginia Beach, VA	189,806
46	New Orleans, LA	189,532
47	Long Beach, CA	189,426
48	Tulsa, OK	188,761
49	El Paso, TX	184,027
50	Kansas City, MO	181,233
51	Tucson, AZ	176,766
52	Tacoma, WA	175,614
53	Wichita, KS	175,269
54	Bakersfield, CA	173,119
55	Santa Rosa, CA	167,572
56	Raleigh, NC	166,293
57	Boston, MA	164,072
58	Baton Rouge, LA	160,959
59	St. Paul, MN	160,603
60	Orlando, FL	160,314
61	Lexington, KY	157,109
62	Santa Ana, CA	154,116
63	Akron, OH	153,926
64	Oklahoma City, OK	151,501
65	Anaheim, CA	150,702
66	Flint, MI	148,667
67	Riverside, CA	148,311
68	Birmingham, AL	147,965
69	Colorado Springs, CO	146,875
70	Spokane, WA	145,984
71	Fort Lauderdale, FL	143,620
72	Chattanooga, TN	143,435
73	St. Petersburg, FL	140,533
74	Dayton, OH	139,123
75	Madison, WI	137,224
76	Worcester, MA	135,822
77	Oakland, CA	135,068
78	Jackson, MS	133,746
79	Corpus Christi, TX	132,872
80	San Bernardino, CA	130,967
81	Garland, TX	130,119
82	Salt Lake City, UT	129,957
83	Shreveport, LA	129,165
84	Ocala, FL	128,936
85	Little Rock, AR	127,383
86	Des Moines, IA	126,583
87	Richmond, VA	126,064
88	Reno, NV	125,489
89	Rochester, NY	124,857
90	Mobile, AL	123,535
91	Winston-Salem, NC	123,451
92	Torrance, CA	122,504
93	Montgomery, AL	120,468
94	Clearwater, FL	119,692
95	Marietta, GA	118,807
96	Stockton, CA	118,063
97	Bellevue, WA	117,841
98	Norfolk, VA	116,697
99	Anchorage, AK	116,443
100	Escondido, CA	115,493
101	Rockford, IL	113,035
102	Springfield, MA	110,587
103	Arlington, TX	109,513
104	Nashua, NH	108,922
105	Greenville, SC	108,317
106	Chesapeake, VA	106,387
107	Ontario, CA	105,647
108	Tallahassee, FL	105,194
109	Buffalo, NY	105,194
110	Springfield, IL	104,863
111	Manchester, NH	104,072
112	Grand Rapids, MI	103,911
113	Columbia, SC	100,645
114	Glendale, CA	99,689
115	Bridgeport, CT	98,910
116	Danbury, CT	98,859
117	Lansing, MI	98,388
118	Council Bluffs, IA	97,040
119	Lincoln, NE	96,905
120	Fremont, CA	95,348
121	Terre Haute, IN	93,507
122	Savannah, GA	93,505
123	Green Bay, WI	93,107
124	Redding, CA	92,660
125	Durham, NC	91,651
126	Syracuse, NY	91,030
127	Fayetteville, NC	90,654
128	El Cajon, CA	89,950
129	Ann Arbor, MI	89,508
130	Amarillo, TX	88,614
131	Gainesville, FL	88,536
132	Charleston, SC	88,271
133	Aurora, IL	87,881
134	Sioux Falls, SD	87,782
135	Yonkers, NY	87,654
136	Muncie, IN	87,559
137	Quincy, MA	87,476
138	Lakeland, FL	87,229
139	Jersey City, NJ	87,185
140	Evansville, IN	87,083
141	Canton, OH	86,999
142	Stamford, CO	86,621
143	Springfield, MO	85,781
144	Rockville , MD	85,706
145	Erie, PA	84,982
146	Allentown, PA	84,858
147	Abilene, TX	84,525
148	Sarasota, FL	84,475
149	Topeka, KS	84,336
150	South Bend, IN	84,303
151	Modesto, CA	84,088
152	Hollywood, FL	83,866
153	Fargo, ND	83,829
154	Davenport, IA	83,354
155	Costa Mesa, CA	83,208
156	Santa Barbara, CA	82,703
157	Columbus, GA	82,660
158	Plano, TX	82,600
159	Kansas City, KS	81,980
160	Hartford, CT	81,780
161	Joliet, IL	81,645
162	Mesa, AZ	81,551
163	Newport News, VA	81,027
164	Huntsville, AL	80,877
165	Boise City, ID	80,160
166	Springfield, OH	79,422
167	Royal Oak, MI	78,877
168	Norwalk, CT	78,724
169	Salinas, CA	78,241
170	Irving, TX	78,193
171	Beaumont, TX	78,073
172	Peoria, IL	78,041
173	Cherry Hill, NJ	77,339
174	Milford, CT	76,748
175	Lafayette, LA	76,174
176	Tyler, TX	75,858
177	Thousand Oaks, CA	75,288
178	Huntington Beach, CA	73,947
179	Ventura, CA	73,835
180	Albany, NY	73,410
181	Hayward, CA	73,012
182	Pasadena, CA	72,767
183	Fort Myers, FL	72,354
184	Portsmouth, NH	72,003
185	Rochester, MN	71,764
186	Pontiac, MI	71,691
187	Spartanburg, SC	71,670
188	North Little Rock, AR	71,374
189	Eugene, OR	69,603
190	Waterbury, CT	69,602
191	Florence, SC	69,498
192	Brockton, MA	69,012
193	Kalamazoo, MI	68,757
194	Providence, RI	68,354
195	Peabody, MA	67,943
196	Waukesha, WI	67,791
197	Asheville, NC	67,185
198	Valdosta, GA	67,061
199	Alexandria, VA	66,274
200	Everett, WA	66,041
201	Decatur, IL	65,993
202	Roanoke, VA	65,734
203	Charleston, WV	65,439
204	St. Cloud, MN	65,403
205	Scottsdale, AZ	65,274
206	Tuscaloosa, AL	65,257
207	Warren, OH	64,418
208	Roswell, GA	64,411
209	Kenosha, WI	64,377
210	Frederick , MD	64,350
211	Concord, NH	64,079
212	Salem, OR	63,785
213	Fort Pierce, FL	63,104
214	Bangor, ME	63,100
215	Duluth, MN	62,791
216	Harrisburg, PA	62,485
217	New Haven, CT	62,397
218	Roseville, CA	62,292
219	Kokomo, IN	62,203
220	West Palm Beach, FL	62,169
221	Mansfield, OH	62,095
222	Waltham, MA	61,827
223	Boca Raton, FL	61,743
224	Cedar Rapids, IA	61,126
225	Slidell, LA	60,584
226	Lubbock, TX	60,395
227	Lowell, MA	60,257
228	Renton, WA	59,852
229	Bloomington, IL	59,784
230	Hattiesburg, MS	59,582
231	Bowling Green, KY	59,414
232	Champaign, IL	59,184
233	Framingham, MA	59,086
234	Murfreesboro, TN	58,833
235	Clifton, NJ	58,602
236	Woodbridge, VA	58,565
237	Panama City, FL	58,459
238	Manchester, CT	58,234
239	Racine, WI	58,129
240	Kent, WA	58,114
241	Tempe, AZ	57,970
242	Denton, TX	57,874
243	Walnut Creek, CA	57,702
244	Oceanside, CA	57,526
245	Newark, NJ	57,484
246	Santa Monica, CA	57,264
247	Rapid City, SD	56,470
248	Anderson, SC	56,410
249	Waukegan, IL	56,254
250	Fort Smith, AR	55,704

Apparel Sales
(thousands)

1	New York City, NY	4,214,873
2	Houston, TX	1,289,939
3	Chicago, IL	1,282,867
4	Dallas, TX	892,505
5	Los Angeles, CA	763,230
6	Philadelphia, PA	667,820
7	San Francisco, CA	612,017
8	Honolulu, HI	502,006
9	San Diego, CA	490,015
10	Seattle, WA	424,056
11	San Antonio, TX	419,609
12	Washington, DC	393,877
13	Miami, FL	382,563
14	Boston, MA	375,403
15	Indianapolis, IN	359,804
16	Columbus, OH	357,515
17	Memphis, TN	330,799
18	Austin, TX	313,134
19	Charlotte, NC	308,506
20	Tulsa, OK	306,207
21	Costa Mesa, CA	297,895
22	New Orleans, LA	294,897
23	Atlanta, GA	285,068
24	Oklahoma City, OK	269,780
25	Jacksonville, FL	260,728
26	Baltimore , MD	249,299
27	Birmingham, AL	244,658
28	San Jose, CA	240,628
29	Nashville, TN	239,303
30	El Paso, TX	237,206
31	Pittsburgh, PA	229,991
32	Bellevue, WA	222,041
33	Portland, OR	221,818
34	Denver, CO	219,768
35	Kansas City, MO	219,075
36	Phoenix, AZ	216,243
37	Fort Worth, TX	206,251
38	Raleigh, NC	202,508
39	Torrance, CA	200,925
40	Fort Lauderdale, FL	200,543
41	Omaha, NE	197,341
42	Albuquerque, NM	191,351
43	Milwaukee, WI	182,473
44	Tampa, FL	180,839
45	Knoxville, TN	179,168
46	Little Rock, AR	175,956
47	Wichita, KS	172,617
48	Baton Rouge, LA	170,784
49	Minneapolis, MN	168,535
50	Cincinnati, OH	161,887
51	Fresno, CA	161,242
52	Norfolk, VA	158,946
53	Salt Lake City, UT	158,182
54	Madison, WI	156,923
55	Winston-Salem, NC	156,802
56	Virginia Beach, VA	155,855
57	Arlington, TX	154,800
58	Greensboro, NC	153,979
59	Detroit, MI	150,652
60	Las Vegas, NV	146,401
61	Lexington, KY	143,911
62	Fort Wayne, IN	140,837
63	McAllen, TX	139,913
64	Shreveport, LA	135,019
65	Clearwater, FL	135,008
66	Toledo, OH	134,153
67	Amarillo, TX	132,773
68	Worcester, MA	131,134
69	White Plains, NY	128,830
70	Palo Alto, CA	126,444
71	Orlando, FL	122,038
72	Santa Monica, CA	121,889
73	Evansville, IN	120,923
74	Sacramento, CA	120,445
75	Anchorage, AK	119,610
76	Spokane, WA	119,605
77	Laredo, TX	118,605
78	Chattanooga, TN	118,163
79	Savannah, GA	116,139
80	Ann Arbor, MI	116,002
81	Lubbock, TX	114,251
82	Louisville, KY	112,745
83	San Mateo, CA	112,626
84	Jackson, MS	112,485
85	Des Moines, IA	111,908
86	Huntsville, AL	109,339
87	Glendale, CA	107,791
88	Lafayette, LA	107,775
89	Macon, GA	105,954
90	Corpus Christi, TX	105,859
91	Colorado Springs, CO	105,552
92	Jersey City, NJ	104,623
93	Tucson, AZ	103,372
94	Tacoma, WA	102,574
95	Montgomery, AL	102,181
96	Richmond, VA	101,026
97	Buffalo, NY	101,011
98	Bakersfield, CA	100,820
99	Charleston, SC	99,968
100	Reading, PA	99,455
101	Reno, NV	98,994
102	Yonkers, NY	98,991
103	Newport Beach, CA	97,453
104	Pompano Beach, FL	97,051

105	Hackensack, NJ	96,722
106	Santa Rosa, CA	95,617
107	Beaumont, TX	95,228
108	Mobile, AL	94,357
109	Terre Haute, IN	92,877
110	San Bernardino, CA	92,040
111	Stockton, CA	91,254
112	Pasadena, CA	90,892
113	Grand Rapids, MI	90,866
114	St. Petersburg, FL	90,810
115	Hollywood, FL	90,736
116	Manchester, NH	90,418
117	Springfield, MA	89,670
118	Greenville, SC	89,588
119	Lincoln, NE	89,263
120	Modesto, CA	89,206
121	Oakland, CA	89,017
122	Alameda, CA	88,958
123	Albany, NY	88,390
124	Riverside, CA	88,370
125	Walnut Creek, CA	87,896
126	Long Beach, CA	87,349
127	Tyler, TX	86,085
128	Stamford, CO	85,124
129	Myrtle Beach, SC	85,070
130	Nashua, NH	84,440
131	Flint, MI	84,105
132	West Palm Beach, FL	83,620
133	Cleveland, OH	83,000
134	Springfield, IL	82,449
135	Akron, OH	82,250
136	Cherry Hill, NJ	81,461
137	Burlington, NC	80,392
138	Eugene, OR	80,379
139	Durham, NC	78,728
140	Palm Springs, CA	77,302
141	Fayetteville, NC	76,992
142	Boca Raton, FL	76,661
143	Hampton, VA	76,535
144	Spartanburg, SC	75,928
145	Newark, NJ	75,364
146	Waterbury, CT	75,108
147	St. Paul, MN	74,940
148	El Cajon, CA	73,507
149	Santa Barbara, CA	72,747
150	Sarasota, FL	72,635
151	Columbus, GA	72,581
152	Columbia, SC	72,083
153	Brownsville, TX	71,757
154	Hattiesburg, MS	71,710
155	Elizabeth, NJ	71,337
156	Monroe, LA	71,202
157	Mesa, AZ	70,778
158	Holyoke, MA	70,703
159	Tuscaloosa, AL	70,107
160	Hartford, CT	69,892
161	Green Bay, WI	69,140
162	Hurst, TX	68,745
163	Sioux Falls, SD	68,549
164	Newport News, VA	68,119
165	Norwalk, CT	67,851
166	New Haven, CT	67,680
167	Lancaster, PA	67,624
168	Naples, FL	67,548
169	Danbury, CT	67,414
170	Providence, RI	67,370
171	Greenville, NC	67,354
172	West Covina, CA	67,106
173	Wilkes-Barre, PA	67,106
174	Salem, OR	66,794
175	Escondido, CA	66,113
176	Daytona Beach, FL	65,768
177	Roanoke, VA	65,728
178	Alexandria, LA	65,638
179	Lansing, MI	65,516
180	St. Cloud, MN	64,963
181	Huntington Beach, CA	64,767
182	Rochester, MN	64,620
183	Tallahassee, FL	64,600
184	Springfield, MO	64,575
185	Peoria, IL	64,317
186	Santa Ana, CA	63,534
187	Syracuse, NY	63,406
188	Marietta, GA	62,767
189	Fort Smith, AR	62,370
190	Charleston, WV	62,313
191	Bridgeport, CT	62,074
192	Bangor, ME	61,918
193	Cedar Rapids, IA	61,879
194	Thousand Oaks, CA	61,645
195	Brockton, MA	61,144
196	Rochester, NY	60,732
197	Framingham, MA	60,616
198	Medford, MA	60,401
199	Waco, TX	60,134
200	Joliet, IL	59,716
201	Hickory, NC	59,712
202	Boise City, ID	58,564
203	Champaign, IL	57,505
204	Mishawaka, IN	57,175
205	Longview, TX	55,977
206	Lakeland, FL	55,930
207	Alexandria, VA	55,452
208	Columbia, MO	55,111
209	Plano, TX	54,794
210	Kalamazoo, MI	54,369
211	Santa Fe, NM	53,732
212	North Little Rock, AR	53,310
213	Lake Charles, LA	53,271
214	Anaheim, CA	53,071
215	Boulder, CO	52,889
216	Wilmington, NC	52,854
217	Fall River, MA	52,757
218	Scranton, PA	52,697
219	Greenwich, CT	52,360
220	Peabody, MA	51,860
221	Billings, MT	51,568
222	Salinas, CA	51,560
223	Ventura, CA	51,181
224	Albany, GA	51,068
225	Richardson, TX	51,051
226	Fort Myers, FL	50,559
227	Gainesville, FL	49,724
228	Norman, OK	49,687
229	Garland, TX	49,362
230	Ocala, FL	49,288
231	Topeka, KS	48,772
232	Irving, TX	48,765
233	Abilene, TX	48,441
234	Asheville, NC	48,407
235	Fargo, ND	48,222
236	Rockford, IL	47,855
237	Allentown, PA	47,608
238	Racine, WI	47,565
239	Sumter, SC	47,382
240	Midwest City, OK	47,280
241	Dothan, AL	46,960
242	Portsmouth, VA	46,600
243	Kingsport, TN	46,380
244	Oxnard, CA	46,282
245	Scottsdale, AZ	45,851
246	Salisbury , MD	45,350
247	Bloomington, IN	45,341
248	Hanover, PA	44,632
249	Arcadia, CA	44,438
250	Panama City, FL	44,406

Furniture Sales
(thousands)

1	New York City, NY	3,117,575
2	Houston, TX	916,815
3	Los Angeles, CA	869,245
4	Chicago, IL	833,923
5	Dallas, TX	644,535
6	San Diego, CA	618,705
7	San Francisco, CA	457,706
8	Philadelphia, PA	405,495
9	Columbus, OH	393,249
10	San Antonio, TX	386,708
11	Austin, TX	361,667
12	Indianapolis, IN	328,639
13	Memphis, TN	306,682
14	Nashville, TN	305,426
15	Omaha, NE	288,116
16	Oklahoma City, OK	287,438
17	Phoenix, AZ	285,332
18	Denver, CO	281,629
19	Washington, DC	256,222
20	Charlotte, NC	253,640
21	Virginia Beach, VA	247,811
22	Seattle, WA	245,755
23	Tulsa, OK	241,158
24	San Jose, CA	235,924
25	El Paso, TX	234,384
26	Jacksonville, FL	227,649
27	Torrance, CA	222,951
28	Honolulu, HI	221,657
29	Miami, FL	220,096
30	New Orleans, LA	219,390
31	Milwaukee, WI	214,136
32	Albuquerque, NM	208,248
33	Fort Worth, TX	206,870
34	Tampa, FL	206,118
35	Portland, OR	198,688
36	Baltimore , MD	194,513
37	Fresno, CA	190,526
38	Boston, MA	186,517
39	Santa Ana, CA	171,464
40	Baton Rouge, LA	169,819
41	Anaheim, CA	167,685
42	Birmingham, AL	162,839
43	Salt Lake City, UT	158,738
44	Fort Lauderdale, FL	158,647
45	Minneapolis, MN	157,827
46	Norfolk, VA	156,237
47	Long Beach, CA	155,266
48	Clearwater, FL	153,459
49	Anchorage, AK	150,609
50	Wichita, KS	147,395
51	Knoxville, TN	141,181
52	Shreveport, LA	139,108
53	Atlanta, GA	136,456
54	Corpus Christi, TX	135,986
55	Bakersfield, CA	135,299
56	Greensboro, NC	134,339
57	Grand Rapids, MI	133,019
58	Colorado Springs, CO	130,816
59	Tucson, AZ	129,478
60	Fort Wayne, IN	125,977
61	Detroit, MI	124,368
62	Columbus, GA	123,967
63	San Bernardino, CA	122,341
64	Kansas City, MO	121,619
65	Raleigh, NC	121,606
66	Richmond, VA	120,224
67	Las Vegas NV	119,693
68	Springfield, MO	119,408
69	Santa Rosa, CA	119,212
70	Pittsburgh, PA	118,871
71	Lubbock, TX	118,727
72	Santa Monica, CA	118,006
73	Oakland, CA	117,231
74	Hollywood, FL	116,594
75	Huntington Beach, CA	115,411
76	Lexington, KY	115,056
77	Glendale, CA	114,800
78	Little Rock, AR	114,734
79	Sacramento, CA	114,489
80	Louisville, KY	113,436
81	West Palm Beach, FL	113,034
82	Modesto, CA	111,253
83	Costa Mesa, CA	111,048
84	Orlando, FL	110,388
85	Cincinnati, OH	109,604
86	Riverside, CA	108,351
87	Cleveland, OH	107,405
88	Flint, MI	106,403
89	Spokane, WA	106,334
90	Syracuse, NY	106,165
91	Jackson, MS	104,318
92	Evansville, IN	103,654
93	Greenville, SC	101,097
94	Winston-Salem, NC	100,387
95	Amarillo, TX	99,296
96	Mobile, AL	98,947
97	Bellevue, WA	98,839
98	Des Moines, IA	98,063
99	Columbia, SC	97,885
100	Madison, WI	97,132
101	Pasadena, CA	95,875
102	Macon, GA	92,601
103	Mesa, AZ	91,699
104	Rochester, NY	91,046
105	Charleston, SC	90,283
106	Eugene, OR	89,215
107	Tacoma, WA	88,261
108	St. Petersburg, FL	87,232
109	Ann Arbor, MI	86,832
110	San Rafael, CA	86,692
111	Yonkers, NY	85,921
112	Lansing, MI	85,731
113	Alexandria, VA	85,522
114	Cherry Hill, NJ	84,582
115	Rockville , MD	83,881
116	Stockton, CA	83,405
117	Tallahassee, FL	82,808
118	Reno, NV	82,605
119	Worcester, MA	82,249
120	West Covina, CA	82,167
121	Chattanooga, TN	82,073
122	Rockford, IL	81,522
123	Fort Myers, FL	81,491
124	Toledo, OH	81,136
125	Huntsville, AL	81,039
126	Montgomery, AL	80,580
127	Escondido, CA	79,919
128	Laredo, TX	77,373
129	Beaumont, TX	77,317
130	Roanoke, VA	77,151
131	Boulder, CO	76,727
132	Santa Barbara, CA	75,945
133	Dayton, OH	75,938
134	Arlington, TX	75,587
135	Fairfax City, VA	75,546
136	White Plains, NY	74,377
137	Boca Raton, FL	74,292
138	Lafayette, LA	74,232
139	Peoria, IL	73,797
140	Savannah, GA	73,595
141	Lincoln, NE	73,350
142	Mishawaka, IN	73,180
143	Richardson, TX	72,414
144	McAllen, TX	70,814
145	Pompano Beach, FL	70,808
146	Stamford, CT	69,926
147	Green Bay, WI	69,236
148	Boise City, ID	68,853
149	Hampton, VA	68,843
150	Billings, MT	68,562
151	Newark, NJ	68,500
152	Sarasota, FL	68,350
153	Nashua, NH	67,918
154	Salem, OR	67,482
155	St. Paul, MN	67,202
156	Garland, TX	66,734
157	Charlottesville, VA	65,917
158	Akron, OH	65,818
159	Fayetteville, NC	65,105
160	Manchester, NH	64,815
161	High Point, NC	64,249
162	Hattiesburg, MS	63,645
163	Royal Oak, MI	63,641
164	St. Cloud, MN	63,603
165	Ventura, CA	63,342
166	Springfield, IL	62,880
167	Redondo Beach, CA	62,026
168	Naples, FL	61,810
169	Springfield, MA	60,743
170	Buffalo, NY	60,382
171	Fremont, CA	60,218
172	Salinas, CA	59,188
173	Framingham, MA	58,627
174	Dalton, GA	57,025
175	Midland, TX	56,563
176	Roswell, GA	56,142
177	Tyler, TX	56,109
178	Cedar Rapids, IA	55,876
179	Hayward, CA	55,692
180	Providence, RI	55,446
181	Bridgeport, CT	55,188
182	Rapid City, SD	54,759
183	Durham, NC	54,661
184	Thousand Oaks, CA	53,509
185	Ocala, FL	53,462
186	Hickory, NC	53,005
187	Davenport, IA	52,838
188	Hartford, CT	52,473
189	Albany, NY	52,348
190	San Mateo, CA	52,097
191	Marietta, GA	52,000
192	Topeka, KS	51,856
193	Odessa, TX	51,411
194	El Cajon, CA	51,064
195	Waltham, MA	50,668
196	Danbury, CT	50,596
197	Whittier, CA	50,560
198	Daytona Beach, FL	50,260
199	Milford, CT	49,814
200	Pueblo, CO	49,775
201	Norwalk, CT	49,510
202	Irving, TX	49,103
203	Fargo, ND	49,066
204	Sioux Falls, SD	48,026
205	Wilmington, NC	47,930
206	Walnut Creek, CA	47,784
207	Scottsdale, AZ	47,576
208	Gainesville, FL	47,373
209	Grand Forks, ND	47,338
210	Fort Pierce, FL	47,126
211	Fall River, MA	46,950
212	La Crosse, WI	46,874
213	Visalia, CA	46,671
214	Waco, TX	46,595
215	Rochester, MN	46,512
216	Bellingham, WA	45,827
217	Great Falls, MT	45,817
218	Jersey City, NJ	45,587
219	Aurora, IL	45,568
220	Monroe, LA	45,375
221	Abilene, TX	45,324
222	Greenwich, CT	44,808
223	Brownsville, TX	44,525
224	Albany, GA	44,154
225	Terre Haute, IN	44,011
226	Lake Charles, LA	44,009
227	Lynchburg, VA	43,913
228	Olympia, WA	43,651
229	Allentown, PA	43,401
230	Newport News, VA	43,188
231	Lancaster, PA	43,079
232	Decatur, IL	42,499
233	Fort Smith, AR	42,458
234	Oxnard, CA	42,445
235	South Bend, IN	42,384
236	Salisbury , MD	42,339
237	Alameda, CA	42,319
238	Palo Alto, CA	41,984
239	Fort Collins, CO	41,721
240	Hurst, TX	41,248
241	Greenville, NC	41,141
242	Erie, PA	40,774
243	New Haven, CT	40,692
244	Lawton, OK	40,360
245	Panama City, FL	40,141
246	Asheville, NC	39,956
247	Wichita Falls, TX	39,875
248	Longview, TX	39,872
249	Jefferson City, MO	39,806
250	Reading, PA	39,732

Eat/Drink Sales
(thousands)

1	New York City, NY	5,811,892
2	Chicago, IL	2,165,437
3	Houston, TX	2,099,184
4	Los Angeles, CA	1,792,169
5	San Francisco, CA	1,487,396
6	Honolulu, HI	1,304,298
7	San Diego, CA	1,201,918
8	Dallas, TX	1,151,340
9	Philadelphia, PA	1,011,641
10	Washington, DC	966,525
11	Boston, MA	909,069
12	Indianapolis, IN	858,600
13	San Antonio, TX	830,372
14	Seattle, WA	809,856
15	Columbus, OH	670,359
16	Denver, CO	650,283
17	Atlanta, GA	618,692
18	Nashville, TN	595,300
19	Austin, TX	575,841
20	Milwaukee, WI	563,573
21	New Orleans, LA	548,819
22	Baltimore , MD	543,863

23	Jacksonville, FL	539,005
24	Fort Lauderdale, FL	528,633
25	Memphis, TN	513,513
26	Phoenix, AZ	505,446
27	San Jose, CA	484,129
28	Tampa, FL	482,982
29	Detroit, MI	467,593
30	Portland, OR	453,044
31	Charlotte, NC	438,751
32	Oklahoma City, OK	432,900
33	Tulsa, OK	428,824
34	Pittsburgh, PA	427,239
35	Albuquerque, NM	421,232
36	Fort Worth, TX	418,759
37	Garland, TX	412,620
38	Long Beach, CA	406,699
39	Minneapolis, MN	404,610
40	Cincinnati, OH	404,005
41	Sacramento, CA	391,965
42	Omaha, NE	391,884
43	Miami, FL	388,650
44	Anaheim, CA	385,088
45	Virginia Beach, VA	357,314
46	Knoxville, TN	355,513
47	El Paso, TX	348,229
48	Independence, MO	342,096
49	Cleveland, OH	330,220
50	Anchorage, AK	320,504
51	Louisville, KY	319,032
52	Toledo, OH	315,604
53	Clearwater, FL	315,287
54	Wichita, KS	314,900
55	Raleigh, NC	306,806
56	Fresno, CA	303,677
57	Madison, WI	292,800
58	Lexington, KY	290,899
59	Oakland, CA	286,386
60	Baton Rouge, LA	285,841
61	Orlando, FL	276,408
62	Arlington, TX	269,102
63	Colorado Springs, CO	268,026
64	Fort Wayne, IN	267,622
65	Las Vegas, NV	264,535
66	Torrance, CA	263,681
67	Newport Beach, CA	261,506
68	Norfolk, VA	261,475
69	Salt Lake City, UT	257,151
70	Greensboro, NC	256,034
71	St. Paul, MN	253,675
72	Santa Ana, CA	247,318
73	Richmond, VA	242,296
74	Tucson, AZ	235,277
75	Santa Monica, CA	233,255
76	Birmingham, AL	232,093
77	Spokane, WA	224,649
78	Bakersfield, CA	221,713
79	Buffalo, NY	220,332
80	Winston-Salem, NC	216,319
81	Akron, OH	214,244
82	St. Petersburg, FL	213,471
83	Des Moines, IA	208,122
84	Riverside, CA	205,821
85	Corpus Christi, TX	205,768
86	Little Rock, AR	204,112
87	Mobile, AL	201,835
88	Rochester, NY	201,385
89	Pasadena, CA	198,955
90	Tacoma, WA	198,906
91	San Bernardino, CA	195,296
92	Hartford, CT	195,010
93	Grand Rapids, MI	194,100
94	Stockton, CA	191,360
95	Amarillo, TX	190,909
96	Santa Rosa, CA	189,992
97	Costa Mesa, CA	187,040
98	Glendale, CA	183,787
99	Santa Barbara, CA	182,403
100	Lubbock, TX	182,272
101	Reno, NV	181,221
102	Jackson, MS	177,265
103	Myrtle Beach, SC	177,034
104	Lincoln, NE	175,865
105	Flint, MI	175,726
106	Huntsville, AL	172,158
107	Worcester, MA	171,119
108	Savannah, GA	170,433
109	Tallahassee, FL	168,121
110	Alexandria, VA	167,840
111	Huntington Beach, CA	167,239
112	Lafayette, LA	166,622
113	Hollywood, FL	166,434
114	Evansville, IN	166,104
115	Chattanooga, TN	165,223
116	Bellevue, WA	165,210
117	Charleston, SC	164,788
118	Shreveport, LA	163,522
119	Macon, GA	162,995
120	Boise City, ID	161,917
121	Eugene, OR	157,206
122	Montgomery, AL	156,392
123	Ann Arbor, MI	154,247
124	Sarasota, FL	152,741
125	Albany, NY	150,712
126	Dayton, OH	148,483
127	Modesto, CA	144,325
128	Topeka, KS	143,883
129	Daytona Beach, FL	142,606
130	Syracuse, NY	140,794
131	Lansing, MI	140,558
132	Newark, NJ	140,067
133	Columbus, GA	139,103
134	Boulder, CO	137,007
135	Palo Alto, CA	136,687
136	Green Bay, WI	136,232
137	West Palm Beach, FL	135,474
138	Springfield, MA	134,163
139	Roanoke, VA	133,539
140	Allentown, PA	133,050
141	Beaumont, TX	132,438
142	Marietta, GA	132,397
143	Redondo Beach, CA	130,912
144	Fremont, CA	130,402
145	Escondido, CA	130,143
146	Springfield, IL	127,586
147	Columbia, SC	126,215
148	Fayetteville, NC	126,112
149	Hayward, CA	125,891
150	New Haven, CT	125,051
151	Cherry Hill, NJ	123,615
152	Boca Raton, FL	123,363
153	Gainesville, FL	122,695
154	Greenville, SC	122,662
155	Durham, NC	122,284
156	Mesa, AZ	122,233
157	Manchester, NH	122,091
158	Scottsdale, AZ	122,068
159	Ventura, CA	122,056
160	Rockford, IL	119,919
161	Peoria, IL	119,607
162	San Mateo, CA	119,091
163	Salem, OR	117,849
164	Terre Haute, IN	117,830
165	Cedar Rapids, IA	114,959
166	Newport News, VA	114,775
167	Thousand Oaks, CA	111,327
168	Waco, TX	110,840
169	Providence, RI	110,662
170	El Cajon, CA	110,354
171	Davenport, IA	110,163
172	Billings, MT	108,250
173	Irving, TX	108,128
174	Hattiesburg, MS	107,587
175	Sioux Falls, SD	107,373
176	Palm Springs, CA	107,337
177	South Bend, IN	106,489
178	Everett, WA	105,414
179	Asheville, NC	105,084
180	Nashua, NH	104,998
181	Monterey, CA	104,683
182	Aurora, IL	104,214
183	West Covina, CA	103,526
184	Stamford, CT	102,577
185	Lakeland, FL	102,549
186	Fort Myers, FL	100 816
187	Champaign, IL	100,792
188	Kalamazoo, MI	100,020
189	Hampton, VA	99,022
190	Framingham, MA	98 610
191	Oceanside, CA	97,477
192	Jersey City, NJ	97,313
193	Bridgeport, CT	97,050
194	Brockton, MA	96,284
195	Tempe, AZ	96,019
196	Fargo, ND	94,879
197	Abilene, TX	92,891
198	Ontario, CA	91,947
199	Naples, FL	91,488
200	Rochester, MN	91,472
201	Danbury, CT	90,893
202	Santa Cruz, CA	90,873
203	Oxnard, CA	90,170
204	Ocala, FL	89,778
205	Wichita Falls, TX	88,405
206	Portland, ME	88,252
207	Roswell, GA	87,289
208	Renton, WA	87,072
209	Pensacola, FL	86,934
210	Salinas, CA	85,520
211	Annapolis , MD	85,345
212	White Plains, NY	84,864
213	Yonkers, NY	84,718
214	Muncie, IN	84,467
215	Bellingham, WA	84,401
216	La Crosse, WI	84,042
217	Tyler, TX	83,679
218	Duluth, MN	83,429
219	Fort Smith, AR	83,282
220	Tuscaloosa, AL	83,203
221	Joliet, IL	82,642
222	Charleston, WV	82,547
223	Alameda, CA	82,535
224	Pueblo, CO	82,427
225	Clifton, NJ	82,410
226	Odessa, TX	81,880
227	Pomona, CA	81,701
228	Mishawaka, IN	81,234
229	Bloomington, IN	81,054
230	Hickory, NC	80,758
231	Greenville, NC	80,740
232	Kansas City, KS	80,224
233	Santa Fe, NM	80,087
234	Rockville , MD	80,062
235	Walnut Creek, CA	79,854
236	Arcadia, CA	79,792
237	Fort Collins, CO	79,387
238	Charlottesville, VA	79,358
239	Redding, CA	79,074
240	Panama City, FL	79,046
241	Waterbury, CT	78,293
242	Decatur, IL	77,223
243	San Luis Obispo, CA	76,988
244	Kansas City, MO	76,576
245	San Rafael, CA	76,572
246	Fairfax City, VA	76,377
247	Kokomo, IN	76,309
248	Erie, PA	75,987
249	Waltham, MA	75,943
250	Yakima, WA	75,631

Drug Sales
(thousands)

1	New York City, NY	1,445,724
2	Chicago, IL	1,092,582
3	Los Angeles, CA	614,388
4	Houston, TX	545,217
5	Honolulu, HI	450,813
6	Philadelphia, PA	375,851
7	San Diego, CA	370,999
8	Indianapolis, IN	321,496
9	San Francisco, CA	267,542
10	Jacksonville, FL	253,078
11	Dallas, TX	250,845
12	San Jose, CA	247,489
13	Washington, DC	233,541
14	Memphis, TN	203,368
15	Fresno, CA	201,757
16	Detroit, MI	200,074
17	Baltimore , MD	190,671
18	Seattle, WA	187,085
19	New Orleans, LA	174,216
20	Boston, MA	170,206
21	Miami, FL	166,662
22	Phoenix, AZ	165,180
23	Columbus, OH	161,179
24	Cleveland, OH	151,528
25	Milwaukee, WI	149,366
26	San Antonio, TX	144,926
27	Nashville, TN	144,874
28	Sacramento, CA	142,885
29	Tampa, FL	135,824
30	Santa Rosa, CA	130,692
31	Pittsburgh, PA	129,676
32	Atlanta, GA	128,195
33	Omaha, NE	125,716
34	Charlotte, NC	124,487
35	Anchorage, AK	123,503
36	Long Beach, CA	121,899
37	Minneapolis, MN	121,852
38	Louisville, KY	121,826
39	Oakland, CA	117,289
40	Cincinnati, OH	116,089
41	Toledo, OH	111,268
42	Bakersfield, CA	110,835
43	Austin, TX	103,806
44	Modesto, CA	101,279
45	Albuquerque, NM	100,215
46	Fort Worth, TX	96,042
47	Buffalo, NY	94,971
48	Las Vegas, NV	94,390
49	Fort Lauderdale, FL	92,196
50	Anaheim, CA	91,354
51	Denver, CO	90,443
52	Tucson, AZ	90,422
53	Kansas City, MO	89,895
54	Fort Wayne, IN	89,340
55	Mobile, AL	88,506
56	Torrance, CA	85,924
57	Virginia Beach, VA	85,759
58	Baton Rouge, LA	85,508
59	Santa Ana, CA	85 447
60	Spokane, WA	84 671
61	Redding, CA	84,387
62	Springfield, IL	84,103
63	Raleigh, NC	83,179
64	Clearwater, FL	81,353
65	Richmond, VA	80,993
66	San Mateo, CA	80,573
67	Stockton, CA	79,801
68	Knoxville, TN	79,323
69	Rochester, NY	78,804
70	Riverside, CA	78,405
71	Hayward, CA	76,300
72	El Paso, TX	75,704
73	Tulsa, OK	75,689
74	St. Petersburg, FL	75,580
75	Jackson, MS	74,099
76	Oklahoma City, OK	72,427
77	Fremont, CA	70,295
78	Hollywood, FL	69,839
79	Portland, OR	69,758
80	Winston-Salem, NC	69,494
81	Wichita, KS	69,393
82	Mesa, AZ	68,609
83	Huntington Beach, CA	68,154
84	Greensboro, NC	68,013
85	San Bernardino, CA	67,393
86	Boise City, ID	66,462
87	Lexington, KY	66,046
88	Montgomery, AL	65,444
89	Akron, OH	64,401
90	Santa Monica, CA	64,352
91	St. Paul, MN	63,455
92	Shreveport, LA	62,540
93	Birmingham, AL	62,327
94	Worcester, MA	61,976
95	Vallejo, CA	61,704
96	Escondido, CA	61,693
97	Madison, WI	61,639
98	Sarasota, FL	61,353
99	Sioux Falls, SD	61 287
100	Flint, MI	61,167
101	Ventura, CA	60,569
102	Thousand Oaks, CA	60,190
103	Bellevue, WA	60,157
104	Salinas, CA	59,120
105	Tacoma, WA	58,953
106	Salt Lake City, UT	58,878
107	Pasadena, CA	58,777
108	Glendale, CA	57,849
109	Chattanooga, TN	57,756
110	Norfolk, VA	57,205
111	El Cajon, CA	57,063
112	Orlando, FL	56,909
113	Evansville, IN	56,354
114	Grand Rapids, MI	55,218
115	Rockford, IL	53,721
116	Walnut Creek, CA	53,285
117	Aurora, IL	53,278
118	Alameda, CA	52,419
119	Syracuse, NY	52,296
120	Fort Myers, FL	51,278
121	Hartford, CT	50.872
122	Joliet, IL	50,230
123	Roseville, CA	49,842
124	Little Rock, AR	49,278
125	Pompano Beach, FL	49.259
126	Des Moines, IA	49,052
127	Upland, CA	48,926
128	Boca Raton, FL	48,910
129	Savannah, GA	48,812
130	St. Cloud, MN	48,734
131	Santa Barbara, CA	48,722
132	Ann Arbor, MI	48,120
133	Daytona Beach, FL	47,710
134	Springfield, MO	47,592
135	Topeka, KS	47,284
136	Huntsville, AL	46,724
137	Reno, NV	46,540
138	West Covina, CA	46,398
139	Durham, NC	46,097
140	West Palm Beach, FL	46,082
141	Lincoln, NE	45,949
142	Eugene, OR	45,815
143	Columbus, GA	45,606
144	Brockton, MA	45,254
145	Roanoke, VA	45,128
146	Newark, NJ	44,994
147	Dayton, OH	44,707
148	Lodi, CA	44,226
149	South Bend, IN	43,870
150	Alexandria, VA	43,837
151	Cherry Hill, NJ	43,400
152	Quincy, MA	43,267
153	Oxnard, CA	42,939
154	Decatur, IL	42,898
155	Salem, OR	42,877
156	Arlington, TX	42,692
157	Marietta, GA	42,663
158	Asheville, NC	42,364
159	Columbia, SC	42,064
160	Cedar Rapids, IA	41,453
161	Springfield, MA	41,375
162	Colorado Springs, CO	41,270
163	Jersey City, NJ	41,221
164	Merced, CA	40,367
165	Irving, TX	40,326
166	Simi Valley, CA	40,302
167	Everett, WA	40,090
168	Yonkers, NY	39,858
169	Champaign, IL	39,372
170	Newport Beach, CA	39,184
171	Bridgeport, CT	39,182
172	Erie, PA	38,543
173	Garland, TX	38,383
174	Tallahassee, FL	38,204
175	Peoria, IL	37,829
176	San Rafael, CA	37,719
177	Rochester, MN	37,506
178	Vero Beach, FL	37,417
179	Ocala, FL	37,320
180	Plano, TX	36,947
181	Terre Haute, IN	36,804
182	Manchester, NH	36,798
183	Renton, WA	36,797
184	Spartanburg, SC	36,467
185	Greenville, SC	36,169
186	Lake Charles, LA	36,108
187	Hattiesburg, MS	36,067
188	Billings, MT	36,052
189	Corpus Christi, TX	35,864
190	Albany, NY	35,786
191	Elkhart, IN	35,780
192	Naples, FL	35,576
193	San Luis Obispo, CA	35,355
194	Lakeland, FL	35,255
195	Napa, CA	35,021
196	Lafayette, LA	34,959

197	Hilo, HI	34,852
198	Waukegan, IL	34,823
199	Arcadia, CA	34,755
200	Visalia, CA	34,748
201	Framingham, MA	34,606
202	Providence, RI	34,599
203	Denton, TX	34,499
204	Fayetteville, NC	34,331
205	Muncie, IN	34,293
206	Mishawaka, IN	34,263
207	Scottsdale, AZ	34,189
208	Santa Fe, NM	34,051
209	Charlottesville, VA	33,912
210	Davenport, IA	33,817
211	Nashua, NH	33,576
212	Allentown, PA	33,393
213	Winchester, VA	33,379
214	Scranton, PA	33,159
215	Pomona, CA	33,080
216	Amarillo, TX	32,889
217	Tyler, TX	32,856
218	Kansas City, KS	32,840
219	Lubbock, TX	32,496
220	Fairfield, CA	32,359
221	Lansing, MI	32,308
222	Fairfax City, VA	32,300
223	Gastonia, NC	32,259
224	Lafayette, IN	32,154
225	Ontario, CA	32,049
226	Stamford, CT	31,989
227	Racine, WI	31,565
228	Fairbanks, AK	31,561
229	Santa Maria, CA	31,339
230	Waltham, MA	31,189
231	Costa Mesa, CA	31,129
232	Newport News, VA	31,035
233	Bellingham, WA	30,956
234	Columbia, MO	30,867
235	Fredericksburg, VA	30,865
236	Palm Springs, CA	30,772
237	Bloomington, IL	30,555
238	Kokomo, IN	29,868
239	Beaumont, TX	29,780
240	Valdosta, GA	29,704
241	Independence, MO	29,535
242	Gainesville, FL	29,521
243	Glendora, CA	29,180
244	Lowell, MA	28,901
245	Monterey, CA	28,851
246	Chesapeake, VA	28,816
247	Danville, VA	28,716
248	Hickory, NC	28,354
249	New Haven, CT	28,262
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SECTION II

Surveys of Daily Newspaper Cities

Communities in the United States
where daily newspapers are published

United States Daily Newspaper Cities

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Alabama	1	3	Kentucky	153	155	Ohio	292	293
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Kansas	144	145	North Carolina	274	275	Puerto Rico	434	—
			North Dakota	288	289			

It took a lot of digging to get this dump cleaned up

But Richmond Times-Dispatch reporter William Ruberry stayed with the job. It started when he interviewed a former Virginia Department of Waste Management employee who was fired after complaining about the department's handling of waste sites.

Ruberry's research led him to a state-owned fuel farm near Yorktown. For months he reviewed files, obtained records, and read depositions. He conducted nearly 100 interviews...with the governor, members of Congress, state legislators, and many other individuals and state agency representatives.

The facts showed that Virginia was in open violation of environmental laws. For two months following the first story, the administration of Gov. L. Douglas Wilder tried to defuse the issue, hoping it would go away. Other Virginia media downplayed the story. But the Times-Dispatch kept digging, publishing 50 articles on the subject.

Those stories led to investigations by the General Assembly, Congress and the EPA. A $16 million cleanup ensued. The director of the Department of Waste Management resigned. Fines and penalties from the EPA are likely.

All because one reporter pursued the truth. That's a commitment we're proud of at the Richmond Times-Dispatch and at all of our Media General newspapers. Our reporters dig for the facts and report them, no matter what they uncover.

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Huntsville-Madison County.
Mobile-Baldwin and Mobile Counties.
Montgomery-Autauga, Elmore and Montgomery Counties.
Tuscaloosa-Tuscaloosa County.

POPULATION ESTIMATES

(Thousands)

Age Group	1980	1990	1992
Under 5 Years	296	370	382
5-14 Years	645	643	664
15-24 Years	736	633	654
25-44 Years	1,030	1,288	1,330
45-64 Years	748	717	741
65 and Over	440	412	425
TOTAL	3,895	4,063	4,196

Based on U.S. Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1977 Census	1982 Census	1992 Est.
Bldg. Mat./Hdwr.	689	729	1,701
General Mdse.	1,308	1,651	3,247
Food	2,440	3,586	6,162
Automobiles	2,611	2,810	7,131
Gasoline Stations	810	1,173	1,515
Apparel	571	837	1,593
Furniture	468	546	1,318
Eat-Drink Places	591	1,080	2,146
Drugs	326	523	1,001
TOTAL SALES	10,705	14,480	27,906

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Corp. City 90 Cen. 14,957; E&P 92 Est. 15,546
County 90 Cen. 38,826; E&P 92 Est. 40,070

4 - HOUSEHOLDS:
City 90 Cen. 5,389; E&P 92 Est. 5,601
County 90 Cen. 13,914; E&P 92 Est. 14,360

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$40,000,000
Commercial	2	$140,000,000

6 - PASSENGER AUTOS: Tallapoosa County 30,001

7 - ELECTRIC METERS: Residence 4,075

8 - GAS METERS: Residence 3,645

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 7,000 ($240).

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-70; Summer 70-95; Fall 55-80; Winter 5-55. First killing frost, Nov. 10; last killing frost, Mar. 20.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alex. City(12)	2	Winn-Dixie, Roses, Revco, Goodyear, Belk
Edco(5)	NA	Edco Discount Ctr.
Mill Square(6)	1	Wal-Mart, Winn-Dixie, Harco
B-mart(1)	1	B-mart
The Market Pl.	13	Wal-Mart, Beall's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Roses; Edco; Belk; Revco; Harco; Piggly Wiggly; Winn-Dixie; Wal-Mart; B-Mart; Big B Drugs; Carport.

13 - RETAIL OUTLETS: Department Stores-Aland's; Belk; Beall's, Cato; Frohsin's.
Discount Stores-Edco, Fred's; Bargain Town; Roses; Wal-Mart; B-Mart.
Chain Drug Stores-Harco; Revco; Big B Drugs.
Chain Supermarkets-Piggly Wiggly; Winn-Dixie 2; Food Fair.
Other Chain Stores-Goodyear; Firestone; Western Auto; Lorchs.

14 - NEWSPAPERS: OUTLOOK (m-tues to fri; S) 5,800; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Billy McGhee, Adv. Mgr., OUTLOOK, 139 Church St., Alexander City, AL 35010; Tel. (205) 234-4281.

National Representative: Landon Associates.

ANDALUSIA

1 - LOCATION: Covington County, E&P Map C-5. County Seat.

2 - TRANSPORTATION: Railroad-SCL/L & N.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 90 Cen. 9,269; E&P 92 Est. 9,254
County 90 Cen. 36,478; E&P 92 Est. 37,531

4 - HOUSEHOLDS:
City 90 Cen. 3,796; E&P 92 Est. 3,790
County 90 Cen. 12,626; E&P 92 Est. 12,990

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$167,000,000
Savings & Loan	1	$60,187,000

6 - PASSENGER AUTOS: Covington County 28,073

7 - ELECTRIC METERS: Residence 4,464

8 - GAS METERS: Residence 3,005

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textiles 2,000 ($200); Elect. Util. 175 ($300); Pecan Proc. 200 ($200); Health Care 200 ($200).

Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Av. Temp.-Spring 66; Summer 76; Fall N.A.; Winter 55. First killing frost, Nov. 10; last killing frost, Mar. 15.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Center-Covington Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Covington Mall(22)	2	JCPenney, Revco, Leons, United Super
Westgate Plz.(6)	2	Bargain Time, Harco
East 3-Notch(5)	2	Winn-Dixie, Harco

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Shpg. Ctr.-every night.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Leon's.
Discount Stores-Bargain Time; Wal-Mart.
Variety Store-Family Dollar.
Chain Drug Stores-Harco; Revco.
Chain Food Supermarkets-Winn-Dixie; Food World.
Other Chain Stores-Sherwin-Williams; Cato.

14 - NEWSPAPERS: STAR NEWS (m-tues to sat) 4,500; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Boo Phillips, Gen. Mgr., STAR NEWS, 209 Dunson St.; PO Drawer 430, Andalusia, AL 36420; Tel. (205) 222-2402.

National Representative: None.

ANNISTON

1 - LOCATION: Calhoun County (MSA). E&P Map C-2. County Seat. Mfg., agric., commercial & military ctr. (Fort McClellan). NE portion of state; 60 mi. E of Birmingham; 100 mi. W of Atlanta.

2 - TRANSPORTATION: Railroads-Southern; Seaboard Coast Line.
Motor Freight Carriers-43.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Atlantic Southeast (4 flights per day); Anniston Executive Aviation.

3 - POPULATION:
Corp. City 90 Cen. 26,623; E&P 92 Est. 26,659
CZ-ABC: (80) 69,476
RTZ-ABC: (80) 92,792
County/MSA 90 Cen. 116,034; E&P 92 Est. 119,461
City & RTZ-ABC: (80) 162,268

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 10,306; E&P 92 Est. 10,320
County/MSA 90 Cen. 40,943; E&P 92 Est. 42,152
CZ-ABC: (80) 24,651
RTZ-ABC: (80) 29,544
City & RTZ-ABC: (80) 54,195

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	$781,670,965
Commercial	12	$4,045,581,072

6 - PASSENGER AUTOS: Calhoun County 88,782

7 - ELECTRIC METERS: Residence 43,653

8 - GAS METERS: Residence 25,323

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lumber & Wood 410; Metals 3,610; Other Durables 1,090; Textile 2,340; Total Non-Mfg. 30,300; Mfg. 11,420.

10 - CLIMATE: Annual Av. Temp.-63; Jan. 41; July 81; Av. Rainfall 66; Altitude (above) 1,000; Growing Season 212 days; Prevailing winds SE 4-8 MPH.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lenlock(18)	5	Shoe Box
Anniston Plz. (10)	NA	Wal-Mart, Big B Drug
Quintard Mall (35)	NA	JCPenney, Martin's, Harco Drug, Sears
Pelham Plz.	NA	Winn-Dixie, Whitit
Golden Springs (5)	NA 3	Windsor's Super Valu

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Mon., Thur., Sat.; Discount-7 nights a week.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Hudson's; Wakefield's; Sears; New Berman's; Kitchin's.
Discount Stores-Wal-Mart; K mart; Fred's; Martin's.
Chain Drug Stores-Harco; Big B 3.
Chain Supermarkets-Winn-Dixie; Super Valu; Lea & Mike's; Food World 2; Valu Foods 2; Gregerson's 2.
Other Chain Stores-Firestone; Friedman's Jewelers; Goodyear; Haverty Furn.; Lorch Diamond; Heilig-Meyers 2; Grifflin's Jewelry.

14 - NEWSPAPERS: STAR (e-mon to fri) 33,162; (m-sat) 35,760; (S) 34,197; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Hershel Victory, Ret. Adv. Mgr., STAR, 216 W. 10th St., Anniston, AL 36201; Tel. (205) 236-1551.

National Representative: Branham/Newspaper Sales.

ATHENS

1 - LOCATION: Limestone County, E&P Map C-1. County Seat. Agric. & college ctr. 20 mi. W of Huntsville; 13 mi. N of Decatur; on U.S. Hwys. 31, 72, I-65; State Hwys. 99, 251, 127.

2 - TRANSPORTATION: Railroad-Seaboard System.
Intercity Bus Lines-Trailways; Greyhound.
Motor Freight Carriers-13.

3 - POPULATION:
Corp. City 90 Cen. 16,901; E&P 92 Est. 17,781
CZ-ABC: (80) 14,558
RTZ-ABC: (80) 31,447
Total CZ & RTZ-ABC: (80) 46,005
County 90 Cen. 54,135; E&P 92 Est. 57,740

4 - HOUSEHOLDS:
City 90 Cen. 6,270; E&P 92 Est. 6,596
County 90 Cen. 20,151; E&P 92 Est. 21,393
CZ-ABC: (80) 5,287
RTZ-ABC: (80) 10,071
Total CZ & RTZ-ABC: (80) 15,358

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$2,996,278,585
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: Limestone County 43,341

7 - ELECTRIC METERS: Residence 20,279

8 - GAS METERS: Residence 1,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric. (cotton, corn, hay); Poultry Proc. 800; Clothing 532; Heavy Mach. 836; Electronics 800; Dairying; Cotton Proc.; Univ. Educ.; Automotive Mfg. 1,500.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-74; Summer 31-92; Fall 44-98; Winter 15-86. First killing frost, Nov. 3; last killing frost, Mar. 16.

11 - TAP WATER: Moderately acid; moderately soft. Fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Athens Plaza(15)	2	Roses, Winn-Dixie, Wal-Mart, Cato, Beall's
Athens(8)	1	Kroger, Sears, Big B Drug
Crutcher(4)	1	Hometown Grocery, Auto Shack, Family Dollar
L&S	1	L&S Foods, K mart, Fred's Discount Dept.

13 - RETAIL OUTLETS: Department Stores-Brown's Fabric Ctr.; Bennett's; Butler's Furn.; Clem Bumper to Bumper.

Discount Stores-Wal-Mart; Roses; K mart; Hometown Groceries.

Chain Drug Stores-Revco; Big B; Wal-Mart; K mart.

Chain Supermarkets-L&S; Kroger; Food World; Winn-Dixie.

Other Chain Stores-Goodyear; Radio Shack; Auto Shack.

14 - NEWSPAPERS: NEWS COURIER (m-tues to fri; S) 7,093; (S) 8,332; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: W.R. Nelson, Adv. Dir., NEWS COURIER, 410 W. Green St.; PO Box 670, Athens, AL 35611; Tel. (205) 232-2720.

National Representative: None.

AUBURN
See OPELIKA

BIRMINGHAM

1 - LOCATION: Jefferson County (MSA). E&P Map C-3. County Seat. Medical and industrial center. 150 mi. W of Atlanta; 250 mi. SE of Memphis; 300 mi. NE of New Orleans.

2 - TRANSPORTATION: Railroads-Burlington Northern; Southern Railway; Seaboard Systems; Amtrak; Union Pacific; Birmingham-Southern; Illinois Central; Gulf.

Motor Freight Carriers-13.

Intercity Bus Lines-Trailways; Greyhound.

Airlines-Eastern; Delta; United; USAir; Northwest; American; Southwest; Continental Express; Florida Express.

Water Transportation-The Warrior-Tombigbee Waterway (9 ft. channel) from areas between Birmingham and Jasper to Mobile and the Gulf carries est. 18,000,000 tons. Birmingport located 20 mi. from Birmingham and other ports both north and south are serviced by a number of barge lines. The Tenn-Tom link to the Tennessee River & the Warrior-Tombigbee provides easy access to some 13,000 mi. of inland waterways in mid and eastern U.S.

3 - POPULATION:

Corp. City 90 Cen. 265,968; E&P 92 Est. 268,485
CZ-ABC: (80) 715,225
RTZ-ABC: (80) 710,930
County 90 Cen. 651,525; E&P 92 Est. 667,702
MSA 90 Cen. 907,810; E&P 92 Est. 940,814
City & RTZ-ABC: (80) 1,426,155

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 104,096; E&P 92 Est. 105,082
County 90 Cen. 229,108; E&P 92 Est. 234,797
MSA 90 Cen. 324,093; E&P 92 Est. 336,023
CZ-ABC: (80) 257,428
RTZ-ABC: (80) 244,016
City & RTZ-ABC: (80) 501,444

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	14	$2,089,250,000
Commercial	26	$15,969,904,000

6 - PASSENGER AUTOS: Jefferson County 477,532

7 - ELECTRIC METERS: 306,657

8 - GAS METERS: 176,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Primary Metal 11,700 ($449); Fabricated Metal 6,400 ($387); Food & Kindred Prods. 7,300 ($263); Health Servs. 28,300 (N.A.); Trans. 11,400 (N.A.); Fin., Ins. & R.E. 28,300 (N.A.); Whol. Trade 29,600 (N.A.); State & Local Gov't 49,900 (N.A.); Federal Gov't 9,000 (N.A.); Constr. 23,300 (N.A.); Other Services 58,600 (N.A.); Ret. Trade 66,100 (N.A.); Printing & Pub. 5,200 (N.A.).

Principal Pay Days-Paid Wkly. (38 percent); Every two weeks (19.7 percent); twice monthly (1.1 percent); monthly (25.9 percent); 1st & 15th (13.7 percent); other (1 percent).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-85; Summer 53-102; Fall 27-94; Winter 19-76. First killing frost, Nov. 10; last killing frost, Mar. 16.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Downtown Shopping Center-100 blocks Morris Ave., 8th Ave. N., 14th St. N. and 26th St. N. concentrated in 12 blocks bounded by 1st and 4th Ave. N. and 17th and 21st Sts.

Neighborhood Shopping Centers-(No. of Stores)-Bessemer Plaza (9); Westlake Mall (35); Westtown Plaza (35); Center Point (21); Century Plaza (114); Crestwood (5); Eastlake (3); Easttown Plaza (17); Eastwood Mall (65); Eastwood Shopping Center (16); Five Points West (86); Forestdale (30); Forest Village (3); Green Springs K mart Center (9); Green Valley (14); Hillcrest (10); Hoover Mall (24); Irondale Plaza (6); Parkway East (13); Roebuck Shopping City (18); Shades Mountain (13); Vestavia Hills (55); Village East (24); Eastgate (Center Point) (17); Belleview Plaza (18); Western Hills (60); Gardendale Shopping Center (8); Village Green (28); Brookwood Village Mall (100); Green Springs (Homewood) (14); Shades Creek (48); Hueytown Plaza (15); Centre at Riverchase (30); Red Mountain Plaza (18); Roebuck Plaza (22); Weible Square (10); Green Springs Shopping Center (14); Westgate (7); Hoover Shopping Center (24); Leeds Shopping Center (5); Mountain Brook (10); Midfield Park Shopping Center (21); Pleasant Grove (11); Vestavia (Todd's Mall) (16); Loehmann's Village (50); Riverchase Galleria (200); Queensbury Shopping Center (50).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Belleview Plz. (18)	8	Big B, Food World, Wal-Mart
Bessemer Plz. (6)	12	Food Giant, Big B Drug
Brookwood(100)	5	Rich's, McRaes, Winn-Dixie
Center Point(21)	6	TG&Y, Consumer Warehouse, Eckerd
Century Plz. (116)	6	Bromberg's, Rich's, Sears, McRaes, JCPenney
Crestwood	5	
Eastgate	NA	Sears, Wickes
Eastlake	6	Goodyear, Western, Firestone
Easttown	11	Food World, Eckerd
Eastwood Mall (72)	6	Newberry's, Parisian, Service Mdse., Yeilding's, Aland's
Eastwood Plz. (20)	6	K mart, Eckerd, Consumer Whse.
Five Points South	2	Piggly Wiggly
Five Points West(86)	5	Parisian, Big B, Woolworth, Western
Forestdale(8)	6	Big B, Sears
Forest Vlg.(36)	6	Winn-Dixie, Eckerd
Gardendale	15	Big B, K mart, Food World, Goodyear
Green Springs (K mart Ctr.)	9	K mart
Green Springs	9	Food World, Handy City
Green Valley	8	Golbro
Hillcrest	10	Eckerd, Food Max
Hoover	8	Winn-Dixie, Golbro, TG&Y
Hoover Mall(24)	8	Aland's, Eckerd
Inverness(10)	NA	Food World
Irondale(6)	NA	Food World, Big B
Leeds	NA	Winn-Dixie, TG&Y, Wal-Mart
Riverchase Vlg.(50)	10	Service Mdse., Marshalls
Midfield Park (21)	12	K mart, Homecrafters
Mountain Brook	4	Western, Bromberg's
Palisades(36)	9	Golbro, Eckerd, Winn-Dixie
Pleasant Grove	12	Winn-Dixie
Parkway East	11	T.J. Maxx
Queensbury(50)	NA	Big B, Food World
Red Mountain Plz.	6	Big B
Riverchase Galleria(200)	NA	McRaes, Rich's, Parisian, Macy's, JCPenney
Riverhills(10)	NA	Saunders Hdwe.
River Square	NA	Winn-Dixie, Revco
Roebuck Plz.(25)	8	Consumer Whse., K mart, JCPenney, McRaes, Western Auto
Roebuck Ctr.	NA	Hancock Fabrics, Food Max
Roebuck (K mart)	NA	K mart
Shades Mtn. Plz.	NA	Western Auto
Vestavia Hills	7	Sears, Western, Parisian
Village Green	15	Winn-Dixie, Eckerd
Village East	6	Winn-Dixie, T.J. Maxx
Weibel Sq.(10)	8	Handy Dan, Big B
Westgate	NA	Food World, Big B
West Lake	14	Sears, Consumer Warehouse
Westtown Plaza	14	Eckerd, Wal-Mart
Western Hills(60)	NA	McRaes, Aland's, JCPenney, Woolworth, Yeilding's

Principal Shopping Days-Mon., Thur., Fri., Sat.

Stores Closed-Sun. & Holidays.

13 - RETAIL OUTLETS: Department Stores-McRaes 7; Sears 6; Parisian 5; JCPenney 4; Yeilding's 5; Rich's 3; Aland's 3; Macy's.

Variety Stores-TG&Y 4; Woolworth 5.

Discount Stores-Bargain Town, USA 11; Family Dollar 6; Golbro 4; K mart 8; Loehmann's; Service Merchandise 2; Marshalls; Wal-Mart 7.

Chain Drug Stores-Alley; Big B 37; Eckerd 14; P&S Apothecary 2.

Chain Supermarkets-Consumer Warehouse 10; Dixie; Food Center 11; Foodtown; Food World 12; Piggly Wiggly 7; Western 14; Winn-Dixie 20; Bruno's Food & Pharmacy 2; Food Max 4; Derchamps 6.

Other Chain Stores-Shoes: Bakers; Bell's 2; Buster Brown; Dollar Shoe Box; Shoe Bar 3; Florsheim 3; Shoe City 11; Stride-Rite 3; Kinney 4; Butler 4; Calhoun 2; Pic 'n Pay 9; Shoe Corral 2; Sikes 2; Thom McAn; Village Bootery; Wagner's Air Step 2; Ladies' Apparel: Diana Shop; Furniture: Calder 3; Ethan Allen; Jefferson Home 6; Lorch Furn. 2; Marks-Fitzgerald 4; Sokols; Standard 5; Tires: Firestone 12; Goodyear 5; Auto Supplies: Bumper-to-Bumper 19; Genuine Parts 9; Western Auto 7; Auto Shack 14; Jewelry: A&A Ash 2; Bromberg's 4; Busch's 3; Gordon 2; Jobe-Rose 3; Lorchs 7; Zales; National Tire Wholesale 2.

14 - NEWSPAPERS: POST-HERALD (m-mon to fri) 64,163; NEWS (e-mon to fri) 168,725; POST HERALD (m-sat) 179,883; NEWS (S) 212,529; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Larry Harris, Natl. Adv. Mgr., NEWS and POST-HERALD, PO Box 2553, Birmingham, AL 35202; Tel. (205) 325-2230.

National Representative: Newhouse Newspapers Metro Suburbia.

CULLMAN

1 - LOCATION: Cullman County. E&P Map C-2. County Seat. Agriculture, manufacturing, poultry ctr. N central part of state. 50 mi. N of Birmingham.

2 - TRANSPORTATION: Railroad-Seaboard Coast Lines.

Motor Freight Carriers-15.

Intercity Bus Lines-Greyhound; Trailways.

Airlines-Charter Service; Folsom Field.

3 - POPULATION:

Corp. City 90 Cen. 13,367; E&P 92 Est. 13,741
CZ-ABC: (80) 13,084
RTZ-ABC: (80) 54,302
City & RTZ-ABC: (80) 67,386
County 90 Cen. 67,613; E&P 92 Est. 70,939

4 - HOUSEHOLDS:

City 90 Cen. 5,563; E&P 92 Est. 5,718
County 90 Cen. 25,512; E&P 92 Est. 26,767
CZ-ABC: (80) 5,153
RTZ-ABC: (80) 18,541
City & RTZ-ABC: (80) 23,694

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	6	$314,000,000
Savings & Loan	2	$148,000,000

6 - PASSENGER AUTOS: Cullman County 58,153

7 - ELECTRIC METERS: Residence 35,419

8 - GAS METERS: Residence 2,759

9 - PRINCIPAL INDUSTRIES: Total Work Force in County 31,750; Elect. Appliances; Metal Prods.; Poultry Proc.; Lumber; Textiles; Files; Distrib. Ctrs.

10 - CLIMATE: An. Min. & Max. Temp.-15-100. First killing frost, Oct. 26; last killing frost, Apr. 8.

11 - TAP WATER: Fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Cullman(29)	NA	Sears, JCPenney, Food World, Watsons, Belk-Hudson
South Cullman (10)	NA	Harco Drug
Town Square(6)	NA	Goody's, Wal-Mart
East Point(10)	NA	
West Town(7)	NA	Shell

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Belk-Hudson; JCPenney; Watsons; Goody's.

Discount Stores-Bargain Town, USA; Wal-Mart; K mart; Family Dollar; Dollar General.

Variety Store-Elmores.

Chain Drug Stores-Medicine Shoppe; Big B; Harco; Hospital Discount.

Chain Supermarkets-Food World; Warehouse Disc. & Groc. 3; Freshvale Whse. Groc.; Jerry's Food House.

Other Chain Stores-B.F. Goodrich; Singer Center; Radio Shack; Goodyear; Firestone; Importer's Warehouse; Bookland; Shoe World; Auto Zone.

14 - NEWSPAPERS: CULLMAN TIMES (m-tues to fri) 9,407; (S) 10,796; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Robbie Camp, Adv. Dir., TIMES, 300 Fourth Ave. S.E., Cullman, AL 35055; Tel. (205) 734-2131.

National Representative: None.

DECATUR

1 - LOCATION: Morgan County. E&P Map C-2. County Seat. In heart of Tennessee Valley on U.S. Hwys. I-65, 31; State Hwys. 67, 20, 24.

2 - TRANSPORTATION: Railroads-CSX; Family Line; Norfolk-Southern.

Motor Freight Carriers-45.

Intercity Bus Lines-Greyhound; Trailways.

Airlines-United; American; Delta; Atlanta Southeastern; Eastern; Northwest; Continental; Tennessee Airways.

3 - POPULATION:

Corp. City 90 Cen. 48,761; E&P 92 Est. 51,299
CZ-ABC: (80) 50,102
RTZ-ABC: (80) 154,095
County 90 Cen. 100,043; E&P 92 Est. 105,160
City & RTZ-ABC: (80) 204,197

4 - HOUSEHOLDS:

City 90 Cen. 18,140; E&P 92 Est. 19,084
County 90 Cen. 35,777; E&P 92 Est. 37,608
CZ-ABC: (80) 17,860
RTZ-ABC: (80) 52,239
City & RTZ-ABC: (80) 70,099

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$179,790,000
Commercial	5	$493,515,000

6 - PASSENGER AUTOS: Morgan County 78,926

7 - ELECTRIC METERS: Residence 19,564

8 - GAS METERS: Residence 4,216

9 - PRINCIPAL INDUSTRIES: Synthetic Fibers; Tire Fabric; Copper & Brass Tubing; Hexagon Steel Nuts; Steel Fab.; Cotton Seed Oil; Insecticides; Fertilizers; Concrete Prods.; Pkg. House Prods.; Dairy Prods.; Pine Coating; Plastics; Foodstuffs; Plywood; Aluminum Extrusion; Boxes & Baskets; Poultry Proc.; Ironwork; Chemicals; Automotive Parts; Steering Gear Assembly; Refrig. & Freezer Prods.

Principal Pay Days-Tues., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-75; Summer 67-90; Fall 52-80; Winter 23-65. First killing frost, Nov. 27; last killing frost, Apr. 8.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Beltline Mall; Gateway Shopping Ctr.; Decatur Shopping Ctr.; Beltline Plz.; Plumtree Ctr.; Westgate Shopping Ctr.; Downtown and Bank Street area.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kroger Shpg. Ctr.	4	Kroger, K mart
Southland Plz.(15)	2	Brown's Fabric, Big Lots
Decatur Shpg. Ctr.	1	Consumer Foods, Warehouse Furn., SupeRx Drugs
Gateway Shpg. Ctr.	2	Imports, 3B Foods, Big B Drugs
Beltline Mall	NA	Parisian, Castner-Knotts, JCPenney, Sears
Hills Shopping Ctr.	NA	Hills, Barrett Shoes
Plumtree Ctr.	NA	Winn-Dixie, Shoe City
Martin's Plz.	NA	Martins
Westgate Shpg. Ctr.	NA	Piggly Wiggly

Principal Shopping Days-Dept. Stores-1 pm-6 pm, Mon., Thur., Sat., Sun. Food-Fri., Sat.

Stores Open Evenings-Most stores in major shopping centers Thur. and Fri. evenings; Beltline Mall open nightly.

13 - RETAIL OUTLETS: Department Stores-Parisian-Decatur; JCPenney; Sears; Castner-Knott; Rogers.

Discount Stores-K mart; Wal-Mart; Family Dollar; Hills; Lowe's; Martins.

Chain Drug Stores-Big B; SupeRx.

Chain Supermarkets-Kroger; Food World; Giant Foods; Busy Bee; Han-D-Way 3; U-Totem; Wholesale Grocery; Family Mart; Winn-Dixie; Piggly Wiggly; 3B Foods.

Other Chain Stores-Village Shop; Shoe City; Singer Co.; Goodyear; Forbes Pianos; Glidden Paint; Sherwin-Williams; Firestone; General; Goodyear; Uniroyal; Pic 'N Pay Shoes; Western Auto; Southern Sash; Payless Shoes; Lorch's; Radio Shack; Barrett Shoes; General Nutrition; Circle K.

14 - NEWSPAPERS: DAILY (e-mon to fri) 27,824; (m-sat) 28,977; (S) 32,311, Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Henry Burt, Adv. Mgr., DAILY, 201 1st Ave.; PO Box 2213, Decatur, AL 35609; Tel. (205) 353-4612.

National Representative: Landon Associates.

DOTHAN

1 - LOCATION: Houston County, (MSA). E&P Map D-5. 90 mi. SE of state capital, Montgomery; 185 mi. SE of Birmingham; 190 mi. SE of Atlanta; 250 mi. W of Jacksonville; 150 mi. NE of Pensacola.

2 - TRANSPORTATION: Railroads-Atlanta and St. Andrews Bay; CSX; Hartford & Slocomb; Norfolk Southern.

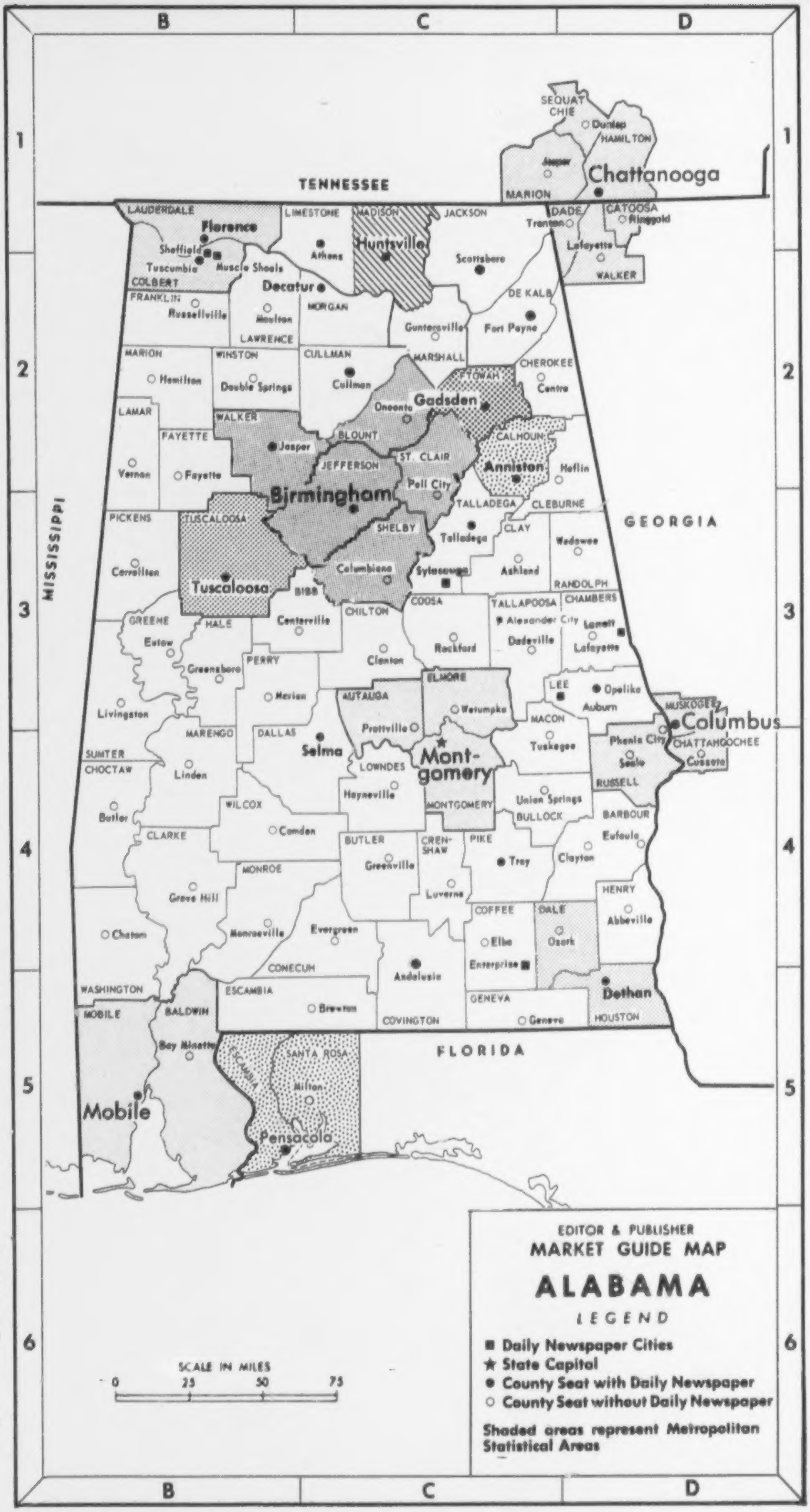
Motor Freight Carriers-23.

Intercity Bus Lines-Greyhound; Trailways.

Airlines-Atlantic Southeast (Delta); Eastern Metro Express (Eastern).

3 - POPULATION:

Corp. City 90 Cen. 53,589; E&P 92 Est. 55,848
CZ-ABC: (80) 49,018
RTZ-ABC: (80) 196,303



B
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TENNESSEE
MISSISSIPPI
GEORGIA
FLORIDA
SEQUATCHIE
Dunlap
HAMILTON
Jasper
MARION
Chattanooga
DADE
Trenton
CATOOSA
Ringgold
Lafayette
WALKER
LAUDERDALE
Florence
Sheffield
Tuscumbia
Muscle Shoals
COLBERT
LIMESTONE
Athens
MADISON
Huntsville
JACKSON
Scottsboro
Decatur
FRANKLIN
Russellville
Moulton
LAWRENCE
MORGAN
DE KALB
Fort Payne
Guntersville
MARSHALL
MARION
Hamilton
WINSTON
Double Springs
CULLMAN
Cullman
CHEROKEE
Centre
ETOWAH
Gadsden
Oneonta
BLOUNT
LAMAR
FAYETTE
WALKER
Jasper
Vernon
Fayette
JEFFERSON
Birmingham
ST. CLAIR
Pell City
CALHOUN
Anniston
Heflin
TALLADEGA
CLEBURNE
PICKENS
Carrollton
TUSCALOOSA
Tuscaloosa
SHELBY
Columbiana
Talladega
CLAY
Ashland
Wedowee
Sylacauga
RANDOLPH
BIBB
Centerville
CHILTON
Clanton
COOSA
Rockford
TALLAPOOSA
Alexander City
Dadeville
CHAMBERS
Lanett
Lafayette
GREENE
Eutaw
HALE
Greensboro
PERRY
Marion
Livingston
SUMTER
AUTAUGA
Prattville
ELMORE
Wetumpka
LEE
Opelika
Auburn
MUSKOGEE
Columbus
MARENGO
Linden
DALLAS
Selma
LOWNDES
Hayneville
Montgomery
MONTGOMERY
MACON
Tuskegee
Phenix City
Seale
RUSSELL
CHATTAHOOCHEE
Cusseta
CHOCTAW
Butler
WILCOX
Camden
Union Springs
BULLOCK
BARBOUR
Eufaula
CLARKE
Grove Hill
MONROE
Monroeville
BUTLER
Greenville
CRENSHAW
Luverne
PIKE
Troy
Clayton
HENRY
Abbeville
Chatom
Evergreen
CONECUH
COFFEE
Elba
Enterprise
DALE
Ozark
Dothan
Andalusia
WASHINGTON
ESCAMBIA
Brewton
COVINGTON
GENEVA
Geneva
HOUSTON
MOBILE
BALDWIN
Bay Minette
Mobile
ESCAMBIA
SANTA ROSA
Milton
Pensacola
SCALE IN MILES
0
25
50
75
EDITOR & PUBLISHER
MARKET GUIDE MAP
ALABAMA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas

County 90 Cen. 81,331; E&P 92 Est. 85,243
MSA 90 Cen. 130,964; E&P 92 Est. 136,766
City & RTZ-ABC: (80) 245,321

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 19,848; E&P 92 Est. 20,684
County 90 Cen. 29,565; E&P 92 Est. 30,987
CZ-ABC: (80) 17,376
RTZ-ABC: (80) 67,084
MSA 90 Cen. 46,902; E&P 92 Est. 48,984
City & RTZ-ABC: (80) 84,460

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$659,546,908
Savings & Loan	2	$254,326,000

6 - PASSENGER AUTOS: Houston County 42,047

7 - ELECTRIC METERS: Residence 18,500

8 - GAS METERS: Residence 8,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 11,440; Durable Goods 6,150; Nondurable Goods 5,290; Constr. 2,630; Whol. & Ret. 14,110; Trans. & Public Util. 3,690; Finance, Insurance, R.E. 1,580; Services 8,620; Gov't 11,920.

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-89; Summer 69-97; Fall 53-85; Winter 33-59. First killing frost, Nov. 20; last killing frost, Mar. 10.

11 - TAP WATER: Alkaline, medium hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown (Main St., Foster St., Oates St.); Northside Mall; Porter Square Mall; Wiregrass Commons Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Circle S.	4	Winn-Dixie, Revco
Circle W.	3	Piggly Wiggly, Big B Drugs
Country Corner	5	Piggly Wiggly, True Value
Dogwood Plz.	4	Saad's Jewelers, Claudines
Fountain Plz.	3	Haverty's, Ted's Jewelers
Northside Mall	4	Mont. Ward, Wal-Mart
Porter Sq.	1	JCPenney, Walgreens, McCrory
Wilbro	3	Wilbro
Wiregrass Commons	4	Gayfers, Parisian, Pizitz

Principal Shopping Days-Thur., Fri, Sat., Sun.

Stores Open Evenings-Northside Mall; Porter Sq. Mall; Wiregrass Commons Mall.

13 - RETAIL OUTLETS: Department Stores-Bargain Town; B.C. Moore; Gayfer's; JCPenney; Montgomery Ward; Parisian; Pizitz; Sears.

Chain Drug Stores-Big B; Revco; Walgreens.

Discount Stores-Family Dollar; K mart; Wal-Mart.

Chain Supermarkets-A&P; Brunos; Dixie Dandy; Food World 2; IGA 5; Piggly Wiggly 3; Winn-Dixie 2.

Other Chain Stores-Ace Hdwe.; Big 10 Tires; Ethan Allen; Firestone; Goodyear; Lorch Jewelry; Lowe's; Rex; Rhodes Furn.; Western Auto; Wickes.

14 - NEWSPAPERS: EAGLE (m) 25,769; (S) 28,952; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Ed Warren, Adv. Dir., EAGLE, 203 N. Oates St.; PO Box 1968, Dothan, AL 36302; Tel. (205) 792-3141.

National Representative: Thomson Newspapers.

ENTERPRISE

1 - LOCATION: Coffee County, E&P Map C-4. County Seat. Army aviation center. Manufacturing and agricultural center. 27 mi. NW of Dothan. On U.S. Hwy. 84; State Hwys. 27, 134, 167, 248.

2 - TRANSPORTATION: Railroad-Seaboard Coast Line.

Motor Freight Carriers-5.

Intercity Bus Line-Trailways.

Airline-Trans Air Express.

3 - POPULATION:

Corp. City 90 Cen. 20,123; E&P 92 Est. 21,027

County 90 Cen. 40,240; E&P 92 Est. 41,817

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 7,297; E&P 92 Est. 7,625

County 90 Cen. 14,703; E&P 92 Est. 15,279

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	1	$26,331,000
Commercial	3	$131,817,000

6 - PASSENGER AUTOS: Coffee County 30,040

7 - ELECTRIC METERS: Residence 8,300

8 - GAS METERS: Residence 2,600

9 - PRINCIPAL INDUSTRIES: Cotton and Cottonseed Prods.; Peanut Butter; Peanut Oil; Clothing; Meat Packing; Corn; Cattle; Hogs; Aluminum; Lumber Prods.; Poultry; Poultry Proc.; Weather Radars; Locks; Sportswear; Auto Parts; Fork Lifts.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-93; Summer 57-98; Fall 53-95; Winter 10-85. First killing frost, Nov. 20; last killing frost, Mar. 10.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
College Plz.(10)	NA	
Morgan Sq.(8)	NA	SupeRx
West Gate(36)	NA	B.C. Moore & Sons, IGA, Sears
Enterprise(9)	NA	Wal-Mart, JCPenney
Discount Plz. (10)	NA	Enterprise Wholesale, Beall's Dept. Store, Food World, Big B
Boll Weevil Plz.	NA	Winn-Dixie, Harco Drugs

13 - RETAIL OUTLETS: Department Stores-JCPenney; Beall's; Big B; B.C. Moore & Sons.

Chain Drug Store-SupeRx.

Chain Supermarkets-Piggly Wiggly; IGA Foodliner; Winn-Dixie; Food World.

Other Chain Stores-Sears; Radio Shack; Cato; Shoe City; Payless Shoes; Easy Pay; Firestone; Danley Furniture; Alpro Auto Parts; Sherwin-Williams.

14 - NEWSPAPERS: LEDGER (e-mon to fri) 6,502; (S) 7,030; sworn Sept. 24, 1990.

Local Contact for Advertising and Merchandising Data: Norman Bankston, Adv. Mgr., LEDGER, PO Box 1140, Enterprise, AL 36331; Tel. (205) 347-9533.

National Representative: Thomson Newspapers.

FLORENCE-SHEFFIELD-TUSCUMBIA-MUSCLE SHOALS

1 - LOCATION: E&P Map B-1 & B-2 (In Florence MSA). Florence (County Seat) in Lauderdale County, Tuscumbia (County Seat), Sheffield & Muscle Shoals in Colbert County. In NW Alabama, electric power (TVA), chemical, metallurgical, cattle, poultry, agriculture. On Tennessee River; 140 mi. N of Birmingham; 120 mi. S of Nashville; 160 mi. E of Memphis. On U.S. Hwys. 43, 72; State Hwys. 13, 17, 20, 157.

2 - TRANSPORTATION: Railroads-L&N; Southern.
Water-Tennessee River Barge Service.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-ASA (Atlantic Southeastern); Republic Express.

3 - POPULATION:
Corp. Cities 90 Cen. 64,830; E&P 92 Est. 65,924
Florence 90 Cen. 36,426; E&P 92 Est. 37,164
Sheffield 90 Cen. 10,380; E&P 92 Est. 10,314
Tuscumbia 90 Cen. 8,413; E&P 92 Est. 8,464
Muscle Shoals 90 Cen. 9,611; E&P 92 Est. 9,982
CZ-ABC: (80) 66,980
RTZ-ABC: (80) 68,085
Counties 90 Cen. 131,327; E&P 92 Est. 134,576
Lauderdale 90 Cen. 79,661; E&P 92 Est. 81,919
Colbert 90 Cen. 51,666; E&P 92 Est. 52,657
MSA 90 Cen. 131,327; E&P 92 Est. 134,576
City & RTZ-ABC: (80) 135,065

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 90 Cen. 24,733; E&P 92 Est. 25,142
Florence 90 Cen. 13,966; E&P 92 Est. 14,250
Sheffield 90 Cen. 4,180; E&P 92 Est. 4,153
Tuscumbia 90 Cen. 3,149; E&P 92 Est. 3,168
Muscle Shoals 90 Cen. 3,438; E&P 92 Est. 3,571
MSA 90 Cen. 46,870; E&P 92 Est. 48,030
CZ-ABC: (80) 24,597
RTZ-ABC: (80) 22,804
Counties 90 Cen. 46,870; E&P 92 Est. 48,029
Lauderdale 90 Cen. 28,371; E&P 92 Est. 29,175
Colbert 90 Cen. 18,499; E&P 92 Est. 18,854
City & RTZ-ABC: (80) 47,401

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$350,000,000
Commercial	12	$450,000,000

6 - PASSENGER AUTOS: Counties: Lauderdale 61,890; Colbert 42,597

7 - ELECTRIC METERS: Residence 20,158

8 - GAS METERS: Residence 13,785

9 - PRINCIPAL INDUSTRIES: (Metro Area) Industry, No. of Wage Earners-Elect. power generated in Muscle Shoals (TVA hydro & steam plants) is economic base of diversified industry. Primary Metals 5,460; Chem. & Allied Prods. 2,263; Rubber Prods. 1,260; Fab. Metals 580; Food 490; Textile Prods. 550; Stone Clay & Glass Prods. 500; Mach. 1,370. Also University of North Alabama; over 5,000 students, 165 teachers.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-85; Summer 70-105; Fall 60-90; Winter 5-70. First killing frost, Oct. 29; last killing frost, Apr. 5.

11 - TAP WATER: Florence-Alkaline, soft; Sheffield and Tuscumbia-Alkaline, hard.

12 - RETAILING: Principal Shopping Areas--Florence-8 blocks on Court St.; 7 on Tennessee St.; 3 on Seminary St.; 2 on Mobile St.; 2 on Tombigbee St.; 4 mi. along Florence Blvd.
Sheffield-6 blocks on Montgomery Ave.; 3 on 2nd St.; 2 on Raleigh Ave.; 2 on 3rd St.; 3 on Nashville Ave.; 2 on 4th St.
Tuscumbia-2 blocks on Main St.; 3 on 6th St.; 2 on 5th St.
Muscle Shoals-2 mi. on Woodward Ave.

Neighborhood Shopping Areas-2 blocks on Wood Ave.; in N. Florence; 2 on Huntsville Rd. at Weeden Heights.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Seven Points(17)	2	Jitney Jungle, Harco
Four-Lane(18)	1	
Boulevard	3	K mart
Towne Plaza(12)	1	Hancock Fabrics, Jitney Jungle, Harco
Southgate Mall(30)	NA	Wal-Mart, Big B Drugs, Jitney Jungle
Florence Pl.(13)	NA	Harco, Jitney Jungle
English Vlg.(15)	NA	Hancock Fabrics, London Shop
Regency Square Mall(70)	NA	Castner-Knott, Sears, Parisian, JCPenney, McCrae's

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Some-Mon., Fri. (Shopping Ctrs.-nights).

13 - RETAIL OUTLETS: Department Stores-Martin's; Sears; JCPenney; Rogers 2; Davis; Castner-Knott.
Discount Stores-K mart 2; Wal-Mart 2; Family Dollar 2; Factory Discount; Fred's Dollar Store; Dollar General.
Variety Store-TG&Y.
Chain Drug Stores-Harco; Whorton's 3; Big B 5; Rushing 2; Colbert's 2.
Chain Supermarkets-Jitney Jungle 4; Winn-Dixie; Big Star 5; Wilson's 3; ShopRite 8; Food World 2; Consumer's Warehouse.
Other Chain Stores-Brad Ragan; Pittsburgh Plate Glass; Sherwin-Williams; Southern Sash; Thom McAn; United Paint; Western Auto; Zales Jewelry; Village Shops 5; Best Jewelry 2; Heileg-Meyers 2; Tommie Lou's; Colony Men's Shop 2; Hancock Fabrics 2; Lerner; Radio Shack 3; Circus World; Parisian; Bookland 2; McCrae's.

14 - NEWSPAPERS: TIMES DAILY (m) 35,451; (S) 35,654; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Dennis Stockton, Adv. Dir., TIMES DAILY, 219 W. Tennessee St., Florence, AL 35630; Tel. (205) 766-3434.
National Representative: Branham/Newspaper Sales.

FORT PAYNE

1 - LOCATION: De Kalb County, E&P Map C-2. County Seat. Manufacturing & agricultural city in the NE portion of state. 90 mi. N of Birmingham, 32 mi. N of Gadsden, 55 mi. S of Chattanooga on I-59. On I-59; U.S. Hwy. 11.

2 - TRANSPORTATION: Railroad-Southern.
Motor Freight Carriers-4.
Intercity Bus Line-Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 11,838; E&P 92 Est. 12,190
County 90 Cen. 54,651; E&P 92 Est. 56,547

4 - HOUSEHOLDS:
City 90 Cen. 4,825; E&P 92 Est. 4,969
County 90 Cen. 19,802; E&P 92 Est. 20,489

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	1	$208,498,000
Commercial	3	(incl. above)

6 - PASSENGER AUTOS: De Kalb County 44,196

7 - ELECTRIC METERS: Residence 13,400

8 - GAS METERS: Residence 2,082

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Textile 1,500; Bakery 700; Pre-Fab. Housing 600; Fab. Steel 500.
Principal Industry Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-85; Summer 50-95; Fall 20-85; Winter 5-75. First killing frost, Oct. 10; last killing frost, Mar. 26.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-De Kalb Plz., 15 blocks on Gault Ave. S.
Neighborhood Shopping Centers-Fort Payne, 1 block on Gault Ave.; Hurley's, 15 blocks on Gault Ave. N.; K mart shpg. ctr., on Hwy. 35.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
De Kalb(6)	NA	Winn-Dixie, Wal-Mart
K mart(3)	NA	K mart, Food World
Hurley's(3)	NA	Bruce's Foodland

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Shpg. ctrs., food, drug.

13 - RETAIL OUTLETS: Discount Stores-Bargain Town; Pic 'N Pay; K mart; Wal-Mart; Dollar General.
Chain Drug Stores-Harco; Kilgore.
Chain Supermarkets-Winn-Dixie; Foodland; Food World; Piggly Wiggly.

14 - NEWSPAPERS: TIMES JOURNAL (m-tues to sat) 6,596; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: Steve Porter, Ret. Adv. Mgr., TIMES JOURNAL, 200 8th St., S.E.; PO Box 349, Fort Payne, AL 35967; Tel. (205) 845-2550.
National Representative: Landon Associates.

GADSDEN

1 - LOCATION: Etowah County (MSA). E&P Map C-2, County Seat. Industrial center. NE part of state, 60 mi. from Birmingham, in Sand Mountain District. Major roads and highways, I-59, I-759; U.S. Hwys. 11, 278, 411, 431; Alabama Hwys. 25, 77, 227.

2 - TRANSPORTATION: Railroads-Southern; Seaboard System.
Motor Freight Carriers-30.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airline-Atlantic Southeast.

3 - POPULATION:
Corp. City 90 Cen. 42,523; E&P 92 Est. 42,497
CZ-ABC: (80) 75,055
RTZ-ABC: (80) 187,302
County/MSA 90 Cen. 99,840; E&P 92 Est. 102,258
City RTZ-ABC: (80) 262,357

4 - HOUSEHOLDS:
City 90 Cen. 17,380; E&P 92 Est. 17,370
County/MSA 90 Cen. 35,853; E&P 92 Est. 36,722
CZ-ABC: (80) 27,168
RTZ-ABC: (80) 66,021
City & RTZ-ABC: (80) 93,189

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$599,000,000
Savings & Loan	2	$133,000,000
Credit Unions	5	$196,000,000

6 - PASSENGER AUTOS: Etowah County 75,681

7 - ELECTRIC METERS: Residence 41,247

8 - GAS METERS: Residence 25,689

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Steel 1,900 ($434); Rubber 3,250 ($514); Trucking ($200); Concrete Pipe ($150); Dairy Prods. ($150); Light Mach. (N.A.).

Principal Pay Days-Fri.; Rubber: Tues.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-76; Summer 50-102; Fall 48-90; Winter 12-57. First killing frost, Nov. 2; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-Gadsden Mall, 500,000 sq. ft.; 9 blocks on Broad St.; 6 on Chestnut St.; 5 on 4th, 5th, and 6th Streets; Alabama City.

Neighborhood Shopping Centers-W Gadsden-12th and Forrest Ave. E Gadsden-E Broad and Hoke St. Alabama City: Wall St., Rainbow City, N 12th St. Attalla; N 3rd St. and Meighan Blvd.; Noccalula.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Rainbow Plz.(22)	2	Food World
Old America Ctr.(18)	1	
Gadsden Mall(67)	1	Sears, McRae's, Belk
Canterberry Sta.	NA	Food World
Midtown Shopping Ctr.	NA	Gregerson's Whse.

Principal Shopping Days-Mon., Fri., Sat.

Stores Open Evenings-Food; Sears; Belk-Hudson; McRae's; all Mall stores.

13 - RETAIL OUTLETS: Department Stores-McRae's; Martin's; JCPenney; Sears; Belk-Hudson.

Discount Stores-Top Dollar; K mart 2; Wal-Mart 2; Family Dollar 3.

Chain Drug Stores-Big B 3; Alaco 4; Revco.

Chain Supermarkets-Food World 3; Burton's Whse. Foods 3; Gregerson's Warehouse Groceries 3; Winn-Dixie 2.

Other Chain Stores-Goodyear; Firestone; Radio Shack 2; Diana Shop; Budds; Jarman; Circus World; Gateway Books; Kinney's; Hibbett's; Stuart's; Brooks Fashions; Pic 'N Pay; Shoe City; Lynn's Hallmark; Lowe's; Marvin's; Bargain Town; Rex Radio & TV; Goody's; Old America Store.

14 - NEWSPAPERS: TIMES (e) 30,374; (S) 31,774; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Roger Quinn, Adv. Dir., TIMES, 401 Locust St.; PO Box 188, Gadsden, AL 35999; Tel. (205) 549-2000.

National Representative: Branham/Newspaper Sales.

HUNTSVILLE

1 - LOCATION: Madison County (MSA). E&P Map C-2, County Seat. Corporate area 151 sq mi. In extreme N part of state in heart of Tennessee Valley; 100 mi. N of Birmingham; 105 mi. SW of Chattanooga; 110 mi. S of Nashville; 185 mi. W of Atlanta; 200 mi. E of Memphis. Agricultural, colleges (3), misc. mfg. and textile center. Research, development, engineering and testing of space missiles and military rockets and ballistic missiles for Marshall Space Flight Center and U.S. Army Missile Command. On Florida Short Route, Florida Fast Short Route, Lee Hwy., U.S. Hwys. 231, 431 and 72. Municipal Jetport. Also Served by I-565.

2 - TRANSPORTATION: Railroads-Norfolk Southern; Alabama Industrial R.R. (shortline operator).
Motor Freight Carriers-45.
Intercity Bus Lines-Continental Trailways; Greyhound.
Airlines-United; Northwest, American; Eastern; Delta; ASA; Eastern Metro Express.

3 - POPULATION:
Corp. City 90 Cen. 159,789; E&P 92 Est. 167,107
CZ-ABC: (80) 142,513
Bal. in NDM-ABC: (80) 286,000
County/MSA 90 Cen. 238,912; E&P 92 Est. 254,909
Total NDM-ABC: (80) 428,513

4 - HOUSEHOLDS:
City 80 Cen. 58,823; E&P 92 Est. 61,517
County/MSA 90 Cen. 86,357; E&P 92 Est. 92,139
CZ-ABC: (80) 50,424
Bal. in NDM-ABC: (80) 96,796
Total NDM-ABC: (80) 147,220

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	6	N.A.
Commercial	6	N.A.

6 - PASSENGER AUTOS: Madison County 193,687

7 - ELECTRIC METERS: Residence 105,722

8 - GAS METERS: Residence 25,994

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Redstone Arsenal 24,000 ($450); Textile & Leather 1,817 ($250); Fabricated Metals 340 ($300); Electronics, Fine Metals 370 ($300); Farm Implements 226 ($275); Constr. 4,100 ($310); Chem. 260; Mach. 1,500; Engineering Res. & Development 11,000 ($450); Univ. Educ., Cosmetics 500 ($200).

10 - CLIMATE: Min. & Max. Temp.-Spring 49-72; Summer 67-89; Fall 50-73; Winter 32-52. First killing frost, Oct. 31; last killing frost, Mar. 30.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-10 blocks around Square; Washington, Jefferson, Clinton.
Neighborhood Shopping Centers-5 Points, 33 Units (Pratt, E. Holmes & 5th); Whitesburg Dr.; Parkway City 66 stores; Huntsville Outlet Mall 11 units; Mall 60 units; First American Center 19; units; Willowbrook 25 units; Haysland-Hamilton Square 28; Madison Sq. 140 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
The Mall(60)	3	SupeRx, Toys 'R' Us
Parkway City(66)	4	Parisians, McRae's, Rutenbergs
Huntsville Outlet	1	Burlington
Haysland-Hamilton Square(28)	6	Food World, Big B, Harco, Winn-Dixie
First American Ctr.(19)	1	
Oak Park(14)	3	Radio Shack
Whitesburg(16)	5	Lucky's
Willowbrook(16)	6	Big B
Five Points	2	Star Markets, Propsts
Sycamore Sq.(8)	4	Braggs, Ethan Allen
Madison Sq.(140)	7	JCPenney, Sears, Castner-Knott, Parisians, McRae's, Yieldings
Madison Plz.(15)	7	T.J. Maxx, Food World, Service Mdse.
Crossroads(7)	4	Winn-Dixie, Big B
University Pl.(34)	7	Winn-Dixie, Home Depot
Governors Dr.(5)	3	Center Drug
Northside(11)	5	Winn-Dixie, Auto Shack
Westbury(10)	4	Goldbro, Big B, Food World
The Gallery(28)	7	Shoe Carnival
Wal-Mart(4)	3	Wal-Mart, Kroger

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Principal Shopping Center-Thur., Fri., Sun. Suburban-Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; JCPenney; Belk-Hudson; McRae's; Parisian; Yeilding's; Castner-Knott.
Discount Stores-K mart 3; Hills; Wal-Mart 4; Rhodes Furn.; Service Merchandise 2; Scotties; Goldbro; Family Dollar; Dollar General.
Chain Drug Stores-SupeRx; Harco; Propst; Medicine Shoppe; Big B; Kroger; Bruno's; Revco.
Chain Supermarkets-Kroger; Winn-Dixie; Lucky's; Piggly Wiggly; Star Mkt.; Big Bros.; Bruno's; Food World.
Other Chain Stores-Shoes: Butlers, Ford, Jarman, Kinney's; Women's Ready-to-Wear: Lerner, PS Plus Sizes, Furniture: Rhodes, Wall Street Furn., Heilig-Meyers, Marks Fitzgerald, Holderfields, Hale Bros.; Furniture Center Valley Home Furnishings; Rubber Goods: Goodyear, Goodrich; Men's Wear: National Shirts, Baileys, Reeds; Jew-

Influencing 67% Daily & 64% Sunday of the Huntsville Metro Area!

The Greater Huntsville Market* ranks third in Alabama with a total population of 369,000, and total EBI of $5,072,838,000. Alabama's highest average EBI of $40,552 is 37% greater than the state average!

*Madison, Limestone and Marshall Counties

SOURCE: S&MM - August 1991, ABC Audit 3/31/90

Huntsville News
The Huntsville Times

Represented By Newhouse Newspapers

HUNTSVILLE TIMES AND NEWS

(Circle No. 3 on Market Request Card)

elers: Dreifus, Brombergs, Lorchs, Zales, Masons, Kay, Gordons.

14 - NEWSPAPERS: TIMES (e-mon to fri) 57,680; (e-sat) 52,714; (S) 80,189; NEWS (m-mon to fri) 16,875; (m-sat) 15,060; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: James E. Knowles, Ret. Adv. Mgr., TIMES, 2317 Memorial Pkwy., Huntsville, AL 35807; Tel. (205) 532-4000.

National Representative: Newhouse Newspapers Metro Suburbia.

JASPER

1 - LOCATION: Walker County (In Birmingham MSA). E&P Map B-2. 42 mi. NW of Birmingham. County Seat. Mining, mfg., & agric. (includes cattle, poultry, & timber).

2 - TRANSPORTATION: Railroads-Burlington Northern; Illinois Central; Southern; Norfolk Southern.

Motor Freight Carriers-9.

Bus Line-Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 13,553; E&P 92 Est. 14,213
CZ-ABC: (80) 11,894
RTZ-ABC: (80) 41,023
County 90 Cen. 67,670; E&P 92 Est. 69,588
MSA 90 Cen. 907,810; E&P 92 Est. 940,814
City & RTZ-ABC: (80) 52,917

4 - HOUSEHOLDS:

City 90 Cen. 5,242; E&P 92 Est. 5,497
CZ-ABC: (80) 4,412
RTZ-ABC: (80) 14,160
County 90 Cen. 24,743; E&P 92 Est. 25,444
MSA 90 Cen. 324,093; E&P 92 Est. 336,023
City & RTZ-ABC: (80) 18,572

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$475,000,000
Savings & Loan	2	$160,000,000

6 - PASSENGER AUTOS: Walker County 50,842

7 - ELECTRIC METERS: Residence 14,366

8 - GAS METERS: Residence 3,200

9 - PRINCIPAL INDUSTRIES: Mining, Mfg., & Agric.; Approx. 20,000 wage earners (county); 32,030 Civ. Labor Force. Av. Wkly. Wage-N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-94; Summer 55-96; Fall 20-89; Winter 11-77.

11 - TAP WATER: Fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Jasper Mall(32)	2	K mart, JCPenney, Zales, Eckerd
Parklands(40)	3	Jefferson Home Furn., Sav-Mor Food
Food World Plz.	3	Food World, Big B
Jasper Sq.(17)	3	Goody's, Lowe's

13 - RETAIL OUTLETS: Department Stores-JCPenney; G. May & Sons 2; Goody's.

Discount Stores-Top Dollar; Bargain Town; Payless; Fred's; Wal-Mart; K mart.

Chain Drug Stores-Big B; Revco.

Chain Supermarkets-Consumer's; Winn-Dixie; Food World; Handy Dandy Minit Mkts. 4; Son's 5; Sav-Mor.

Other Chain Stores-Goodyear; Firestone; Singer; Lorch's; Jaxmark; Vogne.

14 - NEWSPAPERS: MOUNTAIN EAGLE (e-mon to fri) 13,619; (S) 13,550; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Jerry Geddings, Adv. Dir., MOUNTAIN EAGLE, 1301 E. 19th St., Jasper, AL 35501; Tel. (205) 221-2840.

National Representative: Landon Associates.

LANETT, AL-WEST POINT, GA

1 - LOCATION: Chambers County (AL) and Troup County (GA). E&P Map A-3. Industrial centers. 87 mi. SW of Atlanta. On U.S. Hwy. 29; State Hwys. 18, 103 in GA; in AL 50; I-85.

2 - TRANSPORTATION: Railroads-Atlanta & West Point; Western Railway of Alabama; Chattahoochee Valley.

Intercity Bus Line-Greyhound.

3 - POPULATION:

Corp. Cities 90 Cen. 12,556; E&P 92 Est. 13,051
Lanett, AL 90 Cen. 8,985; E&P 92 Est. 9,625
West Point, GA 90 Cen. 3,571; E&P 92 Est. 3,426
Counties 90 Cen. 92,412; E&P 92 Est. 94,146
Chambers, AL 90 Cen. 36,876; E&P 92 Est. 37,538
Troup, GA 90 Cen. 55,536; E&P 92 Est. 56,608

4 - HOUSEHOLDS:

Cities 90 Cen. 4,934; E&P 92 Est. 5,139
Lanett, AL 90 Cen. 3,612; E&P 92 Est. 3,870
West Point, GA 90 Cen. 1,322; E&P 92 Est. 1,269
Counties 90 Cen. 33,453; E&P 92 Est. 34,080
Chambers, AL 90 Cen. 13,719; E&P 92 Est. 13,965
Troup, GA 90 Cen. 19,734; E&P 92 Est. 20,115

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	3	$50,000,000
Commercial	3	$60,000,000

6 - PASSENGER AUTOS: Counties: Troup, GA 28,819; Chambers, AL 27,488

7 - ELECTRIC METERS: Residence 7,549

8 - GAS METERS: Residence 8,021

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textile 8,454; Foundry & Mach. 150; Textile Mach. 210.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Valley Plaza(15)	1	Quick Stop, Green Drug, Family Dollar
Cherry Valley (23)	NA	Roses, Big B, Curtis Mathes, Piggly Wiggly

Principal Shopping Days-Mon., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-H. Kessler; Bartlett's; Cohen's; Top Dollar; Roses; Wal-Mart; Otasco.

Variety Store-Bargain Town.

Chain Drug Stores-Lee's; Big B; Eckerd; Buy Wise.

Chain Supermarkets-Kwik Chek; Piggly Wiggly; Kroger; Winn-Dixie; Food Giant.

Other Chain Stores-Busch Jewelry; Sears (catalog); Diana Shop; Rhodes; Skinner; Cato.

14 - NEWSPAPERS: VALLEY TIMES NEWS (e-mon to fri) 9,760; sworn Sept. 1, 1990.

Local Contact for Advertising and Merchandising Data: Nell D. Walls, Pub., VALLEY TIMES-NEWS, 220 N. 12th St.; PO Box 627, Lanett, AL 36863; Tel. (205) 644-1101.

National Representative: Landon Associates.

MOBILE

1 - LOCATION: Mobile County (MSA). E&P Map B-5. County Seat. 157 mi. NE of New Orleans in the SW part of Alabama on Mobile River at its entrance into Mobile Bay; southern outlet/inlet Tennessee Tombigbee Waterway; 31 mi. from Gulf of Mexico.

2 - TRANSPORTATION: Railroads-Alabama; Seaboard System; Burlington Northern, Illinois Central Gulf; Norfolk Southern; Frisco & Alabama State Docks Terminal (freight).

Important river canal system.

Motor Freight Carriers-60.

Intercity Bus Lines-Greyhound; Colonial Trailways.

Steamship Lines-61 Passenger; 39 Freight.

Airlines-American; Northwest; USAir; Delta; Continental Express.

3 - POPULATION:

Corp. City 90 Cen. 196,278; E&P 92 Est. 197,099
CZ-ABC: (80) 267,659
RTZ-ABC: (80) 476,488
MSA 90 Cen. 476,923; E&P 92 Est. 498,613
County 90 Cen. 378,643; E&P 92 Est. 393,288
City & RTZ-ABC: (80) 744,147

4 - HOUSEHOLDS:

City 90 Cen. 72,530; E&P 92 Est. 72,834
County 90 Cen. 139,650; E&P 92 Est. 145,051
MSA 90 Cen. 175,813; E&P 92 Est. 183,807
CZ-ABC: (80) 93,538
RTZ-ABC: (80) 153,148
City & RTZ-ABC: (80) 246,686

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	5	$4,000,000,000
Commercial	9	$17,000,000,000

6 - PASSENGER AUTOS: Mobile County 255,842

7 - ELECTRIC METERS: Total 205,000

8 - GAS METERS: Total 90,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper & Allied 7,100 ($448); Shipbuilding & Repair 5,900 ($342); Chem. & Allied 4,500 ($430); Lumber & Wood Prods. 2,100 ($246); Food & Allied 2,100 ($172); Whol. & Ret. 36,800; Gov't 27,200; Constr. 11,000; Mfg. 31,000; Servs. 29,800; Trans. 10,400; Fin. 7,300. Also 3 4-yr. colleges and 2 2-yr. colleges-14,900 students.

10 - CLIMATE: Min. & Max. Temp.-Spring 57-76; Summer 72-89; Fall 58-79; Winter 43-62.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Bel Air Mall and Springdale Mall & Plaza-both at intersection of Airport Blvd. & I-65. Mobile Festival Center, a large off-price shopping center 1/2 mi. West of Bel-Air Mall-Principal Stores: Wal-Mart, Circuit City.

Neighborhood Shopping Centers-Crichton; Springhill; Government St., Loop; Prichard; Chickasaw; Mertz Station; Azalea Road; New U.S. Hwy. 90., Navco; Toulminville; Tillman's Corner; Hillcrest; Providence Plz.; Plaza Demalaga; Westwood Plz.; Festival Ctr.; Cottage Hill; Westwood; Regency Sq.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Downtown	NA	Burts, Harco
Bel Air Mall (138)	NA	Sears, JCPenney, Dillard's; T.J. Maxx, Parisian
Springdale Plz. & Mall(100)	NA	Gayfers, Mont. Ward, Solo, K&B Drugs, McRae's, Raphael's
Prichard	NA	Harco, McCrory
Crichton(14)	NA	Family Dollar, Shoe City
Overlook	NA	Delchamps, McCrory, Kinney Shoes
Springhill Vlg. Mall(15)	NA	Delchamps, Firestone, Big B, McCrory, Harco
Springhill Plz. (33)	NA	K&B
Regency	NA	Steinmart, K mart, Big B, Food World
Midtown Mart(15)	NA	Harco, McCrory
Skyline Plaza	NA	Delchamps, K&B, Greer's
Tillman's Corner	NA	Food World, Goodyear, McCrory
Gulf Dale(12)	NA	Delchamps, Greer's
Airport Blvd.	NA	Hancock Fabrics, Rhodes Furn.

Principal Shopping Days-Food-Wed., Thur., Fri., Sat. Other-Mon., Fri., Sat.

Stores Open Evenings-Sears, Gayfer's, Dillard's, McRae's, Parisian, Montgomery Ward, JCPenney, K mart, Wal-Mart.

13 - RETAIL OUTLETS: Department Stores-Gayfer's; Sears; JCPenney; Montgomery Ward; Dillard's; McRae's; Parisian.

Discount Stores-Dollar General; Scotties; Fred's; T.J. Maxx; Solo; Steinmart; K mart; Wal-Mart.

Variety Stores-McCrory; Woolworth; Family Dollar.

Chain Drug Stores-Harco 23; K&B 11; Revco 8; Big B 12.

Chain Supermarkets-Delchamps 28; National; Greer's 19; Welcome; Winn-Dixie 11; Food World (Brunos) 10; IGA; Brunos; Food-4-Less.

Other Chain Stores-Goodrich; Goodyear; Firestone; Rhodes Furn.; Phillips Shoes; Lerner Shops; Gulf Furn.; Lorch Jewelers; Royal Optical; Pearl Vision Center; Lens Crafters; Opti World; Bakers; Burts; Thom McAn; Trax Tires; Big Ten Tire.

14 - NEWSPAPERS: REGISTER (m-mon to fri) 62,269; PRESS (e-mon to fri) 44,018; PRESS-REGISTER (m-sat) 92,238; (S) 114,267; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: John W. Winter, Adv. Dir., PRESS-REGISTER, 304 Gov't St.; PO Box 2488, Mobile, AL 36630; Tel. (205) 433-1551.

National Representative: Newhouse Newspapers Metro Suburbia.

MONTGOMERY

1 - LOCATION: Montgomery County (MSA). E&P Map C-4, State Capital, County Seat. Center of rich farm territory; military center. Maxwell Air Force Base. 90 mi. S of Birmingham; 190 mi. NE of Mobile and 160 mi. SW of Atlanta. Located on Alabama River. Agricultural and livestock shipping center.

2 - TRANSPORTATION: Railroads-L&N; W. of AL; Seaboard Coast Line; Southern; Illinois Central Gulf; Norfolk Southern Corp.

Motor Freight Carriers-48.

Airlines-Delta; Northwest Airlink; Atlantic Southeast; Eastern Metro Express; American Eagle; Atlantic Southeast.

Intercity Bus Lines-Montgomery Area Transit System.

3 - POPULATION:

Corp. City 90 Cen. 187,106; E&P 92 Est. 195,072
CZ-ABC: (80) 177,857
RTZ-ABC: (80) 435,955
County 90 Cen. 209,085; E&P 92 Est. 217,912
MSA 90 Cen. 292,517; E&P 92 Est. 305,455
City & RTZ-ABC: (80) 613,812

4 - HOUSEHOLDS:

City 90 Cen. 68,212; E&P 92 Est. 71,116
County 90 Cen. 74,720; E&P 92 Est. 77,875
MSA 90 Cen. 106,357; E&P 92 Est. 111,066
CZ-ABC: (80) 62,716
RTZ-ABC: (80) 145,232
City & RTZ-ABC: (80) 207,948

5 - BANKS	**NUMBER**	**DEPOSITS**
All Banks	NA	$1,955,571,000

6 - PASSENGER AUTOS: Montgomery County 145,075

7 - ELECTRIC METERS: Residence 69,693

8 - GAS METERS: Residence 67,984

9 - PRINCIPAL INDUSTRIES: Av. No. of Wage Earners (MSA)-Total-122,700. Mining and Quarrying 100; Constr. 9,500; Mfg. 17,700; Trans., Commun. & Pub. Util. 4,700; Whol. & Ret. Trade 27,900 Fin., Ins. & R.E. 7,300; Servs. 24,300; State & Local Gov't 24,100; Other 1,800.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-89; Summer 68-98; Fall 45-76; Winter 37-61. First killing frost, Nov. 30; last killing frost, Mar. 17.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-2 blocks on Dexter Ave.; 1 on Court Sq.; 1 on Montgomery St.; 2 on Commerce St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Capitol Pkwy.(15)	NA	Sewing Basket
Capitol Plaza(15)	NA	Winn-Dixie
Cloverland(38)	NA	IGA
Country Club(6)	NA	Winn-Dixie
Dalraida(3)	NA	Winn-Dixie
Eastdale Mall(86)	NA	Sears, McRae's, Parisian, Gayfers
East Montgomery Plaza(10)	NA	Super Foods
Eastbrook(33)	NA	Super Foods
Fairview Plaza(6)	NA	Winn-Dixie, Revco
Fairview West(6)	NA	Food World
Forest Hills(12)	NA	Revco
Gay Meadows(8)	NA	D.W. Moody Hdwe.
Governers Sq.(33)	NA	
McGehee Plz.	NA	Bruno's
Montgomery Mall(45)	NA	JCPenney, Gayfer's, Food World, Parisian
Normandale(45)	NA	Winn-Dixie
Bellwood	NA	Bruno's
Oletown	NA	
Delchamps Plz.	NA	Delchamps
Perry Hill Pl.	NA	Delchamps
Promenade	NA	Winn-Dixie Mkt. Pl., Stein Mart, K&B Drugs, Michael's
Norman Bridge South(9)	NA	Shoe-City
Perry Hill(7)	NA	Super Foods
Southside(15)	NA	Winn-Dixie
Twin Oaks (22)	NA	T.J. Maxx
Union Sq.(27)	NA	Service Mdse.
Vaughn Plz.	NA	
Westminister(8)	NA	World Bazaar, A&P
Zelda Plz.	NA	Lupos, Benetton

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Mall open every night to 9:00; Sun. 1 to 6; rest open Mon., Thur., Fri. to 9.

13 - RETAIL OUTLETS: Department Stores-Gayfer's 2; JCPenney; Sears; Parisian 2; McRae's.

Discount Stores-Service Merchandise 2; K mart 2; Wal-Mart 2.

Variety Stores-Kress; H.L. Green.

Chain Drug Stores-Dixie Rexall; Revco 4; Harco; SupeRx; Price 2; Big B 4; Phar-Mor; K&B.

Chain Supermarkets-A&P 2; Bruno's 2; Big Bear/Super Foods 8; Big Apple 2; Food World 3; Family Mart; IGA 2; Jr. Food Mart 6; Spectrum 10; Southern Pantry 6; Winn-Dixie 10; Zippy Mart 11; Delchamps.

Other Chain Stores-Firestone; Goodyear; Singer Co.; T.J. Maxx; Goodrich; Uniroyal; S & K; Lowe's; Zachry's; Rhodes; Zales; West Building; Mkt.; Supersaver Warehouse; Circuit City; Stein Mart; Waccamaw; Michael's; Bankers Note; Georgia Girl.

14 - NEWSPAPERS: ADVERTISER (m-mon to sat) 53,859; JOURNAL (e-mon to fri) 15,127; (S) 79,609; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Kathi Moore, Adv. Mgr., ADVERTISER & JOURNAL, 200 Washington St., Montgomery, AL 36104; Tel. (205) 262-1611.

National Representative: Landon Associates.

MUSCLE SHOALS

See FLORENCE

OPELIKA-AUBURN

1 - LOCATION: Lee County, E&P Map D-3, County Seat. Farming, dairying, textile and industrial center. In SE Alabama 25 mi. from Georgia line.

2 - TRANSPORTATION: Railroads-Western Rwy. of Alabama; Central of Georgia.

Motor Freight Carriers-15.

Intercity Bus Lines-Crescent Trailways; Greyhound; Tiger; Ingram.

3 - POPULATION:

Corp. Cities 90 Cen. 55,952; E&P 92 Est. 58,420
Opelika 90 Cen. 22,120; E&P 92 Est. 22,692
Auburn 90 Cen. 33,870; E&P 92 Est. 35,728
CZ-ABC: (80) 50,367
RTZ-ABC: (80) 82,797
County 90 Cen. 87,146; E&P 92 Est. 92,042
City & RTZ-ABC: (80) 133,164

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

Cities 90 Cen. 20,484; E&P 92 Est. 21,392
Opelika 90 Cen. 7,940; E&P 92 Est. 8,144
Auburn 90 Cen. 12,544; E&P 92 Est. 13,248
CZ-ABC: (80) 18,009
RTZ-ABC: (80) 28,617
County 90 Cen. 31,124; E&P 92 Est. 32,873
City & RTZ-ABC: (80) 46,626

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	$30,000,000
Commercial	8	$270,000,000

6 - PASSENGER AUTOS: Lee County 60,141

7 - ELECTRIC METERS: Residence 22,000

8 - GAS METERS: Residence 12,172

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 3,023 (N.A.); Creamery 160 (N.A.); Foundry 100 (N.A.); Recording Tape 1,200 (N.A.); Auto Tires 1,300 (N.A.).

Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-85; Summer 70-100; Fall 50-88; Winter 18-72. First killing frost, Nov. 10; last killing frost, Mar. 25.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-Two-mile stretch on Opelika-Auburn Parkway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Midway Plz.(30)	NA	Fashion Bug, Bargain Town, Big Ten Tire
Village Mall(35)	NA	Zales, JCPenney, Gayfer's, Sears

Principal Shopping Days-Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores-Gayfer's; Sears; JCPenney.

Discount Stores-Wal-Mart 2; K mart.

Chain Supermarkets-A&P 2; Winn-Dixie 2; Kroger 2; Food World; Food Max.

Other Chain Stores-Skinner Furn.; Sherwin-Williams; Eleanor Shop; Diana Shop; Lorch's; Lowe's; Farmers Furn.; Rex; Cato; Heilig-Meyers; Badcock.

14 - NEWSPAPERS: NEWS (m-mon to fri) 12,060; (S) 13,206; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: John Sweatman, Adv. Dir., NEWS, 3505 Pepperell Pkwy.; PO Drawer 2208, Opelika, AL 36802; Tel. (205) 749-6271.

National Representative: Thomson Newspapers.

SCOTTSBORO

1 - LOCATION: Jackson County, E&P Map C-2, County Seat. 40 mi. E of Huntsville.

2 - TRANSPORTATION: Railroad-Southern.

Motor Freight Carriers-6.

Intercity Bus Line-Trailways.

Barge-On Tennessee River.

3 - POPULATION:

Corp. City 90 Cen. 13,786; E&P 92 Est. 13,913
County 90 Cen. 47,796; E&P 92 Est. 48,534

4 - HOUSEHOLDS:

City 90 Cen. 5,139; E&P 92 Est. 5,186
County 90 Cen. 17,699; E&P 92 Est. 17,972

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$227,758,116
Savings & Loan	1	$13,450,000

6 - PASSENGER AUTOS: Jackson County 40,168

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Clothing; Bath Mats; Agric.; Lumber and Timber Area; Cotton; Corn; Printing; Textiles; Fabrication; Air Conditioning Components; Bus. Furn.; Cardboard; Power Production; Tire Cord; Apparel; Carpet Yarn; Store Fixtures.

Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-85; Summer 63-92; Fall 35-90; Winter 32-58. First killing frost, Oct. 31, last killing frost, Mar. 30.

11 - TAP WATER: Soft.

12 - RETAILING: Principal Shopping Centers-Downtown area and Courthouse Sq.

Neighborhood Shopping Centers-Scottsboro Shpg. Ctr.; Holiday Ctr.; Scottsboro Plz.; Jackson Sq.; K mart Ctr.; Scottsboro Sq.; 420 Outlet (county).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Section	5	Foodland
Grant	8	Foodland
Woodville	12	Shop-E-Z Foods
Stevenson	14	Piggly Wiggly, ShopRite
Pisgah	10	Super Valu
Rainsville	18	Lucky, Foodland

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Most to 8 nightly and 9 on Fri. & Sat.; Lucky; Piggly Wiggly; Kroger; Foodland except Sun.

13 - RETAIL OUTLETS: Department Stores-Belk; Parks; Hammer's; Cato; Sears; Goody's.

Discount Stores-Woolworth; Family Dollar; K mart; Wal-Mart.

Chain Drug Stores-Big B, Hodges; K mart.

Chain Supermarkets-Piggly Wiggly; Lucky; Jitney Jungle; ShopRite; Foodland; Food World.

Other Chain Stores-Goodyear; Goodrich; Lorch Jewelry; Pacific Finance; Radio Shack; Heilig-Meyers; Big Lot.

14 - NEWSPAPERS: SENTINEL (m-tues to fri; S) 6,815; sworn Oct. 1, 1990.

Local Contact for Advertising and Merchandising Data: Anita Bynum, Asst. Secy., SENTINEL, 704 E. Laurel St.; PO Box 220, Scottsboro, AL 35768; Tel. (205) 259-1020.

National Representative: General Advertising Service.

SELMA

1 - LOCATION: Dallas County, E&P Map C-4, County Seat. On Alabama River, center of state. Agric. and cattle section.

2 - TRANSPORTATION: Railroads-Norfolk Southern; Seaboard System.

Waterways-Navigable River to Port of Mobile.

Motor Freight Carriers-4.

Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:

Corp. City 90 Cen. 23,755; E&P 92 Est. 23,717
County 90 Cen. 48,130; E&P 92 Est. 48,450

4 - HOUSEHOLDS:

City 90 Cen. 8,371; E&P 92 Est. 8,357
County 90 Cen. 18,130; E&P 92 Est. 18,251

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$280,000,000
Commercial	5	$385,000,000

6 - PASSENGER AUTOS: Dallas County 30,659

7 - ELECTRIC METERS: Residence 17,644

8 - GAS METERS: Residence 19,092

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lumber 808; Cigar Mfg. 282; Lock Mfg. 487; Lawn Mowers 110; Table Mfg. 400; Garment 990; Packaging 254; Bricks 51; Farm Mach. 60; Tractor Mfg. 475; Paper 428; Windshields 180; Glass 180; Candy 350; Aluminum Prods. 285; Air-Craft 500; Apparel 500.

Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 58-79; Summer 70-98; Fall 58-89; Winter 20-60. First killing frost, Nov. 30; last killing frost, Mar. 3.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks on Broad St. (3 blocks E & W).

Neighborhood Shopping Centers-N Broad St. 12; Selmont; E Selma; W Selma; Citizen's Plz.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gastons(6)	NA	IGA
Satterfield(5)	4	Winn-Dixie
Selma(45)	5	Sears, JCPenney
Valley Creek(4)	5	Piggly Wiggly, Wal-Mart

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Kaysers; JCPenney; Leon's; Beall's.

Discount Store-Wal-Mart.

Variety Stores-S.H. Kress; Family Dollar; Top Dollar; Bill's Dollar; Bargain Town.

Chain Drug Stores-Carters; Walgreens; Pilcher-McByrde Rexall; Harco; Revco; Copeland; Big B.

Chain Supermarkets-Winn-Dixie; IGA; Piggly Wiggly; Foodland; Big Bear; Kwik Way; Washington St.; Food World.

Other Chain Stores-Firestone; Goodrich; Goodyear; Zales Jewelry; Lorch's; Western; Hancock Fabric; Firestone; Pic 'N Pay Shoes; Butlers Shoes; Cato; Kenwins Dress For Less; Payless Shoes; Wise Fashions; Skinner Furn.; Whol. Bedding; Gordon Jewelers.

14 - NEWSPAPERS: TIMES-JOURNAL (m-mon to fri; S) 10,300; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: David M. Pippin, Pub., TIMES-JOURNAL, 1018 Water Ave., Selma, AL 36701; Tel. (205) 875-2110.

National Representative: Landon Associates.

SHEFFIELD

See FLORENCE

TALLADEGA-SYLACAUGA

1 - LOCATION: Talladega County, E&P Map C-3, County Seat. 54 mi. E of Birmingham. On U.S. Hwys. 231, 280; State Hwys. 21, 77.

2 - TRANSPORTATION: Railroads-Southern; L&N; ACL.

Intercity Bus Line-Continental Trailways.

Motor Freight Carriers-9.

3 - POPULATION:

Corp. Cities 90 Cen. 30,695; E&P 92 Est. 31,188
Sylacauga 90 Cen. 12,520; E&P 92 Est. 12,778
Talladega 90 Cen. 18,175; E&P 92 Est. 18,410
County 90 Cen. 73,949; E&P 92 Est. 78,130

4 - HOUSEHOLDS:

Cities 90 Cen. 10,639; E&P 92 Est. 10,812
Sylacauga 90 Cen. 4,736; E&P 92 Est. 4,833
Talladega 90 Cen. 5,903; E&P 92 Est. 5,979
County 90 Cen. 24,061; E&P 92 Est. 29,352

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	N.A.
Commercial	6	N.A.

6 - PASSENGER AUTOS: Talladega County 51,783

7 - ELECTRIC METERS: Residence 21,448

8 - GAS METERS: Residence 10,775

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Textiles & Bags 3,880; Machine Foundry 983; Lumber & Box Mfg. 451; Brooms & Mops 300; Mining 284; Comm. Printing 865; Newsprint 2,000; Misc. 1,520.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-98; Summer 45-109; Fall 14-109; Winter 5-85. First killing frost, Oct. 21; last killing frost, Mar. 21.

11 - TAP WATER: Alkaline, medium hard; fluoridated (Talladega); fluoridated (Sylacauga).

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Talladega Commons	NA	Wal-Mart
Marble City(11)	NA	
Ogletree(14)	NA	Bargain Town, Wal-Mart
Sylacauga(5)	NA	Sears, Harco, Family Dollar
Syla. Shopping Square(3)	NA	Winn-Dixie, K mart, Carport
Talladega Plz. (4)	NA	Carport, Family Dollar, Payless, Sears
Talladega(19)	NA	Winn-Dixie, Harco, Belk-Hudson

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Belk-Hudson; Maudee's; Helen's; Sears (catalog); Cohen's 2; Kitchens.

Discount Stores-Top Dollar; Bargain Town, USA; Simply 6-21; 6&8 Store; $3.00 Bill Store; Super 10 2; Lee's; K mart 2; Wal-Mart 2; Family Dollar 2.

Chain Drug Stores-Harcc 2; Buy Wise; Big B 3.

Chain Supermarkets-Winn-Dixie 3; Food World 2; 3-B Warehouse, 5; Consumer Foods.

Other Chain Stores-Goodyear; Dress For Less 2; Sherwin-Williams 2; Cato 2; Braswell Furn.; Marvin's; Foote Bros.; Shoe City 2; Pic-N-Pay.

14 - NEWSPAPERS: HOME (m) 9,244; (S) 9,244; sworn Sept. 26, 1990.

Local Contact for Advertising and Merchandising Data: Jay Thornton, Pub., HOME, PO Box 977, Talladega, AL 35160; Tel. (205) 362-1000.

National Representative: None.

TROY

1 - LOCATION: Pike County, E&P Map C-4, County Seat. Agriculture, cattle, hog, broiler, mining & industrial area. Timber & pulpwood, miscellaneous manufacturing, wholesale grocery, drug, insecticide distributing center. Distribution Headquarters (14 Counties) State Hwy. Department. Central SE part of state, 44 mi. from Montgomery.

2 - TRANSPORTATION: Railroads-Seaboard-Coastline; Southern.

Motor Freight Carriers-4.

Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:

Corp. City 90 Cen. 13,051; E&P 92 Est. 13,382

County 90 Cen. 27,595; E&P 92 Est. 28,325

4 - HOUSEHOLDS:

City 90 Cen. 4,479; E&P 92 Est. 4,592

County 90 Cen. 9,083; E&P 92 Est. 9,323

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$56,395,000

6 - PASSENGER AUTOS: Pike County 18,531

7 - ELECTRIC METERS: Residence 3,963

8 - GAS METERS: Residence 2,080

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Woodworking 497; Textiles 511; Fertilizer-Insecticides 116; College 615; Truck Body 115; College/State University (5,732 students, 180 faculty).

Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 56-81; Summer 69-91; Fall 56-76; Winter 38-58.

11 - TAP WATER: Alkaline, slightly hard; fluoridated.

12 - RETAILING: Principal Shopping Center-10 blocks on 4 sts., Troy Plz.; Park Lane.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Parklane(6)	NA	Piggly Wiggly, Sears, Fred's Dollar Store
Troy Plz.(8)	NA	Winn-Dixie
Southland Vlg.	NA	Piggly Wiggly, TG&Y

Principal Shopping Days-Mon. through Sat., 1 pm Sun.

13 - RETAIL OUTLETS: Department Stores-Rosenberg's; Leon's; Stanton's; Wal-Mart; Town Sq.

Variety Store-Fred's.

Discount Stores-Bargain Town, USA; Top Dollar.

Chain Drug Stores-SupeRx; Harco.

Chain Supermarkets-Piggly Wiggly; IGA; Winn-Dixie; Junior Foods; Food World.

Other Chain Stores-Diana Shops; Goodyear; Sears; Kenwin; Eleanor Shops; Baxter Shoes; Firestone; Kitchen Withit Shoes.

14 - NEWSPAPERS: MESSENGER (m-tues to fri) 3,879; (S) 4,032; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Charles Barnes, Pub., MESSENGER, 918 S. Brundidge St.; PO Box 727, Troy, AL 36081; Tel. (205) 566-4270.

National Representative: Landon Associates.

TUSCALOOSA

1 - LOCATION: Tuscaloosa County (MSA), E&P Map B-3, County Seat. 50 mi. SW of Birmingham; largest city between Birmingham & Mobile. U.S. Hwy. 82, 11, 43, I-20, I-59. Industrial, lumber, agricultural cattle raising, university and institutional town.

2 - TRANSPORTATION: Railroads-Amtrak (passenger); Norfolk-Southern (freight); L&N; Mid-South.

Barge Lines-To Port of Mobile, New Orleans, Chicago, Houston & points on Tennessee, Tombigbee, Mississippi & Ohio Rivers.

Motor Freight Carriers-14.

Intercity Bus Lines-Greyhound; ATS Trans. Service.

Airlines-Atlantic Southeastern; American Eagle; Delta.

3 - POPULATION:

Corp. City 90 Cen. 77,759; E&P 92 Est. 80,121

NDM-ABC: (80) 137,541

County/MSA 90 Cen. 150,522; E&P 92 Est. 157,819

4 - HOUSEHOLDS:

City 90 Cen. 28,178; E&P 92 Est. 29,034

NDM-ABC: (80) 46,820

County/MSA 90 Cen. 49,819; E&P 92 Est. 52,234

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	3	$325,000,000
Commercial	6	$685,776,000

6 - PASSENGER AUTOS: Tuscaloosa County 101,547

7 - ELECTRIC METERS: Residence 60,084

8 - GAS METERS: Residence 32,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Tire Plant 2,550; Coal 3,106; DCH Hospital 2,400; Bryce Hospital 1,760; VA Hospital 1,119; Partlow State School 780; AMI Hospital 475; Wire Co. 1,075; Paper 577; Roofing 365; Oil Refinery 210; JVC-315; Univ. of Alabama 3,000.

Principal Industrial Pay Days-Tues., Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 59-83; Summer 70-92; Fall 51-76; Winter 34-56. Rainfall 54 in.; Growing Season 232 days.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on University Blvd., 4 on Greensboro Ave.; 3 on 6th St.

Neighborhood Shopping Centers-15th St. & 5th Ave.; 12th to 14th Aves. on 5th St.; 18th to 22nd Sts. on G'boro Ave.; Alberta City; 10th Ave. & 15th St.; West Park; 82 Bypass. Also 6 blocks in Northport; McFarland at 15th St.; McFarland at Skyland.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Parkview(29)	2	A&P
City Center	2	
Westgate	3	Winn-Dixie, Harco
Leland(13)	4	Winn-Dixie (Kwik-Chek), Harco
Northgate	2	Food Center
McFarland Mall (51)	6	Gayfer's, Winn-Dixie
Woodsquare	2	
K mart	5	K mart
Bama(13)	3	Kroger, Wal-Mart
University Mall (95)	5	Sears, McRae's, JCPenney, Parisian, Bruno
Northwood	4	Kroger, McCrory, Harco

Principal Shopping Days-Dept. Stores-Mon., Thur., Fri. Food: Thur., Fri., Sat., Mon.

Stores Open Evenings-Food-Fri. (some 6 nights, 8 open 24 hours). Shopping Centers-6 nights until 9.

13 - RETAIL OUTLETS: Department Stores-Adrians; JCPenney; McRae's; Sears; Raymon's; Gayfer's; Parisian.

Variety Stores-Woolworth; McCrory.

Discount Stores-Top Dollar; K mart; Fred's; Wal-Mart; Family Dollar.

Chain Supermarkets-A&P; Winn-Dixie 3; Food World 2; Kroger 2; Consumer Warehouse 2; Bruno's; Delchamps 2; Food Max.

Other Chain Stores-Shoes: Butler's; Paint: Glidden, Sherwin-Williams; Hdwe.: Westcash, Wickes, Lowe's; Jewelry: Lorch's, Busch's; Auto Parts: Bumper to Bumper, Carport, Save-1st; General: Radio Shack, Baskin-Robbins, Singer, Hancock Fabric.

14 - NEWSPAPERS: NEWS (e) 39,949; (S) 41,088; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Wendy M. Troll, Ret. Adv. Mgr., NEWS, 2001 6th St.; PO Drawer 1, Tuscaloosa, AL 35402; Tel. (205) 345-0505.

National Representative: Branham/Newspaper Sales.

TUSCUMBIA

See FLORENCE

ALASKA SURVEYS

METROPOLITAN STATISTICAL AREA

Anchorage-Anchorage Borough.

POPULATION ESTIMATES
(Thousands)

Age Group	1980	1990	1992
Under 5 Years	38	56	58
5-14 Years	70	87	91
15-24 Years	82	92	96
25-44 Years	146	227	236
45-64 Years	55	73	76
65 and Over	12	16	17
TOTAL	403	551	573

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1992 Est.
Bldg. Mat./Hdwr	150	340	591
General Mdse	227	334	496
Food	427	692	936
Automobiles	241	410	792
Gasoline Stations	103	206	207
Apparel	69	127	187
Furniture	59	128	234
Eat-Drink Places	254	405	592
Drugs	80	136	203
TOTAL SALES	1,831	3,227	4,834

ANCHORAGE

1 - LOCATION: Anchorage County, E&P Map B-3 (MSA). Largest city in Alaska. Wholesale and retail distribution center for area extending 800 mi. W. Headquarters for Alaska's corporations, banks, communications, health facilities, petroleum industry, military establishment. Hub of rail, air and highway transportation. On main highway connecting W Alaska and U.S. via Canada; 550 mi. W of Juneau; 350 mi. S of Fairbanks; 1,450 mi. NW of Seattle.

2 - TRANSPORTATION: Railroad-Alaska.

Motor Freight Carriers-23.

Freight Steamship Lines-6.

Intercity Bus Lines-Alaska-Yukon Motorcoaches; Kenai Peninsula Bus Lines; Anchorage Transit (People Mover); Mat-Valley Commuter; Greyline.

Airlines-20. Intermediate stop of international flights: China Air; Flying Tigers; Air France; British Airways; Japan Airlines; KLM; Korean; Lufthansa; Sabena; Scandinavian Airways. Interior: Delta; Alaska; Northwest; Reeve Aleutian; Air Cal; TWA; Mark Air; United; Southcentral; Eastern; Hawaiian; Air Pac; ERA; Swiss Air. Air Taxi 60; Helicopters 14.

3 - POPULATION:

Corp. City 90 Cen. 226,338; E&P 92 Est. 241,822

County/MSA 90 Cen. 226,338; E&P 92 Est. 241,822

NDM-ABC: (80) 225,877

4 - HOUSEHOLDS:

City 90 Cen. 80,835; E&P 92 Est. 86,365

County/MSA 90 Cen. 80,835; E&P 92 Est. 86,365

NDM-ABC: (80) 77,404

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	1	$40,839,000
Commercial	15	$3,977,227,000

6 - PASSENGER AUTOS: Municipality of Anchorage 133,750

7 - ELECTRIC METERS: Residence 85,558

8 - GAS METERS: Residence 58,645

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Gov't 26,600; Whol. & Ret. Trade 29,000; Irons 4,250; Constr. 8,500; Mfg. 2,900; Petroleum; Servs. 27,200; Trans., Commun., Util. 9,700; Insurance, R.E., Finance 9,350; Mining 4,400.

10 - CLIMATE: Av. Temp. Jan. 13 degrees; July 57 degrees. An. rainfall 9 in.; av. an. snowfall 70 in.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-33 blocks on 4th, 5th and 6th Aves.; 20 blocks on Northern Lights Blvd.; 20 blocks on Dimond Blvd.; 10 blocks Northway Drive.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Aurora Vlg.(12)	3	Carr's, Payless, Pay 'N Pak
Boniface	6	Pay 'N Save, Safeway
Country Village	4	Discount Fabrics
Dimond(160)	6	Safeway, Pay 'N Save, Lamont's
Carr's Dimond	6	Carr's, Payless
Eastgate(11)	4	Carr's, Payless
Mountain View	2	Market Basket
Northern Lts. (15)	2	Safeway, Pay 'N Save
Northway Mall (73)	NA	Lamont's, Safeway, Pay 'N Save
Post Office Mall	NA	Book Cache
Univ. Ctr.(34)	5	Lamont's, Safeway, Pay 'N Save
Sears Mall(30)	3	Sears, Carr's, Payless
Eagle River(6)	15	Carr's, Payless

Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Nordstrom; JCPenney; Sears; Lamont's 3; Sportswest 2.

Discount Stores-Fred Meyer 2; Price Savers; Costco.

Variety Stores-Woolworth; B&J.

Chain Drug Stores-Pay 'N Save 6; Payless 9; Rexall; Long's 2.

Chain Supermarkets-Carr's 9; Safeway 6; Proctor's; Prairie Mkt. 2; Foodland 3.

Other Chain Stores-Klopfensteins (men's); Zales 3; Kinney Shoes 3; Pay 'N Pak; Jay Jacobs 2; Pacific Fabrics; Singer 2; Discount Fabrics; Leed's Shoes 2; Baskin-Robbins 4; Book Cache 13; Waldenbooks; Dalton Books; The Office Place; Computerland; Qwik Stop 28; 7-Eleven 7.

14 - NEWSPAPERS: DAILY NEWS (m) 60,445; (S) 80,323; Mar. 31, 1991 ABC.

Local Contact for Advertising & Merchandising Data: Marge Campbell, Dir. of Mktg. & Research, DAILY NEWS, 1001 Northway Dr.; PO Box 14-9001; Anchorage, AK 99514-9001; Tel. (907) 257-4200; FAX (907) 258-2157.

National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

TIMES (m) 44,524; (S) 45,628; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Leslie Lancaster, Adv. Sales Mgr., TIMES, 820 Fourth Ave., Anchorage, AK 99501; Tel. (907) 263-9000; FAX (907) 263-9329.

National Representative: Branham/Newspaper Sales.

FAIRBANKS

1 - LOCATION: Fairbanks North Star County. E&P Map B-2. Judicial Seat. Only city and main business center for 227,000 sq. mi. of interior. In heart of Tanana Valley. 470 mi. by rail from coastal town of Seward; Northern terminus Alaska Hwy. from the states through Canada; northern terminus of Richardson Hwy.; 365 mi. from Valdez; connected with Anchorage and Seward by Richardson, Glenn and Parks Hwys. International and two other airports; airline distribution and supply center for interior and N Alaska, including $2.0 billion national defense installations employing 16,000 military and civilian personnel. University of Alaska campus adjoins city; 4,761 on-campus students. University's research facilities include 1,400 to 1,500 technical and scientific personnel. Areawide employment (non-military) 25,000.

2 - TRANSPORTATION: Railroads-Northern terminus Alaska Railroad.

Motor Freight Carriers-20.

Bus Lines-Alaskan Coachways & Alaskan-Yukon Motorcoaches connecting with Canadian lines to U.S. on Alaska Highway. Alaska Overland serves Fairbanks area and Clear (70 mi. SW).

Barge & River Line-1.

Airlines-Alaska; Markair; Alaska Central Air; Luftstansa; Delta; Polar; Aurora Air Service; Charter 20; Charter Helicopter Service 4.

3 - POPULATION:

Corp. City 90 Cen. 30,843; E&P 92 Est. 33,173
NDM-ABC: (80) 53,983
Bal. in NDM-ABC: (80) 13,549
Total NDM-ABC: (80) 67,532
County 90 Cen. 77,720; E&P 92 Est. 84,234

4 - HOUSEHOLDS:

City 90 Cen. 10,636; E&P 92 Est. 11,439
County 90 Cen. 26,800; E&P 92 Est. 29,046
NDM-ABC: (80) 18,224
Bal. in NDM-ABC: (80) 3,946
Total NDM-ABC: (80) 22,170

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$508,100,000
Commercial	8	(incl. above)
Credit Unions	6	(incl. above)

6 - PASSENGER AUTOS: Fairbanks North Star Borough 43,823

7 - ELECTRIC METERS: Residence 27,057

8 - GAS METERS: Bus. & Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Mthly. Wage)-Constr. 1,450 ($3,386); Gov't excluding military 10,200 ($2,983); Servs. 5,750 ($1,861); Ret. & Whol. 5,550 ($1,739); Trans., Commun., Util. 1,850 ($2,709); Fin., Ins., R.E. 850 ($2,047); Other Mfg. 550 ($2,364).

Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 19-40; Summer 45-90; Fall 20-32; Winter -50-20. First killing frost, Sept. 2; last killing frost, May 21.

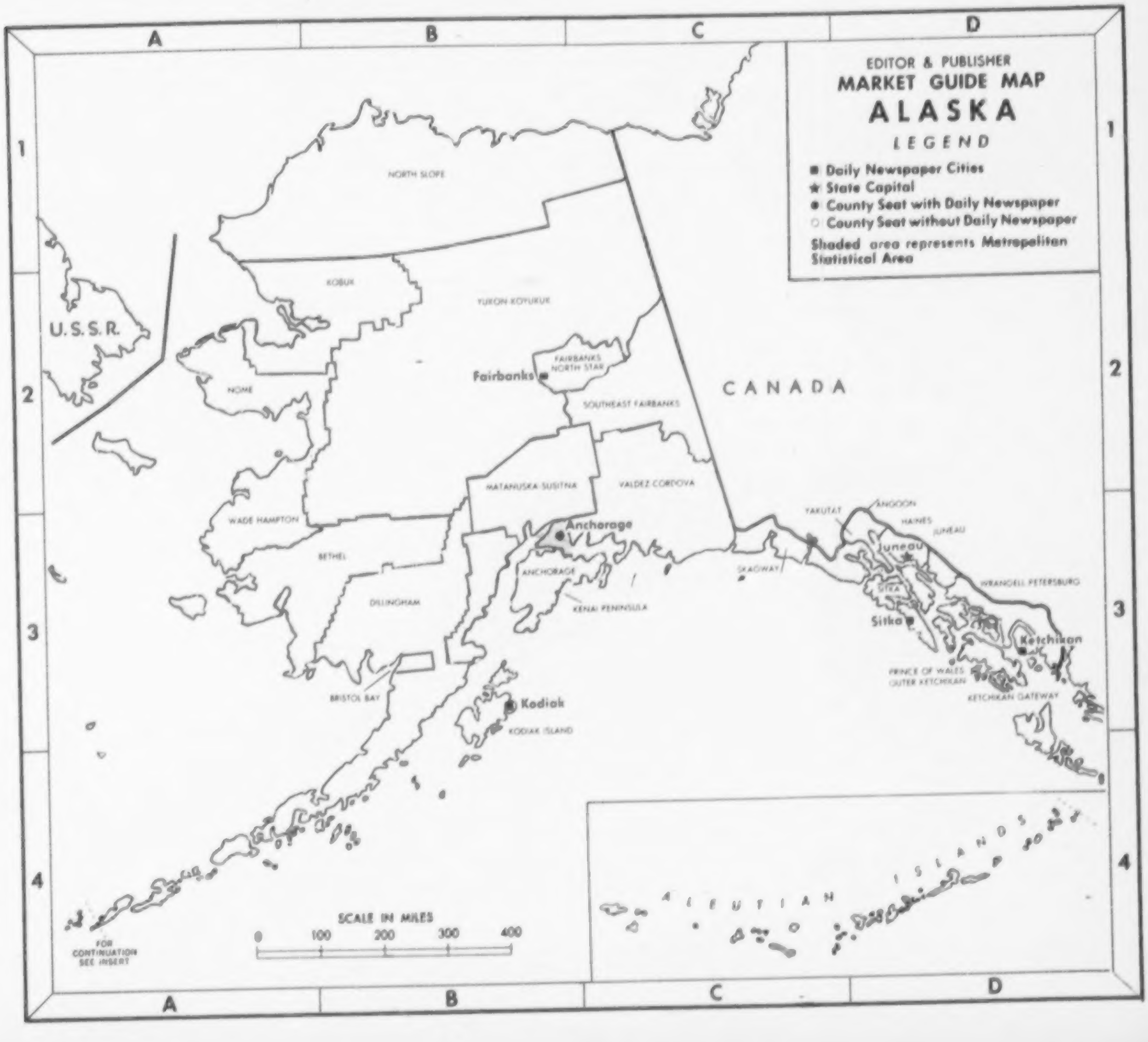
11 - TAP WATER: City system, after treatment 120 ppm hardness; 8.6 alkaline. Outside city 150 to 400 ppm hardness in wells from 30 to 400 feet.

12 - RETAILING: Principal Shopping Centers-5 blocks on 1st, 2nd, 3rd and 4th Aves.; 14 blocks on Cushman; 1st to 5th on Lacey & Noble Sts.; 6 blocks on Gaffney & Airport Rd.; Washington Plaza; Northgate Square; Regency Court; River Mall.

Neighborhood Shopping Centers-S. Cushman; Heritage Square; College Center; North Pole Plaza; Forbes Square, Beaverbrook Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gavora Mall(14)	1	Pay 'N Save, Super Valu
Bentley Mall(55)	2	Pay 'N Save, Safeway
Shopper's	2	Lamont's,


EDITOR & PUBLISHER
MARKET GUIDE MAP
ALASKA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded area represents Metropolitan Statistical Area
A
B
C
D
1
2
3
4
NORTH SLOPE
KOBUK
YUKON KOYUKUK
U.S.S.R.
NOME
FAIRBANKS NORTH STAR
Fairbanks
SOUTHEAST FAIRBANKS
CANADA
MATANUSKA-SUSITNA
VALDEZ CORDOVA
WADE HAMPTON
BETHEL
Anchorage
ANCHORAGE
KENAI PENINSULA
DILLINGHAM
BRISTOL BAY
Kodiak
KODIAK ISLAND
YAKUTAT
ANGOON
HAINES
JUNEAU
Juneau
SKAGWAY
SITKA
Sitka
WRANGELL PETERSBURG
Ketchikan
PRINCE OF WALES OUTER KETCHIKAN
KETCHIKAN GATEWAY
ALEUTIAN ISLANDS
SCALE IN MILES
0
100
200
300
400
FOR CONTINUATION SEE INSERT

Forum(28)		Super Valu
University Ctr. (34)	4	Pay 'N Save, Fred Meyer, Safeway

Principal Shopping Days-Dept. Stores-Thur., Fri., Sat.; many open Sun.; Banks-Closed Sat.; open Fri. evening.

Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Lamont's.

Variety Stores-Woolworth; Carr's; Pay 'N Save; Fred Meyers.

Discount Stores-Liquidation Sales; Hub Food Stores 2.

Chain Drug Stores-Co-Op; Pay 'N Save 2.

Chain Supermarkets-Foodland; Super Valu 3; Safeway 2.

Other Chain Stores-Pay 'N Pak; Pay 'N Save Home Center.

14 - NEWSPAPERS: NEWS-MINER (e) 16,797; (S) 21,572; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: David Slater, Adv. Dir., NEWS-MINER, 200 N. Cushman; PO Box 710, Fairbanks, AK 99701; Tel. (907) 456-6661.

National Representative: Branham/Newspaper Sales.

JUNEAU

1 - LOCATION: Juneau City & Borough, SE Alaska, Panhandle, E&P Map D-3. On Gastineau Channel 900 mi. from Seattle. Served by air and water transport; linked by car and cargo ferry with Haines and Skagway, AK, Prince Rupert, BC, and Seattle; connecting with Alaska Hwy. State Capital.

2 - TRANSPORTATION: Waterways-Linden Barge; Alaska Marine Line Barge; Alaska State Ferry; The Barge Lines.

Airlines-Alaska; Delta.

3 - POPULATION:

City/Division 90 Cen. 26,751; E&P 92 Est. 28,783
County 90 Cen. 26,751; E&P 92 Est. 28,783

4 - HOUSEHOLDS:

City/Division 90 Cen. 9,554; E&P 92 Est. 10,280
County 90 Cen. 9,554; E&P 92 Est. 10,280

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	N.A.
Commercial	6	N.A.

6 - PASSENGER AUTOS: City & Borough of Juneau 16,048

7 - ELECTRIC METERS: Residence 7,600

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Fishing; Mining; Forestry; Tourism; Trans.; Trade; Gov't (State capital 4,700 employees).

10 - CLIMATE: Mild, moist; annual mean temp. 42; annual rain 55.9 in.; snow 92.1 in.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Districts-7 blocks on Franklin St.; 3 on Seward; 2 on Main; 2 on Front; 9 on Willoughby; 4 shopping centers 10 mi. on Egan Expwy. in Mendenhall Valley.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Airport Shpg. Center(10)	10	Shop N' Kart
Fred Meyer Shpg. Ctr.	NA	
Mendenhall Mall(23)	10	Super Bear, Supermarket
Nugget Mall(22)	10	Kinney's, Zales, Nugget Dept. Store
Foodland	NA	Foodland

13 - RETAIL OUTLETS: Department Store-Nugget.

Variety Stores-Ben Franklin; Super Rexall.

Other Stores-Ace Hardware; Don Abel Building Supply; Lyle's Hardware & Furniture; Fred Meyer Dept. Store & Grocery; Lamont's; Pay 'N Save.

14 - NEWSPAPERS: JUNEAU EMPIRE (e-mon to fri) 7,041; sworn Oct. 1, 1990.

Local Contact for Advertising and Merchandising Data: Robin Herdman-Paul, Adv. Mgr., JUNEAU EMPIRE, 3100 Channel Dr., Juneau, AK 99801-7814; Tel. (907) 586-3740; FAX (907) 586-9096.

National Representative: Branham/Newspaper Sales.

KENAI

1 - LOCATION: E&P Map B-3. Kenai Peninsula Borough, Kenai-Cook Inlet Census Div. (SC). Off Sterling Hwy. 150 mi. SW of Anchorage.

2 - TRANSPORTATION: Motor Freight Carriers-(Sea) Northland; Lynden; Mammoth; UPA.

Airlines-South Central Air; ERA; Mark Air.

3 - POPULATION:

Corp. City 90 Cen. 6,327; E&P 92 Est. 6,871
Borough 90 Cen. 40,802; E&P 92 Est. 44,748

4 - HOUSEHOLDS:

City 90 Cen. 2,182; E&P 92 Est. 2,369
Borough 90 Cen. 14,070; E&P 92 Est. 15,430

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	N.A.

6 - PASSENGER AUTOS: Kenai Peninsula Borough 26,324

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: Residence 1,600

9 - PRINCIPAL INDUSTRIES: Fishing, Oil.

10 - CLIMATE: Min. & Max. Temp.-Summer 46-61; Winter 4-26.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Center-N. Main & Spur Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kenai Mall(20)	NA	Carr's, Payless, Kinney's, Zales
Kenai(11)	NA	Safeway, Pay 'N Save, Fred Meyer
Peninsula Ctr. Mall	NA	Lamont's

13 - RETAIL OUTLETS: Department Stores-Lamont's, Fred Meyers.

Chain Supermarkets-Carr's; Safeway; Omni.

14 - NEWSPAPERS: PENINSULA CLARION (m-mon to fri) 5,500; sworn Feb. 7, 1990.

Local Contact for Advertising and Merchandising Data: Wayne Dunworth, Gen. Mgr., PENINSULA CLARION, Trading Bay & Granite Point Ave., PO Box 4330, Kenai, AK 99611; Tel. (907) 283-7551.

National Representative: London Associates.

KETCHIKAN

1 - LOCATION: Ketchikan County, E&P Map D-3. N & S Hwy. connections.

2 - TRANSPORTATION: Motor Freight Carriers-3.

Ferry-Alaska State Ferry System (daily service).

Airline-Alaska.

3 - POPULATION:

Corp. City 90 Cen. 8,263; E&P 92 Est. 8,656
Ketchikan Div. 90 Cen. 13,828; E&P 92 Est. 14,629

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 2,582; E&P 92 Est. 3,705
Ketchikan Div. 90 Cen. 4,321; E&P 92 Est. 4,572

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$135,000,000
Savings & Loan	1	$25,000,000
Credit Union	2	$6,000,000

6 - PASSENGER AUTOS: Ketchikan Gateway Borough 7,639

7 - ELECTRIC METERS: Residence 5,093

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Pulp Mill 827 ($400); Lumber 120 ($400); Fishing 850; Canning 800; Gov't (including state ferry system) 600 ($550); Tourism 640; Total Employ. 7,400.

10 - CLIMATE: Min. & Max. Temp.-20-80 degrees; year around av. 52.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Port West (Sea Mart Super); Port West Plz.; Mark-It-Foods; Tatsuda's; Family Center.

Principal Shopping Days-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Tongass Trading; Bon Marche; Sears (catalog).

Variety Store-Ben Franklin.

Chain Drug Stores-Race Downtown 2; Stenford's Rexall.

Chain Supermarkets-Mark-It-Foods; Sea Mart Super; Tatsuda's; Family Center.

14 - NEWSPAPERS: NEWS (m-mon to fri) 4,325; (S) 5,082; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Lew Williams, III, Adv. Dir., NEWS, 501 Dock St.; PO Box 7900, Ketchikan, AK 99901; Tel. (907) 225-3157.

National Representative: Branham/Newspaper Sales.

SITKA

1 - LOCATION: E&P Map D-3. On Baranof Island 90 airline mi. from Juneau and 900 mi. by steamship from Seattle. Outfitting point for 1,500 fishing boats; fish processing; lumbering center; pulp mill.

2 - TRANSPORTATION: Airline-Alaska.

Steamship-State Ferry.

3 - POPULATION:

Corp. City 90 Cen. 8,588; E&P 92 Est. 8,947

County 90 Cen. 8,588; E&P 92 Est. 8,947

4 - HOUSEHOLDS:

City 90 Cen. 2,684; E&P 92 Est. 2,796

County 90 Cen. 2,684; E&P 92 Est. 2,796

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: City & Borough of Sitka 4,041

7 - ELECTRIC METERS: Residence 1,440

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Gov't, School & Hospitals; Fishing (seasonal) 2,000; Pulp Mill 450; Total Mfg. 630; Servs. 539; Gov't 1,147.

Principal Pay Days-Every other Thur.; 5th & 20th.

10 - CLIMATE: Min. & Max. Temp.-Jan. 23-35; Apr. 32-47; July 48-61; Oct. 37-51. First killing frost, Sept. 15; last killing frost, Mar. 15.

11 - TAP WATER: Acid, very soft, not fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on 3 streets.

Stores Open Evenings-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Bayview Trading Company; True Value; Sears.

Variety Store-Ben Franklin.

14 - NEWSPAPERS: SENTINEL (e-mon to fri) 2,940; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Catherine Bagley, Adv. Mgr., SENTINEL, PO Box 799, Sitka, AK 99835; Tel. (907) 747-3219.

National Representative: Branham/Newspaper Sales.

ARIZONA SURVEYS

METROPOLITAN STATISTICAL AREAS

Phoenix-Maricopa County.
Tucson-Pima County.

POPULATION ESTIMATES
(Thousands)

Age Group	1980	1990	1992
Under 5 Years	220	329	356
5-14 Years	431	548	593
15-24 Years	521	565	611
25-44 Years	742	1,196	1,294
45-64 Years	510	626	677
65 and Over	N/A	414	447
TOTAL	N/A	3,677	3,979

Based on U.S. Census

POPULATION ESTIMATES
(Thousands)

Places of 50,000 or more and Central Cities of MSAs with 10% or more of Spanish Origin Population, according to the U.S. 1980 Census.

City	Total Pop.	Spanish Origin	Percent
Phoenix	765	113	14.8
Tucson	331	82	24.9

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1992 Est.
Bldg. Mat./Hdwr	473	681	1,702
General Mdse	1,053	1,485	3,053
Food	1,893	3,355	6,108
Automobiles	1,707	2,584	6,848
Gasoline Stations	652	1,306	1,769
Apparel	288	547	1,082
Furniture	419	636	1,601
Eat-Drink Places	775	1,402	2,913
Drugs	275	525	1,065
TOTAL SALES	8,170	13,894	28,147

BISBEE

1 - LOCATION: Cochise County, E&P Map D-4. Military ctr., SW corner of state. Approx. 92 mi. SE of Tucson on Hwy. 90.

2 - TRANSPORTATION: Railroad-Southern Pacific.

Motor Freight Carriers-3 interstate; 2 intrastate; UPS.

Intercity Bus Lines-Greyhound; Nogales-Bisbee Stage.

Airlines-Cochise Airlines feeder flights to Tuscon & Phoenix.

3 - POPULATION:

Corp. City 90 Cen. 6,288; E&P 92 Est. 6,115
County 90 Cen. 97,624; E&P 92 Est. 103,197

4 - HOUSEHOLDS:

City 90 Cen. 2,418; E&P 92 Est. 2,352
County 90 Cen. 36,157; E&P 92 Est. 38,221

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$61,000,000
Savings	1	(incl. above)
Savings & Loan	1	(incl. above)
Credit Union	1	(incl. above)

6 - PASSENGER AUTOS: Cochise County 48,477 (1988)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Bisbee, formerly a mining town, is now primarily a tourist & housing area for Fort Huachuca & Sierra Vista workers. There are many small arts & crafts shops.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-74; Summer 64-89; Fall 51-78; Winter 34-59.

11 - TAP WATER: Wells from underground river.

12 - RETAILING: Principal Shopping Centers-Bisbee Rd. Shpg. Ctr.; El Rancho Shpg. Ctr.

13 - RETAIL OUTLETS: Chain Supermarkets-Safeway; Revco.

14 - NEWSPAPERS: REVIEW (e-mon to fri) 981; (S) 1,082; Sept. 30, 1990 VAC.

Local Contact for Advertising and Merchandising Data: Dennis Benth, Adv. Dir., REVIEW, 102 Fab Ave., Bisbee, AZ 85635; Tel. (602) 432-2231.

National Representative: None.

CASA GRANDE

1 - LOCATION: Pinal County, E&P Map C-3. S central part of state. 50 mi. SSE of Phoenix; 65 mi. NW of Tucson. On I-8, 10; State Hwys. 84, 93, 287.

2 - TRANSPORTATION: Railroad-Southern Pacific.

Motor Freight Carriers-10.

Intercity Bus Line-Greyhound.

Airports-1 municipal, 2 private. 1 hour from Phoenix Sky Harbor Airport.

3 - POPULATION:

Corp. City 90 Cen. 19,082; E&P 92 Est. 19,904
CZ-ABC: (80) 14,971
RTZ-ABC: (80) 40,271
County 90 Cen. 116,379; E&P 92 Est. 125,612
City & RTZ-ABC: (80) 55,242

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 7,339; E&P 92 Est. 7,655
County 90 Cen. 41,564; E&P 92 Est. 44,861
CZ-ABC: (80) 4,819
RTZ-ABC: (80) 11,290
City & RTZ-ABC: (80) 16,109

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$181,242,000

6 - PASSENGER AUTOS: Pinal County 95,010

7 - ELECTRIC METERS: Residence 10,762

8 - GAS METERS: Residence 5,579

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mining 300; Constr. 800; Mfg. 2,000; Trans., Commun. & Pub. Util. 500; Whol. & Ret. 2,612; Fin., Ins. & R.E. 230; Serv. 1,500; Gov't 1,250; Agric. 3,650; Other 425.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-86; Summer 75-107; Fall 52-89; Winter 33-66. Humidity-less than 30% average.

11 - TAP WATER: Not fluoridated.

12 - RETAILING: Principal Shopping Centers-40 blocks on Main; Florence Blvd.; 1st to 12th; Drylake; Picacho; Sacaton; W. Sec. Pinal Ave. and including Pinal Ave.

Neighborhood Shopping Centers-Bashas' Plaza-Bashas'; Walgreens; Cornet Store; Jack-in-the-Box; Encore Shop; Preference Rentals; Casa Grande Mall-Gold Rush Jewelers; Bobbi's Burgers; Mejia Barber & Beauty Shop; Nature's Nook; Kalani's Cuts And Curls; Around The Corner Gallery & Bookstore; The Mall Cinema; Sears; Grease 'n Go; Big 'O' Tires; Wash 'n Roll; American Car Care Center; JP's Records & Tapes; CG Sports World; Lee Optical of Arizona; Suzi's Chalet; Satellite Ctr.; Manana Grande Shopping Ctr.-Golden Corral; Auto Zone; Arcadian Realty; RTA Home Care; China King Restaurant; Little Caesars; Western States Tires; Casa Grande Shopping Ctr.-Fry's; Merle Norman/Sunshine Beauty Salon; Kiss 'n Tell; Revco; Gerrish Jewelers; Davey's Western Wear; Balloon Express; Family Bargain Ctr., Molly's; Lucky Chinese Restaurant; Payless Shoe Source; Star Video; JB's Restaurant; Laundry & Drycleaner; Tri-Valley Plz.-JCPenney; Wal-Mart; Smith's Food & Drug Store; TCBY Yogurt; Kinney's Shoe Store; Radio Shack; Eden Jewelers; BJ's Hallmark; Cost Cutters; Sally's Beauty Supply; RTO; Miller's Outpost; Subway; Cook-E-Jar; Towne Centre; Wendy's; Security Pacific Bank; Planned Parenthood; Comet Cleaners; Ada Travel.

Principal Shopping Days-Fri., Sat., Sun.

Stores Open Evenings-Most major stores Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Cornet; K mart; Wal-Mart.

Discount Stores-Checker Auto; K mart; Factory-2-U; Family Bargain Center.

Chain Drug Stores-Revco 2; Walgreens; M-D Pharmacy.

Chain Supermarkets-Bashas' 2; Safeway; Fry's; Smith's.

Other Chain Stores-Foxworth-Galbraith; Kinney's Shoes; Radio Shack; Pep Boys; Miller's Outpost; TCBY; Kentucky Fried Chicken; Burger King; McDonalds; Subway; Taco Bell; Church's Chicken; Wendy's; JBs; Pizza Hut; Dominos; Sizzler; Baskin-Robbins; 7-Eleven; Holiday Inn; Jack-in-the-Box; Auto Zone; What A Burger; Denny's; Peter Piper Pizza; Arby's; Carl's Jr.; Best Western; Little Caesars.

14 - NEWSPAPERS: DISPATCH (e) 9,189; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Kara K. Bugbee, Adv. Mktg. Dir., DISPATCH, 200 W. 2nd St.; PO Box C-3, Casa Grande, AZ 85222; Tel. (602) 426-3814.

National Representative: Landon Associates.

CHANDLER

1 - LOCATION: Maricopa County, (In Phoenix MSA). E&P Map C-3. 25 mi. SE of Phoenix. Manufactures fertilizer, electronics, cotton gins. Winter resort, agric. & citrus fruits. Served directly by Arizona Rts. 87 & 93 and by I-10.

2 - TRANSPORTATION: Railroad-Southern Pacific.

Motor Freight Carriers-22.

Intercity Bus Lines-Greyhound; Continental Trailways.

Airlines-Phoenix Sky Harbor International Airport-15 mi; American; TWA; United; America West; Delta; Southwest; Alaska; Northwest; USAir; Continental; Eastern; Aeronaves de Mexico.

3 - POPULATION:

Corp. City 90 Cen. 90,533; E&P 92 Est. 102,705
CZ-ABC: (80) 31,423
County/MSA 90 Cen. 2,122,101; E&P 92 Est. 2,319,521

4 - HOUSEHOLDS:

City 90 Cen. 34,820; E&P 92 Est. 39,502
CZ-ABC: (80) 9,455
County/MSA 90 Cen. 832,196; E&P 92 Est. 909,616

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	1	N.A.
Commercial	11	N.A.

6 - PASSENGER AUTOS: Maricopa County 1,038,051 (1990)

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agric. & Proc. 825 ($225); Electronic Mfg. 4,125 ($315).

Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-94; Summer 68-104; Fall 45-87; Winter 37-70.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-5 blocks on Arizona Ave. (34 stores); Chandler Ctr. (8 stores); Smitty's Angels (8).

Neighborhood Shopping Centers (No. of Stores)-Basha Plz. (7); Granada Plz. (15).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Fiesta Mall(93)	7	Sears, Dillard's, Broadway & Robinson's
North Park Plaza(21)	NA	Fotomat, Pizza Hut, State Farm Ins.
Safeway Thrifty (8)	NA	Safeway, Thrifty Drug

Principal Shopping Days-Wed., Fri., Sat.

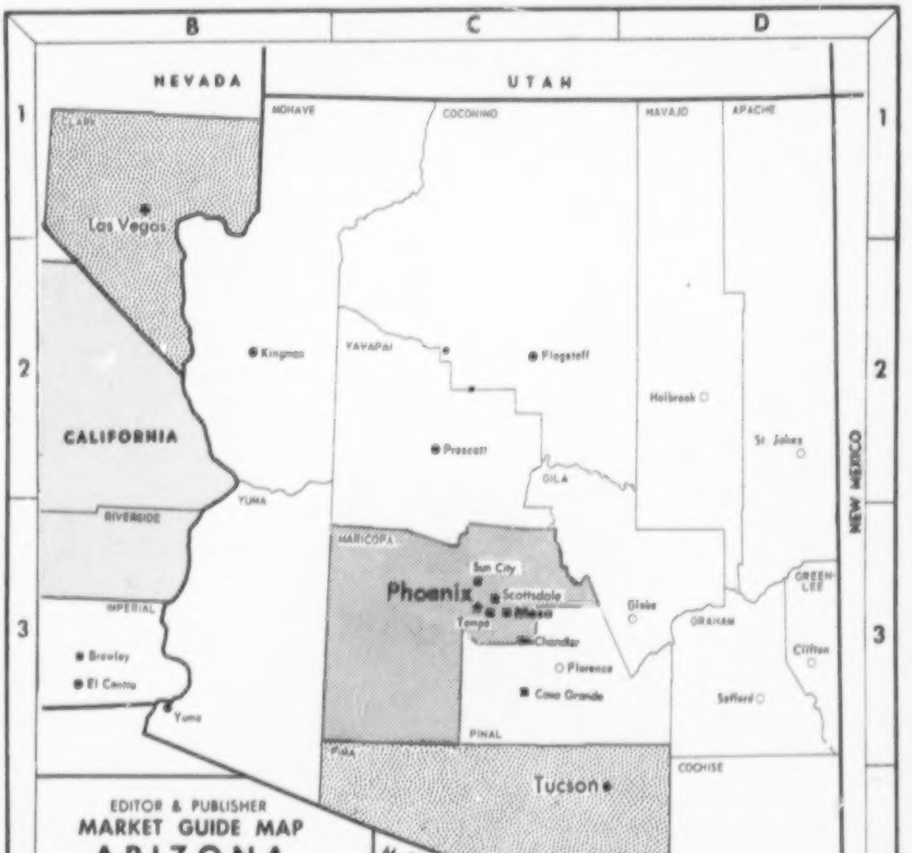
Stores Open Evenings-Shopping Centers every evening.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; Sabe's; Smitty's; Mervyn's.

Discount Stores-Yellow Front; Cornet.

Variety Stores-Sprouse-Reitz; Moskatel's.

Chain Drug Stores-Revco; Thrifty; Arrow's United Drug; Osco; SupeRx; Walgreens.


B
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NEVADA
UTAH
CLARK
MOHAVE
COCONINO
NAVAJO
APACHE
Las Vegas
Kingman
YAVAPAI
Flagstaff
Holbrook
St. Johns
CALIFORNIA
Prescott
GILA
NEW MEXICO
YUMA
RIVERSIDE
MARICOPA
Sun City
Phoenix
Scottsdale
Mesa
Tempe
Chandler
GREENLEE
Globe
GRAHAM
Clifton
IMPERIAL
Brawley
El Centro
Florence
Casa Grande
Safford
Yuma
PINAL
PIMA
COCHISE
Tucson
SANTA CRUZ
MEXICO
Nogales
Bisbee
Douglas
EDITOR & PUBLISHER
MARKET GUIDE MAP
ARIZONA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0
25
50
75
100
125

Chain Supermarkets-Basha's; Bayless; Safeway; Smitty's; Fry's; ABCO; Albertson's; Smith's

Other Chain Stores-Big 'O' Tires; Checker Auto; Firestone; Goodyear; Payless Shoes; Paul Sale Furn.; Serrano's; Tune-up Masters; Payless Cashways; Ole's; Target; K mart; Miller's Outpost.

14 - NEWSPAPERS: CHANDLER ARIZONAN TRIBUNE (m) 8,086; (S) 8,247; Sept. 30, 1990 ABC.

Local Contact for Advertising and Merchandising Data: Tim Thomas, Adv. Mgr., ARIZONAN, 35 W. Boston, Chandler, AZ 85224; Tel. (602) 898-6475.

National Representative: U.S. Suburban Press.

DOUGLAS

1 - LOCATION: Cochise County, E&P Map D-4. Situated near the Mexican border, 117 mi. SE of Tucson. On U.S. Hwys. 80, 666.

2 - TRANSPORTATION: Railroads-Southern Pacific; U.S. Nacozari (S into Mexico).

Intercity Bus Lines-Greyhound Pacific; Bridgewater Express.

Motor Freight Carriers-4.

3 - POPULATION:

Corp. City 90 Cen. 12,822; E&P 92 Est. 12,775
NOTE: Douglas adjoins Agua Prieta, Mexico, estimated population 70,000.
County 90 Cen. 97,624; E&P 92 Est. 103,197

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 4,932; E&P 92 Est. 4,913
County 90 Cen. 36,157; E&P 92 Est. 38,221

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	1	$23,000,000
Commercial	4	$43,500,000

6 - PASSENGER AUTOS: Cochise County 48,477 (1988)

7 - ELECTRIC METERS: Residence 5,033

8 - GAS METERS: Residence 4,661

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Dresses & Sport Shirts 400 ($150); Electronics 152 ($195); Vegetable Canning 380 (Seasonal) ($134); Cochise College 494 ($150); Hospital 210; Prison 600 ($350); 23 Electronic & Auto Parts Twin Plant Industries.

Principal Industrial Pay Days-Fri., 1st, 15th. (Area economy includes industry in Agua Prieta, Mexico, with 4,500 workers.)

10 - CLIMATE: Min. & Max. Temp.-Spring 43-78; Summer 63-93; Fall 43-59; Winter 31-62. First killing frost, Oct. 28; last killing frost, Mar. 30.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Area-1st to 15th Sts. bet. F and Pan American Aves.; 8th to 10th Sts. bet. Cochise & Florida; K mart Shopping Ctr. (West 16th St.); Payless Shpg. Ctr. (1800 block on 10th St.-20 units); Safeway Shpg. Ctr. (San Antonio Dr. & 10th St.-10 units). Douglas serves 185,000, including Sonora, Mexico.

Principal Shopping Days-Wed., Thur., Fri. & Sat.

Stores Open Sundays-Food, clothing, drug, & variety.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Parisian; Capin's Mercantile; Montgomery Ward; Sprouse.

Variety Stores-K mart; J.J. Newberry.

Chain Drug Stores-Rexall; Revco.

Chain Supermarkets-Safeway 2; Bayless.

Other Chain Stores-The Shoe Salon; Complete Auto Supply; Checker Auto; Yellow Front; Payless Shoes; Radio Shack; Sears (catalog); Ace Hardware; True Value Hardware.

14 - NEWSPAPERS: DISPATCH (e) 2,800; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Diane Ramirez, Adv. Mgr., DISPATCH, 530 11th St.; Box H, Douglas, AZ 85607; Tel. (602) 364-3424.

National Representative: Papert Companies.

FLAGSTAFF

1 - LOCATION: Coconino County, E&P Map C-2, County Seat. 152 mi. N of Phoenix; 323 mi. W of Albuquerque; 525 mi. E of Los Angeles.

2 - TRANSPORTATION: Railroad-Amtrak.

Motor Freight Carriers-10.

Intercity Bus Lines-Trailways; Greyhound; Nava-Hopi Tours.

Airlines-America West; Skywest.

3 - POPULATION:

Corp. City 90 Cen. 45,827; E&P 92 Est. 48,044
NDM-ABC: (80) 45,922
County 90 Cen. 96,591; E&P 92 Est. 104,319
Bal. in RTZ-ABC: (80) 29,086
Total NDM & Bal. in RTZ-ABC: (80) 75,008

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 17,626; E&P 92 Est. 18,478
NDM-ABC: (80) 14,393
County 90 Cen. 32,197; E&P 92 Est. 34,773
Bal. in RTZ-ABC: (80) 7,497
Total NDM & Bal. in RTZ-ABC: (80) 21,890

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$46,345,000
Commercial	4	$277,519,000

6 - PASSENGER AUTOS: Coconino County 42,417 (1991)

7 - ELECTRIC METERS: Residence 15,500

8 - GAS METERS: Residence 15,250

9 - PRINCIPAL INDUSTRIES: industry, No. of Wage Earners (Av. Wkly. Wage)-Saw-Mills 1,415 ($300); Ord. Plants 110 ($225); Steel Fab. 168 ($200); University ($450).

Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-75; Summer 43-79; Fall 21-72; Winter 12-42. First killing frost, Nov. 6; last killing frost, Apr. 8.

11 - TAP WATER: Soft, alkaline.

12 - RETAILING: Principal Shopping Center-34 blocks on Aspen, Santa Fe, Leroux, Beaver, San Francisco, Birch, Cherry & Milton Sts.

Neighborhood Shopping Centers-Mt. Elden, East Flagstaff, K mart 4 stores; Flag Mall 50 stores; Park Santa Fe 21 stores; University Plaza 34 stores, Woodlands Village 25 stores; Cedar Hills Center 15 stores.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Cedar Hills	4	Safeway, Walgreens
Woodlands Vlg. Ctr.	NA	
Greenlaw(35)	4	
Cedar Pines(10)	4	Q Fresh
Plaza Mall(13)	1	Auto Shack, Bayless
University Pl (34)	2	Safeway, TG&Y, Revco
Flag Mall(35)	6	Sears, JCPenney
Park Santa Fe (21)	5	Revco

Principal Shopping Days-Wed., Fri., Sat.; Many stores open evenings and Sundays.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Boston; Dillard's.

Discount Stores-K mart; Wal-Mart.

Chain Drug Stores-Revco; Long's; TG&Y.

Chain Supermarkets-Safeway 3; Q Fresh; Smith; Basna's.

Other Chain Stores-Daniels; Radio Shack; Dustys; Fashion Conspiracy; Circle K; Kay Jewelers; K G Mens; Discount Tire; GNC General Nutrition Center.

14 - NEWSPAPERS: ARIZONA DAILY SUN (e-mon to fri) 12,594; (S) 13,583; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Theresa M. Givens, Adv. Dir., ARIZONA DAILY SUN, 417 W. Santa Fe, Flagstaff, AZ 86002; Tel. (602) 774-4545.

National Representative: NASCO.

GILBERT

1 - LOCATION: Maricopa County E&P Map C-3, County Seat. SE corner of Maricopa County. Within a half hour drive from Phoenix. On I-10. Arizona 87, 93 & 360. U.S. Hwys. 60 & 89.

2 - TRANSPORTATION: Railroads-Southern Pacific; Amtrak.

Motor Freight Carriers-100.

Inter City Bus Lines-Phoenix Transit; Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 29,188; E&P 92 Est. 33,882
County 90 Cen. 2,122,101; E&P 92 Est. 2,319,521

4 - HOUSEHOLDS:

City 90 Cen. 11,097; E&P 92 Est. 12,890
County 90 Cen. 832,196; E&P 92 Est. 909,616

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial Banks	6	N.A.

6 - PASSENGER AUTOS: Maricopa County 1,011,215 (1988)

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry Agric.; Constr.; Mfg.; Trans., Comm. & Public Util.; Whol. & Ret. Trade; Fin., Ins., & R.E.; Services; Pub. Administration; Elect.; Natural Gas.

Principal Industrial Pay Days-N.A.

10 - CLIMATE: Av. Min. & Max. Temp. Jan. 36 & 65; June 64 & 101.

11 - TAP WATER: Treated.

12 - RETAILING: Principal Shopping Center-Dillard's regional distribution center at the Elliot Corporate Center.

13 - RETAIL OUTLETS: Department Store-Dillard's.

Discount Store-Price Savers.

Other Chain Stores-Gilbert True Value Hdwe.; Country Club Tire & Wheel; Gray Goose Antiques; Karen's Flowers.

14 - NEWSPAPERS: TRIBUNE (mS) 4,000; Dec. 31, 1990 ABC.

Local Contact for Advertising and Merchandising Data: Robert Hirsch, Adv. Dir., TRIBUNE, Cox Arizona Publications, Inc., 120 W. First Ave., Mesa, AZ 85210; Tel. (602) 898-6500.

National Representative: U.S. Suburban Press.

KINGMAN

1 - LOCATION: Mohave County, E&P Map B-2, County Seat. Mining, manufacturing, ranching, tourism. NW corner of state. 100 mi. S of Las Vegas on U.S. 93; junction of U.S. 93 & I-40; Rt. 66.

2 - TRANSPORTATION: Railroads-Santa Fe; Amtrak.

Motor Freight Carriers-6.

Intercity Bus Lines-Greyhound, Las Vegas-Tonopah-Reno Stageline.

Airlines-Golden Pacific, plus charter.

3 - POPULATION:

Corp. City 90 Cen. 12,772; E&P 92 Est. 13,415
County 90 Cen. 93,497; E&P 92 Est. 104,276

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 4,893; E&P 92 Est. 5,160
County 90 Cen. 37,399; E&P 92 Est. 41,170

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	2	$91,000,000
Commercial	6	$149,734,000

6 - PASSENGER AUTOS: Mohave County 51,011 (1988)

7 - ELECTRIC METERS: Residence 3,573

8 - GAS METERS: Residence 19,120

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 1,160 ($284).

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-90; Summer 60-105; Fall 40-85; Winter 20-75. First killing frost, Oct. 10; last killing frost, Mar. 20.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-5 blocks on Beale St.

Neighborhood Shopping Centers-Kingman; Safeway; K mart Plaza; Northern Ave.; Stockton Hill Plaza.

Principal Shopping Days-Fri. & Sat.

Stores Open Evenings-Shopping centers every evening until 8; grocers open 24 hrs.

13 - RETAIL OUTLETS: Department Stores-JCPenney.

Discount Stores-Yellow Front; McCrory; K mart; Factory 2 U.

Variety Store-Sprouse-Reitz.

Chain Drug Stores-Revco 2.

Chain Supermarkets-Safeway, Basha's; Ranch Markets 3; Smith's Foods.

Other Chain Stores-Firestone; Radio Shack; Circle K C-Stores 3, Flying J Travel Plaza.

14 - NEWSPAPERS: MINER (e-mon to fri) 6,966; (S) 7,206; Sept. 30, 1990 CAC.

Local Contact for Advertising and Merchandising Data: Kathi Wright, Adv. Mgr., MINER, Box 3909, Kingman, AZ 86402; Tel. (602) 753-6397.

National Representative: Papert Companies.

MESA

1 - LOCATION: Maricopa County, (In Phoenix MSA). E&P Map C-3. S central part of state, 16 mi. SE of Phoenix. On U.S. Hwys. 60, 70, 80, 89; State Hwys. 87, 93, 360.

2 - TRANSPORTATION: Railroad-Southern Pacific.

Intercity Bus Lines-Greyhound; Continental Trailways; Sun Valley.

Motor Freight Carriers-16.

Airlines-At Sky Harbor Airport, 16 mi. W: TWA; Delta; American; Eastern; United; America West; Northwest Orient; Continental; Southwest; USAir; Piedmont; Alaska.

3 - POPULATION:

Corp. City 90 Cen. 288,091; E&P 92 Est. 315,219
CZ-ABC: (80) 170,268
County/MSA 90 Cen. 2,122,101; E&P 92 Est. 2,319,521

4 - HOUSEHOLDS:

City 90 Cen. 110,804; E&P 92 Est. 121,238
County/MSA 90 Cen. 832,196; E&P 92 Est. 909,616
CZ-ABC: (80) 55,669

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	10	$1,000,000,000
Savings & Loan	5	$560,000,000

6 - PASSENGER AUTOS: Maricopa County 1,038,051 (1990)

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence 22,818

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mining 100; Constr. 700; Mfg., Trans., Commun. & Pub. Util. 1,500; Whol. & Ret. 3,000; Fin., Ins. & Real Estate 400; Service 3,000; Gov't 1,200; Agric. 8,700.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-98; Summer 62-106; Fall 39-101; Winter 34-84. Little humidity year round except in July and Aug. Av. rainfall 7 in.

11 - TAP WATER: Not fluoridated.

12 - RETAILING: Principal Shopping Areas-20 blocks on E and W Main St.; 2 on N & S MacDonald St.; 2 on First Ave.; 2 on S Country Club; 20 blocks on E and W Broadway; 20 blocks on E and W Southern.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Basha's(4)	NA	Basha's Mkt., SupeRx

We Provide Greater Metro Area Coverage Than Any Major Newspaper In The Entire Western World.

West Of The Mississippi, That Is.

In fact, even if you include the Eastern states, only two major newspapers have greater market coverage than The Arizona Republic and The Phoenix Gazette.

Just five issues of our daily newspapers reach more than 1.2 million potential customers, more than all other metro Phoenix newspapers combined.

Phoenix is young, affluent and growing faster than almost every major market in the country. And to reach its consumers, there's simply no better way than to put your ads in The Republic and Gazette.

It's a sure way for your product or service to conquer the Western World.

The Arizona Republic/The Phoenix Gazette

Represented by Newspapers First
Source: Circulation '88/'89. 1989/1990 Simmons Phoenix Market Study

(Circle No. 4 on Market Request Card)

Fiesta Mall(140)	NA	Dillard's, Broadway, Sears, Goldwater's
ABCO(10)	NA	ABCO Mkt.
Main/Lazona(14)	NA	Low Cost, Osco
Mesa(21)	NA	Fry's Mkt.
Poco Fiesta	NA	Ross, Sabas
Safeway(2)	NA	Safeway, Thrifty
Sherwood Pl.(18)	NA	TG&Y, Sally's Fabrics
Smitty's(6)	NA	Smitty's
Tri-City Mall (43)	NA	Basha's, Winston's, JCPenney
Westwood Pl.(21)	NA	Bayless Mkt., TG&Y, Revco
Wright's(8)	NA	Hahn's Mkt.

Principal Shopping Days-Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Switzer; Dillard's; Robinson's; Broadway; Montgomery Ward; Target.

Variety Stores-J.J. Newberry; TG&Y.

Chain Drug Stores-Walgreens 3; Thrifty 2; SupeRx 3; Revco 3; Osco 4; Rexall 2; Long's 2.

Discount Stores-Smitty's; K mart 2; Thrifty 2; Yellow Front 8; Marshalls; Ross.

Chain Supermarkets-Safeway; Basha's; Payless; Smitty's Big Town; Fry's; ABCO.

Other Chain Stores-Firestone; Daniel's Jewelers; Singer; Barrow's; Foxworth Lbr.; Lee Optical; Mesa Optical; Home Depot; Pep Boys.

14 - NEWSPAPERS: TRIBUNE (m) 42,988; (S) 44,584; Sept. 30, 1990 ABC.

Local Contact for Advertising and Merchandising Data: Timothy Thomas, Adv. Dir., TRIBUNE, 120 W. First Ave., Mesa, AZ 85202; Tel. (602) 898-6500.

National Representative: U.S. Suburban Press.

NOGALES

1 - LOCATION: Santa Cruz County. E&P Map C-4. County Seat. Port of entry on Mexican border.

2 - TRANSPORTATION: Railroads-Southern Pacific; Pacifico de Mexico.

3 - POPULATION:
Corp. City 90 Cen. 19,489; E&P 92 Est. 20,250
County 90 Cen. 29,676; E&P 92 Est. 32,561

4 - HOUSEHOLDS:
City 90 Cen. 7,496; E&P 92 Est. 7,789
County 90 Cen. 9,274; E&P 92 Est. 10,175

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: Santa Cruz County 15,624 (1988)

7 - ELECTRIC METERS: Residence 3,050

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Shipping point for winter vegetable crop grown on W. coast of Mexico, marketed in U.S.; Silver, copper, lead mined in vicinity.

10 - CLIMATE: Min. & Max. Temp. Av. 43-79.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mariposa Plz. (19)	NA	Baskin-Robbins, Radio Shack
Rio Rico(15)	NA	Food Giant

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-LaVille de Paris; Bracker's; El Paso; JCPenney; Capin Mercantile Corp.; Marcus; Kory's; Alexanders; Dandy's.

Variety Stores-Kress; Woolworth.

Chain Drug Store-M&M 5.

Chain Supermarkets-Safeway; Puchi's; Downtown Progressive 4.

14 - NEWSPAPERS: HERALD (e-mon to fri) 4,500; sworn July 31, 1991.

Local Contact for Advertising and Merchandising Data: Alvin Sisk, Pub., HERALD, 134 Grand Ave., Nogales, AZ 85621; Tel. (602) 287-3622.

National Representative: None.

PHOENIX

1 - LOCATION: Maricopa County (MSA). E&P Map C-3. Capital. County Seat. Manufacturing, High Technology Products, Agriculture, Tourism and Travel. S central part of state; about 398 mi. E of Los Angeles; 400 mi. W of El Paso, TX.

2 - TRANSPORTATION: Railroad-Amtrak.

Intercity Bus Line-Greyhound-Trailways.

Airlines-Alaska Airlines; America West; American; Continental; Delta; Mesa Airlines; Midway; Northwest; Pacific Southwest (PSA); Southwest; States West Airlines; TWA; United; USAir.

3 - POPULATION:
Corp. City 90 Cen. 983,403; E&P 92 Est. 1,022,143
CZ-ABC: (80) 1,473,759
RTZ-ABC: (80) 260,399
County/MSA 90 Cen. 2,122,101; E&P 92 Est. 2,319,521
City & RTZ-ABC: (80) 1,734,210

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 384,142; E&P 92 Est. 399,275
County/MSA 90 Cen. 832,196; E&P 92 Est. 909,616
CZ-ABC: (80) 533,365
RTZ-ABC: (80) 87,798
City & RTZ-ABC: (80) 621,163

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	6	$7,642,732,000
Commercial	38	$30,335,122,000
Credit Unions	80	$2,480,543,000

6 - PASSENGER AUTOS: Maricopa County 1,038,051

7 - ELECTRIC METERS: Residence 1,011,400

8 - GAS METERS: Residence 250,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 137,794; Constr. 53,935; Retail & Whol. 246,635.

10 - CLIMATE: Min. & Max. Temp.-Spring 52-94; Summer 74-105; Fall 52-98; Winter 43-71.

11 - TAP WATER: Alkaline, approx. 11 grains of hardness per gallon; fluoridated.

12 - RETAILING: Principal Downtown Shopping Center-Park Central Mall, Central Ave. N. of Thomas Rd. Principal Stores: Dillard's, Switzer's.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Biltmore Fashion Park(69)	NA	Broadway Southwest, I. Magnin, Saks
Camel View Plaza(40)	NA	Bullock's
Chris-Town(152)	NA	Broadway Southwest, JCPenney, Mont. Ward, Dillard's
Colonnade(47)	NA	Mervyn's, Marshalls
Fiesta Mall(166)	NA	Broadway Southwest, Dillard's, Sears, Robinson's
Los Arcos Mall(63)	NA	Broadway Southwest, Sears
Maryvale Mall (70)	NA	Mervyn's, Target, Boston Store
Metrocenter(250)	NA	Broadway Southwest, Dillard's, Sears, Robinson's
Paradise Valley Mall(127)	NA	Dillard's, JCPenney, Robinson's, Broadway Southwest
Scottsdale Fashion Sq. (17)	NA	Dillard's, Robinson's
Borgata(45)	NA	Specialty Stores
Tri-City Mall (71)	NA	JCPenney
Superstition Springs	NA NA	Broadway Southwest, Dillard's, Robinson's, JCPenney, Sears, Mervyn's
Tower Plz.(77)	NA	Specialty Stores
Valley West(71)	NA	Mont. Ward, Boston Store, JCPenney
Westridge Mall(107)	NA	Dillard's, Sears, JCPenney

Principal Shopping Days-Wed., Thur., Fri., Sat. Groceries-Wed., Sat.

Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Broadway Southwest; Bullock's; Dillard's; Robinson's; JCPenney; Montgomery Ward; Sears; Mervyn's.

Discount Stores-K mart; Best; Loehmann's; Marshalls, Price Club; Target; 7th Avenue Clothing Club; Ross Stores; Service Merchandise; T.J. Maxx; ZCMI.

Variety Stores-Newberry; Woolworth; TG&Y; Sprouse-Reitz; McCrory; Pic 'N Sav.

Other Chain Stores-Goodyear; Goodrich; Western Auto; Pep Boys; Checker Auto; Baker Shoes; Gallenkamp; Lewis Salon; Thom McAn; David's; Goot; Chandler's; Kinney's; Joyce; Famous Brands; Payless; Zales; Daniel's Jewelers; Kay Jewelers; Frederick's of Hollywood; Hanny's; I. Magnin; Saks; Switzer's; Lady Marden; Starretts; Lerner; O' Malley BMC; Silo; Home America; Levitz Furn.; Lou Regester; Mayo's; Mehagian's; Barrows; Breuner's; Radio Shack; Pier 1 Imports; Home Depot; Circuit City.

14 - NEWSPAPERS: ARIZONA REPUBLIC (m) 393,722; GAZETTE (e) 96,642; ARIZONA REPUBLIC (S) 595,413; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: John Naughton, Gen. Adv. Mgr., ARIZONA REPUBLIC/GAZETTE, 120 E. Van Buren, Phoenix, AZ 85004; Tel. (602) 271-8000.

National Representative: Newspapers First.

PRESCOTT

1 - LOCATION: Yavapai County, E&P Map C-2. County Seat. U.S. Hwy. 89 connects with I-40, 42 mi. N and U.S. 60-70 and I-10 to the S 394 mi. from Los Angeles; 989 mi. from Denver; 89 mi. from Phoenix on I-17; 817 mi. from San Francisco. Alt. 5,389 ft.

2 - TRANSPORTATION: Motor Freight Carriers-9.

Intercity Bus Lines-Greyhound; Arizona Central; Oak Greek Canyon Express; Continental Trailways.

Airline-State West.

3 - POPULATION:
Corp. City 90 Cen. 26,455; E&P 92 Est. 27,735
County 90 Cen. 107,714; E&P 92 Est. 119,471

4 - HOUSEHOLDS:
City 90 Cen. 10,175; E&P 92 Est. 10,667
County 90 Cen. 44,881; E&P 92 Est. 49,779

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$562,594,000
Savings	3	N.A.

6 - PASSENGER AUTOS: Yavapai County 61,457 (1988)

7 - ELECTRIC METERS: Residence 27,149

8 - GAS METERS: Residence 14,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners N.A. (Av. Wkly. Wage-N.A.)-Electronic Systems; Clothing; Lumber Treating; Plastics; Aluminum windows & doors; Cement Blocks; Tourism & Recreation; Ranching; Mfg.; Copper Mining.

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-77; Summer 53-87; Fall 40-72; Winter 27-52. First killing frost, Oct. 31; last killing frost, Apr. 15.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-Downtown; 2 blocks on Gurley St.; 3 on Montezuma; 2 on Cortez; Marina St. (1 block). Willow Creek Village (K mart & 12 stores); Miller Road (2 blocks); Ponderosa Plaza Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Prescott Towne Ctr.(10)	3	Longs
Ponderosa(25)	3	Sears, JCPenney, Boston Stores
Prescott(10)	3	Fry's Food Store
Prescott Valley	11	Safeway, Revco, Sprouse-Reitz
Iron Springs Plaza	2	
Willow Creek Village(20)	2	K mart, Safeway

Principal Shopping Days-Wed., Sat.

Stores Open Evenings and Sundays-Grocery, drug & variety.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Solts; Cornet; Sears; K mart; Boston Stores.

Discount Store-Checker.

Variety Stores-Cornet; Sprouse-Reitz.

Chain Drug Stores-Longs; Revco.

Chain Supermarkets-Safeway 4; Fry's; Smiths.

Other Chain Stores-Firestone; McMahns; impressions; Barrows; Kinneys; Big O Tires; Auto Zone.

14 - NEWSPAPERS: COURIER (e-mon to fri) 12,310; (S) 13,634; June 30, 1990 CAC.

Local Contact for Advertising and Merchandising Data: Pam Carpenter, Adv. Dir., COURIER, PO Box 312, Prescott, AZ 86301; Tel. (602) 445-3333.

National Representative: Papert Companies.

SCOTTSDALE

1 - LOCATION: Maricopa County (In Phoenix MSA). E&P Map C-3.

2 - TRANSPORTATION: Railroads-Southern Pacific; Santa Fe; Amtrak.

Motor Freight Carriers-10.

Intercity Bus Lines-Greyhound; Continental; Tanner.

Airlines-TWA; American; Frontier; Continental; Delta; Pacific Southwest; USAir; United; Eastern; Northwest Orient; Alaska; America West; Braniff; Republic; Southwest.

3 - POPULATION:
Corp. City 90 Cen. 130,069; E&P 92 Est. 138,400
County/MSA 90 Cen. 2,122,101; E&P 92 Est. 2,319,521
NDM-ABC: (80) 152,428

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 50,027; E&P 92 Est. 53,231
County/MSA 90 Cen. 832,196; E&P 92 Est. 909,616
NDM-ABC: (80) 56,756

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	16	$1,385,879,000
Commercial	23	$2,869,573,000

6 - PASSENGER AUTOS: Maricopa County 1,011,215 (1988)

7 - ELECTRIC METERS: City 48,000

8 - GAS METERS: City 19,418

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Elect. 18,416 ($487); Tourism 14,750 ($310).

10 - CLIMATE: Min. & Max. Temp.-Spring 53-82; Summer 80-105; Fall 57-86; Winter 30-66.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-Scottsdale Rd.; one block E. and W. from 2nd St. to Shea Blvd.; corner of McDowell; Van Buren & Scottsdale Roads.

All Centers less than 2 1/2 mi. from center of town.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Borgata(60)	1	Grand Maison de Blanc, Pierre Deux
Camelback Mall (30)	NA	Safeway, Thrifty

Camelback's Miller Plz. (28)	NA	Osco
Camel View(20)	NA	Bullock's
El Pueblo(40)	5	Smitty's
Fifth Ave. Shops(225)	NA	
Frontier Town (18)	NA	SupeRx, Tang's
Lincoln Plz.(16)	1	SupeRx
Los Arcos(81)	NA	Sears, Broadway
Mercado Rancho(13)	6	Safeway, Revco
Mt. View Plz. (30)	6	SupeRx
McDowell Plz. (35)	1	
Old Town(212)	NA	Osco
Orange Tree(7)	1	Safeway, SupeRx
Papago Plz.(33)	NA	Revco, Home TV & Appliances
Paradise Village(130)	2	JCPenney, Diamonds, Mervyn's, Goldwaters
Park Scottsdale (15)	1	Basha's
Scottsdale(68) Fashion Sq.	NA	Diamond's, Revco, Goldwater's, Bayless
Scottsdale Village(24)	NA	Walgreens, Safeway
Shea Scottsdale Ctr.(42)	1	Safeway, Long's Drugs
Shoppers Fair (22)	1	Basha's
Smitty's Bigtown(8)	1	Smitty's, Western Savings
Paseo Village (30)	1	Abco, Town & Country
Sundown Plz.(50)	7	
Stetson Sq.(31)	NA	
Indian School & Miller Plz. (14)	NA	Fry's, SupeRx
Valley Plz.(9)	1	Basha's
Via Linda Vlg. (60)	5	Smitty's
Windmill Plz. (50)	7	
Gold Dust Plz. (10)	1	Revco

Principal Shopping Days-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Dillard's; JCPenney; Robinson's; Hanny's; Smitty's; Saba's; Sears; Broadway; Bullock's; Mervyn's.

Discount Stores-K mart; Smitty's 3; Target; Best Distributing 2; Appliance TV City.

Chain Supermarkets-Basha's 3; Abco; Circle K 14; Fry's 3; Safeway 2; Smitty's Town 3; 7-Eleven 6.

Chain Drug Stores-Osco; Revco 3; SupeRx 4; Walgreens.

Other Chain Stores-Breuner's; Goodyear; Firestone; General Tire; R-B Furn.; Checker Auto; Zales Jewelry; Uniroyal; Colortile; Pier 1 Imports; Lawson Jewelry.

14 - NEWSPAPERS: PROGRESS (e) 19,299; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Leo Pieri, Adv. Dir., PROGRESS, PO Box 1150, Scottsdale, AZ 85252; Tel. (602) 941-2300.

National Representative: U.S. Suburban Press.

SIERRA VISTA

1 - LOCATION: Cochise County, E&P Map D-4. Military ctr., constr. industry, retirement community. SE corner of state, 70 mi. SE of Tucson, on Hwys. 90 & 92. I-10 is 30 mi. N.

2 - TRANSPORTATION: Motor Freight Carriers-3 Interstate; 2 intrastate.

Intercity Bus Lines-Greyhound; Nogales-Bisbee Stage.

Airlines-Golden Pacific Commuter; State West.

3 - POPULATION:

Corp. City 90 Cen. 32,983; E&P 92 Est. 34,592
County 90 Cen. 97,624 E&P 92 Est. 103,197

4 - HOUSEHOLDS:

City 90 Cen. 12,686; E&P 92 Est. 13,305
County 90 Cen. 36,157; E&P 92 Est. 38,221

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$60,500,000
Commercial	4	$32,439,790

6 - PASSENGER AUTOS: Cochise County 48,477 (1988)

7 - ELECTRIC METERS: Residence 5,250

8 - GAS METERS: Residence 6,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-U.S. Army Base (Fort Huachuca) 6,449 military; 5,587 civilian.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-73; Summer 66-85; Fall 51-76; Winter 34-58.

11 - TAP WATER: Hard.

12 - RETAILING: Principal Shopping Area-3-mi. strip along Fry Blvd. Chamber of Commerce lists 1,200 businesses in the city. All shopping ctrs. are located within one block on Fry Blvd. There are 11 major shopping ctrs. grouped along Fry.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bayless(10)	NA	Ben Franklin, Revco Drugs
Cochise Plz.(16)	NA	Sears, Cochise Vista, McCrory
Shade's Plz.(6)	NA	TG&Y

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-All shopping ctrs. every night until 9.

13 - RETAIL OUTLETS: Department Store-Sears.
Discount Stores-K mart; Surplus City; Payless; Kinneys; TG&Y; Wal-Mart.
Variety Stores-McCrory; Yellow Front.
Chain Drug Stores-Thrifty; Revco; Long's.
Chain Supermarkets-Food Giant; Safeway; Bayless; Circle K; 7-Eleven.
Other Chain Stores-Women's Clothing: Jolie's, Suzi's II, My Ladies' Fashions; Men's Clothing: Lee Martin, The Horseman.

14 - NEWSPAPERS: HERALD (e-mon to fri) 6,887; (S) 7,708; Mar. 31, 1991 VAC.
Local Contact for Advertising and Merchandising Data: Dennis Benth, Adv. Dir., HERALD, 102 Fab Ave., Sierra Vista, AZ 85635; Tel. (602) 458-9440.
National Representative: None.

SUN CITY

1 - LOCATION: Maricopa County. NDM includes town of Youngtown and unincorporated community of Sun City West. (In Phoenix MSA). 15 mi. NW of Phoenix; 12 mi. W of I-17. On U.S. Hwys. 60, 89, 93.

2 - TRANSPORTATION: Railroad-Santa Fe.
Intercity Bus Lines-Trailways; Greyhound; Grayline.

3 - POPULATION:
Corp. City 90 Cen. 44,730; E&P 92 Est. 45,544
NDM-ABC: (80) 46,886
County/MSA 90 Cen. 2,122,101; E&P 92 Est. 2,319,521

4 - HOUSEHOLDS:
Corp. City 90 Cen. 17,204; E&P 92 Est. 17,517
NDM-ABC: (80) 26,156
County/MSA 90 Cen. 832,196; E&P 92 Est. 909,616

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	6	$2,100,000,000
Savings & Loan	11	$1,900,000,000

6 - PASSENGER AUTOS: Maricopa County 1,011,215 (1988)

7 - ELECTRIC METERS: Residence 43,017

8 - GAS METERS: Residence 15,000

9 - PRINCIPAL INDUSTRIES: Industry (Av. Wkly. Wage)-Majority Ret. Servs., R.E. & Professionals ($175).

10 - CLIMATE: Min. & Max. Temp.-Spring 65-90; Summer 80-106; Fall 57-85; Winter 40-68. Av. An. 58-85.

11 - TAP WATER: Alkaline.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Grand Ctr.(29)	NA	Freeds
La Ronde(36)	NA	Revco
Sun Bowl Plz. (34)	NA	Walgreens, Safeway
Thunderbird(17)	NA	
Greenway Ter. (31)	NA	ABCO
Bell Camino(21)	NA	Safeway
Arrowhead Mall (41)	NA	ABCO
Campana Sq.(22)	NA	
Sundome(10)	NA	Safeway, Freeds
Plz. 99(12)	NA	King's Table
Promenade(15)	NA	Linens Plus
Sun Shadow	NA	Boston Store
Crossroads	NA	Ben Franklin
Arrowhead	NA	ABCO
Fry's/Peoria	3	Fry's
Grand Inn Ctr. (14)	NA	Smith Food King
Smitty's/Peoria	3	Smitty's

13 - RETAIL OUTLETS: Variety Stores-Sprouse-Reitz; Boston Store; Newberry; V&S Variety.
Chain Drug Stores-Walgreens; Revco; Value Drug; Osco.

14 - NEWSPAPERS: NEWS-SUN (e) 21,730; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Jim Connors, Ret. Mgr., NEWS-SUN, 10102 Santa Fe Dr., Sun City, AZ 85351; Tel. (602) 977-8351.
National Representatives: Branham/Newspaper Sales; U.S. Suburban Press.

TEMPE

1 - LOCATION: Maricopa County (In Phoenix MSA). E&P Map C-3. On U.S. Hwys. 60, 70, 80, 89; I-10; 8 mi. E of Phoenix.

2-TRANSPORTATION: Railroad-So. Pacific.
Intercity Bus Line-Greyhound.
Airlines-American; TWA; USAir; Continental; Delta; Aeronaves de Mexico; Eastern; America West; Alaska; Braniff; Republic; United; Midway; Southwest; Northwest.

3 - POPULATION:
Corp. City 90 Cen. 141,865; E&P 92 Est. 148,889
CZ-ABC: (80) 106,919
County/MSA 90 Cen. 2,122,101; E&P 92 Est. 2,319,521

4 - HOUSEHOLDS:
City 90 Cen. 54,563; E&P 92 Est. 57,265
CZ-ABC: (80) 37,277
County/MSA 90 Cen. 832,196; E&P 92 Est. 909,616

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	5	$101,000,000
Commercial	13	$248,400,000

6 - PASSENGER AUTOS: Maricopa County 1,011,215 (1988)

7 - ELECTRIC METERS: Residence 39,078

8 - GAS METERS: Residence 19,862

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-SRP Hdqtrs. 910; Garments 400; Electronics 700; Ins. 450; Food Dist. 650; Misc. 1,000; Univ. Educ. 4,750 faculty and staff.

10 - CLIMATE: Min. & Max. Temps.-Jan. 50-66; Apr. 66-83; July 89-104; Oct. 71-89.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Superstition Springs Mall	10	Dillard's, Sears
Fiesta Mall	8	Dillard's, Broadway, Sears, Robinson
Tri-City Mall	5	JCPenney, ZCMI II
Los Arcos	8	Broadway, Sears
McLintlock Dr. (2)	NA	Basha Mkt., Walgreens
Baseline-McClintock(9)	NA NA	Safeway, SupeRx
Bayless(10)	NA	Bayless
Broadway Plz. Center(16)	NA	Fotomat, Knapp Shoes
Broadway Rural(13)	NA	SupeRx, Lucky's
Danelle(37)	NA	Western Auto, Hayden's
Tempe Ctr.(32)	NA	Low Cost
Hayden E.(30)	NA	Drug Emporium
Lake Country(40)	NA	Safeway, Osco
Valley Plz.(13)	NA	TG&Y, Revco, Payless

Principal Shopping Days-Wed., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-TG&Y Family Ctr.; Smitty's; Mervyn's; Gemco; K mart; Marshalls; JCPenney Outlet.
Variety Store-TG&Y.
Chain Drug Stores-SupeRx 3; Smitty's; Revco 2; Thrifty; Walgreens; Osco.
Chain Supermarkets-Safeway 2; A.J. Bayless 2; Low Cost; Lucky; Fry's 2; Superette; Basha's; Smitty's; ABCO.

14 - NEWSPAPERS: TRIBUNE NEWSPAPERS (m) 73,767; (S) 75,522; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: H. Robert Hirsh, Adv. Dir., TRIBUNE NEWSPAPERS, 120 W. 1st Ave., Mesa, AZ 85202; Tel. (602) 898-6597.
National Representative: U.S. Suburban Press.

TUCSON

1 - LOCATION: Pima County (MSA). E&P Map C-4. County Seat. Shipping, agricultural, astronomy, financial, military (Fort Huachuca, DMAFB), educational, stock raising, film producing, mining area, electronic, aircraft, misc. mfg. & wholesale center. 125 mi. S of Phoenix; 512 mi. E of Los Angeles; 325 mi. W of El Paso; 68 mi. N of U.S.-Mexican Border at Nogales, Sonora.

2 - TRANSPORTATION: Railroads-Southern Pacific; Amtrak.
Motor Freight Carriers-32.
Intercity Bus Lines-Greyhound; Citizens Auto Stage.
Airlines-Aeromexico; Alaska; America West; American; Continental; Delta; TWA; United; USAir; Northwest Orient.

3 - POPULATION:
Corp. City 90 Cen. 405,390; E&P 92 Est. 420,361
CZ-ABC: (80) 512,105
RTZ-ABC: (80) 241,857
County/MSA 90 Cen. 666,880; E&P 90 Est. 717,233
City & RTZ-ABC: (80) 753,962
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 158,355; E&P 92 Est. 164,203
County/MSA 90 Cen. 266,752; E&P 92 Est. 286,893
CZ-ABC: (80) 189,872
RTZ-ABC: (80) 76,353
City & RTZ-ABC: (80) 266,225

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	4	N.A.
Commercial	10	$32,621,000,000

6 - PASSENGER AUTOS: Pima County 419,999

7 - ELECTRIC METERS: Residence 280,082

8 - GAS METERS: Residence 223,318

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 26,400 ($371); Mining 2,300 ($519); Constr. 14,400 ($378); Ret. & Whol. Trade 62,100 (N.A.); Trans., Util. 9,600 ($577); Gov't 58,000 (N.A.); Fin., Ins. & R.E. 11,800 (N.A.); Servs. 76,000 (N.A.).

Principal Pay Days-Fri., 1st, 5th, 15th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 61-92; Summer 70-97; Fall 49-74; Winter 42-66. First killing frost, Nov. 26; last killing frost, Feb. 25.

11 - TAP WATER: South Side Reservoir No. 1: Alkaline, very hard. North Side Reservoir No. 3: Alkaline, soft; not fluoridated.

12 - RETAILING: Downtown Shopping Area-30 city blocks housing city and county government offices plus retail stores. Bounded by Main Ave. and 3rd Ave.; 13th St. and Toole Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadway Pl.(25)	NA	
El Con(93)	3	JCPenney, Foley's, Mont. Ward, Dillard's
Foothills Mall (80)	8	Dillard's, Foley's
Green Valley(81)	NA	ABCO, Revco
Park Mall(95)	6	Sears, Dillard's, Broadway Southwest
Tucson Mall(104)	4	JCPenney, Sears, Mervyn's, Dillard's Broadway Southwest

Principal Shopping Days-Tues. through Sat.
Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Broadway Southwest 2; JCPenney 2; Foleys 2; Dillard's 4; Montgomery Ward 2; Mervyn's 3; Sears 2.
Discount Stores Wal-Mart 3; Ross Stores 2; T.J. Maxx; Marshalls; K mart 5; Best; Target 2.
Variety Stores-Sprouse-Reitz 2; McLellan's 2; Ben Franklin; TG&Y; Pic 'n Sav 2.
Chain Drug Stores-Walgreens 21; Revco 22; Defender 5; Osco 9.
Chain Supermarkets-ABCO 21; Q-Fresh; Circle K 139; Safeway 14; Fry's 10; Quik Mart 20; 7-Eleven 37; Warehouse Foods 5; Smiths 4; Village Market 2; Simon's Warehouse; Reay's Ranch Market 2.
Other Chain Stores-Ace Hardware 11; Ann Mercer 2; Barrow's Furn.; Carpet Giant; Cele Peterson 3; Checker Auto Supply 14; Cloth World 2; Color Tile 3; Daniel's Jewelers 6; Greenland Nursery 3; Copenhagen 2; Silo 2; Franklin's Men's Store 2; Kinney Shoes 5; Lee Optical 6; Sam Levitz Warehouse; Lerner 4; May's 5; Payless Cashway Lumber 3; Pier 1 Imports 2; Plant World 5; Radio Shack 17; Helzberg Jewelers 3; Grunewald & Adams; Standard Brands 3; Vicki Wayne 3; Zales 3; Home Depot 2; Fashion Gal 4; Old Pueblo Traders 5; True Value Hdwe. 14; Pep Boys 5; Auto Zone 7; The Limited 4; Millers Outpost 5; Factory 2U 5; The Gap 4; Fashion Conspiracy 4.

14 - NEWSPAPERS: STAR (m) 98,793; CITIZEN (e) 52,855; STAR (S) 174,987; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Betsy Walsh, Nat'l Sales Exec., STAR and CITIZEN, 4850 S. Park Ave., Tucson, AZ Tel. (602) 573-4400.
National Representative: Gannett National Newspaper Sales.
THE DAILY TERRITORIAL (m-mon to fri) 1,500; June 30, 1990 Publishers Statement.
Local Contact for Advertising and Merchandising Data: David Stolen, Nat'l Adv. Rep., THE DAILY TERRITORIAL, 1 W. Orange Grove Rd., Tucson, AZ 85704; Tel. (602) 297-1107.
National Representative: American Newspaper Representatives.

YUMA

1 - LOCATION: Yuma County. E&P Map B-3. County Seat. On Colorado River at junction with Gila River; 184 mi. SW of Phoenix; 244 mi. W of Tucson; 185 mi. E of San Diego; 289 mi. SE of Los Angeles; 25 mi. N of Mexican border. On I-8 & U.S. Hwy. 95.

2 - TRANSPORTATION: Railroad-Southern Pacific.
Intercity Bus Lines-Greyhound; Continental.
Motor Freight Carriers-10 interstate; 3 intrastate.
Airlines-America West; 2 commuter.

3 - POPULATION:
Corp. City 90 Cen. 54,923; E&P 92 Est. 57,421
NDM-ABC: (80) 65,321
County 90 Cen. 106,895; E&P 92 Est. 113,726
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 21,124; E&P 92 Est. 22,085
County 90 Cen. 39,591; E&P 92 Est. 42,121
NDM-ABC: (80) 21,931

5 - BANKS	NUMBER	EST. DEP.
Commercial	18	N.A.
Savings	3	N.A.
Credit Unions	5	N.A.

6 - PASSENGER AUTOS: Yuma County 45,788 (1988)

7 - ELECTRIC METERS: Residence 37,154 (Yuma area)

8 - GAS METERS: Residence 15,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-R.R. 1,050 ($275); Agric. 9,225 ($220); Aerospace 350 ($375); Clothing 1,000 ($249); Other Mfg. 500 ($260).

10 - CLIMATE: Min. & Max. Temp.-Spring 58-87; Summer 78-115; Fall 68-95; Winter 46-71.

11 - TAP WATER: Neutral, hard, fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Main St. bet. 1st and 4th Sts.; 1 block off Main on 1st, 2nd and 3rd; Palm Plz. (21 stores), 24th St. & Ave. A; Westbluff Ctr. (8 stores), 24th St. and Ave. A; Western Vlg. (11 stores), 14th St. & 4th Ave.; Alpha Beta Ctr., 4th Ave. & Catalina; Plaza Del Sol.
Neighborhood Shopping Centers-3 blocks on 4th Ave. on the mesa between 8th and 11th St.; Smiths Shopping Center 4th Ave. at 21st Street.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
16th at 4th Ave.	3	La Mesa IGA, Anthony's
Big Curve(52)	4	Walgreens, Safeway, Millers Outpost, TG&Y
Southgate(34)	4	Albertson's, Thrifty, JCPenney, Sears
ABCO	4	ABCO, Payless Drugs
Fry's(13)	2	Fry's, Payless

Principal Shopping Days-Wed., Fri., Sat., Sun.
Stores Open Evenings & Sundays-All.

13 - RETAIL OUTLETS: Department Stores-JCPenney; C.R. Anthony; Apparel By Johnny; Sears; Mervyn's; Millers Outpost.
Variety Store-McCrory.
Chain Drug Stores-Thrifty; Walgreens; Revco; United Drug 3; Yuma-Mesa Drug; Sants, Medical Arts; Payless 2.
Chain Supermarkets-Safeway 2; Central Market; Olsens; ABCO; Albertson's; Fry's; Mega Foods, Smith's.
Discount Stores-Fed-Mart; K mart; Pic & Save; Factory 2U; Best; Wal-Mart
Other Chain Stores-Firestone; Checker Auto; Goodyear; McMahan's Furn.; Imperial Stores; Kinney Shoe; Fashion Conspiracy; B.F. Goodrich; Daniel's Jewelers; House of Fabrics; Zales Jewelers; Radio Shack; 84 Lumber; Millers Outpost; Clothestime; Pep Boys; Foot Locker; Payless Shoes; Discount Tire; Foxworth Galbraith; Lakey Tire; Yuma Furniture.

14 - NEWSPAPERS: DAILY SUN (e) 27,090; (S) 31,141; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Mike Huber, Adv. Dir., DAILY SUN & ARIZONA SENTINEL, PO Box 271, Yuma, AZ 85366; Tel. (602) 783-3333.
National Representative: None.

ARKANSAS SURVEYS

METROPOLITAN STATISTICAL AREAS

Fayetteville-Springdale-Washington County.
Fort Smith, AR-OK-Crawford and Sebastian Counties, AR; Sequoyah County, OK.
Little Rock-North Little Rock-Faulkner, Lonoke, Pulaski and Saline Counties.
Memphis, TN-AR-MS-Shelby and Tipton Counties, TN; Crittenden County, AR; De Soto County, MS.
Pine Bluff-Jefferson County.
Texarkana, AR-TX-Miller County, AR; Bowie County, TX.

POPULATION ESTIMATES
(Thousands)

Age Group	1980	1990	1992
Under 5 Years	170	212	217
5-14 Years	366	359	368
15-24 Years	411	349	358
25-44 Years	587	719	737
45-64	442	418	428
65 and Over	315	387	314
TOTAL	2,299	2,363	2,422

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1982 Census	1992 Est.
Bldg. Mat./Hdwr	432	466	1,018
General Mdse	751	1,146	2,476
Food	1,453	2,037	3,616
Automobiles	1,539	1,930	4,398
Gasoline Stations	496	760	1,024
Apparel	326	461	1,069
Furniture	267	310	665
Eat-Drink Places	385	622	1,290
Drugs	193	257	500
TOTAL SALES	6,383	9,114	16,637

ARKADELPHIA

1 - LOCATION: Clark County. E&P Map B-3. County Seat. On the Ouachita River. 65 mi. SW of Little Rock. On U.S. Hwy. 67; I-30.

2 - TRANSPORTATION: Railroad-Missouri Pacific.
Bus Line-Continental Trailways.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 90 Cen. 10,014; E&P 92 Est. 10,015
County 90 Cen. 21,437; E&P 92 Est. 21,821

4 - HOUSEHOLDS:
City 90 Cen. 3,727; E&P 92 Est. 3,728
County 90 Cen. 7,014; E&P 92 Est. 7,158

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$110,000,000
Savings & Loan	2	$2,054,000,000

6 - PASSENGER AUTOS: Clark County 8,965

7 - ELECTRIC METERS: Residence 3,025

8 - GAS METERS: Residence 2,488

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Sawmill 150; Marine 105; Furn. 60; Refurbish Brake Shoes 65.
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-65; Summer 50-100; Fall 40-60; Winter 30-40. First killing frost, Nov. 7; last killing frost, Mar. 25.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-10 blocks on 4 streets.
Shopping Center-Pine Plaza, (Harvest Foods, Revco, JCPenney).

Principal Shopping Days-Fri. & Sat.

13 - RETAIL OUTLETS: Department Store-JCPenney.
Discount Store-Wal-Mart.
Chain Drug Store-Rexall.
Chain Supermarkets-Harvest Foods; Piggly Wiggly 2.
Other Chain Store-Goodyear.

14 - NEWSPAPERS: SIFTINGS HERALD (e-mon to fri) 2,886; sworn Oct. 1, 1990.
Local Contact for Advertising and Merchandising Data: Lyle Extrom, Pub., SIFTINGS HERALD, 205 S. 26th St.; PO Box 10, Arkadelphia, AR 71923; Tel. (501) 246-5525.
National Representative: Papert Companies.

BATESVILLE

1 - LOCATION: Independence County. E&P Map C-2. County Seat. On White River. 100 mi. N of Little Rock; 125 mi. W of Memphis, TN; 300 mi. S of St. Louis, MO; State Hwys. 14, 25, 37, 69, 87, 106, 122; U.S. Hwys. 167, 233, 394.

2 - TRANSPORTATION: Railroad-Missouri Pacific.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 90 Cen. 9,187; E&P 92 Est. 9,290
County 90 Cen. 31,192; E&P 92 Est. 32,133

4 - HOUSEHOLDS:
City 90 Cen. 3,420; E&P 92 Est. 3,458
County 90 Cen. 11,963; E&P 92 Est. 12,355

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$133,371,825
Commercial	2	$248,958,000

6 - PASSENGER AUTOS: Independence County 13,916

7 - ELECTRIC METERS: Residence 4,500

8 - GAS METERS: Residence 4,434

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Rubber Prods. 206 (N.A.); Poultry Proc. 900 ($160); Thermostats, Gas Burners 500 (N.A.); Lime Mfg. 327 (N.A.); Egg Proc. ($160); Frozen Foods ($160); Steam Generating Plant ($200); Chemicals 400 (N.A.).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 60-112; Fall 42-75; Winter 15-55. First killing frost, Nov. 1; last killing frost, Mar. 15.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Days-Mon., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Cato, Barnett Bros.; Sears; Van Atkins.
Discount Stores-Fred's Dollar Store; Marshall Economy; Wal-Mart; JCPenney; Dollar General.
Chain Supermarkets-Kroger; Safeway; Thriftway; Town & Country; Price Chopper.
Other Chain Stores-Western Auto; Goodyear; Firestone; Jr. Junction; Furniture: Batesville, Bowling, Russ, Skinner's; Shoes: Monday's, Heuers, Kay's.

14 - NEWSPAPERS: GUARD (e-mon to fri) 9,500; sworn Feb. 12, 1991.
Local Contact for Advertising and Merchandising Data: Jim Kemp, Adv. Dir., GUARD, 258 W. Main; PO Box 2036, Batesville, AR 72503; Tel. (501) 793-2383.
National Representative: Papert Companies.

BENTON

1 - LOCATION: Saline County (Adjacent to Little Rock-N. Little Rock MSA). E&P Map B-3. County Seat. 23 mi. SW of Little Rock. U.S. Hwys. 67 & 70; I-30; State Hwy. 35.

2 - TRANSPORTATION: Railroad-Missouri Pacific.
Intercity Bus Line-Greyhound & Trailways.

3 - POPULATION:
Corp. City 90 Cen. 18,177; E&P 92 Est. 18,224
CZ-ABC: (80) 17,717
RTZ-ABC: (80) 27,597
Total CZ & RTZ-ABC: (80) 45,314
County 90 Cen. 64,183; E&P 92 Est. 67,217
MSA 90 Cen. 513,117; E&P 92 Est. 531,091
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 6,766; E&P 92 Est. 6,783

County 90 Cen. 25,134; E&P 92 Est. 26,388

CZ-ABC: (80) 6,411

RTZ-ABC: (80) 8,651

Total CZ & RTZ-ABC: (80) 15,062

MSA 90 Cen. 187,762; E&P 92 Est. 194,837

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$185,000,000
Savings & Loan	3	$89,000,000

6 - PASSENGER AUTOS: Saline County 28,212

7 - ELECTRIC METERS: Residence 12,017

8 - GAS METERS: Residence 12,454

9 - PRINCIPAL INDUSTRIES: Poultry; Beef & Dairy Farming; Lumber; Pulpwood, Furn. Mfg.; Aluminum Ore Mines; Primary & Secondary Aluminum Production; Corrugated Pkg.; Chem.; Truckbeds; Boat Trailers.

10 - CLIMATE: Min & Max. Temp.-Spring 42-80; Summer 65-95; Fall 50-85; Winter 32-56. First killing frost, Nov. 15; last killing frost, Mar. 6.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Center-Military Plz. on Military Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Military Plz. (17)	2	Radio Shack, Crate Deals, Auto Zone
Niloak Sq.(5)	2	Kroger
Lincoln Sq.(20)	2	ATA Fitness Ctr.
Plaza Ctr.(2)	1	Food-4-Less
South Plz.(10)	1	Betty's Giftway
Wal-Mart(5)	2	Wal-Mart

13 - RETAIL OUTLETS: Department Store-Gingle's.

Discount Store-Wal-Mart.

Chain Drug Stores-Petty's; Rexall; Medic; Revco; Wal-Mart Phcy.; The Medicine Shoppe.

Chain Supermarkets-Safeway; Kroger; The Phillips Co.; Affiliated Foods; Crate Deals; Food-4-Less.

14 - NEWSPAPERS: COURIER (e-mon to fri) 9,814; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Paul Lewis, Mktg. Dir., COURIER, One Courier Place; PO Box 207, Benton, AR 72015; Tel. (501) 778-8228.

National Representative: Landon Associates.

BENTONVILLE

1 - LOCATION: Benton County, E&P Map A-1, County Seat. NW portion of state. Livestock market. Hwy. 71. Industrial, agricultural, retirement-recreation center.

2 - TRANSPORTATION: Intercity Bus Line-Jefferson Lines.

3 - POPULATION:

Corp. City 90 Cen. 11,257; E&P 92 Est. 11,579

County 90 Cen. 97,499; E&P 92 Est. 102,439

4 - HOUSEHOLDS:

City 90 Cen. 4,229; E&P 92 Est. 4,350

County 90 Cen. 35,344; E&P 92 Est. 37,227

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$155,000,000
Savings & Loan	5	$223,328,000

6 - PASSENGER AUTOS: Benton County 50,295

7 - ELECTRIC METERS: Residence 4,176

8 - GAS METERS: Residence 3,560

9 - PRINCIPAL INDUSTRIES: Retailing; Casting; Moulding. No. of Wage Earners-County 6,888. Av. Wkly. Wage $219.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-85; Summer 55-90; Fall 20-75; Winter 0-55. Rainfall, 40-45 in. per year. First killing frost, Oct. 10; last killing frost, Apr. 10-15.

11 - TAP WATER: Medium.

12 - RETAILING: Principal Shopping Centers-Downtown.

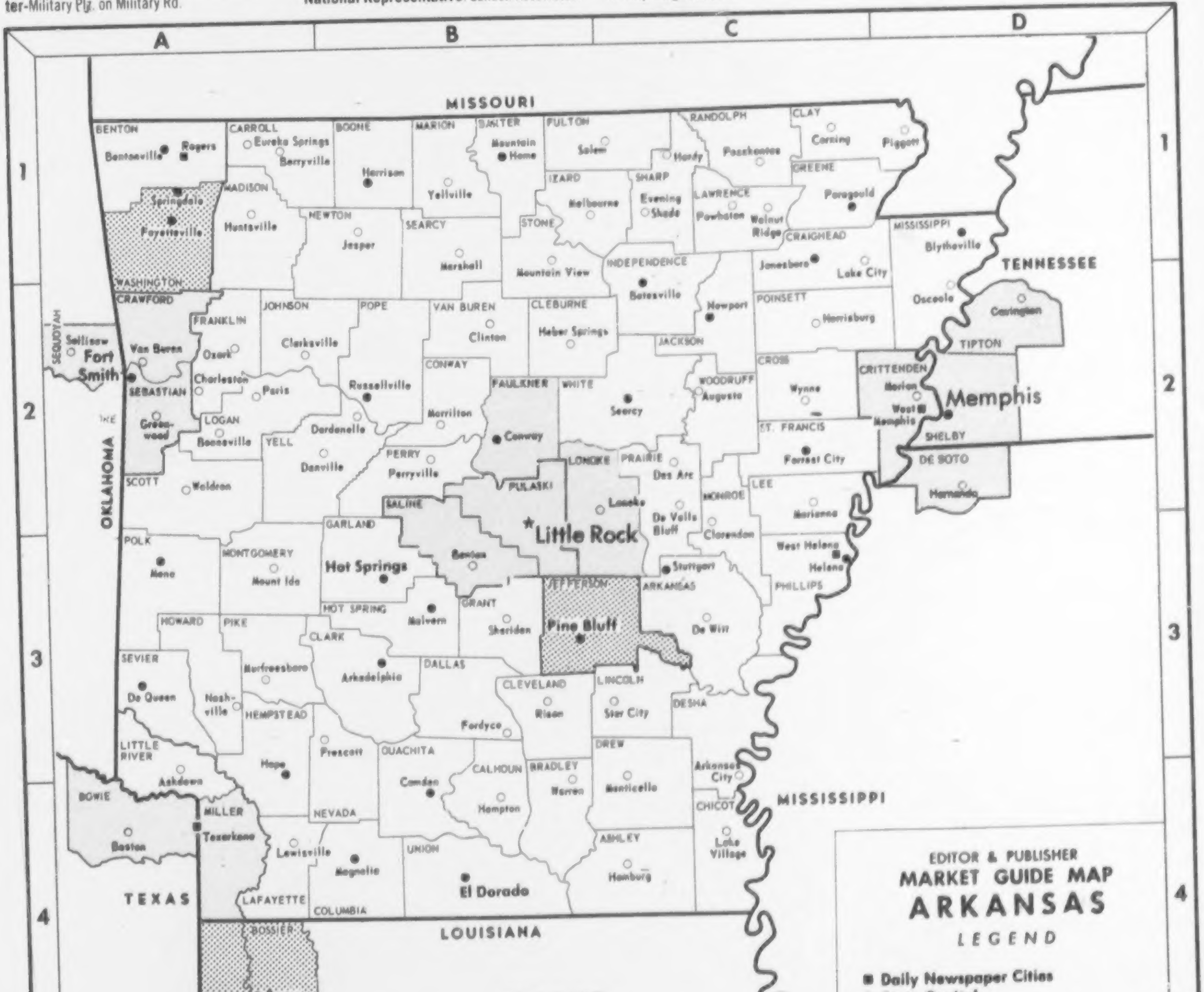
Neighborhood Shopping Centers-Wal-Mart; Old Town Center; Northwest Plaza; Third Street Place.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northwest Arkansas Mall(50)	23	Sears, JCPenney
Dixieland Mall (4)	8	Dillard's, K mart
Bella Vista Town Ctr.	6	Phillips Foods, Cooper Communities

Principal Shopping Days-Wed., Fri.

Stores Open Evenings-Shopping centers every evening to 9.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OKLAHOMA
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Bentonville
Rogers
CARROLL
Eureka Springs
Berryville
BOONE
Harrison
MARION
Yellville
BAXTER
Mountain Home
FULTON
Salem
RANDOLPH
Pocahontas
CLAY
Corning
Piggott
Springdale
Fayetteville
WASHINGTON
MADISON
Huntsville
NEWTON
Jasper
SEARCY
Marshall
STONE
Mountain View
IZARD
Melbourne
SHARP
Evening Shade
Hardy
LAWRENCE
Powhatan
Walnut Ridge
GREENE
Paragould
CRAIGHEAD
Jonesboro
Lake City
MISSISSIPPI
Blytheville
Osceola
INDEPENDENCE
Batesville
Newport
JACKSON
POINSETT
Harrisburg
Covington
TIPTON
CRAWFORD
Van Buren
SEQUOYAH
Sallisaw
Fort Smith
SEBASTIAN
Greenwood
FRANKLIN
Ozark
Charleston
JOHNSON
Clarksville
POPE
Russellville
VAN BUREN
Clinton
CLEBURNE
Heber Springs
CONWAY
Morrilton
FAULKNER
Conway
WHITE
Searcy
WOODRUFF
Augusta
CROSS
Wynne
CRITTENDEN
Marion
West Memphis
Memphis
SHELBY
DE SOTO
Hernando
LOGAN
Paris
Booneville
YELL
Dardanelle
Danville
PERRY
Perryville
SCOTT
Waldron
PULASKI
Little Rock
LONOKE
Lonoke
PRAIRIE
Des Arc
De Valls Bluff
MONROE
Clarendon
ST. FRANCIS
Forrest City
LEE
Marianna
SALINE
Benton
GARLAND
Hot Springs
POLK
Mena
MONTGOMERY
Mount Ida
HOT SPRING
Malvern
GRANT
Sheridan
JEFFERSON
Pine Bluff
ARKANSAS
Stuttgart
De Witt
PHILLIPS
West Helena
Helena
HOWARD
PIKE
CLARK
Arkadelphia
DALLAS
Fordyce
SEVIER
De Queen
Murfreesboro
Nashville
HEMPSTEAD
Hope
LITTLE RIVER
Ashdown
CLEVELAND
Rison
LINCOLN
Star City
DESHA
Prescott
OUACHITA
Camden
CALHOUN
Hampton
BRADLEY
Warren
DREW
Monticello
Arkansas City
BOWIE
Boston
MILLER
Texarkana
NEVADA
Lewisville
Magnolia
UNION
El Dorado
ASHLEY
Hamburg
CHICOT
Lake Village
LAFAYETTE
COLUMBIA
BOSSIER
Benton
Shreveport
CADDO
SCALE IN MILES
0
25
50
75
EDITOR & PUBLISHER
MARKET GUIDE MAP
ARKANSAS
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Dillard's.

Discount Stores-Wal-Mart 2; K mart.

Chain Supermarkets-Phillip's Foods; Food-4-Less.

14 - NEWSPAPERS: RECORD (e-mon to fri; S) 8,574; sworn Oct. 1, 1990.

Local Contact for Advertising and Merchandising Data: Claude Babcock, Adv. Mgr., RECORD, PO Box 1049, Bentonville, AR 72712; Tel. (501) 273-7781.

National Representative: Landon Associates.

BLYTHEVILLE

1 - LOCATION: Mississippi County, E&P Map D-1. County Seat. Cotton and soy bean shipping, wholesale center; NE corner of state; 70 mi. N of Memphis; 230 mi. S of St. Louis; 9 mi. W of Mississippi River, U.S. Hwys. 61, I-55; State Hwy. 18.

2 - TRANSPORTATION: Railroad-Burlington Northern (freight only).

Motor Freight Carriers-7.

Intercity Bus Line-Dixie Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 22,906; E&P 92 Est. 22,816

County 90 Cen. 57,525; E&P 92 Est. 58,870

4 - HOUSEHOLDS:

City 90 Cen. 8,526; E&P 92 Est. 8,493

County 90 Cen. 22,236; E&P 92 Est. 22,812

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	2	$130,000,000
Savings & Loan	2	$35,700,000

6 - PASSENGER AUTOS: Mississippi County 23,137

7 - ELECTRIC METERS: Residence 9,319

8 - GAS METERS: Residence 5,878

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. & Metal 1,100 ($240); Carbon Paper & Ribbons 370 ($235); Food 340 (N.A.); Chem. 325 (N.A.); Clothing 250 (N.A.); Air Force Installation 3,500 (N.A.).

Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-72; Summer 65-93; Fall 50-71; Winter 45-52.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on 3 Sts.; 3 blocks on 2 Sts.

Neighborhood Shopping Centers-Division at Main; 21st at Main; 6th & Chickasawba; Moultrie & N 6th.

Shopping Center-West End, 20 blocks; Blytheville Plaza, N 6th, 6 blocks; Day Shpg. Ctr., N 6th, 7 blocks; I-55 at Hwy. 18; N. 6th at Moultrie.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
U.S. Hwy. 61	NA	Mont. Ward
Blytheville Plz (19)	NA	Plaza Drug
Town North(5)	NA	Kroger, JCPenney
Day Center(14)	NA	Mont. Ward

Principal Shopping Days-Fri. and Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Sears (catalog).

Discount Stores-Gibson's; Fred's; Wal-Mart; K mart; Alco; Family Dollar.

Chain Drug Stores-Pill Box; Super D.

Chain Supermarkets-Kroger; Hays 4; Valu-Food.

Other Chain Stores-Goodyear; Goodrich; Firestone; Radio Shack; Oklahoma Tire.

14 - NEWSPAPERS: COURIER-NEWS (e) 8,750; (S) 8,756; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Thomas G. Wilson, III, Ed., COURIER-NEWS, PO Box 1108, Blytheville, AR 72316; Tel. (501) 763-4461.

National Representative: Landon Associates.

CAMDEN

1 - LOCATION: Ouachita County, E&P Map B-4, County Seat. Residential ctr. S central Arkansas. 100 mi. S of Little Rock (capital). On Ouachita River. U.S. Hwys. 79 & 167, State Hwys. 4, 7 & 24.

2 - TRANSPORTATION: Railroads-St. Louis-Southwestern; Missouri Pacific; East Camden & Highland.

Motor Freight Carriers-11.

Intercity Bus Lines-Greyhound, connections with Continental Trailways.

3 - POPULATION:

Corp. City 90 Cen. 14,380; E&P 92 Est. 14,289

County 90 Cen. 30,574; E&P 92 Est. 31,379

4 - HOUSEHOLDS:

City 90 Cen. 5,353; E&P 92 Est. 5,319

County 90 Cen. 11,661; E&P 92 Est. 11,998

5 - BANKS	**NUMBER**	**DEPOSITS**
Credit Union	1	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: Ouachita County 14,250

7 - ELECTRIC METERS: Residence 6,950

8 - GAS METERS: Residence 8,332

9 - PRINCIPAL INDUSTRIES: Viper-MLRS, Explosives; Paper Prods.; Roofing; Electronics; Mach.; Printing Ink; Disposable Diapers; Dairy Prods.; Railcar Repair; Lumber; Paneling; Soft Drinks.

10 - CLIMATE: Summer av. low 90's; Winter av. low 40's. Rainfall 51 in.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Cardinal(12)	4	Piggly Wiggly, Dollar General
Garden Oaks(15)	1	Piggly Wiggly
Wal-Mart(14)	2	Wal-Mart, Kroger
West Gate(8)	1	Handi Pack Groc.

Principal Shopping Days-Mon., Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Watt's; JCPenney; Belk-Jones; Beall-Ladymon; Credit Shop; Freers; Starr Fashion; Darmac; Byers; Cato.

Discount Store-Wal-Mart.

Variety Stores-Dollar General 2; Family Dollar.

Chain Supermarkets-Kroger; Safeway; Piggly Wiggly 2; Smitty's.

Other Chain Stores-Goodyear; Firestone; Oklahoma Tire; Western Auto; Singer Co.; Sears (catalog).

14 - NEWSPAPERS: NEWS (e) 6,000; sworn Feb. 12, 1991.

Local Contact for Advertising and Merchandising Data: Sue Parnell, Adv. Dir., NEWS, PO Box 798, Camden, AR 71701; Tel. (501) 836-8192.

National Representative: Papert Companies.

CONWAY

1 - LOCATION: Faulkner County, (In Little Rock-N. Little Rock MSA), E&P Map B-2, County Seat. 30 mi. NNW of Little Rock. On U.S. Hwys. 64, 65, I-40.

2 - TRANSPORTATION: Railroad-Missouri Pacific.

Motor Freight Carriers-6.

Bus Line-Trailways.

3 - POPULATION:

Corp. City 90 Cen. 26,481; E&P 92 Est. 27,275

County 90 Cen. 60,006; E&P 92 Est. 63,359

MSA 90 Cen. 513,117; E&P 92 Est. 531,091

4 - HOUSEHOLDS:

City 90 Cen. 9,894; E&P 92 Est. 10,191

County 90 Cen. 20,864; E&P 92 Est. 22,085

MSA 90 Cen. 187,762; E&P 92 Est. 194,837

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$364,696,492
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: Faulkner County 24,390

7 - ELECTRIC METERS: Residence 11,192

8 - GAS METERS: Residence 7,973 (city limits)

9 - PRINCIPAL INDUSTRIES: Tool & Engineering; Mach. & Fabrication; Feed Mfg.; Chem.; Waste Treatment & Pumping Equip.; Fiberglass Boats; Ready Mix Concrete; Manufactured Homes; Ceiling Fans; Pet Food; Vending Mach.; Microwave Cabinets; Metal Screws; Concrete Blocks; Automotive Testing Equip.; Leather & Nylon Webbing Prods.; Unfinished Cabinets; Rubber Extrusions; Asphalt/Asphalt Paving.; Printing; Industrial Pipe Fab. & Processing; Pianos; Contract & Edu. Furniture; Wood Packaging Prods.; Paper Tubes.

10 - CLIMATE: Min. & Max. Temp.-45-92.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Neighborhood Shopping Centers (No. of Stores)-Downtown (55); Faulkner Plaza (10); Southgate (6); Laurel Plaza (12); Village Center (16); Conway Towne Center (30); North Plaza Mall (11); Salem Place (6).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
McCain Mall(69)	28	Dillard's, Sears, JCPenney
University Mall(33)	32	Dillard's, Mont. Ward

Principal Shopping Days-Wed., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Beall-Ladymon; Maurice; Cato; JCPenney; Frank Rivers.

Discount Stores-Fred's; Wal-Mart; Duckwall-Alco; Family Dollar; Dollar General; Crate Deals.

Chain Drug Stores-Village Rexall; Village Mart; Sav-On.

Chain Supermarkets-Kroger; Harvest Foods 2; Piggly Wiggly; Food-4-Less.

Other Chain Stores-Western Auto; Goodyear; Firestone; Payless; Hastings; Hallmark Shops; Radio Shack; Auto Shack; Stinger Sam; Sears; Ace Hardware; Associated Farmers Co-op.

14 - NEWSPAPERS: LOG CABIN DEMOCRAT (e) 8,844; (S) 9,878; sworn Mar. 31, 1991.

Local Contact for Advertising and Merchandising Data: Brenda Naylor, Adv. Mgr., LOG CABIN DEMOCRAT, 1058 Front St.; PO Box 969, Conway, AR 72032; Tel. (501) 327-6621.

National Representative: Papert Companies.

DE QUEEN

1 - LOCATION: Sevier County, E&P Map A-3, County Seat. 53 mi. N of Texarkana; 143 mi. SW of Little Rock. On U.S. Hwys. 59, 70 and 71; State Hwy. 41.

2 - TRANSPORTATION: Railroads-Kansas City Southern; De Queen & Eastern; Texas, Oklahoma & Eastern.

Motor Freight Carriers-4.

Intercity Bus Line-Kerrville Tours.

3 - POPULATION:

Corp. City 90 Cen. 4,633; E&P 92 Est. 4,637

County 90 Cen. 13,637; E&P 92 Est. 13,946

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 1,725; E&P 92 Est. 1,726

County 90 Cen. 5,121; E&P 92 Est. 5,250

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$135,404,000

6 - PASSENGER AUTOS: Sevier County 9,552

7 - ELECTRIC METERS: Residence 1,839

8 - GAS METERS: Residence 1,469

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Timber Prods. 1,750 ($329); Poultry Proc. 1,250 ($204); Chain Saw Mfg. 410 ($235).

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Day-Sat.

13 - RETAIL OUTLETS: Department Stores-Knight's; Fred's; Mullin's; Wal-Mart.

Chain Supermarkets-Piggly Wiggly; Lewis Food Center; De Queen.

14 - NEWSPAPERS: CITIZEN (e-mon to fri) 2,601; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Gail Mitchell, Adv. Mgr., CITIZEN, 404 De Queen Ave., PO Box 1000, De Queen, AR 71832; Tel. (501) 642-2111.

National Representative: None.

EL DORADO

1 - LOCATION: Union County, E&P Map B-4. 110 mi. S of Little Rock; 90 mi. NE Shreveport, LA; 96 mi. E of Texarkana; 85 mi. SW of Pine Bluff. Federal Hwy., U.S. Hwys. 82 & 167; on State Hwys. 15 & 7.

2 - TRANSPORTATION: Railroads-El Dorado & Wesson; Union Pacific.

Motor Freight Carriers-9.

Intercity Bus Line-Continental Trailways.

3 - POPULATION:

Corp. City 90 Cen. 23,146; E&P 92 Est. 22,951

CZ-ABC: (80) 25,270

RTZ-ABC: (80) 23,303

County 90 Cen. 46,719; E&P 92 Est. 47,626

City & RTZ-ABC: (80) 48,573

4 - HOUSEHOLDS:

City 90 Cen. 8,615; E&P 92 Est. 8,543

CZ-ABC: (80) 9,831

RTZ-ABC: (80) 8,249

County 90 Cen. 16,346; E&P 92 Est. 16,705

City & RTZ-ABC: (80) 18,080

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	2	$134,986,000
Commercial	3	$363,895,000

6 - PASSENGER AUTOS: Union County 21,704

7 - ELECTRIC METERS: Residence 22,000

8 - GAS METERS: Residence 9,885

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Oil & Gas 1,144; Lumber 1,182; Chem. 735; Petroleum Ref. 1,134; Constr. 680; All Mfg. 12,147; Poultry Proc. 1,500.

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-90; Summer 65-98; Fall 38-89; Winter 27-80. First killing frost, Nov.; last killing frost, March.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-Mellor Park Mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
El Dorado(6)	1	Brookshire's, Auto Zone, Shoe Town
Mellor Park(16)	1	SupeRx, Wal-Mart, JCPenney, Beall-Ladymon, M.M. Cohn
Northwest Vlg (16)	1	West's, Walgreens, Hawkins Jewelers

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Food nightly to 9. Shopping centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores-M.M. Cohn; West; Van-West; Beall-Ladymon; JCPenney.

Discount Stores-Dollar General; K mart; Wal-Mart; Family Dollar.

Variety Stores-Dollar General; Family Dollar.

Chain Drug Stores-Rexall; Walgreens; SupeRx.

Chain Supermarkets-Harvest Foods; Kroger; Brookshire's 2; Smitty's; County Market.

Other Chain Stores-Payless Shoes; Firestone; Goodyear; Union Tire; Sherwin-Williams; Zales Jewelry; Sears; Radio Shack; Factory First; Allied; Shoe Town; Auto Zone; Cato.

14 - NEWSPAPERS: NEWS-TIMES (m) 11,504; (S) 11,576; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Betty Pattings, Adv. Dir., NEWS-TIMES, 111 N. Madison, El Dorado, AR 71730; Tel. (501) 862-6611.

National Representative: Papert Companies.

FAYETTEVILLE

1 - LOCATION: Washington County (In Fayetteville-Springdale MSA). E&P Map A-1, County Seat. Education, agriculture, poultry, dairy, beef cattle area; growing industrial area. On U.S. Hwys. 62, 71; State Hwys. 16, 45, 112, 180, 265, 471.

2 - TRANSPORTATION: Railroad-Burlington-Northern.

Motor Freight Carriers-5.

Bus Lines-Jefferson; Ozark Coaches (charter).

Airlines-American Eagle; Atlantic Southeast; Air Midwest; Republic Express; Northwest.

3 - POPULATION:

Corp. City 90 Cen. 42,099; E&P 92 Est. 42,730

CZ-ABC: (80) 37,378

RTZ-ABC: (80) 82,080

County/MSA 90 Cen. 113,409; E&P 92 Est. 117,914

City & RTZ-ABC: (80) 119,458

4 - HOUSEHOLDS:

City 90 Cen. 15,670; E&P 92 Est. 15,905

County/MSA 90 Cen. 38,651; E&P 92 Est. 40,287

CZ-ABC: (80) 13,482

RTZ-ABC: (80) 29,385

City & RTZ-ABC: (80) 42,867

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	8	N.A.
Commercial	3	$410,499,250

6 - PASSENGER AUTOS: Washington County 53,105

7 - ELECTRIC METERS: Residence County 48,414

8 - GAS METERS: Residence 28,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Food Proc. 2,500; Electrical Equip. 150; Copper Pipe Fittings 150; Woodworking 150; Printing 550; Hand & Cement Tools 150; Light Metal 250; Clothing 400; Concrete Prods. 130; Air Filters 150; Electric Musical Instr. 150; Civilian Labor Force (Fayetteville-Springdale MSA) 53,000.

Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-75; Summer 61-98; Fall 36-60; Winter 32-54. First killing frost, Oct. 25; last killing frost, Apr. 6.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-N.W. Arkansas Mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Eastgate(5)	NA	Watson, Collier Drug
Evelyn Hills(27)	NA	Mont. Ward, IGA, Anthony's
N.W. Ark. Mall(83)	NA	Sears, JCPenney, Dillard's
Fiesta Sq.(16)	NA	Wal-Mart
Highway 62	NA	Food-4-Less, Wal-Mart
Oak Plaza(16)	NA	Dillons, Ben Franklin
Southgate Park (4)	NA	Family Dollar, IGA
Westgate(11)	NA	IGA
Downtown(45)	NA	John W. Cole

Principal Shopping Days-Wed., Thur., Sat.; Food, Discount & Dept. stores open Sunday.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; C.R. Anthony; Sears; Dillard's; Beall-Ladymon.

Variety Store-Woolworth.

Discount Stores-Wal-Mart; K mart; Woolworth; Otasco; Family Dollar.

Chain Drug Stores-Collier (Rexall) 3; Consumer's.

Chain Supermarkets-Consumer's IGA 4; Dillon's Thriftmart 2; Consumer's Discount Foods; Speedimart 6; 7-Eleven 2; Food-4-Less 2; Harps.

14 - NEWSPAPERS: NORTHWEST ARKANSAS TIMES (e) 12,780; (S) 14,183; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Daryl Henning, Pub., NORTHWEST ARKANSAS TIMES, 212 N. East St., Fayetteville, AR 72702; Tel. (501) 442-6242.

National Representatives: Cresmer, Woodward, O'Mara & Ormsbee; Thomson Newspaper.

FORREST CITY

1 - LOCATION: St. Francis County, E&P Map C-2, County Seat. 45 mi. SW of Memphis; 90 mi. E of Little Rock.

2 - TRANSPORTATION: Railroads-Southern Pacific; Union Pacific.

Motor Freight Carriers-Yellow Freight Systems; Missouri Pacific Piggy Back; Roadway Truck Lines; Consolidated Freightways; Batesville Truckline; Arkansas Freightways; Mistletoe Express.

Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 42,099; E&P 92 Est. 42,730

County 90 Cen. 28,497; E&P 92 Est. 29,033

4 - HOUSEHOLDS:

City 90 Cen. 4,974; E&P 92 Est. 4,959

County 90 Cen. 11,921; E&P 92 Est. 12,176

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$136,051,680
Savings & Loan	2	$1,102,440,683

6 - PASSENGER AUTOS: St. Francis County 10,768

7 - ELECTRIC METERS: Residence 6,067

8 - GAS METERS: Residence 4,345

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-TVs & Microwave Ovens 1,500; Hoisting Equip. 250; Elect. Motors 100; Heating & Air Cond. Equip. 200; Farm Mach. 50; Textiles 150; Rubber Prods. 335.

10 - CLIMATE: Min. & Max. Temp.-45-87.

11 - TAP WATER: Hard.

12 - RETAILING: Principal Shopping Center-10 blocks downtown.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Valli Vista	NA	Kroger, Revco, Fred's Dollar Store
Cloverleaf	NA	Piggly Wiggly, Cato, Wal-Mart
Edwin-Houston Ctr.	NA	The Colony Shop, Young America
Cricket Complex	NA	Cricket on the Heart, Tadpoles

13 - RETAIL OUTLETS: Department Stores-Sears; The Colony Shop; Taylor-Casbeer; Edwin-Houston; Tadpoles; Arrow Associates; A&T; Gadberry's; J&J Ladies' Apparel.

Discount Stores-Wal-Mart; Fred's Dollar Store; Main $ Store; Best Dollar Store; Ronnie's $ Store; Campbell's Factory Outlet; Payless Shoes.

Chain Supermarkets-Kroger; Safeway; Food Giant; Big Star; Vandiver's Discount; Piggly Wiggly 2.

Other Chain Stores-Goodyear; Western Auto; Super D Drug; Revco; Cato.

14 - NEWSPAPERS: TIMES-HERALD (e-mon to fri) 4,750; sworn July 1, 1991.

Local Contact for Advertising and Merchandising Data: Jim Wirski, Adv. Mgr., TIMES-HERALD, 222 N. Izard St., Forrest City, AR 72335; Tel. (501) 633-3130.

National Representative: Papert Companies.

FORT SMITH

1 - LOCATION: Sebastian County, (In Fort Smith AR-OK MSA). E&P Map A-2. 134 mi. from Tulsa, OK; 417 mi. from St. Louis; 296 mi. W of Memphis; 300 mi. NE of Dallas. U.S. Hwys. 64, 71, 271; State Hwys. 9, 10, 22, 45, 59, 270.

2 - TRANSPORTATION: Railroads-KCS; Midland Valley; Missouri Pacific; Frisco.

Motor Freight Carriers-26.

Intercity Bus Lines-Continental Trailways; Crown Coach; KCS; Okla. Trans.; Inter City Transit.

3 - POPULATION:

Corp. City 90 Cen. 72,798; E&P 92 Est. 72,917

CZ-ABC: (80) 89,851

RTZ-ABC: (80) 202,700

County 90 Cen. 99,590; E&P 92 Est. 102,688

MSA 90 Cen. 175,911; E&P 92 Est. 181,973

City & RTZ-ABC: (80) 292,551

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 27,097; E&P 92 Est. 27,141

County 90 Cen. 35,635; E&P 92 Est. 36,835

MSA 90 Cen. 64,189; E&P 92 Est. 66,544

CZ-ABC: (80) 34,140

RTZ-ABC: (80) 71,479

City & RTZ-ABC: (80) 105,619

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	5	N.A.
Commercial	3	N.A.

6 - PASSENGER AUTOS: Sebastian County 51,744

7 - ELECTRIC METERS: 21,457

8 - GAS METERS: 19,161

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food Prods. 2,600; Apparel 500; Lumber & Wood Prods. 400; Furn. & Fixtures 4,950; Printing & Pub. 550; Stone, Clay & Glass Prods. 900; Metal 5,200; Fab. Metal Prods. 450; All Other Mfg. 1,650; Non-mfg. 28,750; Mining 450; Contract Constr. 2,400; Whol. Trade 2,150; Ret. Trade 7,100; Fin., Ins. & R.E. 1,450; Servs. 6,950; Gov't 6,150; All other Non-agric. employment 6,850; Agric. 2,200; Totals: Durables 11,650; Non-Durables 6,250; Total Employment: (MSA) 55,400; Civilian Work Force 58,950.

Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-81; Summer 67-95; Fall 38-87; Winter 29-55. First killing frost, Oct. 25; last killing frost, Mar. 20.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Downtown Shopping Center-10 blocks on Garrison Ave. & same blocks on Rogers Ave.

Neighborhood Shopping Centers-Suburban & Grand; 21st & Midland Blvd.; Sunnymede & North O St.; Greenwood Vlg., Greenwood & Rogers Aves.; Pk. Plz. 3400 Rogers Ave.; Phoenix Vlg., Towson & Phoenix; K mart; Jenny Lind & South Zero; Central Mall, Rogers & Waldron Rd.; Waldron Sq., 5300 Rogers Ave.; Towson Plz., 3600 Towson.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Grand Plz.(8)	2	Ben Franklin
Midland & Division(5)	3	Midland Drugs
Central Mall(67)	NA	JCPenney, Sears, Boston Store
Green Wood Vlg.	NA	IGA, Otasco
Park Plz.(8)	2	TG&Y
Phoenix Vlg.(52)	5	TGP, Otasco
K mart(30)	6	IGA, K mart

Principal Shopping Days-Mon., Wed., Thur.

Stores Open Evenings-Dept.-Thur.; Food-nightly; Central Mall & Phoenix Vlg.-nightly.

13 - RETAIL OUTLETS: Department Stores-Boston Store 2; Sears; Tilles 2; Hunt's 6; JCPenney; Lou Ann's; Froug's-on-the-Mall; Buster Brown Family Ctr.

Discount Stores-K mart; Kroger; Wal-Mart.

Variety Stores-TG&Y; Ben Franklin.

Chain Drug Stores-Law's 2; Osco 2.

Chain Supermarkets-Milgram's 6; Kroger 3; IGA Affiliates-Winton's IGA 3; IGA Thriftway; Safeway 3.

Other Chain Stores-Arcade Men's Poise 'N Ivy; Dollar Saver; Hunt's Warehouse; Day Discount; Elkins Antiques & Used Furniture; The Sample Seller; Eagle Store; Goins Statewide Furniture; The Leader; Aubrey Jewelry; Davis Furniture; McCann's Photo; China & Glass Co.; Butterfield Trails News Stand; Go-Breaker Electronic; Midwest Hardware & Sporting Goods; D&D Pharmacy; Trophies Unlimited; Newton's Jewelers; Cowan Jewelry; Carpet World; Firestone; Arkansas Glass & Mirror; Snooper's Barn; Junior League Bargain Box; Oklahoma Tire & Supply; S&Q Clothiers; Discount Sew & Sound.

14 - NEWSPAPERS: SOUTHWEST TIMES RECORD (all day) 44,330; (S) 48,285; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Truman Beasley, Adv. Dir., SOUTHWEST TIMES RECORD, 920 Rogers Ave., Fort Smith, AR 72901; Tel. (501) 785-7700.

National Representative: Papert Companies.

HARRISON

1 - LOCATION: Boone County, E&P Map B-1, County Seat. Industrial, agricultural, and recreational center. 92 mi. S of Springfield, MO; 140 mi. N of Little Rock. U.S. Hwys. 62, 65.

2 - TRANSPORTATION: Intercity Bus Line-Mountain Home Bus Service.

Airline-Exec. Express (Stillwell, OK).

3 - POPULATION:

Corp. City 90 Cen. 9,922; E&P 92 Est. 9,959

County 90 Cen. 28,297; E&P 92 Est. 29,259

4 - HOUSEHOLDS:

City 90 Cen. 3,673; E&P 92 Est. 3,686

County 90 Cen. 9,698; E&P 92 Est. 10,053

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	2	$636,000,000
Commercial	2	$177,000,000

6 - PASSENGER AUTOS: Boone County 13,709

7 - ELECTRIC METERS: Residential 4,216

8 - GAS METERS: Residential 3,784

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Woodworking 444; Tool & Die Casting 216; Garment 570; Chalk & Bulletin Boards 200; Handle Factory 100; Warehousing & Distribution 1,500.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-90; Summer 60-97; Fall 42-65; Winter 0-50.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Northvale(9)	NA	Ace Hdwe.
Ozark Mall(32)	NA	West's, Alco, JCPenney, Maurice's
Younes(4)	NA	

Principal Shopping Days-Tues., Sat.

13 - RETAIL OUTLETS: Department Stores-West's; Walters; Sears; JCPenney.

Discount Stores-Wal-Mart; Alco.

Variety Stores-Ben Franklin; Crest Variety; Dollar General.

Chain Supermarket-Consumer's.

Other Chain Stores-Coast-to-Coast; Fashion Crossroads; Goodyear; Radio Shack; Ace Hdwe.

14 - NEWSPAPERS: TIMES (e-mon to fri) 11,500; Sept. 30, 1990 VAC.

Local Contact for Advertising and Merchandising Data; Paul Pekarsky, Adv. Mgr. TIMES, PO Box 40, Harrison, AR 72601-0040; Tel. (501) 741-2325.

National Representative: Papert Companies.

HELENA-WEST HELENA

1 - LOCATION: Phillips County, E&P Map C-3, County Seat. 125 mi. E of Little Rock; 60 mi. S of Memphis. On State Hwys. 20, 44, 49, 61.

2 - TRANSPORTATION: Railroad-Missouri Pacific.

Motor Freight Carriers-3.

Intercity Bus Line-Continental.

3 - POPULATION:

Corp. Cities 90 Cen. 17,186; E&P 92 Est. 16,879

Helena 90 Cen. 7,491; E&P 92 Est. 7,327

West Helena 90 Cen. 9,695; E&P 92 Est. 9,552
County 90 Cen. 28,838; E&P 92 Est. 29,110

4 - HOUSEHOLDS:
Cities 90 Cen. 6,456; E&P 92 Est. 6,342
Helena 90 Cen. 2,814; E&P 92 Est. 2,753
West Helena 90 Cen. 3,642; E&P 92 Est. 3,589
County 90 Cen. 10,834; E&P 92 Est. 10,964

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$167,843,000

6 - PASSENGER AUTOS: Phillips County 10,335

7 - ELECTRIC METERS: Residence, County 14,000

8 - GAS METERS: Residence, County 12,000

9 - PRINCIPAL INDUSTRIES: Boxes; Crates; Cotton Seed Prods.; Meat Packing; Insecticides; Fertilizer; Plywood; Swimming Pools; Furn.; Shortening; Chem.; Soy Bean Oil & Meal; Clothing.

10 - CLIMATE: Min. & Max. Temp.-20-105.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Twin City(8)	NA	Goodyear, McCrory
Tri County Plz. (6)	NA	Wal-Mart, Pizza Hut

13 - RETAIL OUTLETS: Department Stores-JCPenney; Cato.
Variety Stores-Fred's; McCrory; Ronny's.
Discount Stores-Wal-Mart; Fred's; Family Dollar.
Chain Drug Stores-M-C 2; Economy 2; Wal-Mart.
Chain Supermarkets-Kroger; Big Star; Piggly Wiggly.
Other Chain Stores-Goodyear; Firestone; Sears.

14 - NEWSPAPERS: WORLD (e) 5,529; (S) 5,592; sworn Sept. 27, 1990.

Local Contact for Advertising and Merchandising Data: Bill Lederman, Gen. Mgr., WORLD, 417 York St.; PO Box 340, Helena, AR 72342; Tel. (501) 338-9181.

National Representative: Papert Companies.

HOPE

1 - LOCATION: Hempstead County, E&P Map A-3, County Seat. 120 mi. SW of Little Rock; 200 mi. NE of Dallas; 90 mi. N of Shreveport (LA); 30 mi. NE of Texarkana. On U.S. Hwys. 67 & I-30; State Hwys. 4, 29, 32, 73, & 355.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Louisiana; Kansas City Southern; St. Louis-San Francisco.
Motor Freight Carriers-6.
Airlines-Commercial air service is available at Texarkana Municipal Airport.

3 - POPULATION:
Corp. City 90 Cen. 9,643; E&P 92 Est. 9,582
County 90 Cen. 21,621; E&P 92 Est. 21,990

4 - HOUSEHOLDS:
City 90 Cen. 2,779; E&P 92 Est. 2,762
County 90 Cen. 8,157; E&P 92 Est. 8,316

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$40,000,000
Commercial	2	$189,000,000

6 - PASSENGER AUTOS: Hempstead County 8,954

7 - ELECTRIC METERS: Residence 5,240

8 - GAS METERS: Residence 5,201

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Woodworking 360; Textile 200; Others 1,798. Av. Wkly. Wage-$221-$269.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Mean Daily Max. Temp.-75.2; Mean Daily Min. Temp.-51.2.

11 - TAP WATER: Alkaline, soft; fluoridated (natural).

12 - RETAILING: Principal Shopping Center-18 blocks on five streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hope North	NA	Howard's
Hope Vlg.(13)	NA	Thriftway, Rexall, Sears
Hervey St.(2)	NA	TG&Y, Smitty's

Stores Open Sunday-One drug; all grocery.

13 - RETAIL OUTLETS: Department Stores-JCPenney; J.A. West.
Variety Stores-TG&Y; Fred's; Family Dollar.
Discount Store-Howard's.
Chain Supermarkets-Smitty's; Safeway; Liberty Valu-Mkts. 10; Thriftway; Piggly Wiggly.
Other Chain Stores-Oklahoma Tire & Supply; Western Auto; Sears (catalog); Cato.

14 - NEWSPAPERS: STAR (e) 5,300; sworn Feb. 12, 1990.

Local Contact for Advertising and Merchandising Data: Jim Perry, Adv. Dir., STAR, W. 3rd & Grady Sts.; PO Box 648, Hope, AR 71801; Tel. (501) 777-8841.

National Representative: Papert Companies.

HOT SPRINGS

1 - LOCATION: Garland County. E&P Map B-3.

2 - TRANSPORTATION: Intercity Bus Line-Trailways.
Motor Freight Carriers-8.
Airline-Exec. Express.

3 - POPULATION:
Corp. City 90 Cen. 32,462; E&P 92 Est. 32,161
CZ-ABC: (80) 36,232
RTZ-ABC: (80) 58,843
County 90 Cen. 73,397; E&P 92 Est. 75,681
City & RTZ-ABC: (80) 95,075

4 - HOUSEHOLDS:
City 90 Cen. 12,083; E&P 92 Est. 11,971
CZ-ABC: (80) 15,483
RTZ-ABC: (80) 21,837
County 90 Cen. 23,983; E&P 92 Est. 24,790
City & RTZ-ABC: (80) 37,320

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	4	$223,393,627
Commercial	4	$565,556,921

6 - PASSENGER AUTOS: Garland County 38,594

7 - ELECTRIC METERS: Residence 35,011

8 - GAS METERS: Residence 16,974

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Ladies' & Girls' Shoes 500 ($316); Wood Proc. 675 ($295); Aluminum Extrusions & Doors 500 ($325); Vanadum 81 ($325); Alum. Wire & Cable 178 ($325).

10 - CLIMATE: Av. Temp.-Winter 47; Summer 72. First killing frost, Nov. 6; last killing frost, Mar. 30.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Center-10 blocks Central Ave.; 7 Ouachita; 8 Malvern; 10 Albert Pike; 1 block Freeman Center; 8 Albert Pike; 3 Oaklawn; 6 blocks South Central Ave.; 1 Park Ave.; 2 Indiandale; Malvern Ave.; Hot Springs Mall-20 blocks S. Central Ave.; Factory Outlet Mall-18 Blocks S. Central Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Albert Pike(8)	NA	Rexall, Brandon's Furn.
Central City(18)	NA	Piggly Wiggly
Freeman	NA	
Hot Springs Mall(40)	6	Sears, Dillard's, JCPenney, Beall's, Walgreens, Zales
Rector Hts.(2)	NA	K mart
Mowery-Wyatt(10)	NA	Walgreens, Safeway, Crate Deals, Western Auto
Market Place	NA	Wal-Mart, Kroger, Revco

Principal Shopping Days-Mon., Wed., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Gartenberg's; Dillard's; Sears; Beall's.
Variety Stores-Dollar General; Family Dollar.
Discount Stores-K mart; Alco; Wal-Mart 2.
Chain Drug Stores-Walgreens 2; Revco 2; Consumer's 2.
Chain Supermarkets-Harvest Foods; Kroger 2; Piggly Wiggly 3; Cooley's 2; Food-4-Less 2.
Other Chain Stores-Goodyear; Firestone; Western Auto.

14 - NEWSPAPERS: SENTINEL-RECORD (m) 17,403; (S) 18,913; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Floyd Emerson, Adv. Dir., SENTINEL-RECORD, 300 Spring St.; PO Box 580, Hot Springs, AR 71902; Tel. (501) 623-7711.

National Representative: Papert Companies.

JONESBORO

1 - LOCATION: Craighead County, E&P Map C-2, County Seat. 69 mi. NW of Memphis; 133 mi. NE of Little Rock; 239 mi. S of St. Louis.

2 - TRANSPORTATION: Railroads-Southern Pacific; Burlington Northern; Union Pacific.
Motor Freight Carriers-18.
Bus Lines-Union Bus Station; Greyhound; Trailways.

3 - POPULATION:
Corp. City 90 Cen. 46,535; E&P 92 Est. 48,750
CZ-ABC: (80) [illegible],247
RTZ-ABC: (80) 69,417
County 90 Cen. 68,956; E&P 92 Est. 71,404
City & RTZ-ABC: (80) 110,664

4 - HOUSEHOLDS:
City 90 Cen. 17,321; E&P 92 Est. 18,146
County 90 Cen. 24,046; E&P 92 Est. 24,962
CZ-ABC: (80) 11,405
RTZ-ABC: (80) 27,894
City & RTZ-ABC: (80) 39,299

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	4	$318,717,000
Commercial	4	$436,858,000

6 - PASSENGER AUTOS: Craighead County 30,646

7 - ELECTRIC METERS: Residence 17,462

8 - GAS METERS: Residence 15,547

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Conveyors 600; Printing 512; Utility Tool Boxes, Fuel Tanks & Metal Items 500; Rice 500; Shoes 457.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: First killing frost, Oct. 15; last killing frost, Apr. 17.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-Indian Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Birchwood Sq.(9)	NA	Falk Footwear, Card Castle
Caraway Plaza(8)	NA	Skagg's, Dollar General, Rent-A-Center
Eastwood(5)	NA	Colony Shop, Tempo
Fountain Sq.(4)	NA	Green Leaf
Indian Mall(48)	NA	Dillard's, Sears, JCPenney, Waldenbooks
Southgate Plz. (7)	NA	Jac's, Merle Norman
Southwest Vlg. (13)	NA	Aaron Temporary Services
University Ctr.(7)	NA	Gibson's, Big Star Mkt.
West Mart Shpg. Ctr.(11)	NA	Big Star Mkt.
Highland(12)	NA	K mart, Hay's, Cato

Principal Shopping Days-Weekends.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Dillard's; Sears; Grisham's; Colony Shoppe.
Discount Stores-Wal-Mart; Fred's Dollar; K mart; General Dollar; Fred P. Gattas.
Chain Drug Stores-Service 2; Skagg's; Consumer Pharmacy 2; Medicine Shoppe.
Chain Supermarkets-Kroger; Stimson's 2; Big Star 3; Jr. Food Stores 6; Hays 3; Harvest Foods.

14 - NEWSPAPERS: SUN (m) 26,225; (S) 28,078; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Jerry Donohue, Ret. Adv. Mgr., SUN, 518 Carson, Jonesboro, AR 72401; Tel. (501) 935-5525.

National Representative: Landon Associates.

LITTLE ROCK

1 - LOCATION: Pulaski County (In Little Rock-North Little Rock MSA). E&P Map B-2. County Seat. Geographical, economic and industrial center and capital of the state. Wholesale distribution center. 137 mi. to Memphis; 300 mi. to Tulsa; 425 mi. to Oklahoma City; 350 mi. to St. Louis.

2 - TRANSPORTATION: Railroads-Union Pacific; Amtrak (passenger); Southern Pacific.
Motor Freight Carriers-70 (franchised).
Intercity Bus Lines-Greyhound; Trailways.
Airlines-American; Delta; TWA; Southwest; Northwest; United; USAir.
Barge Lines-10.

3 - POPULATION:
Corp. City 90 Cen. 175,695; E&P 92 Est. 177,606
CZ-ABC: (80) 317,859
RTZ-ABC: (80) 707,763
MSA 90 Cen. 513,117; E&P 92 Est. 531,091
County 90 Cen. 349,660; E&P 92 Est. 359,676
City & RTZ-ABC: (80) 1,025,622

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 65,398; E&P 92 Est. 66,109
County 90 Cen. 126,212; E&P 92 Est. 130,151
MSA 90 Cen. 187,762; E&P 92 Est. 194,837
CZ-ABC: (80) 116,937
RTZ-ABC: (80) 248,422
City & RTZ-ABC: (80) 365,359

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	4	$1,563,541,000
Commercial	22	$4,278,615,000

6 - PASSENGER AUTOS: Pulaski County 187,373

7 - ELECTRIC METERS: Residence 186,424

8 - GAS METERS: Residence 128,275

9 - PRINCIPAL INDUSTRIES: Industry (Units) Earnings (No. of Wage Earners)-Food (37) $48,131,000 (3,197); Lumber (18) $9,540,000 (830); Furn. & Fixt. (12) $4,287,000 (460); Printing (83) $38,602,000 (2,618); Elect. Equip. (18) $74,985,000 (N.A.); Trans. Equip. (15) $19,333,000 (950); Fab. Metal (30) $40,563,000 (2,410); Paper (10) $16,852,000 (1,001).
Principal Industrial Pay Days-Wkly., 1st & 15th, Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-81; Summer 68-90; Fall 40-63; Winter 35-56. First killing frost, Nov. 12; last killing frost, Mar. 11.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Arcade Sq.(11)	8	Gallery B. Furn., Pet Kingdom
Ashley Sq.(25)	6	TJ. Maxx, Cloth World, Drug Emporium
Bowman Curve(25)	9	Creative Sight & Sound
Breckenridge Village(25)	9	Pinky Punky, Greenhaws
Broadmore Ctr.(13)	8	Pier 1 Imports, Archery Ctr.
Colony West(14)	7	Kroger, Osco Drug, Unique Fashions
Heights Ctr.(54)	5	Kroger, Harvest Foods
Hillcrest(55)	5	Harvest Foods
Indian Hills Ctr.(41)	10	Wal-Mart, Kroger
Lakewood Ctr. (32)	6	Pier 1 Imports, Harpers

Market Pl.(37)	7	Factory Firsts, Nettle Creek
Market Plz.(14)	6	S & K Famous Brands, Michaels
McCain Mall(97)	6	Dillard's JCPenney, Sears, MM Cohn
Other Ctr.(16)	6	Target
Park Plz. Mall (84)	4	Beall-Ladymon, Dillard's
Southwest Mall (22)	9	Beall-Ladymon, Target
Tanglewood(24)	6	Harvest Foods
University Mall (80)	4	Mont. Ward, Sears, JCPenney, MM Cohn
Village at Pleasant Valley(20)	7	Marshalls, Crown Shop, S & K Famous Brands
Village Ctr.(20)	8	Midwest Elect., Hancock Fabrick

Principal Shopping Days-Mon., Fri., Sat. Food-Wed., Thur., Fri., Sat.

Stores Open Evenings-Food chains: All shopping centers-Mon. & Fri.; University Mall, McCain Mall, Park Plaza & Breckenridge-9:00 p.m. daily.

13 - RETAIL OUTLETS: Department Stores-Dillard's 2; M.M. Cohn 2; Sterling; JCPenney 2; Sears 2; Montgomery Ward; Beall's 3.

Discount Stores-K mart 4; Wal-Mart 6; Target 3; T.J. Maxx; Marshalls.

Variety Store-Sterlings.

Chain Drug Stores-Osco 4; Petty's 8; Medic 3; Drug Emporium; Ike's.

Chain Supermarkets-Harvest Foods 14; Kroger 9; IGA 10; Affiliated Foods Inc. (Model Mkts. 4, Thriftway 4, Indep. 5); Circle K 8; Harvest Foods Extra 4; Food-4-Less; GSC; Mega-Market 2.

Other Chain Stores-Dundee; Kinney Shoes 2; Baker's Shoes 2; Stinger Sam 4; Western Auto; Genuine Auto Parts 10; Goodyear 5; Firestone 6; Gordon's Jewelers 2; Jaccard's 2; Zales 4; Haverty Furn. 3; Singer Co. 2; Sherwin-Williams 4; Dollar General 3; Service Merchandise 3; Auto Zone 4; Factory First 5.

14 - NEWSPAPERS: ARKANSAS DEMOCRAT (m-mon, tues, thurs) 117,403; (m-wed) 147,066; (m-fri) 146,254; (m-sat) 143,918; (S) 236,093; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Dick Browning, Natl. Adv. Mgr., ARKANSAS DEMOCRAT, Capitol Ave. & Scott, Little Rock, AR 72201; Tel. (501) 378-3447.

National Representative: Branham/Newspaper Sales.

ARKANSAS GAZETTE (m-mon to thurs) 125,207; (m-fri) 153,597; (m-sat) 149,612; (S) 222,072; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Patricia T. Keil, Adv. Dir., ARKANSAS GAZETTE, 112 W. Third Ave.; PO Box 1821, Little Rock, AR 72203; Tel. (501) 371-3862. Additional Market Information: Paul Dyer, Res. Mgr.; Tel. (501) 371-3868.

National Representative: Gannett National Newpaper Sales.

Note: Effective Oct. 18, 1991, the Arkansas Gazette ceased publication.

MAGNOLIA

1 - LOCATION: Columbia County, E&P Map B-4, County Seat. 60 mi. E of Texarkana. State Hwys. 19, 132; U.S. Hwys. 79, 82.

2 - TRANSPORTATION: Railroads-L&NW; St. Louis Southwestern (Cotton Belt).

Motor Freight Carriers-6.

Intercity Bus Lines-Greyhound; Continental Trailways.

3 - POPULATION:

Corp. City 90 Cen. 11,151; E&P 92 Est. 11,080

County 90 Cen. 25,691; E&P 92 Est. 26,271

4 - HOUSEHOLDS:

City 90 Cen. 4,189; E&P 92 Est. 4,163

County 90 Cen. 9,258; E&P 92 Est. 9,490

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	1	$55,455,750
Commercial	4	$311,297,000

6 - PASSENGER AUTOS: Columbia County 11,153

7 - ELECTRIC METERS: Residence 5,560

8 - GAS METERS: Residence 5,250

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber 850 ($252); Textile 495 ($218); Oil Prods. 2,300 ($383); Aluminum 500 ($281); Rubber Life Boats 730 ($281); Chem. 450 ($372).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-74; Summer 65-98; Fall 50-70; Winter 20-65.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Columbia(11)	NA	Piggly Wiggly
North Park Plz.	NA	Wal-Mart
Peace(12)	NA	Shock's, Dollar General
University	NA	K mart, Beall's, Holmes, Revco, Kroger, Irving Smith Furn.

Principal Shopping Days-Wed., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Talbot's; Beall's.

Discount Stores-Wal-Mart; Dollar General; K mart; Family Dollar.

Chain Drug Stores-Drug Mart; Medic-Aid; Revco.

Chain Supermarkets-Smitty's; Piggly-Wiggly; Kroger; Brookshire's.

Other Chain Stores-Western Auto; Sears; JCPenney; Goodyear; Firestone.

14 - NEWSPAPERS: BANNER-NEWS (e) 4,258; sworn Sept. 21, 1990.

Local Contact for Advertising and Merchandising Data: Mrs. Mary Haynie, Adv. Mgr., BANNER-NEWS, 134 S. Washington; Box 100, Magnolia, AR 71753; Tel. (501) 234-5130.

National Representative: None.

MALVERN

1 - LOCATION: Hot Spring County, E&P Map B-3, County Seat. 43 mi. SW of Little Rock. On U.S. Hwys. 67 & 270; State Hwys. 9 & I-30.

2 - TRANSPORTATION: Railroads-M.P.; Chicago; Amtrak.

Motor Freight Carriers-4.

Intercity Bus Line-Continental Trailways.

3 - POPULATION:

Corp. City 90 Cen. 9,256; E&P 92 Est. 9,173

County 90 Cen. 26,115; E&P 92 Est. 26,722

4 - HOUSEHOLDS:

City 90 Cen. 3,445; E&P 92 Est. 3,415

County 90 Cen. 9,832; E&P 92 Est. 10,085

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$114,923,000
Savings & Loan	3	$74,000,000

6 - PASSENGER AUTOS: Hot Spring County 11,536

7 - ELECTRIC METERS: Residence 8,600

8 - GAS METERS: Residence 5,584

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Aluminum 550; Brick & Tile 400; Mining 330; Lumber & Wood Prods. 490; Plastics 125.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-83; Summer 60-98; Fall 38-88; Winter 18-64.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Days-Mon., Wed., Fri., Sat.

13 - RETAIL OUTLETS: Discount Stores-Wal-Mart; Fred's; Family Dollar.

Chain Drug Stores-Rexall 2; SuperRx.

Chain Supermarkets-Safeway; Food Center; Huckaby Thriftway; Piggly Wiggly; Mitchell's.

Other Chain Stores-Western Auto; Sears.

14 - NEWSPAPERS: RECORD (e-mon to fri) 5,694; sworn Oct. 2, 1990.

Local Contact for Advertising and Merchandising Data: Ron Johnson, Adv. Mgr., RECORD, 219 Locust St., Malvern, AR 72104; Tel. (501) 337-7523.

National Representative: Landon Associates.

MENA

1 - LOCATION: Polk County, E&P Map A-3, County Seat. 85 mi. S of Ft. Smith; 100 mi. N of Texarkana, 78 mi. W of Hot Springs. On U.S. Hwys. 59, 71 & 270; State Hwys. 8 & 88.

2 - TRANSPORTATION: Railroad-Kansas City Southern.

Intercity Bus Lines-Jefferson Lines; Continental.

Motor Freight Carriers-6.

3 - POPULATION:

Corp. City 90 Cen. 5,475; E&P 92 Est. 5,509

County 90 Cen. 17,347; E&P 92 Est. 17,845

4 - HOUSEHOLDS:

City 90 Cen. 2,038; E&P 92 Est. 2,051

County 90 Cen. 6,379; E&P 92 Est. 6,579

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$103,303,000
Savings & Loan	2	$38,000,000

6 - PASSENGER AUTOS: Polk County 7,409

7 - ELECTRIC METERS: Residence 2,366 (city), 6,703 (county)

8 - GAS METERS: Residence 2,550

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Woodworking 275; Aircraft Repair 103; Electric Motors 300; Rubber & Plastic Mfg. 60; Garment Mfg. 150.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-100; Summer 49-100; Fall 18-79; Winter 11-94.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Center-Northside Shopping Center-5 blocks from center of town (Northside Food Center, Wal-Mart, plus 13 others).

Principal Shopping Days-Mon. & Sat.

13 - RETAIL OUTLETS: Department Stores-Herod's; Adam & Eve.

Discount Stores-Wal-Mart; Cash Saver; Pickert Whol.

Chain Drug Store-Consumer's.

Other Chain Stores-Coast-to-Coast; Goodyear; Fashion Crossroads.

14 - NEWSPAPERS: STAR (m-mon to fri) 3,030; sworn Sept. 27, 1990.

Local Contact for Advertising and Merchandising Data: Perry Quinn, Pub., STAR, 501-7 Mena St., Mena, AR 71953; Tel. (501) 394-1900.

National Representative: Papert Companies.

MOUNTAIN HOME

1 - LOCATION: Baxter County, E&P Map B-1, County Seat. Located in northeastern central AR.

2 - TRANSPORTATION: Motor Freight Carriers-2.

3 - POPULATION:

Corp. City 90 Cen. 9,027; E&P 92 Est. 9,135

CZ-ABC: (80) 8,066

RTZ-ABC: (80) 19,343

County 90 Cen. 31,186; E&P 92 Est. 32,430

City & RTZ-ABC: (80) 27,409

4 - HOUSEHOLDS:

City 90 Cen. 3,360; E&P 92 Est. 3,400

County 90 Cen. 10,271; E&P 92 Est. 10,707

CZ-ABC: (80) 3,539

RTZ-ABC: (80) 7,642

City & RTZ-ABC: (80) 11,181

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$230,000,000
Savings & Loan	4	$317,000,000

6 - PASSENGER AUTOS: Baxter County 16,899

7 - ELECTRIC METERS: Residence 5,600

8 - GAS METERS: Residence 4,291

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Pharmaceutical Equip. 1,600; Boat Mfg. 300; Wearing Apparel 800; Plastics 75. Av. Wkly. Wage $271.

Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-72; Summer 63-98; Fall 36-83; Winter 24-51. First killing frost, Nov. 20; last killing frost, Apr. 1.

11 - TAP WATER: Low alkaline, medium soft; fluoridated.

12 - RETAILING: Principal Shopping Center-Village Mall.

Neighborhood Shopping Centers-Ozark Shopping Ctr.; College Plaza; Harps Shopping Ctr.

Principal Shopping Days-Wed., Fri., Sat.

Stores Open Evenings-Wal-Mart; Food Stores Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-West's; Shied's.

Discount Stores-Wal-Mart; Alco.

Variety Stores-McCrory; Dollar General.

Chain Drug Store-Revco.

Chain Supermarkets-Harps; Consumers.

14 - NEWSPAPERS: BAXTER BULLETIN (m) 8,938; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Charles Howard, Adv. Mgr., BAXTER BULLETIN, PO Drawer A, Mountain Home, AR 72653; Tel. (501) 425-3133.

National Representative: Landon Associates.

NEWPORT

1 - LOCATION: Jackson County, E&P Map C-2, County Seat. 87 mi. NW of Little Rock; 85 mi. W of Memphis. On State Hwys. 14, 17; U.S. Hwy. 67.

2 - TRANSPORTATION: Railroads-Amtrak; Missouri Pacific; Rock Island.

Intercity Bus Lines-Continental Trailways; Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 7,459; E&P 92 Est. 7,380

County 90 Cen. 18,944; E&P 92 Est. 19,206

Demographic Information available-Community Development Director, City of Newport, City Hall, Newport, AR 72112 and The White River Planning and Development District, Batesville, AR 72501.

4 - HOUSEHOLDS:

City 90 Cen. 2,776; E&P 92 Est. 2,747

County 90 Cen. 7,074; E&P 92 Est. 7,189

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$33,000,000
Commercial	4	$81,775,000

6 - PASSENGER AUTOS: Jackson County 7,962

7 - ELECTRIC METERS: Residence 10,824

8 - GAS METERS: Residence 4,500

9 - PRINCIPAL INDUSTRIES: Steel Mill; Timber; Metal Prods.; House Trailer Mfg.; Meat Packing; Concrete Prods.; Alum. Foil; Lighting Fixtures; Rice Milling; Steel Wire Mfg.; Leisure Furn.

10 - CLIMATE: An. Av. Temp.-65.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-Village Mall.

Principal Shopping Days-Mon., Thur. & Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Van-Atkins.

Variety Stores-Dollar General; Fred's Dollar; Otasco.

Discount Store-Wal-Mart.

Chain Drug Stores-Headlee's; Revco.

Chain Supermarkets-Kroger; Thriftway; Safeway; IGA; Hays.

14 - NEWSPAPERS: INDEPENDENT (e-mon to fri) 3,202; sworn Oct. 1, 1990.

Local Contact for Advertising and Merchandising Data: Keith Stephens, Ret. Adv., Mgr., INDEPENDENT, 2111 Hwy. 67N; PO Box 460, Newport, AR 72112; Tel. (501) 523-5855.

National Representative: Landon Associates.

PARAGOULD

1 - LOCATION: Greene County, E&P Map C-1, County Seat. In NE corner of state; 215 mi. from St. Louis, 82 mi. from Memphis.

2 - TRANSPORTATION: Railroads-St. Louis

Southwestern; Mo. Pac.; Paragould & Southeastern.
Intercity Bus Line-Great Southern Coaches.
Motor Freight Carriers-18.

3 - POPULATION:
Corp. City 90 Cen. 18,540; E&P 92 Est. 18,940
County 90 Cen. 31,804; E&P 92 Est. 32,753

4 - HOUSEHOLDS:
City 90 Cen. 6,901; E&P 92 Est. 7,050
County 90 Cen. 12,043; E&P 92 Est. 12,433

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$179,657,000
Savings & Loan	2	$63,246,513

6 - PASSENGER AUTOS: Greene County 13,832

7 - ELECTRIC METERS: Residence 6,725

8 - GAS METERS: Residence 5,560

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Elect. Motors 1,250; Shirts 300; Milk Proc. 125; Store Fixt. 700; Automobile Shock Absorbers 800; Sprockets & Gears 100; Bottling 180; Conveyor Belt Mfg. 150; Hospital 270; Gas Grills 600; Auto Wiring-250; Comm. Printing 75.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-75; Summer 75-95; Fall 50-75; Winter 15-74.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Shopping Centers-Paragould Plz.; Paragould Park Plz.; Centre One.
Stores Open Evenings-Fri. to 9.

13 - RETAIL OUTLETS: Department Store-Belk.
Discount Stores-Wal-Mart; Fred's.
Chain Supermarkets-Kroger; Farmer's Market; Big Star 4; Warehouse Foods; Hays.
Other Chain Stores-Radio Shack; Super D Drugs; Revco; Auto Shack; Dollar General; Family Dollar.

14 - NEWSPAPERS: PRESS (e-mon to fri; S) 7,000; sworn Feb. 12, 1991.
Local Contact for Advertising and Merchandising Data: David Edrington, Gen. Mgr., PRESS, Highway 49 at Hunt St.; PO Box 38, Paragould, AR 72450; Tel. (501) 239-8562.
National Representative: Landon Associates.

PINE BLUFF

1 - LOCATION: Jefferson County (MSA). E&P Map B-3, County Seat. 42 mi. from Little Rock; 150 mi. from Memphis.

2 - TRANSPORTATION: Railroads-St. Louis Southwestern; Union Pacific-Missouri; Pacific-Western.
Motor Freight Carriers-55.
Intercity Bus Lines-Southeast Ark.; City Bus System; Greyhound; Continental; Trailways.
Airlines-American; Continental; Delta; Southwest; TWA; Little Rock Airport, Local Airport: Universal.

3 - POPULATION:
Corp. City 90 Cen. 57,140; E&P 92 Est. 57,191
CZ-ABC: (80) 63,114
RTZ-ABC: (80) 104,062
County/MSA 90 Cen. 85,487; E&P 92 Est. 87,198
City & RTZ-ABC: (80) 167,176

4 - HOUSEHOLDS:
City 90 Cen. 21,269; E&P 92 Est. 21,288
County/MSA 90 Cen. 32,301; E&P 92 Est. 33,030
CZ-ABC: (80) 19,960
RTZ-ABC: (80) 36,663
City & RTZ-ABC (80) 56,623

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$627,780,422
Savings & Loan	3	$204,700,000

6 - PASSENGER AUTOS: Jefferson County 37,721

7 - ELECTRIC METERS: Residence 28,411

8 - GAS METERS: Residence 20,810

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 6,500; Durable Goods 3,300; Primary & Fab. Metals 1,100; Machinery & Transportation Equipment 1,600; Other Durable 600; Non-durable 3,200; Food & Kindred 600; Paper & Allied Products 2,300; Other Non-Durable 300; No. of Wage Earners-Non Mfg. 26,100; Const. 1,400; Trans. & Public Utilities 2,400; Whol. & Retail Trade 6,700; Fin., Ins. & Real Estate 1,500; Service 6,300; Gov't 7,800; Agri. 1,200; All Others 2,100.
Principal Pay Days-R.R. 1st, 15th; Utilities 5th, 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-96; Summer 52-106; Fall 10-104; Winter 12-87.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: Principal Shopping Center-Pines Mall, Harding Ave. at Highway 65 South.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Broadmoor(11)	3	Safeway, K mart
Jefferson Sq. (35)	1	Otasco, Mangles
Oak Park(15)	2	Alco, Safeway
Pines Mall	3	Dillard's, JCPenney, Wal-Mart
Downtown	NA	Cohn's, Baims

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Pines Mall, Mon. through Sat.; others vary.

13 - RETAIL OUTLETS: Department Stores-Cohen's; JCPenney; Sears; Baim's; Dillard's; Beall-Ladymon.
Discount Stores-Alco; K mart; Wal-Mart 2.
Variety Stores-Fred's; Dollar General.
Chain Drug Stores-Conery's 2; Oak Park 2; USA 3.
Chain Supermarkets-IGA 4; Safeway 4; In & Out Convenience 34; Mad Butcher; County Market 2; Food King; Price Chopper.
Other Chain Stores-Kinney's; Mangel's; Majik Market; Haverty Furn.; Gordon's Jewelers; S&H Green Stamps; Roger's Jewelry; Brandon House.

14 - NEWSPAPERS: COMMERCIAL (e) 22,168; (S) 23,529; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Stan Collison, Adv. Dir., COMMERCIAL, 300 Beech St., Pine Bluff, AR 71601; Tel. (501) 534-3400.
National Representative: Papert Companies.

ROGERS

1 - LOCATION: Benton County, E&P Map A-1. Farm marketing and manufacturing. On U.S. Hwys. 71 & 62; State Hwys. 12 & 94.

2 - TRANSPORTATION: Railroad-Burlington-Northern.
Motor Freight Carriers-8.
Intercity Bus Line-Arkoma.

3 - POPULATION:
Corp. City 90 Cen. 24,692; E&P 92 Est. 25,721
CZ-ABC: (80) 18,709
RTZ-ABC: (80) 91,268
County 90 Cen. 97,499; E&P 92 Est. 102,439
City & RTZ-ABC: (80) 109,977
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 9,277; E&P 92 Est. 9,663
County 90 Cen. 35,344; E&P 92 Est. 37,227
CZ-ABC: (80) 6,554
RTZ-ABC: (80) 33,916
City & RTZ-ABC: (80) 40,470

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	7	$488,518,000
Savings & Loan	9	$367,941,000

6 - PASSENGER AUTOS: Benton County 50,295

7 - ELECTRIC METERS: County 68,032

8 - GAS METERS: County 79,647

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Mfg. 7,486; Food Prods. 2,467; Mach. (except electrical) 949. Other mfg. 3,950. Includes toy guns; nylon hosiery, electric motors; carbide-tipped industrial tools; coated telephone wire; plastic pipe; vehicle wheels; corrugated board; broiler feed; pole line hardware; plastic household packaging produce; valves; non-woven fabrics, electronic components; school room furnishings.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-77; Summer 60-92; Fall 35-84; Winter 15-50. First killing frost, Oct. 25; last killing frost, Mar. 20.

11 - TAP WATER: Neutral, medium hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Walnut St.; Dixieland Mall.
Neighborhood Shopping Centers-Hwy. 71 S.; Hwy. 71 W.; Hwy. 12 E.; Hwy. 62 N.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Cash Vlg.(8)	NA	
Southgate(15)	NA	IGA
Walnut Plz.(14)	NA	IGA

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Dixieland; Downtown Thur.
Stores Open Sundays-Food markets, Discount.

13 - RETAIL OUTLETS: Department Stores-Stroud Mercantile; Beall's; Lyndals.
Discount Stores-Wal-Mart; K mart.
Chain Drug Stores-Corner Rexall; Lewis; Rogers & Rose; Consumer; Rogers Phcy. 7; Freddie's Phcy.
Chain Supermarkets-Foodtown 2; Thriftway 2; Phillips Food Ctr.; Food-4-Less; Consumers Mkts.
Other Chain Stores-Mode O' Day; Sherwin-Williams; Linkway; Gordon Jewelry; Zales Jewelers; Worths; Maurice's; JCPenney (catalog), Sears (catalog).

14 - NEWSPAPERS: NORTHWEST ARKANSAS NEWS (m-mon to fri) 14,852; (S) 17,260; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Kent Eikenberry, Adv. Dir., NEWS, 313 S. 2nd; PO Box 718, Rogers, AR 72756; Tel. (501) 636-4411.
National Representative: Papert Companies.

RUSSELLVILLE

1 - LOCATION: Pope County, E&P Map B-2, County Seat. 78 mi. NW of Little Rock; 87 mi. E of Fort Smith. On U.S. Hwy. 65; State Hwy. 7; I-40.

2 - TRANSPORTATION: Railroads-Missouri-Pacific; Dardanelle-Russellville; Arkansas River Port.
Intercity Bus Lines-Trailways; Interstate.

3 - POPULATION:
Corp. City 90 Cen. 21,260; E&P 92 Est. 22,355
County 90 Cen. 45,883; E&P 92 Est. 47,887

4 - HOUSEHOLDS:
City 90 Cen. 7,913; E&P 92 Est. 8,321
County 90 Cen. 16,812; E&P 92 Est. 17,590

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$291,678,000

6 - PASSENGER AUTOS: Pope County 19,854

7 - ELECTRIC METERS: County Res. 76,456; Industrial 584; Commercial 2,449; Government 36.

8 - GAS METERS: County Res. 12,052

9 - PRINCIPAL INDUSTRIES: Shoes; Lumber Prods.; Coal; Poultry Proc.; Ice Cream Mix; Walk-In Refrigerators; Furn. Plant; Parking Meters; Frozen Foods; Innertube Mfg.; Steel Fab.; Metalworking; Aluminum Extrusion; Chem. Proc.; Lumber; Corrugated Boxes; Elevator Controls.

10 - CLIMATE: Av. Temp.-Jan. 45; July 82.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
City Mall(14)	NA	JCPenney, Safeway, Alco
Plaza East(7)	NA	Family Dollar, Wal-Mart, C.R. Anthony
Southgate	3	Kroger, Revco

13 - RETAIL OUTLETS: Department Stores-F.C. Peters; Van Atkins; JCPenney; Beall's; C.R. Anthony.
Variety Store-Leonards.
Discount Stores-Wal-Mart; Alco; Family Dollar; K mart.
Chain Supermarkets-Kroger; Safeway; IGA 3; Food-4-Less.
Other Chain Stores-Payless Shoes; Hancock Fabric; Colony Shop; Sears; Western Auto; Goodyear; Leflers; Cato; Sherwin-Williams; Revco; Auto Shack; Zales; McCoy's Lumber.

14 - NEWSPAPERS: COURIER-DEMOCRAT (e-mon to fri) 11,131; (S) 13,662; sworn Oct. 1, 1990.
Local Contact for Advertising and Merchandising Data: James A. Mills, Mktg. Dir., COURIER-DEMOCRAT, 201 E. Second, Russellville, AR 72801; Tel. (501) 968-5252; FAX (501) 968-4037.
National Representative: Papert Companies.

SEARCY

1 - LOCATION: White County, E&P Map C-2, County Seat. On U.S. Hwys. 67 & 64; State Hwys. 16 & 36; 1 mi. E of Little Red River; 54 mi. N of Little Rock, state capital.

2 - TRANSPORTATION: Railroad-Union Pacific.
Motor Freight Carriers-5.
Intercity Bus Lines-Trailways; Continental Midwest.

3 - POPULATION:
Corp. City 90 Cen. 15,180; E&P 92 Est. 15,355
County 90 Cen. 54,676; E&P 92 Est. 56,511

4 - HOUSEHOLDS:
City 90 Cen. 5,650; E&P 92 Est. 5,715
County 90 Cen. 20,352; E&P 92 Est. 21,087

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	2	$84,326,000
Savings & Loan	2	$128,216,000
Commercial	2	$49,734,000

6 - PASSENGER AUTOS: White County 22,756

7 - ELECTRIC METERS: Residence 5,610

8 - GAS METERS: Residence 4,318

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agric. 1,750 ($243); Mfg. 4,190 ($268).

10 - CLIMATE: Min. & Max. Temp.-Spring 35-75; Summer 60-105; Fall 35-85; Winter 10-60.

11 - TAP WATER: Soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-Town & Country Plaza, 1/4 mi. off Hwy. 67, on Race St. 14 stores, 6 mi. from Downtown; Wal-Mart, JCPenney, Beall-Ladymon, Cato.
Stores Open Evenings-Until 9 p.m.
Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Beall-Ladymon.
Discount Stores-Fred's; Wal-Mart; Dollar General.
Chain Drug Stores-Health Mart; Headlee 2; Revco.
Chain Supermarkets-Kroger; Associated; Food-4-Less; Piggly Wiggly 2; Warehouse Foods.
Other Chain Stores-Goodyear; Cato; Payless Shoes; Otasco; Hancock Fabrics.

14 - NEWSPAPERS: CITIZEN (e-mon to fri) 7,600; (S) 8,100; sworn Feb. 13, 1991.
Local Contact for Advertising and Merchandising Data: Phil Weaver, Adv. Dir., CITIZEN, PO Box 1379, Searcy, AR 72143; Tel. (501) 268-8621.
National Representative: Landon Associates.

SPRINGDALE

1 - LOCATION: Washington County (In Fayetteville-Springdale MSA). E&P Map A-1. NW corner of state. Agricultural market center. Manufacturing & canning industries. Birthplace of poultry industry in AR. Home office of 3 major national trucking firms. 72 mi. N of Ft. Smith; 100 mi. E of Tulsa, OK.

2 - TRANSPORTATION: Railroad-Arkansas/Missouri.

Motor Freight Carriers-10.
Bus Lines-Crown Coach Co.; Santa Fe Trailways; Arkoma; Continental Trailways; Jefferson.
Airlines-Skyways; Metro.

3 - POPULATION:
Corp. City 90 Cen. 29,941; E&P 92 Est. 30,768
CZ-ABC: (80) 23,458
RTZ-ABC: (80) 116,391
County/MSA 90 Cen. 113,409; E&P 92 Est. 117,914
City & RTZ-ABC: (80) 139,849
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 11,145; E&P 92 Est. 11,453
County/MSA 90 Cen. 38,651; E&P 92 Est. 40,287
CZ-ABC: (80) 8,510
RTZ-ABC: (80) 42,589
City & RTZ-ABC: (80) 51,099

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Comm.	1	$228,827,767
Savings & Loan	1	(incl. above)

6 - PASSENGER AUTOS: Washington County 53,105

7 - ELECTRIC METERS: Residence 8,000

8 - GAS METERS: Residence 11,272

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Canning 1,150; Feed Mfg. 850; Hatcheries 690; Trucking 1,200; Poultry Proc. 4,000; Elect. 705; Tool Making 730; Aluminum Fab. 325.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-85; Summer 60-95; Fall 45-80; Winter 0-65.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Emma Ave.; 2 on Main; 1 on Mill; 1 on Holcomb & Block; 30 blocks on 68 W.; 20 blocks on 68 E.; 20 blocks on Hwy. 71.

Neighborhood Shopping Centers-8 blocks on N. Thompson; 8 on S. Thompson; 1 on Caudle Ave.; 30 blocks on Hwy. 68 W.

Principal Shopping Days-Mon., Fri.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Elmdale(6)	NA	
Plaza(6)	NA	Harp's Food Store
N.W. Ark. Mall (76)	NA	Sears, JCPenney, Dillard's, Beall-Ladymon
Sunset Ctr.(3)	NA -	Harp's, K mart

Stores Open Evenings-Shpg. ctrs. every evening until 9:00; Fri.

13 - RETAIL OUTLETS: Department Stores-Fuller Family Mercantile; Cameron's; Anthony's; Sears; JCPenney; Montgomery Ward; Ryan's; Dillard's; Beall-Ladymon; Revco.
Variety Store-Woolworth.
Discount Stores-Wal-Mart; K mart; Family Dollar.
Chain Drug Stores-Rexall; Sav-On; Consumer's; Medicine Shoppe.
Chain Supermarkets-Harp's; Food-4-Less; Consumer's Market; IGA.
Other Chain Stores-E-Z Mart; Spee-Dee Mart; 7-Eleven; One Stop Mart; Goodyear; National Lumber; Westlake Hdwe.

14 - NEWSPAPERS: NEWS (e-mon to fri) 15,459; (S) 16,678; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Danny Dotson, Adv. Dir., NEWS, 514 E. Emma Ave., Springdale, AR 72764; Tel. (501) 751-6200.
National Representative: Papert Companies.

STUTTGART

1 - LOCATION: Arkansas County, E&P Map C-3, County Seat. 50 mi. SE of Little Rock. U.S. Hwys. 79, 165; State Hwys. 11, 130, 146, 343.

2 - TRANSPORTATION: Railroad-St. Louis Southwestern.
Motor Freight Carriers-12.
Intercity Bus Line-Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 10,420; E&P 92 Est. 10,370
County 90 Cen. 21,653; E&P 92 Est. 21,995

4 - HOUSEHOLDS:
City 90 Cen. 3,879; E&P 92 Est. 3,860
County 90 Cen. 7,820; E&P 92 Est. 7,964

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$69,821,296
Commercial	2	$175,624,481

6 - PASSENGER AUTOS: Arkansas County 9,747

7 - ELECTRIC METERS: Residence 7,250

8 - GAS METERS: Residence 3,115; Commercial 522; Industrial 16.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Rice Prods. 1,285; Cml. & Industrial Air Conditioners 225; Telephone 110; Hospital 177; Gov't 125; Schools 225.

10 - CLIMATE: Min. & Max. Temp. 54-76.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southgate(10)	3	Kroger, Wal-Mart
Stuttgart Sq.(8)	3	Fred's

Principal Shopping Days-Mon., Wed. & Sat.
Stores Open Evenings-Shopping centers to 8 & 9 except Sun.

13 - RETAIL OUTLETS: Department Stores-Belk-Jones; Sears.
Variety Stores-Dollar General; Fred's; Family Dollar.
Discount Stores-Wal-Mart; Fred's.
Chain Supermarkets-Kroger; Food Palace 2; Food King; Mayflower.
Other Chain Stores-Western Auto; Okla. Tire; Radio Shack.

14 - NEWSPAPERS: STUTTGART DAILY LEADER (e-mon to fri) 4,163; sworn Sept. 28, 1990.
Local Contact for Advertising and Merchandising Data: Ron Causey, Adv. Dir., STUTTGART DAILY LEADER, PO Box 531, Stuttgart, AR 72160; Tel. (501) 673-8533.
National Representative: Papert Companies.

TEXARKANA
See TEXARKANA, TX

WEST HELENA
See HELENA

WEST MEMPHIS

1 - LOCATION: Crittenden County (In Memphis, TN-AR-MS MSA). E&P Map D-2. Agricultural ctr., in NE portion of state. 6 mi. W of Memphis; 135 mi. E of Little Rock.

2 - TRANSPORTATION: Railroads-Chicago, Rock Island & Pacific; Frisco; Missouri Pacific; Burlington North; Illinois Central; Santa Fe; Soo Line; Conrail; Amtrak; Cotton Belt.
Motor Freight Carriers-4.
Intercity Bus Lines-Trailways; Greyhound; West Memphis Transportation.
Waterway-West Memphis Port.

3 - POPULATION:
Corp. City 90 Cen. 28,259; E&P 92 Est. 28,271
CZ-ABC: (80) 28,138
Bal. in NDM-ABC: (80) 21,361
County 90 Cen. 49,939; E&P 92 Est. 51,329
MSA 90 Cen. 981,747; E&P 92 Est. 1,025,766
Total NDM-ABC: (80) 49,499

4 - HOUSEHOLDS:
City 90 Cen. 10,519; E&P 92 Est. 10,523
County 90 Cen. 21,832; E&P 92 Est. 22,496
CZ-ABC: (80) 9,250
Bal in NDM-ABC: (80) 6,451
Total NDM-ABC: (80) 15,701
MSA 90 Cen. 373,192; E&P 92 Est. 389,938

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$746,457,411
Commercial	3	$104,644,700

6 - PASSENGER AUTOS: Crittenden County 19,633

7 - ELECTRIC METERS: Residence 10,164

8 - GAS METERS: Residence 11,200

9 - PRINCIPAL INDUSTRIES: Steel & Foundries; Iron Casting; Truck Tires; Fiberglass Swimming Pools; Grain Elevators; Corrugated Boxes; Refinery; Valves; Forklifts; Wooden Boxes; Trailers-Mobile Home; Soft Drink Cases; Concrete Slabs; Cotton Compresses; Household Bleach; Tank; Notebook Metal Parts; Bumper Refinishing Plant; Wood Glue; Pipe Fabricators; Oil Pkg.; Farm Implements; Wood Paneling; Paper Bags; Styrofoam; No. of Wage Earners-9,815 city, 23,625 county. (Av. Wkly. Wage-N.A.)

10 - CLIMATE: An. Av. Min. & Max. Temp.-32-95.

11 - TAP WATER: Soft, provided by 6 deep wells; pumping capacity of 4,907,000 gallons per 24 hours.

12 - RETAILING: Principal Shopping Center-6 blocks on Broadway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Meadowbrook Sq.(20)	NA	Pic Pac, Super Drug
Broadway Plz. (10)	NA	Big Star
Holiday Plz.(26)	NA	Wal-Mart, Walgreens, Sears, Kroger
Missouri Plz.	1	Blockbuster Videos, Little Ceasars

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Holiday Plz. Mall; Wal-Mart.

13 - RETAIL OUTLETS: Department Stores-Sears; Saig's; Wal-Mart; Colony Shop; Country Squire.
Chain Drug Stores-Walgreens; Super D.
Chain Supermarkets-Kroger; Big Star; Marion Big Star; Warehouse Foods.
Other Chain Stores-Kid's Stuff; Payless Shoes; Bud's; B&C Shoes; Baskin's Firestone; Hen House; Cato; Shoe City; Prime-Time Rentals; Rent-A-Center; NAPA; Fard's; Car Quest; Sonic Drive-In; Pizza Express; Jewelry Nook; Royal Jewelers; Burger King; Captain D's; Master's Jewelry; Kay Furn.; Masner Furn.; Goodyear; Tire Centers, Inc.; Radio Shack; Lowe's Lumber; Barton's Lumber; Flash Market; Shoneys; Bonanza; Auto Zone; Chief's Auto Parts; Sears; Block Buster Video; Little Ceasar's Pizza; Pizza Host; Baskin-Robbins; Subway; Pizza Hut; Taco Bell; McDonald's; Kentucky Fried Chicken; Western Sizzlin; Carter & Cole Tire Center; Guiltner Tires.

14 - NEWSPAPERS: EVENING TIMES (e-mon to fri) 9,107; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Donna Davenport, Adv. Secy., EVENING TIMES, 111 E. Bond St.; PO Box 459, West Memphis, AR 72303; Tel. (501) 735-1010.
National Representative: Arkansas Press Association.

CALIFORNIA SURVEYS

METROPOLITAN STATISTICAL AREAS

Bakersfield-Kern County.
Chico-Butte County.
Fresno-Fresno County.
Merced-Merced County.
Modesto-Stanislaus County.
Redding-Shasta County.
Sacramento-El Dorado, Placer, Sacramento and Yolo Counties.
Salinas-Seaside-Monterey-Monterey County.

San Diego-San Diego County.
Santa Barbara-Santa Maria-Lompoc-Santa Barbara County.
Stockton-San Joaquin County.
Visalia-Tulare-Porterville-Tulare County.
Yuba City-Sutter and Yuba Counties.

PRIMARY METROPOLITAN STATISTICAL AREAS

Anaheim-Santa Ana-Orange County.
Los Angeles-Long Beach-Los Angeles County.

Oakland-Alameda and Contra Costa Counties.
Oxnard-Ventura-Ventura County.
Riverside-San Bernadino-Riverside and San Bernadino Counties.
San Francisco-Marin, San Francisco and San Mateo Counties.
San Jose-Santa Clara County.
Santa Cruz-Santa Cruz County.
Santa Rosa-Petaluma-Sonoma County.
Vallejo-Fairfield-Napa-Napa and Solano Counties.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Los Angeles-Anaheim-Riverside-Includes Anaheim-Santa Ana PMSA; Los Angeles-Long Beach PMSA; Oxnard-Ventura PMSA; and Riverside-San Bernadino PMSA.
San Francisco-Oakland-San Jose-Includes Oakland PMSA; San Francisco PMSA; San Jose PMSA; Santa Cruz PMSA; Santa Rosa-Petaluma PMSA; and Vallejo-Fairfield-Napa PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1980	1990	1992
Under 5 Years	1,724	2,432	2,605
5-14 Years	3,458	3,171	4,467
15-24 Years	4,497	4,607	4,933
25-44 Years	7,069	10,581	11,331
45-64 Years	4,586	5,314	5,691
65 and Over	2,437	2,736	2,930
TOTAL	23,771	29,841	31,958

Based on U.S. Census

POPULATION ESTIMATES
(Thousands)

Places of 50,000 or more and Central Cities of MSA's with 10% or more of Spanish Origin Population, according to the U.S. 1980 Census.

City	Total Pop.	Spanish Origin	Percent
Bakersfield	106	16	15.0
Escondido	62	9	14.6
Fremont-Newark	164	23	14.0
Fresno	217	51	23.6
Glendale	139	25	17.8
Hayward	94	19	20.2
Huntington Park-South Gate	160	94	58.4
Long Beach	361	51	14.0
Los Angeles	2,967	816	27.5
Modesto	106	11	10.5
Oceanside	77	14	18.4
Ontario-Upland	136	37	27.1
Orange Co. (Anaheim)	219	38	17.2
Orange Co. (Costa Mesa)	82	8	10.3
Orange Co. (Santa Ana)	204	91	44.5
Oxnard	108	48	44.4
Pasadena	118	22	18.4
Pomona	93	28	30.5
Riverside	171	28	16.2
Sacramento	276	39	14.2
Salinas	80	31	38.1
San Bernadino	119	30	25.4
San Diego	876	13	14.9

San Francisco	679	84	12.3
San Jose	630	140	22.3
Santa Barbara	75	17	22.2
Santa Monica	88	11	13.0
Stockton	150	33	27.1
Whittier	69	16	23.4

RETAIL SALES ESTIMATES

(Millons)

Kind of Business	1977 Census	1982 Census	1992 Est.
Bldg. Mat./Hdwr	4,328	5,211	12,791
General Mdse	10,554	13,946	28,429
Food	17,267	27,688	46,780
Automobiles	16,232	21,488	47,011
Gasoline Stations	5,733	10,531	13,787
Apparel	3,766	6,182	11,639
Furniture	4,341	5,914	15,304
Eat-Drink Places	8,052	13,416	28,429
Drugs	3,040	5,142	11,525
TOTAL SALES	81,058	123,946	240,616

ALAMEDA

1 - LOCATION: Alameda County, E&P Map B-5 (In Oakland PMSA). On an island in San Francisco Bay, 12 mi. E of San Francisco, separated from Oakland by an estuary, and connected with the mainland by 5 bridges.

2 - TRANSPORTATION: Railroads-Alameda Belt Line; W.P.

Motor Freight Carriers-15.

Passenger and Freight Steamship Lines-46.

Intercity Bus Lines-A/C Transit District.

Airlines-Those using Oakland Airport.

3 - POPULATION:

Corp. City 90 Cen. 76,459; E&P 92 Est. 78,980
County 90 Cen. 1,279,182; E&P 92 Est. 1,346,791
CZ-ABC: (80) 63,852
PMSA 90 Cen. 2,082,914; E&P 92 Est. 2,199,848

4 - HOUSEHOLDS:

City 90 Cen. 27,016; E&P 92 Est. 27,907
CZ-ABC: (80) 26,517
County 90 Cen. 409,503; E&P 92 Est. 431,146
PMSA 90 Cen. 682,554; E&P 92 Est. 720,955

5 - BANKS	NUMBER	DEPOSITS
Comm. & Sav.	12	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: Alameda County 886,647

7 - ELECTRIC METERS: Commercial & Residential 31,000

8 - GAS METERS: Commercial & Residential 25,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-$500)-Aircraft Repair 4,500; Shipbuilding 1,000; Shipping Terminals 300-400; Steel Prods. 850.

Principal Industrial Pay Days-Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-65; Summer 55-72; Fall 50-71; Winter 39-56.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Park St. (East End); and 4 blocks on Webster St. (West End); 65 acres on S. Shore, Retail Ctr. at foot of Park St. with 53 stores; Fernside Shopping, Broadway & Blanding, 12 retail outlets.

Neighborhood Shopping Centers-2 blocks on Encinal & Versailles; 1 on High & Fernside Blvd.; 1 on Morton & Encinal Ave.; 1 on Caroline & Central Ave.; 2 on Lincoln & Bay Sts.; 1 on Chestnut & Encinal Ave. Major commissary and base exchange facilities at Naval Air Station, Alameda.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Harbor Bay Landing	2	Safeway, Longs Drugs
South Shore(88)	1	JCPenney, Mervyn's, Safeway, Woolworth, Ross Dress For Less, Lucky's, Walgreens
Fernside(16)	NA	Payless Drug, Lucky's
Marina Vlg.(30)	1	Long's Drugs, Wherehouse Records, Lucky's

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Mervyn's; Ross.

Variety Store-Woolworth.

Chain Drug Stores-Long's 3; Walgreens; Payless; Thrifty.

Chain Supermarkets-Safeway 2; Lucky's 3; Encinal Mkts.; William Bros.; Chestnut-Encinal.

Other Chain Stores-Goodyear; Grand Auto Supply; Crescent Jewelers; Thom McAn; Goldman's; Radio Shack; House of Fabrics; Millers Outpost; Kinney's; Ross; Wherehouse Records; Kids Mart; Big 'O' Tire; Blockbuster Video; Payless Shoe Source; Big 5 Sporting Goods.

14 - NEWSPAPERS: TIMES-STAR (m) 7,367; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Sharon Kinkade, Adv. Dir., TIMES-STAR, 1516 Oak St., Alameda, CA 94501; Tel. (415) 523-1200.

National Representative Long & Associates.

ANAHEIM

See ORANGE COUNTY

ANTIOCH

1 - LOCATION: Contra Costa County (In Oakland PMSA), E&P Map B-4. 38 mi. from Stockton; 30 mi. from Oakland; 60 mi. from Sacramento; 40 mi. from San Francisco. On San Joaquin River. State Hwys. 4 & 24; U.S. Hwy. 40.

2 - TRANSPORTATION: Railroads-SP; Santa Fe; River Lines (boat, freight).

Intercity Bus Lines-Greyhound; Bay Area Rapid Transit; Tri Delta; Central Contra Costa Transit Authorities.

3 - POPULATION:

Corp. City 90 Cen. 62,195; E&P 92 Est. 66,097
NDM-ABC: (80) 62,464
Total NDM-ABC: (80) 106,227
County 90 Cen. 803,732; E&P 92 Est. 853,057
PMSA 90 Cen. 2,082,914; E&P 92 Est. 2,254,538

Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 21,976; E&P 92 Est. 23,355
County 90 Cen. 273,051; E&P 92 Est. 289,808
PMSA 90 Cen. 682,554; E&P 92 Est. 720,955
NDM-ABC: (80) 22,114
Total NDM-ABC: (80) 37,297

5 - BANKS	NUMBER	EST. DEP.
Savings	6	$118,795,000
Savings & Loan	6	$95,422,000

6 - PASSENGER AUTOS: Contra Costa County 502,009

7 - ELECTRIC METERS: Residence 18,020

8 - GAS METERS: Residence 13,592

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (No. of plants)-Paper Prods. 1,000 (1); Heavy Prods. 1,100 (2); Chem. 385 (2); Gypsum Prods. 150 (1); Gas & Electric Power 100 (1); Fruit/Veg. Canneries 600 to 1,600 seasonal (2); Glass Containers 300 (1); (Av. Wkly. Wage-$240).

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, soft, from San Joaquin River; fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-Downtown area, 45 in 4-block trading area.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Antioch(18)	NA	Lucky Stores
Antioch Sq.(15)	NA	Hilson's
County East(50)	NA	Sears, Safeway, JCPenney, Mervyn's, Gottschalk's
Lone Tree(8)	NA	Savings Center
K mart(8)	NA	K mart, Liquor Barn
Raleys(21)	NA	Raleys
Somersville Ctr.(8)	NA	Picway Shoes
	NA	
Century Plaza	NA	Target
Orchard Ctr.	NA	Orchard Supply Hardware
Lone Tree Plz. (7)	NA	Beverly's Fabrics

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Wed. & Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; Hilson's; Mervyn's; JCPenney; Gottschalk's.

Discount Stores-Payless; K mart; Target.

Chain Supermarkets-Safeway; Lucky Stores 2; Fry's; Savings Center; Mt. View; Dutch Pride; Raley's.

Chain Drug Stores-Long's; Raley's; Payless.

Other Chain Stores-Firestone; Grand Auto; Goodyear; Payless Paint; Big 5 Sporting Goods; Pay 'N Pak; Pier 1 Imports; Plaza & Theaters.

14 - NEWSPAPERS: LEDGER/POST DISPATCH (e-mon to sat) 21,498; (S) 23,139; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Robert Smith, Gen. Mgr., LEDGER/POST DISPATCH, 1650 Cavallo Rd.; PO Box 2299, Antioch, CA 94509; Tel. (415) 757-2525

National Representatives Cresmer, Woodward, O'Mara & Ormsbee, U.S. Suburban Press.

AUBURN

1 - LOCATION: Placer County, E&P Map C-4 (In Sacramento MSA), County Seat. Mountain resort. Gold mines, fruits, county government, tourism. 35 mi. NE of Sacramento on I-80.

2 - TRANSPORTATION: Railroad-Southern Pacific.

Intercity Bus Lines-Greyhound, Continental Trailways.

Airlines-Served by all major airlines through Sacramento Airport.

3 - POPULATION:

Corp. City 90 Cen. 10,592; E&P 92 Est. 11,202
NDM-ABC: (80) 39,812
County 90 Cen. 172,796; E&P 92 Est. 188,503
MSA 90 Cen. 1,481,102; E&P 92 Est. 1,595,953

4 - HOUSEHOLDS:

City 90 Cen. 3,743; E&P 92 Est. 3,958
NDM-ABC: (80) 14,862
County 90 Cen. 60,094; E&P 92 Est. 65,557
MSA 90 Cen. 522,808; E&P 92 Est. 563,358

5 - BANKS	NUMBER	EST. DEP.
Commercial	9	N.A.
Savings & Loan	7	N.A.

6 - PASSENGER AUTOS: Placer County 107,633

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mining; Agric.; Forestry; Farming; Computers.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 55-105; Fall 45-90; Winter 30-65.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-Hwy. 80, Interchange Rd. Downtown; Palm Ave.; Hwy. 49 and New Airport Rd.; Hwy. 49 & Fulweiler; Grass Valley Hwy.; Bell Rd. & Hwy. 49; I-80 at Foresthill exit.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Auburn Ravine(18)	2	Raley's Drug & Mkt.
Auburn Town Ctr.	1	Long's, Lucky's Mkt.
Auburn Vlg. Ctr.(35)	3	
Palm Ctr.(10)	1	Lumberjack
Sierra Elm Ctr.(9)	1	Alpine Mkt.
Rock Creek(29)	2	K mart, Payless

Principal Shopping Days-Wed., Fri., Sat.

Stores Open Evenings-Shopping centers every evening until 9.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Daughtry's; Lumberjack.

Discount Stores-Payless; K mart; Long's.

Chain Drug Stores-Raley's; Long's; Payless; Thrifty.

Chain Supermarkets-Lucky's; Raley's; Bel-Air; Alberton's; Safeway.

Other Chain Stores-Hallmark; Baskin-Robbins; Radio Shack; Beno's; Payless Shoes; Sears (catalog); 98 Clearance Ctr.; Frame-N-Lens.

14 - NEWSPAPERS: JOURNAL (m-mon to fri) 14,741; (S) 15,077; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Jane Ellis, Adv. Dir., JOURNAL, 1030 High St., Auburn, CA 95603; Tel. (916) 885-5656; FAX (916) 885-4902.

National Representatives U.S. Suburban Press; Landon Associates.

BAKERSFIELD

1 - LOCATION: Kern County, (In Bakersfield MSA). E&P Map D-6, County Seat. 110 mi. N of Los Angeles; 286 mi. S of San Francisco; on Hwy. 99.

2 - TRANSPORTATION: Railroads-Southern Pacific; Santa Fe; Amtrak; junction for use of single track over Tehachapi Mountains to Los Angeles.

Motor Freight Carriers-37.

Intercity Bus Lines-Greyhound; Continental Trailways; Orange Belt Stages; Kernville Stage and Freight; Golden Empire Transit System; Kern County Trans.; Airport Bus of Bakersfield.

Airlines-America West; American; Delta (Sky West); United (United Express); USAir.

3 - POPULATION:

Corp. City 90 Cen. 174,820; E&P 92 Est. 188,662
CZ-ABC: (80) 219,883
RTZ-ABC: (80) 183,206
County/MSA 90 Cen. 543,477; E&P 92 Est. 585,843
City & RTZ-ABC: (80) 403,089

Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 61,771; E&P 92 Est. 66,662
County/MSA 90 Cen. 200,624; E&P 92 Est. 216,263
CZ-ABC: (80) 79,788
RTZ-ABC: (80) 60,023
City & RTZ-ABC: (80) 139,811

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	25	$415,249,000
Commercial	60	$875,327,000

6 - PASSENGER AUTOS: Kern County 252,297

7 - ELECTRIC METERS: Residence 138,900

8 - GAS METERS: Residence 61,517

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food & Beverages 1,590 ($182); Apparel & Textiles 355 ($158); Lumber & Wood Prods. 275 ($162); Printing & Pub. 503 ($184); Chem. 335 ($223); Primary Metal 378 ($184); Metal Prods. 703 ($187); Cement Prods. 220 ($272); Refinery 704 ($294); Rubber & Plastics 423 ($163).

10 - CLIMATE: Min. & Max. Temp.-Spring 65-88; Summer 84-110; Fall 75-95; Winter 33-75. First killing frost, Nov. 1; last killing frost, Feb. 21.

11 - TAP WATER: Alkaline; city wells vary, but water is generally hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-20 blocks on Chester Ave.; 8 on Nineteenth St.; 5 on Baker St.; 5 on F St.; 8 on Ming Ave.; 4 on Stockdale Hwy. & California Ave.; East Hills Mall Hwy. 178 & Mt. Vernon.

Neighborhood Shopping Centers-5 blocks on N Chester; 4 on E Niles; 2 on S H; 3 on Columbus; 5 on Brundage; 2 blocks on California; 4 blocks SW on California; 2 blocks on W Stockdale Hwy.; 2 on New Stine Rd.; 2 on Wilson & Wible.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Downtown(40)	NA	
Benton Pk.(14)	NA	Thrifty, Lucky's
Brundage(14)	NA	Thrifty, Alpha Beta
College Ctr.(12)	NA	JCPenney
Hillcrest(10)	NA	Thrifty
Stockdale Vlg. (22)	NA	Von's, Longs Drug, Hallmark
Stockdale West (22)	NA	Martin's Phacy.
Valley Plz.(75)	NA	Sears, Gottschalk's, Broadway, Payless, May Co., Penney's
Westchester(14)	NA	Mont. Ward, Thrifty Drug
East Hill Mall (52)	NA	Mervyn's, Harris, Gottschalk's
Ming Plz.(15)	NA	
Mervyn's Plz. (10)	NA	Mervyn's, Builder's Emporium

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Dept.-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Gottschalk's 2; Sears; Montgomery Ward; JCPenney 2; Broadway; May Co.; Mervyn's 2; Harris.
Discount Stores-K mart 3; Pic 'N Save 2; Target 2; Wal-Mart 2.
Variety Stores-Cornet 2; Newberry 2; TG&Y 2; Ted's; Woolworth 2.
Chain Drug Stores-Thrifty 6; Long's Drug 8; El Tejon 3; Rufener's 3; Payless 3.
Chain Supermarkets-Albertson's 3; Young's 3; Alpha Beta 3; Circle K 22; 7-Eleven 22; Jiffy Foodstores 4; Von's 17.
Other Chain Stores-Levitz; Best; Builders' Square; Big 5; Builders Emporium; Cal Auto; Carpeteria; Carpet Town; Chief Auto; Color Tile; Copelands Sports; Diamond Lumber; Dunn-Edwards Paints; Firestone; FISCO; Furrow; Goodyear; Grand Auto; Korb's; Kragen; McMahans; Millers Outpost; Ortho; Oshmans; Pep Boys; Radio Shack; R.B. Furn.; Sackett & Peters; Shoe Stop; Standard Brands; Winston Tire; Sofa Factory; Federated; House of Fabrics; Beverly Fabrics; Fabricland; Hancock Fabrics.

14 - NEWSPAPERS: CALIFORNIAN (m) 82,879; (S) 94,696; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Tom Mohr, Adv. Dir., CALIFORNIAN, 1707 Eye St., Bakersfield, CA 93302; Tel. (805) 395-7225.
National Representative Cresmer, Woodward, O'Mara & Ormsbee.

BANNING

1 - LOCATION: Riverside County (In Riverside-San Bernardino PMSA). E&P Map E-7, in San Gorgonio Pass.

2 - TRANSPORTATION: Railroad-Southern Pacific.
Intercity Bus Lines-Greyhound; Continental Trailways; City Mini-Bus; Dial-A-Ride.

3 - POPULATION:
Corp. City 90 Cen. 20,570; E&P 92 Est. 21,880
County 90 Cen. 1,170,413; E&P 92 Est. 1,303,652
PMSA 90 Cen. 2,588,793; E&P 92 Est. 2,864,781
Demographic information for county available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 7,268; E&P 92 Est. 7,731
County 90 Cen. 401,367; E&P 92 Est. 447,058
PMSA 90 Cen. 916,521; E&P 92 Est. 1,014,059

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: Riverside County 568,031

7 - ELECTRIC METERS: City 8,373

8 - GAS METERS: City 7,761

9 - PRINCIPAL INDUSTRIES: Electronics; Recording Discs; Cosmetics; Precision Tools; Ceramics; Irrigation Pipes; Scales; Cement Blocks; Health Foods; Sports Clothing; Aluminum Doors & Windows; Concrete Products; Veterinery Medicines.

10 - CLIMATE: Av. Mean Temp.-63; Av. Min. Temp.-49; Av. Max Temp. 97.

11 - TAP WATER: Natural fluorides.

12 - RETAILING: Shopping Centers-The Plaza; Stagecoach Plaza; Beaumont Plaza Center; Sun Lakes Shopping Center; Antique Ctr.; Oak Tree Ctr.; Sixth Street Plz.; Desert Hills Factory Outlet.

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Variety Stores-Coronet; K mart.
Chain Drug Stores-Thrifty; Payless; Medicine Shoppe; Pharmco.
Other Chain Stores-Alpha Beta; Albertson's; Goodyear; McMahan's; Beno's; Stater Bros.; Sears (catalog); JCPenney (catalog); Fashion Crossroads; True Value; Ace Hdwe.; 7-Eleven; Buiders Emporium; McDonald's; Taco Bell; Wendy's; KFC; Pizza Hut; Sizzler.

14 - NEWSPAPERS: RECORD-GAZETTE (e-mon to fri) 3,359; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: Charles R. Freeman, Pub., RECORD-GAZETTE, 218 N. Murray St.; PO Box 727, Banning, CA 92220; Tel. (714) 849-4586; FAX (714) 849-2437.
National Representative National Advertising Service.

BARSTOW

1 - LOCATION: San Bernardino County, E&P Map E-7 (In Riverside-San Bernardino PMSA). In heart of high desert, Mojave Desert region; hub of U.S. Hwys. 66, 91, I-15, I-40; State Hwy. 58; 150 mi. NE of San Pedro (Seaport Term.); 130 mi. NE of Los Angeles; 434 mi. SE of San Francisco; San Bernardino 75 mi.; Las Vegas 156 mi.

2 - TRANSPORTATION: Railroads-Atchison, Topeka & Sante Fe; Union Pacific; Amtrak.
Motor Freight Carriers-6. Overnight delivery to Los Angeles.
Intercity Bus Lines-Greyhound; Orange Belt; Continental Trailways.
Airlines-Charter; commercial links to L.A.

3 - POPULATION:
Corp. City 90 Cen. 21,472; E&P 92 Est. 22,228
County 90 Cen. 1,418,380; E&P 92 Est. 1,561,129
PMSA 90 Cen. 2,588,793; E&P 92 Est. 2,236,463

4 - HOUSEHOLDS:
City 90 Cen. 7,587; E&P 92 Est. 7,854
County 90 Cen. 515,154; E&P 92 Est. 567,001
PMSA 90 Cen. 916,521; E&P 92 Est. 1,014,059

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	N.A.

6 - PASSENGER AUTOS: San Bernardino County 691,714

7 - ELECTRIC METERS: Residence 11,500

8 - GAS METERS: Residence 8,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (An. Payroll)-R.R. Diesel Repair Shops 1,450 ($36,000,000); USMC Supply Depot 3,000 ($37,600,000); Motels 250 ($480,000); Restaurants 720 ($1,800,000); Gas Stations 250 ($90,000); Fort Irwin 3,400 ($40,000,000); Goldstone Tracking Facility ($11,000,000); Yellow Freight 400 (N.A.); Barstow Unified School Dist. 817 (N.A.).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-81; Summer 69-103; Winter 30-59. Prevailing winds from west; smogfree; humidity 25% (yearly av.).

11 - TAP WATER: Hardness, 175 p.p.m.; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Between 1st St. & Barstow Rd.; 4 blocks from Main on E. Williams; Barstow Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Barstow Mall(34)	NA	Sears, K mart, Von's Super Mkt., Thrifty Drug, Safeway
Desert Plz.(12)	NA	Sav-On
East Main(8)	NA	Sears
Williams St.	NA	

Principal Shopping Days-Thur., Fri., Mon.
Stores Open Evenings-Fri. until 9.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; K mart.
Variety Stores-Sav-On; Sprouse-Reitz.
Discount Stores-H&E Home Builders City; K mart.
Chain Drug Stores-Safeway; Thrifty.
Chain Supermarkets-Safeway; Von's; Stater Bros.
Other Chain Stores-Karl's (shoes); Burgermeister; Desert Dist. Co.; Lucky Lager Dist. Co.; Goodyear; Singer Co.; Howard Johnson; Jack in the Box; Naugle's; Rodman Home Furn.; Lee's Furn.; Video Electronics; Arby's; Bob's Big Boy; McDonald's Carpet Corral; Carls Jr.; Sizzler; Millers Outpost; Kinney's; Zales; Barry's Jewelers; Chief Auto Parts; Radio Shack; Winston Tire; Erik's Sleep Shop; Barstow Furn.

14 - NEWSPAPERS: DESERT DISPATCH (e) 7,463; (m-sat) 7,622; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: Judi Pollace, Publisher, DESERT DISPATCH, 130 Coolwater Lane, Barstow, CA 92311; Tel. (619) 256-2257.
National Representative Cresmer, Woodward, O'mara & Ormsbee.

BRAWLEY

1 - LOCATION: Imperial County, E&P Map F-8. Junction of State Hwys. 111 & 86. 22 mi. N of Mexican border; 14 mi. N of El Centro; geographic and road network center, Imperial Valley; 200 mi. SE of Los Angeles; 120 mi. E of San Diego.

2 - TRANSPORTATION: Railroad-Southern Pacific.
Motor Freight Carriers-16.
Intercity Bus Line-Greyhound.
Airline-Skywest.

3 - POPULATION:
Corp. City 90 Cen. 18,923; E&P 92 Est. 19,718
NDM-ABC: (80) 24,865
County 90 Cen. 109,303; E&P 92 Est. 115,560
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 6,686; E&P 92 Est. 6,967
County 90 Cen. 45,708; E&P 92 Est. 48,324
NDM-ABC: (80) 7,614

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	N.A.
Savings & Loan	2	N.A.
Thrift	1	N.A.

6 - PASSENGER AUTOS: Imperial County 60,017

7 - ELECTRIC METERS: County Residence 33,927

8 - GAS METERS: County Residence 16,670

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agric. is principal industry with 365-day growing season. County ranks 4th in dollar volume nationally. Irrigation District 960 ($345); County Employees 840 ($325); Fruit & Veg. Packers 3,000 ($650 to $900); Sugar 450 ($550); Gympsum 185 ($450); U.S. Naval Air Facility. Geothermal Energy (An exceedingly large field is now under development for power generation, fresh water, and potential industrial uses.) Exploration nearby is being conducted by San Diego Gas & Elect., So. Cal. Edison, State Dept. of Resources and a number of major oil companies. Test power plants on-line & under development in various locations. County Geothermal potential 4,000 M.W. The city is experimenting with non-electrical geothermal applications.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-86; Summer 70-115; Fall 57-89; Winter 23-86. First killing frost, Nov. 15; last killing frost, Feb. 2.

11 - TAP WATER: Alkaline, very hard; 950 (ppm), not fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks on Main; E St.; B St.; City Plaza; Rio Vista Center, W. Main & Rio Vista Ave.; Main Street has been designated as a Community Development Project, as well as the downtown area.
Shopping Centers-Rio Vista Plaza (8 stores-I.V. Farm, Thrifty Drug); Downtown area; Cudad Plaza.

Principal Shopping Days-Thur., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-National; McMahan's; Imperial Hdwe.
Variety Stores-J.J. Newberry.
Drug Stores-Adams; Thrifty; White Cross.
Chain Supermarkets-Von's; Cook's; I.V. Farms (IGA); Rancho; Westmorland 2; La Providencia.
Other Chain Stores-Kennedy's Goodyear; Kragen Auto Parts; Valley Auto Supply; Dorman's; Auto Parts; Chief Auto Parts; O.K. Rubber; Firestone.

14 - NEWSPAPERS: NEWS (e) 5,247; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: John Yanni, Adv., NEWS, 135 S. Plaza, Brawley, CA 92227; Tel. (619) 344-1220; FAX (619) 344-1383.
National Representative Branham/Newspaper Sales.

CAMARILLO

1 - LOCATION: Ventura County (In Oxnard-Ventura PMSA). E&P Map D-7. On U.S. Hwy. 101; 45 mi. S of Santa Barbara; 45 mi. N of Los Angeles; 9 mi. from Pacific Ocean. Principal city of Pleasant, Santa Rosa and Las Posas Valleys.

2 - TRANSPORTATION: Railroads-Southern Pacific; Amtrak.
Intercity Bus Line-Greyhound.
Motor Freight Carriers-13.
Airlines-Hughes Air West; Golden West.

3 - POPULATION:
Corp. City 90 Cen. 52,303; E&P 92 Est. 55,204
NDM-ABC: (80) 51,807
County/PMSA 90 Cen. 669,016; E&P 92 Est. 714,409
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 18,481; E&P 92 Est. 19,506
County/PMSA 90 Cen. 251,066; E&P 92 Est. 268,101
NDM-ABC: (80) 17,252

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: Ventura County 397,811

7 - ELECTRIC METERS: Residence 7,151

8 - GAS METERS: Residence 5,934

9 - PRINCIPAL INDUSTRIES: Electronics; Citrus Prods.; Rock Prods.; Vegetables; Cattle.

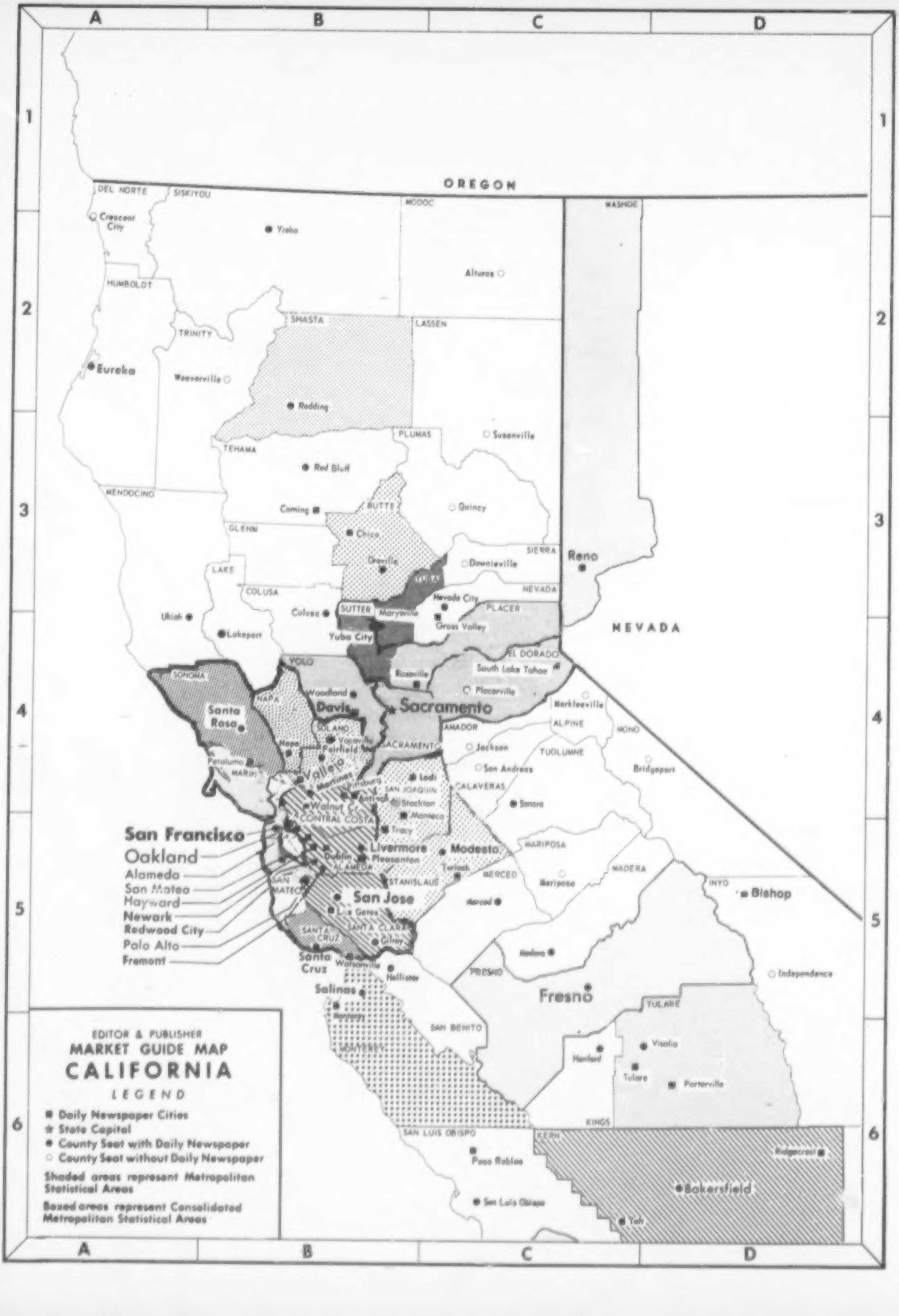
10 - CLIMATE: Min. & Max. Temp.-Spring 54-77; Summer 62-83; Fall 57-82; Winter 50-62.

11 - TAP WATER: Alkaline, neutral, hard; 16 grains per gal.; not fluoridated.

12 - RETAILING: Neighborhood Shopping Center-Ventura Blvd., 5 blocks, N & S sides (40 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ponderosa(25)	NA	Von's, Thrifty
Camarillo Vlg. (16)	NA	Lucky's
Los Posas Plz. (30)	NA	Hughes
Carmen Plz.(20)	NA	Sav-On Drug, Builder's Emporium, Millers Outpost



EDITOR & PUBLISHER

MARKET GUIDE MAP

CALIFORNIA

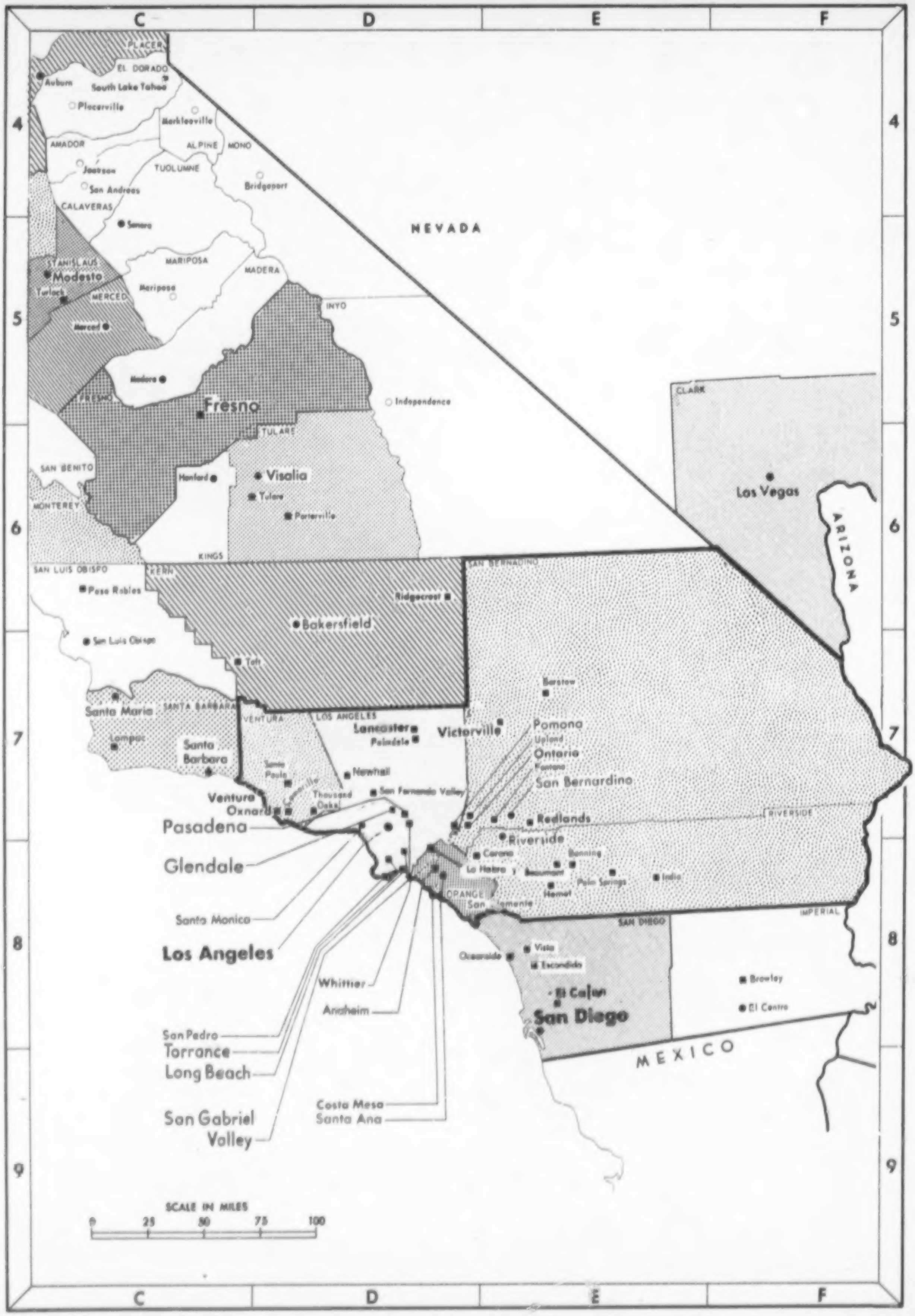
LEGEND

- ■ Daily Newspaper Cities
- ★ State Capital
- ● County Seat with Daily Newspaper
- ○ County Seat without Daily Newspaper

Shaded areas represent Metropolitan Statistical Areas

Boxed areas represent Consolidated Metropolitan Statistical Areas

A
B
C
D
1
2
3
4
5
6
OREGON
NEVADA
DEL NORTE
Crescent City
SISKIYOU
Yreka
MODOC
Alturas
WASHOE
HUMBOLDT
Eureka
TRINITY
Weaverville
SHASTA
Redding
LASSEN
Susanville
PLUMAS
Quincy
TEHAMA
Red Bluff
Corning
MENDOCINO
Ukiah
GLENN
BUTTE
Chico
Oroville
LAKE
Lakeport
COLUSA
Colusa
YUBA
SIERRA
Downieville
Reno
NEVADA
Nevada City
Grass Valley
SUTTER
Marysville
Yuba City
PLACER
Roseville
EL DORADO
South Lake Tahoe
Placerville
YOLO
Woodland
Davis
Sacramento
SONOMA
Santa Rosa
NAPA
Napa
SOLANO
Vacaville
Fairfield
Vallejo
Petaluma
MARIN
Martinez
Pittsburg
Antioch
Walnut Cr.
CONTRA COSTA
AMADOR
Jackson
SACRAMENTO
Markleeville
ALPINE
MONO
Bridgeport
TUOLUMNE
San Andreas
CALAVERAS
Sonora
Lodi
SAN JOAQUIN
Stockton
Manteca
Tracy
Livermore
Pleasanton
Dublin
ALAMEDA
Modesto
Turlock
STANISLAUS
MARIPOSA
Mariposa
MERCED
Merced
MADERA
Madera
INYO
Bishop
San Francisco
Oakland
Alameda
San Mateo
Hayward
Newark
Redwood City
Palo Alto
Fremont
SAN MATEO
San Jose
Los Gatos
SANTA CLARA
SANTA CRUZ
Gilroy
Santa Cruz
Watsonville
Hollister
Salinas
Monterey
MONTEREY
SAN BENITO
FRESNO
Fresno
Independence
TULARE
Visalia
Hanford
Tulare
Porterville
KINGS
SAN LUIS OBISPO
Paso Robles
San Luis Obispo
KERN
Ridgecrest
Bakersfield
Taft


C
D
E
F
4
5
6
7
8
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PLACER
EL DORADO
Auburn
South Lake Tahoe
Placerville
Markleeville
AMADOR
ALPINE
MONO
Jackson
TUOLUMNE
San Andreas
Bridgeport
CALAVERAS
Sonora
NEVADA
STANISLAUS
Modesto
MARIPOSA
MADERA
Turlock
MERCED
Mariposa
INYO
Merced
Madera
FRESNO
Fresno
Independence
CLARK
TULARE
SAN BENITO
Hanford
Visalia
Tulare
Los Vegas
MONTEREY
Porterville
ARIZONA
KINGS
SAN LUIS OBISPO
KERN
SAN BERNARDINO
Paso Robles
Ridgecrest
Bakersfield
San Luis Obispo
Taft
Barstow
Santa Maria
SANTA BARBARA
VENTURA
LOS ANGELES
Lancaster
Palmdale
Victorville
Pomona
Upland
Ontario
Fontana
San Bernardino
Lompoc
Santa Barbara
Santa Paula
Newhall
Camarillo
Thousand Oaks
San Fernando Valley
Ventura
Oxnard
Redlands
RIVERSIDE
Pasadena
Riverside
Corona
Banning
Glendale
La Habra
Beaumont
Palm Springs
Indio
Hemet
ORANGE
San Clemente
Santa Monica
SAN DIEGO
IMPERIAL
Los Angeles
Oceanside
Vista
Escondido
Whittier
Brawley
El Cajon
Anaheim
El Centro
San Diego
San Pedro
Torrance
Long Beach
MEXICO
Costa Mesa
Santa Ana
San Gabriel Valley
SCALE IN MILES
0
25
50
75
100

Central Plz	NA	K mart, Ralph's, Long's Drug
Conejo Vlg (13)	7	* Von's
Pleasant Valley	8	Hughes Mkt.
Hughes	9	Hughes Mkt.
The Esplanade(80)	7	Sears, May Co.
The Oaks(140)	7	Robinson's, Broadway, May Co.
Oxnard-Super	10	Mayfair, Thrifty
Fremont Sq (30)	12	Food Giant
Buenaventura(54)	13	Mont. Ward, Von's, Broadway
Plaza	13	Von's, Safeway

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; Broadway-Hale; Akron; JCPenney; May Co.; Newberry's; Mervyn's; Broadway; Robinson's.
Discount Stores-K mart; Target; Best.
Variety Store-Sprouse; Pic-N-Save.
Chain Drug Stores-Thrifty; Sav-On; Long's; Clark's; Payless Drugs.
Chain Supermarkets-Von's; Lucky's; B&D; Ralph's; Hughes Market.

14 - NEWSPAPERS: NEWS (m) 10,446; (S) 10,624; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Hank Crockett, Pub., NEWS, 1000 Avenida Acaso, Camarillo, CA 93011; Tel. (805) 987-5001.
National Representative: Landon Associates.

CHICO

1 - LOCATION: Butte County (In Chico MSA). E&P Map B-3. In N California, on U.S. Hwy. 99, approx. 90 mi. N of Sacramento.

2 - TRANSPORTATION: Railroads-Southern Pacific; Amtrak.
Motor Freight Carriers-9.
Intercity Bus Line-Greyhound.
Airline-West Air.

3 - POPULATION:
Corp. City 90 Cen. 40,079; E&P 92 Est. 42,774
NDM-ABC: (80) 127,024
County/MSA 90 Cen. 182,120; E&P 92 Est. 194,518

4 - HOUSEHOLDS:
City 90 Cen. 14,161; E&P 92 Est. 15,114
County/MSA 90 Cen. 56,299; E&P 92 Est. 60,132
NDM-ABC: (80) 49,935

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	10	$72,830,000
Commercial	15	$311,692,000

6 - PASSENGER AUTOS: Butte County 100,506.

7 - ELECTRIC METERS: Chico Div. 35,070.

8 - GAS METERS: Chico Div. 25,318.

9 - PRINCIPAL INDUSTRIES: (Butte County) Industry, No. of Wage Earners-Agric. 3,200; Food Proc. 1,225; Ret. Trade 9,600; Gov't/Educ. 8,600; Hospitals 2,400; Constr. & Mining 1,775; Total labor force 66,838.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Av. Annual Temp.-63; Summer high-105; Winter low-20; Max. humidity-54%; Rainy season-Dec. to Apr., 24 inches annually.

11 - TAP WATER: Alkaline, soft, not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Broadway; 8 on Main St.; 3 on 1st, 2nd, 3rd & 4th, plus auto row on Park Ave.
Neighborhood Shopping Centers-Esplanade & 3rd Ave.; 15th & Park Ave.; Longfellow at 1st Ave.; Nord & Sacramento Aves.; East Ave. & Cohasset; Esplanade and Cohasset Rd.; 5th & Mangrove; Esplanade & Eaton Rd.; Skyway Park; Esplanade & East Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Almond Orchard(29)	4	Radio Shack
Park Plaza(13)	1	Safeway, Thrifty Drug, Payless, Radio Shack
Mangrove Plz.(10)	1	
North Valley Plaza(56)	4	K mart, Lucky Mkt., Long's, Mervyn's, Mont. Ward, JCPenney

Principal Shopping Days-Fri., Sat. Chico Mall: Chico 90 Stores; 2 miles from downtown; Principle Stores: Copeland Sports; Crescent Jewelers; Sears; Gottschalk's; Troutmans; Fred Meyer Jewelers; Hudson Goodman Jewelers; Long's Drug; Merksamer Jewelers; Waldensbooks; Fredericks of Hollywood.
Stores Open Evenings-Mon. through Fri.
Stores Open Sundays-Supermarkets, all major chain stores.

13 - RETAIL OUTLETS: Department Stores-Bradley's; JCPenney; Montgomery Ward; Sears; K mart; Ben Franklin; Mervyn's; Target; Ross; Gottschalk's; Troutmans.
Chain Drug Stores-Lee (Rexall); Long's; Payless; Thrifty; Raley's Superstore.
Chain Supermarkets-Safeway 3; Holiday 3; Lucky Mkt.; Raley's.
Other Chain Stores-Firestone; McMahan's (furniture); Sherwin-Willimas; Grand Auto; Goodyear; Hickory Farms; Weisfield's Jewelers; Zales Jewelers; Johnson Shoes; FISCO Farm Store; Kauffman's; Handy Andy; Cutlery World; Kragen Auto Stores; Grossman's; Color Tile; Big 5 Sporting; McCurry Camera; Wherehouse Entertainment; PV Ranch & Home; B. Dalton Bookseller; Brooks Fashions; Millers Outpost; House of Fashions; Tower Books/Records; Big O Tires.

14 - NEWSPAPERS: ENTERPRISE-RECORD (e) 30,142; (S) 31,270; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Milton Moore, Adv. Dir., ENTERPRISE-RECORD, 400 E. Park Ave., PO Box 9, Chico, CA 95927; Tel. (916) 891-1234.
National Representative: Papert Companies.

COLUSA

1 - LOCATION: Colusa County. E&P Map B-3. County Seat. On Sacramento River, 45 mi. NW of Sacramento; 29 mi. W of Marysville.

2 - TRANSPORTATION: Railroads-Southern Pacific; Delta Freight Line.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 90 Cen. 4,934; E&P 92 Est. 5,106
County 90 Cen. 16,275; E&P 92 Est. 17,396

4 - HOUSEHOLDS:
City 90 Cen. 1,743; E&P 92 Est. 1,804
County 90 Cen. 5,836; E&P 92 Est. 6,238

5 - BANKS	NUMBER	EST. DEP.
Savings	5	$15,000,000
Commercial	2	N.A.

6 - PASSENGER AUTOS: Colusa County 8,849.

7 - ELECTRIC METERS: County 6,850.

8 - GAS METERS: County 3,500.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food (Seasonal) 150-2,000; Cable Equip. 300.
Principal Pay Days-1st & 15th; Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-86; Summer 55-108; Fall 41-84; Winter 40-78.

11 - TAP WATER: Alkaline, soft, not fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Market; 3 on Fifth; 2 on Sixth.
Neighborhood Shopping Centers-2 blocks on Fremont St.; Country Plaza, 1/2 mile, 4 units.
Principal Shopping Days-Thur., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Worsley's.
Variety Store-X.S.
Chain Supermarkets-Ranch Market; Shop 'N Save; Chung Sun Grocery; Frank's Market.
Other Chain Stores-Western Auto; Diamond National; Montgomery Ward; Sears (catalog).

14 - NEWSPAPERS: SUN-HERALD (e-mon to fri) 3,000; sworn Feb. 13, 1991.
Local Contact for Advertising and Merchandising Data: Darell Phillips, Pub., SUN-HERALD, 210 Sixth St., Colusa, CA 95932; Tel. (916) 458-2121.
National Representative: None.

CORNING

1 - LOCATION: Tehama County. E&P Map B-3. Residential center, 114 mi. NNW of Sacramento; 169 mi. N of San Francisco; 5 mi. W of Sacramento River. Interstate 5.

2 - TRANSPORTATION: Railroad-Southern Pacific.
Bus Line-Greyhound.
Airline-Charter Air Service.

3 - POPULATION:
Corp. City 90 Cen. 5,870; E&P 92 Est. 6,095
County 90 Cen. 49,625; E&P 92 Est. 53,067
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 2,074; E&P 92 Est. 2,154
County 90 Cen. 16,775; E&P 92 Est. 17,939

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: Tehama County 25,122.

7 - ELECTRIC METERS: Residence 2,402.

8 - GAS METERS: Residence 2,245.

9 - PRINCIPAL INDUSTRIES: Olive Packing; Lumbering; Wood Working; Tourism; Truck Stops; Hunting & Fishing.

10 - CLIMATE: Max. Temp. 121; Min. Temp. 16.

11 - TAP WATER: Alkaline, medium.

12 - RETAILING: Principal Shopping Centers-Solano St; Olive Plaza; Heritage Square.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Sundays-Grocery; Drug; Restaurants.

13 - RETAIL OUTLETS: Department Stores-Mari's; Petro Plaza Store; The Shoe Tree; R. Barc.; McDonald's; Burger King.
Variety Stores-Sprouse-Reitz; Babb's Variety; Coronet.
Chain Supermarkets-Safeway; Holiday; Nuway.

14 - NEWSPAPERS: OBSERVER (e-mon to fri) 2,232; sworn Oct. 12, 1990.
Local Contact for Advertising and Merchandising Data: Dorth Foster, Adv. Dir., OBSERVER, 701 Fifth St.; PO Box 558, Corning, CA 96021; Tel. (916) 824-5464; (800) 540-4236; FAX (916) 824-4804.
National Representative: None.

COVINA
See SAN GABRIEL VALLEY

DAVIS

1 - LOCATION: Yolo County (In Sacramento MSA). E&P Map B-4. 14 mi. W of Sacramento. On I-80, California, near -113 Home of University California, Davis.

2 - TRANSPORTATION: Railroads-Southern Pacific; Amtrak; Transcontinental.
Intercity Bus Lines-Greyhound; UCD London Bus System; Yolo Bus.
Airlines-All major airlines at Sacramento Metro Airport (20 mi.).

3 - POPULATION:
Corp. City 90 Cen. 46,209; E&P 92 Est. 48,123
NDM-ABC: (80) 101,005
County 90 Cen. 141,092; E&P 92 Est. 150,301
MSA 90 Cen. 1,481,102; E&P 92 Est. 1,595,953

4 - HOUSEHOLDS:
City 90 Cen. 16,327; E&P 92 Est. 17,004
NDM-ABC: (80) 35,090
County 90 Cen. 44,736; E&P 92 Est. 47,656
MSA 90 Cen. 522,808; E&P 92 Est. 563,358

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	N.A.
Commercial	5	N.A.

6 - PASSENGER AUTOS: Yolo County 72,229.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lucky Ctr.(10)	NA	Lucky Grocery Store
Davis Manor(8)	NA	Albertson's, Grand Auto
G Street Mall(7)	NA	Radio Shack, Davis Food Co-op
University Mall (22)	NA	Payless Safeway, Wherehouse, Waldenbooks
Oak Tree Plz.(11)	NA	Long's Drug, Safeway
South Davis(7)	NA	Nugget Mkt.
West Davis Market Pl.	NA	Safeway, Long's Drug, McCaulou's, Jenny Craig, Big 5, Pet Co.

13 - RETAIL OUTLETS: Department Store-McCaulou's.
Chain Drug Stores-Payless; Long's.
Chain Supermarkets-Safeway 2; Albertson's; Lucky; State Mkt. 2; Nugget Mkt.

14 - NEWSPAPERS: THE DAVIS ENTERPRISE (e-mon to fri; S) 10,645; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Allison Perkes-Felcher, Adv. Dir., THE DAVIS ENTERPRISE, PO Box 1470, Davis, CA 95616; Tel. (916) 756-0800.
National Representative: U.S. Suburban Press.

EL CAJON

1 - LOCATION: San Diego County (In San Diego MSA). E&P Map E-8. SW corner of state.

2 - TRANSPORTATION: Railroad-Amtrak.
Motor Freight Lines-14.
Intercity Bus Lines-San Diego Transit System; Trailways; Greyhound.
Airlines-American; Continental; Delta; PSA; Sun-Aire; United; C&M; Southwest; America West; Republic; Ozark; Imperial; TWA; Pan Am; Eastern; Mexicana.

3 - POPULATION:
Corp. City 90 Cen. 88,693; E&P 92 Est. 91,653
CZ-ABC: (80) 118,599
RTZ-ABC: (80) 185,154
County/MSA 90 Cen. 2,498,016; E&P 92 Est. 2,690,881
City & RTZ-ABC: (80) 303,753
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 31,339; E&P 92 Est. 32,385
County/MSA 90 Cen. 796,962; E&P 92 Est. 858,493
CZ-ABC: (80) 44,110
RTZ-ABC: (80) 69,448
City & RTZ-ABC: (80) 113,558

5 - BANKS	NUMBER	DEPOSITS
Commercial	14	N.A.
Savings & Loan	14	N.A.

6 - PASSENGER AUTOS: San Diego County 1,376,388.

7 - ELECTRIC METERS: 125,983.

8 - GAS METERS: 86,968.

9 - PRINCIPAL INDUSTRIES: Light to medium manufacturing, industrial; 20.8% residents work in El Cajon; 34% in San Diego (aircraft, shipbuilding); balance work in county area; Av. Wkly. Wage $259.

10 - CLIMATE: Av. Annual Temp.-62.4. Mild climate year round.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bostonia(9)	NA	
El Cajon(18)	NA	Von's, Target
El Cajon II(8)	NA	Von's, Thrifty Drug
Fletcher Hills (42)	NA	Discount Fabrics
Madison Plz.(10)	NA	Von's, TG&Y
Parkway Plz. (115)	NA	Penneys, Sears, May Co., Woolworth, Mervyn's
Town & Country(15)	NA	Von's
Valley Chase	NA	TG&Y
1st & Main	NA	Food Basket, Sav-On
Grossmont(107)	NA	Broadway, Mont. Ward, Food Basket, Bullocks, Buffums
College Grove	NA	Long's, Mervyn's, Von's, JCPenney
E. Main Plaza	NA	Food Basket, Rexall

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Mon., Thur., & Fri. to 9.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Focus; Montgomery Ward; Broadway; Sears; May Co.; Bill Gamble's; C&R Clothiers; Wild West; The Gap; Lane Bryant; Marsi's; Bullocks; Buffums; Mervyn's; Clothing Clearance Ctr.

Discount Stores-Gemco; K mart; Best Co.; Federated; Home Club; Price Club; Home Depot; Paint Factory.

Variety Stores-TG&Y; Woolworth; Moskatel's; Target.

Chain Drug Stores-Thrifty; Long's; Sav-On; Payless; Knapp; Target.

Chain Supermarkets-Alpha Beta; Safeway; Food Basket; Big Bear; Von's; Boneys; Target; Ralph's.

Other Chain Stores-Auto Accessories: Dorman's, Pep Boys, Firestone, Western Auto, Goodyear, Checker Auto, Chief Auto Parts, Kragen, Car Quest; Jewelry: Koven's, Lawson; Shoes: Kinney, Thom McAn, Gallenkamps; Furniture: McMahan's, Furniture 2000, Jerome's, Family Furniture, La-Z-Boy; Home Improvement: Dixieline, Builder's Emporium, Levitz, Boise Cascade; Silo; 7-Eleven; Circle K; AM-PM Mini Mkts.

14 - NEWSPAPERS: CALIFORNIAN (e) 22,987; (S) 24,651; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Arthur Phelps, Natl./Co-op/Oper. Mgr., CALIFORNIAN, 1000 Pioneer Way; PO Drawer 1565, El Cajon, CA 92022; Tel. (619) 442-4404.

National Representatives: U.S. Suburban Press; Papert Companies.

EL CENTRO

1 - LOCATION: Imperial County, E&P Map F-8. 115 mi. E of San Diego, 220 mi. SE of Los Angeles. U.S. Hwy. 86; State Hwys. 78, I-8, 79 & 111; 60 mi. W of Yuma, AZ; 10 mi. N of Mexicali, Baja CA.

2 - TRANSPORTATION: Railroads-Southern Pacific; San Diego & Arizona Eastern (freight only).

Motor Freight Carriers-45.

Intercity Bus Lines-Greyhound; Continental Trailways.

Airline-Sunaire (commuter).

3 - POPULATION:

Corp. City 90 Cen. 31,384; E&P 92 Est. 32,862
NDM-ABC: (80) 61,262
County 90 Cen. 109,303; E&P 92 Est. 115,560

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 11,089; E&P 92 Est. 11,611
County 90 Cen. 45,708; E&P 92 Est. 48,324
NDM-ABC: (80) 17,952

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	3	N.A.
Commercial	6	$259,430,000

6 - PASSENGER AUTOS: Imperial County 60,017

7 - ELECTRIC METERS: County 33,927

8 - GAS METERS: County 16,670

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agriculture is principal industry with 365-day growing season. County ranks 4th in dollar volume nationally. Irrigation District 960 ($345); County Employees 840 ($325); Fruit & Veg. Packers 3,000 ($650 to $900); Sugar 450 ($550); Gypsum 185 ($450); U.S. Naval Air Facility. Geothermal Energy (An exceedingly large field is now under development for power generation, fresh water, and potential industrial uses.) Exploration nearby is being conducted by San Diego Gas & Elect., So. Cal. Edison, State Dept. of Resources and a number of major oil companies. Test power plants on-line & under development in various locations. County Geothermal potential 4,000 M.W. The city is experimenting with non-electrical geothermal applications.

Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-86; Summer 70-115; Fall 57-89; Winter 23-86. First killing frost, Nov. 15; last killing frost, Feb. 2.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Main St. plus 5 shopping centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
El Centro(22)	NA	Sears, Mervyn's, Zales, Millers Outpost
Valley Plaza(50)	NA	Woolworth, JCPenney, Kinney Shoes

Principal Shopping Days-Thur., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Yellow Mart; K mart; Mervyn's, Millers Outpost; Roberts.

Variety Stores-Woolworth; Six Star.

Chain Drug Stores-Thrifty; Rexall; El Centro 2; Long's.

Chain Supermarkets-Von's; Cook's 3.

Other Chain Stores-Town Shop; Payless Shoes; McMahan; Firestone; Imperial 3; Goodyear; Kragen Auto; Valley Auto Supply; Winston's; Brooks; Henry's; George's; Smith's; S&H Green Stamps; Radio Shack 2; Chief Auto; Zales; Kids Mart; Clothesline; Kay Bee Toys; Rent To Own.

14 - NEWSPAPERS: IMPERIAL VALLEY PRESS (e-mon to fri) 12,008; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: John Yanni, Adv. Mgr., IMPERIAL VALLEY PRESS, 205 N. 8th St.; PO Box 2770, El Centro, CA 92244; Tel. (619) 352-2211; FAX (619) 353-3003.

National Representative: Branham/Newspaper Sales.

ESCONDIDO

1 - LOCATION: San Diego County (In San Diego MSA). E&P Map E-8. Commercial, Fin., light indust., high tech, agric. and dairy ctr. SW part of state. 110 mi. SE of Los Angeles; 30 mi. N of San Diego. Junction of U.S. I-15 and State Hwy. 78.

2 - TRANSPORTATION: Railroads-AT & Santa Fe.

Motor Freight Carriers-9.

Intercity Bus Lines-Greyhound; Palomar-Oceanside; San Diego-Escondido and North County Transit.

Airlines-29 mi. to San Diego Intl. Airport

3 - POPULATION:

Corp. City 90 Cen. 108,635; E&P 92 Est. 117,491
CZ-ABC: (80) 104,190
RTZ-ABC: (80) 138,175
County/MSA 90 Cen. 2,498,016; E&P 92 Est. 2,690,881
City & RTZ-ABC: (80) 242,365

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 38,385; E&P 92 Est. 41,514
County/MSA 90 Cen. 796,962; E&P 92 Est. 858,493
CZ-ABC: (80) 38,559
RTZ-ABC: (80) 48,825
City & RTZ-ABC: (80) 87,384

5 - BANKS	NUMBER	EST. DEP.
Commercial	79	N.A.
Savings & Loan	67	N.A.

6 - PASSENGER AUTOS: San Diego County 1,376,388

7 - ELECTRIC METERS: Residence 34,206

8 - GAS METERS: Residence 22,926

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Aircraft Tools 250; Bldg. Materials Mfg. 200; Clothing Mfg. 360; Electronics 3,951; Fab. 133; Food Proc. 242; Golf Equip. 350; Machine Prods. 185; Medical & Dental Supplies 717; Plating 206; Radio/TV Mfg. 1,005; Marine Prods. Res. 115; Misc. 282. Total 133 Industrial Plants.

Principal Industrial Pay Days-Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-71; Summer 52-88; Fall 46-76; Winter 38-68.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-12 blocks on Grand Ave.; 6 on Second Ave.; 14 on E. Valley Pkwy.; 8 on W. Valley Pkwy.; 15 on Escondido Blvd.; 4 on Broadway; 2 on laterals leading into above streets; 16 on Valley Pkwy.; North County Fair, 83 acres, on I-15 and Via Rancho Pkwy., 190 stores and restaurants; Escondido Promenade, acres at I-15, W. Valley Pkwy.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Escondido(12)	NA	Thrifty Drug, Alpha Beta
Escondido Sq.	NA	Thrifty Drug, Lucky
Escondido Vlg. Mall(75)	NA	Millers Outpost, Fedco, Wherehouse, Big 5 Sporting Goods
Felicita Plz.(26)	NA	Von's
Felicita Vlg.(40)	NA	Von's
Civic Center Plz.(16)	NA	Mont. Ward, Ross, Newberry, Builders Emporium
Town & Country	NA	Long's Drugs, Pic 'N Save
Trafalgar Sq. (15)	NA	Century 21
Valley Plz.(20)	NA	
The Vineyard(65)	NA	Sam Goody's, Acapulco
Washington Sq. (14)	NA	
Del Norte	NA	Von's, Sav-On, Newberry's
Ferrara Plz.	NA	Ralph's, Sav-On
Plaza Las Palmas	NA	Circuit City, Marshalls, Clothestime
Escondido Promenade	NA	Mervyn's, Target, Sam Goody, T.J. Maxx, Toys 'R' Us, Kids 'R' Us

Principal Shopping Days-Sun., Fri., Sat.

Stores Open Evenings-Major stores-every week night.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; K mart; Montgomery Ward; May Co.; Nordstrom; Robinson's; Mervyn's; Target; Fedco; Broadway; Boston Stores; Home Depot Home Club.

Variety Store-Newberry's.

Discount Stores-Pic 'N Save; Price Club.

Chain Drug Stores-Thrifty; Sav-On; Long's; Payless.

Chain Supermarkets-Von's 5; 7-Eleven 6; Lucky; Alpha Beta; Albertson's; Ralph's; Fedco; AM/PA Mini Market; Big Bear.

Other Chain Stores-McMahan's Furn.; Levitz; Silo; Fashion Conspiracy; Shoes: Kinney, Streicher's, Koby, Payless 4, Thom McAn, Famous Footwear, Florsheim, Leed, Naturalizer, Stride Rite; Fabrics: House of Fabrics, Golden State, Embassy, Singer; Hickory Farms of Ohio 2; Builder's Emporium; Goodrich Surplus; Motherhood Maternity; C&R Clothiers; Appliance TV City; Lawson's; Thearle's Music; Thearle's Music; Ortho Mattress; Radio Shack 3; Shelli's; Colortile; General Nutrition; Checker Auto; Michael's; Millers Outpost 2; Sprouse-Reitz; Dorman's The Bedroom; Orange Julius; Woolworth; Home & Garden; Ross For Less; Jewelers: LeRoy's, Jessop's, Zales, Larson; Paint: Frazee's, Standard Brands, Sinclair; Lumber: Pine Tree, Dixieline, Escondido Lumber; Tires: Firestone, Winston, Trainer, L & M Goodyear; Jacobson's; Marshalls; Charlotte Russe; Contempo Casuals; Lane Bryant; Lanz of California; Cal Stores; Lerner; Victoria's Secret; The Gap; Jeans West; Harris & Frank; Clothestime; Diamond Designs; Slavicks; Big 5; Oshman's; Tandy Leather; Wherehouse; Jack's; Sam Goody's 2; Crown Books; Aaron Bros.; Circuit City.

14 - NEWSPAPERS: TIMES ADVOCATE (e-mon to sat) 40,516 (S) 43,162; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Mary Jacobus, Sale/Mktg. Dir., TIMES-ADVOCATE, 207 E. Pennsylvania Ave., Escondido, CA 92025; Tel. (619) 745-6611.

National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

EUREKA

1 - LOCATION: Humboldt County, E&P Map A-2. County Seat. On E side of Humboldt Bay, 284 mi. N of San Francisco. Redwood Hwy. U.S. 101; Fortuna-Redbluff Hwy.; Hwy. 36; Hwy. 299 Redding. Lumber, tourism, commercial fishing, dairy, agriculture, Humboldt State University, College of the Redwoods.

2 - TRANSPORTATION: Motor Freight Carriers-10.

Intercity Bus Lines-Greyhound; Eureka Transit.

Airlines-United; American Eagle.

3 - POPULATION:

Corp. City 90 Cen. 27,025; E&P 92 Est. 27,599
CZ-ABC: (80) 42,373
RTZ-ABC: (80) 84,369
County 90 Cen. 119,118; E&P 92 Est. 124,372
City & RTZ-ABC: (80) 126,742

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 9,549; E&P 92 Est. 9,752
County 90 Cen. 39,504; E&P 92 Est. 41,246
CZ-ABC: (80) 16,835
RTZ-ABC: (80) 31,521
City & RTZ-ABC: (80) 48,356

5 - BANKS	NUMBER	EST. DEP.
Comm. & Sav.	22	$275,000,000
Savings & Loan	4	$85,000,000

6 - PASSENGER AUTOS: Humboldt County 63,484

7 - ELECTRIC METERS: Residence 37,480

8 - GAS METERS: Residence 25,421

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber 5,550 ($400); Commercial Fishing 1,775 ($230); Constr. 1,150 ($600); Mfg. 3,525 ($400).

Principal Pay Days-Fri.; Lumber & Mfg.-10th & 25th; Dairy-15th; Constr.-Mon.; Commercial Fishing-Wed.; County-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-56; Summer 51-61; Fall 48-60; Winter 42-54.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on 5th; 5 blocks on 4th; 4 blocks on F; 3 blocks on 3rd and 4 blocks on 2nd.

Neighborhood Shopping Center-6 blocks at Henderson and F Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Henderson	2	Schafer's Hdwe., Food Mart

Myrtle Towne	2	Coast-to-Coast, Myrtletown Pharmacy
Broadway	1	Eureka Mkt., Pay 'N Pak, K mart
The Eureka Mall(30)	2	Payless Drug, Safeway, Newberry
Burre Center	1	Long's Drug
McKinleyville	15	Food Mart, Safeway, Sprouse-Reitz
Uniontown	7	Value Giant, Safeway
Valley West	13	Sprouse-Reitz, Thrift Drugs, Beno's, Sentry Mkt.
Redwood Village	15	Safeway, Thrifty Drugs, Beno's, Sprouse-Reitz
Bayshore Mall(67)	3	JCPenney, Mervyn's, Longs Drugs, Gottschalk's, Sears
Mall 101	2	Payless, Beno's, Mark & Save

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Dept.-Fri.; Food-nightly.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Sears; Daly's; Beno's; K mart; Mervyns; Gottschalk's.
Variety Stores-Newberry's, Woolworth; Roberts; Sprouse-Reitz; Shafer's; Ace Hardware.
Discount Stores-Pay 'N Pak; K mart.
Chain Drug Stores-Rexall; Long's; Red Cross 2; Ritchie Wood Rx 3; Payless; Thrifty.
Chain Supermarkets-Safeway 6; Food Mart 3; Murphy's Markets 2; Larry's; Sentry Mkt.; Mark & Save.
Other Chain Stores-Firestone; W.P. Fuller (paint); Sherwin-Williams; Jenkel & Davidson (optical); Singer Co.; Fashion Crossroads; Weisfield's; Merksamer; Hudson; Goodman; Lee's Jeweler; Fred Myer; (jewerly and home appl.); Kinney Shoes; McMahan's Furn.; Coast-to-Coast.

14 - NEWSPAPERS: TIMES-STANDARD (e) 22,685; (S) 25,042; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Judith Pollace, Adv. Sales Mgr., TIMES-STANDARD, PO Box 3580, Eureka, CA 95501; Tel. (707) 442-1711.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee; Thomson Newspapers.

FAIRFIELD-SUISUN

1 - LOCATION: Solano County, E&P Map B-4 (In Vallejo-Fairfield-Napa PMSA), County Seat. Agric., industry & Travis AFB. 47 mi. NE of San Francisco; 50 mi. SW of Sacramento; U.S. Hwys. 80, 680; State Hwy. 12.

2 - TRANSPORTATION: Railroad-Southern Pacific.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Vaca Valley.

3 - POPULATION:
Corp. Cities 90 Cen. 99,897; E&P 92 Est. 106,039
Fairfield 90 Cen. 77,211; E&P 92 Est. 81,033
Suisun 90 Cen. 22,686; E&P 92 Est. 25,006
CZ-ABC: (80) 58,003
RTZ-ABC: (80) 64,210
County 90 Cen. 340,421; E&P 92 Est. 370,501
PMSA 90 Cen. 451,186; E&P 92 Est. 486,406
City & RTZ-ABC: (80) 122,213

4 - HOUSEHOLDS:
Cities 90 Cen. 35,298; E&P 92 Est. 37,468
Fairfield 90 Cen. 27,282; E&P 92 Est. 28,632
Suisun 90 Cen. 8,016; E&P 92 Est. 8,836
CZ-ABC: (80) 19,631
RTZ-ABC: (80) 19,770
County 90 Cen. 121,312; E&P 92 Est. 132,032
PMSA 90 Cen. 161,315; E&P 92 Est. 173,891
City & RTZ-ABC: (80) 39,401

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	14	N.A.
Savings & Loan	8	$53,000,000

6 - PASSENGER AUTOS: Solano County 181,039

7 - ELECTRIC METERS: Residence 22,486

8 - GAS METERS: Residence 23,621

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-County 515 ($195); Air Force Base 311 ($333); Explosives 135; Agric. 500; Misc. Industry 300; Beer 630; Metal Cans 259; Plastic Bottles 584; Indust. Pumps 260; Food & Dairy 175; Prefab. Homes 50; Explosive Division 200.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Summer high-86; Winter low-36.

11 - TAP WATER: Moderately hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on W Texas and 14 blocks on N Texas; K mart Shpg. Ctr.; Raley Shpg. Ctr. on Holiday Lane and Travis Blvd.; Mission Vlg., N Texas; Solano Mall.

Principal Shopping Days-Mon., Thur., Fri., Sat., Sun.

Stores Open Evenings-Nightly exc. Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Mervyn's; Emporium-Capwells; Sears; Macy's.
Discount Stores-Warehouse; K mart; Food and Hardware; Ardans; Builder's Emporium.
Chain Drug Stores-Longs; Thrifty; Raley; Walgreens.
Chain Supermarkets-Safeway, Lucky 2; Campos Food Fair; Raley; Albertson's.
Other Chain Stores-Gensler-Lee; Goodyear; Diamond National; Grossman's; Wicke's Lbr.; Radio Shack; Grand Auto; Firestone; Warehouse Records; Kragan Auto; Smith's; Millers Outpost; Zales; Granat Bros.; Samuels; The Gap; Richman Bros.; Gingiss Formalwear; Jumping Jack Shoes; Kinney Shoes; Huston's Florsheim.

14 - NEWSPAPERS: REPUBLIC (m-mon to sat) 20,024; (S) 21,967; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Larry Womack, Adv. Dir., REPUBLIC, 1250 Texas St.; PO Box 47, Fairfield, CA 94533; Tel. (707) 425-4646.
National Representative: Papert Companies.

FREMONT-NEWARK

1 - LOCATION: Alameda County (In Oakland PMSA). E&P Map B-5. Manufacturing, agricultural, residential. In San Francisco Bay area, 25 mi. S of Oakland; 15 mi. N of San Jose.

2 - TRANSPORTATION: Railroads-Southern Pacific; Union Pacific.
Motor Freight Carriers-50 common carriers; over 250 radial carriers.
Intercity Bus Lines-Greyhound; Peerless; Bay Area Rapid Transit Terminal.
Nearby Airports-Metropolitan Oakland Intl. (22 mi.); San Jose Municipal (16 mi.); San Francisco Intl. (35 mi.); Hayward (12 mi.); Fremont; Sky Sailing.

3 - POPULATION:
Corp. Cities 90 Cen. 211,200; E&P 92 Est. 220,626
Fremont 90 Cen. 173,339; E&P 92 Est. 181,618
Newark 90 Cen. 37,861; E&P 92 Est. 39,008
County 90 Cen. 1,279,182; E&P 92 Est. 1,346,791
PMSA 90 Cen. 2,082,914; E&P 92 Est. 2,199,848
CZ-ABC: (80) 203,477
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 90 Cen. 74,626; E&P 92 Est. 77,956
Fremont 90 Cen. 61,248; E&P 92 Est. 64,173
Newark 90 Cen. 13,378; E&P 92 Est. 13,783
County 90 Cen. 409,503; E&P 92 Est. 431,146
PMSA 90 Cen. 682,554; E&P 92 Est. 720,955
CZ-ABC: (80) 65,266

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	12	N.A.
Commercial	36	N.A.

6 - PASSENGER AUTOS: Alameda County 886,647

7 - ELECTRIC METERS: Fremont 72,224; Newark 15,319

8 - GAS METERS: Fremont 56,441; Newark 11,972

9 - PRINCIPAL INDUSTRIES: (Fremont)-Food Distribution 400; Salt Mfg. 435; Misc. Mfg. 1,025; Electronic Equip. 1,400; Gas and Electric Meters; Car Mfg. 2,500; Toy Mfg. 350.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-67; Summer 54-75; Fall 49-73; Winter 38-58.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Brookvale Ctr. (24)	1	Long's Drug, Lucky, Liquor Barn
Cabrillo Pk.(13)	1	Kragen Auto
Center Sq.(11)	1	Specialty Shops
Crossroads(11)	2	Fry's Foods
Paseo Padre(10)	2	Fry's Foods
Franciscan Ctr.(12)	6	Ace Hardware
Fremont Plz.(21)	1	Payless, Nob Hill, Thrifty
Fremont Fashion Center(34)	1	Raley's
Fremont Hub(96)	1	Mont. Ward, Safeway, Long's, Ross, Home Express
Glenmoor Ctr.(47)	1	Fremont Market
Meadow Sq.(13)	3	Fry's Foods
Mission Ranch Center(11)	3	Specialty Shops
Mission Valley(6)	3	Lucky Mkt.
Monument(9)	3	Lucky Mkt.
Mowry Plz.	1	Service Mdse.
Century Plz.(16)	3	Specialty Shops
Sundale Ctr.(13)	2	
Town Fair Ctr.	1	Specialty Shops
Newark West	NA	Raleys
Newark Market Place	NA	Safeway, Drug Emporium, Orchard Supply
Tri-City Ctr.(28)	3	Tri-City Sporting Goods
Rosemont Sq.(13)	1	Lucky, Payless, Grand Auto
Lido Faire(30)	1	Thrifty, Safeway
Newark Sq.(12)	1	Specialty Shops
K mart Ctr.(7)	1	K mart, Pic 'N Save
New Park Mall (130)	1	Sears, Macy's, Emporium, Mervyn's, Walgreens, JCPenney
Villa Food Ctr.	1	Sarco, Specialty Shops
Mowry East	1	Cost Plus, NY Fabrics, Aaron Brothers Art Mart, Orchard Supply, Target
Sunset Village	1	Specialty stores
Walnut Plaza	1	-
Mowry/Highway 17	1	Pay 'N Pak, Marshalls, Western Appliance
Rickmart Center	3	
Safeway Center	3	Super Safeway
Irvington Sq.	4	Allied Auto
Duffle Plaza	NA	McDuff's, Drug Barn, Food-4-Less
New Park Plz.	1	Toys 'R' Us, Herman's, T.J. Maxx

Stores Open Evenings-Shopping centers, Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores-Emporium; Sears; Montgomery Ward; Mervyn's; Macy's; JCPenney
Variety Store-Woolworth.
Discount Stores-K mart; Home Express; Home Depot; Target.
Chain Drug Stores-Long's 2; Payless 2; Thrifty 3; Drug Barn, Drug Emporium.
Chain Supermarkets-Fremont Mkt.; Lucky 5; Safeway 3; Fry's 3; Nob Hill; Food-4-Less.
Other Chain Stores-Clothing: Ross, Goldman's, Frederick's, Casual Corner, Millers Outpost, Contempo, T.J. Maxx, Richman's; Jewelry: Crescent, J. Herbert Hall, Gordon's, Alexa; Tire & Auto: Goodyear, Firestone, Gerard, Grand Auto, Big 'O' Tires, Mark Morris, Kragen Auto, Winston Tires; Shoes: Kinney, Connie Shoes, Pickway Shoes, Hardy, Payless Shoe Source; Home Furnishings: Connolly's, Abbey Carpet, MMM Carpets, Brueners, Carpeteria, Conklin Bros.; Misc.: Orchard Supply, Big 5 Sporting Goods, House of Fabrics, Hermans Sports, Sofabed Warehouse, Toys 'R' Us, McDuffs, Target, Costco, Copeland's Sport, Radio Shack, Fabricland, House of Fabrics, The Good Guys, Office Club.

14 - NEWSPAPERS: THE ARGUS (m) 32,377; (S) 33,365; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Bonnie Cook, Adv. Mgr., THE ARGUS, 3850 Decoto Rd., Fremont, CA 94555; Tel. (415) 794-0111.
National Representative: Long & Associates.

FRESNO

1 - LOCATION: Fresno County (MSA). E&P Map C-5, County Seat. Agricultural, industrial, financial, retail and wholesale center. Internal Revenue regional processing center. 189 mi. from San Francisco; 221 mi. from Los Angeles. On U.S. Hwy. 99.

2 - TRANSPORTATION: Railroads-Southern Pacific; Sante Fe; Amtrak.
Motor Freight Carriers-31 interstate, 75 intrastate carriers with local terminals. Also 26 freight forwarders servicing the Fresno area.
Intercity Bus Line-Pac Greyhound.
Airlines-United; Delta; USAir; Sky West; United Express; American Eagle; American West.

3 - POPULATION:
Corp. City 90 Cen. 354,202; E&P 92 Est. 381,402
NDM-ABC: (80) 514,621
County/MSA 90 Cen. 667,490; E&P 92 Est. 715,015
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 125,154 E&P 92 Est. 134,764
County/MSA 90 Cen. 244,226; E&P 92 Est. 261,614
NDM-ABC: (80) 178,506

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	18	N.A.
Commercial	23	N.A.

6 - PASSENGER AUTOS: Fresno County 302,369

7 - ELECTRIC METERS: County 266,631

8 - GAS METERS: County 161,517

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-All Mfg. 25,200: Nondurable Goods 14,300, Durables 10,900; Trans. & Public Util. 12,800; Fin., Ins. & R.E. 13,700; Gov't 54,000; Ret. Trade 44,200; Whol. Trade 15,200; Servs. 45,000; Agric., Forestry & Fisheries 59,100; Constr. 14,000.
Principal Pay Days-Thur., Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Oct. 51-79; Jan. 37-54; Apr. 48-74; July 65-99. First killing frost, Dec. 24; last killing frost, Apr. 7.

11 - TAP WATER: Med. hard; fluoridated.

12 - RETAILING: Principal Shopping Areas--North Blackstone from Shields to Alluvial; Shaw Ave. from Hwy. 99 to Sanora; Shaw Ave. from Valentine to West; Shaw Ave. from Hwy. 41 to North First; Downtown Clovis; Downtown Fresno (Fulton Mall); Olive Ave. from Fruit to Van Ness (Tower District); Ventura/Kings Canyon from Fifth Ave. to Willow; Kings Canyon and Clovis Ave. (Sunnyside District); Butler and Chestnut.
Neighborhood Shopping Centers-Ashlan Park; Barnyard; Blackstone Plaza; Bonanza; Bullard Fair; Bullard Plaza; Bullard West; Chestnut; College Square; Country Plaza; Country Squire; Crossroads; Dry Creek; Farmers Market; Gettysburg Plaza; Manchester Mall; Midtown Plaza;

Mission Village; Pavilion West; Pepper Tree Village; Piccadilly; Princeton; Square; Rodeo Plaza; Saddleback Village; Shaw Villa; Tarpey Village; Times Square; Wild West Village.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fashion Fair (114)	5	Weinstock's, JCPenney, Macy's, Gottschalk's
Fig Garden(56)	7	Gottschalk's, Foodworld
Northgate(19)	8	K mart, Pic 'N Save
Manchester Center(115)	4	Gottschalk's, Long's Drugs, Sears, Home Express
Sierra Vista Mall(Clovis) (14)	NA	Target, Mervyn's, Gottschalk's
Eastgate(29)	5	K mart, Thrifty Drugs, Mayfair Market
Sunnyside Plz.	6	Payless, Safeway
Sunnyside Country Club	6	Von's
Cedar Tree Plz	8	Ollenbergers, Long's Drugs, Save-Mart
Fresno Shaw Plz.	5	Cost-Plus Imports
Clovis Town Ctr.	9	Von's, Newberry, Millers Outpost, Federated

Principal Shopping Days-Thur., Fri., Sat., Sun.

Stores Open Evenings-Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores-Gottschalk's 4; JCPenney; Montgomery Ward; Sears; Weinstock's; Macy's.

Discount Stores-K mart 3; Mervyn's; Best; Home Club; Home Express.

Variety Stores-Woolworth 2; Newberry 2; Sprouse-Reitz.

Chain Drug Stores-Long's 8; Thrifty 6; Payless 5; Drug Fair; Family Phcy. 2; Von's 6.

Chain Supermarkets-Safeway 2; Continental; Country Boy; Save Mart 12; Foodland 8; Hanoian's; Bad Boy; Gong's 2; Von's 6; Pak 'n Save; IGA 4; Costco.

Other Chain Stores-Apparel: Lerner Shops, Rodder's-Goldring 2, Berkeley's 2, Flagg Bros., Topps & Trousers, Coffees 2, Hodge & Son 2, Trend O'Fashion, Tall Fashions, Millers Outpost 5; Shoes: Lets Walk, Gallenkamp's 4, Kinney 3, Karl's, Burt's, Leeds, Queen's, Red Cross, S&K Allen's, Jarman's, Kushin; Automotive: Firestone, Goodrich, Pep Boys 3, Goodyear, Kragen's 5, Grand Auto 4, Chief 6; Furniture: R.B. Furn., McMahan's 3, Levitz, Breuner's, Sofa Factory 2, Copenhagen; Fashion Furniture, Yardage: House of Fabrics, Fashion Fabrics, Fabrics West; Candy: See's 3; Hardware: Fresno Ag, Orchard Supply 2, Lumberjack 2; Agriculture: Food Mach. & Chem., Quinn Co., Homelite, Grange.

14 - NEWSPAPERS: BEE (m) 154,589; (S) 187,541; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Vahe Simonian, Natl. Adv. Mgr., BEE, 1626 E. St., Fresno, CA 93786; Tel. (209) 441-6176.

National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

GILROY

1 - LOCATION: Santa Clara County (San Jose PMSA), E&P Map B-5. In extreme S area of county (Gilroy, Morgan Hill, and San Martin). 28 mi. from San Jose. 45 min. from Silicon Valley.

2 - TRANSPORTATION: Railroad-Southern Pacific.

Motor Freight Carriers-22.

Intercity Bus Lines-Greyhound; Santa Clara County Transit.

Airlines-American Airlines; Continental; Alaska Air; American Eagle; American West; Delta; Sky West; TWA; United; United Express; USAir. (Airport 30 mi. north).

3 - POPULATION:

Corp. City 90 Cen. 31,487; E&P 92 Est. 33,456
County/PMSA 90 Cen. 1,497,577; E&P 92 Est. 1,576,530
CZ-ABC: (80) 21,641
RTZ-ABC: (80) 31,019
City & RTZ-ABC: (80) 52,660

4 - HOUSEHOLDS:

Corp. City 90 Cen. 11,126; E&P 92 Est. 11,821
County/PMSA 90 Cen. 523,600; E&P 92 Est. 551,204
CZ-ABC: (80) 6,839
RTZ-ABC: (80) 9,153
City & RTZ-ABC: (80) 15,992

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: Santa Clara County 953,501

7 - ELECTRIC METERS: 26,500 in Gilroy, Morgan Hill & San Martin

8 - GAS METERS: 18,300 in Gilroy, Morgan Hill & San Martin

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food Proc. 3,300; Mfg. 3,500; Ret. 3,300; Serv. 3,400; Whol. 1,600; Fin., Ins. & R.E. 1,900.

Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-69; Summer 56-82; Fall 51-74; Winter 41-58.

11 - TAP WATER: Hard, low chlorine, low alkaline.

12 - RETAILING: Principal Shopping Centers-Downtown and South Valley Shpg. Ctr. Tennant Station (Morgan Hill), Vineyard Center (Morgan Hill).

Neighborhood Shopping Centers-Town Plz.; Gilroy Plz.; Westwood; Hecker Pass; Downtown Morgan Hill; Nob Hill Ctr.

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Fords; Sears.

Discount Store-K mart.

Variety Stores-Newberry; Sprouse-Reitz; Six Star Factory Outlet.

Chain Drug Stores-Long's; Bill's; Payless; Thrifty.

Chain Supermarkets-Alpha Beta; Luckys; Nob Hill; Safeway; Food Villa; 7-Eleven.

Other Chain Stores-Kinney Shoes; Shoe Stop; Firestone; Winston Tires; Dick Bruhns; Goodyear; Kragens; McMahan's; Western Auto; Orchard Supply Hardware; Santa Cruz Lumber; Scarborough Lumber.

14 - NEWSPAPERS: THE DISPATCH (e-mon to fri) 6,204; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Gayle Mondo, Adv. Dir., THE DISPATCH, 6400 Monterey; PO Box 22365, Gilroy, CA 95021; Tel. (408) 842-6411.

National Representative: Papert Companies.

GLENDALE

1 - LOCATION: Los Angeles County, E&P Map D-7 (In Los Angeles-Long Beach PMSA). Approx. 7 mi. N of the city of Los Angeles. Situated in the SE part of the San Fernando Valley. Comprises an area of 30.5 sq. mi.

2 - TRANSPORTATION: Railroads-Southern Pacific; Amtrak.

Motor Freight Carriers-15.

Intercity Bus Lines-Continental-Greyhound; Tanner Grey Lines; RTD.

Airlines-Air West; Air California; Continental; Hollywood-Burbank; Delta; Western; United; Alaska. Plus 11 major airlines into L.A. Intl. Airport.

3 - POPULATION:

Corp. City 90 Cen. 180,038; E&P 92 Est. 188,234
County/PMSA 90 Cen. 8,863,164; E&P 92 Est. 9,573,801

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 63,615; E&P 92 Est. 66,510
County/PMSA 90 Cen. 3,127,928; E&P 92 Est. 3,378,721

5 - BANKS	NUMBER	DEPOSITS
Comm. & Savings	21	$567,676,000
Savings & Loan	24	$2,033,335,000

6 - PASSENGER AUTOS: Los Angeles County 4,778,180

7 - ELECTRIC METERS: Residence 68,886

8 - GAS METERS: 54,486

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric., Forestry & Fisheries 200; Constr. 5,200; Food Prods. 2,100; Fab. Metals 3,300; Elect. Mach. 1,700; Equip. 1,350; Instruments 2,600; Other Mfg. 14,900; Trans., Commun. and Util. 1,900; Whol. and Ret. Trade 17,200; Fin., Ins. and R.E. 3,300; Service 14,200; Gov't 5,600.

Principal Pay Days-Fri., 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-98; Summer 52-105; Fall 37-101; Winter 38-88. Av. rainfall-17.5 in.

11 - TAP WATER: Neutral medium hard. Metro water 152 parts per million; 8.82 grains per gal.

12 - RETAILING: Principal Shopping Centers-8 blocks on Brand; 5 blocks on Broadway; 6 blocks on Central; 2 blocks on Wilson; 4 blocks on Colorado & Broadway; Glen. Galleria 34.7 acres.

Neighborhood Shopping Centers-8 blocks on Glendale Ave.; Adams Sq. Area; 3 blocks on N Pacific from Glenoaks N; Kenneth Rd. & Grandview; Chevy Chase & Verdugo; Cracker Barrel Shopping Center, 1200 S Glendale Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Montrose	4	Hale's, Safeway
Chaseway	2	Alpha Beta
Eagle Rock	2	May Co., Mont. Ward
Glen. Galleria (238)	NA	Broadway, JCPenney, Mervyn's, Nordstrom, Buffum's
Glendale Fashion	NA	J.W. Robinson's
Glendale Plaza	NA	Thrifty Drug

Principal Shopping Days-Wed., Thur., Fri.

Stores Open Evenings-Dept.: 6 nights; Food: Every night; Others: Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Robinson's; May Co.; Montgomery Ward; Broadway; Buffum's; Nordstrom; Mervyn's.

Discount Stores-Lucky; Value Center; K mart.

Variety Stores-Woolworth; S.H. Kress.

Chain Drug Stores-Thrifty 2; Osco/Sav-On.

Chain Supermarkets-Safeway 6; Albertson's 3; Ralph's 2; Jim & Gil's; Von's 2; Alpha Beta; Lucky 2; Hughes 2; Phil's.

Other Chain Stores-Auto Supply: Firestone, Goodyear, General, Pep Boys; Paint: Dunn-Edwards, Fuller Paints, General Paints, Pittsburgh Paints, Sherwin-Williams; Candy: Curries, See's; Men's and Women's Clothing: Judy's, Baxter Bros., Bruno's, Eagleson's, C&R Clothiers, Millers Outpost, Clothes for Eve, Joseph Magnin, The Gap, Harris & Frank, Hartfields, Modern Women, Zeeman's; Furniture: Barker Bros., Levitz, Riviera Convertible Sofas, RB, Maple Shops, McMahan's; Jewelers: Brand, J. Herbert Hall, Zales, Slavick's; Misc.: Hickory Farms, Singer Co.; Shoes: C.H. Baker, Bernett's, Karl's, Leed's, Thom McAn, Roe, Mandel's, Ryan, Buster Brown, Draper's, Wetherby Kayser, Waltah Clark, J. Magnin, Payless, Fayva.

14 - NEWSPAPERS: NEWS-PRESS (m) 10,448; (m-sat) 14,510; Sept. 30, 1990 VAC.

Local Contact for Advertising and Merchandising Data: Bob Page, Pub., NEWS-PRESS, 111 N. Isabel; PO Box 991, Glendale, CA 91206; Tel. (818) 241-4141.

National Representatives: Landon Associates; U.S. Suburban Press.

GRASS VALLEY

1 - LOCATION: Nevada County, E&P Map C-4. Ranching, recreation, historic gold area. E central part of state; Sierra Nevada foothills. 60 mi. N of Sacramento; 37 mi. E of Marysville. At junction of State Hwys. 20, 49; about 12 mi. N of I-80.

2 - TRANSPORTATION: Airline-Nevada County Airpark.

Motor Freight Carriers-6.

Intercity Bus Lines-Gold County Stage; Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 9,048; E&P 92 Est. 9,518
NDM-ABC: (80) 45,949
County 90 Cen. 78,510; E&P 92 Est. 85,980

4 - HOUSEHOLDS:

City 90 Cen. 3,197; E&P 92 Est. 3,363
NDM-ABC: (80) 17,930
County 90 Cen. 25,812; E&P 92 Est. 28,268

5 - BANKS	NUMBER	EST. DEP.
Savings	12	N.A.
Savings & Loan	8	N.A.
Commercial	11	N.A.

6 - PASSENGER AUTOS: Nevada County 51,528

7 - ELECTRIC METERS: Residence 14,841

8 - GAS METERS: Residence 3,800

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lumbering 500; Agric. 1,200; Mfg. 1,000; Mining 100; Util. 400; Constr. 300; Electronic Mfg. 700; Ret. Trade; Services; Gov't.

Principal Pay Days-Mon.; 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-61; Summer 39-95; Fall 27-70; Winter 11-54. First killing frost, Oct. 16; last killing frost, Apr. 15.

11 - TAP WATER: Not fluoridated; chlorinated.

12 - RETAILING: Principal Shopping Centers-Main & Mill Sts.; Neal St.; Spring Hill; Colfax Ave.; Broad St.; Zion St.; Nevada City; Glenbrook; Gold Country Ctr.; Brunswick Plz.; Grass Valley Shpg. Ctr; Pine Creek Ctr.; Fowlers Shop Center.

Principal Shopping Days-Wed., Thur., Fri., Sat.

Stores Open Sundays-Some.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; K mart.

Variety Stores-Sprouse-Reitz; Cornet; Ben Franklin.

Chain Supermarkets-Safeway; 1 Stop Super Market; SPD Mkt. 2; Lucky; Raleys; Albertson's.

Chain Drug Stores-DeMartini Rexall; Thrifty Drug; Longs.

Other Chain Stores-Fashion Crossroads; Firestone 2; Goodyear; Beno's; Radio Shack.

14 - NEWSPAPERS: UNION (e) 16,087; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Bob Brown, Adv. Dir., UNION, 11464 Sutton Way; PO Box 1035, Grass Valley, CA 95945; Tel. (916) 273-9561.

National Representative: None.

HANFORD

1 - LOCATION: Kings County, E&P Map C-6. County Seat. Midway between Los Angeles & San Francisco (in the center of the San Joaquin Valley).

2 - TRANSPORTATION: Railroads-Santa Fe; Southern Pacific; Amtrak.

Airlines-United; Delta; Republic; charter service available. (FAT & Visalia Airport).

Motor Freight Carriers-5.

Intercity Bus Lines-Greyhound; Orange Belt.

3 - POPULATION:

Corp. City 90 Cen. 30,897; E&P 92 Est. 32,885
CZ-ABC: (80) 33,815
RTZ-ABC: (80) 46,169
County 90 Cen. 101,469; E&P 92 Est. 109,691
City & RTZ-ABC: (80) 79,984

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 10,917; E&P 92 Est. 11,620
County 90 Cen. 40,392; E&P 92 Est. 43,665
CZ-ABC: (80) 11,623
RTZ-ABC: (80) 13,847
City & RTZ-ABC: (80) 25,470

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	10	$376,827,000
Savings & Loan	7	$235,971,000

6 - PASSENGER AUTOS: Kings County 41,545

7 - ELECTRIC METERS: Residence 30,826

8 - GAS METERS: Residence 18,852

9 - PRINCIPAL INDUSTRIES: Industry-Rubber Tires; Multiwall Bags; Tomato Proc.; Metal Buildings; Ladies Garments; Dairy Prods.; Computer Forms; Dairy Barn Equip.; Baled Cotton Warehousing; Beef Packing; Flour Milling; Fertilizers; Livestock & Poultry Feed Supplements; Carpet Yarns; Elect. Connectors; Industrial Air Filters.
Principal Industrial Pay Days-1st & 16th.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-75; Summer 60-110; Fall 46-79; Winter 29-70. First killing frost, Dec. 1; last killing frost, Feb. 1.

11 - TAP WATER: Alkaline, very soft, not fluoridated.

12 - RETAILING: Principal Shopping Centers-Ten blocks in Downtown Hanford (110 stores); Kings Mall (34 stores); Centennial Mall (Wal-Mart; Food-4-Less).
Neighborhood Shopping Centers-Grangeville Blvd. & 11th Ave.; Irwin & Ivy Sts.; 11th Ave. & 5th St.; Grangeville Blvd. & 10th Ave.; 12th & Lacey.

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.; Food nightly; Mon. through Fri. (Kings Mall).

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; K mart; Beno's; Wal-Mart.
Variety Stores-Sprouse-Reitz; Iseman's.
Chain Drug Stores-Thrifty; Long's.
Chain Supermarkets-Superway; Save Mart; Big John's; Farm Boy; R-N; Food-4-Less.
Other Chain Stores-Cal Auto Supply; Automotive Supply Co.; Kragen Auto; McMahan's; Kinney Shoes; House of Fabrics; Pep Boys; Grand Auto; Wilshire Paint; Millers Outpost; Family Bargain Center; Fashion Crossroads; Kid's Mart; Kay Bee Toys; B. Dalton; Foot Locker; Radio Shack.

14 - NEWSPAPERS: SENTINEL (e-mon to fri) 14,385; (S) 14,597; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Bob Rankin, Adv. Dir., SENTINEL, 300 W 6th, PO Box 9, Hanford, CA 93232; Tel. (209) 582-2871.
National Representative: NASCO.

HAYWARD

1 - LOCATION: Alameda County (in Oakland PMSA). E&P Map B-5. Industry, government, commercial center. 14 mi. S of Oakland-San Francisco Bay region. 26 mi. N of San Jose 25 airline mi. SE of San Francisco; 385 mi. N of Los Angeles.

2 - TRANSPORTATION: Railroads-Southern Pacific (2 lines); Union Pacific.
Intercity Bus Lines-Greyhound; Santa Fe Trailways; AC Transit; Bay Area Rapid Transit (Fremont to Oakland, San Francisco, Richmond, Concord).
Airlines-Hayward Air Terminal, 10 mi. to Oakland Intl. Airport; 23 mi. to San Francisco Intl. Airport; 28 mi. to San Jose Municipal Airport.
Motor Freight Carriers-Over 150 truck lines and carriers.

3 - POPULATION:
Corp. City 90 Cen. 111,498; E&P 92 Est. 114,964
CZ-ABC: (80) 215,907
RTZ-ABC: (80) 245,435
County 90 Cen. 1,279,182; E&P 92 Est. 1,346,791
PMSA 90 Cen. 2,082,914; E&P 92 Est. 2,199,848
City & RTZ-ABC: (80) 461,342
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 39,397; E&P 92 Est. 40,621
County 90 Cen. 409,503; E&P 92 Est. 431,146
PMSA 90 Cen. 682,554; E&P 92 Est. 720,955
CZ-ABC: (80) 78,092
RTZ-ABC: (80) 87,625
City & RTZ-ABC: (80) 165,717

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	22	N.A.
Savings & Loan	22	N.A.

6 - PASSENGER AUTOS: Alameda County 886,647

7 - ELECTRIC METERS: Residence 83,992

8 - GAS METERS: Residence 73,421

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-(Figures cover the Alameda county labor market)-Total Employment 585,200; Agric. 2,300; Constr. 29,900; Fin., R.E., Ins. 30,500; Gov't 120,600; Mfg. 80,700; Ret. Trade 110,100; Service 134,700; Trans., Commun., Util. 38,700; Whol. Trade 37,700.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-65; Summer 55-71; Fall 49-71; Winter 39-56.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Areas-
Downtown Hayward-4 blocks each on A, B, Foothill & Mission Blvd.; 3 each on C & Main Sts.; 2 each on Watkins & D Sts.
Shopping Centers
Castro Valley-Lake Chabot Rd./Seven Hills; Creekside Center; Castro Village; Castro Valley Blvd./Redwood Rd.; E. Castro Valley Blvd.; Lucky Center.
Hayward-Bedford Sq.; Hayward Strip; Hesperian/Winton; Winton Sq.; Southland Mall; Amador Center; Shafer Park; Huntwood Manor; Mission/Harder; Oliver Corners; Alpha Beta Center (Hesperian); Tennyson Center; Mission Blvd.; Fairway Park; Creekside; Haymont.
San Leandro-Greenhouse-Marketplace.
Union City-Alpha Beta Center (Alvarado); Lucky Discount Center; Union Plaza; El Mercado; Union Square; Town & Country Center.

Principal Shopping Days-Thur., Fri. & weekends. Most centers open evenings until 9; daily ex. Sat. & Sun.
Stores Open Evenings-Shpg. Ctrs. Mon., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Capwell's 2; Macy's 2; JCPenney; Montgomery Ward 2; Sears 2; Mervyn's 3; Daughtrey's; Marshalls; Ross.
Variety Stores-Woolworth 3; Toys 'R' Us 2.
Discount Stores-K mart 3; Liquor Barn 4; Target.
Chain Supermarkets-Alpha Beta 6; Rebello's 4; Flair 2; Fry's 5; Lucky's 15; Safeway 16; Thriftway 2; Romley's; Tony's.
Chain Drug Stores-Walgreens 3; Thrifty 7; Payless 5; Long's 6; Bill's Drug.
Other Chain Stores-Automotive: Coast-to-Coast, Grand Auto, Kragen Auto, Firestone, B.F. Goodrich, Goodyear, Big O Tire, Gerard Tire, Winston Tires, Four Wheel Brake; Apparel: Anita Shops, Grutman's, Gold Hanger, Male Box, Nobby, Millers Outpost, Lane Bryant, Grodin's, Frederick's of Hollywood, Casual Corner, Foxmoor, Goldman's, Smiths Richman's; Candies: MacFarlane's, See's; Furniture & Household: Abbey Carpet, Conklin Bros., Sleep 'N Aire, Levitz, Colonial Village, Cousins, Carpeteria; Fabrics & Sewing Centers: House of Fabrics, Yardage Fair, New York Fabric, Singer Sewing Center; Jewelers: Baron's, Crescent, Granat Bros., Gordon's, J. Herbert Hall, Weisfield's, Milen's, Zales; Shoes: Allen's, Florsheim, Gallenkamp, Kinney, Leeds, Thom McAn, Red Wing, Regal, Sommer & Kaufman, Kushins; Home Improvement & Building Supplies: Grossman's, 84 Lumber, 4 Star Bldg. Mat., Wickes, Ole's Home Centers, Orchard Supply; Miscellaneous: Sherwin-Williams, Color Tile, Standard Brands, Best Products, Service Merchandise, Radio Shack, Pacific Stereo, Big 5 Sporting Goods, Oshman's Sporting Goods; Woolworth Garden; The Goodguys; Pay 'N Pak; Federated; Home Express.

14 - NEWSPAPERS: REVIEW (m) 43,026; (S) 51,022; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Robert Oristaglio, V.P., REVIEW, 116 W Winton Ave., PO Box 5050, Hayward, CA 94544; Tel. (415) 783-6111.
National Representatives: Landon Associates; Long & Associates.

HEMET

1 - LOCATION: Riverside County (In Riverside-San Bernardino PMSA). E&P Map E-8. On Hwys. 74 & 79.

2 - TRANSPORTATION: Railroad-Santa Fe.
Intercity Bus Line-RTA Bus Line.

3 - POPULATION:
Corp. City 90 Cen. 36,094; E&P 92 Est. 38,822
CZ-ABC: (80) 60,857
RTZ-ABC: (80) 11,543
County 90 Cen. 1,170,413; E&P 92 Est. 1,303,652
PMSA 90 Cen. 2,588,793; E&P 92 Est. 2,864,781
City & RTZ-ABC: (80) 31,537

4 - HOUSEHOLDS:
City 90 Cen. 12,753; E&P 92 Est. 13,717
CZ-ABC: (80) 26,975
RTZ-ABC: (80) 4,562
County 90 Cen. 401,367; E&P 92 Est. 447,058
PMSA 90 Cen. 916,521; E&P 92 Est. 1,014,059
City & RTZ-ABC: (80) 31,537

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	11	$448,472,000
Savings & Loan	25	$1,490,300,000

6 - PASSENGER AUTOS: Riverside County 568,031

7 - ELECTRIC METERS: 15,859

8 - GAS METERS: 16,150

9 - PRINCIPAL INDUSTRIES: Mobile Homes & Trailers; Aircraft-Parts; Agric.; Foundry Prods.; Heating Elements; Earth Mover Gaskets.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-90; Summer 57-97; Fall 36-83; Winter 35-70.

11 - TAP WATER: Relatively hard; no chlorine; no flouride.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Village West(30)	1	Long's, Von's Drugs, Kragen Auto
Sears Plz.(15)	1	Sears
Hemet Valley	1	JCPenney, Harris'
Hemet Mall(35)	NA	
Hemet Valley Central	1	Albertson's, Payless Drugs
Hemet Plaza(30)	1	Coast-to-Coast, Sharps', Dill Hdwe., Home Building Supply
Hemet E. Ctr.	2	Long's, Von's, Millers Outpost

13 - RETAIL OUTLETS: Department Stores-JCPenney; Harris; Boston; K mart.
Variety Stores-Cornet; Pic 'N Save; Sprouse-Reitz.
Chain Drug Stores-Long's 2; Thrifty 2; Sail; Payless.
Chain Supermarkets-Staters 3; Von's 2; Albertson's; Alpha-Beta.
Other Chain Stores-Kragen Auto; Trak Auto; Chief Auto Parts; Firestone; Goodyear; Kinney Shoes; Foot Locker; Payless Shoes; Millers Outpost; Sees Candies; 7-Eleven 3; Circle K; Qwik Korner; AM/PM Mini Mart 3; Carpet Man; Carpet Town; Zales Jewelry; Liquor Barn; Swiss Colony; Tire Pros; Winston Tires; Kay's Jewelry.
Chain Restaurants and Fast Food Outlets-Kentucky Fried Chicken 2; Carl's Jr. 2; Pizza Hut; Straw Hat Pizza; Maxwell Street; Domino's 2; Little Caesar's; McDonald's; Arby's; Naugles-Del Taco 4; El Pollo Loco; Long John Silvers; Subway Sandwiches; Boll Weevil; In 'N Out; Burger King; Jack in the Box; Furrs' Cafeteria; Bob's Big Boy; Marie Callender's; Denney's 2; Steer 'N Stein; Harris.

14 - NEWSPAPERS: NEWS (e-mon to sat) 20,614; (S) 21,029; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Gayle Jones-Burris, Adv. Dir., NEWS, PO Box 1107, Hemet, CA 92343; Tel. (714) 925-0555.
National Representative: Papert Companies.

HOLLISTER

1 - LOCATION: San Benito County, E&P Map B-5. County Seat. Shipping center. Central Coast region, center of state. 90 mi. S of San Francisco.

2 - TRANSPORTATION: Railroad-So. Pacific.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 90 Cen. 19,212; E&P 92 Est. 20,757
CZ-ABC: (80) 11,488
NDM-ABC: (80) 13,517
Total NDM-ABC: (80) 25,005
County 90 Cen. 36,697; E&P 92 Est. 40,011
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 6,788; E&P 92 Est. 7,334
County 90 Cen. 14,693; E&P 92 Est. 16,020
CZ-ABC: (80) 3,716
NDM-ABC: (80) 4,166
Total NDM-ABC: (80) 7,882

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	6	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: San Benito County 19,177

7 - ELECTRIC METERS: Residence 10,869

8 - GAS METERS: Residence 8,688

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agri. 3,975; Constr. & Mining 525; Mfg. 2,775; Trans./Commun./Util. 275; Gov't 1,675; Ret. Trade 1,525; Whol. Trade 275; Fin., Ins. & R.E. 200; Services 775; Explosive Ordnance 550.
Principal Industrial Pay Days-10th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-68; Summer 51-90; Fall 47-76; Winter 37-60.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING: Principal Shopping Centers-8 blocks on San Benito St.; 2 blocks on Fifth St.; 2 blocks on Fourth St.; 5 outlying shopping ctrs.

Principal Shopping Days-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Ford's; JCPenney; Sears.
Variety Stores-Cornet's; Payless; Wapples.
Chain Supermarkets-Nob Hill; K&S (Indep.); Hollister, Baler Mkt. (Indep.); 7-Eleven; Quick Stop.

14 - NEWSPAPERS: FREE LANCE (e-mon to fri) 4,017; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Brenda Weatherly, Adv. Dir., FREE LANCE, 360 Sixth St., Hollister, CA 95023; Tel. (408) 637-5566.
National Representative: Papert Companies.

IMPERIAL VALLEY
See EL CENTRO

LA HABRA
See ORANGE COUNTY

LAKEPORT

1 - LOCATION: Lake County, E&P Map A-3. County Seat. 45 mi. N of Santa Rosa.

2 - TRANSPORTATION: Motor Freight Carriers-1.
Bus Line-Lake County Transit.
Airlines-2 small airports.

3 - POPULATION:
Corp. City 90 Cen. 4,390; E&P 92 Est. 4,533
County 90 Cen. 50,631; E&P 92 Est. 54,821

4 - HOUSEHOLDS:
City 90 Cen. 1,551; E&P 92 Est. 1,602

County 90 Cen. 15,625; E&P 92 Est. 16,918

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	N.A.
Savings & Loan	7	N.A.

6 - PASSENGER AUTOS: Lake County 31,844

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric.; Geothermal; Gold Mining.

10 - CLIMATE: Min. & Max. Temp.-28-105; Mean Temp. 68.

11 - TAP WATER: Hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-3 in Lakeport and 2 in Clear Lake.

13 - RETAIL OUTLETS: Variety Store-TG&Y.
Chain Drug Stores-Thrifty; Bills Drugs; Payless.
Chain Food Supermarkets-Safeway; Bruno's; Foods etc; Sav-Mor.
Other Chain Stores-Sprouse-Reitz; K mart.

14 - NEWSPAPERS: RECORD BEE (m-tues to sat) 8,500; sworn Feb. 13, 1991.
Local Contact for Advertising and Merchandising Data: John Lowman, Adv. Dir., RECORD BEE, 2150 S. Main St.; PO Box 849, Lakeport, CA 95453; Tel. (707) 263-5636; FAX (707) 263-0600.
National Representative: Landon Associates.

LAKE TAHOE

See SOUTH LAKE TAHOE

LODI

1 - LOCATION: San Joaquin County (In Stockton MSA). E&P Map B-4. Residential center 34 mi. S of Sacramento; 14 mi. N of Stockton; 90 mi. E of San Francisco, on U.S. Hwys. 99, 50; State Hwy. 12; Transcontinental I-5.

2 - TRANSPORTATION: Railroads-Southern Pacific; California Traction Co.
Motor Freight Carriers-15.
Intercity Bus Line-Greyhound.

3 - POPULATION:
Corp. City 90 Cen. ~~51,874;~~ E&P 92 Est. 55,205
CZ-ABC: (80) 35,221
RTZ-ABC: (80) 26,567
County/MSA 90 Cen. 210,943; E&P 92 Est. 223,176
City & RTZ-ABC: (80) 61,788

4 - HOUSEHOLDS:
City 90 Cen. 18,329; E&P 92 Est. 19,506
County/MSA 90 Cen. 74,535; E&P 92 Est. 78,857
CZ-ABC: (80) 14,015
RTZ-ABC: (80) 9,051
City & RTZ-ABC: (80) 23,066

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$505,000,000
Savings & Loan	9	$301,200,000

6 - PASSENGER AUTOS: San Joaquin County 229,176

7 - ELECTRIC METERS: Residence 18,815

8 - GAS METERS: Residence 16,435

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Cereals and Food Mixes 950 ($470-$591); Canned Goods 1,425 (seasonal) ($325-$347); Can Mfg. 300 ($482); Fabricated Metal Prods. 825 ($250-$355); Swimwear Mfg. 165 ($196-$370); Iron Castings 75 ($290-$490); Cast Concrete Prods. 165 ($412) Wineries 365 ($345-$584); Rubber Prods. 200 ($205-$425); Meat Packing 550 ($314-$500); Styrofoam Prods. 65 ($360); Cushion Seats & Covers 280 ($190-$400).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-73; Summer 53-92; Fall 44-61; Winter 36-54; Av. An. Temp. 60; An. rainfall 18.28 inches.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Main Shopping District-4 blocks on School & Sacramento Sts.; 2 blks. on Pine, Oak, Elm.
Neighborhood Shopping Centers-Lakewood 22; Long's; Thrifty 9; Vineyard 25; Arbor Square 9; Beckman Ranch 17; English Oaks 7; K mart 13; Wine Country Plaza 10; Wood Lake Plaza 7.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Lakewood(22)	1	Sellrite
Lucky-Payless	1	Lucky
Vineyard(23)	2	Fry's, Mervyn's, Long's
Lucky Thrifty	2	Lucky
Woodlake Plz.	3	Salisbury's

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Thur.; market & discount every evening.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Mervyn's.
Variety Store-Woolworth.
Discount Stores-Long's 2; Payless; Thrifty; K mart; Pic 'N Save.
Chain Drug Stores-Long's 2; Payless; Thrifty.
Chain Supermarkets-Safeway; Lucky 2; Fry's; Raley's.
Other Chain Stores-Gensler Lee Diamonds; McMahan Furn.; Burton's; Singer; Goodyear; Diamond Lumber; Grand Auto; Grossman's; Kragen Auto; Payless Shoe Source; Sherwin-Williams; Winston Tire; Cottage Bakery.

14 - NEWSPAPERS: NEWS-SENTINEL (m) 17,612; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Dan Battilana, Adv. Dir., NEWS-SENTINEL, 125 N. Church St., Lodi, CA 95240; Tel. (209) 369-2761; FAX (209) 369-1084.
National Representative: Papert Companies.

LOMPOC

1 - LOCATION: Santa Barbara County (In Santa Barbara-Santa Maria-Lompoc MSA). E&P Map C-7. Vandenberg Air Force Base.

2 - TRANSPORTATION: Railroad-Southern Pacific.
Motor Freight Carriers-4.
Intercity Bus Line-Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 37,649; E&P 92 Est. 39,925
NDM-ABC: (80) 47,143
County/MSA 90 Cen. 369,608; E&P 92 Est. 393,386
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 13,303; E&P 92 Est. 14,107
County/MSA 90 Cen. 121,697; E&P 92 Est. 129,525
NDM-ABC: (80) 15,836

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	N.A.
Independent	3	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: Santa Barbara County 221,672

7 - ELECTRIC METERS: 9,127

8 - GAS METERS: 11,300

9 - PRINCIPAL INDUSTRIES: Vandenberg Air Force Base, West coast Space Shuttle launch & recovery site, MX test launch site, Military & Civ. 14,917; Diatomaceous earth mining 680; Agric. 503.
Principal Industrial Pay Days-Fri., 5th, 15th, 20th, last day of month; Air Force Pay Days, 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. (Av.)-46-69; Av. An. Temp.-57; 13.88 inches of rain per yr.

11 - TAP WATER: Hard; non-fluoridated.

12 - RETAILING: Principal Shopping Centers-Four blocks center of town (22 stores); three blocks 1/2 mi. N. of center of town on N. H St. (26 stores).
Neighborhood Shopping Centers-Williams Bros. 3 blocks on West Ocean (5 units); Northside (14 units); K mart (5 units).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
North Side Center(12)	2	Longs Drugs, Williams Bros.
South Broadway	17	Mont. Ward
Santa Maria Town Center(87)	19	Gottschalk's, Sears
Lompoc Shpg. Ctr.(23)	1	JCPenney

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-JCPenney-Mon., Thur., Fri.; Lucky's, Williams Bros. & K mart to 9; All stores Fri. night.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears (catalog).
Variety Stores-Newberry's; K mart.
Chain Drug Stores-Thrifty; Rexall; Longs.
Discount Store-K mart.
Chain Supermarkets-Williams Bros. 3; Lucky's.
Other Chain Stores-Kinney Shoes; McMahan's; Millers Outpost; Corky's; Patrini's Shoes; Payless Shoes; Clothestime; Wherehouse; Blockbuster Video.

14 - NEWSPAPERS: RECORD (e-mon to fri) 9,251; (S) 9,633; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Dick Bausman, Adv. Dir., RECORD, 115 North H St., Lompoc, CA 93436; Tel. (805) 736-2313.
National Representative: Papert Companies.

LONG BEACH

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach PMSA). E&P Map D-8. Harbor on Pacific Ocean. 22 mi. from Los Angeles; on U.S. Hwys. 405 & 710.

2 - TRANSPORTATION: Railroads-Union Pacific; Southern Pacific; Santa Fe; Amtrak.
Motor Freight Carriers-There are 4,550 common, contract and radial highway carriers registered in Los Angeles County, serving Southern California with joint service throughout the U.S.
Freight Steamship Lines-46. Long Beach Harbor is nation's second largest port in containerized Cargo tonnage.
Airlines-Alaska; American; Jet America; United; Delta; USAir.
Intercity Bus Lines-Greyhound; Long Beach Transit; Trailways; RTD; Orange County Transit.

3 - POPULATION:
Corp. City 90 Cen. 429,433; E&P 92 Est. 443,053
CZ-ABC: (80) 639,414
RTZ-ABC: (80) 380,479
County/PMSA 90 Cen. 8,863,164; E&P 92 Est. 9,573,801
City & RTZ-ABC: (80) 1,019,893
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 151,736; E&P 92 Est. 156,548
County/PMSA 90 Cen. 3,127,928; E&P 92 Est. 3,378,721
CZ-ABC: (80) 251,565
RTZ-ABC: (80) 124,780
City & RTZ-ABC: (80) 376,345

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	151	$4,680,659,000
Savings & Loan	106	$6,476,485,000

6 - PASSENGER AUTOS: Los Angeles County 4,778,180

7 - ELECTRIC METERS: Residence 146,517

8 - GAS METERS: Residence 146,000

9 - PRINCIPAL INDUSTRIES: Mfg.: Aerospace; Aircraft; Chem.; Petroleum.
Professional and Related Servs.: 26 Hospitals; City and State Univ. Educ.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-72; Summer 56-82; Fall 56-76; Winter 47-72.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-8 blocks on Pine Ave.; 6 on Locust Ave.; 20 on Long Beach Blvd.; Long Beach Plaza; Belmont Shore; Bixby Knolls; Marina Pacifica; Market Place.
Regional Shopping Centers-Lakewood Center Mall; Los Altos; Los Cerritos; Carson Mall; Stonewood; Huntington; Del Amo; Westminster; Rossmoor; Norwalk Square.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bixby Knolls	4	Safeway, Sav-On, Thrifty, Von's
Carson(83)	8	Broadway, Sears, JCPenney
Del Amo(216)	10	Broadway, Bullock's, Mont. Ward, JCPenney, Robinson's, Sears
Huntington(60)	14	Broadway, Mont. Ward, JCPenney, Thrifty
Lakewood(181)	7	Akron, Boy's Mkt., Buffums, Bullock's, May Co., Mont. Ward, Mervyn's, Lucky's, JCPenney, Sav-On
Long Beach Plaza(102)	NA	Buffums, CVS, JCPenney, Mont. Ward
Los Altos(72)	6	Broadway, Sav-On, JCPenney, Target
Los Cerritos(147)	9	Broadway, May Co., Nordstrom, Ohrbach's, Robinson's, Sears
Marina Pacifica(91)	4	Lucky, Buffums
Market Place(47)	4	Food & Drug
Norwalk Square	16	JCPenney, Sav-On
Rossmoor	10	Boston Stores, Smith's Food King
Stonewood(81)	14	Broadway, Thrifty, JCPenney
Westminster(189)	12	Buffums, May Co., Robinson's, Sears

Principal Shopping Days-Wed. through Sun.
Stores Open Evenings-All dept. stores & most stores in regional centers.

13 - RETAIL OUTLETS: Department Stores-May Co.; Sears; Buffums; Broadway; JCPenney; Bullocks; Robinson's; Ohrbach's; Montgomery Ward; Mervyn's; Nordstrom.
Variety Stores-Woolworth; Newberry; TG&Y.
Discount Stores-Fedco; Gemco; K mart; Dooley's; Target; Best; Home Club; Price Club.
Chain Drug Stores-Thrifty 21; Sav-On 12.
Chain Supermarkets-Albertson's 6; Alpha Beta 12; Big D Ranch; Boys 4; Eddies 4; Fedco; Food Rack; Food Barn 2; Gemco 4; Grocery Warehouse; Lucky 15; Market Place Food & Drug; McCoy's; Ralph's 9; Safeway 10; Sav-Mor 2; Smith's Food King 2; Super A Foods; Von's 14.
Other Chain Stores-Firestone; Florsheim; Grayson's Goodrich; Leed's; W.P. Fuller Paints; Circuit City; Harris & Frank Clothing; Home Depot; Standard Brands Paint; Kay Jewelers; See's (candy); Singer Co.; Bond's Clothes; Lerner; Silverwoods; Helen Grace Candy; Akron; Kinney Shoes; Gallenkamp Shoes; Chandler's Shoes; Standard Brand Shoes; The Gap; Judy's; Ross Stores; Hickory Farms; Lane Bryant; C&R Clothier; Pacific Stereo; Radio Shack; Thom McAn; University Stereo; Innes; Millers Outpost; Federated Group; Lafayette Electronics; Wild West Stores; Goodyear; Pep Boys; The Man's Shop; Karl's Shoes; Regal Shoes; Gordon's Jewelers; Slavicks; Weisfield's; Zales; Baskin-Robbins; Richmond Bros.; Gene's Clothes; National Lumber; Angel's Home Center; Ole's Home Improvement Centers; Builder's Emporium; Naturalizer; Wherehouse; Air Step; B. Dalton Books; Waldenbooks; Casual Corner; Foxmoor; Video Concepts; House of Fabrics; Big 5; Oshman's; Footlocker; Fayva Shoes; Musicland; General Nutrition Center; Great Earth Vitamins; Barker Bros.; RB Furniture; Levitz.

14 - NEWSPAPERS: PRESS-TELEGRAM (m-mon to fri) 131,879; (m-sat) 128,849; (S) 151,866; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Denny Atkin, V.P./Adv., PRESS-TELEGRAM, 604 Pine Ave., Long Beach, CA 90844; Tel. (213) 435-1161.
National Representative: Newspapers First.

LOS ANGELES

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach PMSA). E&P Map D-7. County Seat. Pacific coast harbor; indust., agric. & tourist ctr. City 463.7 sq. mi.

2 - TRANSPORTATION: Railroads-Santa Fe; Southern Pacific; Union Pacific; Amtrak.

Motor Freight Carriers-4,415.

Passenger & Freight Steamship Lines-(Los Angeles & Long Beach harbors) 134.

Intercity Bus Lines-Continental Trailways; Greyhound.

Airlines-Aerolineas Argentinas; Aeromexico; Air Cal; Air Canada; Air France; Air Jamaica; Air New Zealand; Alaska; Alia; Alitalia; Alpha; America West; American; Avianca Airways; Balair; Braniff; British Airways; British Caledonian; China; CAAC; Condor; Continental; Continental West; CP Air; Delta; Desert Sun; Eastern; Ecuatoriana; El Al Israel; Finnair; Hawaiian Air; Iberia; Imperial; Japan; KLM Royal Dutch; Korean Air; LACSA; LTU; Lufthansa German; Mexicana; Muse Air; Northwest Orient; Pacific Coast; Pacific Southwest; Pan American World Airways; Philippine; Piedmont; Pride Air; Qantas Airways; Regent Air; Republic; Scandinavian; Singapore; Skybus; Sky West; Southwest; Sun World; TACA International; Total Air; Transamerica; Trans World; United; USAir; UTA French; Varig; Westair; Westates; Wings West; World Airways.

3 - POPULATION:

Corp. City 90 Cen. 3,485,398; E&P 92 Est. 3,709,108

County/PMSA 90 Cen. 8,863,164; E&P 92 Est. 9,573,801

DAILY NEWS:

NDM-ABC: (80) 1,583,314

TIMES:

L.A. County-ABC: (80) 7,477,239

Orange County-ABC: (80) 1,932,921

Total NDM-ABC: (80) 9,410,160

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

Corp. City 90 Cen. 1,231,529; E&P 92 Est. 1,310,575

County/PMSA 90 Cen. 3,127,928; E&P 92 Est. 3,378,721

DAILY NEWS:

NDM-ABC: (80) 586,217

TIMES:

L.A. County-ABC: (80) 2,730,469

Orange County-ABC: (80) 686,267

Total NDM-ABC: (80) 3,416,736

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	225	$67,313,264,000
Savings & Loan	78	$82,245,737,000

6 - PASSENGER AUTOS: Los Angeles County 64,788,180

7 - ELECTRIC METERS: Residence 3,202,004

8 - GAS METERS: Residence 3,050,552

9 - PRINCIPAL INDUSTRIES: (Los Angeles and Orange Counties): Industry, No. of Wage Earners (Av. Wkly. Wage)-Mining 15,000 (N.A.); Constr. 170,500 (N.A.); Mfg.-Food & Kindred Prods. 54,600 ($428); Textile Mill Prods. 11,800 ($281); Apparel & Other Textile Prods. 86,200 ($215); Paper & Allied Prods. 23,000 ($510); Printing & Pub. 71,600 ($472); Chem. & Petroleum Prods. 50,100 (N.A.); Rubber & Misc. Plastic Prods. 47,000 ($320); Leather & Leather Prods. 5,600 ($223); Lumber & Wood Prods. (excluding furn.) 15,800 ($382); Furn. & Fixt. 47,800 ($306); Stone, Clay & Glass Prods. 20,600 ($459); Primary Metal 22,500 ($439); Fab. Metal Prods. 96,500 ($417); Mach. (excluding elect.) 104,400 ($450); Elect. Equip. & Supplies 223,900 ($430); Trans. Equip. 195,900 ($528); Instruments & Related Prods. 48,100 ($421); Misc. Mfg. 23,900 ($308); Trans. & Public Util. 231,200 ($771); Whol. Trade 352,600 ($438); Ret. Trade 798,600 ($316); Fin., Ins. & R.E. 342,000 (N.A.); Services 1,230,500 (N.A.); Gov't 610,100 (N.A.).

10 - CLIMATE: Los Angeles Civic Center: Min. & Max. Temp.-Winter 48-69; Spring 50-73; Summer 60-84; Fall 53-83.

11 - TAP WATER: Water hardness ranges from 4.2-15.1 grains per gallon. The alkalinity also varies, ranging from 5.4-8.6 grains per gallon. The Owens River Aqueduct accounts for approximately 70% of the water supply and is moderately soft with 4.2 grains per gallon total hardness and slightly alkaline with 5.4 grains per gallon. Other water supplies include the Los Angeles Aqueduct, River Supply Conduit and various reservoirs.

12 - RETAILING: Principal Shopping Centers-Los Angeles is unique in that shopping centers are spread throughout the market and each represents a major shopping center for that area. Downtown Los Angeles thus represents one of many. It extends 8 blocks N & S from 1st St. to 9th St. & 7 blocks E & W from Spring St. to Figueroa. In discussing the retailing structure of Los Angeles, Orange County, which is part of the marketing area and part of the primary market or city and retail trading zone of Los Angeles metropolitan newspapers, becomes an integral part. All following figures are, therefore, for Los Angeles and Orange Counties.

Neighborhood Shopping Centers-In the Los Angeles Marketing Area there are 110 incorporated cities with their central shopping districts and community shopping centers. In addition there are 62 spacious regional centers, which include department stores, supermarkets, shops, restaurants and parking areas.

Principal Shopping Days-Dept.-Mon., Thur., Fri., Sat.; Food-Thur., Fri., Sat., Sun.

Stores Open Evenings-Dept., staggered by shpg. ctr., many open every night. Food every night and Sun.

13 - RETAIL OUTLETS: Department Stores-(L.A. and Orange Counties)-Broadway 29; Bullock's 14; May Co. 25; Montgomery Ward 17; Nordstrom 8; JCPenney 32; Robinson's 16; Sears 25.

Variety Stores-(L.A. and Orange Counties)-National Dollar 15; Newberry 35; Pick 'N Save 34; Surprise Stores 6; Woolworth 24.

Discount Stores-(L.A. and Orange Counties)-Best Products 11; Cal Fed; Fedco 5; K mart 38; Leonards; Target 16; The Treasury.

Chain Supermarkets-(L.A. and Orange Counties)-ABC 7; Albertson's 28; Alpha Beta 124; Big D Ranch Markets 6; Boys Mkts. 41; Dale's 10; Fedco 5; Foods Co. 10; Gelson's 7; Grocery Whse. 9; Hughes 40; Hughes El Rancho 8; Johnsons 5; Jurgensen's 6; Lucky 118; Mayfair 9; McCoy's 2; The Pantry 10; Phil's 2; Ralphs 101; Safeway 114; Smith's Food King 19; Stater Bros. 29; Super A Foods 9; Von's 95; Westward Ho 4.

Chain Drug Stores-(L.A. and Orange Counties)-Clark 15; CVS 18; Danber 5; Drug King 6; Exclusive 3; Garfield 3; Guild 11; Hill 4; Horton & Converse 16; Leader 3; Long's 12; Mascarin 4; Sav-On 116; Shapero 2; Thrifty 185.

Supermarket Chains With Pharmacies-Albertson's 15; Fedco 5; Lucky 28; Safeway 15.

14 - NEWSPAPERS: DAILY COMMERCE (e) 5,290; Dec. 31, 1990 VAC.

Local Contact for Advertising and Merchandising Data: Burt Mann, Adv. Mgr., DAILY COMMERCE, 210 S. Spring St.; PO Box 54026, Los Angeles, CA 90054; Tel. (213) 625-2141.

National Representative: None.

DAILY NEWS (m-mon to fri) 202,748; (m-sat) 187,453; (S) 223,647; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Bob McCray, Adv. Dir., DAILY NEWS, 21221 Oxnard St., Woodland, CA 91367; Tel. (818) 713-3000.

National Representative: Sawyer-Ferguson-Walker.

LA OPINION (m-mon to fri) 109,558; (m-sat) 92,647; (S) 81,773; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Claudette Lacour, Display Adv. Dir., LA OPINION, 411 W. 5th St., Los Angeles, CA 90013; Tel. (213) 622-8332.

National Representative: None.

TIMES (m-mon to fri) 1,242,864; (m-sat) 1,112,221; (S) 1,576,425; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Larry Letters, Gen. Adv. Mgr., TIMES, Times Mirror Sq., Los Angeles, CA 90053; Tel. (213) 237-5000.

National Representative: Newspapers First.

LOS ANGELES COUNTY
See SAN PEDRO
See SANTA MONICA
See TORRANCE

MADERA

1 - LOCATION: Madera County. E&P Map C-5. County Seat. 22 mi. N of Fresno; 250 mi. N of Los Angeles; 160 mi. S of San Francisco. In the heart of San Joaquin Valley, geographical center of California.

2 - TRANSPORTATION: Railroads-SP; SF.

Motor Freight Carriers-4.

Intercity Bus Lines-Greyhound; Continental.

Airlines-United; Pacific Air (through Fresno).

3 - POPULATION:

Corp. City 90 Cen. 29,281; E&P 92 Est. 30,791

CZ-ABC: (80) 21,732

RTZ-ABC: (80) 41,384

County 90 Cen. 88,090; E&P 92 Est. 95,412

City & RTZ-ABC: (80) 63,116

4 - HOUSEHOLDS:

City 90 Cen. 10,346; E&P 92 Est. 10,880

County 90 Cen. 35,167; E&P 92 Est. 38,090

CZ-ABC: (80) 7,359

RTZ-ABC: (80) 13,591

City & RTZ-ABC: (80) 20,950

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$113,000,000

6 - PASSENGER AUTOS: Madera County 43,532

7 - ELECTRIC METERS: Residence 42,505

8 - GAS METERS: Residence 14,258

9 - PRINCIPAL INDUSTRIES: Industry-Cotton Ginning; Cotton Seed Oil; Wineries; Olives & Olive Oil; Lumber; Meat Packing; Concrete Pipe; Farm Mach.; Chip Plant; Air Conditioning Mfg.; Rubber Prods.; Glass Mfg.; Carton Mfg.; Plastic; Cannery Equip.; Campers; Armco Steel; Corn Prods.; Almond Proc.; Raisin Packing; Fiberglass Insulation.

Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: First killing frost, Dec. 1; last killing frost, Apr. 1.

11 - TAP WATER: Neutral, soft, not fluoridated.

12 - RETAILING: Principal Shopping Center-20 blocks on 4 streets.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Valley W. Plz. (10)	2	Sav-Mart, Payless
Bethard Sq.(14)	2	Thrifty Drug, Mayfair
Sure Save(5)	2	Sure Save
Country Club Plz.	1	Long's Drug, Lucky's, Mervyn's, K mart

Principal Shopping Days-Thur., Fri., Sat., Sun.

Stores Open Evenings Everyday.

Stores Open Sundays-Grocery & most stores in shopping centers; JCPenney.

13 - RETAIL OUTLETS: Department Stores-James; Cerioni's; JCPenney; Money Back Sam; Mervyn's.

Variety Stores-Coronet; Newberry's; Pak-N-Save.

Chain Drug Stores-Thrifty; Long's; Payless.

Chain Supermarkets-Sure-Save; Madera; Sav-Mart; Grocery Outlet; Lucky's.

Other Chain Stores-McMahan's; Sears; Montgomery Ward; Wal-Mart; Radio Shack; Coast-to-Coast; K mart; Kragen Auto; Baskin-Robbins; Indy Auto Stores; Family Bargain Center.

14 - NEWSPAPERS: TRIBUNE (e) 8,850; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Les Hayes, Gen. Mgr., TRIBUNE, 100 E. 7th St., Madera, CA 93638; Tel. (209) 674-2424; FAX (209) 673-6526.

National Representative: Papert Companies.

MANTECA

1 - LOCATION: San Joaquin County, (In Stockton MSA). E&P Map B-5. 320 mi. N of Los Angeles; 76 mi. E of San Francisco; 62 mi. S of Sacramento. Located in center of state and known as Crossroads of California. Central Valley region 12 mi. S of Stockton Seaport terminal.

2 - TRANSPORTATION: Railroads-Southern Pacific; Tidewater Southern; Western Pacific.

Motor Freight Carriers-8 Transcontinental, 6 Calif. Carriers.

Intercity Bus Line-Greyhound.

Airlines-PSA; United Express; Federal Express (freight).

3 - POPULATION:

Corp. City 90 Cen. 40,773; E&P 92 Est. 43,943

County/MSA 90 Cen. 480,628; E&P 92 Est. 519,967

4 - HOUSEHOLDS:

City 90 Cen. 14,407; E&P 92 Est. 15,527

County/MSA 90 Cen. 169,182; E&P 92 Est. 183,029

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	7	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: San Joaquin County 229,176

7 - ELECTRIC METERS: Residence 23,991 (incl. Lathrop, Ripon city)

8 - GAS METERS: Residence 18,488 (incl. Lathrop, Ripon city)

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Gov't Contractor 2,300; Electronics 900; Auto Glass Mfg. 1,600; Agric. Mfg. 2,000; Public Util. 600; Ret. Trade 1,900; Servs.; Gov't.

Principal Industrial Pay Day-1st of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-73; Summer 60-93; Fall 50-77; Winter 37-53. First killing frost, Nov. 30; last killing frost, Mar. 2. Av. Annual Rainfall 14.11 in.

11 - TAP WATER: Municipal system.

12 - RETAILING: Principal Shopping Center-Downtown.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
K mart	1	K mart, Thrifty, Sav-Mart
Lincoln	1	Hafer's Furn.
Cardoza(11)	1	Payless, Safeway, Sprouse-Reitz
Koftinow	1	
TG&Y	1	TG&Y, Big Boy Mkt.
Town Sq.	1	Tams Buffet, Happy Steak
Lucky/Long's Ctr.	2	Lucky Food, Long's Drugs

Principal Shopping Days-Wed., Fri., Sat.

Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Manteca; Mars; Brown Maihin.

Discount Stores-TG&Y; K mart; Family Bargain Ctr.

Variety Store-Sprouse-Reitz.

Chain Drug Stores-Thrifty; Payless; Long's Drugs.

Chain Supermarkets-Safeway; Save-Mart; New Deal; Lucky.

Other Chain Stores-Radio Shack; Grand Auto; Chief Auto; Kragen Auto; Big O Tires.

14 - NEWSPAPERS: BULLETIN (m) 6,500; (S) 6,500; sworn Sept. 30, 19190.

Local Contact for Advertising and Merchandising Data: Elise Matthews, Adv. Dir., BULLETIN, PO Box 912, Manteca, CA 95336-0912; Tel. (209) 239-3535.

National Representative: Papert Companies.

MARIN COUNTY

1 - LOCATION: E&P Map B-4, (In San Francisco PMSA), County Seat is San Rafael. Light manufacturing & residential community. N of San Francisco, connected by Golden Gate Bridge. Richmond-San Rafael Bridge linking Marin County at San Rafael to Contra Costa County & the E Bay U.S. Hwy. 101.

2 - TRANSPORTATION: Intercity Bus Lines-Golden Gate Transit; Greyhound.

3 - POPULATION:
Corp. City (San Rafael) 90 Cen. 48,404; E&P 92 Est. 49,145
NDM-ABC: (80) 222,592
PMSA 90 Cen. 1,603,136; E&P 92 Est. 1,667,300
County 90 Cen. 230,096; E&P 92 Est. 237,387
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City (San Rafael) 90 Cen. 17,103; E&P 92 Est. 17,365
County 90 Cen. 90,025; E&P 92 Est. 92,877
PMSA 90 Cen. 620,136; E&P 92 Est. 644,524
NDM-ABC: (80) 88,723

5 - BANKS	**NUMBER**	**DEPOSITS**
Comm. & Sav.	67	$1,445,918,000
Savings & Loan	42	$1,078,276,000

6 - PASSENGER AUTOS: Marin County 165,641

7 - ELECTRIC METERS: County 100,640

8 - GAS METERS: Residence County 80,790

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Agric. 500; Contract Constr. 4,400; Mfg. 6,000; Trans., Commun. & Util. 2,900; Whol. & Ret. Trade 23,200; Fin., Ins. & R.E. 10,000; Servs. 24,600; Gov't 14,200.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-69; Summer 52-80; Fall 50-74; Winter 38-56. First killing frost, Nov. 20; last killing frost, Jan. 2.

11 - TAP WATER: Alkaline, med. hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-Fourth, Third & Second Sts., about 18 blocks. Northgate Regional Shopping Crt., Corte Madera Town Ctr., The Village at Corte Madera.

Neighborhood Shopping Centers-San Anselmo, Northgate, Fairfax, Ross, Kentfield, Corte Madera, Larkspur, Novato.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Strawberry Vlg.	8	Safeway
Northgate(60)	4	Emporium, Sears, Mervyn's, Payless, Millers Outpost
Northgate One	NA	Safeway, Big 5 Sporting Goods
Northgate Plz.	NA	Long's, Lucky's
Pacheco Plz.(26)	5	Safeway
Larkspur Landing(60)	2	Fry's Food & Drugs
Marin Central	3	Cost Plus
Marin Sq.	NA	Ross Dept. Store
Montecito(30)	NA	Thrifty, Standard Brands, Goodman's
San Anselmo	1	Guasco Super, United Markets
Bon Air(23)	2	Petrini's, McCoulou's Long's
The Boardwalk	8	Boardwalk Foods
Kentfield	5	Jim Corbet's Hdwe.
The Square	10	Payless
Nave Ctr.(19)	10	Roger Wilco
Novato Fair(15)	10	Roger Wilco, Millers Outpost
Red Hill(24)	2	Safeway, Long's

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Dept. Mon.-Fri.; most grocery & drug every evening.

Stores Open Sundays-Grocers; Bldg. Materials; Drugs; Emporium; Nordstrom; Good Guys; JCPenney; Sears; Macy's; Circuit City.

13 - RETAIL OUTLETS: Department Stores-Macy's; Emporium; JCPenney; Mervyn's; Nordstroms; Sears.

Discount Stores-Marshalls; Cost Plus; Ross; Whole Earth Access.

Variety Stores-Woolworth; TG&Y.

Chain Drug Stores-Payless 2; Thrifty 4; Long's 5; Bill's.

Chain Supermarkets-Safeway 9; Cala/QFI 4; United 2; Lucky 4; Fry's Food & Drug; Drug; Roger Wilco 3; Petrini's 2.

Other Chain Stores-Singer; Cost Plus; Granat Bros. Jewelry; See's Candies; Goodman's (Gen. Mdse.) 3; Grand Auto; Mrs. Fields; Yardbirds; Rainbow Records; Liquor Barn; Goodyear 2; Abbey Carpets; Kinney Shoes 2; Standard Brands Paint; Firestone; Kaufman's Fabric-Land; Big 5 Sporting Goods 2; Foxmoor Casuals; Abbey/Hallmark; Waldenbooks; Conklin Bros.; Grossman's; Yaeger's Carriage House; Record Factory; N.Y. Fabric; Carpeteria; Wherehouse Records 2; Musicland; Wall-Paper-To-Go; House of Fabrics; Zales Jewelers; The Limited; Kragen Auto; Track & Trail; Circuit City; Limited Express; Wilsons Leather; Casual Corner; Ben Bridge; Merksomer; Shreve; Foot Locker; Lady Foot Locker; Jales; C&R Clothing; Radio Shack; B Toys; Monica Scott; Crate & Barrell; AnnTaylor.

14 - NEWSPAPERS: INDEPENDENT-JOURNAL (e) 41,443; (S) 42,724; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Howard Mullenary, Adv. Dir., INDEPENDENT-JOURNAL, PO Box 330, San Rafael, CA 94915; Tel. (415) 883-8600.

National Representatives: Gannett National Newspaper Sales, Long & Associates.

MARYSVILLE-YUBA CITY

1 - LOCATION: Yuba and Sutter Counties (In Yuba City MSA). E&P Map B-4. Both cities are County Seats. Agricultural center. 45 mi. N of Sacramento. On U.S. Hwy. 99E; State Hwys. 20, 65 & 70.

2 - TRANSPORTATION: Railroads-Southern Pacific; Western Pacific; Sacramento Northern; Amtrak.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Hub Area Transit Authority.

3 - POPULATION:
Corp. Cities 90 Cen. 39,751; E&P 92 Est. 41,986
  Marysville 90 Cen. 12,324; E&P 92 Est. 12,809
  Yuba City 90 Cen. 27,437; E&P 92 Est. 29,177
NDM-ABC: (80) 101,979
Counties/MSA 90 Cen. 122,643; E&P 92 Est. 129,945
  Yuba 90 Cen. 58,228; E&P 92 Est. 61,425
  Sutter 90 Cen. 64,415; E&P 92 Est. 68,520

4 - HOUSEHOLDS:
Cities 90 Cen. 14,050; E&P 92 Est. 14,835
  Maryville 90 Cen. 4,355; E&P 92 Est. 4,526
  Yuba City 90 Cen. 9,695; E&P 92 Est. 10,309
NDM-ABC: (80) 36,313
Counties/MSA 90 Cen. 41,572; E&P 92 Est. 44,050
  Yuba 90 Cen. 19,533; E&P 92 Est. 20,606
  Sutter 90 Cen. 22,039; E&P 92 Est. 23,444

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	15	N.A.
Savings & Loan	14	N.A.
Credit Unions	6	N.A.

6 - PASSENGER AUTOS: Yuba 29,774; Sutter 35,041

7 - ELECTRIC METERS: Residence 45,250

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A LOS ANGELES TRADITION

The Los Angeles market is growing at a rate well above that of the U.S. population as a whole. That growth comes primarily from the Hispanic population, which experienced a growth rate twelve times that of non Hispanic whites during the 1980's. Sheer numbers make this community a sound investment for targeted advertising. Los Angeles is number one in effective buying income, totalling over $63 billion in retail sales... and Los Angeles is one third Hispanic.

Hispanic culture is at roots of today's Southern California, and the Hispanic community is a vital part of a thriving Los Angeles. For sixty-five years, La Opinion has been the voice of that community. Hispanic marketing isn't new to us—it's our heritage.

For more information contact the Marketing Department today.

65° ANIVERSARIO 1926-1991

LA OPINION

411 West Fifth Street • Eleventh Floor • Los Angeles, CA 90013 • (213) 896-2020

(Circle No. 5 on Market Request Card)

8 - GAS METERS: Residence 29,858

9 - PRINCIPAL INDUSTRIES: Food, Lumber; Plastics; Mobile Homes; Trailers.

Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 50-107; Fall 45-80; Winter 20-70. First killing frost, Nov. 15, last killing frost, Feb. 21.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on D St., Marysville; 12 blocks Side St.; 7 blocks Plumas St., Yuba City.

Neighborhood Shopping Centers-12th and Ramirez, Marysville; 19th and Covillaud, Marysville; Marysville Square; College Center, Marysville; Carriage Square, Yuba City; Yuba Plaza, Yuba City; Hillcrest Plaza, Yuba City.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
PV Center	NA	PV, Big A Auto Parts
College Ctr.	NA	
Colusa Ave.(15)	NA	Walgreens, Safesave Drug, Designer Fabrics
Hillcrest Plz. (22)	NA	New Dimensions
K mart Center(5)	NA	K mart
Marysville Sq (5)	NA	Mont. Ward, Lucky, Long's
Raley's	NA	Raley's, Pay 'N Pak
Village Ctr.(7)	NA	
Westbridge(15)	NA	Sherwin-Williams, Lucky, Payless Radio Shack
Yuba Plaza(5)	NA	Sears, Thrifty Drug, Handyman
Heritage Oak(8)	NA	Safeway
Gridley(8)	NA	Thrifty Drug
Yuba City Mall	NA	Gottschalk's, Sears Penney's, Long's Drug

Principal Shopping Days-Westbridge Shopping, Yuba City-Fri., Sat., Mon.

Stores Open Evenings-Wed., Fri.

Stores Open Sundays-Food, drug, clothing, appliances, hardware.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Sears; Bradley's; Mervyn's; National Dollar.

Discount Stores-K mart; PV.

Variety Stores-Woolworth; Sprouse-Reitz.

Chain Drug Stores-Payless 2; Thrifty 2; Safe-Save 2; Walgreens; Long's.

Chain Supermarkets-Safeway 2; Lucky 2; Food-4-Less; Raley's; Holiday 3.

Other Chain Stores-Singer; Firestone; Goodyear; Shoes: Don's, Kinney, Dave's 2, Kahn's; Men's Stores: Schneider's; Others: Radio Shack; House of Fabric; McMahan's Furniture; Bresler's Ice Cream; Wherehouse; Handyman; Designer Fabric; Kragen Auto Supply; Pay 'n Pak; Big 5.

14 - NEWSPAPERS: APPEAL-DEMOCRAT (e) 25,914; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Claude C. Lathrop, Sales & Mktg. Dir., APPEAL-DEMOCRAT, 1530 Ellis Lake Dr., Marysville, CA 95901; Tel. (916) 741-2345.

National Representative: Branham/Newspaper Sales.

MERCED

1 - LOCATION: Merced County (MSA), E&P Map C-5, County Seat. Livestock, fruits, agricultural, canning, dairy & small mfg. center, heart of San Joaquin Valley. 127 mi. SE of San Francisco; 63 mi. S of nearest seaport terminal (Stockton); 55 mi. N of Fresno. Gateway to Yosemite Natl. Park. On State Hwys. 140, 99 & 59.

2 - TRANSPORTATION: Railroads-Amtrak; AT&SF; Southern Pacific.

Motor Freight Carriers-16.

Intercity Bus Lines-Greyhound; Yosemite Trans; Grayline; (MARTS) Merced Area Regional Transit System.

Airline-United Express.

3 - POPULATION:

Corp. City 90 Cen. 56,216; E&P 92 Est. 60,159

CZ-ABC: (80) 55,993

RTZ-ABC: (80) 86,807

Co./MSA 90 Cen. 178,403; E&P 92 Est. 191,851

City & RTZ-ABC: (80) 142,800

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 19,863; E&P 92 Est. 21,257

Co./MSA 90 Cen. 70,787; E&P 92 Est. 76,123

CZ-ABC: (80) 19,572

RTZ-ABC: (80) 28,173

City & RTZ-ABC: (80) 47,745

5 - BANKS	NUMBER	DEPOSITS
Commercial	14	$322,651,000
Savings & Loan	7	$278,677,000
Credit Unions	4	$71,959,000

6 - PASSENGER AUTOS: Merced County 83,546

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Total Agric., Forestry & Fishing 9,925; Constr. & Mining 1,450; Food Proc. 6,500; Other Mfg. 3,600; Trans. & Public Util. 1,950; Whol. Trade 1,600; Ret. Trade 8,850; Fin., Ins. & R.E. 2,250; Servs. 6,925; Federal 1,300; State, Local & Education 10,025; Castle Air Force Base 6,039. (an Av. Wage and Salary Employment 60,414).

10 - CLIMATE: Min. & Max. Temp.-Spring 35-90; Summer 43-106; Fall 32-88; Winter 28-80. Last killing frost, Mar. 20.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown; 15 blocks on Main St.; 5 on 18th St.; 2 on Canal St.; 2 on M St.; Merced Mall Regional Shopping Center, 1000 W. Olive Ave., 64 stores.

Neighborhood Shopping Centers-Westgate Center, W. Main St.; Galleria, G. St. & North Bear Creek Dr.; College Green Center, Olive Ave. & G. St.; Yosemite Pkwy., 21st St.; Bear Creek Shpg. Ctr., Alexander Ave. & G. St.; Payless Plz. Merced, Olive & G St.; Olivewood Ctr., Olive & Austin St.; Save Mart Ctr., Olive & G. St.

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Thur.; Food, Drug & Shopping Centers every night.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; Gottschalk's; Mervyn's; Newberry's; JCPenney; K mart.

Chain Drug Stores-Thrifty 2; Long's; Bill's; Payless.

Chain Supermarkets-Save Mart 4; New Deal Markets; Lucky's; Raley's.

Other Chain Stores-Toppers Jewelry; Fashion Crossroads; House of Fabrics; Musicland; Kinney Shoes; Goodyear; Firestone; Pep Boys Auto; McMahan Furn.; Slater's Furn.; Sherwin-Williams; Kerr Rug; Baskin-Robbins; General Nutrition; Topps & Trousers; Beverly Fabrics; Grand Auto; Kragen Auto; Grossman's; Millers Outpost; B. Dalton Booksellers; Big 5 Sports; Kits Cameras; Village East; Petites West; 84 Lumber; Naturalizer Shoes; Wherehouse; Ortho Mattress; Curtis Mathes; Gingiss Formalwear; Grand Auto Stores; Jean Nicole; Radio Shack; Singer; Pay 'n' Pak.

14 - NEWSPAPERS: SUN-STAR (m) 25,549; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Zack Horrell, Adv. Dir., SUN-STAR, 3033 North G. St.; PO Box 739, Merced, CA 95341-0739; Tel. (209) 722-1511; FAX (209) 384-2226.

National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

MODESTO

1 - LOCATION: Stanislaus County (MSA). E&P Map C-5, County Seat. Livestock, fruits and agricultural center. 94 mi. SE of San Francisco; 348 mi. N of Los Angeles; 29 mi. S of nearest seaport terminal (Stockton). Food processing center. On U.S. Hwy. 99; State Hwys. 108 & 132.

2 - TRANSPORTATION: Railroads-Southern Pacific; Tidewater Southern (subsidiary of Western Pacific); Santa Fe connected by Modesto & Empire Traction.

Motor Freight Carriers-122.

Intercity Bus Lines-Pacific Greyhound; Modesto Transit; Continental Trailways.

Airlines-Wings West; West Air.

3 - POPULATION:

Corp. City 90 Cen. 164,730; E&P 92 Est. 176,356

CZ-ABC: (80) 112,790

Bal. in NDM-ABC: (80) 153,110

County/MSA 90 Cen. 370,522; E&P 92 Est. 401,233

Total NDM-ABC: (80) 265,900

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 58,206; E&P 92 Est. 62,313

County/MSA 90 Cen. 132,279; E&P 92 Est. 143,243

CZ-ABC: (80) 39,257

Bal. in NDM-ABC: (80) 55,418

Total NDM-ABC: (80) 94,675

5 - BANKS	NUMBER	DEPOSITS
Commercial	31	$805,347,000
Savings & Loan	23	$477,064,000

6 - PASSENGER AUTOS: Stanislaus County 192,417

7 - ELECTRIC METERS: Residence City 58,361

8 - GAS METERS: Residence City 42,651

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-All Mfg. 20,100; Nondurable Goods 14,500; Durables 5,600; Food Proc. 11,800; Ret. Trade 19,000; Whol. Trade 4,600; Gov't 15,300; Constr. 5,900; Trans. and Util. 4,200; Servs. 19,700.

10 - CLIMATE: Min. & Max. Temp.-Winter 36-54; Spring 45-73; Summer 58-94; Fall 48-77. First killing frost, Nov. 28; last killing frost, Mar. 3.

11 - TAP WATER: Alkaline; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Five mi. of McHenry Ave. (from Needham North) & Downtown; 8 blocks on 10th St.; 4 on 11th St.; 6 on I St.; 8 on J St.; N Freeway 99 at Dale Rd.

Neighborhood Shopping Centers-McHenry Village, 1700 McHenry Ave.; Roosevelt Center, College & Orangeburg; Yosemite, Santa Cruz & Yosemite Blvd.; Caruso, 2 mi. S on Crows Landing Rd.; Paradise Plaza, Paradise Rd. & Sutter St.; Gregory Gardens, 2000 Tully Rd.; Ulrich, Orangeburg & Virginia Ave.; Briggsmore Sq., McHenry & Briggsmore; McHenry Sq., McHenry & Bowen; Scenic, Old Oakdale Rd. at Scenic Dr.; Ceres Plaza; Coffee Plaza, Coffee Rd. at Floyd; Mervyn's, McHenry at Leveland; Briggsmore Plaza, Briggsmore & Prescott; Lloyds Sq., McHenry near Leveland; Bowen; Coffee & Orangeburg Center; Tully Manor, Tully at Standiford; Century Center, Oakdale at Orangeburg; Frontier Town, Tully at Standiford; Northgate Village, McHenry at Rumble; Western Plaza, Coffee at Floyd; The Lakes; Oakdale Rd.; Lincoln School Downtown; Standiford Square, Standiford & Prescott.

Regional Shopping Center-Vintage Faire, N Freeway 99 at Dale Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Vintage Faire	4	Sears, JCPenney, Macy's, Weinstock's, Gottschalk's
Standiford Sq.	NA	Save-Mart, Thrifty
Lincoln School	NA	Thrifty Jr., Save-Mart
The Lakes	4	Long's, Save-Mart
McHenry Vlg.	2	Keller's, New Deal
Yosemite	2	New Deal
Caruso	2	Landon's, Jumbo
Roosevelt	2	Paul's
Paradise Plaza	1	Sprouse-Reitz
Sisk Road Ctr.	4	Sofa Factory, Aaron Bros.
Gregory Gardens	2	Save-Mart, Thrifty
Ulrich	2	Save-Mart
Mervyn's	3	Mervyn's
Briggsmore Sq.	2	Mont. Ward, Thrifty
Briggsmore Plz.	2	Bonanza
McHenry Sq.	2	Payless
Scenic	2	New Deal
Coffee Plz.	2	Save-Mart
Ceres Plz.	3	Lucky Stores, TG&Y, Food-4-Less
Tully Manor	3	Raley's
Standiford Ctr.	4	Lucky's, Long's, Pier 1 Imports
Century Ctr.	3	Gottschalk's, Raley's
Frontier Town	3	Center State Bank
Northgate Vlg.	3	Ken's Camera
Western Plaza	3	
Whitmore	4	Save-Mart
Dale Road	4	Handy Andy, Big 5
Sylvan Square	4	Richland Mkts.

Principal Shopping Days-Thur., Fri., Sat., Sun.

Stores Open Evenings-Dept. Stores-Mon., Thur.; Food-every night except Sun.; Vintage Faire-Mon. through Sat. until 9 p.m.

13 - RETAIL OUTLETS: Department Stores-Sears; Sears Outlet; Montgomery Ward; JCPenney; Loebs; Colburn's; Mervyn's 2; TG&Y; Gottschalk's 2; Weinstock's; Macy's.

Variety Stores-Woolworth; Sprouse-Reitz 4.

Chain Drug Stores-Payless 3; Long's 5; Rexall 3; Thrifty 7; Raley's 3.

Chain Supermarkets-Lucky 6; Sam's Food City; Angelo's; Save-Mart 12; Richland 5; New Deal 9; Jumbo Foods; Ray's; Sav-Mor 5; Food-4-Less 2; Albertson's; Pak 'N Save.

Discount Stores-K mart 3; Bonanza; TG&Y; Payless 3; Long's 5; Liquor Barn.

Other Chain Stores-Anita Shops; Aaron Bros.; Furnishings 2000; Copeland Lumber; Dutch Boy Paint; Firestone; Fuller Paints; Handy Andy; Hartfield's; House of Carpets; House of Fabrics; Kragen Auto; Landons; Leed's; Levitz; Lumberjack; Thom McAn; McMahan's; Midas Muffler; Miller-Stockman; Pep Boys; Pittsburgh Paint; Roger's Jewelry; See's; Sherwin-Williams; Singer Co.; Topper's; Western Auto; Wicke's Lumber; Payless; Grand Auto; Gallenkamp's; Hatfield Jewelers; Houston Shoes; Radio Shack; The Swiss Colony; National Unifom; Kinder Foto; Millers Outpost; Naturalizer Shoes; Grossman's; Sofa Factory; Standard Brands; Orchard Supply Hardware; Simco Corp.; Video Concepts; Circuit City; The Good Guys; Marshalls; Costco; Home Club; Pay-N-Pak; Pak 'N Save; Target; Wal-Mart; Copeland Sports; Ross Stores.

14 - NEWSPAPERS: BEE (m) 85,020; (S) 94,363; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Gary Moore, Adv. Dir., BEE, 1325 H St.; PO Box 3928, Modesto, CA 95352; Tel. (209) 578-2000.

National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

MONTEREY

1 - LOCATION: Monterey County (In Salinas-Seaside-Monterey MSA). E&P Map B-5. Tourist center. Vacation area and fishing. Fort Ord (Army); Navy Post Graduate School; Defense Language Institute. 125 mi. or 17 min. air time from San Francisco.

2 - TRANSPORTATION: Motor Freight Carrier-1.

Intercity Bus Lines-Monterey Peninsula Transit; Coastlines; Greyhound.

Airlines-United; USAir; American Eagle; Skywest.

3 - POPULATION:

Corp. City 90 Cen. 31,954; E&P 92 Est. 32,833

CZ-ABC: (80) 81,841

Bal. in NDM-ABC: (80) 55,234

County/MSA 90 Cen. 355,660; E&P 92 Est. 377,921
Total NDM-ABC: (80) 137,075

4 - HOUSEHOLDS:
City 90 Cen. 11,291; E&P 92 Est. 11,601
County/MSA 90 Cen. 124,057; E&P 92 Est. 131,821
CZ-ABC: (80) 33,598
Bal. in NDM-ABC: (80) 15,582
Total NDM-ABC: (80) 49,180

5 - BANKS Corp. City 11; Deposits N.A.

6 - PASSENGER AUTOS: Monterey County 191,498

7 - ELECTRIC METERS: Residence 47,600

8 - GAS METERS: Residence 41,100

9 - PRINCIPAL INDUSTRIES: Industry, An. Payroll-Military $737,470,000; Tourist $167,951,000; Mfg. $5,375,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-65; Summer 52-70; Fall 48-66; Winter 43-61. First killing frost, Dec. 4; last killing frost, Feb. 2.

11 - TAP WATER: Alkaline, medium hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Del Monte Shpg. Ctr. in Monterey; 6 blocks on Alvarado and Monterey; 4 on Ocean, Carmel; 4 on Lighthouse, Pac. Grove.

Neighborhood Shopping Centers-Fremont & Broadway; Seaside; Monte Vista Ctr.; Monterey; Forest Hill Ctr.; Fairway Ctr.; Country Club Gate; Pacific Grove; Mid Valley Shopping Ctr.; Village Ctr.; Carmel Valley.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Del Monte(85)	NA	Macy's, Lucky, Thrifty Drugs, Mervyn's
The Barnyard(66)	NA	Thunderbird Book Store
Carmel Rancho(30)	NA	Albertson's, Brinton's
Crossroads(80)	NA	Long's, Safeway
Olympia Plaza(9)	NA	Sears
Carmel Plaza(51)	NA	I. Magnin, Saks
Country Club(18)	NA	Alpha Beta, Thrifty Drug

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept.-Mon. through Fri., Food-daily.

13 - RETAIL OUTLETS: Department Stores-Ford's; Macy's; JCPenney; Mervyn's.
Discount Store-K mart.
Variety Stores-Woolworth; Sprouse-Reitz 2.
Chain Drug Stores-Long's 2; Thrifty 2; Payless.
Chain Supermarkets-Safeway 5; Nob Hill; Lucky; Alpha Beta.
Other Chain Stores-Kragen's; Banana Republic; Firestone 2; Friedman's; Sees Candies; Grand Auto; The Limited; Casual Corner; Millers Outpost; Leed's; Petrie's; Peck & Peck; I. Magnin; Saks Fifth Avenue; Books, Inc.; Big 5 Sporting Goods; Tom McAn; Foot Locker; Waldenbooks.

14 - NEWSPAPERS: THE HERALD (m) 35,126; (S) 36,998; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Alice Burton, Adv. Dir., THE HERALD, Pacific & Jefferson Sts., Monterey, CA 93940; Tel. (408) 372-3311; FAX (408) 646-4394.
National Representative: Branham/Newspaper Sales.

NAPA

1 - LOCATION: Napa County, (In Vallejo-Fairfield-Napa PMSA). E&P Map B-4, County Seat. 50 mi. N of San Francisco; 35 mi. N of Oakland. Off I-80 & State Hwys. 12, 29 & 121.
Motor Freight Carriers-2.
Intercity Bus Line-Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 61,842; E&P 92 Est. 64,035
CZ-ABC: (80) 55,326
RTZ-ABC: (80) 43,873
County 90 Cen. 110,765; E&P 92 Est. 115,905
PMSA 90 Cen. 451,186; E&P 92 Est. 486,406
City & RTZ-ABC: (80) 99,199
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 21,851; E&P 92 Est. 22,626
County 90 Cen. 40,003; E&P 92 Est. 41,859
PMSA 90 Cen. 161,315; E&P 92 Est. 173,891
CZ-ABC: (80) 20,767
RTZ-ABC: (80) 15,857
City & RTZ-ABC: (80) 36,624

5 - BANKS	NUMBER	DEPOSITS
Commercial	15	$395,400,000
Savings & Loan	11	$580,600,000

6 - PASSENGER AUTOS: Napa County 66,336

7 - ELECTRIC METERS: 32,842

8 - GAS METERS: 30,868

9 PRINCIPAL INDUSTRIES: Industry, No. of Employees-Clothing 250; Agriculture 3,340; Construction 3,130; Government 5,637; Retail 8,690; Education 4,182; Manufacturing 6,030; Tractor 104; Steel Pipe 240; Hospital 4,135; Calif. Veteran's Home 1,000; Building Materials 562; Aircraft Maintenance 110; Dairy 65.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-70; Summer 52-82; Fall 46-77; Winter 37-57. First killing frost, Oct. 23; last killing frost, Mar. 26.

11 - TAP WATER: Hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers (No. of Stores)-Napa Valley (18); River Park (22); K mart/Lucky; Bel Aire Plaza (15); Grape Yard (15); Silverado Plaza (14); Redwood Plaza (10).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sun Valley	24	Macy's, Emporium, Sears, JCPenney
Larwin Plaza	11	K mart, Sears
Hilltop	24	Macy's, Sears, Emporium
Coddingtown	40	Emporium, K mart
Santa Rosa Plz.	36	Sears, Macy's
Solano Mall	20	JCPenney, Mervyn's, Macy's, Sears, Emporium
Village at Cafe Madera	25	Nordstrom, Macy's, Emporium

Principal Shopping Days-Thur., Fri. & Sat. Stores open Thur. evenings.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Mervyn's; McCaulou's.
Variety Stores-Woolworth; Roberts.
Discount Stores-K mart; TG&Y.
Chain Drug Stores-Bill's; Payless; Long's; Merrill's; Thrifty 2.
Chain Supermarkets-Safeway 3; Food Fair; Vallerga's 2; Lucky; Albertson's.
Other Chain Stores-Kinney Shoes; Ross; Singer Co.; Sears; Goodyear; Grand Auto; Grossman's; Orchard Supply; Sherwin-Williams; Radio Shack; Kragen Auto; Chief Auto; Liquor Barn; Central Valley Lumber; Toys 'R' Us; Ross.

14 - NEWSPAPERS: REGISTER (e-mon to fri) 19,724; (m-sat) 19,588; (S) 19,807; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Donna Carlisle, Ret. Adv. Mgr., REGISTER, 1615 Second St.; PO Box 150, Napa, CA 94558; Tel. (707) 226-3711.
National Representative: LONG & ASSOCIATES.

NEWARK
See FREMONT

OAKLAND

1 - LOCATION: Alameda County (In Oakland PMSA). E&P Map B-5, County Seat. Terminus of three transcontinental railroads. Largest port in San Francisco Bay. Center of air routes. Education center.

2 - TRANSPORTATION: Railroads-Amtrak; SP; Santa Fe; UP; WP; Burlington Northern; Denver & Rio Grande; Western.
Motor Freight Carriers-1,318.
Passenger & Freight Steamship Lines-70.
Rapid Transit-Bay Area Rapid Transit (BART).
Intercity Bus Lines-Trailways; Greyhound; Peerless; Alameda-Contra Costa Transit.
Airlines-America West; Alaska; American; Sun World; USAir; American Eagle; United; Delta; Continental; United Express.

3 - POPULATION:
Corp. City 90 Cen. 372,242; E&P 92 Est. 378,823
NDM-ABC: (80) 1,761,710
County 90 Cen. 1,279,182; E&P 92 Est. 1,346,791
PMSA 90 Cen. 2,082,914; E&P 92 Est. 2,199,848
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 131,528; E&P 92 Est. 133,853
NDM-ABC: (80) 667,626
County 90 Cen. 409,503; E&P 92 Est. 431,146
PMSA 90 Cen. 682,554; E&P 92 Est. 720,955

5 - BANKS	NUMBER	DEPOSITS
Commercial	346	$7,164,450,000
Savings & Loan	233	$9,535,560,000

6 - PASSENGER AUTOS: Alameda County 886,647

7 - ELECTRIC METERS: Residence 738,058

8 - GAS METERS: Residence 665,465

9 - PRINCIPAL INDUSTRIES: (County): Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 12,100 ($435); Fab. Metal Prods. 9,700 ($420); Mach. 10,400 ($470); Trans. & Equip. 4,900 ($555); Primary Metals 4,500 ($433); Chem. 9,700 ($486); Petroleum & Coal Prods. 8,400 ($791); Printing & Pub. 8,800 ($490); Paper Prods. 4,300 ($511); Stone, Clay & Glass Prods. 5,200 ($501); Elect. Equip. 8,500 ($482).

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown-15 blocks on Broadway; 4 on Telegraph Ave.; Broadway & MacArthur Blvd.
Neighborhood Shopping Centers-8 blocks on 7th St.; 8 at Park Blvd. & 18th St.; 5 at 23rd Ave. & E 14th St.; 65 along E 14th St.; 4 at Seminary Ave. & MacArthur Blvd.; 4 at Foothill Blvd. & Seminary Ave.; 6 at 73rd Ave. & MacArthur Blvd.; 10 at Fruitvale Ave. & MacArthur Blvd.; 10 at Grand Lake Ave. & MacArthur Blvd.; 10 at Moraga Ave. & LaSalle St.; 6 at San Pablo Ave. & Powell St.; 9 at College Ave. & Alcatraz Ave.; 12 at Telegraph Ave. & 51st St.; 4 at 53rd St. & Grove St.; Foothill Sq., Foothill Blvd. & 108 Ave.; MacArthur Blvd. & B'way., Rockridge Center; Eastmont Mall, 73rd & Foothill.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
(Alameda County)		
Fremont Fashion Center(32)	NA	Emporium-Capwell
Fremont Hub(96)	NA	
South Shore Ctr. (51)	NA	Mervyn's, JCPenney
Southland(125)	NA	JCPenney, Sears, Mervyn's, Emporium-Capwell
Newpark Mall (101)	NA	Macy's, Sears, Emporium-Capwell, Mervyn's
Eastmont Mall (82)	NA	JCPenney, Mervyn's
Stoneridge(77)	NA	Emporium-Capwell, Macy's, JCPenney
Bay Fair Mall (115)	NA	Macy's, Mont. Ward
(Contra Costa County)		
County East Mall(55)	NA	JCPenney, Sears, Mervyn's
Sunvalley(140)	NA	Emporium-Capwell, Macy's, JCPenney, Sears
El Cerrito Plz (60)	NA	Emporium-Capwell
Hilltop(140)	NA	Emporium-Capwell, Macys, JCPenney
Broadway(62)	NA	I. Magnin, Nordstrom, Emporium-Capwell

Stores Open Evenings-Mon., Thur. Many food stores open every evening and Sun.

13 - RETAIL OUTLETS: Department Stores-Emporium-Capwell 8; Macy's 5; Mervyn's 9; Montgomery Ward 5; JCPenney 9; Sears 5; Nordstrom; McCaulou's 8.
Discount Stores-Target 5; K mart 9.
Variety Stores-Newberry 3; Sprouse-Reitz 13; Woolworth 9.
Chain Drug Stores-Guy's 3; Long's 22; Domar's; Kerstein's 2; Payless 16; Pay 'N Save 3; Thrifty 22; Walgreens 8; Day & Night 2; Leo's 3; Abreu's; Bill's Drugs 7; Thrifty, Jr. 5.
Chain Supermarkets-Safeway 55; Albertson's 5; Fry's 9; Park & Shop 2; Lucky 55; Alpha Beta 13; 7-Eleven 88; Big T Supermarket 11; Farmer's Markets 4; Emby 3; Nob Hill 3; Pro Mkts. 3; Rebello's 3; Diablo Foods 4; Flair Mkt. 7; Petrini's.
Other Chain Stores-Ross Dress For Less 8; Abbey Carpets 5; Abbey Rents 2; Arden's 5; Big 3 Tires; Bond's 3; Breuner's 3; C&R Clothiers 6; C.B.S. Plywood 6; Crescent Jewelers 10; Davidson & Licht 5; Edison Bros. 12; Firestone 14; Florsheim 6; Foreman & Clark 2; Gallenkamp's 17; Goodyear 31; Grand Auto 17; W.T. Grant 4; Hartfield's 7; Zales Jewelers 3; Kinney Shoes 8; Kragen Auto 18; Lerner 2; Levitz 4; I. Magnin 2; Thom McAn; Milen's 6; Mode O'Day 10; Ortho Mattress 7; Big 'O' Tires 21; Furnishings 2000 6; Merritt Tire 5; Standard Brands 6; Regal Shoes 4; Singer 10; Sleep Aire 4; Kress 3; Goldmans 12; Circuit City 4.

14 - NEWSPAPERS: THE OAKLAND TRIBUNE (m) 115,296; (S) 115,116; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Donn Tice, V.P. Sales, THE OAKLAND TRIBUNE, 409 13th St., Oakland, CA 94612; Tel. (415) 645-2000.
National Representative: Branham/Newspaper Sales.

OCEANSIDE

1 - LOCATION: San Diego County, (In San Diego MSA). E&P Map E-8. 85 mi. S of Los Angeles on I-5. Adjoins Camp Pendleton of the U.S. Marine Corps.

2 - TRANSPORTATION: Railroad-Santa Fe.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Santa Fe; Trailways; Oceanside Transit.

3 - POPULATION:
Corp. City 90 Cen. 128,398; E&P 92 Est. 138,738
CZ-ABC: (80) 102,915
RTZ-ABC: (80) 131,778
County 90 Cen. 2,498,016; E&P 92 Est. 2,690,881
MSA 90 Cen. 1,872,741; E&P 92 Est. 2,472,250
City & RTZ-ABC: (80) 234,693
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 45,368; E&P 92 Est. 49,022
MSA 90 Cen. 670,094; E&P 92 Est. 839,980
County 90 Cen. 796,962; E&P 92 Est. 858,493
CZ-ABC: (80) 39,184
RTZ-ABC: (80) 42,075
City & RTZ-ABC: (80) 81,259

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	19	N.A.

6 - PASSENGER AUTOS: San Diego County 1,376,388

7 - ELECTRIC METERS: Residence (Tri City) 22,148

8 - GAS METERS: Residence (Tri City) 16,508

9 - PRINCIPAL INDUSTRIES: Industry (No. of Employees)-Elect. Connectors (500); DC Power Supplies/Transformers (380); Electrical Components/Systems (250); Agric. (Bulb Growing, etc.)

(200); Electronic Equip. (126); Crystal & Elect. Mfg. (100).

Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-64; Summer 62-72; Fall 54-70; Winter 43-61.

11 - TAP WATER: Neutral, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-16 blocks on Hill St.; 6 on Mission Ave.; 3 on Freeman St.

Neighborhood Shopping Centers-1700 block Mission Ave.; 3100 block on Carlsbad Blvd.; 1600 block on South Hill; 2000 block on Mission; 300 block on Vista Way.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Mission Sq (23)	1	Von's, Thrifty
Long's	2	Safeway, Long's
Plaza Camina Real(129)	4	JCPenney, May Co., Woolworth, Bullock's, Broadway, Sears
Poinsettia(14)	NA	Big Bear, TG&Y
Oceanside Plz. (21)	2	Alpha Beta, Value Fair
Tamarack East	5	Thrifty, Safeway
Fed Mart	NA	Fed Mart
Mesa Marguirita (3)	NA	Express Lane Foods
Mercado De Oceana(17)	NA	Market Place, Price Drug
College Plz.(20)	NA	Sprouse-Reitz, Safeway, Thrifty
Cape Cod Vlg.(13)	NA	
Medical Park(3)	NA	Gordon Tait Phcy.
Baskin-Robbins(9)	NA	Baskin-Robbins
Oceanside(15)	NA	Safeway, Long's Drug

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Huckaby's; May Co.

Variety Stores-Sprouse-Reitz; Woolworth; Long's; Payless.

Discount Stores-Fed-Mart; Value-Fair; K mart.

Chain Drug Stores-Mission Park 2; Fed Mart; Long's; Thrifty.

Chain Supermarkets-Safeway 2; Von's; Shop Smart; Alpha Beta; Red & White 2; Albertson's.

Other Chain Stores-Singer Co.; Sears Roebuck; Elms; Southern California; Kirby Shoes; Mode O'Day; Berner-Judd Fashions; Salms; Ortho; Dormans; Hickory Farms; Checker Auto.

14 - NEWSPAPERS: BLADE-TRIBUNE (m-mon, tues, thur & sat) 39,133; (m-wed) 54,036; (m-fri) 54,177; (S) 40,306; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Scott Little, Adv. Dir., BLADE-TRIBUNE, 1722 S. Hill, Oceanside, CA 92054; Tel. (619) 433-7333.

National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

ONTARIO-UPLAND-POMONA

1 - LOCATION: San Bernardino County (In Riverside-San Bernardino PMSA). E&P Map D-7. 45 mi. E. of Los Angeles on I-10 near I-15 and 60. State Hwys. 30, 71, 83.

2 - TRANSPORTATION: Railroads-Amtrak; Southern Pacific; Santa Fe; Union Pacific.

Intercity Bus Lines-S. Cal. Rapid Transit; S. Cal. Rapid Transit; Continental Trailways; Omnitrans; Dial-A-Ride.

Airlines-Air LA; Alaska Airlines; American; International Total Services; Northwest Airlines; Skywest; TWA; United; Delta; America West; Southwest; Continental.

3 - POPULATION:

Corp. Cities 90 Cen. 328,276; E&P 92 Est. 341,089
Ontario 90 Cen. 133,179; E&P 92 Est. 142,051
Upland 90 Cen. 63,374; E&P 92 Est. 66,519
Pomona 90 Cen. 131,723; E&P 92 Est. 139,519
Total NDM-ABC: (80) 1,050,610
Counties 90 Cen. 10,281,544; E&P 92 Est. 11,134,930
San Bernandino 90 Cen. 1,418,380; E&P 92 Est. 1,561,129
Los Angeles 90 Cen. 8,863,164; E&P 92 Est. 9,573,801
PMSA 90 Cen. 2,588,793; E&P 92 Est. 2,864,781

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

Cities 90 Cen. 110,572; E&P 92 Est. 117,252
Ontario 90 Cen. 47,057; E&P 92 Est. 50,192
Upland 90 Cen. 22,393; E&P 92 Est. 23,504
Pomona 90 Cen. 41,122; E&P 92 Est. 43,556
Counties 90 Cen. 3,643,082; E&P 92 Est. 3,945,722
San Bernardino 90 Cen. 515,154; E&P 92 Est. 567,001
Los Angeles 90 Cen. 3,127,928; E&P 92 Est. 3,378,721
PMSA 90 Cen. 916,521; E&P 92 Est. 1,014,059
Total NDM-ABC: (80) 335,795

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	170	N.A.
Savings & Loan	158	N.A.

6 - PASSENGER AUTOS: San Bernardino County 691,714

7 - ELECTRIC METERS: Residence 222,766 —

8 - GAS METERS: Residence 177,850

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Aircraft 1,475; Citrus Proc. 794; Mach. Works 570; Truck Mfg. 800; Plastics 260; Misc. Mfg. 1,282.

10 - CLIMATE: Min. & Max. Temp.-Spring 51-103; Summer 63-103; Fall 45-96; Winter 37-89.

11 - TAP WATER: Slightly alkaline, moderate; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Euclid Ave.; 5 on Holt Blvd., Ontario; 2 blocks on 2nd & 2 blocks on 9th, Upland.

Neighborhood Shopping Centers-4 blocks at 9th St. & 2nd Ave., Upland; 2nd St. & 3rd Ave.-Upland; 2 blocks at Foothill Blvd. & Euclid Ave., Upland; Galvin Park, 3 blocks at 4th St. & Grove Ave., Ontario; Mountain View, 2 blocks at Mountain Ave. & D St., Ontario; Montclair, 2 blocks at Mountain & Foothill, Upland; 2 blocks at 7th & Mountain.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
K mart Plaza	NA	Millers Outpost, K mart
Indian Hill Vlg.	6	Newberry's, Osco Drugs
Montclair Plaza	5	Broadway, May Co., Mont. Ward, Sears Nordstrom, JCPenney
Ontario Plz.(36)	NA	Thrifty Drug, Ross
Mountaingreen	NA	Mervyn's, Long's
Rancho Towne Ctr.	6	Standard Brands
Town Center Upland	NA	Thrifty Drug, Von's, Osco Drugs
Upland Ctr.(18)	NA	Pic 'N Save
Upland Sq.(23)	NA	Alpha Beta, Gemmel's

Principal Shopping Days-Wed., Fri., Sat.

Stores Open Evenings-Dept. & discount-Fri.; Supermarkets-nightly.

Stores Open Sundays-Dept., discount, mkts.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Millers Outpost 4; Mervyn's 4; May Co.; Broadway; Best Products; Montgomery Ward; Target 4; Nordstrom's; J.J.'s; Ross.

Discount Stores-K mart 5; Fedco; Pic 'N Save 2.

Variety Store-Cornet.

Chain Drug Stores-Thrifty 10; Owl Lucky; Gemmel 7; Osco 2; Long's; Payless.

Chain Supermarkets-Albertson's 3; Alpha Beta 14; Food-4-Less; Grocery Warehouse; Hughes Market 3; Lucky Food Ctr. 10; Market Basket; Ralphs 6; Stater Bros. 19; Viva Market; Von's 8; Von's Pavilions.

Other Chain Stores-Standard Brands Paints 2; Firestone; Pep Boys; General Tire; Winston Tire; F&H Tire; Chief Auto; McMahan's Furn.; Armstrong Nurseries; Lerner; House of Fabrics; Cloth World; Ace Hardware; Builder's Emporium; Radio Shack; Clothestime; Circuit City; Kragen; Big 'O' Tire.

14 - NEWSPAPERS: INLAND VALLEY DAILY BULLETIN (all day-mon to sat) 86,774; (S) 89,342; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: James Fredericks, Sales & Mktg. Dir., DAILY BULLETIN, 2041 E. 4th St.; PO Box 4000, Ontario, CA 91761; Tel. (714) 987-6397; FAX (714) 989-8287.

National Representative: Papert Companies.

ORANGE COUNTY (Anaheim)

1 - LOCATION: Orange County, (In Anaheim-Santa Ana PMSA). E&P Map D-8. Anaheim is in center of Orange Co., adjoining Santa Ana, County Seat. Manufacturing and tourist center. On I-5; Calif. Hwys. 29, 55, 57, 72, 90, 91 & 250; 8 mi. NW of Santa Ana.

2 - TRANSPORTATION: Railroads-AT&SF; SP; UP.

Motor Freight Carriers-6.

Intercity Bus Lines-Continental Trailways; Greyhound; Orange County Transit; Southern Calif. Rapid Transit.

3 - POPULATION:

Corp. City 90 Cen. 266,406; E&P 92 Est. 275,788
County/PMSA 90 Cen. 2,410,556; E&P 92 Est. 2,568,735
NDM-ABC: (80) 449,322

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 94,132; E&P 92 Est. 97,447
County/PMSA 90 Cen. 850,839; E&P 92 Est. 906,670
NDM-ABC: (80) 156,012

5 - BANKS	**NUMBER**	**DEPOSITS**
Sav. & Comm.	36	$2,727,804,347
Savings & Loan	28	$712,942,861

6 - PASSENGER AUTOS: Orange County 1,467,041

7 - ELECTRIC METERS: Residence 79,627

8 - GAS METERS: Residence 63,636

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electronic Equip. 8,020; Amusement Park 6,000; Electro-mechanical Prods. 1,400; Computer Graphics Prods. 1,500; Chain Restaurant Headquarters & Whse. 2,790; Hotel 1,660; Interstate Elect. Equip. 1,700; Hospital 1,400; Residential Locksets 1,350; Rubber Prods. 950.

Principal Pay Days-15th & 31st.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-89; Summer 55-92; Fall 49-94; Winter 35-83.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-No. of Stores-Plaza de Oro 41; Anaheim Hills 34; Ball-Euclid Plaza 32; Disneyland Hotel Plaza 30; Plaza de Seville 30; The Village 26; Canyon Village 28; La Palma-Imperial 30.

Neighborhood Shopping Centers-Anaheim Hills Center 18; Euclid-Crescent Square 17; Granada Square 23; Madison Square 18; Magnolia-Broadway Center 15; Magnolia-La Palma Center 16; Mayfair Plaza 20; Wonderland Center 15.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Canyon Plaza(70)	13	Singer, Albertson's
Anaheim Plz.(62)	2	Mervyn's, Robinson's
Brookhurst(51)	3	Goodyear, Alpha Beta
E. Anaheim(50)	1	Ralph's, Boston Store

Principal Shopping Days-Fri., Sat., Sun.

Stores Open Evenings-Most stores throughout the week.

Stores Open Sundays-Food, drug, discount, specialty stores.

13 - RETAIL OUTLETS: Department Stores-The Akron; Boston Stores; Broadway; Gemco; Robinson's; Mervyn's.

Discount Stores-Lucky; K mart.

Variety Store-Sprouse-Reitz.

Chain Drug Stores-Rexall; Sav-On; Thrifty; Skaggs.

Chain Supermarkets-Albertson's; Alpha Beta; Gemco; Lucky; Ralphs; Stater Bros.; Thriftimart; Von's.

Other Chain Stores-Bond Clothes; C&R Clothiers; Color Tile Supermarkets; Dorman's Tire and Auto Supply; Florsheim Shoes; Firestone Tire; Goodyear Tire; Goodrich Tire; Grant Boys; Hartfield's; Hickory Farms; House of Tailoring; Judy's Lido Fashions; Mark C. Bloome Tires; McMahan Furn.; Midas Muffler; Nurseryland; Pep Boys; Radio Shack; Rayco Car Service; See's Candy Shops; Silverwoods; Singer Co.; Toy City; Toys 'R' Us; Uniroyal Tires.

14 - NEWSPAPERS: ANAHEIM BULLETIN (e) 6,763; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Robert Novak, Gen. Mgr., ANAHEIM BULLETIN, 1771 S. Lewis St.; PO Box 70004, Anaheim, CA 92825-0004; Tel. (714) 634-1567.

National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

ORANGE COUNTY (La Habra)

1 - LOCATION: Orange County (In Anaheim-Santa Ana PMSA). E&P Map D-8. 14 mi. N of Santa Ana; 28 mi. E of Los Angeles.

2 - TRANSPORTATION: Railroads-La Habra: Southern Pacific; Union Pacific. Brea: Southern Pacific.

3 - POPULATION:

Corp. City 90 Cen. 51,266; E&P 92 Est. 52,473
NDM-ABC: (80) 73,145
County/PMSA 90 Cen. 2,410,556; E&P 92 Est. 2,568,735

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 19,346; E&P 92 Est. 19,801
NDM-ABC: (80) 26,453
County/PMSA 90 Cen. 850,839; E&P 92 Est. 906,670

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	12	N.A.
Commercial	20	N.A.

6 - PASSENGER AUTOS: Orange County 1,474,586

7 - ELECTRIC METERS: Residence 27,568

8 - GAS METERS: Residence 20,584

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees-Food 1,900; Oil Field Research 950; Photochemicals & Camera Parts 375; Dept. Stores 650; Hospital 285. Brea-Mechanical Rubber Goods 950; Industrial Protective Coatings 352; Ball Bearings & Swivel Joints 300; Util. Prods. 300; Industrial & Agric. Chem. 175.

10 - CLIMATE: Annual Av. Temp.-62.

11 - TAP WATER: La Habra: Alkaline, hard, not fluoridated. Brea: Alkaline, medium soft, not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
La Habra		
La Habra Sq.(22)	NA	Ralph's Mkt., Grossman's
La Habra Circle(20)	NA	Jackson Bros.
La Habra Mall(20)	NA	Best
Hacienda Plz.(16)	NA	Sears, Long's
Brea		
Brea Mall(100)	NA	Sears, May Co., Nordstom
Brea Plz.(30)	NA	Thrifty Drug, Albertson's
Brea Heights(16)	NA	Ray's Mkt.
Imperial Plz.(16)	NA	Alpha Beta

Third year in a row.

WORLD'S LEADING NEWSPAPER IN TOTAL FULL-RUN ADVERTISING.

Duke, Kansas get set
Shopping made painless
THE ORANGE COUNTY Register

WHY?

In a word — affluence. Orange County is the richest part of the Los Angeles ADI. Its residents have a 14% higher average household income than L.A. And with 2.4 million residents, this is a market larger and more important than San Francisco . . . with more effective buying power than Dallas.

Exclusive Readership

Every day, 687,700 readers (702,700 on Sunday) of The Orange County Register never read the other paper. They read the Register exclusively. No wonder the Register attracts so much advertising. A huge upscale audience combined with exclusive readership.

Join the national advertisers who have discovered the Register is the most effective print buy in the L.A. ADI.

Orange County people do not read L.A. papers. Orange County people work in Orange County, play in Orange County, shop in Orange County, and for the most part, never pick up an L.A. paper. It's why The Orange County Register enjoys 87% more daily circulation in Orange County than the Los Angeles paper.

1988-1989-1990
NUMBER ONE AGAIN
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The leading medium in Southern California's richest market

Sources: 1991 Survey of Buying Power; Audit Bureau of Circulation, March 31, 1991; 1989 Scarborough Report

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(714) 953-7707

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by **CWO&O**

(Circle No. 6 on Market Request Card)

Other Shopping Centers (No. of Stores)-La Habra: Highland Ctr. (15); La Habra Plz. (14); Imperial Beach Ctr. (14); Beach Plz. (12); Town & Country (12); Harbor Sq. (12); Spadra Sq. (10); North Hills Plz. (10); Harbor Central Plz. (10); Central Plz. (10); Chantry Sq. (10).

Brea: Brea Ctr. (14); Brea West (14); 770 Center (10); Olinda Village (10).

13 - RETAIL OUTLETS: Department Stores-Bullocks; Sears; May Co.; Broadway; TJ Maxx.

Discount Stores-K mart; Target.

Variety Store-Pic 'N' Save.

Chain Drug Stores-Thrifty 4; Long's; Sav-On; Drug Emporium.

Chain Supermarkets-Albertson's; Alpha Beta; Ralphs; Safeway; Hughes; Lucky.

Other Chain Stores-Mark C. Bloome Tires; Chief Auto Supply; Daniels Tire Centers; Firestone; Grossman's; Florsheim Shoes; Hickory Farms; Innes Shoes; Leed's Shoes; 7-Eleven; Shoe Market; Sears Roebuck Service Ctr.; Slavick's Jewelry; Standard Brands Paint; C.H. Baker; Gallenkamp; Harris & Frank; House of Fabrics; Kinney Shoes; Radio Shack; Thom McAn; Zales Jewelers.

14 - NEWSPAPERS: STAR-PROGRESS (e-mon to fri) 4,780; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Patricia Young, Bus. Mgr., STAR-PROGRESS, PO Box 2040, La Habra, CA 90631; Tel. (714) 529-2144.

National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

ORANGE COUNTY
(Santa Ana)

1 - LOCATION: Orange County (In Anaheim-Santa Ana PMSA). E&P Map D-8. County Seat. 35 mi. SE of Los Angeles; 95 mi. N of San Diego on Santa Ana Fwy. (I-5); San Diego Fwy. (I-405); Garden Grove Fwy. (22) Riverside Artesia Fwy. (91); Newport Fwy. (55); Orange Fwy. (57); Imperial Hwy. (90); Laguna Fwy. (133); State Hwys. 1, 39, 72.

2 - TRANSPORTATION: Railroads-Santa Fe; Southern Pacific (freight); Union Pacific (freight); Amtrak.

Motor Freight Carriers-137.

Intercity Bus Lines-Greyhound; S. Calif. Rapid Transit; Orange County Transit (OCTD); Airport Service, Inc.; Laguna Beach Municipal Transit; Town Tours; Grayline Tours. Charter Lines-Four Winds; Taylor Bus; Roberts Holiday Lines.

Airlines-Commuter Service also to all airlines at L.A. Int's (LAX) and Long Beach. At John Wayne: America West; American; Northwest; United Express; TWA; Delta; Alaska.

3 - POPULATION:

Corp. City 90 Cen. 293,742; E&P 92 Est. 311,748

NDM-ABC: (80) 1,932,921

County/MSA 90 Cen. 2,410,556; E&P 92 Est. 2,568,735

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 103,791; E&P 92 Est. 110,153

County/MSA 90 Cen. 850,839; E&P 92 Est. 906,670

NDM-ABC: (80) 686,267

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	320	$23,125,724,000
Commercial	473	$19,066,899,000

6 - PASSENGER AUTOS: Orange County 1,474,586

7 - ELECTRIC METERS: County 871,892

8 - GAS METERS: County 668,478

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric. 7,300; Constr. 53,600; Mfg. 259,900; Trans., Commun. & Util. 34,400; Whol. Trade 78,835; Fin., Ins. & R.E. 83,400; Servs. 284,100; Gov't 121,600; Ret. Trade 221,587.

Principal Industrial Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-80; Summer 57-90; Fall 43-85; Winter 35-82. First killing frost, Dec. 7; last killing frost, Feb. 7.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-In the Orange County Metropolitan Area there are 29 incorporated cities with central shopping districts and community shopping centers; also 20 major regional centers which include dept. stores, shops, restaurants, drug stores, supermarkets and large parking areas.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Anaheim Plz.(72)	NA	Broadway, Mervyn's
Brea Mall(140)	NA	Sears, May Co., Nordstrom, Broadway, Robinson's
Buena Park(160)	NA	Sears, May Co., JCPenney
City, Tne(113)	NA	May Co., JCPenney
Fashion Island (133)	NA	Robinson's, Broadway, Magnin, Neiman-Marcus
Fashion Square (La Habra)(40)	NA	Bullock's
MainPlace (Santa Ana) (170)	NA	Bullock's, Nordstrom, Robinson's, May Co.
Honer Plaza(33)	NA	Mont. Ward
Huntington(75)	NA	JCPenney, Broadway, Mont. Ward, Mervyn's
Laguna Hills(80)	NA	JCPenney, Broadway, Sears
Mall of Orange (100)	NA	Broadway, JCPenney, Sears
S. Coast Plz. (260)	NA	Saks, Sears, May Co., Nordstrom, Bullock's, Broadway, Robinson's, I. Magnin
Westminster(175)	NA	Sears, May Co., Robinson's
Mission Viejo (136)	NA	Robinson's, May Co., Mont. Ward, Bullock's

Principal Shopping Days-Fri., Sat. & Mon.

Stores Open Evenings-Mon. through Fri.

Stores Open Sundays-Food, drug, discount, furniture, hardware, appliance & all dept. stores.

13 - RETAIL OUTLETS: Department Stores-Boston; Broadway; Bullock's; May Co.; JCPenney; Robinson's; Sears; Montgomery Ward; I. Magnin; Mervyn's; Neiman-Marcus; Nordstrom; Saks Fifth Avenue.

Discount Stores-Fedco; K mart; Target; Marshalls; Ross; TJ Maxx.

Variety Stores-K mart; Pic 'n Save; Woolworth.

Chain Drug Stores-Rexall 10; Sav-On 39; Thrifty 43; CVS 12.

Chain Supermarkets-Albertson's 24; Alpha Beta 39; Lucky 33; Ralph's 32; Stater Bros. 15; Von's 32; Hughes 10; Pavilions 8.

Other Chain Stores-Men's Wear: C&R Clothiers, Harris & Frank, House of Tailoring, Silverwood's; M/W Wear: The Gap; Women's Apparel: Judy's, Lane Bryant, Wet Seal, Casual Corner, Clothestime, Fashion Conspiracy, Limited, Petrie's; Auto Supply: Pep Boys, Goodyear, Firestone, Mark C. Bloome, Chief Auto Supply, Kragen; Trak Footwear: Leed's, Thom McAn, Standard Shoes, Kinney, C.H. Baker, Florsheim, Naturalizer, Payless Shoe Source; Jewelers: Slavick's, Rupert's, J. Herbert Hall, Zales, Weisfield; Furniture: Barker Bros., Homestead House, McMahan's, Levitz, R.B.; Fabrics: House of Fabrics, Cloth World, Leah's; Health Salons: Family Fitness, Holiday Health Spa; Paint: Sherwin-Williams, Standard Brands, Sinclair; Hardware: Home Club, Inc., Home Depot, Builder's Emporium, National Lumber, Builder's Square; Misc.: Trader Joe's, Cost Plus.

14 - NEWSPAPERS: REGISTER (all day-mon to fri) 372,750; (m-sat) 360,337; (S) 429,146; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Howard Grothe, Adv. V.P., REGISTER, 625 N. Grand Ave., Santa Ana, CA 92711; Tel. (714) 953-7703.

National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

OROVILLE

1 - LOCATION: Butte County. E&P Map B-3. County Seat. Agriculture, horticulture, lumber, mining, fruit processing, livestock, tourist center. On Feather River 28 mi. N of Marysville; 22 mi. SE of Chico; 85 mi. from Sacramento. On State Hwy. 70.

2 - TRANSPORTATION: Railroads-Union Pacific (main line); Southern Pacific (branch).

Motor Freight Carriers-2.

Intercity Bus Lines-Greyhound; Oroville Area Transit; Butte County Transit.

3 - POPULATION:

Corp. City 90 Cen. 11,960; E&P 92 Est. 12,615

CZ-ABC: (80) 23,462

RTZ-ABC: (80) 17,729

County 90 Cen. 182,120; E&P 92 Est. 194,518

City & RTZ-ABC: (80) 41,191

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 4,226; E&P 92 Est. 4,458

CZ-ABC: (80) 9,110

RTZ-ABC: (80) 6,659

County 90 Cen. 56,299; E&P 92 Est. 60,132

City & RTZ-ABC: (80) 15,769

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: Butte County 100,506

7 - ELECTRIC METERS: Residence 17,446

8 - GAS METERS: Residence 9,372

9 - PRINCIPAL INDUSTRIES: (County). Industry, No. of Wage Earners (Av. Wkly. Wage)-Woodworking 1,120 ($205); Food Proc. 1,410 ($195); Mfg. (Lumber & Other) 175 ($180); Commun. & Util. 1,535 ($160); Timber; Agric. Prods.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 60-98; Fall 48-64; Winter 36-54.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; K mart; JCPenney; City of Paris; Firestone; Grand Auto; Kragen Auto; Chief Auto.

Variety Store-Woolworth.

Chain Drug Stores-Thrifty; Raley's; Long's.

Chain Supermarkets-Raley's; Safeway; Albertson's; Lucky; Big T.

Other Chain Stores-Payless Shoe Source; Dave's Shoes.

14 - NEWSPAPERS: MERCURY-REGISTER (e) 8,759; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Bill Collins, Adv. Dir., MERCURY-REGISTER, 2081 Second St.; PO Box 651, Oroville, CA 95965; Tel. (916) 533-3131.

National Representative: Papert Companies.

OXNARD

1 - LOCATION: Ventura County (In Oxnard-Ventura PMSA). E&P Map D-7. On U.S. Hwy. 101A midway between Santa Monica & Santa Barbara; 62 mi. from Los Angeles; 2 mi. from U.S. Hwy. 101 (inland rt.); Adjacent to Pacific Ocean.

2 - TRANSPORTATION: Railroads-S. Pacific; Amtrak; Ventura County Railway.

Intercity Bus Line-Greyhound.

Airlines-American Eagle; United Express; California Air Shuttle.

Shipping-Oxnard Harbor District, Port of Hueneme.

Motor Freight Carriers-50.

3 - POPULATION:

Corp. City 90 Cen. 142,216; E&P 92 Est. 149,020

CZ-ABC: (80) 128,513

RTZ-ABC: (80) 66,737

County/PMSA 90 Cen. 669,016; E&P 92 Est. 714,409

City & RTZ-ABC: (80) 195,250

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 50,251; E&P 92 Est. 52,655

County/PMSA 90 Cen. 251,066; E&P 92 Est. 268,101

CZ-ABC: (80) 38,929

RTZ-ABC: (80) 22,677

City & RTZ-ABC: (80) 61,606

5 - BANKS	NUMBER	DEPOSITS
Commercial	26	$2,843,755,000
Savings & Loan	28	$3,742,553,000

6 - PASSENGER AUTOS: Ventura County 397,811

7 - ELECTRIC METERS: Residence 35,358

8 - GAS METERS: Residence 31,985

9 - PRINCIPAL INDUSTRIES: Agric. Prods.; Boat Mfg. & Sales; Bldg. & Constr. Materials; Chem. Mfg.; Electronics; Environmental Controls; Flowers; Food Proc.; Forging; Frozen Foods; Fruit & Vegetable Packing; Glass Prods.; Marina Facilities; Medical Instruments; Mobile Home Mfg. & Sales; Office Supp.; Oil Refining; Garment Mfg.; Paper Prods.; Plastics; Precision Hydraulics; Precision Machining; Printing & Pub.; Resort Facilities; Steel Fabrication; Trailers.

10 - CLIMATE: Min. & Max. Temp.-Jan. 42-65; July 56-74.

11 - TAP WATER: Slightly alkaline; moderately hard.

12 - RETAILING: Shopping Centers-32 shpg. ctrs. with 750 stores.

Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Akron; Broadway; May Co.; Montgomery Ward; JCPenney; Sears; Mervyn's 2; Marshalls; TJ Maxx; Boston Stores.

Variety Stores-TG&Y 2; Sprouse-Reitz 3; Woolworth 2; Ben Franklin.

Discount Stores-K mart 3; Ross Stores; Target; Color Tile; Price Club; Home Club; Home Depot; Office Club.

Chain Drug Stores-Key Rexall; Laubacher's 3; Thrifty 3; Clark's; Long's; Sav-On.

Chain Supermarkets-Alpha Beta 2; Albertson's; Hughes; Lucky's 4; Ralph's 2; Von's 3; Mercado La Plaza 2; Johnson Farms.

Other Chain Stores-Levitz Furn.; Radio Shack; Grossman's Lumber; Builder's Emporium; Big 5 Sporting Goods; Standard Brands; Hickory Farms; Petrie's; B. Dalton; 7-Eleven; See's Candies; Stop 'n Go 5; Stride-Rite; Pic 'N Save; Natl. Dollar; Circuit City; Builder's Square; The Gap; Best Products; Leo's Stereo; Pep Boys; Wherehouse; Music Plus; Sam Goody; Wick's Furniture; La-Z-Boy; Ortho.

14 - NEWSPAPERS: PRESS-COURIER (e) 17,627; (S) 18,324; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Robert E. LaMacchia, Adv. Dir., PRESS-COURIER, 300 W. Ninth St., Oxnard, CA 93030.

National Representatives: Thomson Newspapers; Papert Companies.

PALMDALE

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach PMSA). E&P Map D-7. County Seat. 2,500 sq. mi. in the SW corner of the Mojave Desert. Palmdale 40 mi. from downtown Los Angeles. Two major military facilities: Edwards AFB; Palmdale AF Plant 42.

2 - TRANSPORTATION: Railroads-Southern Pacific; Amtrak.

Intercity Bus Lines-Greyhound; Trailways; Antelope Valley Bus.

3 - POPULATION:

Corp. City 90 Cen. 68,842; E&P 92 Est. 90,155

County/PMSA 90 Cen. 8,863,164; E&P 92 Est. 9,573,801

4 - HOUSEHOLDS:

Corp. City 90 Cen. 24,325; E&P 92 Est. 28,322

County/PMSA 90 Cen. 3,127,928; E&P 92 Est. 3,378,721

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: Los Angeles County 4,788,180

7 - ELECTRIC METERS: Residence 77,000

8 - GAS METERS: Residence 54,721

9 - PRINCIPAL INDUSTRIES: Industry (Av. Wkly. Wage)-Aerospace ($530); Agric. ($235).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-90; Summer 65-110; Fall 30-75; Winter 10-75. First killing frost, Oct.; last killing frost, Mar.

11 - TAP WATER: Well water, plus California Aqueduct water.

12 - RETAILING: Principal Shopping Center-Mervyn's Shpg. Ctr., Downtown Lancaster.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Mervyn's(15)	3	Mervyn's, Longs, Consumers
K mart(20)	2	K mart, Millers Outpost
Penney's Plz.(16)	1	JCPenney, Albertson's

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Shpg. Ctrs., JCPenney, Sears, Mervyn's, Target and Drug Stores until 9 p.m.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Mervyn's; Boston; Harris; Gottschalk's.
Discount Stores-K mart, Target, Wal-Mart.
Variety Stores-Woolworth, Sprouse-Reitz.
Chain Drug Stores-Thrifty, Sav-On; Longs; Payless.
Chain Supermarkets-Albertson's; Alpha Beta; Grocery Warehouse; Lucky; Safeway; Stater Bros.; Von's; Hughes; Ralph's; Food-4-Less.
Other Chain Stores-Goodyear; Firestone; Goodrich; 7-Eleven; McMahan's Furn.; Wicke's Lumber; Builders; Grossman's; H&E Home Centers; Home Club; Costco; Circuit City.

14 - NEWSPAPERS: ANTELOPE VALLEY PRESS (m-tues to fri) 59,013; (S) 61,132; Feb. 2, 1991 VAC.
Local Contact for Advertising and Merchandising Data: William C. Markham, Adv. Dir., PO Box 880, Palmdale, CA 93590; Tel. (805) 273-2700.
National Representative: Landon Associates.

PALM SPRINGS-PALM DESERT

1 - LOCATION: Riverside County (In Riverside-San Bernardino PMSA). E&P Map E-8. Desert resort, 105 mi. SE of Los Angeles. On State Hwy 111, off I-10; U.S. Hwys. 62 & 74.

2 - TRANSPORTATION: Intercity Bus Lines-Greyhound; Sun Bus.
Motor Freight Carriers-9.
Airlines-American; Delta; TWA; Alaska; Canadian Pacific; Pacific Western; Air Cal; Frontier; Hawaiian Air; Sun Country; United; America West; USAir; American Eagle; Skywest-Delta Connection.

3 - POPULATION:
Corp. Cities 90 Cen. 63,433; E&P 92 Est. 67,286
Palm Springs 90 Cen. 40,181; E&P 92 Est. 41,744
Palm Desert 90 Cen. 23,252; E&P 92 Est. 25,542
CZ-ABC: (80) 72,230
Bal. in NDM-ABC: (80) 13,174
PMSA 90 Cen. 2,588,793; E&P 92 Est. 2,864,781
County 90 Cen. 1,170,413; E&P 92 Est. 1,303,652
Total NDM-ABC: (80) 85,404
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 90 Cen. 22,344; E&P 92 Est. 23,704
Palm Springs 90 Cen. 14,105; E&P 92 Est. 14,653
Palm Desert 90 Cen. 8,239; E&P 92 Est. 9,051
County 90 Cen. 401,367; E&P 92 Est. 447,058
PMSA 90 Cen. 916,521; E&P 92 Est. 1,014,059
CZ-ABC: (80) 32,262
Bal. in NDM-ABC: (80) 6,172
Total NDM-ABC: (80) 38,434

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	35	N.A.
Savings & Loan	41	N.A.

6 - PASSENGER AUTOS: Riverside County 568,031

7 - ELECTRIC METERS: Desert Hot Springs, Palm Springs, Cathedral City, Palm Desert 98,000

8 - GAS METERS: Residential/Commercial 91,539

9 - PRINCIPAL INDUSTRIES: Tourism, 70 golf courses; 27 clubs; 12 major, 300 smaller hotels; Bird Co.; Medical Manufacturers (respiratory equipment); spring training home of California Angels; Bob Hope Golf Classic; Nabisco-Dinah Shore Golf Classic; Agriculture; World's largest passenger-carrying aerial tramway.

10 - CLIMATE: Unusually dry throughout the year. Rainfall, annual av. 2.40 inches. Min. & Max. Temp.-Spring 47-94; Summer 66-110; Fall 48-93; Winter 39-76.

11 - TAP WATER: Relatively soft, abundant supply, not fluoridated.

12 - RETAILING: Principal Shopping Area-Palm Desert Town Ctr., Along Indio Fashion Mall, Palm Canyon Dr. and in 45 shopping centers/strips.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Desert Fashion Plz.(24)	NA	I. Magnin, Silverwood's, Saks Fifth Ave.
Palm Desert Town Ctr.(160)	12	Bullock's, May Co., JCPenney, Robinson's, I. Magnin
Palm Springs Mall(41)	1	Millers Outpost, Thrifty, Von's, K mart
Indio Fashion Mall(21)	NA	Sears, Harris
Desert Hills Factory Outlet (28)	21	Nike, Bass, Westpoint Pepperell, Guess, Anne Klein, Royal Doulton
One-Eleven Towne Ctr. Plz.(20)	12	Marshalls, Cost Plus, Linen's 'n Things, Standard Shoes
Rancho Las Palmas	10	Long's, Von's
Smoke Tree Vlg.(21)	3	Ralph's, Long's
Sun Ctr.(6)	1	Sears (catalog)
Loehmann's Plz. (4)	1	Loehmann's, Famous Footwear

Principal Shopping Days-Thur., Sun.
Stores Opens Evenings-Palm Desert Town Center-Fri.

13 - RETAIL OUTLETS: Department & Specialty Stores-Saks Fifth Ave.; Robinson's; JCPenney 2; I. Magnin 2; Silverwoods; Leed's Jewelers; Sears; Harris; May Co.; Bullock's; Toys 'R' Us; Marshalls.
Chain Variety Stores-Pic 'N Save; Sprouse-Reitz 2; K mart; Target 2; Price Club; Pace; Home Club; Cost Plus.
Chain Drug Stores-Thrifty 7; Long's 2; Sav-On 2; Payless Drugs.
Chain Supermarkets-Alpha Beta 4; Von's 7; Stater Bros. 3; Ralph's 3; Jensen's 2; Lucky's 5; Albertson's; Food-4-Less; Gibson's.
Other Chain Stores-Sears (catalog); Pace; Singer Co.; Hickory Farms; Kinney Shoes; Linen's 'n Things; Sharper Image; Standard Shoes; Westpoint Peperel; Strouds; Desmond's; Pearl Vision; See's Candies; Women's World; Zales; Slavock's; Big 5 Sporting; Pep Boys; Chief Auto Part; Crown Books; Silverwoods; Big A Auto; Goodyear; Winston Tire; Tri-City Tire; Firestone; Leed's Waldenbooks; Home Saver's; Ethan Allan; Contempo; Casual Corner; Brooks; Mark C. Bloome; Aaron Brothers; House of Fabrics; Millers Outpost; McMahan's Furn.; Ortho Mattress; R.B. Furn.; B. Dalton; Victoria's Secret; Limited Express.

14 - NEWSPAPERS: DESERT SUN (m-mon to fri) 48,974; (wknd) 61,717; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Robert Sweet, Adv. Dir., DESERT SUN, 750 N. Gene Autry Trail, PO Box 2734, Palm Springs, CA 92263; Tel. (619) 322-8889.
National Representative: Gannett National Newspaper Sales.

PALO ALTO

1 - LOCATION: Santa Clara County (In San Jose PMSA). E&P Map B-5. University center. Central San Francisco Peninsula location, 32 mi. S of San Francisco, 17 mi. N of San Jose. Primarily residential with electronics mfg. & research, missile development & research, financial & medical center.

2 - TRANSPORTATION: Railroads-SP.
Motor Freight Carriers-45.
Intercity Bus Lines-Greyhound; Santa Clara County Transit; Peerless Stages; Barrett Airport Bus.
Airlines-At San Francisco Airport (15 mi. N): TWA; British Airways; Lufthansa; CAAC; Mexicana; Alaska; CP Air; Singapore; China Airlines; Eastern; Republic; Northwest Orient; Air Canada; West Air; Yosemite; Pan Am; United; American; Flying Tigers; Japan; Quantas; Empire; Delta; Philippines; Air Cal; Continental; Inland Empire; Condor; British Caledonian; LTU International; Pacific Coast; Pacific East; Pacific Express; Southwest; Sun Country; Transamerica; USAir; Wings West. At San Jose Airport (15 mi. S): PSA; Republic; American Apollo; TWA; United; Air California; Continental; Sunworld; West Air; Wings West.

3 - POPULATION:
Corp. City 90 Cen. 55,900; E&P 92 Est. 56,035
CZ-ABC: (80) 339,068
RTZ-ABC: (80) 133,771
County/PMSA 90 Cen. 1,497,577; E&P 92 Est. 1,576,530
City & RTZ-ABC: (80) 472,779
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 21,195; E&P 92 Est. 21,246
County/PMSA 90 Cen. 523,600; E&P 92 Est. 551,204
CZ-ABC: (80) 133,063
RTZ-ABC: (80) 52,846
City & RTZ-ABC: (80) 185,909

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	26	$9,094,593,000
Savings & Loan	15	$6,594,996,000

6 - PASSENGER AUTOS: Santa Clara County 953,501

7 - ELECTRIC METERS: Residence 414,381

8 - GAS METERS: Residence 347,527

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Electronics 85,700 ($195); Educ. 7,900 ($185); Printing & Pub. 950 ($165); Mfg. 284,400 ($345); Servs. 180,500 (N.A.); Ret. Trade 116,900 (N.A.).
Principal Industrial Pay Days-Electronics Plants, Wed. or Fri.; Educ., 1st & 16th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-68; Summer 54-77; Fall 48-72; Winter 39-58. Killing frosts very rarely.

11 - TAP WATER: Soft, fluoridated.

12 - RETAILING: Downtown Shopping District-8 blocks on University Ave. and 1, 2, or 3 on 7 cross sts.
Neighborhood Shopping Centers-7 blocks at California Ave. at El Camino Real; 2 at Middlefield Rd. & Colorado Ave.; 15 on El Camino Real S of California Ave.; 8 on S Cruz Rd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Town & Country	1	Town & Country Mkt.
Sunnyvale Town & Country	9	
Sunnyvale Town Ctr.	10	Mont. Ward, Macy's, Stanford
Peninsula Boardwalk	9	K mart, Aaron Bros., Big 5, Mervyn's
Edgewood(11)	1	Lucky Mkt.
Midtown	2	Bergmann's, Safeway, Co-Op, Midtown Mkt.
Stanford Villa	1	Lucky Mkt.
Menlo Park	2	Dreagers, Safeway
Los Altos	7	Safeway
Charleston	1	Coast-to-Coast
Mountain View (18)	4	Lucky Mkt.
Los Altos Rancho	8	Rancho Mkt.
Vallco Fashion Park	14	JCPenney, Smith's, Sears, I. Magnin, Emporium-Capwell
Stanford Regional (133)	NA	Emporium, Macy's, I. Magnin, Saks, Neiman Marcus, Nordstrom

Principal Shopping Days-Every day.
Stores Open Evenings-Weekdays.
Open Sundays-Food, dept., drug, discount, lumber, nursery.

13 - RETAIL OUTLETS: Department Stores-The Emporium 5; Saks Fifth Ave.; I. Magnin 3; JCPenney 4; Bergmann's 2; Macy's 5; Nordstrom 2; Neiman Marcus.
Variety Stores-Woolworth 3.
Chain Drug Stores-Walgreens 2; California Ave. Phcy. 5; Long's Drug.
Chain Supermarkets-All American; Lucky 5; Safeway 15; Consumer's Co-Op 5.
Other Chain Stores-Firestone; Western Auto; Hasting's (apparel); Blum's; See's; Edy's; Kinney's; Sommer & Kaufmann (shoes); Florsheim; Leeds Shoes; Grodin's; S&H Green Stamps; Thom McAn; Woolworth Garden Center; Montgomery Ward (auto); Grand Auto; Van Ness Auto; Goodyear; Shreve; Kragen's (auto); The Akron; Scherba's Auto.

14 - NEWSPAPERS: PENINSULA TIMES TRIBUNE (e) 41,332; (S) 43,552; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Tony Cler, Display Adv. Mgr., PENINSULA TIMES TRIBUNE, 245 Lytton Ave., Palo Alto, CA 94301; Tel. (415) 853-5236.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee; Long & Associates; U.S. Suburban Press Inc.

PASADENA

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach PMSA). E&P Map D-7. In San Gabriel Valley, 10 mi. NE of Los Angeles business district.

2 - TRANSPORTATION: Railroads-Santa Fe; Union Pacific; Amtrak.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Continental Trailways; Los Angeles Rapid Transit; Airport Service Inc.; Santa Fe.
Airports-Burbank/Glendale/Pasadena; Los Angeles International; Ontario International.

3 - POPULATION:
Corp. City 90 Cen. 131,591; E&P 92 Est. 134,295
CZ-ABC: (80) 168,605
RTZ-ABC: (80) 220,159
County/PMSA 90 Cen. 8,863,164; E&P 92 Est. 9,573,801
City & RTZ-ABC: (80) 388,764
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 46,496; E&P 92 Est. 47,452
County/PMSA 90 Cen. 3,127,928; E&P 92 Est. 3,378,721
CZ-ABC: (80) 65,024
RTZ-ABC: (80) 83,100
City & RTZ-ABC: (80) 148,124

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	15	N.A.
Commercial	12	N.A.

6 - PASSENGER AUTOS: Los Angeles County 4,788,180

7 - ELECTRIC METERS: Residence 46,408

8 - GAS METERS: Residence 41,263

9 - PRINCIPAL INDUSTRIES: (Area includes Pasadena, La Canada/Flintridge, San Marino, South Pasadena, Altadena.) Industry, No. of Wage Earners-Agric. 200; Constr. 4,200; Mfg. 19,000; Trans./Commun./Util. 6,000; Ret. Trade 28,000; Whol. Trade 4,000; Fin./R.E./Ins. 8,000; Servs. 42,000; Gov't 16,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-70; Summer 59-89; Fall 57-83; Winter 45-69.

11 - TAP WATER: Alkaline, medium hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Plaza Pasadena, 12 blocks on Colorado Blvd. and 5 on South Lake; Foothill-Rosemead Shpg. Ctr.; Hastings Ranch Shpg. Ctr.

Neighborhood Shopping Centers-Lake & Washington; Santa Anita & Colorado; La Canada.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
W. Arcadia	5	Ross, Hinshaw's
Santa Anita(120)	5	The Broadway
Fashion Pk.	5	Buffum's, JCPenney, J.W. Robinson
Pasadena-Dtwn.	NA	Robinson's
E. Pasadena	NA	Fedco
South Lake(44)	NA	Bullock, I. Magnin
Rosemead	3	
Foothill(9)	3	Hughes, El Rancho
Colorado & Lake(50)	1	
Plaza Pasadena(126)	NA	JCPenney, May Co., Broadway
Orangewood(10)	NA	Thrifty Drug
Hastings Ranch (21)	3	Woolworth, Sears, Marshalls
Washington East (7)	2	Alpha Beta, Von's
Eagle Rock	4	May Co., Mont. Ward
Monrovia	7	Safeway, Oles, Mervyn's

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Dept. Stores-Mon., Wed., Thur., Fri., some Sundays; Food-Daily & Sun.

13 - RETAIL OUTLETS: Department Stores-Bullock's, Broadway; Sears; JCPenney; J.W. Robinson; May Co.; I. Magnin; Buffum's; Mervyn's; Hinshaw's.
Discount Stores-Big 5; Fedco; Akron; Lucky; Builder's Emporium; K mart; Ross Stores; Sears; Home Depot.
Variety Store-Woolworth.
Chain Drug Stores-Thrifty 4; Rexall 2; The Apothecary Shop; Berry & Sweeny Rx 2; Little Giant 3; Great Earth; Vernon's; Exclusive Prescription; Sav-On 2; Clark Drugs.
Chain Supermarkets-Albertson's 3; Alpha Beta 3; Ralph's 8; Pantry 6; Von's 6; Jurgensen's 3; Hughes; El Rancho 4; Lucky 2; Pavillions.
Other Chain Stores-Auto Supplies: Pep Boys, Allied Auto, Goodrich, Firestone, Midas Muffler, Rayco Seat Covers, National; Furniture: R.B. Furniture; Barker Bros., Fedde, Lowe's, Jamestown, McMahan's, Biggar's; Women's Apparel: Silverwood's, Talbot's Meager, Harris & Frank, Lane Bryant, I. Magnin; Women's Shoes: C.H. Baker, Chandler's, Leed's, Mandel's, Wetherby Kayser; Paint: Sherwin-Williams, Dutch Boy, Standard Brands; General: W.P. Fuller, S&H Green Stamps; Electronics: Pacific Stereo, Dow, Wesco, Radio Shack.

14 - NEWSPAPERS: STAR-NEWS (m) 41,092; (S) 46,743; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Kevin Drolet, Adv. Dir., STAR-NEWS, 525 E. Colorado Blvd., Pasadena, CA 91109; Tel. (213) 578-6525.

National Representative: Cresmer, Woodward, O'mara & Ormsbee.

PASO ROBLES

1 - LOCATION: San Luis Obispo County, E&P Map C-6. Midway bet. San Francisco and Los Angeles on Hwy. 101. Agricultural, cattle center, Wineries, light mfg., recreation (Lake Nacimiento, Lake San Antonio, San Miguel Mission).

2 - TRANSPORTATION: Railroad-So. Pacific.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Orange Belt.
Airlines-Delta; Skywest.

3 - POPULATION:
Corp. City 90 Cen. 18,583; E&P 92 Est. 20,467
County 90 Cen. 217,162; E&P 92 Est. 235,245
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 6,566; E&P 92 Est. 7,232
County 90 Cen. 65,701; E&P 92 Est. 71,172

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$295,000,000
Commercial	8	$362,500,000

6 - PASSENGER AUTOS: San Luis Obispo County 125,718

7 - ELECTRIC METERS: Residence 5,360

8 - GAS METERS: Residence 4,915

9 - PRINCIPAL INDUSTRIES: Industry-Electronic Components; Business Forms; Metal Fabrication; Greeting Card Printing; Feed Prods.; Fruit and Nut Proc.; 4 Wheel Drive Adapters; Almond Proc.; Correctional Institution; Plastic Tools; Printing Components; Portable Airline Hangers; Feed and Grain; Medical Devices; Farm Work & Equip.; Regulators; Meat Packing; Machine Work & Welding; Wineries 24; Solar Heating; Sheet Metal.

10 - CLIMATE: Av. Temp.-Spring 38-56; Summer 50-74; Fall 38-60; Winter 39-52.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING: Principal Shopping Center-Downtown, 5 blocks on Park Ave.; 3 on 12th St.; 4 on Pine St.; 9 on Spring St.; 5 blocks on Creston Rd.

Principal Shopping Days-Dept.-Wed.-Sat.; Food-Wed.-Sat.

13 - RETAIL OUTLETS: Department Stores-Paso Robles Mercantile; JCPenney; Redi-Western; K mart.
Variety Stores-Cornet Stores; J.J. Newberry.
Chain Drug Stores-ADX; Rexall; Thrifty.
Chain Supermarkets-Safeway; Williams; Lucky's.
Other Chain Stores-Mode O'Day; Sears (catalog); TV & Appliance; Radio Shack; Coast-to-Coast; Hayward Lumber; Diamond International; Kragen Auto; True Value.

14 - NEWSPAPERS: DAILY PRESS (e-mon to fri) 5,087; sworn Feb. 1, 1990.

Local Contact for Advertising and Merchandising Data: R.D. Reddick, Adv. Dir., DAILY PRESS, 1050 Park St.; PO Box 427, Paso Robles, CA 93447; Tel. (805) 238-0330; FAX (805) 238-6504.
National Representative: None.

PETALUMA

1 - LOCATION: Sonoma County (In Santa Rosa-Petaluma PMSA). E&P Map B-4. 38 mi. N of San Francisco on U.S. Hwy. 101; 20 mi. E of Pacific Ocean, at headwaters of Petaluma River.

2 - TRANSPORTATION: Railroad-Northwestern Pacific; Petaluma & Santa Rosa; Southern Pacific.
Intercity Bus Lines-Golden Gate Transit; Sonoma County Transit.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 90 Cen. 43,184; E&P 92 Est. 45,054
CZ-ABC: (80) 33,834
RTZ-ABC: (80) 130,534
County/PMSA 90 Cen. 388,222; E&P 92 Est. 416,078
City & RTZ-ABC: (80) 164,368
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 15,259; E&P 92 Est. 15,919
County/PMSA 90 Cen. 123,357; E&P 92 Est. 132,209
CZ-ABC: (80) 12,122
RTZ-ABC: (80) 47,298
City & RTZ-ABC: (80) 59,420

5 - BANKS	NUMBER	DEPOSITS
Commercial	11	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: Sonoma County 230,080

7 - ELECTRIC METERS: Residence 25,786

8 - GAS METERS: Residence 22,590

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Optics 330; Plastic Bottles 150; Poultry 150; Creamery 160; Check Printing 120; Dairy 106; Machine Shops; Iron Foundry; Non-Ferrous Metals; Native Stone and Adobe.

10 - CLIMATE: Av. Daily Temp.-44 to 70.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gateway Ctr.(20)	2	Lucky
Petaluma Plz. (18)	1	Albertson's, Thrifty, JCPenney, Radio Shack, True Value Hdwe.
Plaza North(25)	1	K mart, Long's Drug
Washington Sq. (44)	1	Safeway, Mervyn's, Bill's Drugs
Golden Eagle(30)	NA	QFI Food Ctr.

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Mon., Thur., Fri.; nurseries open Sun.

13 - RETAIL OUTLETS: Department Stores-Mervyn's; JCPenney; Ross.
Discount Store-K mart.
Chain Drug Stores-Payless, Long's, Bill's, Tuttle; Thrifty Drug.
Chain Supermarkets-Albertson's; QFI Food Ctr.; Lucky; Safeway.
Other Chain Stores-Firestone; Triple S Tire; Kinney Shoe; Meyers Jewelers; Kragen Auto; Grand Auto; McPhail's Appliances; Baskin-Robbins; True Value Hardware; Radio Shack; Sports-a-foot; Payless Shoes; Beauty Store & More; Clothes Time; Winston Tire; Super Cuts; Athletic Shoe Factory; Marin Surplus; House of Fabrics; The Clothing Store; McMahan Furniture; Yard Birds; Swenen's; Big 'O' Tires; Toy & Model; Wherehouse; Mead Clark Lumber; Shoe Fair.

14 - NEWSPAPERS: ARGUS-COURIER (e-mon to fri) 9,254; (S) 9,458; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Gregg McConnell, Pub., ARGUS-COURIER, 830 Petaluma Blvd. N, Petaluma, CA 94952; Tel. (707) 762-4541.
National Representative: None.

PITTSBURG

1 - LOCATION: Contra Costa County (In Oakland PMSA). E&P Map B-4. Industrial and residential center. On State Hwys. 4, 24; 32 mi. from Oakland.

2 - TRANSPORTATION: Railroads-Southern Pacific; Santa Fe; Sacramento Northern.
Intercity Bus Lines-Greyhound; BART Feeder; AC Transit.

3 - POPULATION:
Corp. City 90 Cen. 47,564; E&P 92 Est. 50,470
NDM-ABC: (80) 43,763
PMSA 90 Cen. 2,082,914; E&P 92 Est. 2,199,848
County 90 Cen. 803,732; E&P 92 Est. 853,057
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 16,806; E&P 92 Est. 17,833
County 90 Cen. 273,051; E&P 92 Est. 289,808
PMSA 90 Cen. 682,554; E&P 92 Est. 720,955
NDM-ABC: (80) 15,183

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$128,212,000
Savings & Loan	2	$56,010,000

6 - PASSENGER AUTOS: Contra Costa County 502,009

7 - ELECTRIC METERS: Residence 13,136

8 - GAS METERS: Residence 12,769

9 - PRINCIPAL INDUSTRIES: Steel; Chem.; Roofing; Ceramics; Rubber; Power plant.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-78; Summer 61-90; Fall 50-63; Winter 43-55.

11 - TAP WATER: N.A.

12 - RETAILING: Shopping Centers-County East; Sun Valley; Heights; Lido Square; Shoreacres; Pittsburg Towne Center; Highland Square; Atlantic Plaza.

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evening-Fri.

13 - RETAIL OUTLETS: Department Stores-Mervyn's; Sears; K mart; Sprouse-Reitz; JCPenney; Montgomery Ward.
Chain Drug Stores-Thrifty; McKeil; Regal; Evola; Long's; Pay 'N Save; Raley's.
Chain Supermarkets-Big T; Safeway; Lucky; Ken's Quality Mkt.; Albertson's; Raley's.
Other Chain Stores-Ace Hardware; Radio Shack; National Dollar; Goodyear; Firestone; Big O Tires.

14 - NEWSPAPERS: POST-DISPATCH (e-mon to sat) 21,438; Mar. 31, 1990 ABC.

Local Contact for Advertising and Merchandising Data: Anne Walker, Adv. Dir., POST-DISPATCH, 515 Railroad Ave., Pittsburg, CA 94565; Tel. (415) 432-7336.

National Representatives: Cresmer, Woodward, O'Mara & Ormsbee; U.S. Suburban Press.

PLEASANTON

1 - LOCATION: Alameda County, E&P Map B-5 (In Oakland PMSA). 25 min. from San Francisco.

2 - TRANSPORTATION: Intercity Bus Lines-Greyhound; AC Transit.

3 - POPULATION:
Corp. City 90 Cen. 50,553; E&P 92 Est. 53,632
County 90 Cen. 1,279,182; E&P 92 Est. 1,346,791
NDM-ABC: (80) 208,518
PMSA 90 Cen. 2,082,914; E&P 92 Est. 2,199,848
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 17,862; E&P 92 Est. 18,950
County 90 Cen. 409,503; E&P 92 Est. 431,146
PMSA 90 Cen. 682,554; E&P 92 Est. 720,955
NDM-ABC: (80) 67,832

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	10	$223,367,000

6 - PASSENGER AUTOS: Alameda County 725,129

7 - ELECTRIC METERS: Residence 12,664

8 - GAS METERS: Residence 12,153

9 - PRINCIPAL INDUSTRIES: Industrial Computers; Labs.

10 - CLIMATE: Av. Min. Temp.-51; Av. Max. Temp.-73.

11 - TAP WATER: Hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Dublin Plz.(13)	NA	Albertson's, Payless, Mervyn's
Stoneridge Mall(50)	2	Macy's, Capwells, Penneys
Peppertree Plz. (11)	NA	Albertson's, Payless
Amador(20)	NA	Safeway, Sprouse-Reitz
Arcade(15)	NA	Long's, Safeway, Orchard Supply
Shamrock Vlg.(30)	NA	Safeway, Saw Mill Sprouse-Reitz,
Village Sq.(23)	NA	Kelley Moore Paints
Granada(15)	NA	Lucky, Sprouse-Reitz

Stoneridge(127)	NA	Capwells, Macy's, JCPenney
Rose Pavilion (20)	NA	Simons, Long's, Hot Springs Spa
Oak Hills(12)	1	Raleys
Enea Plz.(5)	4	Pier 1 Imports, Just Security
Pak 'N Save Ctr.(10)	4	Pak 'N Save, Video Concepts, Liquor Barn
Dublin Pl.(26)	NA	Wards, Target
Best Plz.(25)	NA	Best, Cost Plus
Depot Plz.(10)	NA	Lucky
Millers Outpost Ctr.(19)	NA	Thrifty, TG&Y, Millers Outpost
Nob Hill Ctr.(6)	NA	Bill's Drug, Nob Hill Foods

Principal Shopping Days-Wed., Fri., Sat., Sun.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Mervyn's; JCPenney; Capwells; Macy's; Wards.
Discount Stores-K mart; Best; Target.
Variety Stores-Handyman; Sprouse-Reitz; Orchard Supply; Good Guys; Circuit City; Toys 'R' Us.
Chain Drug Stores-Payless; Bill's; Long's; Thrifty.
Chain Supermarkets-Alpha Beta; Lucky's; Albertson's; Safeway; Nob Hill Foods; Flair Market; Romley's Raley's; Petrinis; Pak 'N Save.

14 - NEWSPAPERS: VALLEY TIMES (m) 34,552; (S) 36,748; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Tom Johnson, Ret. Adv. Mgr., VALLEY TIMES, 127 Spring St.; PO Box 607, Pleasanton, CA 94566; Tel. (415) 462-4160; FAX (415) 847-2177.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee; U.S. Suburban Press.
TRI-VALLEY HERALD (m) 35,079; (S) 36,122; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Robert Brown, Ret. Adv. Mgr., TRI-VALLEY HERALD, 4770 Willow Rd.; PO Box 697, Pleasanton, CA 94566; Tel. (415) 734-8600; FAX (415) 734-8520.
National Representative: Long & Associates.

PORTERVILLE

1 - LOCATION: Tulare County (In Visalia-Tulare-Porterville MSA). E&P Map D-6. Situated 71 mi. SE of Fresno; 170 mi. N of Los Angeles; State Hwy. 65.

2 - TRANSPORTATION: Railroads-Southern Pacific; Santa Fe.
Intercity Bus Lines-Orange Belt.
Motor Freight Carriers-14.

3 - POPULATION:
Corp. City 90 Cen. 29,563; E&P 92 Est. 31,534
CZ-ABC: (80) 35,768
RTZ-ABC: (80) 31,454
County/MSA 90 Cen. 311,921; E&P 92 Est. 333,287
City & RTZ-ABC: (80) 67,222

4 - HOUSEHOLDS:
Corp. City 90 Cen. 10,446; E&P 92 Est. 11,142
CZ-ABC: (80) 11,785
RTZ-ABC: (80) 10,260
County/MSA 90 Cen. 121,274; E&P 92 Est. 129,580
City & RTZ-ABC: (80) 22,045

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$109,554,000
Commercial	6	$302,983,000

6 - PASSENGER AUTOS: Tulare County 136,868

7 - ELECTRIC METERS: Residence City 9,532

8 - GAS METERS: Residence City 8,375

9 - PRINCIPAL INDUSTRIES: Carpet Mfg.; Mach. Shops; Ultra Lite Aircraft Mfg.; Electronic Instruments; 24 Packing Plants; Oranges; Nuts; Poultry; Cotton; Cattle; Wheat; Hay; Dairying; Lumbering; Fruits; Vegetables; Bakery; Poultry; Concrete; Helicopter Maintenance Servs.; Commercial Printing; Hospital 2,500 emp.; 2 Textile Plants; Clothing Mfg.; Vitamins; Aircraft Fasteners & Parts Mfg.; Camera Lens Mfg., Wal-Mart Warehouse; Diaper Factory.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-76; Summer 63-99; Fall 49-81; Winter 35-57.

11 - TAP WATER: Alkaline, med. hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Porterville Plaza(26)	NA	North Gate Mkt., Mont. Ward, Thrifty Drug, First Interstate Bank
Porterville West(4)	NA	K mart, Long's

Neighborhood Shopping Centers-Promenade; Smith's Town Square; Town & Country; Village; Eastridge Plz. (Save Mart, Thrifty, Pizza Hut, Arby's, McDonald's).

Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; K mart; Bullard's; Grossmans.
Chain Drug Stores-Thrifty 2; Town & Country; Long's; Smith's.
Chain Supermarkets-Town & Country; Smith's; Foodland; Save Mart 2; Budget Foods; Northgate Mkt.
Other Chain Stores-Sears (catalog); Reisig's Shoes; Topper's; Newberry's; Cassidy's Shoes; Chief Auto; Kragen Auto; Payless Shoes; Millers Outpost; Mervyn's.

14 - NEWSPAPERS: RECORDER (e) 13,643; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Mel Gosage, Adv. Mgr., RECORDER, 115 E. Oak Ave., Porterville, CA 93257; Tel. (209) 784-5000.
National Representative: Branham/Newspaper Sales.

RED BLUFF

1 - LOCATION: Tehama County. E&P Map B-3. County Seat. Situated at head of navigation on Sacramento River. On State Hwy. 36; U.S. Hwy. 99; I-5. City is 200 mi. from San Francisco.

2 - TRANSPORTATION: Railroad-Southern Pacific.
Intercity Bus Lines-Pacific Greyhound; Mt. Lassen Transit.
Motor Freight Carriers-5.
Airline-American Eagle.

3 - POPULATION:
Corp. City 90 Cen. 12,363; E&P 92 Est. 12,938
NDM-ABC: (80) 38,888
County 90 Cen. 49,625; E&P 92 Est. 53,067
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 4,368; E&P 92 Est. 4,571
County 90 Cen. 16,755; E&P 92 Est. 17,939
NDM-ABC: (80) 14,538

5 - BANKS	NUMBER	EST. DEP.
Savings	6	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: Tehama County 25,122

7 - ELECTRIC METERS: Residence City N.A.

8 - GAS METERS: Residence City N.A.

9 - PRINCIPAL INDUSTRIES: Lumber and by-products; Molded Pulp; Gov't. Agencies; Cattle; Orchards; State Agencies.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-71; Summer 65-105; Fall 51-77; Winter 37-53.

11 - TAP WATER: Moderate, hardness 92, chlorinated.

12 - RETAILING: Principal Shopping Area-3 by 5 Blk. Downtown Area.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Red Bluff Shpg. Ctr.	2	Wal-Mart, Raley's
Riverside Plz.	1	Mont. Ward, Ben True Value
K mart Ctr.	1	K mart, Payless, Food Connection
Antelope Ctr.(9)	2	Holiday Mkt. & Video
Peavy Ctr.	3	Peavy, BC Tires, Grocery Outlet
Belle Mill Landing	3	Payless Drug, Kragen, Lucky's Food, Beno's Fashions, Sports Wild, Sacramento Savings

Principal Shopping Days-Thur., Fri.
Stores Open Evenings-Gen. Mdse., Fri.; Food, every night and Sun.
Stores Open Sundays-Montgomery Ward, K mart, Beno's, Payless Drug, Wal-Mart.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Peavy Ranch & Home; Wal-Mart.
Discount Store-K mart.
Variety Store-Ben Franklin.
Chain Drug Stores-Raley's Drug Center; Payless.
Chain Supermarkets-Luckys; Holiday 2; Raley's; Food Connection.
Other Chain Stores-Sears (catalog); Paint Mart; Kragen Auto; Beno's Fashions; Wards Discount; True Value.

14 - NEWSPAPERS: NEWS (e) 8,800; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Jean Hanson, Adv. Mgr., NEWS, 545 Diamond Ave.; PO Box 220, Red Bluff, CA 96080; Tel. (916) 527-2151.
National Representative: Papert Companies.

REDDING

1 - LOCATION: Shasta County, (MSA). E&P Map B-2. Situated 222 mi. N of San Francisco and 161 mi. N of Sacramento. At extreme north end of Sacramento Valley on Sacramento River. County Seat; Jr. College Center.

2 - TRANSPORTATION: Railroads-Southern Pacific and Amtrak.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound, Pacific Trailways; Redwood Empire Lines.
Airlines-United Express; American Eagle.

3 - POPULATION:
Corp. City 90 Cen. 66,462; E&P 92 Est. 71,355
NDM-ABC: (80) 133,136
County/MSA 90 Cen. 147,036; E&P 92 Est. 157,133

4 - HOUSEHOLDS:
City 90 Cen. 23,484; E&P 92 Est. 25,213
NDM-ABC: (80) 49,773
County/MSA 90 Cen. 49,645; E&P 92 Est. 53,054

5 - BANKS	NUMBER	EST. DEP.
Commercial	9	$1,200,000,000
Savings & Loan	7	$600,000,000

6 - PASSENGER AUTOS: Shasta County 86,603

7 - ELECTRIC METERS: City 32,175

8 - GAS METERS: Shasta County 24,000

9 - PRINCIPAL INDUSTRIES: Foundry; Lumber Prods.; Dairy; Trucking; Cement; Boats; Electronic Equip.; Recreation; Metal Fabrication; Campers; Plastics; Clothing; Tourism; Paper; Electronic Medical Equip.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-82; Summer 58-110; Fall 39-81; Winter 26-69. First killing frost, Nov. 15; last killing frost, Apr. 1.

11 - TAP WATER: Soft.

12 - RETAILING: Principal Shopping Centers-6 blocks on Market St., including 3-block air-conditioned mall; 2 on Placer St.; 2 on Yuba St.; 2 on Butte St.; 2 on Pine St.; Mt. Shasta Mall, 1 mi. E. of downtown Redding; Mervyn's Hilltop Center, 1 mi. E. of downtown Redding; Factory Outlet Center, 11 mi. S. of downtown Redding.

Neighborhood Shopping Centers-Village Plaza; N. Market St.; S. Market St.; Country Club; Enterprise; Pine Street School; Hartnell.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cypress(5)	1	Ross Dress, Long's, K mart, Grand Auto
Cypress Sq.(32)	1	Radio Shack
Village Plz.(14)	1	Mont. Ward, Thrifty Drug, McMahan's, Builder's Emporium
Country Club(20)	3	
Redding Mall(85)	NA	Dickers, Payless
Mount Shasta Mall(64)	1	Sears, JCPenney, Thrifty Home Center
Town & Country (12)	2	
Mission Square	2	
4-Corners(25)	4	Safeway, Sprouse-Reitz
Westwood Village	4	Thrifty, Holiday
Cobblestone	2	Raley's
Park Marina Plz.(8)	1	Larson's
Lake Blvd	1	Food Connection
Northpoint Plz.	1	Raley's, ShopKo
Shasta Ctr.	2	PV Ranch
Mervyn's	1	

Principal Shopping Days-Wed. through Sat.
Stores Open Evenings-Mon., Fri.; Mt. Shasta Mall, Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; C.M. Dicker; Sears; Mervyn's.
Discount Store-K mart, ShopKo, Target, Costco.
Variety Store-Sprouse 3.
Chain Drug Stores-Thrifty 6; Payless 2; Longs.
Chain Supermarkets-Safeway 4; Holiday Markets 11; Albertson's; Raley's 2; Shasta View 6; Food Connection; Sentry.
Other Chain Stores-Apparel: Millers Outpost, Kauffman's; Auto Supply: Goodyear, Grand Auto, Les Schwab Tires 2, C. Meek Lbr. 2; Furniture: McMahan's, Self-Service Furniture, Redding Furn., Shasta Fine Furn., Oak Merchant, Oak Warehouse, Walker Furniture, Kuebler's Furn.; Shoes: Kinney, Payless Shoe Source 2, Huston's, Johnson; Misc.: Hickory Farms, Baskin-Robbins, Bresler's Ice Cream 2, Carousel Snack Bars, Coast-to-Coast Hdwe., B. Dalton Booksellers, House of Fabrics, Pay 'N Pak.

14 - NEWSPAPERS: RECORD SEARCHLIGHT (e) 40,748; (S) 39,648; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Bill Dawson, Adv. Dir., RECORD SEARCHLIGHT, PO Box 492397, Redding, CA 96049-2397; Tel. (916) 243-2424.
National Representative: Papert Companies.

REDLANDS

1 - LOCATION: San Bernardino County. E&P Map E-7 (In Riverside-San Bernardino PMSA). 68 mi. E of Los Angeles; 14 mi. NE of Riverside. On I-10 and U.S. Hwy. 70.

2 - TRANSPORTATION: Railroads-SF; SP.
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound; Omnitrans.

3 - POPULATION:
Corp. City 90 Cen. 60,394; E&P 92 Est. 63,749
County 90 Cen. 1,418,380; E&P 92 Est. 1,561,129
NDM-ABC: (80) 52,394
PMSA 90 Cen. 2,588,793; E&P 92 Est. 2,864,781
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 21,340; E&P 92 Est. 22,525
County 90 Cen. 515,154; E&P 92 Est. 567,001
NDM-ABC: (80) 19,004
PMSA 90 Cen. 916,521; E&P 92 Est. 1,014,059

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	N.A.
Savings & Loan	10	N.A.

6 - PASSENGER AUTOS: San Bernardino County 691,714

7 - ELECTRIC METERS: Residence 17,093

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Chair Mfg. 289; Aircraft Batteries 200; Packing & Lamination 167; Electric Vehicles 135; Rock, Sand, Redi-Mix 135; China Plumbing Fixtures 125; Air Force Base 13,223 (Civilian).

Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-71; Summer 57-88; Fall 46-75; Winter 38-62.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on State St., 6 on Orange; 6 on Citrus.
Neighborhood Shopping Centers-Orange & Colton Ave., Redlands Blvd. & Cypress Ave., Brookside Ave. & San Mateo, Lugonia & Church, Orange & San Bernardino Ave., Alabama & I-10.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Citrus Vlg.(25)	1	Lucky
University Plaza(10)	2	Thrifty, Alpha Beta
North Redlands	1	Stater Bros.
West Redlands	NA	Redlands Mkt.
Redlands Oasis(5)	NA	7-Eleven
South Redlands	NA	Gerrards Mkt.
Redlands Mall(45)	NA	Harris, Sav-On
Tri-City(17)	NA	Mervyn's, Longs, Von's, Federated

Principal Shopping Days-Thur., Fri.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Harris; Webb's; Mervyn's.
Discount Store-K mart.
Chain Drug Stores-Prescription City; Thrifty; Keystone; Long's; Sav-On.
Chain Supermarkets-Lucky; Stater Bros. 2; Alpha Beta; Von's.
Other Chain Stores-McMahan's; Firestone; Goodyear; House of Fabrics; Radio Shack; General Nutrition; Winston Tire; Chief Auto; Pep Boys Auto; Kragen Auto; Waldenbooks; B. Dalton Bookseller; Zales; Round Table Pizza; Millers Outpost; Mark C. Bloome Tire; Midas Muffler; Hallmark; Federated; Computerland.

14 - NEWSPAPERS: FACTS (e) 9,417; (S) 9,506; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Donald W. Reynolds, Pub., FACTS, 700 Brookside, Redlands, CA 92373; Tel. (714) 793-3221.
National Representative: Papert Companies.

RICHMOND

1 - LOCATION: Contra Costa County (In Oakland PMSA). E&P Map B-4. 12 mi. NE of San Francisco; 5 mi. N of Oakland.

2 - TRANSPORTATION: Railroads-Bay Area Rapid Transit (BART); Southern Pacific; Santa Fe.
Intercity Bus Lines-Greyhound; A.C. Transit.

3 - POPULATION:
Corp. City 90 Cen. 87,425; E&P 92 Est. 89,777
NDM-ABC: (80) 182,845
County 90 Cen. 803,732; E&P 92 Est. 853,057
PMSA 90 Cen. 2,082,914; E&P 92 Est. 2,199,848

4 - HOUSEHOLDS:
City 90 Cen. 33,022; E&P 92 Est. 33,910
County 90 Cen. 273,051; E&P 92 Est. 289,808
NDM-ABC: (80) 69,123
PMSA 90 Cen. 682,554; E&P 92 Est. 720,955

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$86,490,000
Savings & Loan	3	$38,000,000

6 - PASSENGER AUTOS: County 502,009

7 - ELECTRIC METERS: Residence 5,917

8 - GAS METERS: Residence 5,800

9 - PRINCIPAL INDUSTRIES: Chevron; Petroleum; Sugar; Refining; Food; Shipping; Chem.

10 - CLIMATE: Min. Temp.-44; Max. Temp.-75.

11 - TAP WATER: Soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hilltop Mall (130)	NA	JCPenney, Macy's, Emporium-Capwell
El Cerrito Plaza(57)	NA	Lucky, Mervyn's, Emporium-Capwell
Pinole Vista S.C.(32)	NA	K mart, Best, Alpha Beta, Federated
El Portal S.C. (48)	NA	Mervyn's, Safeway

Principal Shopping Days-Wed. through Sun.
Stores Open Evenings-Most.

13 - RETAIL OUTLETS: Department Stores-Macy's; Montgomery Ward; Emporium-Capwell; JCPenney; Mervyn's; Sears.
Discount Stores-Best; K mart; Price Club; Costco.
Chain Drug Stores-Long's; Payless; Sprouse-Reitz.
Chain Food Supermarkets-Alpha Beta; Lucky; Safeway; Raley's.
Other Chain Stores-Big 5; Kragen Auto; 7-Eleven; Home Club; Builder's Emporium; Federated; Liquor Barn; Grossman's.

14 - NEWSPAPERS: WEST COUNTY TIMES (m) 34,797; (S) 35,244; Mar. 31 1991 ABC.
Local Contact for Advertising and Merchandising Data: Mary Jurkonis, Adv. Mgr., WEST COUNTY TIMES, 4301 Lakeside Drive; PO Box 128, Richmond, CA 94564; Tel. (415) 758-8400; FAX (415) 262-2719.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

RIDGECREST

1 - LOCATION: Kern County. (In Bakersfield MSA). E&P Map D-6. 110 mi. E of Bakersfield; 155 mi. NE of Los Angeles. Logging Lumber Mill. On U.S. Hwy. 395; State Hwys. 14, 178.

2 - TRANSPORTATION: Airlines-Desert Sun; Trans World Express.
Motor Freight Carriers-4.
Intercity Bus Line-Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 27,725; E&P 92 Est. 30,084
County 90 Cen. 543,477; E&P 92 Est. 585,843
MSA 90 Cen. 543,477; E&P 92 Est. 585,843

4 - HOUSEHOLDS:
City 90 Cen. 9,796; E&P 92 Est. 10,630
County 90 Cen. 200,624; E&P 92 Est. 216,263
MSA 90 Cen. 200,624; E&P 92 Est. 216,623

5 - BANKS	NUMBER	DEPOSITS
Credit Unions	2	$105,000,000
Savings & Loan	1	$51,000,000
Commercial	4	$74,700,000

6 - PASSENGER AUTOS: Kern County 252,297

7 - ELECTRIC METERS: Residence 10,320

8 - GAS METERS: Residence 10,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Annual Payroll)-Chem. 1,100 ($33,400,000); Naval Research 6,000 ($230,000,000); Lumber 152 ($1,206,000).

10 - CLIMATE: Min. & Max. Temp.-Spring 65-88; Summer 84-110; Fall 75-95; Winter 33-75. First killing frost, Nov. 1; last killing frost, Feb. 21.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-Ridgecrest Plz.; China Lake Blvd.; 12 at Ridgecrest; 10 at Sierra Vista Shpg. Ctr.; 20 at Ridgecrest Towne Centre.

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Sprouse-Reitz; Heritage Sq. Shpg. Ctr. (20 stores).

13 - RETAIL OUTLETS: Chain Stores-Western Auto; K mart; Sprouse-Reitz; Coast-to-Coast; Thrifty Drug; Goodrich; Safeway; Albertson's; Sears; Mode O'Day; Sav-On Drug; Penney's; Hallmark's; Payless Drug; Stater Bros.; Boston Dept. Store.

14 - NEWSPAPERS: INDEPENDENT (e-mon to fri) 8,312; (S) 8,680; sworn Oct. 12, 1990.
Local Contact for Advertising and Merchandising Data: W. Les Hill, Adv. Dir., INDEPENDENT, 224 E. Ridgecrest Blvd.; PO Box 7, Ridgecrest, CA 93555; Tel. (619) 375-4481.
National Representatives: Landon Associates; American Newspaper Sales.

RIVERSIDE

1 - LOCATION: Riverside County (In Riverside-San Bernardino PMSA). E&P Map E-7. County Seat. Situated 53 mi. E of Los Angeles; 10 1/2 mi. SW of San Bernardino; 50 mi. E of Pasadena; 57 mi. E of Long Beach; 54 mi. NW of Palm Springs; 18 mi. E of Ontario International Airport.

2 - TRANSPORTATION: Railroads-Union Pacific; Atchison, Topeka & Santa Fe; Southern Pacific.
Intercity Bus Lines-OMNI Connection; Greyhound; Riverside Transit Agency.
Airlines-Alaska; American; America West; Continental; Delta; Northwest; United; USAir; Skywest; Southwest; TWA.

3 - POPULATION:
Corp. City 90 Cen. 226,505; E&P 92 Est. 237,631
NDM-ABC: (80) 472,271
County 90 Cen. 1,170,413; E&P 92 Est. 1,303,652
PMSA 90 Cen. 2,588,793; E&P 92 Est. 2,864,781
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 80,033; E&P 92 Est. 83,964
County 90 Cen. 401,367; E&P 92 Est. 447,058
PMSA 90 Cen. 916,521; E&P 92 Est. 1,014,059
NDM-ABC: (80) 169,360

5 - BANKS	NUMBER	DEPOSITS
Commercial	41	$5,181,627,000
Savings & Loan	29	$5,421,865,000

6 - PASSENGER AUTOS: Riverside County 568,031

7 - ELECTRIC METERS: Residence 89,000 (city)

8 - GAS METERS: Residence 76,103 (city); 387,385 (county)

9 - PRINCIPAL INDUSTRIES: Industry-Agric.; Mining; Constr.; Manufacturing; Trans.; Whol. Trade; Ret. Trade; Financial; Servs.; Government.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-105; Summer 52-112; Fall 32-98; Winter 24-86.

11 - TAP WATER: Alkaline, medium hard; naturally fluoridated.

12 - RETAILING: Major Shopping Centers
Regional Centers-Riverside-Canyon Springs Mall, Riverside Plaza, Galleria at Tyler; Hemet Valley Mall; Indio Fashion Mall; Palm Springs Mall; Palm Desert Town Center.
Area Centers-ABM Plaza; Adams Plaza; Arlanza Shopping Center; Arlington Plaza; Arlington Business District; Arlington Square; Arlington Village; Arlington & Tyler; Auto Center; Brockton Arcade; De Anza County; California Square; Canyon Crest Towne Centre; Canyon Springs North Plaza; Downtown Mall; Grand Center; Hardman Center; Kaiser Plaza; K mart Shopping Center; La Cadena Center; La Sierra Business District; La Sierra Place; La Sierra Plaza; Lincoln Plaza; Madington Square; Madison Center; Magnolia Center Area; Magnolia Promenade; Marshall's Plaza; Mission Plaza; Pierce St. Auto Plex; Pierce Plaza; Palm Square Center; Pine Center; Rubidoux Strip Shopping; Tavaglione Center; Tyler Square; Tyler Village; University Center; University Heights Shopping Center; University Village; Valley Springs Plaza; Van Buren Plaza; Victoria Village; Westgate Plaza; Woodcrest Plaza-Riverside. Moreno Valley Plaza; Sunnymead Village; Moreno Valley Center; Lucky's Shopping Center; Butterfield Valley Center; Moreno Valley Auto Ctr.; The Festival at Moreno Valley; Towngate Community Ctr.- Moreno Valley, Center Pointe, Southwest Plaza; VanderNolin Ctr.; Norco Auto Center, Brunswick Ctr., Hammer Sq., Times Sq., Corono Mall; Corono Plaza; Corona Market Center; Pep Boys Plaza; Butterfield Stage; Village Grove; Lincoln West; Parkridge Plaza; Corona Hills Plaza; Corona Auto Center-Corona; Cottonwood Plaza; Perris Plaza; Perris Town Ctr.; Expressway Ctr.-Perris; Sun City Shopping Center-Sun Plaza, Newport Plz.- Sun City; Brookstone Landing; Lake Elsinore Plaza; Lake Elsinore Town Center; Stater Bros. Center; Stater Bros. Plaza-Lake Elsinore. Stagecoach Plaza; The Plaza-Banning; Village Shopping Center; Alpha Beta Shopping Center-Beaumont; K mart Shopping Plz., Ramona Plaza; Hemet Plaza; Stater Bros. East Shopping Center; Von's West Shopping Center; Von's East Shopping Center; Alpha Beta Shopping Center; Diamond Valley Plaza; Sears Plaza; Farmer's Corner Shopping Center; West Hemet Village; Hemet Valley Shopping Center; Hemet West Center-Hemet. Desert Inn Fashion Plaza; Palm Springs Downtown Plaza; Palm Springs Desert Plaza; Sunrise Square; Smoke Tree Shopping Center; The Vineyard; Mission Plaza; Loehman's Plaza; The Sun Center-Palm Springs. Rancho Las Palmas Center; Sunrise Plaza; 111 Rancho Mirage Plaza-Atrium Ctr., Cove Center-Rancho Mirage. Palms to Pines East; Palms to Pines West; El Paseo Square. The Village Shopping Center; Monterey Plaza-Palm Desert. Indio Plaza; JCPenney; Town and Country Center-Indio; River Front Plz.; Plaza Seville; Tower Plz.-Temecula; Sunset Ctr., Highland Springs Ctr.; Pinetree Plz.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Riverside Plaza(85)	3	Osco, Harris', Wards, Vons
Town Square(9)	2	Millers Outpost, Thrifty
Canyon Crest Towne Ctr.(30)	4	Thrifty, Alpha Beta
Pine Center(6)	2	Alpha Beta
University(4)	3	Alpha Beta
Brockton Arcade (65)	2	Uli's
Madington Sq.(8)	3	NEA Fashions, Ross Stores
Hardman Ctr.(39)	3	Lucky's
Arlington Sq.(8)	3	
Victoria Vlg.(8)	4	Stater Bros.
California Sq. (12)	5	Alpha Beta
Adams Plz.(10)	5	Albertson's, Savon Drugs
Arlington Plz. (14)	5	Thrifty, Food Barn
Tyler Mall(88)	7	JCPenney, May Co., Broadway
Mission Vlg.(5)	3	Alpha Beta
DeAnza Country Plaza(24)	6	Stater Bros., K mart, Thrifty
Pedley Sq.(23)	9	Newberry's, Vons

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Food and Drug every evening. Many retail stores five nights weekly.

13 - RETAIL OUTLETS: Department Stores-JCPenney 4; Montgomery Ward; Sears 3; Broadway; Harris' 3; May Co. 2; Mervyn's 3; Boston Stores; Desmonds; Beno's 2; Robinson's; Bullock's; I Magnin; Bullock's Wilshire 2; Saks Fifth Avenue.
Discount Stores-K mart 11; Target 7; Marshalls; Ross Stores 3; Best Products; Loehmann's.
Variety Stores-Sprouse-Reitz 9; Woolworth; Cornet 5; CVS 4; JJ Newberry's/TG&Y/McCrory 12; Pic 'N Save 3.
Chain Drug Stores-Thrifty 19; Sav-On 6; Sail; Long's 9; Payless 9; Clark's.
Chain Supermarkets-Alpha Beta 15; Stater Bros. 32; Vons 22; Albertson's 7; Ralph's 5; Lucky 11; Jensen's 2; Food-4-Less 3; Smart-N-Final 6.
Other Chain Stores-A&E Wood Design; Adler Shoes; Aaron Bros.; Ace Old Furn.; Adcock Auto Supply; All American Auto; Allison's Place; Athletic Express; Builders Emporium 5; National Lumber; Framco 3; Builder's Home Center 3; Color Tile 2; Home Depot; B. Dalton Bookseller; Banner Mattress; Banner Carpets; Barker Bros.; Big 5; Brake City Auto; Carpet Man; Casual Corner; Chess King;

Carpeteria; Chief Auto Supply; Circuit City; Claire's; Cloth World; Clothes Time; Clothing Connection; C&R Clothiers; Crown Books; Limited; Contempo Casuals; Docktor's Pet Center; D'Arca Tux & Bridal; Eagleson's Big & Tall Mens Wear; Earthcraft; F.W. Smith; Egghead Softwear; Fashion Gal; Federated; Florsheim Shoes; Fanfare Shoe Shop; Foxmoor Casuals; Fuller O'Brien Paints; Foot Locker; Fayva; Gap; General Nutrition; Goodyear; Great Earth Vitamins; Hallmark; Her Little Majesty; H&H Crafts; House of Fabrics; INABA Auto; Inner City; Play Co. Toys; Kay Bee Toys; Kids Mart; Kinney Shoes; Kirk Jewelers; Kragen's Auto; La-Z-Boy; Lane Bryant; Leed's; Lerner Shops; Little Folk Shop; Leo's Stereo; Maling Shoes; McMahan's; Merle Norman; Modern Women; Millers Outpost; Maternity Ltd.; Motherhood Maternity; Moskatel's; Naturalizer West Shoes; NEA Fashions; Needle Craft Place; Nevada Bob's; Discount Golf; Olan Mills; Ortho Mattress; Paper Plus; Payless Shoes; Pep Boys; Parklane Hosiery; Petland; Phil & Jim's; Monarch Carpet; Pic 'N Save; Plum Tree; Pro Image; RB Furniture; Radio Shack; Red Wing Shoes; Smarty Pants; Ringmaker; S&W Plastics; Sam Goody; Sherwin-Williams; Singer Co.; Ski & Sport; Stockwell & Binney; Stroud's Linen; Style Leader; Tire Pros.; Thom McAn; T-Shirt Plus; Tinderbox; Things Remembered; Toys 'R' Us; Trak Auto; Van's; Video Concepts; Video Plus; Waldenbooks; Weisfields; Wherehouse; Wild Pair; Wild Tops; JH Biggar; William Pitt Inc.; Winston Tires; Woman's World; Zales; Jean Nicole; Lamps Plus; Blinds Plus; Tile Emporium; Old Quaker Paint; PJ's Sporting Goods; Prints Galore; Taylor's Appliance; Video Mart.

14 - NEWSPAPERS: PRESS-ENTERPRISE (m) 161,126 (S) 170,092; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Kathleen Bowyer, Nat'l. Adv. Mgr., PRESS-ENTERPRISE, 3512 14th St., Riverside, CA 92502; Tel. (714) 684-1200.

National Representative: Sawyer-Ferguson-Walker.

ROSEVILLE

1 - LOCATION: Placer County (In Sacramento MSA), E&P Map B-4. Sacramento, State Capital, 18 mi. SW; San Francisco, 108 mi. SW; Lake Tahoe, 95 mi. E; Reno, NV, 112 mi. E.

2 - TRANSPORTATION: Railroads-Southern Pacific; Amtrak; Union Pacific; Western Pacific.

Motor Freight Carriers-ABF Freight Systems; McLaughlin Draying; Nikkel; Peters Truck Lines; Rice Trans.; Wells Cargo.

Intercity Bus Lines-Greyhound; Continental Trailways.

3 - POPULATION:

Corp. City 90 Cen. 44,685; E&P 92 Est. 48,753
NDM-ABC: (80) 64,825
County 90 Cen. 172,796; E&P 92 Est. 188,503
MSA 90 Cen. 1,481,102; E&P 92 Est. 1,595,953

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 15,789; E&P 92 Est. 17,226
County 90 Cen. 60,094; E&P 92 Est. 65,557
MSA 90 Cen. 522,808; E&P 92 Est. 563,358
NDM-ABC: (80) 22,767

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	9	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: Placer County 107,633

7 - ELECTRIC METERS: Residence 10,334

8 - GAS METERS: Residence 20,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-R.R. Car Maint.; Marshalling Yard 1,800 ($300); Cement & Clay Prods. 925 ($240); Elect. 2,350 ($365); Medical Servs. 1,500 ($500); Wood Prods. 259 ($312); Higher Educ. 127 ($400).

10 - CLIMATE: Min. & Max. Temp.-Spring 52-70; Summer 57-106; Fall 40-90; Winter 31-61.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-Vernon St.; Roseville Sq.; Grand Oaks; Sunset Plz.; Harding Plz.; Historic Old Town, Roseville; Lincoln; Loomis; Granite Bay; Antelope; Placer Ctr.; South Harding; Rose Villa.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Auburn(74)	18	K mart
Birdcage Walk(27)	10	Macy's
Placer Ctr	NA	Mervyn's, Target
Sunrise Mall(107)	10	Weinstock's, JCPenney
Roseville Sq.(37)	NA	Ross Stores
Rocklin	3	K mart, Safeway, Payless

Principal Shopping Days-Mon. through Sat.
Stores Open Evenings-Dept.-Mon. & Fri.; Food-Nightly.

13 - RETAIL OUTLETS: Department Stores-Mervyn's; Pay 'N Pak; Lumberjack; Target.

Variety Stores-K mart; Payless; Lucky; Ross; Woolworth.

Chain Drug Stores-Rexall 4; Raley's; Payless 3; Thrifty 4.

Chain Supermarkets-Safeway 2; Raley's 2; Albertson's; Alpha Beta; Jumbo; Mervyn's; Lucky; Bel Air.

Other Chain Stores-Firestone; Grand Auto; Kragen Auto; Jolly; Tom Thumb; Rainbow; Aavom Bros. Warehouse; OK Tire; Wallpaper Warehouse; Payless Shoe Source; Clothworld.

14 - NEWSPAPERS: PRESS-TRIBUNE (e-mon to fri) 13,685; (S) 13,798; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Gloria Thomas, Adv. Dir., PRESS-TRIBUNE, 188 Cirby Way, Roseville, CA 95678; Tel. (916) 786-8742.

National Representatives: Papert Companies; U.S. Suburban Press.

SACRAMENTO

1 - LOCATION: Sacramento County (MSA), E&P Map B-4. State Capital and County Seat. State Gov't; U.S. aircraft repair & modification; farming; manufacturing; aerospace; food processing; lumber products; mobile home manufacturing and wholesale center. Army depot and technical training center; electronics. Calif. Expo. 89 mi. E of San Francisco.

2 - TRANSPORTATION: Railroads-Southern Pacific; Santa Fe; Union Pacific; Sacramento Northern; Central California Traction; overnight freight service on Sacramento R.R. between S.F. Bay and Sacramento; Sea Port (deepwater channel to San Francisco Bay; and Pacific Ocean; River Container Barge System); RT Metro.

Motor Freight Carriers-16 interstate common carriers with local terminals; 542 total carriers (the majority of which have p.u.c. permits).

Intercity Bus Lines-Greyhound; Trailways; Amador Stage Lines.

Airlines-United; American Eagle; American; Delta; Northwest; Continental; United Express; USAir; Delta Connection; Southwest; USAir Express; American West.

3 - POPULATION:

Corp. City 90 Cen. 369,365; E&P 92 Est. 388,090
NDM-ABC: (80) 1,059,461
County 90 Cen. 1,041,219; E&P 92 Est. 1,120,106
MSA 90 Cen. 1,481,102; E&P 92 Est. 1,595,953

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 130,511; E&P 92 Est. 137,127
NDM-ABC: (80) 400,151
County 90 Cen. 376,040; E&P 92 Est. 404,531
MSA 90 Cen. 522,808; E&P 92 Est. 563,358

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial(MSA)	67	$8,143,276,000
Savings & Loan	46	$6,696,882,000

6 - PASSENGER AUTOS: Sacramento County 577,048

7 - ELECTRIC METERS: County 450,000

8 - GAS METERS: County 320,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Retail Trade 120,900; Whol. Trade 29,700; All Mfg. 46,200; Nondurable Goods 18,400; Durables 27,800; Agric., Forestry & Fishing 8,300; Fed. Gov't 29,500; State & Local Gov't 160,800; Constr. 38,600; Trans. & Public Util. 28,700; Fin., Ins. & R.E. 42,900; Services 146,100.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-71; Summer 59-93; Fall 52-77; Winter 39-53.

11 - TAP WATER: Varies, soft to hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Sunrise Mall (108 stores) 5900-6100 Sunrise Blvd.; Florin Mall (93 stores) 5901 Florin Road; Country Club Plaza (58 stores) 2300 Watt Ave.; Country Club Centre (23 stores) 3300 El Camino; Arden Fair Mall (134 stores) 1601 Arden Way; Downtown Plaza (74 stores) Downtown; Birdcage Walk (67 stores) 5901-6197 Sunrise Blvd; Southgate Plaza 4220 Florin Road (32 Stores); County Fair Mall 1264 E. Gibson Rd, Woodland, CA (63 Stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Arcade Sq.(18)	NA	Raley's Mkt.
Arden Fair(136)	NA	Woolworth, Sears, Thrifty Drug, Weinstock's, Nordstrom
Arden Plaza(17)	NA	Lucky Mkt., Manor Drug
Arden Town(16)	NA	Holiday Mkt.
Birdcage Walk (50)	NA	Long's, Wards, Macy's, Cost Plus Imports.
Camellia City(9)	NA	Lucky Mkt.; TG&Y
College Greens (8)	NA	Raley's Mkt.
Country Club Center(48)	NA	Wards
Country Club Plaza(53)	NA	Weinstock's, JCPenney
County Fair Mall	NA	Woodland, Gottschalk's, Mervyn's, JCPenney, Target
Cordova(30)	NA	Thrifty
Crestview(27)	NA	Lucky Mkt., Thrifty, Ross
Downtown Plaza(43)	NA	Macy's, Weinstock's, I. Magnin
Florin Plaza	NA	Jumbo Mkt.
Florin Sq.(23)	NA	
Florin Mall(94)	NA	Weinstock's, Sears, JCPenney, Wards
Fort Sutter(11)	NA	Raley's
Fruitridge(29)	NA	Holiday Mkt., Manor Drug
Grand Oaks(23)	NA	Lucky Mkt., Hancock Fabrics
Grant Plaza (Citrus Heights)	NA	Thrifty
Hollywood Plz.(6)	NA	Raley's
Lanai(38)	NA	
Loehmann's Plz.	NA	Lucky's, Loehmann's Dept., Linen's 'n Things
Madison Mall (35)	NA	Raley's, Pay 'N Pak
Midway(El Camino) (14)	12	Jumbo Mkt.
Mills(18)	NA	Raley's Mkt.
Northridge(17)	NA	Raley's Mkt.
N. Sacramento(4)	NA	Safeway
Pavilions	NA	Laura Ashley, AnnTaylor, Julius, Williams Sonoma, Banana Republic
Point West(20)	NA	Mervyn's
River Park(13)	NA	Pantry
Roseville Sq.(37)	NA	Thrifty, Ross, Pay 'N Pak
Southgate(27)	NA	Thrifty Drug, Ross
South Hills(31)	NA	Sprouse-Reitz, Jumbo
Sunrise Mall (109)	NA	Weinstock's, Sears, JCPenney, Macy's
Sunrise Oaks(21)	NA	Thrifty
Taylor's(23)	NA	Lucky Mkt.
T.J. Maxx Plz.	NA	T.J. Maxx, Bonney, Gordon, Ransohoffs
Town & Country (55)	NA	William Glen, Patrick James
University Vlg.(23)	NA	Safeway, Glass Pheasant, Demille's
Almond Orchard(20)	NA	
Country West(15)	NA	Big R
Elkhorn/Watt(11)	NA	Thrifty, Albertson's, K mart, Payless
Manzanita/ Madison(12)	NA	Cloth World, Raley's

Principal Shopping Days-Dept. Stores-Thur., Fri., Sat. S; Grocery Stores-Wed., Thur., Fri., Sat., Sun.

Stores Open Evenings-Dept. Stores-Mon. thru Fri. Food every night.

Stores Open Sundays-Grocery; Drugs; Discount; Dept.; Automotive.

13 - RETAIL OUTLETS: Department Stores-Weinstock's 5; Macy's 3; Sears 3; Montgomery Ward 3; JCPenney 4; Mervyn's 6; Nordstrom.

Discount Stores-K mart 12; Best Products 3; Target 7.

Variety Stores-Woolworth 3; Ben Franklin; Sprouse-Reitz 6; TG&Y.

Chain Drug Stores-Payless 22; Manor 3; Raley's 22; Thrifty 25; Long's 15.

Chain Supermarkets-Safeway 11; 7-Eleven 41; Corti Bros. 3; Bel Air 14; Lucky 27; Jumbo 5; Raley's 21; Albertson's 16; Circle K 59; Comptons/Holiday 8.

Other Chain Stores-Firestone; Goodyear; Goodrich; See's; Zales Jewelry; Fuller Paints; Mary Carter Paints; Pittsburgh Paints; Sherwin-Williams Paints; Thom McAn; Gallenkamps; Florsheim; Leeds; Lerner; Sherman Clay; Breuners; Grodins; Kinney Shoes; Price Club; Eddie Bauer; B. Dalton; I. Magnin; Singer Co.; Lane Bryant; Baskin-Robbins Levitz Furn.; Oshman's; Waldenbooks; Big 5; Pay 'N Pak; Athletic Shoe Factory; Knapp Shoes; Fleet Feet; Furnishings 2000; The Gap; Wherehouse Records; Fashion Conspiracy; Lumberjack; Rogers Jewelers; Gran Tree; Mother-to-Be; Merle Norman; Radio Shack; McCurry's; Fotomat; Huston Shoes; Hickory Farms; Marlenes; Devon Jewelers; Kinder Foto; Marshalls; Toys 'R' Us; Fox Photo; Cost Plus Imports; Pier 1 Imports; Tower Records; Tower Books; Ross; Home Club; Dress Barn; Millers Outpost; Loehmann's; Pep Boys; The Good Guys; Casual Corner; TJ Maxx; Circuit City; 4-Day Tire; Home Express; Men's Warehouse; Banana Republic; Nordstrom; Smart & Final; Price Savers.

14 - Newspapers: BEE (m) 273,844; (S) 338,355; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Clifford Chapman, Gen. Adv. Mgr., BEE, 21st & Q Sts., PO Box 15779, Sacramento, CA 95852; Tel. (916) 321-1476.

National Representatives: Cresmer, Woodward, O'Mara & Ormsbee.

UNION (m-mon to sat) 58,806; (S) 54,719; Dec. 31, 1990 ABC.

Local Contact for Advertising and Merchandising Data: Chris Creelman, Natl. Adv. Mgr., UNION, 301 Capitol Mall, Sacramento, CA 95812; Tel. (916) 442-7811.

National Representative: The Papert Companies.

SALINAS

1 - LOCATION: Monterey County (In Salinas-Seaside-Monterey MSA), E&P Map B-5. County Seat. Agricultural, industrial, commercial, financial center. 106 mi. S of San Francisco; 333 mi. N of Los Angeles.

2 - TRANSPORTATION: Railroad-Amtrak.

Motor Freight Carriers-9.

Intercity Bus Lines-Greyhound; Monterey/Salinas Transit.

Airlines-United; Wings West; West Air; PSA; American Eagle.

3 - POPULATION:

Corp. City 90 Cen. 108,777; E&P 92 Est. 114,437

County 90 Cen. 355,660; E&P 92 Est. 377,921
MSA 90 Cen. 355,660; E&P 92 Est. 377,921
NDM-ABC: (80) 102,777

4 - HOUSEHOLDS:
City 90 Cen. 38,435; E&P 92 Est. 40,435
County 90 Cen. 124,057; E&P 92 Est. 131,821
MSA 90 Cen. 124,057; E&P 92 Est. 131,821
NDM-ABC: (80) 33,647

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	13	N.A.
Savings & Loan	10	N.A.
Credit Unions	5	N.A.

6 - PASSENGER AUTOS: Monterey County 191,498

7 - ELECTRIC METERS: Residence 51,094

8 - GAS METERS: Residence 38,734

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric., Forestry & Fisheries 31,495; Constr. 5,590; Mfg. 10,570; Trans., Commun. & Util. 5,950; Whol. & Ret. Trade 24,890; Fin., Ins. & R.E. 6,230; Servs. 34,748; Gov't 24,100.
Industrial Pay Days-Vary.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-67; Summer 52-71; Fall 47-74; Winter 38-64.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Northridge (3 mi. on Highway 101); 3 blocks on downtown Main St. (Oldtown); 4 blocks on S Main St. area (Southtown); 3 blocks on N Main (Sherwood Gardens); Star Center (2 blocks S Main St.); 2 blocks E Alisal St. (Monte Mart); 2 blocks E Alisal St. (mid-City Center); South Salinas Plaza, 2 blocks on S Main St.; Hartnell Plaza, 1 block on W Alisal; 2 blocks on S. Main (Main Street Center/The Piaza); Santa Rita Mall (3 mi. on Hwy. 101).
Neighborhood Shopping Districts-2 blocks on N Main St.; 3 blocks on E Alisal St.; 1 block San Juan Road; 1 block on S Main; 2 blocks on E Laurel Dr., 1 block on W Laurel Dr.; Prunetree (7 mi. N. on Hwy. 101 at Vierra Cyn Rd.); Prunedale Shopping Ctr. (7 mi. N. on Hwy 101 at San Miguel Cyn Rd.).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Northridge	3	Sears, Safeway, Emporium, JCPenney, Mervyn's, Payless
Southtown	1	Fords, Carpeteria
Sherwood Gdns.	2	
Alisal	2	Monte Mart, Safeway
Mid City Ctr.	1	Long's Drugs, Pik 'n Save
Star Center	NA	Star Market
S. Salinas Plz.	1	Thrifty Drug, Nob Hill Mkt.
N. Salinas Ctr.	NA	Thrifty Drug, Alpha Beta
Santa Rita Mall	3	Ross Dress For Less, Food Max
Prunetree	7	Safeway, Payless
Prunedale Shpg. Ctr.	7	Fairway Mart, Wapples Drugs
Hartnell Plaza	1	Fairway Mart
Laurel	3	K mart, Nob Hill
E. Laurel	NA	Longs, Lucky
Mainstreet Center	1	Lucky, Payless

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Northridge Shpg. Ctr. Daily; other shpg. ctrs. times vary; Chain Food & Chain Drug daily.

13 - RETAIL OUTLETS: Department Stores-Emporium; Sears; JCPenney; Ford's; Mervyn's; Monte Mart; K mart; Pik 'n Save.
Variety Stores-Woolworth; Bonanza 88.
Chain Drug Stores-Thrifty 2; Long's 2; Star; Payless 2.
Chain Supermarkets-Safeway 3; Lucky 2; Star Mkt.; Monte Mart; Alpha Beta; Nob Hill 2; Fairway Mart 2.
Other Chain Stores-Auto Supplies: Firestone, Goodyear, Kragen; Furniture: McMahan's, Empire 2; Garden Supplies: Monte Mart; Paint: Sherwin-Williams, Standard Brand Paints; Shoes: Leeds, Kushin's, Kinney's; Women's Apparel: Lerner, Petries; Other: Color Tile, Carpeteria; Lumber/Hardware: Wickes, 84 Lumber, Orchard Supply.

14 - NEWSPAPERS: CALIFORNIAN (e) 24,290; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Michael S. Lynch, Adv. Dir., CALIFORNIAN, 123 W. Alisal St., Salinas, CA 93901; Tel. (408) 424-2221.
National Representative: Gannett National Newspaper Sales.

SAN BERNARDINO

1 - LOCATION: San Bernardino County (In Riverside-San Bernardino PMSA). E&P Map E-7. County Seat. Misc. Mfg.; Distribution; Military and Space Complex; Rail Transportation Center; 60 mi. E of Los Angeles.

2 - TRANSPORTATION: Railroads-AT&SF; Union Pacific and Southern Pacific Mainline; Amtrak.
Motor Freight Carriers-30.
Intercity Bus Lines-Municipal Transit; Greyhound; Rapid Transit; Continental Trailways; Roesch; Omnitrans.
Airlines-Continental; American; United; TWA; Alaska Airlines; America West; Delta; Southwest; Northwest; USAir; Sky West.

3 - POPULATION:
Corp. City 90 Cen. 164,164; E&P 92 Est. 173,499
NDM-ABC: (80) 470,164
County 90 Cen. 1,418,380; E&P 92 Est. 1,561,129
PMSA 90 Cen. 2,588,793; E&P 92 Est. 2,864,781
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 58,006; E&P 92 Est. 61,304
County 90 Cen. 515,154; E&P 92 Est. 567,001
PMSA 90 Cen. 916,521; E&P 92 Est. 1,014,059
NDM-ABC: (80) 167,348

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	15	N.A.
Savings & Loan	12	N.A.

6 - PASSENGER AUTOS: San Bernardino County 718,369

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: City-48,936; County 345,970

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Mfg. 93,300; Constr. 74,700; Mining 1,400; Trans. 34,300; Commun., Util. 26,100; Fin., Ins., R.E. 20,000; Servs. 170,500; Gov't. 148,100; Agric. 21,600; Whol. Trade 28,900; Ret. Trade 148,900.
Principal Industrial Pay Days-1st, 10th, 15th, 25th.

10 - CLIMATE: Av. Temp.-Spring 61; Summer 85; Fall 70; Winter 55.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-Base Line; Highland Ave.; Mt. Vernon Ave.; Marshall Blvd.; 40th & Sierra Way; Del Rosa; Palm Highland; Arrowhead Ave. & Orange Show Road; Downtown.
Regional Shopping Centers-Inland Center with 3 major dept. stores, air conditioned mall, 75 stores south part of city limits, 1 mi. from downtown; Central City Mall, with 3 major dept. stores, air conditioned, 103 stores, downtown.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Marshall Blvd. & E St.(8)	3	Alpha Beta
Central City(103)	NA	Woolworth, Harris, Mont. Ward, JCPenney
Del Rosa(40)	4	Stater Bros., Long's
Inland Ctr.(75)	1	Sears, May Co., Broadway
Sterling(21)	4	TG&Y, Von's
Wildwood Plz.(18)	4	Alpha Beta, TG&Y, Thrifty Drug, Staters
S. Fontana(20)	10	Mervyn's, K mart, Standard Brands
N. Rialto(20)	6	Alpha Beta, Stater's
Mt. Vernon(15)	3	Thrifty Drug
Palm & Highland(12)	5	Sprouse-Reitz, Stater's
Redlands(25)	10	Von's Mkt.

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Dept.; Downtown and Shpg. Ctr.-Mon. through Sun. Food every night.

13 - RETAIL OUTLETS: Department Stores-Harris Co.; Sears; JCPenney; May Co.; Broadway; Montgomery Ward; Mervyn's; Marshalls.
Discount Stores-Fedco; Target; Norton AFB PC; K mart; Lucky's; Price Club; Ross; Buyers Club; Pace Warehouse; Wal-Mart.
Variety Stores-Woolworth; TG&Y 4; Pic 'N Save; Sprouse-Reitz.
Chain Drug Stores-Thrifty 26; Long's 6; Osco 5; Payless 11; Von's 6; CVS 4; Lucky 5.
Chain Supermarkets-Safeway 4; Stater Bros 40; Alpha Beta 8; Von's 13; Lucky 6; Grocery Warehouse 2. Food-4-Less 3; Albertson's 4; Hughes 7.
Other Chain Stores-McMahan (furn.) 5; R&B Furn.; Mark C. Bloome; Silverwoods; Weisfield Jewelry; Zales-Slavick's; Goodyear (auto supplies) 3; Home Club; Home Depot; House of Fabrics; Kinney Shoes 2; Riviera Sofa; Singer Co.; Sofa Factory; Thom McAn; Mode O'Day; Leeds; Gallenkamp; Fredericks; Anita Shops; Levitz Furn.; Builder's Emporium; Earl Schieb; Standard Brands; Changing Times; Hardy Shoes; Parklane Hosiery; Lane Bryant; Waldenbooks; Hickory Farms; Musicland; Sunset House; Stride-Rite; Maggie's; Nobby; Foxmoor Casuals; See's Candies; Goodman Jewelry; Oshman's Sporting Goods; Big 5 Sporting Goods; Winston Tire; Pep Boys; One Day Paint & Body; Federated; Footlocker; General Nutrition; Helzberg Jewelers; Arthur's Jewelers; Millers Outpost; Footscene; Best Stores; All American Sports Club; Circuit City; Phil & Jim's; Leo's Stereo;IKEA; Chief Auto Parts.

14 - NEWSPAPERS: SUN (m) 93,534; (S) 104,876; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: John Bonnett, Adv. Dir., SUN, 399 D St., San Bernardino, CA 92401; Tel. (714) 889-9666.
National Representative: Gannett National Newspaper Sales.

SAN CLEMENTE

1 - LOCATION: Orange County, E&P Map D-8 (In Anaheim-Santa Ana PMSA). Tourist resort, light industry, military center. On Pacific Coast Hwy.; 75 mi. S of Los Angeles; 75 mi. N of San Diego.

2 - TRANSPORTATION: Railroad-Santa Fe.
Motor Freight Carriers-4.
Intercity Bus Lines-Continental Trailways; San Clemente Stage Lines; Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 41,100; E&P 92 Est. 43,855
CZ-ABC: (80) 33,493
RTZ-ABC: (80) 47,811
County/PMSA 90 Cen. 2,410,556; E&P 92 Est. 2,568,735
City & RTZ-ABC: (80) 81,304

4 - HOUSEHOLDS:
City 90 Cen. 14,522; E&P 92 Est. 15,496
County/PMSA 90 Cen. 850,839; E&P 92 Est. 906,670
CZ-ABC: (80) 14,099
RTZ-ABC: (80) 18,673
City & RTZ-ABC: (80) 32,772

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	13	N.A.
Savings & Loan	10	N.A.

6 - PASSENGER AUTOS: Orange County 1,474,586

7 - ELECTRIC METERS: Corp. City 8,743

8 - GAS METERS: Corp. City 8,149

9 - PRINCIPAL INDUSTRIES: Industry-Rubber Prods.; Aerospace; Light Aggregate; Copper Prods.; Plastic Plates; Cabinets; Musical Instruments; Ceramics; Pub. & Printing.

10 - CLIMATE: Min. & Max. Temp.-Spring 51-67; Summer 61-74; Fall 56-73; Winter 45-64.

11 - TAP WATER: Saline, hard.

12 - RETAILING: Principal Shopping Center-Del Mar and environs; Mission Viejo Mall.
Neighborhood Shopping Centers-El Camino Plz., 800 block; South El Camino Real and San Diego Freeway at Estrella exit; 700-800 block North El Camino Real; San Clemente, Capistrano Valley; Doheny Park Rd., and Victoria Ave., Capistrano Beach; La Plz.; Dana Point; El Adobe Plz.; San Juan Capistrano; Monarch Bay Plz.; Laguna Niguel; Pico Plz.; Von's Center; Camino Capistrano; San Juan Capistrano.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; May Co.; Robinson's; Bullock's; Best Products.
Variety Stores-Gilbert; Cornet; Sprouse-Reitz.
Chain Drug Stores-Thrifty; Sav-On.
Chain Supermarkets-Alpha Beta 2; Albertson's 2; Ralph's 4; Von's; Lucky Stores.

14 - NEWSPAPERS: SUN-POST (e-mon to fri) 8,338; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Stanford Manning, Pub., SUN-POST, 1542 N. El Camino Real; PO Box 367, San Clemente, CA 92672; Tel. (714) 492-5121.
National Representatives: Landon Associates; U.S. Suburban Press.

SAN DIEGO

1 - LOCATION: San Diego County (MSA). E&P Map E-8. County Seat. Tourist center. Ocean-based industry & biochemical center. High Tech & biomedical ctr. Agric. county 132 mi. S of Los Angeles. I-5, 8, 15, 52, 54, 94, 163 and 805.

2 - TRANSPORTATION: Railroads-Santa Fe; San Diego & Arizona; Southern Pacific; Amtrak.
Motor Freight Carriers-42.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-American; United; Continental; Delta; Pan Am; TWA; America West; Northwest; USAir; Alaska; Southwest; Stateswest.

3 - POPULATION:
Corp. City 90 Cen. 1,110,549; E&P 92 Est. 1,157,551
CZ-ABC: (80) 1,470,244
RTZ-ABC: (80) 391,602
County/MSA 90 Cen. 2,498,016; E&P 92 Est. 2,690,881
City & RTZ-ABC: (80) 1,861,846
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 392,401; E&P 92 Est. 409,009
County/MSA 90 Cen. 796,962; E&P 92 Est. 858,493
CZ-ABC: (80) 532,561
RTZ-ABC: (80) 137,533
City & RTZ-ABC: (80) 670,094

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	27	N.A.
Commercial	50	N.A.

6 - PASSENGER AUTOS: San Diego County 1,616,397

7 - ELECTRIC METERS: Residence County 886,395

8 - GAS METERS: Residence County 661,503

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Gov't 168,900 (N.A.); Service 257,500 (N.A.); Trade 235,200 (N.A.); Mfg. 135,000 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 48-75; Summer 60-100; Fall 50-90; Winter 42-81.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Area-(Downtown) No. of Stores-76 blocks on Broadway and A, B, C, E, Sta. 900 stores.
Community Shopping Centers-No. of Stores-El Cajon Shopping 19; Clairemont Quad 40; Loma Square 22; Mission Square 40; Pacific Plaza 42; Spring Valley 27; Midtown Plaza 16; Plaza of The Four Flags 18; Balboa Mesa 28; Bay Plaza 50; Belleview Center 17; Boulevard Mart 16; Broad-

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(Circle No. 7 on Market Request Card)

way Vista Ctr. 16; Camino Town & Country 46; Flower Hill 51; Genesee Plz. 50; Glasshouse Sq. 80; La Costa Plz. 18; La Mesa Springs 26; Mission Ctr. 53; Old Poway Vlg. 34; Rancho Bernardo Town Ctr. 23; Rancho San Diego 25; San Carlos 21; Seaport Vlg. 85; Sweetwater Town & Country 40; Target Stores Plz. 6; The Vineyard 65; Kearny Mesa 30; Madison Sq. 23; Mesa Sq. 8; Miramar Vlg. 20; Morena Plz. 8; Rancho Penasquitos Town Ctr. 27; Rolando 30; Serra Mesa 23.

Neighborhood Shopping Areas-Along length of El Cajon Blvd.; Hillcrest; North Park; Pacific Beach; La Jolla; Ocean Beach; National City; Chula Vista; La Mesa; El Cajon; Del Mar; Cardiff; Encinitas; Coronado.

Regional Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Horton Plz.(160)	NA	Robinson, Nordstrom, Broadway, Mervyn's
Mission Valley (160)	4	Mont. Ward, May Co., Bullock's, Saks Fifth Ave.
Market Pl. at the Grove(80)	NA	Sears, Mervyn's
Clairmont Sq. (86)	7	Marshalls, Vons, Builders Emporium, Sav-On
Grossmont Ctr. (145)	12	Broadway, Buffum's, Bullock's, Mont. Ward
Chula Vista(38)	10	Broadway, JCPenney, Sears
Parkway Plz. (112)	15	Sears, May Co., Mervyn's
Mira Mesa Mall(75)	15	Mervyn's, Sav-On, J.J. Newberry, Von's
Fashion Valley (160)	4	Robinson's, JCPenney, Nordstrom, Neiman Marcus, Broadway
South Bay Plz. (26)	5	Millers Outpost Mervyn's, Sav-On
Plaza Camino Real(145)	30	May Co., JCPenney, Broadway, Sears, Bullock's
University Towne Centre(173)	12	Broadway, Sears, Robinson's, Nordstrom
La Jolla Vlg. Sq.(79)	11	I. Magnin, May Co.
Plaza Bonita(110)	10	Mont. Ward, Mervyn's, JCPenney, May Co.
N. County Fair (175)	NA	JCPenney, May Co., Norstorm, Sears

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Broadway 7; Sears 5; Montgomery Ward 5; JCPenney 7; May Co. 6; Robinson's 4; Bullock's 3; I.Magnin; Mervyn's 6; Neiman Marcus; Saks Fifth Ave. 2.

Discount Stores-Fedco; Jetco; K mart 13; Price Club 5; Target 12.

Variety Stores-Woolworth 5; Cornet 2; Newberry 8; TG&Y 4.

Chain Drug Stores-Thrifty 40; Long's 22; Sav-On 22.

Chain Supermarkets-Lucky (Food Basket) 29; Alpha Beta 15; Big Bear 22; Von's 62; 7-Eleven 213; Circle K 67; Ralph's 13; Albertson's.

Other Chain Stores-Harris & Frank; National Dollar; Sportmart; Standard Brand Paints 7; Lerner 3; Thom McAn 5; Firestone 15; Goodrich; Pep Boys 6; Singer Co. 11; Glidden; Kinney Shoes 9; Goodyear 5; Zales Jewelers 8; Plummers; Madjacks; Dorman's (auto supplies) 12; Color Tile; Frazee's Paints 14; Thrifty; Longs; Golden State Fabrics 6; Highlander (men's) 5; J. Jessop Jewelers 8; Lane Bryant 5; Lawson Jewelers 1; Leeds (shoes) 7; Silo; Payless; McMahan's Furn. 1; Saks Fifth Ave. 2; Schiller Jewelers 2; Streicher's Shoes 8; Universal Boot 8; Radio Shack; Bennetts; Oshmans; Radio Shack 46; Ortho Mattress 6; Kragen Auto 32; Builder's Emporium 5; Oshman's 6; Dow; Home Depot 4; Home Club 2; Bookstar 3; Toys 'R' Us.

14 - NEWSPAPERS: UNION (m) 279,136; TRIBUNE (e) 117,084; (S) 456,167; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Katie Byrnes, Mktg., & Service Asst. UNION and TRIBUNE, 350 Camino de la Reina, San Diego, CA 92108; Tel. (619) 299-3131.

National Representative: Sawyer-Ferguson-Walker.

TRANSCRIPT (m-mon to fri) 10,173; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Allen R. Zmolek, Adv. Dir., TRANSCRIPT, 2131 Third Ave., San Diego, CA 92101; Tel. (619) 232-4381.

National Representative: None.

SAN DIEGO COUNTY
See EL CAJON
See ESCONDIDO
See OCEANSIDE

SAN FRANCISCO

1 - LOCATION: San Francisco County and the City of San Francisco are co-extensive (In San Francisco PMSA). On the Pacific Coast E&P Map B-5, 340 mi. N of Los Angeles; 687 air mi. S of Seattle. West Coast Pacific port. Fin. and insur., mining, agric., electronics, tourism and wholesale ctr. San Francisco/Oakland PMSA's include San Francisco, Alameda, Contra Costa, Marin & San Mateo counties.

2 - TRANSPORTATION: Railroads-Amtrak; Bay Area Rapid Transit (Subway); Southern Pacific; Santa Fe; Union Pacific; Muni Metro (light rail); Oakland Terminal.

Motor Freight Carriers-2,296 (S.F./Oakland PMSA)

Steamship Lines-53.

Intercity Bus Lines-AC Transit; Amtrak Shuttle; Trailways; Grayline; Golden Gate Transit; Greyhound; Samtrans; Muni.

Airlines-Air America; Air Canada; Air France; Alaska; America West; American; Braniff; British Airways; Cathay Pacific; China; Condor; Continental; Delta; Eastern; United Express; Hawaiian; Airborne Expess; Japan; LTU Intl.; Lufthansa; Mexicana; Air China; Pan Am; Philippine; Qantas; Singapore; Balair; Southwest; American Eagle; TACA Int'l.; TWA; United; UTA French Airlines; Airpac; Amerijet Int'l.; Conni Kalitta Svcs.; Helitac; Nippon Cargo; Cargolux; Great American Airways; Southern Air Transport; Korean Airlines; Minerve; Northwest Airlines; USAir; DHL; Evergreen; Federal Express; Orion Air; Rosenbalm Aviation; Salair Air; Airborne Express; Burlington Air Express; AmeriJet Int'l.; American Transair; Sun Country Airlines; Swissair Transport; Tower Air Inc.; Aspen Airways; Canadian Airlines Int'l.; Emery Worldwide; Express One Int'l. Inc.; Ameriflight.

3 - POPULATION:

Corp. City 90 Cen. 723,959; E&P 92 Est. 732,956
CZ-ABC: (80) 757,493
RTZ-ABC: (80) 4,089,572
County 90 Cen. 723,959; E&P 92 Est. 751,280
City & RTZ-ABC: (80) 4,847,065
PMSA 90 Cen. 1,603,678; E&P 92 Est. 1,667,300

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 255,803; E&P 92 Est. 258,982
County 90 Cen. 308,998; E&P 92 Est. 320,659
CZ-ABC: (80) 326,028
RTZ-ABC: (80) 1,523,200
City & RTZ-ABC: (80) 1,849,228
PMSA 90 Cen. 620,136; E&P 92 Est. 644,524

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	175	$42,052,941,000
Savings & Loan	28	$32,200,000,000

Deposits-Comm. (1988); S&L (1989 in S.F./Oakland PMSA).

6 - PASSENGER AUTOS: San Francisco County 331,876

7 - ELECTRIC METERS: Residence PMSA 1,686,588

8 - GAS METERS: Residence PMSA 1,448 139

9 - PRINCIPAL INDUSTRIES: (San Francisco/Oakland PMSA's-1989) Industry, No. of Wage Earners-Constr. & Mining 90,000; Mfg. 193,500; Food Prods. 20,000; Printing & Pub. 25,100; Chem. & Allied Prods. 18,600; Other non-durable goods 28,300; Fab. Metal 13,400; Mach. (non-electrical) 13,300; Electrical Equip. & Supplies 29,500; Other durable goods 32,700; Trans. 84,000; Commun./Util. 53,800; Whol. Trade 110,600; Ret. Trade 327,200; Fin. Ins. R.E. 166,300; Servs. 525,600; Gov't Fed. 67,800; State & Local 235,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-62; Summer 52-65; Fall 53-66; Winter 47-56.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: (San Francisco)-Central Business District boundaries est. 1955; bounded on the N by Van Ness Ave., Ellis St., Leavenworth, Bush, Stockton, CA, Kearny & Pacific; on the E by the Embarcadero; on the S by Howard St., and the W by 11th St., Market and Van Ness.

Principal Shopping Center-9 blocks on Market St.: 1st to 9th Sts.; and a triangular area composed by Sutter, Market and Mason Streets including 15 blocks of stores and offices.

Regional Shopping Centers

San Francisco/Oakland PMSA's

Name (No. of stores)	Miles from Downtown	Principal Stores
Bayfair, San Leandro(111)	NA	Macy's, Mont. Ward
Broadway, Walnut Creek(90)	NA	I. Magnin, Nordstrom, Emporium
Corte Madera Town Ctr.(60)	NA	JCPenney, Marshalls
County E. Mall Antioch(63)	NA	Sears, JCPenney, Mervyn's, Gottshalk's
Crocker Galleria (S.F.)(50)	NA	Gianni Versace, Ralph Lauren Polo
Eastmont Mall (105)	NA	JCPenney, Mervyn's, Woolworths
El Cerrito Plz. (50)	NA	Emporium, Long Drugs, Lucky
Fremont Hub(100)	NA	Mont. Ward, Ross, Home Express
Hilltop Mall Richmond(117)	NA	Macy's, Emporium, JCPenney, Sears
Ghiradelli Sq. (S.F.)(70)	NA	Nature Shop, Benetton
Hillsdale Mall San Mateo(150)	NA	Macy's, Emporium, Sears, Mervyn's
Jack London Waterfront(60)	NA	
Japan Town S.F. (50)	NA	Mikado, Ginza Discount, Soko Hdwe.
MacArthur B'way Oakland(50)	NA	Woolworth's, Kinney's
Newpark Mall Ctr. Newark (180)	NA	Macy's, Emporium, Sears, Mervyn's
Serramonte Ctr. Daly City(150)	NA	Macy's, Mervyn's, Mont. Ward
South Shore Ctr. Alameda(89)	NA	Mervyn's, JCPenney, Safeway, Walgreen
Southland(145) Hayward	NA	JCPenney, Sears, Emporium
Stoneridge(155) Pleasanton	NA	Macy's, Emporium, JCPenney, Nordstrom
Stanford(150) Palo Alto	NA	Macy's, Emporium, I. Magnin, Neiman Marcus
Stonestown -Galeria S.F. (98)	NA	Emporium, Nordstrom
Sun Valley Mall Concord(160)	NA	Macy's, Emporium, Sears, JCPenney, Mervyn's
Tanforan Park San Bruno(101)	NA	Emporium, Sears, JCPenney
The Island San Mateo(90)	NA	JCPenney, Mont. Ward, Whole Earth Access
The Mall at Northgate(122) San Rafael	NA	Emporium, Sears, Mervyn's
Westlake(110) Daly City	NA	JCPenney, Safeway, Walgreen's, Lochman's

Stores Open Sundays-All major dept. stores; Regional shpg. ctrs.; most food stores.

13 - RETAIL OUTLETS: Department, Specialty & Discount Stores-San Francisco/Oakland PMSA's-Emporium-Capwell 15; K mart 15; Macy's 11; Mervyn's 17; Montgomery Ward 7; JCPenney 12; Sears 10; Saks Fifth Avenue; I. Magnin 4; Neiman Marcus; Nordstrom 6; Ross 18; Marshalls 7; Target 7; Gumps; Pice Club 7; Costco E.

Chain Drug Stores-PMSA-Long's 46; Merrill's 8; Payless 22; Thrifty 41; Walgreens 39.

Chain Supermarkets-PMSA-Safeway 94; Lucky 91; Cala-QFI 11; Albertson's 3; Petrini's 14; Fry's 11; Brentwood 7; Raley's 3; Nob Hill 5.

Other Retail Outlets-PMSA-Women's Clothing: Jos Banks, Maison Mendesolle, Barra of Italy, Casual Corner, Gucci, Lane Bryant, Lanz, Lerner Shops, The Limited, AnnTaylor, CP Shades, Career Image, Georgiou, Jessica McClintock, Kolonaki, Laura Ashley, Says Who Too, The Rafael's; Men's Clothing: Alfred Dunhill, Brooks Bros., Bullock & Jones, Cable Car Clothiers-Robert Kirk, Grodin's, Custom Shop, J. Press, C&R Clothiers, Jay Briggs, Hickey Freeman, Kuppenheimer's, Planteen & Krogh, The Tailored Man; Men's & Women's Clothing: Hasting's, The Peddler, The Gap, Burberry's Ltd., Wilkes Bashford, Pendleton, Ralph Lauren Polo Shop, Banana Republic; Shoes: Bally, Chandler, Burt's, Florsheim, Thayer McNeill, Frank More, Gallenkamp, Kinney, Kushin, Thom McAn, Nunn-Bush, Pappagallo, Regal; Misc.: Good Guys, Computerland, B. Dalton, Crown Books, Waldenbooks, Wing's Jewelry, Shreve's, Granat Bros., Tiffany & Co., Copeland's, Circuit City, The Men's Wherehouse.

14 - NEWSPAPERS: CHRONICLE (m-mon to fri) 570,364; (m-sat) 515,418; EXAMINER (e-mon to fri) 137,635; (e-sat) 101,911; EXAMINER & CHRONICLE (S) 704,322; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: David Beihoff, Adv. Dir., San Francisco Newspaper Agency, 925 Mission St., San Francisco, CA 94103; Tel. (415) 777-7420.

National Representative: Sawyer-Ferguson-Walker.

SAN GABRIEL VALLEY

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach PMSA). E&P Map D-7. The heart (City Zone) of San Gabriel Valley consists of 10 cities (Azusa, Irwindale, San Dimas, Baldwin Park, Covina, Glendora, Industry, La Puente, Walnut and West Covina); 20 mi. E of Los Angeles.

2 - TRANSPORTATION: Railroads-Southern Pacific; Santa Fe; Union Pacific.

Intercity Bus Lines-Southern Calif. Rapid Transit.

Airlines-Ontario International Airport, 20 mi. E. of San Gabriel Valley, has 24 major carriers: American, Air Calif., Continental, PSA, TWA, United, Alaska, Eastern, America West, Delta, Sunworld, Southwest.

3 - POPULATION:

Corp. City 90 Cen. 37,120; E&P 92 Est. 38,530
NDM-ABC: (80) 605,670
County/PMSA 90 Cen. 8,863,164; E&P 92 Est. 9,573,801

Demographic Information available from Newspaper.. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 13,116; E&P 92 Est. 13,614
County/PMSA 90 Cen. 3,127,928; E&P 92 Est. 3,378,721
NDM-ABC: (80) 183,193

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Cml.	72	N.A.
Savings & Loan	39	N.A.

6 - PASSENGER AUTOS: Los Angeles County 4,788,180

7 - ELECTRIC METERS: Residence 233,000

8 - GAS METERS: Residence 232,200

9 - PRINCIPAL INDUSTRIES: Brewing; Dairy Proc.; Rock and Sand; Electronics; Plastics Mfg.; Boat Building; Fab. Metal Prods.; Airplane Parts; Air & Space Electronics; Heating & Air. Cond.; Food Processors; Ladies Apparel & Lingerie; Mobile Home Builders.

Principal Industrial Pay Days-Thur. and Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-74; Summer 54-89; Fall 50-79; Winter 37-66.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Downtown Shopping Areas-Azuza; Baldwin Park; Covina; Glendora; La Puente.

Major Shopping Centers-Eastland; Fashion Plaza; West Covina; Foothill Center; Azuza; South Hills; LaPuente; Sunkist; Gale Square; Edgewood Center; Sun Fran; El Monte; Mayflower, Puente Hills Mall; Five Points; Ross Plaza; Puente Hill East.

Principal Shopping Days-Mon., Thur., Fri., Sat.

Stores Open Evenings-Most Shopping Ctr. stores Mon.-Fri., 9:00 p.m.; Sat. & Sun., 7:00 p.m.

13 - RETAIL OUTLETS: Department Stores-May Co.; Broadway 2; Sears 2; JCPenney 6; Montgomery Ward 2; J.W. Robinson; Bullock's; Mervyn's 3.

Discount Stores-K mart 3; Roberts; Ross 2; Target 3; Marshalls.

Variety Stores-Newberry; TG&Y 6.

Chain Drug Stores-Thrifty 10, Sav-On 11; Long's 4; Clarks 4; Roses 2; San Gabriel Phcy.; SupeRx.

Chain Supermarkets-Alpha Beta 20; Lucky 10; Ralph's 5; Safeway 2; Albertson's 3; Hughs; Boys Mkt.; Von's 12; Stater Bros. 7.

Other Chain Stores-Auto: Firestone, General Tire, Goodyear, Pep Boys, U.S. Royal, Western Auto, Grand Auto; Furniture: Barker Bros., Wickes, Carpet Town, Levitz, McMahan, R.B. Furniture, Plummers; Jewelry: Kay's, Lawson's, Le Roys; Lumber/Hdwe.: Angels, Bielecs, Builder's Emporium, National Lumber 2, Pick's, Standard Brand Paints; Mens and Women's Apparel: Hartfield's, Richmond Bros.; Shoes: C.H. Baker, Innes Shoes, Gallenkamps, Karl's, Leed's, Thom McAn, Weatherby Kayser Lees, Golds, Payless; Patrini.

14 - NEWSPAPERS: TRIBUNE (m) 63,811; TRIBUNE NEWS (S) 82,914; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Richard Barth, Nat'l. Adv. Mgr., TRIBUNE and TRIBUNE NEWS, PO Box 1259, Covina, CA 91722; Tel. (818) 962-8811; (213) 686-2590.

National Representatives: Cresmer, Woodward, O'Mara & Ormsbee.

SAN JOSE

1 - LOCATION: Santa Clara County (PMSA), E&P Map B-5, County Seat. Manufacturing, research and development, and agricultural center. SE of San Francisco Bay, 45 mi. from San Francisco and 39 mi. from Oakland.

2 - TRANSPORTATION: Railroads-Southern Pacific; Western Pacific (freight only).

Intercity Bus Lines-Greyhound; Peerless.

Airlines-Alaska; Continental; Mexicana; United/United Express; American/American Eagle; TWA; America West; Skywest/The Delta Connection; Delta; USAir; Northwest.

3 - POPULATION:

Corp. City 90 Cen. 782,248; E&P 92 Est. 833,920
CZ-ABC: (80) 1,078,712
Bal. in NDM-ABC: (80) 216,359
County/PMSA 90 Cen. 1,497,577; E&P 92 Est. 1,576,530
Total NDM-ABC: (80) 1,295,071

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 276,399; E&P 92 Est. 294,657
County/PMSA 90 Cen. 523,600; E&P 92 Est. 551,204
CZ-ABC: (80) 378,770
Bal. in NDM-ABC: (80) 79,749
Total NDM-ABC: (80) 458,519

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	226	N.A.
Savings & Loan	161	N.A.

6 - PASSENGER AUTOS: Santa Clara County 953,666

7 - ELECTRIC METERS: County 569,597

8 - GAS METERS: County 465,405

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 269,800 (Durable 241,900; Non-durable 27,900); Trade 170,300; Servs. 214,100; Gov't 86,700; Constr. 33,400.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-87; Summer 49-93; Fall 34-81; Winter 31-70.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:

Principal Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Almaden Plz.(54)	5	Service Merchandise, Emporium, Ross
Capitol Sq.(39)	4	Walgreens, Mont. Ward
Eastridge(160)	5	Sears, Emporium, Macy's, JCPenney
Oakridge Mall(113)	6	Macy's, Mont. Ward, Nordstrom
Princeton Plz.(43)	6	Mervyn's
Prune Yard(55)	5	All Specialty
San Antonio(67)	NA	JCPenney, Sears, Mervyn's
Stanford(148)	NA	Emporium, Macy's, Saks Fifth Avenue, Nordstrom, Neiman-Marcus
Sunnyvale Town Center(39)	NA	Mont. Ward, Macy's
Town & Country Village(112)	4	All Specialty
Vallco Fashion Park(143)	24	JCPenney, Sears, Emporium
Valley Fair (175)	4	Macy's, I. Magnin, Emporium
Westgate(53)	7	Mont. Ward, Ross Stores

Principal Shopping Days-Thur., Fri., Sat., Sun.

Stores Open Evenings-Dept.-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Ross; Neiman Marcus; Montgomery Ward; Macy's; Emporium; Nordstrom; Sears; Mervyn's; Catalog Sales: Best Products, Service Merchandise Co.

Discount Stores-K mart; Target.

Variety Store-Woolworth.

Chain Drug Stores-Payless 12; Thrifty 15; Walgreen 14; Bill's 3; Long's 25.

Chain Supermarkets-Safeway 30; Lucky 34; Cala Foods; Food-4-Less; Lunardi's 2; Petrini's 4; Tri-E-Z Foods 4; Fry's 10; PW 9; 7-Eleven 104; H&S Food Villa; Pak 'N Save 3; Nob Hill 12; Micali's Food Villa.

Other Chain Stores-Auto: Firestone, Grand Auto, Kragen Auto; Ice Cream: Breslers 33 Flavors, See's, Baskin-Robbins, Swenson's, Dairy Belle, Foster Freeze, Shaw's; Jewelers: Gensler-Lee, Zales, Shreve & Co., Proctor's, Davidson & Licht, Crescent Jewelers, Granat Bros.; Paints: Fuller, Pittsburgh, Sherwin-Williams, Morwear, Kelly-Moore, Glidden, Standard Brands; Shoes: Thom McAn, Thayer McNeil, Kinney's, Leed's, C.H. Baker, Becks Red Wing, Stride Rite, Florsheim; Mens Wear: Smith's, Richman's; Clothing: Marshalls, Hastings, Lerner Shops, Saks Fifth Avenue, I. Magnin, Frederick's of Hollywood, Lane Bryant, Foxmoor Casuals; Misc.: Sherman Clay (music), Breuner's, Levitz, Ortho Mattress, S. Christian of Copenhagen, House of Fabrics, Singer Co.

14 - NEWSPAPERS: MERCURY-NEWS (all day-mon to fri) 280,918; (m-sat) 258,681; (S) 338,490; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Lou Alexander, Display Adv. Dir., MERCURY-NEWS, 750 Ridder Park Dr., San Jose, CA 95190; Tel. (408) 920-5622.

National Representative: Newspapers First.

SAN LUIS OBISPO

1 - LOCATION: San Luis Obispo County, E&P Map C-6, County Seat. Located halfway between Los Angeles & San Francisco, 8 mi. from Pacific Ocean. R.R. division point. On U.S. Hwy. 101 & State Hwy. 1. Trading ctr. for agric. area.

2 - TRANSPORTATION: Railroads-Southern Pacific; Amtrak.

Intercity Bus Line-Greyhound.

Motor Freight Carriers-2.

Airlines-Sky West; American Eagle.

3 - POPULATION:

Corp. City 90 Cen. 41,958; E&P 92 Est. 43,499
CZ-ABC: (80) 34,252
RTZ-ABC: (80) 121,183
County 90 Cen. 217,162; E&P 92 Est. 235,245
City & RTZ-ABC: (80) 155,435

4 - HOUSEHOLDS:

City 90 Cen. 14,825; E&P 92 Est. 15,370
County 90 Cen. 65,701; E&P 92 Est. 71,172
CZ-ABC: (80) 13,670
RTZ-ABC: (80) 44,534
City & RTZ-ABC: (80) 58,204

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Comm.	9	$265,000,000
Savings & Loan	10	$245,000,000

6 - PASSENGER AUTOS: San Luis Obispo County 125,718

7 - ELECTRIC METERS: Residence 52,400

8 - GAS METERS: Residence, Active 39,900

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric., Forestry, Fishing 1,750; Constr. 4,800; Mfg. 4,900; Gov't 14,300; Colleges 2,100; Trans., Commun., Util. 3,000; Trade 19,150; Serv. 14,200; Fin., Ins. & R.E. 3,300.

Principal Industrial Pay Days-R.R., 10th, 25th; Hwy. Dept. & Oil, 1st.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-93; Summer 47-93; Fall 34-95; Winter 27-81. First killing frost, Jan. 3; last killing frost, Feb. 18.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Retail trade area San Luis Obispo County & environs.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
University Sq. (11)	NA	Williams Bros. Mkt., Riley's, McMahan's Furn.
Foothill Plz.(15)	1	Thrifty Drug, Lucky
Madonna Plz.(35)	1	Sears, Lucky, Thrifty Drug, Radio Shack, Mervyn's
Santa Maria Town Ctr.(87)	NA	Sears, Thom McAn, Radio Shack, Cottschalk's
Santa Maria Shpg. Ctr.(27)	NA	JCPenney, Cornet, Pic 'N Save
Broadway Plz.(6)	NA	Mont. Ward
Pepper Tree Plz.	NA	Grand Auto
Stowell Ctr.(50)	NA	McMahan's Furn.
Atascadero	NA	Sprouse-Reitz, Rasco's
Paso Robles	NA	Sears (catalog), Coast-to-Coast
Morro Plz.(14)	NA	Williams Bros., Western Auto, Mont. Ward
Arroyo Grande	NA	Rasco, Lucky Mkt., Thrifty Drug, Payless Drug
Five Cities(19)	NA	Sears, Safeway
Los Osos	NA	Williams Bros., Thrifty Drug
Central Coast Plz.(40)	2	Gottschalk's

Principal Shopping Days-Thur., Sat.

Stores Open Evenings-Thur.; Food-every night.

13 - RETAIL OUTLETS: Department Stores-Riley's; JCPenney; Mervyn's; Montgomery Ward; Gottschalk's.

Variety Stores-Coast-to-Coast; Cook's; F.S. Rasco; TG&Y; Sprouse-Reitz; Cornet.

Discount Stores-Beno's; Pic 'N Save; Carpeteria.

Chain Drug Stores-Rexall; Thrifty 7; ADX; Payless 2; Long's.

Chain Supermarkets-Safeway 5; Williams Bros. 9; Lucky Mkts. 4; Jiff 10; 7 Eleven 9; Albertson's.

Other Chain Stores-Firestone; Frazee Paints; Singer Co.; McMahan; Fuller Paint & Glass; Mode O'Day; Sherwin-Williams; Kinney Shoes; Ardan; Pacific Stereo; Radio Shack.

14 - NEWSPAPERS: COUNTY TELEGRAM-TRIBUNE (e-mon to fri) 32,139; (m-sat) 37,801; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Cliff Skill, Adv. Dir., COUNTY TELEGRAM-TRIBUNE, 1321 Johnson Ave.; PO Box 112, San Luis Obispo, CA 93406; Tel. (805) 595-1111; FAX (805) 595-1184.

National Representative: Papert Companies.

SAN MATEO

1 - LOCATION: San Mateo County, (In San Francisco PMSA), E&P Map B-5, 18 mi. S of San Francisco at center of San Francisco Peninsula.

2 - TRANSPORTATION: Railroad-Southern Pacific.

Motor Freight Carriers-60.

Intercity Bus Lines-Pacific Greyhound; Sam Trans.

Airlines-Served by San Francisco Airport (7 mi. N).

3 - POPULATION:

Corp. City 90 Cen. 85,486; E&P 92 Est. 87,055
CZ-ABC: (80) 182,035
RTZ-ABC: (80) 206,530
County 90 Cen. 649,623; E&P 92 Est. 678,634
PMSA 90 Cen. 1,603,678; E&P 92 Est. 1,667,300
City & RTZ-ABC: (80) 388,565

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 30,206; E&P 92 Est. 30,760
County 90 Cen. 221,113; E&P 92 Est. 230,987
PMSA 90 Cen. 620,136; E&P 92 Est. 644,524
CZ-ABC: (80) 74,726
RTZ-ABC: (80) 79,253
City & RTZ-ABC: (80) 153,979

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	25	$4,660,108,000
Savings & Loan	26	$5,840,359,000

6 - PASSENGER AUTOS: San Mateo County 478,297

7 - ELECTRIC METERS: Residence 33,597

8 - GAS METERS: Residence 28,707

9 - PRINCIPAL INDUSTRIES: Industry-Tourism; Flower Growing & Shipping; Printing; Feed; Precision Instruments; Trans.-Airlines; Tourism; Lumber & Lumber Prods.; Mfg. Plants; Furn.; Chem. & Maintenance Supplies; Bldg. & Constr.; Research Ctrs.; Corporate Offices; Hotels/Motels; Sales Offices & Warehousing (distr. ctrs.); Light Ind.; Racing; Retailing; Components; Marine Prods.; Glue & By-Prods.; Rubber Prods.; Steel Prods.; Drugs; Paint; Wine; Clothing; Food; Util. & Sanitary Servs.

Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-93; Summer 43-103; Fall 34-95; Winter 30-75. First killing frost, Dec. 28.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-16 blocks on 1st Ave. to 5th Ave.; B St. to El Camino Real; Hillsdale Shpg. Ctr., El Camino to Edison St.; 33rd to 36th Ave.; Concar Ctr., 19th & Delaware; Borel Sq., 19th & El Camino; Fashion Island Ctr., Mariners Island Blvd. & Hwy. 92.

Neighborhood Shopping Centers-25th Ave. & El Camino Real; Hillsdale & El Camino; Norfolk & 19th Ave.; Monterey Blvd. & Polhemus; Laurelwood Center; Hillsdale Blvd. & Highway 92.

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Mon., Thur., Fri., Some open 6 nights & Sundays.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Macy's; Emporium; Montgomery Ward; Mervyn's; Nordstrom.

Discount Stores-Cost Plus; Payless; K mart.

Variety Stores-Sprouse-Reitz; Ben Franklin.

Chain Drug Stores-Walgreens; Thrifty; Long's; Payless; Bill's.

Chain Supermarkets-Safeway 15; Lucky 6; Alpha Beta 2; Petrinis 4.

Other Chain Stores-Clothing: Hastings, Schneider's, Women's Apparel: House of 9, Reed's Millinery, I. Magnin, Livingston's, Casual Corner; Auto Supplies: Kragens, Firestone, Goodrich, Goodyear, General Tire, Sears Auto Stores, Grand Auto Stores, Montgomery Ward Auto Stores, Scherba Auto, JCPenney, U.S. Royal; Shoes: Gallenkamp, Thom McAn, Leeds, Thayer McNeil, C.H. Bakers, Sommer & Kaufmann, Florsheim, Chandler's, Taylor's Red Cross; Other: Pic-A-Dilly, Sherman-Clay, Baldwin Piano, Zales, Kay Jewelers, Darcy's, Granat Bros., Breuner's Furn., Sloan's, Ritz Cameras, Rochester Big & Tall, Oshman's, Big-5 Sporting Goods, Good Guys, Circuit City.

14 - NEWSPAPERS: TIMES & NEWS LEADER (e) 44,854; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Joel Hall, Gen. Adv. Mgr., TIMES & NEWS LEADER, 1080 S. Amphlett Blvd., San Mateo, CA 94402; Tel. (415) 348-4321; FAX (415) 348-4478.

National Representatives: Papert Companies; Long & Associates.

SAN PEDRO

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach PMSA). E&P Map D-8. 25 mi. S of Los Angeles, on Pacific Ocean. San Pedro Harbor is one of the world's largest man-made harbors; also known as Los Angeles Harbor.

2 - TRANSPORTATION: Railroads-Santa Fe; Southern Pacific; Union Pacific; Harbor Beltline.

Motor Freight-176 (cargos for ships).

Steamship Lines-53 Passenger; 121 Freight. (All Major Lines).

Intercity Bus Line-Rapid Transit.

Airlines-Served by Los Angeles International, Long Beach and Torrance Municipal Airports. 78 major airlines.

3 - POPULATION:

Corp. City 90 Cen. NA; E&P 92 Est. NA
CZ-ABC: (80) 64,311
RTZ-ABC: (80) 30,806
County/PMSA 90 Cen. 8,863,164; E&P 92 Est. 9,573,801
City & RTZ-ABC: (80) 95,117

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. NA; E&P 92 Est. NA
County/PMSA 90 Cen. 3,127,928; E&P 92 Est. 3,378,721
CZ-ABC: (80) 24,425
RTZ-ABC: (80) 9,613
City & RTZ-ABC: (80) 34,038

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	34	$487,886,111
Savings & Loan	24	$390,308,889

6 - PASSENGER AUTOS: Los Angeles County 4,788,180

7 - ELECTRIC METERS: Residence 49,300

8 - GAS METERS: Residence 46,600

9 - PRINCIPAL INDUSTRIES: Shipping & Allied Businesses; Whol. Bakeries; Petroleum; Fishing & Fish Canning; Fresh Fish Markets; Shipbuilding; Lumber; Manufactured Kelp Prods.; Rock Prods.; Can Factories; Computer Science; Recreation and Tourism. Est. Employment 69,451. Est. Wkly. Wage $477.

Principal Pay Days-Fri. and 1st of the month.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-59; Summer 62-74; Fall 58-71; Winter 48-62; Smog free.

11 - TAP WATER: Hard.

12 - RETAILING: Principal Shopping Centers-2 blocks on 6th St.; 23 on Pacific Ave.; 17 on Gaffey St.; 18 blocks on Western Ave.; 6 blocks at South Shores.

Neighborhood Shopping Centers-8th & Weymouth Corners; Southshores; Western Plaza; Harbor Heights; Park Plaza; Western Ave. & Westmont Plaza; Tarragona Plaza Garden Shpg. Ctr.; Pacific View Shpg. Ctr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Weymouth Corner	2	Pirozzi's
1st & Bandini	2	McCowans
South Shores	3	Lucky Market
The Terraces	3	Builders Emporium
Park Plaza	3	Newberry, Von's, Sav-On
Harbor Vlg.(32)	NA	
Ports 'O Call Village(75)	1	
Western Plaza	3	
Westmont Plaza	4	Lucky Market
Garden Vlg.	4	Thrifty Drugs, Wherehouse
Harbor Cove Ctr. (15)	NA	
Tarragona Plz.	3	Ralph's
Pacific View	2	Von's
Palos Verdes Plz.(20)	NA	

Principal Shopping Days-Dept. Stores-Mon., Fri., Sat. Food-Wed., Fri., Sat.

13 - RETAIL OUTLETS: Stores Open Evenings-Dept. Fri.; Food nightly.

Variety Store-Newberry 2.

Chain Supermarkets-McFoods; McGowan's 2; Von's 2 ; Lucky 3; Ralph's; 7-Eleven 3; Smart & Final Iris 2.

Other Chain Stores-Western Auto; Goodyear; Firestone; Supreme Paints; Chief Auto; Trak Auto; Thrifty Drugs 2; Winston Tire; Wherehouse; Oshman's; Marc C. Bloome; Osco Drugs; Payless Shoes; Blockbuster Video.

14 - NEWSPAPERS: NEWS-PILOT (e) 15,301; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Dennis Benner, Adv. Mgr., NEWS-PILOT, 362 W. 7th St., San Pedro, CA 40731; Tel. (213) 832-0221.

National Representative: Sawyer-Ferguson-Walker.

SAN RAFAEL

See MARIN COUNTY

SANTA ANA

See ORANGE COUNTY

SANTA BARBARA

1 - LOCATION: Santa Barbara County (In Santa Barbara-Santa Maria-Lompoc MSA). E&P Map C-7. County Seat. Residential; educational; design & research; agricultural; oil; defense; medical center; resort. NW Southern CA; 98 hwy. mi. N of Los Angeles; 345 hwy. mi. S of San Francisco. Univ. of California (Santa Barbara campus-17,414 students); Santa Barbara City College (10,500 students).

2 - TRANSPORTATION: Railroads-Southern Pacific; Amtrak.

Motor Freight Carriers-7.

Intercity Bus Line-Greyhound.

Airlines-United; American; Continental; United Express; American Eagle; Delta-Skywest; Americawest; Stateswest.

3 - POPULATION:

Corp. City 90 Cen. 85,571; E&P 92 Est. 87,802
CZ-ABC: (80) 166,909
RTZ-ABC: (80) 131,785
County/MSA 90 Cen. 369,608; E&P 92 Est. 393,386
City & RTZ-ABC: (80) 298,694

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 30,236; E&P 92 Est. 31,024
County/MSA 90 Cen. 121,697; E&P 92 Est. 129,525
CZ-ABC: (80) 65,097
RTZ-ABC: (80) 44,218
City & RTZ-ABC: (80) 109,315

5 - BANKS	NUMBER	DEPOSITS
Commercial (MSA)	77	$1,760,000,000
(Corp. City)	35	$741,000,000
Sav. & Loan(MSA)	55	$2,110,000,000
(Corp. City)	27	$850,000,000

6 - PASSENGER AUTOS: Santa Barbara County 221,672

7 - ELECTRIC METERS: 75,000 (Residence & Comm.)

8 - GAS METERS: 98,988 (Residence & Comm.)

9 - PRINCIPAL INDUSTRIES: (Metro-County) Industry, No. of Wage Earners-Agric. 7,544; Mining 1,500; Constr. 6,100; Mfg. 23,700; Trans., Commun. and Util. 5,400; Whol. and Ret. Trade 31,400; Fin., Ins. and R.E. 7,000; Servs. 34,300; Gov't 24,800.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-76; Summer 54-74; Fall 49-75; Winter 40-63.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on State St. and LaCumbre Plaza, Paseo Nuevo Mall, downtown.

Neighborhood Shopping Centers-6 blocks on Milpas between De la Guerra and Yanonali Sts.; 5 blocks on No. State, San Roque Area; Mesa Area; 5 Points, north edge of city.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alpha Beta Ctr.	NA	Alpha Beta
Calle Real(58)	NA	Lucky's, Long's
Cliff Drive(19)	NA	Lucky's
Fairview	NA	Thrifty, Von's
Five Pts.(27)	NA	Thrifty Drug, Kinney's, Lucky's
Coast Village	NA	Von's
La Cumbre Pl. (64)	NA	Von's, Sears, Robinson's
Loreto Plaza(25)	NA	Albertson's
Magnolia(30)	NA	Williams Bros.
Milpas(7)	NA	Scolaris, Trader Joes
K mart Center	NA	K mart
Mission-Creek (23)	NA	Alpha Beta, Long's
Montecito Vlg. (50)	NA	Montecito Grocery
Montecito Vlg. South(14)	NA	Tweeds & Weeds
Plaza del Sol	NA	Pierre La Fond
Turnpike(13)	NA	Von's, Sav-On Drugs
Paseo Nuevo Mall	NA	Nordstrom, Broadway
University Vlg.	NA	Thrifty, Lucky's

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Robinson's; Sears; I. Magnin; K mart; Nordstrom; Broadway.

Variety Stores-Standard Brands; Ross.

Chain Drug Stores-Rexall 8; Sav-On; Thrifty 5; Long's 2.

Chain Supermarkets-Alpha Beta; Lucky's 7; Santa Cruz 2; Albertson's; Von's 4.

Other Chain Stores-Clothing: Millers Outpost, Korb's, Lerner, Silverwood's; Zales, B.D. Howes, Slavicks; Shoes: Florsheim, Thayer McNeil, Kinney, Leeds, Thom McAn; Auto and Tires: Firestone, Goodrich, Goodyear, Pep Boys, Parnelli Jones, Winston; Wherehouse, Sam Goody, Radio Shack; Circuit City, Trader Joes.

14 - NEWSPAPERS: NEWS-PRESS (m) 53,811; (S) 58,135; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Donald Borucki, Dir. of Ret. Adv., NEWS-PRESS, De La Guerra Plaza; PO Box 1359, Santa Barbara, CA 93102-1359; Tel. (805) 564-5200.

National Representatives: Cresmer, Woodward, O'Mara & Ormsbee.

SANTA CLARITA

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach PMSA). E&P D-7.

2 - TRANSPORTATION: Intercity Bus Line-Santa Clarita Transit.

3 - POPULATION:

Corp. City 90 Cen. 110,642; E&P 92 Est. 117,318
County/PMSA 90 Cen. 8,863,164; E&P 92 Est. 9,573,801

4 - HOUSEHOLDS:

City 90 Cen. 39,094; E&P 92 Est. 41,453
County/PMSA 90 Cen. 3,127,928; E&P 92 Est. 3,378,721

5 - BANKS	NUMBER	DEPOSITS
Commercial	NA	N.A.
Savings & Loan	NA	N.A.

6 - PASSENGER AUTOS: Los Angeles County 4,788,180

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: Residential 64,439

9 - PRINCIPAL INDUSTRIES: No. of Wage Earners: N.A.; Mfg. Aerospace Electronics, Pharmaceutical.

Principal Industrial Pay Day-N.A.

10 - CLIMATE: Summer 58-74; Winter 45-65.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
River Oaks	1	Target, Mervyn's

Principal Shopping Days-Sat., Sun.
Stores Open Evenings-all.

13 - RETAIL OUTLETS: Department Stores-Mervyn's; Target.

Discount Stores-Ross; Target.

Variety Store-Newberry's.

Chain Drug Stores-Thrifty; Long's; Clark's.

Chain Supermarkets-Ralph's; Lucky; Hughes; Von's.

14 - NEWSPAPERS: SANTA CLARITA SIGNAL (mS) 12,000; sworn Jan. 31, 1991

Local Contact for Advertising and Merchandising Data: Ethel Nakutir, Adv. Dir., SANTA CLARITA SIGNAL, 24000 Creekside Rd.; PO Box 801870, Santa Clarita, CA 91355-1870; Tel. (805) 259-1234; FAX (805) 254-8068.

National Representative: Papert Companies.

SANTA CRUZ

1 - LOCATION: Santa Cruz County (PMSA). E&P Map B-5. County Seat. Hi-tech, electronics, residential, educational center, light industry, truck farming, vacation resort. 73 mi. S of San Francisco; 361 mi. N of Los Angeles. On State Hwys. 1, 9, 17.

2 - TRANSPORTATION: Railroad-Southern Pacific (freight).

Motor Freight Carriers-15.

Intercity Bus Lines-Peerless; Western Greyhound; California Tours; Santa Cruz Metro.

3 - POPULATION:

Corp. City 90 Cen. 49,040; E&P 92 Est. 50,551
CZ-ABC: (80) 77,815
RTZ-ABC: (80) 62,229
County/PMSA 90 Cen. 229,734; E&P 92 Est. 244,004
City & RTZ-ABC: (80) 140,044

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 17,328; E&P 92 Est. 17,862
County/PMSA 90 Cen. 72,069; E&P 92 Est. 76,545
CZ-ABC: (80) 32,401
RTZ-ABC: (80) 23,422
City & RTZ-ABC: (80) 55,823

5 - BANKS	NUMBER	DEPOSITS
Commercial	11	$1,416,395,200

Savings & Loan	14	$1,087,151,306

6 - PASSENGER AUTOS: Santa Cruz County 154,793

7 - ELECTRIC METERS: County 99,205,560

8 - GAS METERS: County 68,445,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Farm, Food 6,727 ($560); Lumber 560 ($650); Mfg. 14,361 ($720); Electronics 7,000 ($750); Constr. 3,105 ($830); Mining 101 ($650); Food Proc. 1,500 ($475).

Principal Pay Days-Fri.; 15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-78; Summer 40-97; Fall 39-88; Winter 22-80. First killing frost, Nov. 22; last killing frost, Feb. 23.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on Pacific Garden Mall, 1 on Locust, 1 on Cathcart, 1 on Walnut, 6 on Front; Regional Shopping Center: Capitola Mall-Kings Plaza-41st Ave.

Neighborhood Shopping Centers-Mission St.; Almar Shpg. Ctr.; E. Santa Cruz; Seabright Ave. & Soquel Ave.; Opal Cliffs; El Rancho, 38th Ave. & Portola; Rancho Del Mar, Aptos; Kings Village; Scotts Village; Scotts Valley Junction; Scotts Valley; Felton Faire; Deerpark Center, Aptos; Soquel.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pacific Garden Mall	NA	
Opal Cliffs(12)	3	Opal Cliffs, Food Ctr.
East Santa Cruz(30)	1	Ebert's
King's Plz.(24)	5	Lucky's, Thrifty
Rancho Del Mar(50)	8	Safeway, Gottschalk's
King's Village (48)	6	Nob Hill, Zanottos
East Cliff Village(13)	2	DeLuxe Foods, Crown Drug
San Lorenzo Park Plaza(6)	NA	Albertson's, Long's Drug
Capitola Mall(100)	5	Sears, Mervyn's, Gottschalk's, JCPenney
Scotts Vlg.(21)	6	Long's, Safeway,
Scotts Valley Junction(15)	6	Zonatto's, Gottschalk's
Soquel Ave.(5)	NA	Thrifty Drug, Alpha Beta
Felton Fair(11)	6	Safeway, Thrifty
Deer Park Ctr.	8	DeLuxe Foods
Almar(9)	NA	Safeway, TG&Y
Soquel(26)	5	K mart, Safeway
Scotts Valley Sq(8)	6	K mart, 7-Eleven

Principal Shopping Days-Dept. Stores-Mon., Fri., Sat.; Food-Thur., Fri., Sat.

Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Gottschalk's; Sears; Mervyn's; JCPenney.

Variety Stores-Woolworth; Ben Franklin; Sprouse-Reitz; TG&Y.

Discount Stores-Liquor Barn; K mart.

Chain Drug Stores-Horsnyder Rexall; Palm Rexall; Long's 3; Thrifty 3; Village Rexall; Crown Rexall; Payless.

Chain Supermarkets-Safeway 6; Lucky 3; Albertson's 2; Nob Hill 2.

Other Chain Stores-MacFarlane's (candy); Singer Co.; Karl's Shoes; Gensler-Lee; Firestone; Goodyear 3; McMahan's Furn.; Coast-to-Coast; B. Dalton Bookseller; Foxmoor; House of Fabrics; Kinney Shoes; Keepsake Diamonds; Radio Shack 3; Thom McAn; Zales Jewelers; Color Tile; Musicland; JCPenney; Kragen's 3; Gallenkamp's; Orchard Supply Hardware; Sherwin-Williams; Outdoor World; Furniture Mart; Ross Dress for Less.

14 - NEWSPAPERS: SENTINEL (m-mon to sat) 28,749; (S) 30,859; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Scott Haskins, Adv. Dir., SENTINEL, PO Box 638; 207 Church St., Santa Cruz, CA 95061; Tel. (408) 423-4242.

National Representative: Branham/Newspaper Sales.

SANTA MARIA

1 - LOCATION: Santa Barbara County (In Santa Barbara-Santa Maria-Lompoc MSA). E&P Map C-7. Mfg., agric. & military NASA Space Ctr.; in NW part of Santa Barbara Co., 271 mi. S of San Francisco.

2 - TRANSPORTATION: Railroads-Santa Maria Valley connecting with main coast line of SP at Guadalupe, 8 mi. west.

Motor Freight Carriers-7.

Intercity Bus Line-Pacific Greyhound.

Airlines-American Eagle; Skywest; WestAir Commuter; USAir; United Express; America West.

3 - POPULATION:

Corp. City 90 Cen. 61,284; E&P 92 Est. 65,604
CZ-ABC: (80) 61,134
RTZ-ABC: (80) 94,998
County/MSA 90 Cen. 369,608; E&P 92 Est. 393,386
City & RTZ-ABC: (80) 156,132

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 21,654; E&P 92 Est. 23,180
County/MSA 90 Cen. 121,697; E&P 92 Est. 129,525
CZ-ABC: (80) 20,787
RTZ-ABC: (80) 33,346
City & RTZ-ABC: (80) 54,133

5 - BANKS	NUMBER	DEPOSITS
Commercial	17	N.A.
Savings & Loan	14	N.A.
Credit Unions	1	N.A.

6 - PASSENGER AUTOS: Santa Barbara County 221,672

7 - ELECTRIC METERS: Residence 36,909

8 - GAS METERS: Residence 15,558

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Sugar 330 ($195); Oil 550 ($300); Food Proc. 2,205 (N.A.); Prod. Mfg. 725 ($220); Defense Installation 14,000 ($380); Cable Mfg. 200 ($300); Elect. Sub Station & Components 150 ($300).

Principal Pay Days-Fri., 15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-72; Summer 51-76; Fall 41-85; Winter 36-68. First killing frost, Nov. 26; last killing frost, Jan. 16.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Broadway; 8 on Main; 5 on Church; 1 on Cypress; 2 on Chapel; 6 on S. Broadway; 1 on Orcutt Rd.; 4 on E. Main; 3 on Blosser; 3 in Oak Knolls; 1 on West Main.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Santa Maria(29)	NA	Lucky Mkt., JCPenney, Thrifty
Williams Ctr (10)	NA	Williams Bros. Mkt., Parson's Drug
Broadway Plz.(8)	NA	Sav-On, Wards
Oak Knoll(14) North & South	NA	Coronet
Blosser Strip(3)	NA	Wellenkamp Furn.
Williams Ctr.(2)	NA	Williams Bros. Mkt.
K mart(2)	NA	K mart
Santa Maria Town Ctr. East(82)	NA	Gottschalk's, Sears, May Co.
Stowell Ctr.(50)	NA	McMahan's
Santa Maria Town Ctr. West	NA	Mervyn's
Target Ctr.(12)	NA	Target
Broadway Pavillion(15)	NA	Payless Food-4-Less

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-JCPenney; Montgomery Ward; K mart; Sears; Sav-On Drugs; Long's Drugs; Gottschalk's; Mervyn's; May Co.; Lucky's; Alpha Beta.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Montgomery Ward; K mart; Gottschalk's; May Co.

Variety Stores-Target; Mervyn's; Costco; Home Club.

Chain Drug Stores-Rexall; Thrifty; Parsons; Sav-On; Long's.

Chain Supermarkets-Williams Bros. 4; Lucky 3.

Other Chain Stores-Firestone; Goodyear; McMahan Furn.; Goodrich; Thom McAn; Kinney Shoes; Foxmoor; Jorgensen Jewelers; Radio Shack; Creative Stereo; Casual Corner; Jean Nicoles; Musicland; William Pitt; Bobbie West; Village East; Ringmaker's; B. Dalton; Payless Shoes; Brooks Fashion; Millers Outpost; May Co.; Merksamer's Jewelers; Howard & Phils; Footlocker; Waldenbooks; B. Dalton; Toys 'R' Us; Jeans West; Naturalizer; Prints Plus; The Limited; The Athletes Foot; Champs Sports; Daniels Jewelers; General Nutrition; Hudson Goodman Jewelers; House of Fabrics; Kay Bee Toys; Sam Goodys-Regis; See's Candies.

14 - NEWSPAPERS: TIMES (e-mon to fri) 21,352; (S) 22,418; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Miriam Winder, Adv. Dir., TIMES, 3200 Skyway Dr., Santa Maria, CA 93454; Tel. (805) 925-2691.

National Representatives: Scripps League Newspapers; Papert Companies.

SANTA MONICA

1 - LOCATION: Los Angeles County, E&P Map D-7 (In Los Angeles-Long Beach PMSA). On Santa Monica Bay, 17 mi. from Los Angeles. Terminus of Santa Monica Freeway & Pacific Coast Hwy.

2 - TRANSPORTATION: Motor Freight Carriers-300.

Intercity Bus Lines-Santa Monica Municipal; S. Cal. Rapid Transit District; Greyhound.

Airlines-Served by Los Angeles International and Santa Monica Municipal Airports. 78 major airlines.

3 - POPULATION:

Corp. City 90 Cen. 86,905; E&P 92 Est. 86,623
CZ-ABC: (80) 88,314
Bal. in NDM-ABC: (80) 409,447
County/PMSA 90 Cen. 8,863,164; E&P 92 Est. 9,573,801
Total NDM-ABC: (80) 497,761

Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 30,707; E&P 92 Est. 30,607
County/PMSA 90 Cen. 3,127,928; E&P 92 Est. 3,378,721
CZ-ABC: (80) 43,912
Bal. in NDM-ABC: (80) 180,658
Total NDM-ABC: (80) 224,570

5 - BANKS	NUMBER	DEPOSITS
Commercial	55	N.A.
Savings & Loan	61	N.A.

6 - PASSENGER AUTOS: Los Angeles County 4,788,180

7 - ELECTRIC METERS: Residence 38,675

8 - GAS METERS: Residence 38,318

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 30,400; Serv. 34,400; Gov't 29,500; Others 21,000; Trade (whol. & ret.) 26,200.

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Summer 60-68; Winter 49-64.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-Santa Monica Place 1 blk., 3 levels.

Neighborhood Shopping Centers-14th & Wilshire; Lincoln & Ocean Park Blvd.; Montana Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
14th & Wilshire	1	Von's
Lincoln & Ocean Pk.	2	Luckys
Rancho Park	4	May Co.
Century City(80)	7	J. Magnin Jr., Gelsons Mkt., Bullock's
Fox Hills(135)	6	Broadway, May Co., JCPenney
Marina(42)	4	Boys, Safeway, Von's
Brentwood(34)	2	Book Nook
Westside Pavillion (12)	4	May Co., Von's
Santa Monica(150)	NA	Broadway, Robinson
Culver Ctr.(7)	5	JCPenney

Principal Shopping Days-Mon., Fri., Sat.

Stores Open Evenings-Dept. Stores-Every night; Food-Most stores open every night.

Stores Open Sundays-Food, Sears, JCPenney, Broadway, May Co.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Henshey's; Campbells; May Co.; Broadway; Bullocks; Robinson's.

Variety Stores-Woolworth; Newberry's 2; Mall Mart.

Chain Drug Stores-Thrifty Jr., Inc.; Thrifty 2; Sav-On Drugs 5; Horton & Converse; Reager's Bay Cities 2; Bi-Rite 3; Medicine Shoppe.

Chain Supermarkets-Alpha Beta 2; Boys Mkt. 3; Albertson's; Hughes 4; Lucky's 4; Ralphs 4; Royal; Safeway 10; Von's 4; Westwood Ho 3; Grocery Warehouse; Food Barn; Gelson's 2.

Other Chain Stores-Barker Bros.; Leeds; Thom McAn; Karl's; Moss; National Shirt; See's Candies 3; McMahan; Pep Boys; House of Nine; Standard Brands Paint; Kinney Shoes; Hartfield; Lerner; Carlson's 4.

14 - NEWSPAPERS: THE OUTLOOK (e) 27,579; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Linda Handley, Display Adv. Mgr., THE OUTLOOK, 1920 Colorado Ave.; Box 590, Santa Monica, CA 90404; Tel. (213) 829-6811.

National Representative: Sawyer-Ferguson-Walker.

SANTA PAULA

1 - LOCATION: Ventura County, (In Oxnard-Ventura PMSA). E&P Map D-7. Residential and agricultural center, 85 mi. N of Los Angeles; 45 mi. S of Santa Barbara; 15 mi. from seashore. On Santa Paula Freeway and Hwy. 150.

2 - TRANSPORTATION: Railroads-Southern Pacific; Pacific Freight Line.

Motor Freight Carriers-6.

Intercity Bus Line-South Coast Area Transit.

Airlines-Santa Paula Airport provides charter service. Scheduled commercial service at Oxnard, 17 miles.

3 - POPULATION:

Corp. City 90 Cen. 25,062; E&P 92 Est. 25,964
County/PMSA 90 Cen. 669,016; E&P 92 Est. 714,409

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 8,855; E&P 92 Est. 9,174
County/PMSA 90 Cen. 251,066; E&P 92 Est. 268,101

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$68,000,000
Savings & Loan	2	$62,000,000

6 - PASSENGER AUTOS: Ventura County 397,811

7 - ELECTRIC METERS: Residence 5,922

8 - GAS METERS: Residence 6,104

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agric. 6,420 ($168); Oil Drilling, Pumping and Proc. 1,120 ($244); Small Mfg. 820 ($175); Food Packing; Citrus Fruit Packing and Proc.; Oil Refining; Plastics;

Walnut Pkg.; Paper Box Mfg.; Machine Works; Controls; Paper and Plastic Cups; Frozen Foods.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-79; Summer 72-85; Fall 61-74; Winter 58-68.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alpha Beta No. 204(12)	NA	Alpha Beta, Coronet
Santa Paula	NA	Thrifty Drug, Beno's

Principal Shopping Days-Thur., Fri., Sat., Sun.

Stores Open Evenings-Shopping Centers, every evening & Sun.

13 - RETAIL OUTLETS: Department Store-Santa Paula.

Variety Stores-Coronet; Beno's; K mart.

Chain Drug Stores-Thrifty; Cauch's 3.

Chain Supermarkets-Alpha Beta; Von's.

Other Chain Stores-Chief Auto; Payless Shoes; Radio Shack.

14 - NEWSPAPERS: CHRONICLE (e-mon to fri) 2,343; sworn Oct. 1, 1990.

Local Contact for Advertising and Merchandising Data: Donald Johnson, Pub., CHRONICLE, 116 N. Tenth St.; PO Box 30, Santa Paula, CA 93061; Tel. (805) 525-5555.

National Representatives: Newspaper Advertising Service.

SANTA ROSA

1 - LOCATION: Sonoma County. (In Santa Rosa-Petaluma PMSA). E&P Map B-4. County Seat. Agriculture, poultry, dairy center. Manufacturing, wine making, food processing and distributing center. 52 mi. N of San Francisco; 240 mi. S of Eureka. On U.S. Hwy. 101 and two State hwys.

2 - TRANSPORTATION: Railroads-Northwestern Pacific; Petaluma-Santa Rosa R.R.

Motor Freight Carriers-38.

Intercity Bus Lines-Greyhound; Golden Gate Transit.

Airlines-American Eagle; United Express.

3 - POPULATION:

Corp. City 90 Cen. 113,313; E&P 92 Est. 119,312
CZ-ABC: (80) 128,408
RTZ-ABC: (80) 294,077
County/MSA 90 Cen. 388,222; E&P 92 Est. 416,078
City & RTZ-ABC: (80) 422,485

4 - HOUSEHOLDS:

City 90 Cen. 40,038; E&P 92 Est. 42,158
County/MSA 90 Cen. 123,357; E&P 92 Est. 132,209
CZ-ABC: (80) 50,931
RTZ-ABC: (80) 111,255
City & RTZ-ABC: (80) 162,186

5 - BANKS	NUMBER	DEPOSITS
Commercial	15	$2,403,410,000
Savings & Loan	25	$2,722,000,000

6 - PASSENGER AUTOS: Sonoma County 226,438.

7 - ELECTRIC METERS: County Residence 170,000.

8 - GAS METERS: County Residence 124,000.

9 - PRINCIPAL INDUSTRIES: County-Mining 700; Constr. 10,900; Mfg.: Durable 14,300, Non-Durable 7,200; Trans. & Util. 6,600; Trade: Ret. 31,100, Whol. 6,500; Fin., Ins., R.E. 8,100; Servs. 33,700; Gov't 23,900; Agric. 5,100.

Principal Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-96; Summer 38-100; Fall 40-103; Winter 28-82. First killing frost, Nov. 23; last killing frost, Apr. 17.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Fourth St.; 4 on Fifth St.; 3 on Third St.; 4 on Mendocino Ave.; 3 on B St.

Neighborhood Shopping Centers-Large centers: Montgomery Village, Montgomery Drive and Farmers Lane, 95 Stores; Town & Country, 15 stores at end of McDonald Ave.; Roseland, about 10 stores on Sebastopol Road; Flamingo Plaza, about 10 stores; Farmers Lane at Fourth; Mayette, Yulupa and Mayette, about 15 stores; Larkfield, on Hwy. 101-N., about 10 stores; St. Francis Sonoma Hwy., at Calistoga Rd., 12 stores; Farmers Lane Plz. Farmers Lane at Bennett Valley Rd., 23 stores; Annadel Shopping Center, Yulupa Ave., 6 stores; Southside Center, 2685 Santa Rosa Ave., 13 stores; Willow Sq., Range & Guerneville Hwys., about 13 stores; Value Ctr., Stony Point & Sebastopol Rd., 18 stores.

Regional Shopping Centers-Coddingtown, Hwy. 101 at Steele Lane, enclosed mall, 89 tenants; Santa Rosa Plaza, downtown, enclosed mall, 105 tenants.

Principal Shopping Days-Wed., Thur., Fri., Sat.

Stores Open Evenings-Dept. Stores; food about 50% open every night.

Open Sunday-Discount, dept. and most food stores.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney 3; The Emporium; Mervyn's 2; Macy's 2.

Discount Stores-K mart 3; Ross 2; Marshalls; Home Club; Costco; Price Club; Wal-Mart.

Variety Stores-Sprouse-Reitz; TG&Y.

Chain Drug Stores-Thrifty 5; Long's 5; Bill's 4; Payless 5.

Chain Supermarkets-Safeway 11; Lucky 7; Albertson's 4; Farmer's Market; Petrini; Raley's 2; Food-4-Less; Molsberry's 4.

Other Chain Stores-General Tire; Goodrich; Singer Co.; Kinney Shoes; Leeds Shoes; McPhail's Appliances 2; Sherwin-Williams; Gensler-Lee (jewelry); Firestone; Crescent Jewelers; See's Candies 3; Breuner's Home Furnishings; Krause Sofa; New York Fabrics; Standard Brand Paint; Ames; Millers Outpost; Lerner; Waldenbooks; Thom McAn; House of Almonds 2; Whitehall Jewelers; Radio Shack 7; McMahan Furn.; Goodyear; Winston Tire; Clothes Time; Cost Plus; Toys 'R' Us; Warehouse Records; Pier 1 Imports; Circuit City; Good Guys; Color Tile; Copeland's Sports; Oshman's Sporting Goods 2; Home Club; Kragen Auto Supply 7; Grand Auto 2; Ortho Mattress; Pic-N-Save; Self Service Furniture; Big O Tires 6; Yardbirds 3; NAPA Auto Parts 6; Winston Tires 2; True Value Hardware 8.

14 - NEWSPAPERS: PRESS DEMOCRAT (m) 93,838; (S) 101,581; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Ken Svanum, Adv. Dir., PRESS DEMOCRAT, 427 Mendocino Ave., Santa Rosa, CA 95402; Tel. (707) 546-8562.

National Representative: Long & Associates.

SIMI VALLEY

1 - LOCATION: Ventura County (In Oxnard-Ventura PMSA). E&P Map D-7. 30 mi. from Los Angeles; 10 mi. from San Fernando Valley.

2 - TRANSPORTATION: Railroad-Southern Pacific (freight only).

Motor Freight Carriers-11; 1 local.

Bus Lines-Local system with a connection to Los Angeles; Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 100,217; E&P 92 Est. 104,760
County/PMSA 90 Cen. 669,016; E&P 92 Est. 714,409
CZ-ABC: (80) 77,500
RTZ-ABC: (80) 12,605
City & RTZ-ABC: (80) 90,105

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 35,411; E&P 92 Est. 37,016
County/PMSA 90 Cen. 251,066; E&P 92 Est. 268,101
CZ-ABC: (80) 22,036
RTZ-ABC: (80) 3,856
City & RTZ-ABC: (80) 25,892

5 - BANKS	NUMBER	DEPOSITS
Commercial	15	$510,269,000
Savings & Loan	9	$314,394,000

6 - PASSENGER AUTOS: Ventura County 397,811.

7 - ELECTRIC METERS: Residence 34,500.

8 - GAS METERS: Residence 28,919.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 10,282; Trans. 1,254; Commun., Public Util. 1,226; Constr. 2,680; Ret. Trade 6,035; Health Servs. 1,999; Educational Servs. 2,735.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-70; Summer 62-81; Fall 52-74; Winter 42-57.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-No. of stores, Location-Mountain Gate Plz 34, Los Angeles Ave.; Mervyn's Center 23, Cochran & Sycamore; Cedar Plaza 12, Los Angeles Ave.; Alpine Village 27, Tapo, between Cochran & Alpine; La Fiesta Center 14, Cochran & Erringer; Bellwood Center 18, Alamo & Tapo; Santa Susana Plaza 10, Tapo, between Cochran & Eileen; Von's and Thrifty Center 9, Los Angeles & Yosemite; Ralphs Center 13, Los Angeles Ave. & Sycamore; Valley Center 10, Los Angeles Ave. & Erringer; Alpha Beta Center 23, Cochran & Sycamore; Sycamore Plaza 63, Cochran & Sycamore; Griffin Center 20, Cochran & Tapo Canyon; Sinaloa Plaza 21, Los Angeles & Sinaloa; Stonegate Plaza 17, Los Angeles & Yosemite; K mart Center 8, Los Angeles & Madera.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mountain Gate Plz (50)	3	Builders Emporium, Thriftymart, Big 5
Tapo(29)	2	Von's, Pic & Save, Sears Surplus
Mervyn's(23)	2	Mervyn's, Sav-On, Target
Oaks	10	Broadway, Robinson's, JCPenney, May Co., Bullocks
Janss Mall	10	Sears, Von's
Sycamore Plz (63)	NA	Millers Outpost, Albertson's
Griffin Plz (20)	1	Lucky, Long's Drug

Principal Shopping Days-Wed., Thur., Fri., Sun.

Stores Open Evenings-Shpg. Ctrs. every evening to 9.

13 - RETAIL OUTLETS: Department Store-Mervyn's.

Variety Stores-K mart; Target.

Chain Drug Stores-Sav-On; Thrifty; Long's.

Chain Food Stores-Ralph's; Safeway; Alpha Beta; Von's; Lucky; Albertson's; Hughes.

Other Chain Stores-Firestone; Mark C. Bloome; Builder's Emporium; Lumber City; Pep Boys; Trak Auto; Kragen; Chief Auto Parts; Big 5; Goodyear; Pier 1 Imports.

14 - NEWSPAPERS: ENTERPRISE (e) 17,373; (S) 17,890; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Richard L. Penrod, Adv. Dir., ENTERPRISE, 888 Easy St., Simi Valley, CA 93065; Tel. (805) 526-6211; FAX (805) 526-0479.

National Representative: Papert Companies.

SONORA

1 - LOCATION: Tuolumne County. E&P Map C-4. County Seat. 40 mi. N of Yosemite; 120 mi. E of San Francisco; on State Hwys. 49, 108 & 120.

2 - TRANSPORTATION: Railroad-Sierra.

Intercity Bus Line-Amador Stage Lines.

Motor Freight Carriers-5.

3 - POPULATION:

Corp. City 90 Cen. 4,153; E&P 92 Est. 4,334
County 90 Cen. 48,456; E&P 92 Est. 52,646

4 - HOUSEHOLDS:

City 90 Cen. 1,467; E&P 92 Est. 1,531
County 90 Cen. 15,770; E&P 92 Est. 17,133

5 - BANKS	NUMBER	EST. DEP.
Commercial	6	$170,000,000
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: Tuolumne County 28,193.

7 - ELECTRIC METERS: Residence 7,400.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber 2,000 ($350); Trade 530 ($250); Gov't ($280); Mining 209 ($220); Service 329 ($240); Util. 150 ($200).

Principal Industrial Pay Days-5th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 40-106; Fall 40-76; Winter 19-70. First killing frost, Oct. 15; last killing frost, May 15.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Washington and Stewart Sts.

Neighborhood Shopping Centers-Mono Hwy. E of Sonora; Stockton Rd. W of Sonora; Groveland; Jamestown; Columbia; Tuolumne; Pinecrest; Willow Springs; Twain Harte.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Foster Bros.(9)	NA	Savemart Mkt., Bertelli Drugs
Hales & Symons(4)	NA	Sears, Safeway, Kragen
Junction(35)	2	K mart, Long's, Lucky, JCPenney
Plaza(19)	NA	Thrifty Drug, Save Mart, Payless

Principal Shopping Days-Mon., Fri.

Stores Open Evenings-Some stores Fri.; Food every evening and Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Mark Twain.

Discount Stores-Payless; Long's; K mart.

Chain Drug Stores-Thrifty; Bertelli's; Bob's.

Chain Supermarkets-Savemart 2; Safeway; Lucky.

Other Chain Stores-Foster Freeze; Red & White 3; 7-Eleven.

14 - NEWSPAPERS: UNION DEMOCRAT (e-mon to fri) 13,262; sworn Oct. 12, 1990.

Local Contact for Advertising and Merchandising Data: Harvey C. McGee, Pub., UNION DEMOCRAT, 84 S. Washington St., Sonora, CA 95370; Tel. (209) 532-7151; FAX (209) 532-5139.

National Representative: None.

SOUTH BAY
See TORRANCE

SOUTH LAKE TAHOE

1 - LOCATION: El Dorado County. (In Sacramento MSA). E&P Map C-4. Lake Tahoe on Hwy 50; 110 mi. from Sacramento at NV-CA Stateline.

2 - TRANSPORTATION: Intercity Bus Lines-Greyhound; Graylines; S.T.A.G.E. (City Bus Line).

Airlines-American Airlines; American Eagle.

Motor Freight Carriers-Delta Lines; Mayflower; South Tahoe Moving and Storage (Bekins).

3 - POPULATION:

Corp. City 90 Cen. 21,585; E&P 92 Est. 21,766
County 90 Cen. 125,995; E&P 92 Est. 137,042
MSA 90 Cen. 1,481,102; E&P 92 Est. 1,595,953

4 - HOUSEHOLDS:

City 90 Cen. 7,627; E&P 92 Est. 7,691
County 90 Cen. 41,937; E&P 92 Est. 45,614
MSA 90 Cen. 522,808; E&P 92 Est. 563,358

5 - BANKS	NUMBER	EST. DEP.
Savings & Comm.	11	$120,476,000
Savings & Loan	8	$984,655,000

6 - PASSENGER AUTOS: El Dorado County 77,135.

7 - ELECTRIC METERS: City 20,000

8 - GAS METERS: City 11,119

9 - PRINCIPAL INDUSTRIES: Tourism, year-round recreation, 5 major ski areas, 312 motels & hotels (8,800 units); Gaming, Nevada area; constr., real estate, mining.

10 - CLIMATE: Av. Temp.-Summer 65, Winter 26-40. Snow, Dec. thru Apr.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Neighborhood Shopping Centers

Factory Stores at the Y, Alpine; Tahoe Center 11 stores; Tahoe Valley 36 stores; Kingsbury 68 stores; Round Hill Mall 46 stores; Elk Point 19 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Al Tahoe(10)	NA	Payless Drug, Lucky Mkt.
Crescent V(25)	NA	David Grace, Lawrence's, Raley's Drug
Tahoe South Y(26)	NA	K mart, Raley's Drug
Factory Stores at the Y	NA	Thrifty Drug

13 - RETAIL OUTLETS: Department Stores-Lawrence's; David Grace; K mart; The Outdoorsman; Millers Outpost.

Chain Drug Stores-Shelley's; Payless; Thrifty; Raleys 2.

Chain Supermarkets-Safeway 2; Raley's 2; Luckys.

Other Chain Stores-Sears (catalog & appliance); Grand Auto; Firestone; Handy Andy; Radio Shack; Mikasa Factory Outlet; Carson Furn.

14 - NEWSPAPERS: TAHOE TRIBUNE (e-mon to fri) 10,500; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Allen Jones, Adv. Mgr., TAHOE TRIBUNE, 3079 Harrison Ave.; PO Box 1358, South Lake Tahoe, CA 95705; Tel. (916) 541-3880.

National Representative: None.

STOCKTON

1 - LOCATION: San Joaquin County (MSA). E&P Map B-4. Deep water port. Shipping center for Sacramento and San Joaquin Valleys. County Seat. 78 mi. from San Francisco on 580; 354 mi. from Los Angeles on I-5.

2 - TRANSPORTATION: Railroads-Southern Pacific; Union Pacific/Missouri; Pacific Western Div.; AT&SF; Center California Traction Co. (freight); Tidewater Southern (freight); Port of Stockton Belt Line (freight); Stockton Terminal & Eastern (freight).

Motor Freight Carriers-38 Common; 90 Contract.

Freight Steamship Lines-23.

Intercity Bus Lines-Greyhound; Continental Trailways.

Airlines-Federal Express; Inland Empire; Pacific Express; PSA; West Air.

3 - POPULATION:

Corp. City 90 Cen. 210,943; E&P 92 Est. 223,176
CZ-ABC: (80) 182,854
Bal. in NDM-ABC: (80) 164,488
County/MSA 90 Cen. 480,628; E&P 92 Est. 519,967
Total NDM-ABC: (80) 347,342

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 74,535; E&P 92 Est. 78,857
County/MSA 90 Cen. 169,182; E&P 92 Est. 183,857
CZ-ABC: (80) 67,77.
Bal. in NDM-ABC: (80) 56,849
Total NDM-ABC: (80) 124,626

5 - BANKS	NUMBER	DEPOSITS
Commercial	11	$2,557,614,000
Savings & Loan	12	$7,530,573,000

6 - PASSENGER AUTOS: San Joaquin County 229,176

7 - ELECTRIC METERS: Residence (City Zone) 94,729

8 - GAS METERS: Residence (City Zone) 91,680

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Manufacturing: Food & Kindred Prods. 6,900; Paper, Printing & Pub. 1,400; Misc. Nondurable Goods 1700; Lumber & Wood Prods. 2,000; Fab. Metal Prods. 900; Mach. 800; Elect. Equip. 1,500; Trans. Equip. 800; Misc. Durable Goods 2,400; Mining 100; Constr. 4,300; Trans. & Public Util. 7,600; Whol. & Ret. Trade 26,900; Fin., Ins. & R.E. 6,200; Services 24,600; Government, Federal 5,300; State & Local 22,000.

Principal Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-73; Summer 60-93; Fall 50-77; Winter 39-55. First killing frost, Nov. 30; last killing frost, Mar. 2.

11 - TAP WATER: Moderately hard; not fluoridated.

12 - RETAILING: Downtown Shopping Area-Consists of 24 square blocks bounded by Market St., Miner Ave., El Dorado St., Stanislaus St.

Neighborhood Shopping Centers-Pacific Ave. from Harding to Alpine; Wilson Way from Market St. to Harding Way; Charter Way from El Dorado to Grant; Marengo Ctr.; Pacific Ave. at Swain Rd.; Lincoln Ctr.; Benjamin Holt Drive from Pacific Ave. to Gettysburg Pl.; Mayfair; El Dorado from Swain Rd. to Duncan; Weberstown-Sherwood Mall (Regional Shopping Centers); Pacific Ave. from March Lane to Robinhood; Waterloo Rd. from Wilson Way to Diverting Canal; Parkwoods; Hammer Lane from Alexandria to Brentwood; Hammer Lane at El Dorado; Yosemite Ave., from Poplar to Acacia; Quail Lakes, I-5 & March Lane; Venetian Gardens, March Lane & Pershing; Venetian Sq., March Lane & Pershing; College Sq., March Lane & Pershing; Hammer Ranch, Pacific & Hammer Lane; Hammertown, Hammer Lane & West Lane; St. Mark's Plaza, March Lane & Venetian; Colonial Plaza, I-5 & Hammer Lane; Venetian Bridges, March Lane & Venetian; Village Square, Benjamin Holt Dr. at I-5; Normandy Village, West Lane at Hammer Lane.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pacific Ave	2	Lucky Store
Wilson Way	2	Food Bank, Payless
Lincoln Center	5	Podesto's, Campbell's, Food Bank, Payless
Village Square	5	Don Quick
Mayfair	4	Savemart
The Mall at Weberstown	4	Sears, Weinstock's, JCPenney
Sherwood Mall	4	Macy's, Mont. Ward, Gottschalk's
Sherwood Plaza	5	K mart
Parkwoods	6	Big T Mkt.
Hammar Lane	6	Thrifty
Venetian Square	5	Frys
Waterloo Rd.	3	Giant Food
College Sq.	5	Mervyn's, Big T
Hammer Ranch	5	Long's, Lucky Store
Normandy Vlg.	7	Fry's, Millers Outpost
Quail Lakes Plz.	5	Long's, Food Bank
Colonial Plaza	7	Fry's, Grossman
Venetian Bridges	5	Marshalls
Pacific/Hammer	5	Orchard Supply, Breuners

Principal Shopping Days-Dept. Stores-Thur., Fri., Sat., Sun.

Stores Open Evenings-Downtown Thur.; Webertown-Sherwood Mall Mon. through Fri.; Pacific Ave. Mon., Thur.; Lincoln Village Mon., Thur.

Stores Open Sundays-Major grocers; dept. & discount: Macy's, Weinstock's, Montgomery Ward, Sears, Breuner's, Payless, K mart, JCPenney, Mervyn's.

13 - RETAIL OUTLETS: Department Stores-JCPenney, Macy's; Weinstock's; Montgomery Ward; Sears; Best; Mervyn's; Gottschalk's.

Discount Stores-K mart 2; Payless 2; Long's; Marshalls, Ross Stores/Target.

Variety Stores-Kress; Newberry.

Chain Drug Stores-Thrifty 3; Payless 2; Green Bros. 3; Long's 2; Ethical Pharmacy.

Chain Supermarkets-Centro Mart 10; Quik Stop 4; Big T 3; Lucky 2; Save-Mart; Safeway 4; Segarini's 3; 7-Eleven 3; Don Quick; Food Bank; Frys 6; AM-PM 12; Food-4-Less 2; Circle-K; Pak 'N Save.

Other Chain Stores-Shoes: Gallenkamp; Leeds; Kinney's; Millers Outpost. Women's Wear: Lerner; Park Lane Hosiery. Auto Supply: Goodyear 2; Firestone 2; Grand Auto 2; Big Brake; Chief Auto Parts; Kragen Auto; Winston Tire; Big 'O' Tires; Pep Boys 2. Dry Goods: Rosenthal's; Brown & Mahin 2. Furniture: Breuner's; Campbell's; Furnishings 2000; Furnitureland; C&C; Capital; Sofa Factory; Levitz; R&B; Thornton House; Depot. Others: Big 5 Sporting Goods; Grossmans; Orchard Supply; Lumberjack; Handy Andy; Toys 'R' Us; Target; Kids 'R' Us.

14 - NEWSPAPERS: RECORD (m) 54,883; (S) 59,245; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: John Zidich, Natl. Adv. Mgr., RECORD, 530 E. Market St., Stockton, CA 95202; Tel. (209) 943-6397.

National Representative: Gannett National Newspaper Sales.

SUISUN

See FAIRFIELD

TAFT

1 - LOCATION: Kern County (In Bakersfield MSA). E&P Map C-6. 133 mi. NW of Los Angeles; 290 mi. SE of San Francisco. On U.S. Hwy. 33.

2 - TRANSPORTATION: N.A.

3 - POPULATION:

Corp. City 90 Cen. 5,902; E&P 92 Est. 6,019
County/MSA 90 Cen. 543,477; E&P 92 Est. 585,843

4 - HOUSEHOLDS:

City 90 Cen. 2,085; E&P 92 Est. 2,127
County/MSA 90 Cen. 200,624; E&P 92 Est. 216,263

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$78,000,000
Savings & Loan	2	$32,500,000

6 - PASSENGER AUTOS: Kern County 252,297

7 - ELECTRIC METERS: County 5,997

8 - GAS METERS: County 5,585

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil 4,950 ($380).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-80; Summer 75-108; Fall 65-80; Winter 32-60. First killing frost, Dec. 28; last killing frost, Jan. 14.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Days-Fri., Sat.

Stores Open Evenings-Shopping Center & some Downtown.

13 - RETAIL OUTLETS: Department Store-JCPenney.

Variety Stores-Kirkpatrick Bros.; Thrifty; Payless; Family Bargain Center.

Chain Drug Stores-Payless; Thrifty.

Chain Supermarkets-11-C; Hall Mart; Lucky's.

Other Chain Stores-Fashion Crossroads; Goodyear; Sears (catalog); Beno's; Coast-to-Coast; 7-Eleven; Radio Shack.

14 - NEWSPAPERS: DAILY MIDWAY DRILLER (e-mon to fri) 4,311; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Betty Kelley, Adv. Mgr., MIDWAY DRILLER, 800 Center, PO Bin Z, Taft, CA 93268; Tel. (805) 763-3171.

National Representative: None.

TEMECULA

1 - LOCATION: Riverside County. E&P Map E-8. SW corner of Riverside County. 85 mi. SE of Los Angeles & 60 mi. N of San Diego. On I-15.

2 - TRANSPORTATION: Inter City Bus Line-Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 27,099; E&P 92 Est. 31,661
City of Pub.: (80) 1,783
County 90 Cen. 1,170,413; E&P 92 Est. 1,303,652

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 10,544; E&P 92 Est. 12,319
County 90 Cen. 401,367; E&P 92 Est. 447,058
City of Pub.: (80) 617

5 - BANKS	NUMBER	DEPOSITS
Commercial Banks	5	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: Riverside County N.A.

7 - ELECTRIC METERS: County Res. N.A.

8 - GAS METERS: County Res. N.A.

9 - PRINCIPAL INDUSTRIES: Agric./Mining; Constr.; Mfg.; Trans., Comm. & Public Util.; Whol. & Ret. Trade; Fin., Ins. & R.E.; Services; Public Administration.

10 - CLIMATE: Av. Temp.: August 87; January 61.

11 - TAP WATER: Hard.

12 - RETAILING: Principal Shopping Centers-Temecula Valley retail market includes Target, K mart, Von's & Osco/Sav-on.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Palm Plaza	5	Mervyn's, TJ Maxx
Old Town	5	TJ Maxx, Mervyn's

Principal Shopping Days-Sat.

13 - RETAIL OUTLETS: Discount Stores-Target; K mart; Osco/Sav-on; Albertson's.

Variety Store-Von's.

14 - NEWSPAPERS: CALIFORNIAN (m-mon to fri) 10,492; (S) 10,753; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: George Martin, Adv. Mgr., CALIFORNIAN, 27450 Ynez Rd., Temecula, CA 92390; Tel. (714) 676-4315.

National Representative: None.

THOUSAND OAKS

1 - LOCATION: Ventura County. E&P Map D-7 (In Oxnard-Ventura PMSA). 40 mi. W of Los Angeles; 396 mi. S of San Francisco; On U.S. Hwy. 101, State Hwy. 23. North American Aviation Science Center. Home of California Lutheran University.

2 - TRANSPORTATION: Airlines-Golden West Airlines in Oxnard (21 mi.); Ventura County Airport, complete facilities for private aircraft; Los Angeles International Airport (55 mi.); Camarillo Airport in Camarillo (8 mi.).

Bus Lines-Greyhound; Great American Stageline to Los Angeles International Airport, and local city bus.

Railroads-Southern Pacific and Santa Fe in Camarillo (8 mi.).

Shipping Ports-Deep Water, Hueneme (24 mi.) service to coastal and foreign ports.

Trucklines-California Motor Express; Consolidated Freightways; United Parcel; Pacific Motor Trucking; Leeway Motor Freight, and other major trucklines.

3 - POPULATION:

Corp. City 90 Cen. 104,352; E&P 92 Est. 109,808
County/PMSA 90 Cen. 669,016; E&P 92 Est. 714,409
CZ-ABC: (80) 113,095
RTZ-ABC: (80) 14,446
City & RTZ-ABC: (80) 127,541

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 36,872; E&P 92 Est. 38,800
County/PMSA 90 Cen. 251,066; E&P 92 Est. 268,101
CZ-ABC: (80) 36,096
RTZ-ABC: (80) 5,149
City & RTZ-ABC: (80) 41,245

5 - BANKS	NUMBER	DEPOSITS
Savings	23	$160,000,000
Savings & Loan	18	$230,000,000

6 - PASSENGER AUTOS: Ventura County 397,811

7 - ELECTRIC METERS: Residence 33,555

8 - GAS METERS: Residence 33,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electronic Components; Aircraft and Missile Components 1,015; Defense Systems; Plastic Prods.; Computers 1,325; Steel 230; Ins. 1,520; Medical Ctr. 800; Hospital 423; Educ. 1,775; Science Ctr. 420; Publishing 302; Total No. of Wage Earners: 237,200.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-81; Summer 69-90; Fall 59-84; Winter 42-71.

11 - TAP WATER: Alkaline.

12 - RETAILING: Principal Shopping Center-The Oaks Mall

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Agoura Meadows (12)	8	Sav-On, Von's
Albertson's Plz.(10)	6	
Alpha Beta Ctr.(8)	NA	Alpha Beta
Big Oaks(18)	NA	
Casa Conejo(14)	6	Daisy Farm Mkt.
Conejo Plaza(13)	NA	Autoworld
Conejo Valley(17)	NA	Sav-On, Ralph's
County Line Ctr	NA	
E and K Center	NA	
El Cid(8)	NA	Computerland
Evergreens Plz.(34)	NA	
Glen Oaks(10)	NA	
Heritage Plz	NA	
Janss Mall(40)	NA	Von's, Thrifty Drug
K mart Ctr.(8)	NA	K mart
Kanan Plz.(20)	8	
Kanan Village	8	
L and K Ctr.(4)	NA	
La Siesta(13)	NA	
Newbury Sq.(10)	6	
North Oaks Pl.(8)	NA	Frosty Queen
Oak View Plz.(20)	NA	
Old Town(22)	NA	
Palm Plaza(27)	NA	
Park Oaks(36)	NA	Safeway, Radio Shack
Oakbrook Plz.	NA	Von's
Oakbrook Ctr.	NA	Longs
Sun Plaza(135)	NA	
The Oaks(146)	NA	Broadway, JCPenney, May Co., Bullocks's, Robinson's
Twin Oaks Plz.(12)	NA	Thrifty Drug, Safeway
Ventura Pk. Ctr. (8)		Hughes
Village Ct.(9)	NA	
Village Glen(23)	NA	
Village Sq.(27)	NA	Liquor Barn
Vogue Plaza(16)	NA	
North Ranch	NA	Thrifty Drug,
Westlake Plz.(44)	NA	Safeway

Principal Shopping Days-Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Sears; Broadway; May Co.; Robinson's; JCPenney; Marshalls; Ross; Bullock's.
Variety Store-Sprouse-Reitz.
Discount Store-K mart.
Chain Drug Stores-Thrifty; Safeway; Thrifty Jr.; Sav-On; All Med.; Clark's; Rexall; CVS; Long's.
Chain Supermarkets-Albertson's; Alpha Beta; Von's; Safeway; Ralphs; Hughes; Lucky; Gelsons; Mrs. Gooch's.
Other Chain Stores-Rug Crafters; Earthcraft; Expanding Wall; Wallpapers To Go; Gordon's J. Herbert Hall; Jade House; Kirk's Jewelers; Murata Pearl; Slavick's; Zales; Gingiss Formalwear; Silverwood's; Zeiler & Zeiler; The Gap; Harris & Frank; Jeans West; Millers Outpost; Creative Stereo; Musicland; Radio Shack; The Wherehouse; Buster Brown; Foot Locker; Hanover Shoes; Kinney's; Maling's; Florsheim; Red Cross Shoes; Thom McAn; The Wild Pair; B. Dalton Bookseller; The Game Keeper; Hoffman Barber/Beauty Supply; House of Fabrics; Nails etc.; Waldenbooks; Casual Corner; Contempo Casuals; Foxmoor; Lanz of Calif.; Lerner; Motherhood Maternity; Sandy Lane; Size 5-7-9; Standard Brands Paint; Susie's Casuals; Windsor Fashions; RB Furniture; Builder's Emporium; Lumber City; Nurseryland; Ethan Allen; Red Wing Shoes; Merle Norman; Carpeteria; Cloth World; Singer.

14 - NEWSPAPERS: NEWS-CHRONICLE (e) 22,671; (S) 23,827; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Steve Hollywood, Adv. Dir., NEWS-CHRONICLE, PO Box 3129, Thousand Oaks, CA 91359; Tel. (805) 496-3211.
National Representative: Papert Companies.

TORRANCE

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach PMSA). E&P Map D-7; NDM includes divisions of Torrance & South Bay Cities-Carson; El Segundo; Gardena; Hawthorne; Hermosa Beach; Lawndale; Lomita; Manhattan Beach; Palos Verdes Estates; Rolling Hills Estates; Redondo Beach; Rancho Palos Verdes & Rolling Hills. 19 mi. SW of Los Angeles; 15 mi. NW of Long Beach, Hwy. 101.

2 - TRANSPORTATION: Railroads-Pass.-Amtrak; Freight-So. Pac., Union Pac., Santa Fe.
Motor Freight Carriers-13.
Intercity Bus Lines-Rapid Transit; Greyhound; Torrance & Gardena Municipal.
Airlines-L.A. Intl. Airport within NDM. All major lines, domestic & foreign.

3 - POPULATION:
Corp. City 90 Cen. 133,107; E&P 92 Est. 133,752
NDM-ABC: (80) 641,163
County/PMSA 90 Cen. 8,863,164; E&P 92 Est. 9,573,801
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 47,032; E&P 92 Est. 47,260
County/PMSA 90 Cen. 3,127,928; E&P 92 Est. 3,378,721
NDM-ABC: (80) 236,525

5 - BANKS	NUMBER	DEPOSITS
Commercial	168	$6,835,909,000
Savings & Loan	108	$5,759,270,000

6 - PASSENGER AUTOS: Los Angeles County 4,788,180

7 - ELECTRIC METERS: Residence 219,766

8 - GAS METERS: Residence 225,700

9 - PRINCIPAL INDUSTRIES: 432 mfg. plants. Leading prods. are: steel, electronics, plastics, aircraft assemblies, missiles, oil, oil field equip., drilling equip., rubber prods., chem., aluminum prods., research electronics; steel fab., home building prods. & engin., paint mfg., aluminum mfg., bathroom fixtures. Est. Emp. 609,519; Est. Wkly. Wage $525.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-67; Summer 58-74; Fall 56-73; Winter 45-65.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Downtown Shopping Areas-Redondo, 8 blocks on 4 Sts.; Hermosa, 5 on 3 Sts.; Manhattan, 6 on 2 Sts.; Torrance, 14 on 4 Sts.; Riviera Vlg., 8 blocks on 4 Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
(In Redondo Beach):		
Redondo Vlg.(15)	NA	Sears, SupeRx
Redondo Shpg. Ctr.(15)	NA	SupeRx
The Pier(65)	NA	
(In Torrance):		
Del Amo Fashion Ctr.(275)	NA	Sears, Broadway, JCPenney, Bullocks, Mont. Ward, Ohrbach's, Robinson's, Target
Old Towne Mall(117)	NA	Fayva Shoes, Radio Shack, Best, K mart, Ross, Marshalls
Pacific Plz.(15)	NA	
Rolling Hills(64)	NA	Thrifty Drug, J.J. Newberry
(In Palos Verdes):		
Palos Verdes Ctr.	NA	Buffum's, May Co., Bullocks Wilshire, Thrifty Drug
(In Manhattan Beach):		
Manhattan Vlg.	NA	Buffum's, Bullock's Sav-On
Fisherman's Vlg.(40)	NA	
Marina Ctr.(42)	NA	Hallmark, Pier 1 Imports
Washington Sq. (22)	NA	
(In Carson):		
Carson Mall(90)	NA	Broadway, Sears, JCPenney
(In Inglewood):		
Crenshaw-Imperial Plz.(45)	NA	Woolworth
Crenshaw-Imperial(32)	NA	Thrifty Drugs, Boston Stores

Neighborhood Shopping Centers-South Redondo, Hollywood Riviera & South Pacific Coast Hwy. 10 blocks; N Redondo; Artesia Blvd. 6 blocks; E Hermosa; Pacific Coast Hwy., 5 blocks; E Manhattan; Pacific Coast Hwy., 4 blocks; Walteria; Hawthorne Ave., 4 blocks; N Torrance; 190th St., 3 blocks; Southwood; Palos Verdes Blvd., 2 blocks; King Harbor, 4 blocks; Lomita, Pac. Coast Hwy., 9 blocks; Lomita Blvd., 6 blocks; Carson, Avalon Blvd., 10 blocks; Carson Blvd. to Sepulveda, Lunada Bay, PV.

Principal Shopping Days-Sun., Fri., Sat.
Stores Open Evenings-Dept. and Food-7 days a week.

13 - RETAIL OUTLETS: Department Stores-May Co. (Redondo Beach, Palos Verdes); The Broadway 5; Bullocks 2; Montgomery Ward 3; Nordstrom; Ohrbach's 2; Sears 3; JCPenney 6; Buffum's 2 (Palos Verdes, Manhattan Beach); Robinson's (Torrance); Bullock's Wilshire; Boston 3.
Discount Stores-Golden Bear 2; K mart 3; Try-It-Store; Angel's; Simon's; Target; Ross.
Variety Stores-J.J. Newberry 6; Woolworth; Cornet; Kress; Kresge; TG&Y 3; Hermosa 5-10-25$ss.
Chain Drug Stores-Thrifty 10; Sav-On 10; Drug King; Clark 3; Thrifty Jr.'s 3; Walters; Longs.
Chain Supermarkets-Safeway 14; Lucky 22; Ralph's 12; Foods Co. 5; Von's 9; Mayfair 3; Boy's Market 12; Alpha Beta 10; Hughes 3; Top Valu 4; Albertson's.
Other Chain Stores-Automotive: Firestone 8, Pep Boys 3, Rayco, Surefit, Aamco, Midas, Big Brake, Mobis, Goodyear 6, General Tire, Mark C. Bloome 4, Wynn Bros., Lucky Auto, Nationwide Safety Brake, Western Auto, Muntz, Auto Man, Hertz, Avis; Women's: Sally Shop, Mode O'Day, Hartfield, Lerner, Judy's, Casual Corner 2, Chic Accessories, Bentley's, Gladys Fowler, Gigi Fashions, Lynn's, Helen Morgan, Modern Woman, Nobby, Polka Dot, Tall Girl, Wet Seal, Lane Bryant, Susie Q, House of Nine, Gale's, Alroe, The Gap, Miss Lori, The Limited 3; Men's: Harris & Frank, Silverwoods, Richman Bros. 2, C&R Clothiers 3, Big 'N Tall, Eaglesons; Shoes: Gallenkamp's 3, Flagg Bros., Wetherby Kayser, Mandel's, Air Step 2, Naturalizer, C.H. Baker 3, Leed's 4, Chandler's, Shoe Stop 2, Innes 2, Kirby's, Berland's, Hudson's 3, Cabot's, Candies Bar, Children's Shoeland 3, Comars, Alpert's, Kinney's 3, Knapp, Red Wing, Thom McAn 2, Gudes Barhett, Florsheim, Hardy, Jarman, Regal; Paint & Hardware: Ole's 2, National Lumber 3, Hughes Paint, Standard Brand Paint 3, Sherwin-Williams, United Hardware, Rea's 2, Homeowners Emporium 2; Furn. & Carpeting: McMahan's 4, Barker Bros., Moran Draperies, Carpetown, Carpeteria 2, Hub, R-B Furn. 3, Danica, Lee's Bars & Stools, Friendly Furn., Modern Way 2, Ortho 2, Riviera Sofa 3, Upright Draperies, Carriage House, Levitz Furn. 2; Jewelers: Hudson, Zales, Slavicks, Lawsohns 2, Murata Pearls 2, Star of Siam 3, Weisfields; Miscellaneous: See's Candies 3, Big 5 Sporting Goods, Oshman's 2, Air Vent Awnings, Tandycraft, Ken Crane Magnavox 2, Jack La Lanne Salons 2, Abbey Rents, Bekin's Van & Storage, Singer Co., NIKL Music, Pier 1 Imports 2, Van de Kamp Bakery 12, Cost Plus Imports.

14 - NEWSPAPERS: THE DAILY BREEZE (e) 86,932; (S) 123,726; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Terry Egger, Adv. Mgr., THE DAILY BREEZE, 5215 Torrance Blvd., Torrance, CA 90509; Tel. (213) 540-5511.
National Representative: Sawyer-Ferguson-Walker.

TRACY

1 - LOCATION: San Joaquin County, (In Stockton MSA). E&P Map B-4. On I-5, 205, 580.

2 - TRANSPORTATION: Railroads-Western Pacific; Southern Pacific.
Motor Freight Carriers-Several.

3 - POPULATION:
Corp. City 90 Cen. 33,558; E&P 92 Est. 36,584
NDM-ABC: (80) 26,798
County/MSA 90 Cen. 480,628; E&P 92 Est. 519,967

4 - HOUSEHOLDS:
City 90 Cen. 11,857; E&P 92 Est. 12,927
County/MSA 90 Cen. 169,182; E&P 92 Est. 183,029
NDM-ABC: (80) 9,011

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	N.A.
Savings & Loan	4	N.A.
Credit Union	1	N.A.

6 - PASSENGER AUTOS: San Joaquin County 229,176

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Agricultural; Light Industries.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-90; Summer 90-105; Fall 40-100; Winter 30-70. First killing frost, Nov.; last killing frost, May.

11 - TAP WATER: Hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grantrace(1)	NA	K mart
McKinley Vlg.(12)	1	Save-Mart
Valley(12)	2	Long's, Lucky's
Westgate Plz.(32)	1	Save-Mart Grocery, Payless

Principal Shopping Days-Wed., Fri.
Stores Open Evenings-Mon. to Fri. until 9:00 p.m.

13 - RETAIL OUTLETS: Department Store-JCPenney.
Discount Stores-K mart.
Chain Drug Stores-Longs; Payless.
Chain Supermarkets-Save-Mart; Centro-Mart; Lucky's.
Other Chain Stores-Radio Shack; Kragen Auto Parts; Beno's; Grand Auto.

14 - NEWSPAPERS: PRESS (m-mon to fri) 9,133; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Stan Strain, Adv. Mgr., PRESS, 145 W. 10th St.; PO Box 95378, Tracy, CA 95378-0419; Tel. (209) 835-3030.

National Representative: Papert Companies.

TULARE

1 - LOCATION: Tulare County (In Visalia-Tulare-Porterville MSA). E&P Map D-6. Centrally located on U.S. Hwys. 63, 99 and State Hwy. 137 in Central San Joaquin Valley. 45 hwy. mi. S of Fresno; 63 hwy. mi. N of Bakersfield. Dairying and farming center, with some light manufacturing.

2 - TRANSPORTATION: Railroads-Southern Pacific; Santa Fe (freight only).

Motor Freight Carriers-23 Local; 6 Major.

Intercity Bus Lines-Continental Trailways; Greyhound; Orange Belt.

3 - POPULATION:

Corp. City 90 Cen. 33,249; E&P 92 Est. 35,394
CZ-ABC: (80) 26,634
RTZ-ABC: (80) 27,160
County/MSA 90 Cen. 311,921; E&P 92 Est. 333,287
City & RTZ-ABC: (80) 53,794

4 - HOUSEHOLDS:

City 90 Cen. 11,748; E&P 92 Est. 12,506
County/MSA 90 Cen. 121,274; E&P 92 Est. 129,580
CZ-ABC: (80) 9,039
RTZ-ABC: (80) 7,620
City & RTZ-ABC: (80) 16,659

5 - BANKS	NUMBER	EST. DEP.
Commercial	6	N.A.
Savings & Loan	8	N.A.

6 - PASSENGER AUTOS: Tulare County 131,243

7 - ELECTRIC METERS: Residence 8,389

8 - GAS METERS: Residence 8,943

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 800 ($200-350); Mfg. 900 ($125-250); Agric. 800 to 3,000 (unskilled) ($125-$225); (seasonal, skilled) ($125-300).

Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-81; Summer 63-93; Fall 51-84; Winter 36-58. First killing frost, Nov.; last killing frost, Feb.

11 - TAP WATER: Neutral, very soft, pure; not fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks on K St.; 5 on Tulare St.; 5 on Kern St.

Neighborhood Shopping Centers-Miracle Mile (E. Tulare Ave.); West Inyo St.; Business Route 99; Tower Square, downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Heritage Place	NA	Savemart, Payless, Newberrys
Town & Country Village	2	Thrifty Drug, K mart
Mountain View Plaza	2	Long's Drugs, Lucky Supermarket

Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Leggett's.

Discount Stores-Surplus City; K mart.

Chain Drug Stores-Thrifty; Sweet's Drug (McKesson); Long's; Payless.

Chain Supermarkets-Lucky; Savemart; R-N Market.

Other Chain Stores-Ace Hardware; Lampe Lumber; McMahan's Furn.; Fisco; Radio Shack; Men's Stores: Cave's, Bob Myers, McCourt's, Safarjans, Continental Western Wear; Women's Stores: Vogue, Mari D's, Betty's Apparel.

14 - NEWSPAPERS: ADVANCE-REGISTER & TIMES (e) 9,355; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Byron Ingalls, Adv. Dir., ADVANCE-REGISTER & TIMES, 388 E. Cross Ave.; PO Box 30, Tulare, CA 93275; Tel. (209) 688-0521.

National Representative: Papert Companies.

TURLOCK

1 - LOCATION: Stanislaus County (In Modesto MSA). E&P Map C-5. In San Joaquin Valley on U.S. Hwy. 99; 40 mi. S of Stockton; 300 mi. N of Los Angeles; 100 mi. SE of San Francisco.

2 - TRANSPORTATION: Railroads-S. Pacific; Tidewater Southern; Santa Fe.

Intercity Bus Lines-Greyhound; Modesto-Turlock Stage.

3 - POPULATION:

Corp. City 90 Cen. 42,198; E&P 92 Est. 45,380
CZ-ABC: (80) 27,987
RTZ-ABC: (80) 33,163
County/MSA 90 Cen. 370,522; E&P 92 Est. 401,233
City & RTZ-ABC: (80) 61,150

4 - HOUSEHOLDS:

City 90 Cen. 14,910; E&P 92 Est. 16,035
County/MSA 90 Cen. 132,279; E&P 92 Est. 143,243
CZ-ABC: (80) 10,502
RTZ-ABC: (80) 10,208
City & RTZ-ABC: (80) 20,710

5 - BANKS	NUMBER	EST. DEP.
Commercial	8	$321,000,000
Savings & Loan	7	$267,400,000

6 - PASSENGER AUTOS: Stanislaus County 192,417

7 - ELECTRIC METERS: Residence 14,464

8 - GAS METERS: Residence 20,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food 3,486 (Jan.)-5,400 (Sept.); Gov't 1,560; Constr. 504; Mfg. 1,861; Trans. 543; Servs. 2,108; Whol. & Ret. Trade 3,027.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-76; Summer 57-95; Fall 44-77; Winter 32-54.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Main from Lander on the West to Palm on the East, plus one block each way North and South of Main. 400 businesses.

Neighborhood Shopping Centers-Canal Center, 6 stores. 1 block on E. Canal at Johnson. Valley View Shopping Center; 1 block on Geer Rd., 12 units; Geer Gardens Center, 2 blocks on Geer at Minnesota, 25 units. Blossom Valley Ctr., 8 units, Mervyn's Ctr., 8 units.

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Thur., some on Fri.

13 - RETAIL OUTLETS: Department Stores-Turlock Mercantile; JCPenney; McMahan's; K mart; Mervyn's; Millers Outpost.

Variety Store-Sprouse-Reitz.

Chain Drug Stores-Boies' 3; Sav-Mor; Thrifty; Long's; Payless.

Chain Supermarkets-Safeway; Liberty 2; National; Richland Mkt.; Save Mart; New Deal; Lucky Mkt.; Turlock Super; Raley's; Albertson's.

Other Chain Stores-Women's Wear: Mode O'Day, House of Fabrics; Radio Shack; Kragen Auto Supply; Expressions; Payless Shoes; Orchard Supply.

14 - NEWSPAPERS: JOURNAL (e) 10,298; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Ted Emory, Adv. Mgr., JOURNAL, 138 S. Center, Turlock, CA 95380; Tel. (209) 634-9141.

National Representative: Landon Associates.

UKIAH

1 - LOCATION: Mendocino County. E&P Map A-4. County Seat. 110 mi. N of San Francisco.

2 - TRANSPORTATION: Railroad-Northwestern Pacific.

Motor Freight Carriers-4.

Intercity Bus Line-Greyhound.

Airlines-Charter: Smith's; Ace; Hires; Ukiah; Triple A; Stol Air.

3 - POPULATION:

Corp. City 90 Cen. 14,599; E&P 92 Est. 15,112
County 90 Cen. 80,345; E&P 92 Est. 85,143
CZ-ABC: (80) 15,647
RTZ-ABC: (80) 19,717
City & RTZ ABC: (80) 35,364

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 5,158; E&P 92 Est. 5,340
County 90 Cen. 26,245; E&P 92 Est. 27,813
CZ-ABC: (80) 5,962
RTZ-ABC: (80) 6,882
City & RTZ ABC: (80) 12,844

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: Mendocino County 44,227

7 - ELECTRIC METERS: County 24,644

8 - GAS METERS: County 5,970

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumbering 1,650 ($140); Particle Board 145 ($180); Tourism; Recreation.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-98; Summer 39-113; Fall 24-103; Winter 12-81. First killing frost, end of Oct.; last killing frost, mid-Apr.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown area; Peartree; Orchard Plaza; Cross Roads.

Principal Shopping Days-Thur., Fri.

Nearby Shopping Centers-Yokayo (6 blocks); North State (3 mi.); Deep Valley Shpg. Ctr.

Stores Open Evenings-Dept.-Thur.; Food-Nightly.

13 - RETAIL OUTLETS: Variety Store-Ben Franklin.

Discount Store-Payless.

Chain Drug Stores-Thrifty 2; Long's.

Chain Supermarkets-Albertson's; Safeway; Raley's.

Other Chain Stores-JCPenney; Montgomery Ward; Sears (catalog); K mart; Mervyn's.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 9,051; (S) 9,425; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Dennis Wilson, Adv. Dir., JOURNAL, 590 S. School St.; PO Box 749, Ukiah, CA 95482; Tel. (707) 468-0123; FAX (707) 468-5780.

National Representative: Papert Companies.

UPLAND

See ONTARIO

VACAVILLE

1 - LOCATION: Solano County, E&P Map B-4, (In Vallejo-Fairfield-Napa PMSA). 40-45 mi. NE of San Francisco; 35 mi. SW of Sacramento. Travis AFB, 11 mi. SE.

2 - TRANSPORTATION: Railroad-Southern Pacific.

Intercity Bus Line-Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 71,479; E&P 92 Est. 77,101
CZ-ABC: (80) 43,367
RTZ-ABC: (80) 89,016
County 90 Cen. 340,421; E&P 92 Est. 370,501
PMSA 90 Cen. 451,186; E&P 92 Est. 486,406
City & RTZ-ABC: (80) 132,383

4 - HOUSEHOLDS:

City 90 Cen. 25,256; E&P 92 Est. 27,243
CZ-ABC: (80) 14,530
RTZ-ABC: (80) 28,322
County 90 Cen. 121,312; E&P 92 Est. 132,032
PMSA 90 Cen. 161,315; E&P 92 Est. 173,891
City & RTZ-ABC: (80) 42,852

5 - BANKS	NUMBER	DEPOSITS
Commercial	37	$1,770,075,000
Savings & Loan	27	$786,000,727
Credit Union	2	N.A.

6 - PASSENGER AUTOS: Solano County 181,039

7 - ELECTRIC METERS: 20,870

8 - GAS METERS: 17,929

9 - PRINCIPAL INDUSTRIES: Agric.; Light Mfg.; Auto; Air Force Base.

Principal Industrial Pay Days-1st, 15th, 30th.

10 - CLIMATE: Min. & Max Temp.-Spring 48-78; Summer 46-89; Fall 46-74; Winter 38-60.

11 - TAP WATER: Moderately hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-Solano Mall, 12 mi.; Alamo Plaza; Golden Hills; Creekside; Lucky Center; Vacavalley; Glenbrook; Factory Store.

13 - RETAIL OUTLETS: Department Stores-K mart; Sears; JCPenney; Emporium Capwell; Macy's; Mervyn's.

Chain Drug Stores-Long's; Thrifty 2; Payless.

Chain Supermarkets-Raley's; Lucky; Safeway; Albertson's; Alpha Beta; Food-4-Less.

Other Chain Stores-Ross Stores; Firestone; Goodyear; Kragen Auto; Grand Auto; Big 'O' Tires; Chief Auto; Orchard Supply; Meeks Lumber; Millers Outpost.

14 - NEWSPAPERS: REPORTER (m) 20,034; (S) 20,157; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Richard Rico, Pub., REPORTER, 318 Main St.; PO Box 1509, Vacaville, CA 95688; Tel. (707) 448-6401.

National Representative: Papert Companies.

VALLEJO

1 - LOCATION: Solano County, E&P Map B-4 (In Vallejo-Fairfield-Napa PMSA). 25 mi. N of Oakland, 35 mi. N of San Francisco; 59 mi. W of Sacramento. On I-80.

2 - TRANSPORTATION: Railroads-So. Pacific (frt.).

Motor Freight Carriers-9.

Intercity Bus Lines-Vallejo Transit; Greyhound; Continental Trailways.

3 - POPULATION:

Corp. City 90 Cen. 109,199; E&P 92 Est. 114,978
CZ-ABC: (80) 101,391
RTZ-ABC: (80) 5,938
County 90 Cen. 340,421; E&P 92 Est. 370,501
PMSA 90 Cen. 451,186; E&P 92 Est. 486,406
City & RTZ-ABC: (80) 107,329

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 38,584; E&P 92 Est. 40,626
CZ-ABC: (80) 36,716
RTZ-ABC: (80) 2,204
County 90 Cen. 121,312; E&P 92 Est. 132,032
PMSA 90 Cen. 161,315; E&P 92 Est. 173,891
City & RTZ-ABC: (80) 38,920

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	27	$300,000,000

6 - PASSENGER AUTOS: Solano County 181,039

7 - ELECTRIC METERS: Residence 34,000

8 - GAS METERS: Residence 33,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Shipyard 11,000 ($450); Food 125 ($375); Constr. 150 ($478).

10 - CLIMATE: Min. & Max. Temp.-Spring 49-80; Summer 56-80; Fall 44-78; Winter 39-63.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Georgia St.; 8 on Tennessee St.; 3 on Virginia St.; 5 on Broadway; 5 on Marin St.; 6 on Springs Road; 5 on Sonoma; 2 on Sacramento; 3 on Solano; 3 on Sonoma and Mini Drive; 3 on Admiral Callaghan Lane.

Regional Shopping Centers-40 stores-Sonoma, Sacramento and Redwood Streets.

Neighborhood Shopping Centers-2 blocks at Sacramento & Gardner; Nebraska and Broadway.

Broadway & Tennessee; 2 blocks at Springs Rd. and Maple; Tuolumne and Tennessee; Tuolumne and Redwood; Springs Rd. & Oakwood; Springs Rd. & 180.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Flemingtowne(10)	2	Vallergas Market
Larwin Plaza(40)	3	Thrifty Drug, Better Buy Foods
Rancho Square(6)	5	Safeway
Hilltop(49)	9	Macy's, Capwells, JCPenney
Solano/80(10)	1	Payless, Lucky's
Springstowne	3	Springstowne Mkt.
Solano Mall(156)	14	JCPenney, Mervyn's, Emporium Capwell, Sears, Macy's
Sonoma & Serano	2	Long's Drug, Fry's, Mervyn's
Vallajo Corners	4	Target

Principal Shopping Days-Sat., Mon., Wed., Fri.

Stores Open Evenings-Food & drug every night; Shopping Centers Mon., Thur., Fri.

13 - RETAIL OUTLETS: Discount Stores-Discount Furniture; Thrifty Drug; K mart; Payless; Victory; Self-Service Furn. Co.; Lucky; Yard Bird; Mervyn's; Grossmans; Color Tile.

Variety Stores-Sprouse-Reitz; Kragens; Pic 'n Save; Grossmans.

Chain Drug Stores-Thrifty; Payless; Long's.

Chain Supermarkets-Safeway 3; Vallerga's; Lucky; Farmer's Mkt.; Fry's; Raley's.

Other Chain Stores-Grand Auto; Breuner's (furn.); Singer Co.; Sherwin-Williams; Firestone; Goodyear; Cresent Jewelers; Meyers (jewelry); Baskin-Robbins; Hancock Fabric; Volume Shoes.

14 - NEWSPAPERS: TIMES-HERALD (m) 26,125; (S) 26,274; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Ron Rhea, Adv. Mgr., TIMES-HERALD, 440 Curtola Pkwy., Vallejo, CA 94590; Tel. (707) 644-1141.

National Representative: Papert Companies.

VAN NUYS
See LOS ANGELES

VENTURA

1 - LOCATION: Ventura County (In Oxnard-Ventura PMSA). E&P Map D-7. County Seat. Oil processing field. Agricultural year-round harvest area. Miscellaneous light manufacturing. Seaport on coast, 62 mi. NW of Los Angeles.

2 - TRANSPORTATION: Railroads-So. Pac.

Motor Freight Carriers-6.

Intercity Bus Lines-Greyhound, Great American Stage Line.

Airlines-Sky West/Western Express.

3 - POPULATION:

Corp. City 90 Cen. 86,873; E&P 92 Est. 89,353

NDM-ABC: (80) 198,701

Bal. in RTZ-ABC: (80) 330,473

County/PMSA 90 Cen. 669,016; E&P 92 Est. 714,409

Total NDM & Bal. in RTZ-ABC: (80) 529,174

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 30,696; E&P 92 Est. 31,572

County/PMSA 90 Cen. 251,066; E&P 92 Est. 268,101

NDM-ABC: (80) 70,058

Bal. in RTZ-ABC: (80) 102,723

Total NDM & Bal. in RTZ-ABC: (80) 172,781

5 - BANKS	NUMBER	DEPOSITS
Savings (City)	9	N.A.
Savings & Loan	12	$2,592,330,000

6 - PASSENGER AUTOS: Ventura County 397,811

7 - ELECTRIC METERS: Residence 37,141

8 - GAS METERS: Res. & Com'l. 29,716

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Oil Production & Affiliated 2,600; Mfg. 24,400; Agric. 15,200.

Principal Industrial Pay Days-Oil Industry, 10th & 25th; Banks, 1st & 15th; Naval Bases, Fri.; County of Ventura, 5th; City of Ventura, 5th & 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-68; Summer 56-74; Fall 52-73; Winter 44-65.

11 - TAP WATER: Slightly Alkaline, hard; non fluoridated; some natural fluoridation.

12 - RETAILING: Principal Shopping Center-Buenaventura Plz. 3 mi. from downtown (90 stores); Esplanade Mall 7 mi. from downtown (85 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Buenaventura Plz. (90)	3	Broadway, Mont. Ward, JCPenney
Esplanade Mall (85)	7	Sears, May Co., Target, Levitz, Home Depot
Downtown Ventura	NA	Classic Furn. Gallery, Mills Jewelry
Borchard Plz.(15)	2	Newberry's, Pic 'n Save, Thrifty Jr.
Mid Main Shop(75)	1	RB Furn., Reid's Appliance & TV, Muntz Stereo
Poinsettia Plz. (10)	4	Ross Stores
Telephone Road Plz.(10)	4	Mervyn's, Best
Firehouse Plz (10)	4	Pier 1 Imports, Sofa Factory, Krause's
K mart(10)	7	K mart
Oxnard Auto Ctr.	NA	Wickes, La-Z-Boy, Ben Franklin, T.J. Maxx, Home Club, Marshalls
Donlon Plz.(15)	5	Target

Principal Shopping Days-Sun., Thur., Fri., Sat.

Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Broadway; Sears; Montgomery Ward; JCPenney; Mervyn's; May Co.

Discount Stores-K mart; Pic 'N Save; Target; Price Club; Best.

Variety Store-JJ Newberry.

Chain Drug Stores-Thrifty; Thrifty Jr.; Osco/Sav-On; Long's; College Pharmacy.

Chain Supermarkets-Von's 6; Alpha Beta; Albertson's; Ralph's; Lucky's.

Other Chain Stores-Furniture: Wickes, Levitz, Barker Bros., La-Z-Boy, RB, Krause's Sofa Factory, Ortho Mattress, Ethan Allen McMahan's; Tires: Mark C. Bloome, Firestone, BF Goodrich, General Winston; Home Improvement: Builder's Square, Grossman's, Builder's Emporium, Standard Brands, Home Depot, Home Club; Specialty Stores: Pier 1 Imports, Toys 'R' Us, Ross Stores, T.J. Maxx, Marshalls; Stereo/Video Leo's, Creative Stereo, Video Concepts; Circuit City; Auto: Pep Boys, Trak, Giant, Mammoth, Kragen.

14 - NEWSPAPERS: STAR-FREE PRESS (m) 49,913; (S) 56,167; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Robert D. Lyon, Adv. Dir., STAR-FREE PRESS, 5250 Ralston, Ventura, CA 93003; Tel. (805) 656-4111.

National Representative: Papert Companies.

VENTURA COUNTY
See CAMARILLO
See OXNARD
See SIMI VALLEY
See THOUSAND OAKS

VICTORVILLE

1 - LOCATION: San Bernardino County (In Riverside-San Bernardino PMSA). E&P Map E-7. 97 mi. NE of Los Angeles; 350 mi. SE of San Francisco. On Hwy. I-15.

2 - TRANSPORTATION: Railroads-Sante Fe; Union Pacific.

Motor Freight Carriers-12.

Intercity Bus Line-Greyhound.

Air Service-Apple Valley Airport.

3 - POPULATION:

Corp. City 90 Cen. 40,674; E&P 92 Est. 45,965

NDM-ABC: (80) 57,659

PMSA 90 Cen. 2,588,793; E&P 92 Est. 2,864,781

County 90 Cen. 1,418,380; E&P 92 Est. 1,561,129

4 - HOUSEHOLDS:

City 90 Cen. 14,372; E&P 92 Est. 16,241

County 90 Cen. 515,154; E&P 92 Est. 567,001

PMSA 90 Cen. 916,521; E&P 92 Est. 1,014,059

NDM-ABC: (80) 20,939

5 - BANKS	NUMBER	EST. DEP.
Commercial	9	$472,391,000
Savings & Loan	5	$589,552,000

6 - PASSENGER AUTOS: San Bernardino County 718,369

7 - ELECTRIC METERS: Residence 83,620

8 - GAS METERS: 62,987

9 - PRINCIPAL INDUSTRIES: Cement; Metal stamping; Mining; Constr.; Trans. (trucking); Glass factory.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-71; Summer 67-110; Fall 50-78; Winter 20-56.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Center-Mall of Victory Valley (100 stores, inc. JCPenney; Sears; Mervyn's; Harris); Downtown, 4 blocks on 7th St.; Victor Plaza (22 stores); Hi Desert Plaza; Bear Valley Rd. and Hesperia Rd., Victorville (33 stores); Main St. Plaza, Hesperia (20 stores); Victor Valley, Towne Ctr. (20 Stores); Park Centre (15 Stores); The Village Center (Mont. Wards & Toys 'R' Us).

13 - RETAIL OUTLETS: Department Stores-Harris; JCPenney; K mart; Mervyn's; Montgomery Ward; Sears; Target; Boston Stores; Ross Dress for Less; Wal-Mart.

Variety Stores-Cornet; Sprouse-Reitz; TG&Y; Pick 'N Save.

Chain Drug Stores-CVS; Long's Drugs; Payless; Phar-Mor; Sav-On/Osco; Thrifty.

Chain Food Stores-Alpha Beta; Lucky; Smart & Final; Stater Bros.; Von's; Food-4-Less.

Other Chain Stores-AMC Theaters; Athletic X-Press; Big 5 Sporting; Big 'O' Tires; Goods; B. Dalton; Beno's; Best Jewelry; Builders Emporuim; Casual Corner; Chief Auto; Cinemark Theaters; Clothworld; Costco; Circuit City; Clarie's Boutique; Daniels Jewelers; Firestone; $5 Clothing Store; Footlocker; Frame 'N Lense; Frederick's of Hollywood; GNC; Goodyear; H&E Home Centers; Hickory Farms; Home Club; House of Fabrics; Howard & Phils Western Wear; Hudson Goodman Jewelers; Hudson's Grill; Intrigue; J. Burton Jewelers; Jay Jacobs; Jean West; Kay Bee Toys; Kinney Shoes; Kragen Auto; Lady Footlocker; Lane Bryant; Lechters; Lerner; Limited; Marc C. Bloome; Millers Outpost; Music Plus; Naturalizer; Olive Garden; Oshmans Sporting Goods; Payless Shoes; Pearl Vision; Pep Boys; Petries Plus; Pro Image; Radio Shack; Rave; Red Eye; Regis Hairstyles; Ritz Camera; Sam Goody's Musicland; See's Candy; Standard Brand; Stockwell & Binney; Susies Deals; This End Up; Tony Roma's; Toys 'R' Us; Van's Tennis Shoes; Waldenbooks; Wherehouse Records; Winston Tire Stores; Zales Jewelery.

14 - NEWSPAPERS: PRESS (e) 27,480; (S) 30,145; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Bruce Wood, Adv. Mgr., PRESS, PO Box 1389, Victorville, CA 92393; Tel. (619) 241-7744; (800) 553-2006.

National Representative: Papert Companies.

VISALIA

1 - LOCATION: Tulare County, (In Visalia-Tulare-Porterville MSA). E&P Map D-6. County Seat. Agricultural, manufacturing, and livestock shipping center. On Hwy. 198; 185 mi. to Los Angeles; 225 mi. to San Francisco. In San Joaquin Valley, 20 mi. W of Sierra foothills, 130 mi. E of Pacific Ocean.

2 - TRANSPORTATION: Railroads-Freight on S.P. & S.F.; Amtrak; Buses connect.

Intercity Bus Lines-Greyhound; Continental Trailways; Orange Belt Stages.

Motor Freight Carriers-34.

Airline-American Eagle.

Inter City Bus Line-Visalia City Coach.

3 - POPULATION:

Corp. City 90 Cen. 75,636; E&P 92 Est. 80,817

NDM-ABC: (80) 65,047

Bal. in RTZ-ABC: (80) 31,289

County/MSA 90 Cen. 311,921; E&P 92 Est. 333,287

Toatal NDM & Bal. in RTZ-ABC: (80) 96,336

4 - HOUSEHOLDS:

City 90 Cen. 26,725; E&P 92 Est. 28,556

County/MSA 90 Cen. 121,274; E&P 92 Est. 129,580

NDM-ABC: (80) 23,131

Bal. in RTZ-ABC: (80) 10,227

Toatal NDM & RTZ-ABC: (80) 33,358

5 - BANKS	NUMBER	DEPOSITS
Commercial	19	$418,864,000
Savings & Loan	11	(incl. above)

6 - PASSENGER AUTOS: Tulare County 131,243

7 - ELECTRIC METERS: Residence 17,659

8 - GAS METERS: Residence 19,861

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Hrly. Wage)-Garment 370 ($6.50); Electronics 530 ($12.04); Woodworking 150 ($5.90); Canning and Proc. 620 ($4.80); Printing 750 ($7.19); Baking 115 ($6.74); Air Conditioning 150 ($8.15); Batteries 140 ($7.84).

10 - CLIMATE: Min. & Max. Temp.-Summer 62-106; Winter 35-55.

11 - TAP WATER: Neutral, ranges from soft to medium hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-15 blocks on Main St.; 6 on Center; 5 on Acequia; 4 on Locust; 5 on Court; 3 on Church St.; Visalia Mall Ctr.; County Center; Sequoia Mall Ctr.

Neighborhood Shopping Centers-Mooney Blvd., Houston Ave.; East Mineral King and West Mineral King Ave.; Walnut Plaza; Lincoln Oval; Olive Plaza; Kaweah Center; Towne & Country; Tower Plaza; Colonial.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Visalia Mall(46)	5	JCPenney, Gottschalk's
County Center (15)	4	K mart, Payless Drug, Albertson's
Sequoia Mall(50)	7	Sears, Mervyn's, Long's Drugs
Walnut Plaza	5	Grand Auto, Orchard Supply Hdwe.

Stores Open Evenings-Visalia Mall, 6 nights; Downtown Thur.; Food-Super Mkts. every evening; Sequoia Mall and County Center 6 nights.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Sears; Gottschalk's; Mervyn's.

Variety Store-Woolworth.

Discount Stores-K mart; Payless; Ross.

Chain Drug Stores-Long's; Thrifty; Payless; Target.

Chain Supermarkets-Youngs 3; Fairway 3; Best Buy Mkt.; Save Mart 2; Albertson's; Von's.

Other Chain Stores-Food-4-Less; Indy; Crescent Jewelers; Goodyear; See's Candy; Carpet Town; Carpeteria; House of Fabrics; Standard Brands Paints; Gallenkamp; Kinney Shoes 2; Pep Boys; McMahan's; Sherwin-Williams; Rogers Jewelers; Zales; Borman Hallmark; Designer Fabrics; Wilshire Paint; Grand Auto; Kragen; Lumberjack;

Pic 'N Save; Karl's Toys; Cost Co., Home Club; Wet Seal; Orchard Supply Hdwe.; Big 'O' Tires.

14 - NEWSPAPERS: TIMES-DELTA (m) 23,504; (m-sat) 30,124; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Tami Crawford, Adv. Dir., TIMES-DELTA, 330 N. West St., Visalia, CA 93279; Tel. (209) 734-5821/5846; FAX (209) 733-0826.

National Representative: Gannett National Newspaper Sales.

VISTA

1 - LOCATION: San Diego County (In San Diego MSA). E&P Map E-8, 32 mi. N of San Diego; Agric. area. On State Hwys. 76 & 78; I-15 & I-5.

2 - TRANSPORTATION: Railroad-Southern Pacific.

Motor Freight Carrier-1

Intercity Bus Line-Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 71,872; E&P 92 Est. 79,080

County/MSA 90 Cen. 2,498,016; E&P 92 Est. 2,690,881

4 - HOUSEHOLDS:

City 90 Cen. 25,395; E&P 92 Est. 27,942

County/MSA 90 Cen. 796,962; E&P 92 Est. 858,493

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	16	N.A.

6 - PASSENGER AUTOS: San Diego County 1,376,388

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Truck; Fruit and Poultry Farming; Light Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-72; Summer 55-90; Fall 50-77; Winter 35-65.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Vista Broadway	NA	Thrifty Drug, Safeway
Vista Plaza I	NA	Coronet, Sears
Food Basket	1	Thrifty Drug, Alpha Beta
Vista Plaza II	NA	Sail Drug, Big Bear
Vista Plaza III	NA	Vons, Sav-On Drugs
College Blvd.	1	Sprouse-Reitz, Thrifty Drug, Safeway
Plz. Camino Real	5	Sears, Broadway, JCPenney, May Co.
Vista Plaza IV	NA	K mart, Sears, Broadway, Gemco
Village Mall	9	Sears, Walker Scott

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: PRESS (m-mon to fri) 7,800; (S) 8,100; June 30, 1990 VAC.

Local Contact for Advertising and Merchandising Data: Scott McElhaney, Pub./Ed., PRESS, 425 Vista Way; PO Box 2168, Vista, CA 92083; Tel. (619) 724-7161.

National Representative: U.S. Suburban Press.

WALNUT CREEK

1 - LOCATION: Contra Costa County (In Oakland PMSA). E&P Map B-5. Suburban retail trade area. 25 mi. E of San Francisco; 17 mi. E of Oakland.

2 - TRANSPORTATION: Railroads-Southern Pacific; Bay Area Rapid Transit (BART).

Intercity Bus Lines-Greyhound; A.C. Transit.

3 - POPULATION:

Corp. City 90 Cen. 60,569; E&P 92 Est. 61,954

PMSA 90 Cen. 2,082,914; E&P 92 Est. 2,199,848

County 90 Cen. 803,732; E&P 92 Est. 853,057

NDM-ABC: (80) 292,838

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 21,401; E&P 92 Est. 21,891

County 90 Cen. 273,051; E&P 92 Est. 289,808

PMSA 90 Cen. 682,554; E&P 92 Est. 720,955

NDM-ABC: (80) 111,658

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	32	$995,565,000
Savings & Loan	21	$1,351,651,000

6 - PASSENGER AUTOS: Contra Costa County 502,009

7 - ELECTRIC METERS: Residence 31,635

8 - GAS METERS: Residence 23,878

9 - PRINCIPAL INDUSTRIES: Industry-Petroleum; Steel; Chem.; Bldg. Materials; Canned Foods; Instruments; Banking; Photographic Supplies.

10 - CLIMATE: Annual Max. Temp. 72; Min. 44; Rainfall 15 inches annual av.

11 - TAP WATER: Soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park & Shop(85)	7	Thrifty Drug, Levitz, Ross
Contra Costa(15)	4	Mont. Ward, Thrifty Drug
Sun Valley(170)	6	Macy's, JCPenney, Sears, Mervyn's, Emporium-Capwell
Clayton Valley (44)	10	Safeway, Lucky, Long's Drugs
Countrywood(37)	NA	McCaulou's Dept., Long's Drugs, Safeway
Willows(60)	6	Cost Plus
Vineyard(24)	7	McCaulou's, K mart, Fry's
Broadway(83)	NA	Emporium-Capwell, Nordstrom, I. Magnin McCaulou's,
County East Mall(34)	10	JCPenney, Sears, Gottschalk's, Mervyn's
Crow Canyon Commons(70)	10	Loehmann's, Lucky, Thrift Drug
Delta Fair Ctr. (35)	NA	Food-4-Less, Payless
The Park S.C. (50)	NA	Long's Drugs, Petrini's Mkt.
Atlantic Plz. (34)	NA	Lucky, Long's Drugs, Radio Shack

Principal Shopping Days-Wed., Fri., Sat., Sun.

Stores Open Evenings-Mon., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Macy's; Sears; Emporium-Capwell's; Montgomery Ward; Mervyn's; I. Magnin; Nordstrom; McCaulou's.

Discount Stores-K mart; Best; Marshalls; Ross; Target.

Variety Stores-Woolworth; Sprouse-Reitz; TG&Y.

Chain Drug Stores-Guys; Long's; Payless; Pay 'N Save; Thrifty; Walgreens; Valco; Bill's Drug.

Chain Supermarkets-Lucky; Alpha Beta; Safeway; Fry's; 7-Eleven; Petrini's; Nob Hill Foods; Raley's.

Other Chain Stores-Automobile Accessories: Kragen Auto; Goodyear, Grand Auto, Firestone; Ladies Apparel: The Limited, Lane Bryant, Clothes Barn, Casual Corner; Men's Apparel: Kuppenheimer's; C&R Clothiers, Hastings; Ladies' & Men's Apparel: Grodin's; Shoes: Kushins, Florsheim, Gallenkamp, Kinney's, Thom McAn, Payless Shoes, 9-West; Candy: McFarland's, Sees; Paint: Standard Brands, Kelly-Moore, W.P. Fuller, Sherwin-Williams; Furniture: Breuners, Furnishings 2000, Levitz, Travalini, W.J. Sloane; Jewelry: Granat Bros., Zales, Shreves, Milens; Optical: Jenkel-Davidson, Franklin Phoenix; Hardware: Ace Hardware; Simons; Orchard Supply; Home Electronics; Circuit City; Good Guys.

14 - NEWSPAPERS: CONTRA COSTA TIMES (m) 90,360; (S) 99,567; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Kelvin Blankenship, **Natl.** Adv. Mgr., CONTRA COSTA TIMES, 2640 Shadelands Dr., Walnut Creek, CA 94598; Tel. (415) 935-2525.

National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

WATSONVILLE

1 - LOCATION: Santa Cruz County (In Santa Cruz PMSA). E&P Map B-5. Hub of Pajaro Valley. Agric. and dairying. 17 mi. from County Seat. 90 mi. from San Francisco.

2 - TRANSPORTATION: Railroads-Southern Pacific.

Motor Freight Carriers-7.

Intercity Bus Lines-Watsonville; Greyhound; Santa Cruz Transit; Salinas Transit.

3 - POPULATION:

Corp. City 90 Cen. 31,099; E&P 92 Est. 32,610

NDM-ABC: (80) 76,157

County/PMSA 90 Cen. 229,734; E&P 92 Est. 244,004

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 10,989; E&P 92 Est. 11,522

County/PMSA 90 Cen. 72,069; E&P 92 Est. 76,545

NDM-ABC: (80) 25,649

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	8	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: Santa Cruz County 144,616

7 - ELECTRIC METERS: Residence 11,775

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food Proc. and Pkg. 5,300 ($180 to $325); Trucking 1,000 ($344); Electronics 250 ($225); Flower Growing 1,200 ($200).

Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-80; Summer 44-86; Fall 41-90; Winter 30-69. First killing frost, Nov. 22; last killing frost, Apr. 11.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-4 shopping centers on N. Main.

Neighborhood Shopping Centers-N Main St.; E Lake Area; Freedom; Pajaro; Green Valley.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
May Way(5)	1	Freedom Food Ctr.
Town & Country (9)	1	Happy Burro Mkt.
Eastlake Vlg. (27)	2	H&H Home Center
Crestview(16)	1	Tropicana
Pajaro Valley (27)	2	Albertson's, K mart
Rancho Del Mar (38)	11	Safeway
Capitola Mall (70)	15	Mervyn's, Sears
Deer Park(30)	8	Deluxe Foods
Watsonville Sq.(38)	1	Payless, Nob Hill
La Manzana(8)	NA	
Lucky Shpg. Ctr.(21)	2	Lucky, Kragens

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Ford's; JCPenney.

Variety Store-Woolworth.

Discount Store-K mart.

Chain Drug Stores-Long's; Thrifty, Payless; Value Drug Mart.

Chain Supermarkets-Lucky Stores; Albertson's; Nob Hill; Tropicana; Freedom Foods.

Other Chain Stores-Grand Auto; Kragen; Radio Shack; Orchard Supply Hdwe.; Firestone.

14 - NEWSPAPERS: REGISTER-PAJARONIAN (e) 13,244; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Bill Schaffer, Adv. Dir., REGISTER-PAJARONIAN, 1000 Main St., Watsonville, CA 95076; Tel. (408) 724-0611.

National Representative: Papert Companies.

WHITTIER

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach PMSA). E&P Map D-7. 14 mi. E of Los Angeles; on Whittier Blvd. at Washington Blvd., E of Rosemead Blvd., extending to Orange County line, & adjoining La Habra; I-605, Freeway N & S at city's westerly line.

2 - TRANSPORTATION: Railroads-Union Pacific; Southern Pacific; Santa Fe.

Motor Freight Carriers-7.

Intercity Bus Lines-Cross-Town Suburban; Southern California Rapid Transit District (RTD).

Airlines-At Los Angeles, Long Beach, Ontario and Orange County Airport. Airport Service Transportation to L.A. Intl. Airport.

3 - POPULATION:

Corp. City 90 Cen. 77,671; E&P 92 Est. 79,262

NDM-ABC: (80) 151,456

County/PMSA 90 Cen. 8,863,164; E&P 92 Est. 9,573,801

4 - HOUSEHOLDS:

City 90 Cen. 27,444; E&P 92 Est. 28,006

County/PMSA 90 Cen. 3,127,928; E&P 92 Est. 3,378,721

NDM-ABC: (80) 52,064

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	15	N.A.
Savings & Loan	8	$400,000,000

6 - PASSENGER AUTOS: Los Angeles County 4,788,180

7 - ELECTRIC METERS: Residence 26,020

8 - GAS METERS: Residence 23,258

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric. 400; Mining (Oil mainly) 500; Contract Constr. 4,000; Mfg. 21,700; Trans., Commun., Util. 7,500; Whol. & Ret. 18,500; Fin., R.E. & Related 2,800; Serv. 14,300; Gov't 9,500; Total Employ. 79,200.

Principal Pay Days-Fri., Sat.; 15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 52-75; Summer 65-95; Fall 60-88; Winter 32-75.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Philadelphia St.; 9 blocks on Greenleaf Ave.

Other Shopping Centers-No. of Stores: Hadley & Whittier Blvd. 10; Whittier Quad at Whittier Blvd. & Laurel Ave. 36; Whittier Downs Mall, Washington Blvd. at Broadway 18; Whittwood at Whittier Blvd. & Santa Gertrudes Ave. 85; La Mirada, Rosecrans & Luitweiler 15; La Habra Plaza; Central & Hwy. 15; Fashion Square, Imperial & Hwy. 42; Puente Hills Mall 76; Santa Fe Springs Mall.

Principal Shopping Days-Mon., Thur., Fri., Sat., Sun.

Stores Open Evenings-Dept.-Mon., Thur., Fri. Food-every eve.

13 - RETAIL OUTLETS: Department Stores-Boston Stores 2; Sears; JCPenney 4; Hinshaw's; Broadway Whittier; May Co.; Bullock's; Buffum's; Montgomery Ward; K mart; Jewelcor; Mervyn's; Akron.

Discount Stores-SaveCo; Freight Outlet.

Variety Stores-Woolworth 2; Newberry's 2; Sprouse-Reitz; Pick and Save 2; Target; Miller's.

Chain Drug Stores-Owl Rexall 5; Thrifty 4, Save-On; Serve Rite; Robbin's 2; Mascarin; Barrows; Barron's.

Chain Supermarkets-King Cole; Von's 4; Safeway; Alpha Beta 6; Lucky; Stater Bros.; Boy's Mkt.; Albertson's 2; Ralph's 3; S&A Markets.

Other Chain Stores-Jewelry: LeRoy's, King's, Zales, Lawson; Gallenkamp Shoes; Firestone; Desmond's (clothing); Barker Bros. (furn.); Harris & Frank (clothing); McMahan's (furn.); C.H. Baker; Leed's; Alroe; Western Auto; Georgetown Manor (furn.).

14 - NEWSPAPERS: NEWS (e) 16,373; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Janice Jones, Gen. Mgr., NEWS, 7612 Greenleaf, Whittier, CA 90602; Tel. (213) 698-0955.

National Representatives: Cresmer, Woodward, O'Mara & Ormsbee; Thomson Newspapers.

WOODLAND

1 - LOCATION: Yolo County (In Sacramento MSA). E&P Map B-4, County Seat. 20 mi. W of Sacramento (State Capitol) and 90 mi. N of San Francisco; Sacramento River 2 mi. N at its nearest point. On U.S. Hwys. 1-5, State Hwys. 113 & 16; fringed by Interstate 80, 880 & 505.

2 - TRANSPORTATION: Railroads-Sacramento-Northern; Union Pacific; Missouri Pacific; Southern Pacific.

Motor Freight Lines-8.

Intercity Bus Line-Greyhound.

Airports-8 mi. E Sacramento, Metro Airport; 5 mi. W Executive Airport.

Water-Yolo-Sacramento deepwater port. 17 mi. SE. —

3 - POPULATION:

Corp. City 90 Cen. 39,802; E&P 92 Est. 41,715

CZ-ABC: (80) 30,235

RTZ-ABC: (80) 56,838

City & RTZ-ABC: (80) 87,073

MSA 90 Cen. 1,481,102; E&P 92 Est. 1,595,953

County 90 Cen. 141,092; E&P 92 Est. 150,301

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 14,064; E&P 92 Est. 14,740

County 90 Cen. 44,736; E&P 92 Est. 47,656

MSA 90 Cen. 522,808; E&P 92 Est. 563,358

CZ-ABC: (80) 10,740

RTZ-ABC: (80) 19,840

City & RTZ-ABC: (80) 30,580

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	5	N.A.
Commercial	8	N.A.

6 - PASSENGER AUTOS: Yolo County 72,229

7 - ELECTRIC METERS: Residence 12,100

8 - GAS METERS: Residence 11,972

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Canning 1,200; Sugar Refining 465; Plastics 416; Mobile Homes 480; Farm Mach. 210; Trucking 400; Hosp. & Medical 600; Newspaper 130.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-96; Summer 47-108; Fall 34-99; Winter 29-75.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
County Fair Mall (78)	3	Mervyn's, Target, JCPenney
Purity(10)	NA	Sears (catalog)
Ky. Village	2	Kentucky Mkt.
South Land Ctr.	2	Raley's Mkt.
Court Plz.(18)	1	TG&Y, Lucky Mkt.
K mart Ctr.	3	K mart
Shade Tree(12)	3	Payless Drug
Cottonwood Plz. (12)	2	Holiday Market
West Main Plaza	1	Longs, Safeway

Principal Shopping Days-Mon., Thur., Fri., Sat.

Stores Open Evenings-Shopping ctrs. nightly.

Stores Open Sundays-Food, drug, discount stores.

13 - RETAIL OUTLETS: Department Stores-Mervyn's; Gottshalks's, JCPenney; Breits; Sears (catalog).

Discount Stores-Payless; TG&Y; Long's; K mart.

Chain Drug Stores-Thrifty; Walgreens; Rexall.

Chain Supermarkets-Safeway; Lucky; Raley's; Nugget; Compton's.

Other Chain Stores-Western Stores; Grand Auto; Big 'O' Tires; Diamond Intl.; Goodyear; McMahan Furn.; Kragen Auto.

14 - NEWSPAPERS: DEMOCRAT (e) 11,621; (S) 11,731; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Neill Rabon, Adv. Dir., DEMOCRAT, 711 Main St., Woodland, CA 95695; Tel. (916) 662-5421.

National Representative: Papert Companies.

YREKA

1 - LOCATION: Siskiyou County, E&P Map B-2, County Seat. Cattle, agriculture, lumbering, wholesale, hunting and fishing center. 265 mi. N of Sacramento. State Hwy. 3 & I-5.

2 - TRANSPORTATION: Railroads-Southern Pacific; Amtrak; Yreka Western.

Motor Freight Carriers-2.

Intercity Bus Lines-Greyhound; Continental Pacific Trailways.

Airports-6. —

3 - POPULATION:

Corp. City 90 Cen. 6,948; E&P 92 Est. 7,154

County 90 Cen. 43,531; E&P 92 Est. 45,398

4 - HOUSEHOLDS:

City 90 Cen. 2,455; E&P 92 Est. 2,528

County 90 Cen. 14,478; E&P 92 Est. 15,099

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	$44,000,000
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: Siskiyou County 24,366

7 - ELECTRIC METERS: Residence 2,750

8 - GAS METERS: Residence 854

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agric. & Forestry 4,000 ($250); Mfg. 1,450 ($200); Lumber & Wood Prods. 750 ($200).

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-96; Summer 37-101; Fall 20-97; Winter 1-75. First killing frost, late Oct.; last killing frost, late Apr.

11 - TAP WATER: Soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Miner; 4 blocks on Broadway; 5 blocks on Main. Two shopping centers on north and south end of Main St.

Nearby Shopping Centers-Montague (6 mi.); Montague Drive in Mkt.

Principal Shopping Days-Tues., Fri., Sat.

13 - RETAIL OUTLETS: Department Store-JCPenney.

Discount Stores-Payless; Thrifty; Sprouse-Reitz; Coast-to-Coast.

Chain Drug Stores-Cummings; Raley's.

Chain Supermarkets-Gil's; Raley's.

Other Chain Stores-Shasta Auto; Littrell Parts; Kinney Shoes; Discount Video; McDonalds; Burger King.

14 - NEWSPAPERS: SISKIYOU DAILY NEWS (e-mon to fri) 5,882; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Tom Bolitho Jr., Gen. Mgr., SISKIYOU DAILY NEWS, 309 S. Broadway, Yreka, CA 96097; Tel. (916) 842-5777.

National Representatives: Papert Companies.

YUBA CITY
See MARYSVILLE

COLORADO SURVEYS

METROPOLITAN STATISTICAL AREAS

Colorado Springs-El Paso County.
Fort Collins-Loveland-Larimer County.
Greeley-Weld County.
Pueblo County.

PRIMARY METROPOLITAN STATISTICAL AREAS

Boulder-Longmont-Boulder County.
Denver-Adams, Arapahoe, Denver, Douglas, and Jefferson Counties.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

Denver-Boulder-Includes Boulder-Longmont PMSA and Denver PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	**1980**	**1990**	**1992**
Under 5 Years	220	283	296
5-14 Years	439	471	492
15-24 Years	578	529	553
25-44 Years	916	1,225	1,280
45-64 Years	503	535	558
65 and Over	247	266	278
TOTAL	2,903	3,308	3,456

Based on U.S. Census

POPULATION ESTIMATES
(Thousands)

Places of 50,000 or more and Central Cities of MSA's with 10% or more of Spanish Origin Population, according to the U.S. 1980 Census.

City	**Total Pop.**	**Spanish Origin**	**Percent**
Denver	491,396	92,382	18.8
Greeley	53,006	8,269	15.6
Pueblo	101,686	36,099	35.5

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1977 Census**	**1982 Census**	**1992 Est.**
Bldg. Mat./Hdwr	675	949	1,838
General Mdse	1,204	1,658	2,722
Food	2,008	3,681	5,316
Automobiles	2,081	3,106	6,510
Gasoline Stations	708	1,430	1,544
Apparel	438	772	1,206
Furniture	480	771	1,537
Eat-Drink Places	966	1,823	2,984
Drugs	248	354	564
TOTAL SALES	9,825	16,581	26,673

ALAMOSA

1 - LOCATION: Alamosa County, E&P Map B-3. County Seat. 230 mi. from Denver; 120 mi. from Pueblo; 179 mi. from Colorado Springs. Shopping Center for 6-county area. On U.S. Hwys. 160, 285; State Hwys. 10, 17, 163.

2 - TRANSPORTATION: Railroads-Denver & Rio Grande Western; Cumbres & Toltec Scenic.

Motor Freight Carriers-5.

Intercity Bus Line-Continental Trailways.

Airlines-Rocky Mountain; United Express.

3 - POPULATION:

Corp. City 90 Cen. 7,579; E&P 92 Est. 7,920

County 90 Cen. 13,617; E&P 92 Est. 14,322

4 - HOUSEHOLDS:

City 90 Cen. 2,781; E&P 92 Est. 2,907

County 90 Cen. 5,493; E&P 92 Est. 5,778

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	1	$20,000,000
Commercial	2	$26,000,000
Industrial	1	N.A.

6 - PASSENGER AUTOS: Alamosa County 7,417

7 - ELECTRIC METERS: Residence 4,317

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Railroad 250; Garments 200.

10 - CLIMATE: Min. & Max. Temp.-Spring 0-82; Summer 45-95; Fall 0-86; Winter 35-50. First killing frost, Oct. 6; last killing frost, May 6.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping District-23 blocks on Main & State Sts.

Neighborhood Shopping Centers-Near College & E. side area.

Principal Shopping Days-Mon., Fri., Sat.

Stores Open Sundays-Supermarkets, discount stores.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; Kavely's; Acheson's; Sears (catalog).

Variety Store-Woolworth.

Discount Stores-K mart; Wal-Mart.

Chain Drug Stores-Rexall; Merit; Associated Druggist.

14 - NEWSPAPERS: VALLEY COURIER (e-tues to sat) 5,150; sworn Mar. 31, 1990.

Local Contact for Advertising and Merchandising Data: Keith DeHerrera, Adv. Dir., VALLEY COURIER, 401-407 State Ave., Alamosa, CO 81101; Tel. (303) 589-2553.

National Representative: None.

ASPEN

1 - LOCATION: Pitkin County, E&P Map B-2, County Seat. Centrally located in state.

2 - TRANSPORTATION: Intercity Bus Line-Trailways.

Airlines-United Express; Continental Express.

3 - POPULATION:

Corp. City 90 Cen. 5,049; E&P 92 Est. 5,455

County 90 Cen. 12,661; E&P 92 Est. 13,477

4 - HOUSEHOLDS:

City 90 Cen. 2,555; E&P 92 Est. 2,760

County 90 Cen. 5,755; E&P 92 Est. 6,126

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	N.A.

6 - PASSENGER AUTOS: Pitkin County 13,510

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry-Tourism.

10 - CLIMATE: Av. Temp.-Summer 75-80; Winter 25-35.

11 - TAP WATER: Hard.

12 - RETAILING: Principal Shopping Center-Downtown Aspen.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: NEWS (m) 10,500; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: David Danforth, Pub., NEWS, 517 E. Hopkins Ave.; PO Box DD, Aspen, CO 81612; Tel. (303) 925-2220.

National Representative: None.

TIMES DAILY (m-mon to fri) 9,000; sworn Jan. 31, 1991.

Local Contact for Advertising and Merchandising Data: Bill Dunaway, Pub., TIMES DAILY, PO Box E, Aspen, CO 81612; Tel. (303) 925-3414.

National Representative: None.

BOULDER

1 - LOCATION: Boulder County (In Boulder-Longmont PMSA). E&P Map C-1. County Seat. 24 mi. NW of Denver on Hwys. 7, 119 and U.S. 36.

2 - TRANSPORTATION: Railroads-Burlington Northern; Union Pacific.

Motor Freight Carriers-2.

Intercity Bus Lines-Rocky Mountain Trans.-summer only; Regional Trans. District.

3 - POPULATION:
Corp. City 90 Cen. 83,311; E&P 92 Est. 86,733
CZ-ABC: (80) 76,685
RTZ-ABC: (80) 47,281
County/PMSA 90 Cen. 225,339; E&P 92 Est. 238,103
City & RTZ-ABC: (80) 123,966

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 32,505; E&P 92 Est. 33,840
County/PMSA 90 Cen. 82,834; E&P 92 Est. 87,526
CZ-ABC: (80) 28,674
RTZ-ABC: (80) 17,335
City & RTZ-ABC: (80) 46,009

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	7	$395,170,000
Commercial	28	$1,435,522,000
Industrial	1	$10,022,000

6 - PASSENGER AUTOS: Boulder County 167,098

7 - ELECTRIC METERS: Residence 32,873

8 - GAS METERS: Residence 23,493

9 - PRINCIPAL INDUSTRIES: Goods & Services Producing; Mfg.; Trans. & Public Util.; Trade; Fin., Ins. & R.E.; Services; Gov't.

10 - CLIMATE: Min. & Max. Temp.-Spring 8-83; Summer 40-100; Fall 16-84; Winter 9-67. First killing frost, Oct. 11; last killing frost, May 2.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown Boulder Mall-30 blocks on Pearl, Broadway, Spruce, Walnut; Crossroads Mall, 28th & Canyon.

Neighborhood Shopping Centers-Thirteenth St., University to College (University Hill); N Bway., Broadway, Alpine to Balsam 4 blocks; Community Plaza, North to Alpine 1 block; Williams Village, Baseline at 30th, 1 block; Tebo Square, 28th South of Glenwood, 1 block; Palmer Gardens, 30th & Walnut, Willow Springs at 28th; Iris Ave.; South Creek Shpg. Ctr.; North B'way Shpg. Ctr.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Arapahoe Vlg. (22)	2	Safeway, Gart Bros. Sporting Goods
Base Mar(29)	2	
Crossroads(175)	2	JCPenney, Ward's, Walgreens, May D&F, Mervyn's, Fashion Bar, Sears
Crossroads Commons(4)	2	Best
Table Mesa(30)	3	King Soopers, Village Inn
The Meadows Sq.(7)	3	Safeway, Osco
Village(35)	2	7-Eleven, McGuckin's, Dave Cook Sporting Goods

Principal Shopping Days-Wed., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Sears; Eakers; Fashion Bar; JCPenney; May D&F; Mervyn's; Montgomery Ward.

Variety Store-Boulder Army Store.

Discount Stores-K mart; Target; Marshalls; Best; Osco.

Chain Supermarkets-Albertson's; Colony IGA; King Soopers 3; Safeway 2.

Other Chain Stores-Benetton; County Seat; Regiment; Richmann Bros.; Contemporary Casuals; Fashion Conspiracy; Stage; Homestead House; Walgreens; Famous Footwear; Thom McAn; Wild Pair; Circus World; Luggage Depot; So-Fro Fabrics; Fred Schmid; Schaack Electronics; Silo; Soundtrack; Computerworks; Firestone; Goodyear; Radio Shack; KG Mens; Zales; GNC; AnnTaylor; Banana Republic; The Gap; Footlocker; Just Pants; Musicland.

14 - NEWSPAPERS: CAMERA (m) 33,460; (S) 43,221; Mar. 31. 1991 ABC.

Local Contact for Advertising and Merchandising Data: Kelly E. Mirt, Adv. Dir.; CAMERA, PO Box 591, Boulder, CO 80306; Tel. (303) 442-1202.

National Representative: Newspapers First.

CASTLE ROCK

1 - LOCATION: Douglas County. (In Denver PMSA). E&P Map C-2. County Seat. Designated Towns: Castle Rock, Parker, Larkspur.

2 - TRANSPORTATION: Railroads-Denver & Rio Grande; Sante Fe and Burlington.
Motor Freight Carrier-Castle Rock Transfer.
Intercity Bus Line-Continental Trailways.
Airlines-Denver International; Centennial.

3 - POPULATION:
Corp. City 90 Cen. 8,708; E&P 92 Est. 9,905
County 90 Cen. 60,391; E&P 92 Est. 68,986
PMSA 90 Cen. 1,622,980; E&P 92 Est. 1,701,368

4 - HOUSEHOLDS:
City 90 Cen. 3,196; E&P 92 Est. 3,635
County 90 Cen. 28,435; E&P 92 Est. 32,482
PMSA 90 Cen. 691,646; E&P 92 Est. 724,167

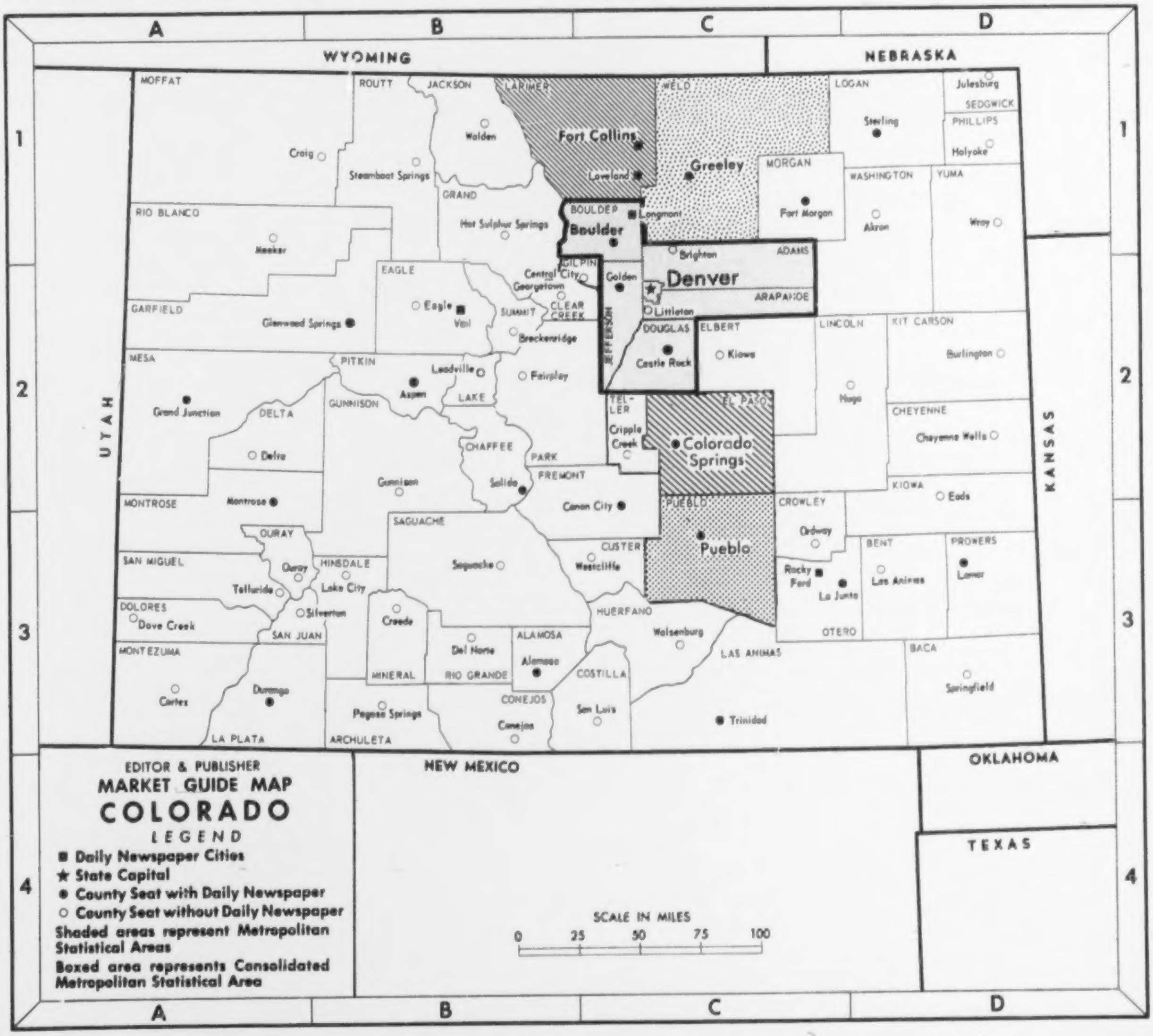
5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$90,000,000
Savings & Loan	3	N.A.
Industrial	2	N.A.

6 - PASSENGER AUTOS: Douglas County 43,995

7 - ELECTRIC METERS: Residence, 13,463

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-School District 1,200; County Gov't


EDITOR & PUBLISHER
MARKET GUIDE MAP
COLORADO
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed area represents Consolidated Metropolitan Statistical Area
SCALE IN MILES
0 25 50 75 100
A
B
C
D
1
2
3
4
WYOMING
NEBRASKA
UTAH
KANSAS
NEW MEXICO
OKLAHOMA
TEXAS
Fort Collins
Loveland
Greeley
Boulder
Longmont
Denver
Brighton
Golden
Littleton
Castle Rock
Colorado Springs
Pueblo
Grand Junction
Glenwood Springs
Steamboat Springs
Craig
Meeker
Sterling
Fort Morgan
Durango
Trinidad
Canon City
Montrose
Alamosa
La Junta
Lamar

300; Elect. 121; Grocery 110; Constr. 55; Brick 50.
Principal Pay Days-1st & 15th.

10 - CLIMATE: Mean Temp.-Spring 57; Summer 72; Fall 49; Winter 27. First killing frost, Oct.; last killing frost, Apr. 1.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Centers-Castle Rock; Safeway Shopping Center; Village Shopping Center; Parker; Cottonwood Shopping Center; Parker Square; Cross Roads Shopping Center.

13 - RETAIL OUTLETS: Discount Stores-K mart; Wal-Mart.
Chain Supermarkets-Safeway; Albertson's; King Soopers.

14 - NEWSPAPERS: DAILY NEWS-PRESS (e) 5,000; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: Robert P. Lombardi, Pub., NEWS-PRESS, PO Box 1270, Castle Rock, CO 80104; Tel. (303) 688-3128.
National Representative: Papert Companies.

CANON CITY

1 - LOCATION: Fremont County, E&P Map C-2. 36 mi. W of Pueblo; 47 mi. SW of Colorado Springs; 125 mi. SSW of Denver.

2 - TRANSPORTATION: Railroads-D&RG; SF.
Motor Freight Carriers-4.
Intercity Bus Line-Continental.

3 - POPULATION:
Corp. City 90 Cen. 12,687; E&P 92 Est. 12,930
CZ-ABC: (80) 16,675
RTZ-ABC: (80) 13,529
County 90 Cen. 32,273; E&P 92 Est. 33,769
City RTZ-ABC: (80) 30,204
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 4,656; E&P 92 Est. 4,745
CZ-ABC: (80) 6,122
RTZ-ABC: (80) 4,508
County 90 Cen. 11,477; E&P 92 Est. 12,009
City RTZ-ABC: (80) 10,630

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	N.A.
Commercial	3	N.A.
Industrial	2	N.A.

6 - PASSENGER AUTOS: Fremont County 21,276

7 - ELECTRIC METERS: Residence 11,453

8 - GAS METERS: Residence 9,198

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-State Prison 800; Light Mfg. 1,000.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Mean Temp. 55; Av. Summer 73; Av. Winter 43.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-11 blocks on 3 streets.

Principal Shopping Days-Mon.-Sat.
Stores Open Evenings-Grocery, 3 discount, 5 drug.
Stores Open Sundays-Grocery, 4 drug, 3 discount, 1 department store.

13 - RETAIL OUTLETS: Department Store-JCPenney.
Discount Stores-Gibson; Alco; Wal-Mart.
Chain Drug Stores-Palace Drug; Rexall; Medicine Shoppe.
Chain Supermarkets-7-Eleven; Safeway; Canon Mkt.; Rosedale Mkt.; Hilltop Mkt.; Kwik-Way 6; City Mkt.
Other Chain Stores-True Value; Checker Automotive; Sherwin-Williams; Radio Shack; Wal-Mart; Ace Hardware.

14 - NEWSPAPERS: RECORD (e) 8,517; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Daryl Beall, Gen. Mgr., RECORD, PO Box 2020, Canon City, CO 81212; Tel. (719) 275-7565.
National Representative: Branham/Newspaper Sales.

COLORADO SPRINGS

1 - LOCATION: El Paso County (Colorado Springs MSA). E&P Map C-2, County Seat. 68 mi. S of Denver. Tourist (Pikes Peak), convention, military, high technology, cultural and educational center. 5 colleges. U.S. Air Force Academy. HQ North American Air Defense Command; HQ Army Air Defense Command; HQ Continental Air Defense Command. Consolidated Space Operations Center, Fort Carson. On State Hwys. 83 & 115; I-25; U.S. Hwys. 24, 85, 87.

2 - TRANSPORTATION: Railroads-RI; D&RG; SF.
Motor Freight Carriers-18.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-America West; American; Continental; Delta; TWA; United.

3 - POPULATION:
Corp. City 90 Cen. 281,140; E&P 92 Est. 301,629
NDM-ABC: (80) 317,458
County/MSA 90 Cen. 397,014; E&P 92 Est. 424,745
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 105,099; E&P 92 Est. 112,758
County/MSA 90 Cen. 147,741; E&P 92 Est. 158,060
NDM-ABC: (80) 110,673

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Comm.	36	$1,500,000,000
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: El Paso County 246,171

7 - ELECTRIC METERS: Residence 110,095

8 - GAS METERS: County 90,035

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Military 30,279 ($295); Whol. & Ret. 24,950 ($310); Service 25,020 ($320).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-68; Summer 51-85; Fall 24-76; Winter 16-47. First killing frost, Oct. 2; last killing frost, May 7.

11 - TAP WATER: Water from watershed on Pikes Peak and Continental Divide; pure, filtered; flouridated.

12 - RETAILING: Downtown Shopping Centers-8 blocks on E Pikes Peak; 17 on Tejon; 16 on Nevada; 8 on Cascade; 12 on Colorado.
Neighborhood Shopping Centers-2500 W Colorado; 1504 N Hancock; 1800 N Union; 2700-3000 N Nevada, 2300 N Wahsatch; 2400 N Union Blvd.; 1700 S 8th St.; 2300 E Pikes Peak Security; 2500 Airport Rd.; Palmer Park & Circle Dr.; Academy Blvd. & Palmer Park; Widefield; 750 Citadel Dr.; 4055 Templeton Gap; 400 W Filmore; Academy at Flintridge, 300 N Academy; Union at Van Buren; King Soopers Centers, Circle at Airport; 1710 Briargate; Knob Hill; Circle Dr.; Woodmoor; K mart Plz.; Country Club; Maizeland Moors Ranch Ctr.; Woodland Park.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
The Citadel(184)	4	JCPenney, Mervyn's, May D&F
Bon(17)	3	Safeway
Golf Club Acres	2	Simms
Three Eagles(2)	3	Safeway
Venetian Vlg. (15)	3	Albertson's
Security(30)	NA	Albertson's
Redrock	4	Safeway
Chapel Hills (115)	9	Sears, K mart, Joslins, Mervyn's
Circle Fair	3	Albertson's
Pioneer Plz.(20)	2	Cheers Liquor
Fountain Vly. (13)	8	Safeway
Broadmarket(35)	2	
Widefield Mall	8	Safeway
Rustic Hills(85)	4	Gart Bros., T.J. Maxx
Rustic Hills North(24)	4	Albertson's, Skaggs
Southgate(29)	3	Sears, King Soopers
Mall of the Bluffs(62)	7	Marshalls, Safeway, King Shoopers
Academy Mart(15)	4	Target
Central Bank Plaza(17)	3	Mont. Ward
N Circle Plz.(20)	3	Cloth World
Uintah Gardens	3	King Soopers, Anthony's
Citadel Crossing	NA	Wal-Mart, Cloth World, Biz Mart, Phar-Mor
Woodmen Valley	8	Hobby Lobby, King Soopers

Principal Shopping Days-Department stores Mon., Thur., Fri., Sat. Food stores Wed., Fri., Sat., Sun.
Stores Open Evenings-All major supermarkets, discount drug & department stores.

13 - RETAIL OUTLETS: Department Stores-Hibbard; Joslins; May D&F; Sears 2; JCPenney; Montgomery Ward; Fashion Bar; Best; Service Merchandise 2.
Discount Stores-K mart 5; Target 2; Wal-Mart 3.
Chain Drug Stores-Walgreens 8; Phar-Mor; Safeway Drug; Target; King Soopers; Longs 3.
Chain Supermarkets-Safeway 9; Albertson's 6; Sax Foods; King's 7; Simm's; 7-Eleven; Kwik Way; Cub Foods 2.
Other Chain Stores-Florsheim; Sherwin-Williams; Firestone; Goodyear; B.F. Goodrich; Pittsburgh Paint & Glass; Fashion Bar; Thom McAn; Baker's Shoes; Kinney's; Kwal Paint; Helzberg Jewelers; Gart Bros.; Lionel Playworld; Toys 'R' Us; Children's Palace; Motherhood Maternity; Petsmart; La-Z-Boy; Champion Auto; Ross Stores; Richman Bros.; Spencer's; Waldenbooks; Radio Shack; Color Tile; Silo; Payless Shoes; General Nutrition; Stover Candies; So-Fro Fabrics; Zales; Zerbes; Weberg's; Pay 'N Pak; Fred Schmid; Famous Footwear; Montaldo's; Red Wing Shoes; Homestead House; Hugh M. Woods; Merle Norman; K-G Men's; Royal Optical; B. Dalton; Bohm Allen; Anthonys; Levitz' Checker Auto; Robert Waxman Cameras; Burlington Coats.

14 - NEWSPAPERS: GAZETTE TELEGRAPH (m) 101,575; (S) 117,004; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Doug Barnett, Adv. Dir., GAZETTE TELEGRAPH, 30 S. Prospect; PO Box 1779, Colorado Springs, CO 80901; Tel. (303) 632-5511.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

CRAIG

1 - LOCATION: Moffat County, E&P Map B-1. County Seat. NW part of state. On Hwys. 40 & 13. Elevation 6,280 feet.

2 - TRANSPORTATION: Railroads-Denver & Rio Grande; Western (freight).
Motor Freight Carrier-Edson Express.
Intercity Bus Lines-Continental Trailways (freight & passenger); Wilderness Transit.
Airline-Charter flights.

3 - POPULATION:
Corp. City 90 Cen. 8,091; E&P 92 Est. 8,283
County 90 Cen. 11,357; E&P 92 Est. 11,194

4 - HOUSEHOLDS:
City 90 Cen. 2,969; E&P 92 Est. 3,040
County 90 Cen. 4,570; E&P 92 Est. 4,504

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$80,200,000
Savings & Loan	2	$2,750,000

6 - PASSENGER AUTOS: Moffat County 6,988

7 - ELECTRIC METERS: Residence & Comm. 5,404

8 - GAS METERS: Residence & Comm. 3,059

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mining (coal) 1,124; Power Plant 280; Wool Whse. 7; Wheat Storage 16; Meat Packing 29; Constr. 312; Heavy Mach. 221; Mining Supplies 38; Cattle Operations 329; Sheep Operations 124; Wheat Farms 179.

10 - CLIMATE: Temp.-Annual average daily high 62.1; Annual average daily min. 44.3; Record high 100; Record low-45. Low humidity.

11 - TAP WATER: Soft (pH 7.4-7.6). No alkalinity or salinity; mineral content low.

12 - RETAILING: Principal Shopping Center-9 blocks downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Centennial Mall	4	Anthony's, Safeway, JCPenney

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Centennial Mall: Mon.-Sat. until 8:00.
Stores Open Sundays-Centennial Mall: 10:00-6:00.

13 - RETAIL OUTLETS: Department Stores-JCPenney; C.R. Anthony; Golden Rule.
Discount Store-K mart.
Chain Supermarkets-Safeway; City Market.
Other Chain Stores-J.W. Brewer Tires; Sathers Jewelry; Sears; Go-fer; Car Quest; Gamble's; 7-Eleven.

14 - NEWSPAPERS: NORTHWEST COLORADO PRESS (e-mon to fri) 3,019; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: Carol Brett, Adv. Mgr., NORTHWEST COLORADO PRESS, 466 Yampa; PO Box 5, Craig, CO 81625; Tel. (303) 824-7031.
National Representative: Branham/Newspaper Sales.

DENVER

1 - LOCATION: Co-extensive with Denver County, (5 County PMSA, 6 County MSA). E&P Map C-2. On virtually level terrain one mi. above sea level, 10 mi. E of juncture of plains and Rocky Mountains; 1,048 mi. from Chicago; 640 mi. from Kansas City; 570 mi. from Salt Lake City; 500 mi. from Omaha.

2 - TRANSPORTATION: Railroads-Union Pacific; Denver & Rio Grande Western; Burlington Northern; Santa Fe; Colorado & Eastern; Amtrak.
Motor Freight Carriers-96.
Intercity Bus Lines-Greyhound/Trailways; Gray Line of Denver.
Airlines-Continental; Continental Express; Delta; United; United Express; TWA; Mexicana; Eastern; Piedmont; American; USAir; Northwest; GP Express; Mesa; American West; Braniff; Braniff Express; Midway; Midwest Express; Pan American.

3 - POPULATION:
Corp. City/County 90 Cen. 467,610; E&P 92 Est. 474,052
County 90 Cen. 467,610; E&P 92 Est. 474,052
CZ-ABC: (80) 1,622,980
Bal. in NDM-ABC: (80) 583,613
Total NDM-ABC: (80) 1,946,518
PMSA 90 Cen. 1,622,980; E&P 92 Est. 1,701,368
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City/County 90 Cen. 214,187; E&P 92 Est. 217,138
County 90 Cen. 222,671; E&P 92 Est. 225,738
CZ-ABC: (80) 517,711
Bal. in NDM-ABC: (80) 207,945
Total NDM-ABC: (80) 725,656
PMSA 90 Cen. 691,646; E&P 92 Est. 724,167

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	8	$12,264,089,000
Commercial (PMSA)	182	N.A.

6 - PASSENGER AUTOS: Denver County 310,870

7 - ELECTRIC METERS: All Classes Metro 990,600

8 - GAS METERS: All Classes Metro 865,400

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 32,800 ($493); Mfg. 94,700 ($451); Nondurable Goods 45,800 ($451); Durable Goods 48,900 ($451).

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-61; Summer 56-85; Fall 37-66; Winter 18-45. First frost, Oct. 9; last frost, May 3.

11 - TAP WATER: Alkaline, 53% of supply hard, 47% of supply soft; West Slope, fluoridated; East Slope, not fluoridated.

12 - RETAILING: Principal Shopping Area-44 sq. blocks downtown on 15, 16 and 17 Sts. bet. Larimer and Broadway; 244 Shopping Ctr. with 50,000 Sq. ft. or more.

Neighborhood Shopping Areas-Specialty Centers: Writer Square, 15th & Larimer; Marina Square, Belleview & Ulster; Larimer Square, 15th & Larimer; Tabor Center, 1201 16th St.; Tamarac Square, Hampden & Tamarac; TiVoli-Denver, 901 Larimer.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Aurora Mall(128)	10	JCPenney, Sears, May D&F
Bear Valley Ctr.(36)	8	Burlington Coat Factory
Buckingham Sq.(103)	8	Joslin's, Mervyn's, Mont. Ward
Cherry Creek(54)	3	Sears, May D&F, Saks Fifth Ave., Neiman Marcus, Lord & Taylor
Cinderella City(194)	7	Joslins, May D&F, Mont. Ward, JCPenney, Woolworth
Lakeside Mall(78)	4	Woolworth, Target, Mont. Ward
North Valley Mall(67)	7	Mont. Ward, Burlington Coat Factory
Northglenn Mall (120)	10	Sears, Mervyn's
Southglenn Mall(107)	12	Sears, May D&F, JCPenney
Southwest Plz.(178)	12	Target, Joslins, JCPenney, May D&F, Sears, Mont. Ward
University Hills(47)	7	May D&F, JCPenney, Fashion Bar
Villa Italia (151)	6	Mont. Ward, JCPenney, Joslins, May D&F
Westland(51)	7	May D&F, Sears
Westminster Mall(224)	9	Joslins, May D&F, Mervyn's, JCPenney, Broadway Southwest
Downtown Denver(100)	NA	May D&F, Joslins, Woolworth, Fashion Bar

Principal Shopping Days-Fri., Sat., Sun.

Stores Open Evenings-Food Markets-Daily to 10 p.m.; Shopping Ctrs.-Mon. through Fri. to 9 p.m., Sun. 12 to 5.

13 - RETAIL OUTLETS: Department Stores-Joslins; May-D&F; Mervyn's; Broadway Southwest; Montgomery Ward; JCPenney; Sears.

Men's and Women's Clothing Stores-Aspen Leaf; Cottrell's; Fashion Bar; KG Mens Store; Lane Bryant; Miller Stockman; Montaldos; Perkins Shearer; PMM Western Wear; Richman Bros.; Sheplers, Inc.; The Clothing Center; The Buccaneer; Casual Corner; Conrad's; County Seat; Fashion Gal; Foxmoor; Lerner; The Limited; Loehmann's; Hagan Sports; Kuppenheimer; Jerry Leonard; Brooks Brothers; The Regiment; The Gap; Burlington Coat Factory; Hit 'N' Miss; Clothestime; AnnTaylor; Fashion Bug; Sizes Unlimited; Benetton; Gantos; Neiman Marcus; Lord & Taylor; Saks Fifth Avenue.

Discount Stores-Target; K mart; Best; Wal-Mart; Service Merchandise; Price Club; Pace Whse.

Variety Stores-Woolworth; Steinmart; Marshalls; Yellow Front; Pier 1 Imports; T.J. Maxx; Ross; Cost Plus.

Chain Drug Stores-Walgreens 25; Osco 23; King Soopers 47; Phar-Mor; Econo; K mart 12.

Chain Supermarkets-Safeway 62; Albertson's 19; King Soopers 54; Grocery Warehouse 4; Cub Foods 6.

14 - NEWSPAPERS: DENVER POST (m) 248,493; (S) 413,343; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Gil Borelli, Gen. Adv. Mgr., DENVER POST, 1560 Broadway, Denver, CO 80202; Tel. (303) 820-1421.

National Representative: Newspapers First.

ROCKY MOUNTAIN NEWS (m) 374,009; (S) 432,502; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Paul Campbell, Gen. Adv. Mgr., ROCKY MOUNTAIN NEWS, 400 W. Colfax Ave., Denver, CO 80204; Tel. (303) 892-5304.

National Representative: Sawyer-Ferguson-Walker.

DURANGO

1 - LOCATION: La Plata County, E&P Map A-3, County Seat. Shipping and wholesale center for five counties in the San Juan Basin, SW Colorado and N New Mexico. Agricultural, tourism, mining, industrial center. Grand Junction, 167 mi. N; 340 mi. from Denver; 220 from Albuquerque, NM.

2 - TRANSPORTATION: Motor Freight Carriers-4.

Airlines-United Express; Continental Express; America West.

3 - POPULATION:

Corp. City 90 Cen. 12,430; E&P 92 Est. 12,944
CZ-ABC: (80) 11,649
RTZ-ABC: (80) 15,546
County 90 Cen. 32,284; E&P 92 Est. 34,075
City & RTZ-ABC: (80) 27,195

4 - HOUSEHOLDS:

City 90 Cen. 4,561; E&P 92 Est. 4,750
County 90 Cen. 12,128; E&P 92 Est. 12,801
CZ-ABC: (80) 4,120
RTZ-ABC: (80) 5,626
City & RTZ-ABC: (80) 9,746

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$232,800,000
Savings	1	(Incl. above)
Savings & Loan	2	(Incl. above)

6 - PASSENGER AUTOS: La Plata County 21,814

7 - ELECTRIC METERS: Residence 5,522

8 - GAS METERS: Residence 3,152

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lumber Proc. 125; Iron and Sheet Metal 32; Oil & Natural Gas 150; Bottling Plants 70; Tourism.

Principal Pay Days-10th, 20th.

10 - CLIMATE: First killing frost, Oct. 1; last killing frost, June 1.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-19 blocks on Main Ave.; 5 on Second Ave.; 8 on Sixth St.

Neighborhood Shopping Centers-Durango Mall; Main Mall; Town Plaza; Centennial; Animas Valley Mall, NM.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Centennial Mall	NA	Payless
Durango Mall	NA	K mart, JCPenney
Town Plaza(16)	NA	City Mkt

Principal Shopping Days-Mon., Thur., Sat. Grocery Stores are open Sundays.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears (catalog); K mart; Payless.

Variety Store-Woolworth.

Chain Drug Stores-Basin Rexall; Professional; Plaza; Revco.

Chain Supermarkets-City Market 2; Shur Value; Country Mkt.

Other Chain Stores-Hallmark; Maurice's; Stevenson's.

14 - NEWSPAPERS: HERALD (e-mon to fri) 7,260; (S) 8,924; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Don Steele, Adv. Mgr., HERALD, 1275 Main Ave.; PO Box Drawer A, Durango, CO 81302; Tel. (303) 247-3504.

National Representative: Branham/Newspaper Sales.

FORT COLLINS

1 - LOCATION: Larimer County, (Fort Collins-Loveland MSA), E&P Map C-1, County Seat. Colorado State University (18,000); tourist gateway. 65 mi. N of Denver; 45 mi. SW of Cheyenne.

2 - TRANSPORTATION: Railroads-Union Pacific; Colorado and Southern; Burlington Northern.

Motor Freight Carriers-8.

Intercity Bus Line-Continental Trailways.

3 - POPULATION:

Corp. City 90 Cen. 87,758; E&P 92 Est. 94,577
CZ-ABC: (80) 65,092
Bal. in NDM-ABC: (80) 34,532
County/MSA 90 Cen. 186,136; E&P 92 Est. 198,021
Total NDM-ABC: (80) 99,624

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 32,205; E&P 92 Est. 34,707
County/MSA 90 Cen. 74,455; E&P 92 Est. 79,209
CZ-ABC: (80) 23,523
Bal. in NDM-ABC: (80) 12,270
Total NDM-ABC: (80) 35,793

5 - BANKS	NUMBER	DEPOSITS
Commercial	11	$332,000,000
Savings & Loan	6	N.A.
Industrial	4	N.A.

6 - PASSENGER AUTOS: Larimer County 117,247

7 - ELECTRIC METERS: County Residence 73,005

8 - GAS METERS: County Residence 48,944

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Colorado State Univ. 8,600; Eastman Kodak 2,800; Hewlett-Packard 2,476; Poudre R-1 2,000; Woodward Governor 1,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-68; Summer 52-94; Fall 22-52; Winter 13-42. First killing frost, Sept. 8; last killing frost, May 7.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Neighborhood Shopping Centers-Laurel & College; College & Prospect; N College, 700-1100 blocks; W Elizabeth & Shields; S College, 2000-6500 blocks; S College, 3000-4000 blocks.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Campus West(33)	3	Campus Merit Drugs
Cedarwood Plz.	NA	King Soopers
Foothills Fashion Mall (50)	3	May D&F, JCPenney, Sears, Mervyn's
Foothills Sq.	NA	Fashion Bar
South College	2	Western Camera
University Mall (25)	1	King Sooper, Walgreens, Eaker's, Mont. Ward
K mart Plz.	2	K mart
Drake Crossing	5	Safeway, Walgreens
Scotch Pines	3	Toddy's

Principal Shopping Days-Wed., Thur., Fri., Sat., Sun.

Stores Open Evenings-Food and most major retailers.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Sears; May D&F; Eakers; Fashion Bar; Mervyn's.

Variety Store-Woolworth.

Discount Stores-K mart; Target; LaBelle's.

Chain Drug Stores-Walgreens 2; Rexall; Osco; Merit; Wal-Mart; Phar-Mor.

Chain Supermarkets-Safeway 2; Toddy's; King Soopers 2; Steele's 3; Beavers; Albertson's 2.

14 - NEWSPAPERS: COLORADOAN (m) 23,807; (S) 29,366; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: David A. Winegarden, Adv. Dir., COLORADOAN, PO Box 1577, Fort Collins, CO 80522; Tel. (303) 493-6397.

National Representative: Gannett National Newspaper Sales.

FORT MORGAN

1 - LOCATION: Morgan County, E&P Map C-1. 80 mi. NE Denver; on U.S. Hwys. 6, 34 and 198; State Hwy. 52; I-76.

2 - TRANSPORTATION: Railroad-Burlington.

Motor Freight Carriers-2.

Intercity Bus Lines-Greyhound; Continental.

3 - POPULATION:

Corp. City 90 Cen. 9,068; E&P 92 Est. 9,354
County 90 Cen. 21,939; E&P 92 Est. 22,336

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 3,328; E&P 92 Est. 3,433
County 90 Cen. 8,742; E&P 92 Est. 8,901

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$114,376,000
Savings & Loan	3	$79,470,060
Credit Union	1	N.A.

6 - PASSENGER AUTOS: Morgan County 15,128

7 - ELECTRIC METERS: Residence 3,818

8 - GAS METERS: Residence 2,764

9 - PRINCIPAL INDUSTRIES: Western Sugar Co.; Sugar Beet Factory; Grain; Seeds; Electric Generators; Fertilizer; Excel Beef Packers; Sugar.

10 - CLIMATE: First killing frost, Oct. 19; last killing frost, May 10.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St.; 3 on Ensign St.; 3 on State St.; 4 on Railroad Ave.; 13 on Platte Ave.

Principal Shopping Days-Mon., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Store-JCPenney.

Discount Stores-Alco; Gibson's; K mart.

Chain Drug Store-Gibson's; Atco; City Pharmacy.

Chain Supermarkets-Johnson's Super; Green Acres Mkt.; Edwards Mkt.; Safeway.

Other Chain Stores-Brown's Shoe Fit, Conrads; True Value Hardware.

14 - NEWSPAPERS: TIMES (e) 5,429; sworn Oct. 1, 1990.

Local Contact for Advertising and Merchandising Data: Harold E. Bohm, Adv. Mgr., TIMES, Box 4000, Fort Morgan, CO 80701; Tel. (303) 867-5651; FAX (303) 867-7448.

National Representative: Branham/Newspaper Sales.

FRISCO

1 - LOCATION: Summit County, E&P Map B-2.

2 - TRANSPORTATION: Intercity Bus Line-Greyhound; Summit Stage.

3 - POPULATION:

Corp. City 90 Cen. 1,601; E&P 92 Est. 1,719
County 90 Cen. 12,881; E&P 92 Est. 14,003

4 - HOUSEHOLDS:

City 90 Cen. 588; E&P 92 Est. 631
County 90 Cen. 5,600; E&P 92 Est. 6,087

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: Summit County 12,180

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Tourism; Agric.; Mining 9,000 (high); 7,000 (low); (Ski Community).
Principal Industrial Pay Days-1st. & 15th.

10 - CLIMATE: Av. Temp.-Summer 54; Winter 17.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-Wal-Mart Shpg. Plz.; Frisco Station; Frisco Mall.

13 - RETAIL OUTLETS: Discount Store-Wal-Mart.
Chain Supermarket-Safeway.
Other Chain Store-Ace Hardware.

14 - NEWSPAPERS: SUMMIT DAILY NEWS (m-tues to sat) 8,500 (free); sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: Dave Puddu, Gen. Mgr., SUMMIT DAILY NEWS, 120 N. 3rd. St.; PO Box 329, Frisco, CO 80443, Tel. (303) 668-3998.
National Representative: None.

GLENWOOD SPRINGS

1 - LOCATION: Garfield County, E&P Map B-2, County Seat. Agricultural, mining, service, retail, resort area. 90 mi. NE of Grand Junction. On State Hwy. 133; I-70; U.S. Hwys. 6, 24.

2 - TRANSPORTATION: Railroads-Amtrak; Denver & Rio Grande Western.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental Trailways; Trailways.

3 - POPULATION:
Corp. City 90 Cen. 6,561; E&P 92 Est. 7,118
County 90 Cen. 29,974; E&P 92 Est. 32,191

4 - HOUSEHOLDS:
City 90 Cen. 2,453; E&P 92 Est. 2,661
County 90 Cen. 11,874; E&P 92 Est. 12,752

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$160,000,000

6 - PASSENGER AUTOS: Garfield County 20,450

7 - ELECTRIC METERS: Residence (City) 4,307

8 - GAS METERS: Residence (City) 2,908

9 - PRINCIPAL INDUSTRIES: Farming; Dairying; Resort (Hot Springs); Mining (coal).

10 - CLIMATE: Min. & Max. Temp.-Spring 30-87; Summer 55-92; Fall 36-80; Winter 18-54. First killing frost, Oct. 23; last killing frost, Apr. 13.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-4 blocks on Grand Ave.; Glenwood Springs Mall.
Neighborhood Shopping Centers-City Market Plaza; Wal-Mart Shopping Ctr. South Glenwood on Hwy. 82; Van Rand Ctr.; Tamarack Mall; West Glenwood Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Glenwood Springs Mall	2	K mart, JCPenney

13 - RETAIL OUTLETS: Department Stores-JCPenney; Bullock's.
Discount Stores-K mart; Wal-Mart.
Variety Stores-Ben Franklin; Center Drug.
Chain Drug Store-Long's.
Chain Supermarkets-City Market; Smith.
Other Chain Stores-7-Eleven; Zales; 84 Lumber; Kenny's Shoes; Goodyear; Bumper to Bumper; Firestone; Gamble's; Gordon Jewelers.

14 - NEWSPAPERS: GLENWOOD POST (e-mon to fri) 4,969; sworn Oct. 1, 1990.
Local Contact for Advertising and Merchandising Data: Mac Owen, Adv. Mgr., GLENWOOD POST, 2014 Grand Ave.; PO Box 550, Glenwood Springs, CO 81601; Tel. (303) 945-8515.
National Representative: Branham/Newspaper Sales.

GRAND JUNCTION

1 - LOCATION: Mesa County, E&P Map A-2, County Seat. Shipping, whol. & ret., mining, industrial, recreation ctr. 250 mi. from Denver; 300 mi. from Salt Lake City. Regional Ret. trade area for approx. 9 counties.

2 - TRANSPORTATION: Railroads-Denver & Rio Grande Western.
Motor Freight Carriers-15.
Intercity Bus Line-Greyhound.
Airlines-Continental; Skywest; United Express; America West.

3 - POPULATION:
Corp. City 90 Cen. 29,034; E&P 92 Est. 29,936
County 90 Cen. 93,145; E&P 92 Est. 97,579
CZ-ABC: (80) 70,714
Bal. in NDM-ABC: (80) 78,907
Total NDM-ABC: (80) 149,621
Bal. in RTZ-ABC: (80) 19,613
Total NDM & RTZ-ABC: (80) 169,234
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 10,655; E&P 92 Est. 10,986
County 90 Cen. 36,112; E&P 92 Est. 37,831
CZ-ABC: (80) 26,101
Bal. in NDM: (80) 28,050
Total NDM-ABC: (80) 54,151
Bal. in RTZ-ABC: (80) 6,836
Total NDM & RTZ-ABC: (80) 60,987

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	N.A.
Commercial	10	$499,314,000

6 - PASSENGER AUTOS: Mesa County 63,636

7 - ELECTRIC METERS: Residence 31,041

8 - GAS METERS: Residence 31,091

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-N.A. (Av. Wkly. Wage)-Public Util. ($607); Retail Trade ($242); Mining ($547); Manufacturing ($458); Ceramics ($407).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-88; Summer 55-93; Fall 37-80; Winter 18-53. First killing frost, Oct. 22; last killing frost, Apr. 13.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown Business Section (101 stores); North Avenue, 1st. to 28th. Street (approx. 280 stores); Mesa Mall (89 stores).
Neighborhood Shopping Centers-Albertson's/Osco-12th & Orchard; Eastgate Shpg. Plz. (15 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
North Avenue (280)	3	Wal-Mart, Gibson's K mart
Mesa Mall(89)	6	JCPenney, Target, Sears, Mervyn's, Herberger's
Eastgate(15)	3	Pay 'N Pak, Radio Shack
Teller Arms(4)	3	Gibson's

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings and Sundays-Grocery, drug, shpg. ctr., discount stores.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Mervyn's; Herberger's.
Variety Store-Woolworth.
Discount Stores-Gibson's; K mart; Target; Wal-Mart.
Chain Drug Stores-Osco 2; Gibson's 2.
Chain Supermarkets-Safeway 2; City Market 6; Albertson's 2; County Market.
Other Chain Stores-Fashion Bar; Pay 'N Pak; Radio Shack.

14 - NEWSPAPERS: SENTINEL (e) 31,060; (S) 35,651; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Ralph Powers, Adv. Dir., SENTINEL, 734 S. 7th St.; PO Box 668, Grand Junction, CO 81501; Tel. (303) 242-5050.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

GREELEY

1 - LOCATION: Weld County, (MSA). E&P Map C-1, County Seat. NE part of state, midway between the capital cities of CO and WY, 52 mi. N of Denver, 51 mi. S of Cheyenne. Altitude 4,637 feet. At intersection of U.S. Hwys. 34 & 85. College center. Shipping point for livestock and farm products.

2 - TRANSPORTATION: Railroads-Union Pacific; Colorado & Southern.
Motor Freight Carriers-5.
Intercity Bus Line-Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 60,536; E&P 92 Est. 63,579
CZ-ABC: (80) 61,986
Bal. in NDM-ABC: (80) 61,452
Total NDM-ABC: (80) 123,438
County/MSA 90 Cen. 131,821; E&P 92 Est. 136,584

4 - HOUSEHOLDS:
City 90 Cen. 22,215; E&P 92 Est. 23,332
County/MSA 90 Cen. 52,517; E&P 92 Est. 54,415
CZ-ABC: (80) 22,667
Bal. in NDM-ABC: (80) 20,082
Total NDM-ABC: (80) 42,749

5 - BANKS	NUMBER	DEPOSITS
Industrial	3	N.A.
Savings & Loan	5	$178,682
Commercial	8	$497,360,000

6 - PASSENGER AUTOS: Weld County 87,080

7 - ELECTRIC METERS: Residence City 24,220; County 30,101

8 - GAS METERS: Residence 20,877

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food Proc. 250 (N.A.); Farm Equip. 50 (N.A.); Motor Rebuild. 30 (N.A.); Overall Factory 375 (N.A.); Packing Plant 2,780 ($280); Electronics 450 (N.A.); Educ. 1,430 (N.A.).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-90; Summer 50-100; Fall 20-80; Winter 15-70. First killing frost, Sept. 30; last killing frost, May 5.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-7th St. to 11th St. and 6th Ave. to 9th Ave., approximately 15 square blocks.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Greeley Mall(90)	NA	Sears, Mont. Ward, Joslins, Safeway, JCPenney, Fashion Bar
Hillside Ctr. (14)	NA	Fred Schmid
Hillside Mall (24)	NA	Target, King Soopers
Wilshire(7)	NA	
Bittersweet Plz. (23)	NA	Longs, Safeway

Stores Open Evenings-Food and discount Mon. through Sat. All stores open Thur. eves.

13 - RETAIL OUTLETS: Department Stores-Joslin's; JCPenney; Montgomery Ward; Big R; Fashion Bar; Sears; Country General; Agland.
Discount Stores-K mart; Target; Wal-Mart.
Variety Store-Woolworth.
Chain Drug Stores-Merit; Osco 2; Long's.
Chain Supermarkets-Safeway 3; King Soopers; Toddy's; Shopping Sav; Grocery Warehouse; Albertson's.
Other Chain Stores-Auto Supplies: Checker Auto; Firestone; Big A; Colorado Parts 2; Dairies: Meadow Gold, Sintons, Lowell-Paul; Finance Companies: Dial, General Associates, Avco, Aetna, Pacific, Security Credit, Household Finance, Beneficial, G.A.C.; Ice Cream: Bresler's, Baskin-Robbins 2, Dairy Queen; Jewelry: Weiss, Zales, Gordon's; Men's Wear: K.G. Men's; Paint: KWAL, Valspar, Pittsburgh, Sherwin-Williams, Komac; Sewing Centers: Viking, Bernina, Necchi-Elva, Pfaff, Singer; Shoes: Kinney, Brown's Shoe Fit, Red Wing, Famous Footwear, Payless, Fashion Bar; Women's Apparel: Fashion Bar, Carriage House, Miss B's; Appliances, Silo, Fred Schmid.

14 - NEWSPAPERS: TRIBUNE (e) 24,006; (S) 23,826; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data. Mike Pieruccini, Adv. Dir., TRIBUNE, 501 8th Ave., Greeley, CO 80632; Tel. (303) 352-0211.
National Representative: None.

LA JUNTA

1 - LOCATION: Otero County, E&P Map C-3, County Seat.

2 - TRANSPORTATION: Railroads-Atchison; Topeka; Santa Fe.
Motor Freight Carriers-5.
Intercity Bus Line-Trailways.

3 - POPULATION:
Corp. City 90 Cen. 7,637; E&P 92 Est. 7,682
County 90 Cen. 20,185; E&P 92 Est. 20,209

4 - HOUSEHOLDS:
City 90 Cen. 2,803; E&P 92 Est. 2,819
County 90 Cen. 8,326; E&P 92 Est. 8,336

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$66,271,000
Savings & Loan	1	N.A.
Industrial	1	$18,187,000

6 - PASSENGER AUTOS: Otero County 14,166

7 - ELECTRIC METERS: Residence 4,500

8 - GAS METERS: Residence 3,966

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-R.R. Shops 500; Food Prods. 375; USAF 150; Brass Fittings Mfg. 150; Livestock Sales Rings 120; Clothing Mfg. 170; Regional Hospital 150.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-80; Summer 60-105; Fall 20-75; Winter 0-50. First killing frost, Oct. 8; last killing frost, Apr. 28.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Days-Wed., Thur., Sun.
Stores Open Evenings-Dept.: Sat.; Food: Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears.
Variety Store-Woolworth.
Discount Store-Gibson's; Wal-Mart.
Chain Supermarket-Safeway.

14 - NEWSPAPERS: TRIBUNE-DEMOCRAT (e) 3,450; sworn May 29, 1991.
Local Contact for Advertising and Merchandising Data: Mack Burtis, Pub., TRIBUNE-DEMOCRAT, PO Box 480, La Junta, CO 81050; Tel. (719) 384-4475.
National Representative: Branham/Newspaper Sales.

LAMAR

1 - LOCATION: Prowers County, E&P Map D-3. 30 mi. W of Kansas State line; 120 mi. E of Pueblo; 200 mi. SE of Denver. On State Hwys. 119, 192, 196; U.S. Hwys. 50, 287 and 385.

2 - TRANSPORTATION: Railroad-Santa Fe.
Motor Freight Carriers-3.
Intercity Bus Line-Trailways.
Airline-Air Midwest.

3 - POPULATION:
Corp. City 90 Cen. 8,343; E&P 92 Est. 8,679
County 90 Cen. 13,347; E&P 92 Est. 13,743
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 3,062; E&P 92 Est. 3,185
County 90 Cen. 5,547; E&P 92 Est. 5,711

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$120,422,658

6 - PASSENGER AUTOS: Prowers County 6,697

7 - ELECTRIC METERS: Residence 4,937

8 - GAS METERS: Residence 3,915

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Bus Mfg. 700; Cattle Feed Yards 100.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-70; Summer 60-92; Fall 37-73; Winter 16-48. First killing frost, Oct. 18; last killing frost, Apr. 17.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-10 blocks on Main St.; 20 stores on adjacent streets; Vlg. Shopping Ctr., 10 outlets; K mart Shopping Ctr., 6 outlets.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Eisenhauer's; Sears (catalog); Big R; Farm and Ranch General Store.
Variety Store-V&S.
Discount Stores-Gibson; K mart.
Chain Drug Stores-Geddy's; Coles; Gibson's; Corner; Jim's.
Chain Supermarkets-Safeway; IGA; 7-Eleven; Love's; Warehouse Foods.
Other Chain Stores-Conrad's; Mademoiselle; BMS-True Value Hardware; Guihen's Lumber & Landscape; Our Own Hardware.

14 - NEWSPAPERS: NEWS (e-mon to fri) 3,913; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: Tom Betz, Adv. Dir., NEWS, 310 S. 5th; PO Box 1217, Lamar, CO 81052; Tel. (303) 336-2266.
National Representative: Colorado Press Service.

LONGMONT

1 - LOCATION: Boulder County, (In Boulder-Longmont PMSA). E&P Map C-1. Residential, Hi Tech, Electronic, Industrial & Agric. center. 37 mi. N of Denver. On State Hwys. 66, 119; U.S. Hwy. 287; 7 mi. W of I-25.

2 - TRANSPORTATION: Railroads-Burlington Route; Colo. & Southern.
Motor Freight Carriers-4.
Intercity Bus Lines-Regional Transportation District; Greyhound; Trailways.

3 - POPULATION:
Corp. City 90 Cen. 51,555; E&P 92 Est. 54,597
CZ-ABC: (80) 42,942
RTZ-ABC: (80) 72,450
County/PMSA 90 Cen. 225,339; E&P 92 Est. 238,103
City & RTZ-ABC: (80) 115,392
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 90 Cen. 18,919; E&P 92 Est. 20,036
County/PMSA 90 Cen. 82,834; E&P 92 Est. 87,526
CZ-ABC: (80) 15,483
RTZ-ABC: (80) 25,065
City & RTZ-ABC: (80) 40,548

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$259,493,400
Savings & Loan	10	$2,899,596,232

6 - PASSENGER AUTOS: Boulder County 167,098

7 - ELECTRIC METERS: Residence 18,522

8 - GAS METERS: Residence 17,473

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agriculture/Mining 1,013; Construction 3,270; Mfg. 30,504; Trans. & Utilities 2,324; Trade 24,164; Fin., Ins. & R.E. 3,986; Services 26,729; Gov't. 23,098; Other 15,014.

10 - CLIMATE: Av. Mean Temp.-Winter 31; Summer 74.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Week nights.

13 - RETAIL OUTLETS: Department Stores-Joslins; Fashion Bar; JCPenney; Sears; K.G. Men's; Howell's.
Discount Stores-K mart, Wal Mart.
Chain Drug Stores-Walgreens 3.
Chain Supermarkets-Safeway 3; Albertson's; King Sooper; Food Bonanza; Pantry Market.
Other Chain Stores-Firestone; Goodyear Service Store; Dave Cook Sports; Miller Stockman; Orange Julius; Ups 'N Downs; Circus World Toys; Zales; Radio Shack.

14 - NEWSPAPERS: TIMES-CALL (e) 19,229; (S) 20,508; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: David J. Storey, V.P. Sales & Mktg., TIMES-CALL, 350 Terry St., Longmont, CO 80501; Tel. (303) 776-2244.
National Representatives: Branham/Newspaper Sales; Colorado Press Service.

LOVELAND

1 - LOCATION: Larimer County, (In Fort Collins MSA). E&P Map C-1. 20 mi. W of Greeley. On U.S. Hwys. 34, 287. 50 mi. N of Denver; 7 mi. W of I-25.

2 - TRANSPORTATION: Railroads-Colorado & Southern Burlington; Great Western.
Intercity Bus Line-Trailways.
Airlines-Fort Collins-Loveland Airport is 8 mi NE of Loveland.

3 - POPULATION:
Corp. City 90 Cen. 37,352; E&P 92 Est. 39,734
CZ-ABC: (80) 30,215
RTZ-ABC: (80) 37,160
City & RTZ-ABC: (80) 67,375
County/MSA 90 Cen. 186,136; E&P 92 Est. 198,021

4 - HOUSEHOLDS:
City 90 Cen. 13,707; E&P 92 Est. 14,581
County/MSA 90 Cen. 74,455; E&P 92 Est. 79,209
CZ-ABC: (80) 11,429
RTZ-ABC: (80) 12,841
City & RTZ-ABC: (80) 24,270

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$152,971,000
Commercial	5	$181,805,339
Industrial	3	$9,481,392
Credit Unions	5	$10,927,000

6 - PASSENGER AUTOS: Larimer County 117,247

7 - ELECTRIC METERS: Residence 15,500

8 - GAS METERS: Residence 10,990

9 - PRINCIPAL INDUSTRIES: Industry, (No. of Workers)-Agric. Livestock; Meat Packing; Furn.; Pre-Fab & Mobile Homes 125; Electronics 3,500; Jewelry; Photographic Papers 3,000; Offset Printing Plates; Oral Hygiene Prods.; Shower Massagers; Water Testing Equipment; Tourism.

10 - CLIMATE: Moderate.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: (See Greeley & Fort Collins)

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Orchard(23)	2	King Soopers, Coast-to-Coast Hdwe.
Palmer Gardens	2	
Westlake	2	Ben Franklin
University Mall (25)	12	Wards, King Soopers
Foothills Sq.	11	Fashion Bar
Horizon Park	17	K mart, Osco, King Soopers
Foothille Fashion Mall (50)	10	Sears, May D&F, JCPenney, Mervyn's

Principal Shopping Days-Sat., Mon., Thur., Sun. Supermarkets open Sundays.

13 - RETAIL OUTLETS: Department Store-Westerman's.
Discount Stores-Loveland; K mart; Country General; Wal-Mart; Sam's Wholesale Club.
Variety Store-Ben Franklin.
Chain Drug Store-Walgreens.
Chain Supermarkets-Safeway; King Soopers; AG; County Market.
Other Chain Stores-Goodyear; Firestone; Western Auto.

14 - NEWSPAPERS: REPORTER-HERALD (e-mon to fri) 16,102; (wknd) 17,206 Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Michael A. Gugliotto, Adv. Dir., REPORTER-HERALD, 450 Cleveland; PO Box 59, Loveland, CO 80537; Tel. (303) 669-5050.
National Representative: Branham/Newspapers Sales.

MONTROSE

1 - LOCATION: Montrose County, E&P Map A-2, County Seat. Agric., trade & tourism ctr., 260 mi. W of Denver; 350 mi. from Salt Lake City. On U.S. Hwys. 50, 550; State Hwy. 90.

2 - TRANSPORTATION: Railroads-Denver & Rio Grande Western.
Motor Freight Carriers-2.
Intercity Bus Line-Continental Trailways.
Airlines-Aspen Airways; Trans Colorado.

3 - POPULATION:
Corp. City 90 Cen. 8,854; E&P 92 Est. 9,100
County 90 Cen. 24,423; E&P 92 Est. 25,002
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 3,249; E&P 92 Est. 3,340
County 90 Cen. 9,921; E&P 92 Est. 10,156

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$1,152,222
Savings & Loan	3	$1,152,226,893
Commercial	3	$131,019,389

6 - PASSENGER AUTOS: Montrose County 17,368

7 - ELECTRIC METERS: Residence 3,693

8 - GAS METERS: Residence 3,546

9 - PRINCIPAL INDUSTRIES: Agric.; Livestock; Lumbering; Candies; Tourism; Gov't.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-62; Summer 52-86; Fall 36-65; Winter 16-40.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Allison's; Reeve's; Charmaine's; Conrad's.
Discount Stores-Gibson; K mart; Yellow Front; Wal-Mart.
Variety Stores-Ben Franklin; True Value Hdwe.
Chain Supermarkets-City 3; Smiths'; City Market; Wyatt's Warehouse.

14 - NEWSPAPERS: PRESS (e-mon to fri) 7,053; sworn Sept. 28, 1990.
Local Contact for Advertising and Merchandising Data: Charles P. Butterbaugh, Adv. Dir., PRESS, 535 S. 1st St.; PO Box 81402, Montrose, CO 81402; Tel. (303) 249-3444.
National Representative: Branham/Newspaper Sales.

PUEBLO

1 - LOCATION: Pueblo County (MSA). E&P Map C-3, County Seat. Manufacturing; agriculture; wholesale and distributing center for S Colorado, N New Mexico, W Kansas; 112 mi. S of Denver, a major part of the Colo. Springs/Pueblo ADI.

2 - TRANSPORTATION: Railroads-Santa Fe; Missouri Pacific; Denver & Rio Grande Western; Colorado & Southern Burlington.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound Trailways; 24 Taxi Cabs.
Airlines-Continental Express; TWA; America West; United Express; Federal Express (freight).

3 - POPULATION:
Corp. City 90 Cen. 98,640; E&P 92 Est. 100,459
CZ-ABC: (80) 116,571
Bal. in NDM-ABC: (80) 142,987
Total NDM-ABC: (80) 259,558
County/MSA 90 Cen. 123,051; E&P 92 Est. 125,471

4 - HOUSEHOLDS:
City 90 Cen. 36,198; E&P 92 Est. 36,866
County/MSA 90 Cen. 48,878; E&P 92 Est. 49,840
CZ-ABC: (80) 41,958
Bal. in NDM-ABC: (80) 50,168
Total NDM-ABC: (80) 92,126

5 - BANKS	NUMBER	DEPOSITS
Savings	12	$539,245,000
Savings & Loan	7	$396,752,000

6 - PASSENGER AUTOS: Pueblo County 87,703

7 - ELECTRIC METERS: Residence 50,089

8 - GAS METERS: Residence 39,980

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 4,790; Mining-Trade (Ret. & Whol.) 9,630; Gov't 10,210; Trans., Util. & Commun. 6,820; Fin., Ins., R.E. 1,720; Service 9,350; Contract Constr. 1,500; Military 750; Healthcare 3,374; Education 3,567; Trans. 607.
Principal Industrial Pay Days-Steel Mill-Mon., Tues., Wed.; Pueblo Army Depot-Every other Fri.; Railroads-1st and 15th; Gov't.-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-75; Summer 55-91; Fall 25-81; Winter 14-49. First killing frost, Sept. 19; last killing frost, May 19.

11 - TAP WATER: Alkaline, hard; naturally fluoridated.

12 - RETAILING: Principal Shopping Area-9 blocks on Santa Fe; 11 on Main; 5 on Court; 6 on Union.
Neighborhood Shopping Areas-Abriendo, Broadway to Quincy, 3 blocks; Northern Ave., Elm to Spruce, 4 blocks.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belmont(27)	1	Chet's Market
Arapahoe(11)	2	Blende Super
Midtown(25)	NA	Sears
Sunset Plaza(33)	2	Safeway
King Soopers	2	King Soopers
Pueblo Mall(87)	1	Mont. Ward, Gart, JCPenney, Joslin's, Mervyn's, Target
Regency Sq.(32)	2	Payless

Principal Shopping Days-Mon.-Sun.
Stores Open Evenings-Food Mon. to Sun. 24hrs; Some grocery, drug open Sun.

13 - RETAIL OUTLETS: Department Stores-Joslin's; Mervyn's; Service Merchandise; Montgomery Ward; Sears; JCPenney.
Discount Stores-Wal-Mart 2; K mart 2; Target.
Variety Store-Ben Franklin.
Chain Drug Stores-Payless; Grove (Merit) 5; Alamo; Associated Druggists 10.
Chain Supermarkets-Safeway 3; Blende Super; Chet's Food Center 2; King Soopers 2; Super Foods 6; 7-Eleven 21; Stop 'N Save; Loaf 'N Jug 43; County Market.
Other Chain Stores-B.F. Goodrich; Goodyear; Fashion Bar; Kinney Shoes; Baker Shoes; Singer Co.; Zales Jewelers; Sherwin-Williams Paints 2; Pittsburgh Paint & Glass; Gart Bros. Sporting Goods; Baskin-Robbins; IBM; NAPA Auto Parts; Kwal Paints; Sutherland Lumber Co.; Big Sur Waterbeds; Pay 'N Pack; Checker Auto 2; Sieferts; KG Men's; So-Fro Fabrics; Casual Corner; Pearl Vision; Waldenbooks; Motherhood Maternity; Track 'N Trail; Foot Scene; T-Shirts Plus; Royal Optical; Athlete's Foot; Mailing Shoes.

14 - NEWSPAPERS: PUEBLO CHEFTAIN (m) 50,976; (S) 56,325; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Jack Wyss, Adv. Dir., CHEFTAIN, PO Box 4040, Pueblo, CO 81003; Tel. (719) 544-3520.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

ROCKY FORD

1 - LOCATION: Otero County, E&P Map C-3. 11 mi. W of La Junta. On Fed. Hwy. 50; State Hwy. 71.

2 - TRANSPORTATION: Railroad-Santa Fe.

Bus Line-Continental Trailways.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 90 Cen. 4,162; E&P 92 Est 4,134
County 90 Cen. 20,185; E&P 92 Est. 20,209

4 - HOUSEHOLDS:
City 90 Cen. 1,527; E&P 92 Est. 1,517
County 90 Cen. 8,326; E&P 92 Est. 8,336

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	1	$13,443,551
Commercial	3	$30,206,977

6 - PASSENGER AUTOS: Otero County 14,166

7 - ELECTRIC METERS: Residence 1,714

8 - GAS METERS: Residence 2,257

9 - PRINCIPAL INDUSTRIES: Seed Cleaning; Equipment Mfg.; Seeds; Producers & Wholesalers; Frozen Foods (Onion & Vegetable Processing); Recycling Equipment Mfg.; Western Clothing Mfg.

10 - CLIMATE: Min. & Max. Temp.-0-100.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Discount Store-Gibson's.
Chain Drug Store-Health Mart.
Chain Supermarkets-Safeway; 7-Eleven; Loaf 'N Jug; Love's Country Store; Super Foods; Affiliated Foods.

14 - NEWSPAPERS: GAZETTE (e-mon to fri) 3,154; sworn Sept. 28, 1990.
Local Contact for Advertising and Merchandising Data: J.R. Thompson, Adv. Dir., GAZETTE, 912 Elm Ave.; PO Box 430, Rocky Ford, CO 81067; Tel. (303) 254-3351.
National Representative: None.

SALIDA

1 - LOCATION: Chaffee County, E&P Map B-2. Industrial, agric., residential ctr. & vacation resort; Monarch ski area and major subdivision development. 60 mi. W of Canon City; 100 mi. W of Pueblo. On U.S. Hwys. 50, 285, CO 291.

2 - TRANSPORTATION: Railroads-Division point for D&RGW.
Intercity Bus Line-TNMO.

3 - POPULATION:
Corp. City 90 Cen. 4,737; E&P 92 Est. 4,827
County 90 Cen. 12,684; E&P 92 Est. 12,871
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 1,738; E&P 92 Est. 1,771
County 90 Cen. 4,631; E&P 92 Est. 4,699

5 - BANKS	NUMBER	EST. DEP.
Bldg. & Loan	1	$32,000,000
Commercial	NA	$70,000,000

6 - PASSENGER AUTOS: Chaffee County 9,415

7 - ELECTRIC METERS: Residence 4,750

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Limestone Quarry & Screening Plant; Lumber; Soil Conditioning Agent; Tourism; Livestock Auctioning Ctr.; Poultry; Granite Grit Mfg.; Beryl; Terrazzo; Agric.; Cattle; Skiing; T-Shirt Imprinting; Pottery; Rafting.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-74; Summer 44-82; Fall 19-73; Winter 8-46.

11 - TAP WATER: Alkaline 112 PPM, medium hard (136 PPM).

12 - RETAILING: Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Crews-Beggs; Sharpes; Shady Lady.
Discount Stores-Gibson; Wal-Mart.
Chain Supermarkets-Safeway; AG 2.

14 - NEWSPAPERS: MOUNTAIN MAIL (m-mon to fri) 2,835; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: Merle Baranczyk, Pub., MOUNTAIN MAIL, 125 E. 2nd St.; PO Box 189, Salida, CO 81201; Tel. (303) 539-6691.
National Representative: Branham/Newspaper Sales.

STEAMBOAT SPRINGS

1 - LOCATION: Routt County, E&P Map B-1, 160 mi. NW of Denver.

2 TRANSPORTATION: Intercity Bus Line-Greyhound.
Airlines-American; Continental.

3 - POPULATION:
Corp. City 90 Cen. 6,695; E&P 92 Est. 7,188
County 90 Cen. 14,088; E&P 92 Est. 14,532

4 - HOUSEHOLDS:
City 90 Cen. 2,503; E&P 92 Est. 2,687
County 90 Cen. 5,637; E&P 92 Est. 5,814

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$191,453,000

6 - PASSENGER AUTOS: Routt County 11,039

7 - ELECTRIC METERS: City 6,600

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, (Av. Wkly. Wage)-Tourism; Skiing; Agriculture ($350).
Principal Industrial Pay Days-1st. & 15th.

10 - CLIMATE: Av. Temp.-Summer 70-80; Fall 60-70; Winter 20. First killing frost Sept.; last killing frost June.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-Downtown Steamboat; Central Park Plz.; Sundance Plz.; 5th St. Market Plz.; Ski-Towne Sq.; Olde Town Sq.

13 - RETAIL OUTLETS: Chain Drug Store-Lion's.
Chain Supermarkets-Safeway; City Market.
Other Chain Stores-True Value Hdwe.; BMC West.

14 - NEWSPAPERS: STEAMBOAT TODAY (m-mon to thur) 4,500; (m-fri) 5,500; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: Karl Hanosky, Bus. Mgr., STEAMBOAT TODAY, PO Box 774827, Steamboat Springs, CO 80477; Tel. (303) 879-1502.
National Representative: None.

STERLING

1 - LOCATION: Logan County, E&P Map D-1, County Seat. Wholesale and shipping center for grain, cattle, sugar and oil in 5-county area of NE corner of CO. On South Platte River, 125 mi. NE of Denver; 430 mi. W of Omaha; 100 mi. SE of Cheyenne, WY. On I-76; U.S. Hwys. 6, 138 (main Denver-Chicago route), and State Hwys. 14 and 154.

2 - TRANSPORTATION: Railroads-Union Pacific; Burlington-Northern.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Dash About Shuttle.

3 - POPULATION:
Corp. City 90 Cen. 10,362; E&P 92 Est. 10,409
County 90 Cen. 17,567; E&P 92 Est. 17,537
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 3,874; E&P 92 Est. 3,891
County 90 Cen. 6,790; E&P 92 Est. 6,778

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	3	$232,112,893
Commercial	4	(incl. above)
Credit Union	1	(incl. above)

6 - PASSENGER AUTOS: Logan County 12,488

7 - ELECTRIC METERS: Residence 4,928

8 - GAS METERS: Residence 4,677

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-R.R. Shops & Offices 215 ($400); Grain Elevators 30 ($240); Cattle Feeding 100 ($180); Oil Pipelines 65 ($300); Beef Slaughter Plant 173 ($290); Clothing 73 ($150).
Principal Industrial Pay Days-5th & 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-56; Summer 55-85; Fall 33-61; Winter 16-48. First killing frost, Oct. 19; last killing frost, Apr. 21.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Center-30 blocks on 11 streets.
Neighborhood Shopping Centers-Broadway Plaza; U.S. Hwy. 138, N edge of city; High Plains Center; W Main Street.
Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Food-Thur., Fri.; 24 hr. supermarket.

13 - RETAIL OUTLETS: Department Stores-JCPenney; C.R. Anthony; Sears; Bostwicks.
Variety Store-Woolworth.
Discount Stores-Gibson's; K mart; Wheelers; Wal-Mart.
Chain Supermarkets-U-Save Supers 2; Bauer's; Big T.
Other Chain Stores-Brown Shoe-Fit; Conrad's; Sherwin-Williams; Komac; Mead Lumber; Payless Shoes; Fashion Crossroads; Mr. D's (hardware).

14 - NEWSPAPERS: JOURNAL-ADVOCATE (e) 6,235; sworn Oct. 1, 1990.
Local Contact for Advertising and Merchandising Data: Myron D. House, Adv. Dir., JOURNAL-ADVOCATE, 504 N. 3rd St.; PO Box 1272, Sterling, CO 80751; Tel. (303) 522-1990.
National Representative: Branham/Newspaper Sales.

TRINIDAD

1 - LOCATION: Las Animas County, E&P Map C-3, County Seat. S central part of state. 85 miles south of Pueblo, CO on I-25.

2 - TRANSPORTATION: Railroads-AT&SF; C&S (freight); Amtrak; C&W, BN, Santa Fe (freight).
Motor Freight Carriers-2.
Intercity Bus Line-Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 8,580; E&P 92 Est. 8,571
CZ-ABC: (80) 9,663
RTZ-ABC: (80) 5,234
County 90 Cen. 13,765; E&P 92 Est. 13,878
City & RTZ-ABC: (80) 14,897

4 - HOUSEHOLDS:
City 90 Cen. 3,207; E&P 92 Est. 3,204
County 90 Cen. 5,450; E&P 92 Est. 5,494
CZ-ABC: (80) 3,516
RTZ-ABC: (80) 1,851
City & RTZ-ABC: (80) 5,367

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$1,006,480
Savings & Loan	1	$55,160,000

6 - PASSENGER AUTOS: Las Animas County 9,978

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Railroads 275; Coal Mining 164; Cattle.
Principal Industrial Pay Days-5th & 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 8-85; Summer 33-100; Fall 8-88; Winter 24-76. First killing frost, Oct. 6; last killing frost, May 5.

11 - TAP WATER: Neutral, soft, chlorinated; fluoridated.

12 - RETAILING: Principal Shopping Center-Six blocks on Main and Commercial Sts., IH-25 and Moro Road.
Neighborhood Shopping Centers-Arizona and Colorado Aves.; University St.; Pine & State Sts.; Nevada University; Trinidad Plz. 5 retail stores.
Principal Shopping Days-Mon., Wed., Sat.
Stores Open Sundays-Grocery, drug and discount.

13 - RETAIL OUTLETS: Discount Store-Wal-Mart.
Chain Drug Stores-Revco; Good Neighbor (Marty's Phcy).
Chain Supermarkets-Safeway; Ringo Bros. 3; Super Save.
Other Chain Stores-Radio Shack; Sears (catalog); Goodyear Tire; Taco Bell; Pizza Hut; Dairy Queen; Midas Muffler; JCPenney (catalog).

14 - NEWSPAPERS: CHRONICLE-NEWS (e-mon to fri) 3,012; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Patrick Arguello, Adv. Reps., CHRONICLE-NEWS, PO Box 763, Trinidad, CO 81082; Tel. (719) 846-3311; FAX (719) 846-3612.
National Representative: None.

VAIL

1 - LOCATION: Eagle County, E&P Map B-2. Central Colorado mountain area. On I-70, 100 mi. W of Denver.

2 - TRANSPORTATION: Railroad-Rio Grande.
Intercity Bus Lines-Greyhound; Trailways.
Airline-American Airlines.

3 - POPULATION:
Corp. City 90 Cen. 3,659; E&P 92 Est. 3,771
County 90 Cen. 21,928; E&P 92 Est. 24,238

4 - HOUSEHOLDS:
City 90 Cen. 1,368; E&P 92 Est. 1,410
County 90 Cen. 9,136; E&P 92 Est. 10,098

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: Eagle County 19,494

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry-Tourism; Skiing; Golfing; Fishing.

10 - CLIMATE: Av. Temp.-Summer 75; Winter 25. First killing frost, Sept.; last killing frost, June.

11 - TAP WATER: Hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crossroads	NA	Village Mkt.
West Vail Mall	NA	Safeway, Ace Hdwe.
Avon	NA	Wal-Mart, City Mkt.

13 - RETAIL OUTLETS: Department Stores-Bill Bullocks; Wal-Mart.
Variety Store-Rucksacks.
Chain Supermarkets-Safeway; City Market.

14 - NEWSPAPERS: VAIL DAILY (m-tues to sat; S) 11,000; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: James Pavelich, Pub., VAIL DAILY, 143 E. Meadow Dr.; PO Box 81, Vail, CO 81658; Tel. (303) 476-0555.
National Representative: None.

CONNECTICUT SURVEYS

METROPOLITAN STATISTICAL AREAS

New Haven-Meriden-Clinton and Killingworth towns in Middlesex County; Meriden, New Haven and West Haven cities; Bethany, Branford, East Haven, Guilford, Hamden, Madison, North Branford, North Haven, Orange, Wallingford and Woodbridge towns in New Haven County.

New London-Norwich, CT-RI-New London and Norwich cities; Bozrah, East Lyme, Franklin, Griswold, Groton, Ledyard, Lisbon, Montville, North Stonington, Old Lyme, Preston, Salem, Sprague, Stonington and Waterford towns in New London County, CT; Canterbury town in Windham County, CT; Hopkinton and Westerly towns in Washington County, RI.

Waterbury-Bethlehem, Thomaston, Watertown and Woodbury towns in Litchfield County; Waterbury city; Naugatuck borough; Middlebury, Prospect, Southbury and Wolcott towns in New Haven County.

PRIMARY METROPOLITAN STATISTICAL AREAS

Bridgeport-Milford-Bridgeport and Shelton cities; Easton, Fairfield, Monroe, Stratford, and Trumbull towns in Fairfield County; Ansonia, Derby and Milford cities; Beacon Falls, Oxford and Seymour towns in New Haven County.

Bristol-Bristol city and Burlington town in Hartford County; Plymouth town in Litchfield County.

Danbury-Danbury city; Bethel, Brookfield, New Fairfield, Newton, Redding, Ridgefield and Sherman towns in Fairfield County; Bridgewater and New Milford towns in Litchfield County.

Hartford-Hartford city; Avon Bloomfield, Canton, East Granby, East Hartford, East Windsor, Einfield, Farmington, Glastonbury, Granby, Manchester, Marlborough, Newington, Rocky Hill, Simsbury, South Windsor, Suffield, West Hartford, Wethersfield, Windsor, and Windsor Locks towns in Hartford County; Barkhamsted and New Hartford towns in Litchfield County, East Haddam town in Middlesex County; Colchester town in New London County; Andover, Bolton, Columbia, Coventry, Ellington, Hebron, Somers, Stafford, Tolland, Vernon and Willington towns in Tolland County.

Middletown-Middletown city; Cromwell, Durham, East Hampton, Haddam, Middlefield and Portland towns in Middlesex County.

New Britain-New Britain City; Berlin, Plainville and Southington towns in Hartford County.

Norwalk-Norwalk city; Weston, Westport and Wilton towns in Fairfield County.

Stamford-Stamford city; Darien, Greenwich and New Canaan towns in Fairfield County.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Hartford-New Britain-Middletown-Includes Bristol PMSA; Hartford PMSA; Middletown PMSA; and New Britain PMSA.

New York-Northern New Jersey-Long Island, NY-NJ-CT-Includes Bergen-Passaic, NJ PMSA; Bridgeport-Milford, CT PMSA; Middlesex-Somerset-Hunterdon, NJ PMSA; Monmouth-Ocean, NJ PMSA; Nassau-Suffolk, NY PMSA; New York, NY PMSA; Newark, NJ PMSA; Norwalk, CT PMSA; Orange County, NY PMSA; and Stamford, CT PMSA.

POPULATION ESTIMATES

(Thousands)

Age Group	1980	1990	1992
Under 5 Years	185	244	247
5-14 Years	465	471	478
15-24 Years	561	475	482
25-44 Years	861	1,077	1,092
45-64 Years	674	674	683
65 and Over	368	354	359
TOTAL	3,114	3,296	3,341

Based on U.S. Census

POPULATION ESTIMATES

(Thousands) -

Places of 50,000 or more and Central Cities of MSA's with 10% or more of Spanish Origin Population according to the U.S. 1980 Census.

City	Total Pop.	Spanish Origin	Percent
Bridgeport	142,546	26,656	18.7
Hartford	130,392	26,730	20.5

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1977 Census	1982 Census	1992 Est.
Bldg. Mat./Hdwr	475	659	1,597
General Mdse	1,262	1,554	3,103
Food	2,387	3,422	6,081
Automobiles	1,782	2,665	6,847
Gasoline Stations	805	1,448	1,913
Apparel	558	925	1,769
Furniture	451	641	1,561
Eat-Drink Places	889	1,428	2,877
Drugs	310	467	918
TOTAL SALES	10,428	15,829	31,159

ANSONIA

1 - LOCATION: New Haven County, (In New Haven-Waterbury-Meriden NECMA). E&P Map B-3. Residential and industrial center on Naugatuck River. 10 mi. NW of New Haven; 14 mi. NE of Bridgeport; 16 mi. S. of Waterbury; 68 mi. NE of New York. On State Hwy. 8.

2 - TRANSPORTATION: Railroad-Conrail.

Motor Freight Carriers-7.

Intercity Bus Lines-CR&L; Intercity; Berkshire.

3 - POPULATION:

Corp. City 90 Cen. 18,403; E&P 92 Est. 18,380
CZ-ABC: (80) 44,819
RTZ-ABC: (80) 41,943
County 90 Cen. 804,219; E&P 92 Est. 817,108
NECMA 90 Cen. 804,219; E&P 92 Est. 817,108
City & RTZ-ABC: (80) 86,762

4 - HOUSEHOLDS:

City 90 Cen. 6,800; E&P 92 Est. 6,791
County 90 Cen. 304,285; E&P 92 Est. 309,162
CZ-ABC: (80) 16,519
RTZ-ABC: (80) 13,475
NECMA 90 Cen. 309,315; E&P 92 Est. 314,272
City & RTZ-ABC: (80) 29,994

5 - BANKS	NUMBER	DEPOSITS
Savings	7	$341,298,000
Savings & Loan	2	$31,144,000
Commercial	8	$102,700,000

6 - PASSENGER AUTOS: New Haven County 460,617

7 - ELECTRIC METERS: Residence 30,347

8 - GAS METERS: Residence 10,577

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-All Mfg. 6,060; Primary Metals; Research; Telecommunications; Fabricated Metals & Mach. 2,550; Other Mfg. 2,000; Total Emp. 10,610.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-66; Summer 57-80; Fall 34-52; Winter 21-37. First killing frost, Oct. 27; last killing frost, Apr. 16.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: Principal Shopping Centers-8 blocks on Ansonia; 2 on Shelton; 4 on Derby; 2 on Seymour; Route 8, Derby-Ansonia Line; Route 8, Ansonia Seymour; Route 34, Derby; Route 110, Shelton.

Regional Shopping Centers-East Dearby (Derby); Huntington (Shelton); Oxford Center (Oxford); Seymour Center (Seymour).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ansonia Mall(36)	NA	K mart
Ansonia Plz.(16)	NA	Jerry's Mkt.
Westside(13)	NA	Pilgrim Barbeque
Seymour Plz.(6)	NA	
Orange/Derby(20)	NA	Klarides, DM Reed
Valley(8)	NA	Bradlees, Stop & Shop
Plaza On The Green(8)	NA	
Tri-Town Plz. (17)	NA	Greenfields, Ames
Caldor Ctr.(4)	NA	Caldor, ShopRite
Southside(7)	NA	A&P
Klarides Vlg.(6)	NA	Klarides Market
Shelton Sq.	NA	Bradlees, Stop & Shop

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Fri.; Mkts.-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Isaacson's; JCPenney.

Variety Store-Woolworth.

Discount Stores-Bradlees; Caldor; Best Buy Appliances; K mart.

Chain Drug Stores-Rite Aid; Lear's 3; CVS.

Chain Supermarkets-A&P; Stop & Shop; Klarides.

Other Chain Stores-Firestone; Radio Shack; Shoe Town; Value House; Fayva; Endicott-Johnson; Big L; Ames; Service Merchandise.

14 - NEWSPAPERS: SENTINEL (e) 15,732; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: James V. Severine, Dir., SENTINEL, 241 Main St., Ansonia, CT 06401; Tel. (203) 734-2546.

National Representative: Thomson Newspapers.

BRIDGEPORT

1 - LOCATION: Fairfield County (In Bridgeport-Stamford-Norwalk-Danbury NECMA) E&P Map B-4. County Seat. 56 mi. NE of NYC on main line of Northeast Rail Corridor and Connecticut Tpke.

2 - TRANSPORTATION: Railroads-Conrail; Amtrak; Tri-State Authority.

Steamships-Freight and passenger on Long Island Sound; Bridgeport-Port Jefferson (NY) Ferry.

Motor Freight Carriers-80.

Intercity Bus Lines-Greyhound; Greater Bridgeport Transit Authority; Peter Pan Bus Lines; Arrow Lines.

Airlines-Business Express (Delta Connection); USAir Express; Continental Express.

3 - POPULATION:

Corp. City 90 Cen. 141,686; E&P 92 Est. 142,322
CZ-ABC: (80) 280,925
RTZ-ABC: (80) 241,222
Co./NECMA 90 Cen. 827,645; E&P 92 Est. 836,111
City & RTZ-ABC: (80) 522,147

4 - HOUSEHOLDS:

City 90 Cen. 52,132; E&P 92 Est. 52,366
Co./NECMA 90 Cen. 301,647; E&P 92 Est. 304,732
CZ-ABC: (80) 98,755
RTZ-ABC: (80) 82,555
City & RTZ-ABC: (80) 181,310

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$3,238,837,000
Savings & Loan	4	(incl. above)
Commercial	8	(incl. above)

6 - PASSENGER AUTOS: Fairfield County 539,057

7 - ELECTRIC METERS: Residence 109,551

8 - GAS METERS: 58,742

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. 9,100 ($267); Trans. Equip. 13,650 ($269); Elect. Equip. 8,450 ($182); Fabricated Metals 9,220 ($202); Primary Metals 3,850 ($278).

10 - CLIMATE: Min. & Max. Temp.-Spring 47-68; Summer 59-79; Fall 33-51; Winter 23-40. First killing frost, Oct. 18; last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Downtown Shopping Centers-5 blocks on Main St.; 1 on Fairfield Ave.; 4 on Broad St.

Nearby Shopping Centers

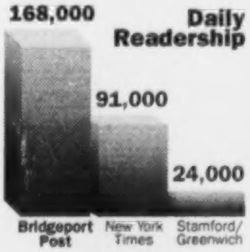
Name (No. of stores)	Miles from Downtown	Principal Stores
Bay View(7)	3	A&P, Bradlees
Brookside(16)	4	Liggett, McCrory, Finast, Marshalls
Connecticut Post(70)	10	Stop & Shop, Caldor G. Fox, JCPenney

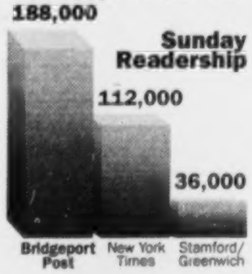
FAIRFIELD COUNTY, CONNECTICUT
#1 market in U.S. in per capita EBI with $20,246
Source: Sales & Marketing Management, Data Service 1989

The Upscale Market in the NY ADI:
Fairfield County contains 4.5% of the ADI's adult population, but **6.2%** of those with $50,000+ Household Income and **7.4%** of those whose occupation is Executive/Administration/Managerial.

Are You Missing the Heart of Fairfield County?
Subtracting the Stamford/Greenwich PMA from Fairfield county, there's a market that represents 74% of Fairfield's adults and nearly 70% of its up-scale, executive/managerial adults.

The Bridgeport Post is the dominant paper within this area.





The Bridgeport Post...your Connecticut Connection to affluent Fairfield County!

The ^new Bridgeport Post
410 State Street, Bridgeport, CT 06604

For more information, contact Paul Ward, National Marketing/Major Accounts Manager at 203.**333.0161**, x. 303 or **FAX** 203.**366.3373**.

Represented Nationally by Cresmer, Woodward, O'Mara & Ormsbee, Inc.

(Circle No. 8 on Market Request Card)

Hi Ho Center(60)	NA	Sears
Hawley Lane	8	Waldbaum's, Caldor, Sage-Allen
Trumbull Shpg. Park(11)	8	G. Fox, Jordan Marsh, JCPenney, AnnTaylor
The Dock	6	Bradlees, Stop & Shop
University Sq. (10)	1	Warnaco

Principal Shopping Days-Thur., Sat.

Stores Open Evenings-Dept.-Mon., Thur., Food-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Jordan Marsh 2; Sears; G. Fox; Sage-Allen; JCPenney.

Speciality-Steinbach; Fairfield Store.

Discount Stores-Stratford Town Fair; Bradlees 5; Caldor 5; K mart; Burlington.

Variety Stores-Woolworth; H.L. Green; McCrory.

Chain Drug Stores-Walgreens; SupeRx; Rite Aid 4; CVS; Rexall; Brooks; CVS; Genovese.

Chain Supermarkets-A&P 5; Finast 3; Grand Union 3; Stop & Shop 6; Waldbaum's 4; Pathmark 3; Gran Central 3.

Other Cnain Stores-Thom McAn; Fayva; Kinney Shoes; Goodyear; Firestone; Pearle; Grossman; Sterling Optical; Home Depot; Builders Square.

14 - NEWSPAPERS: BRIDGEPORT POST (m) 69,077; (S) 87,387; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Paul J. Ward, Natl. Mktg. Mgr., BRIDGPORT POST, 410 State St., Bridgeport, CT 06604; Tel. (203) 330-6303.

National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

BRISTOL

1 - LOCATION: Hartford County, (In Hartford-New Britain-Middletown-Bristol NECMA). E&P Map B-3. Manufacturing center in central CT; SW corner of county, on direct route between Hartford (18 mi. SW) and Waterbury (12 mi. NE).

2 - TRANSPORTATION: Railroads-Amtrak; Conrail.

Motor Freight Carriers-35.

Intercity Bus Line-Corbin Coach Line.

3 - POPULATION:

Corp. City 90 Cen. 60,640; E&P 92 Est. 61,644
CZ-ABC: (80) 62,604
RTZ-ABC: (80) 28,175
County 90 Cen. 851,783; E&P 92 Est. 865,212
NECMA 90 Cen. 1,123,678; E&P 92 Est. 1,144,151
City & RTZ-ABC: (80) 90,779

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 22,331; E&P 92 Est. 22,700
County 90 Cen. 322,321; E&P 92 Est. 327,403
NECMA 90 Cen. 430,351; E&P 92 Est. 438,175
CZ-ABC: (80) 22,437
RTZ-ABC: (80) 9,909
City & RTZ-ABC: (80) 32,346

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$304,456,670
Savings & Loan	1	$86,000,000
Commercial	5	$1,089,375,510

6 - PASSENGER AUTOS: Hartford County 517,610

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mach. & Elect. Equip. 5,700; Primary & Fab. Metals and Instruments 3,000; Mfg. 1,470; Servs. 3,000; Gov't 2,700; Whol./Ret. 4,200. All other 1,790. (Av. Wkly. Wage-$335).

Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 55-95; Fall 28-70; Winter 10-50. First killing frost, Oct. 20; last killing frost, Apr. 20.

11 - TAP WATER: Slightly acid, very soft; fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-North Side, Forestville-Pine St.; W. Side-4 along Farmington Ave., Route 6.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bristol Centre Mall(32)	NA	Sage-Allen, Sears Surplus
Pine Plz.(28)	3	Western Auto, A&P
Bristol Plz.(31)	2	Bradlees, Stop & Shop
Hub 6 Plz.(15)	2	Caldor
Foodmart Plz. (10)	3	Food Mart, Rickel, Marshalls
Shopper's Jctn. (10)	3	ShopRite

Principal Shopping Days-Wed., Thur., Fri., Sat.

Stores Open Evenings-Downtown Dept., Thur.; Bristol Centre Mall, Thur. & Fri.; Food, Mon. through Sat.; Shopping Plaza, Bristol Farms-Bristol Commons, Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Davidson & Leventhal's; Sage-Allen; Marshalls.

Variety Store-Woolworth.

Discount Stores-Bradlees; Caldor; Ames.

Chain Drug Stores-L&L (Rexall-Forestville); Family Drug (ShopRite-Bristol); Pine Plaza; Amity Drug; Harolds; Arrow Drug; CVS; Brook's; Medi-Mart.

Chain Supermarkets-A&P 2; First National; Stop & Shop; Food Mart 2; Ferraro's; Waz's; IGA; ShopRite.

Other Chain Stores-Singer; Western Auto; Shoe Towne; Uniroyal; Firestone; Grossman's; Inside Outlet; Bess Eaton; Michaels Jewelers; Fayva Shoes; So-Fro Fabrics; Rickel Home Center; Motor-Mart.

14 - NEWSPAPERS: BRISTOL PRESS (e) 19,931; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Carolyn H. McCarthy, Mktg. Dir., PRESS, 99 Main St., Bristol, CT 06010; Tel. (203) 584-0501.

National Representative: Landon Associates.

DANBURY

1 - LOCATION: Fairfield County (Bridgeport-Stamford-Norwalk-Danbury NECMA). E&P Map A-3. County Seat. Industrial center. On U.S. Hwys. 6, 7, 202; State Hwys. 37, 39, 58; I-64.

2 - TRANSPORTATION: Railroad-Conrail.

Motor Freight Carriers-26.

Intercity Bus Lines-Bonanza; Trailways; Chieppo; Chartered Lines; Leprechaun; Short Line; Greyhound.

Airlines-Danbury Airways; Conn. Air Service Inc.; Air Northeast Charter; Bluebird Aviation Corp.; Beechcraft-East Inc.

3 - POPULATION:

Corp. City 90 Cen. 65,585; E&P. 92 Est. 66,988
CZ-ABC: (80) 76,474
RTZ-ABC: (80) 175,379
County 90 Cen. 827,645; E&P 92 Est. 836,111
NECMA 90 Cen. 827,645; E&P 92 Est. 836,111
City & RTZ-ABC: (80) 251,853

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 24,148; E&P 92 Est. 24,665
County 90 Cen. 301,647; E&P 92 Est. 304,732
CZ-ABC: (80) 26,276
RTZ-ABC: (80) 55,584
NECMA 90 Cen. 306,535; E&P 92 Est. 309,671
City & RTZ-ABC: (80) 81,860

5 - BANKS	NUMBER	DEPOSITS
Savings	5	$231,037,000
Savings & Loan	4	$115,300,000
Commercial	20	$238,881,000

6 - PASSENGER AUTOS: Fairfield County 539,057

7 - ELECTRIC METERS: Residence 27,400

8 - GAS METERS: Residence 10,660

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. 2,210 ($307); Elect. Equip. 5,780 ($314); Metals 1,760 ($325); Precision Instruments 4,650 ($352); Furn. & Paper 1,970 ($487).

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-58; Summer 62-84; Fall 41-64; Winter 18-35. First killing frost, Oct. 5; last killing frost, May 5.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Main St.; 6 on White St.; 2 on West, Elm & Liberty Sts.; North St.; Berkshire; Plumtrees Plaza; Nutmeg Plaza.

Neighborhood Shopping Centers-White St. & Locust Ave.; Wooster Village; Lake Ave. at Lawncrest; Danbury, North St. & Padanaram; Berkshire; Beaver Brook; Germantown Ctr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Danbury Fair Mall(220)	3	Macy's, G. Fox, Sears, JCPenney
Berkshire(30)	2	Kresge, Bradlees, CVS, Marshalls, Service Mdse.
Bethel Plaza(10)	2	First Natl., Agway
Brookfield Ctr.	3	Anderson-Little, Radio Shack, Caldor
Copp's Hill Plaza(23)	5	Stop 'N Shop, Genovese, Caldor
New Milford Plaza(20)	10	Bradlees, Diamond Intl., Stop 'N Shop
Newtown	8	A&P, Grand Union
North St. Ctr.	2	Mont. Ward, Brooks Drug, A&P
Putnam Plaza	12	Radio Shack
Ridgefield(9)	8	Grand Union, A&P
Brook Plaza(8)	3	Waldbaum's, CVS, Channel Home Ctr.
Veteran's Plaza	17	Brooks Drugs, First Natl.
Plumtrees Plz.	2	Sterling Optical, Inside Outlet
Nutmeg Plz.(12)	2	Stop 'N Shop

Principal Shopping Days-Thur., Fri., Sat., Sun.

Stores Open Evenings-Dept. Stores, Main St. Fri.

13 - RETAIL OUTLETS: Department Stores-Howland's; Macy's; G. Fox, Jordan Marsh; Sears; Caldor; Bradlees; JCPenney.

Discount Stores-Marshalls; T.J. Maxx; Service Merchandise.

Variety Stores-Woolworth; Kresge.

Chain Drug Stores-Whelan; Liggett 2; Rite Aid 2; CVS; Brooks; Genovese; Medi-Mart.

Chain Supermarkets-A&P 4; First National 4; Grand Union 4; Pathmark; Stop 'n Shop 3; Waldbaum; Grand Central; ShopRite; IGA 5.

Other Chain Stores-Radio Shack; Anderson-Little; Grossman's; Wickes Lumber; Lloyd Lumber; Shoe Town; Fayva; Inside Outlet; Channel Home Center; Tano Shoes; Sterling Optical; Dress Barn.

14 - NEWSPAPERS: NEWS-TIMES (m) 38,677, (S) 46,215; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Daniel J. Stewart, Adv. Dir., NEWS-TIMES, 333 Main St., Danbury, CT 06810; Tel. (203) 744-5100.

National Representative: Landon Associates.

GREENWICH

1 - LOCATION: Fairfield County, (Bridgeport-Stamford Norfolk-Danbury NECMA). E&P Map A-4 (In Stamford PMSA). SW part of CT; 27 mi. from NYC.

2 - TRANSPORTATION: Railroad-New Haven Div. Conrail.

Intercity Bus Lines-Valley Trans. Co.; Trailways; Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 58,441; E&P 92 Est. 58,546
NDM-ABC: (80) 59,565
County 90 Cen. 827,645; E&P 92 Est. 836,111
NECMA 90 Cen. 827,645; E&P 92 Est. 836,111

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 21,521; E&P 92 Est. 21,560
County 90 Cen. 301,647; E&P 92 Est. 304,732
NECMA 90 Cen. 306,535; E&P 92 Est. 309,671
NDM-ABC: (80) 21,520

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	N.A.
Savings	4	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: Fairfield County 539,057

7 - ELECTRIC METERS: Residence 25,897

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Publishing; Electronic Controls; Research Engineering; Industrial & Nuclear Experimental Research; Hdqtrs. for numerous major corporations.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-74; Summer 35-91; Fall 51-89; Winter 3-74. First killing frost, Dec. 21; last killing frost, Apr. 5.

11 - TAP WATER: Highly filtered, moderately soft; fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks on Greenwich Ave. & Putnam Ave.

Neighborhood Shopping Areas-Sound Beach Ave., Old Greenwich; Post Rd., Cos Cob; Byram; Riverside, W Putnam Ave.; Putnam Plaza, E Putnam Ave.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Thru-Way	3	Woolworth, A&P

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Mon.-Sun.

13 - RETAIL OUTLETS: Discount Store-Caldor.

Variety Store-Woolworth.

Chain Supermarkets-A&P 2; Grand Union 2; Finast; Food Mart 3; Grand Central.

Other Chain Stores-AnnTaylor; Benetton; Laura Ashley; Banana Republic; Victoria's Secret; Dress Barn.

14 - NEWSPAPERS: TIME (all day-mon to fri) 13,234; (m-sat) 12,167; (S) 14,002; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Sandra Guss, Mktg. Services Mgr., TIME, 20 E. Elm St., Greenwich, CT 06830; Tel. (203) 625-4400; FAX (203) 625-4419.

National Representative: Landon Associates.

HARTFORD

1 - LOCATION: Hartford County (In Hartford-New Britain-Middletown-Bristol NECMA) E&P Map B-3. Capital. Midway between NY and Boston. At head of navigation on Connecticut River. Insurance and industrial center.

2 - TRANSPORTATION: Railroads-Conrail (freight); Amtrak (passengers).

Motor Freight Carriers-82.

Intercity Bus Lines-Arrow; Bonanza; Collins; Connecticut Transit; Datco; Greyhound-Trailways; Kelly Transportation; New Britain Transportation; Peter Pan.

Airlines-Air Ontario; American; American Eagle (Command Airways); Business Express; Continental; Continental Express; Delta; Eastern; Enterprise; Metro Northeast (TW Express); Midway; Mohawk; Northwest; Pan Am Express; Precision Valley Aviation (Northwest Airlink); TWA; USAir; United.

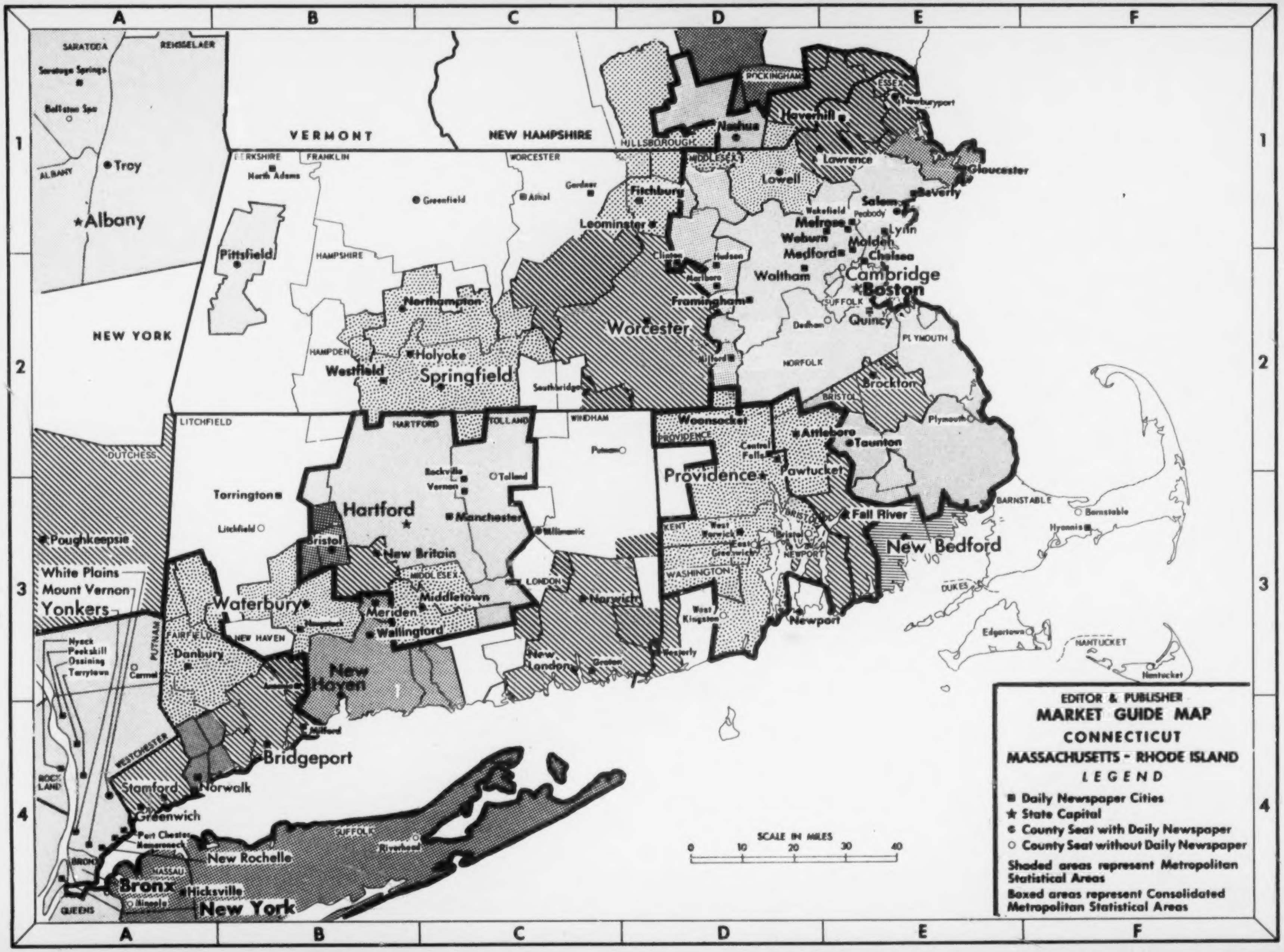
3 - POPULATION:

Corp. City 90 Cen. 139,739; E&P 92 Est. 141,210
CZ-ABC: (80) 301,473
RTZ-ABC: (80) 585,085
County 90 Cen. 851,783; E&P 92 Est. 865,212
NECMA 90 Cen. 1,123,678; E&P 92 Est. 1,144,151
City & RTZ-ABC: (80) 886,558

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 51,417; E&P 92 Est. 51,959
County 90 Cen. 322,321; E&P 92 Est. 315,378



EDITOR & PUBLISHER

MARKET GUIDE MAP

CONNECTICUT

MASSACHUSETTS - RHODE ISLAND

LEGEND

- ■ Daily Newspaper Cities
- ★ State Capital
- ◉ County Seat with Daily Newspaper
- ○ County Seat without Daily Newspaper

Shaded areas represent Metropolitan Statistical Areas

Boxed areas represent Consolidated Metropolitan Statistical Areas

A
B
C
D
E
F
1
2
3
4
SCALE IN MILES
0
10
20
30
40
VERMONT
NEW HAMPSHIRE
NEW YORK
SARATOGA
RENSSELAER
Saratoga Springs
Ballston Spa
ALBANY
Troy
Albany
ROCKINGHAM
HILLSBOROUGH
Nashua
ESSEX
Newburyport
Haverhill
Lawrence
Gloucester
BERKSHIRE
FRANKLIN
WORCESTER
North Adams
Greenfield
Athol
Gardner
Fitchburg
Leominster
MIDDLESEX
Lowell
Salem
Beverly
Peabody
Wakefield
Melrose
Lynn
Woburn
Malden
Medford
Chelsea
Hudson
Clinton
Marlboro
Waltham
Cambridge
Boston
Framingham
SUFFOLK
Quincy
Dedham
Pittsfield
HAMPSHIRE
Northampton
HAMPDEN
Holyoke
Westfield
Springfield
Southbridge
Worcester
Milford
NORFOLK
PLYMOUTH
Brockton
BRISTOL
Plymouth
LITCHFIELD
HARTFORD
TOLLAND
WINDHAM
Putnam
DUTCHESS
Torrington
Litchfield
Rockville
Vernon
Tolland
Hartford
Manchester
Willimantic
Bristol
New Britain
MIDDLESEX
Poughkeepsie
White Plains
Mount Vernon
Yonkers
Waterbury
Naugatuck
Meriden
Middletown
Wallingford
LONDON
Norwich
FAIRFIELD
NEW HAVEN
PUTNAM
Danbury
Carmel
Ansonia
New Haven
New London
Groton
Westerly
Milford
Bridgeport
Norwalk
Stamford
Greenwich
WESTCHESTER
Nyack
Peekskill
Ossining
Tarrytown
ROCKLAND
Port Chester
Mamaroneck
New Rochelle
BRONX
Bronx
NASSAU
Hicksville
Mineola
QUEENS
New York
SUFFOLK
Riverhead
Woonsocket
PROVIDENCE
Central Falls
Providence
Attleboro
Pawtucket
Taunton
KENT
West Warwick
East Greenwich
Bristol
NEWPORT
WASHINGTON
West Kingston
Newport
Fall River
New Bedford
BARNSTABLE
Barnstable
Hyannis
DUKES
Edgartown
NANTUCKET
Nantucket

NECMA 90 Cen. 430,351; E&P 92 Est. 438,175
CZ-ABC: (80) 112,177
RTZ-ABC: (80) 207,356
City & RTZ-ABC: (80) 319,533

5 - BANKS	NUMBER	DEPOSITS
Savings	20	$7,872,111,0000
Savings & Loan	13	$3,540,452,000
Commercial	15	$19,041,226,000

6 - PASSENGER AUTOS: Hartfort County 517,610

7 - ELECTRIC METERS: Residence 52,500

8 - GAS METERS: Residence 32,453

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Ins. 51,520 ($520); Trans. Equip. 34,490 ($626); Ret. 74,920 ($230); Mach. (exc. elect.) 15,980 ($554).

Principal Pay Days-Mfg. Thur.; Ins. 15th & 30th; Trade Wed., Thur~~., Fri.~~

10 - CLIMATE: Min. & Max. Temp.-Spring -6-97; Summer 36-102; Fall 12-96; Winter -26-70. First killing frost, Oct. 18; last killing frost, Apr. 19.

11 - TAP WATER: Acid, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown Hartford; 5 blocks on Main St.; 1 on State St.; 1 on Pratt St.; 1 on Church St.; 3 on Asylum St.; 2 on Trumbull St.; 1 on Allyn St.; Richarson Mall; Civic Center Shopping Mall; Pavilion at State House Square.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bishop's Corner(22)	4	Food Mart, Peter Harris
Bloomfield Wintonbury Mall(19)	4	Weathervane
Bristol Plz.(34)	11	Bradlees, Woolworth, Stop & Shop, D&L
Brookside Plz. (Enfield)(35)	NA NA	Edward's Food Whse., Marshalls, Newmark & Lewis
Burr Corners (Manchester) (20)	10	Food Mart, Caldor, Inside Outlet
Charter Oak Mall	4	Stop & Shop, Bradlees, Radio Shack, Walgreens
Food Mart(35)	3	Ames, Food Mart, Thom McAn
Corbin's Corner (40)	4	Sears, Toys 'R' Us, Filene's Basement, D&L
Crossroads Plz. (14)	4	Food Mart
Drake Hill Mall Simsbury(12)	15	Brooks Drug, Fitzgerald's
East Brook Mall (Mansfield) (22)	22	Sage-Allen, Caldcr, A&P
East Hartford	2	Brooks
East Windsor	8	Cohoe's, Dansk
Elmwood	4	Foodmart, Channel, Caldor
Enfield Mall(29)	14	Bob's Stores
Enfield Sq.(57)	15	Steiger's, G. Fox, JCPenney
Farmington Valley Mall (30)	10	Sage-Allen, D&L, Stop & Shop, Bradlees, Walgreens
Fox Run Mall(26)	4	Frank's, Radio Shack
K mart Plaza(3)	5	K mart, Finast
Goff Brook Mall (Wethersfield)	5	Three D, Bed & Bath, Peter Harris
Manchester Parkade(39)	7	Channel Anderson-Little, Bradlees, Stop & Shop
Jordan Lane Ctr. (Wethersfield) (2)	3	Bradlees, Stop & Shop
Newington(12)	10	Bradlees
Old Avon Village	15	Arrowhead Specialty, Thrifty Yankee
Pavilions at Buckland Hills(110)	8	G. Fox, Sears, D&L, Sage-Allen, Steigers
Prospect Plz. (15)	3	Edward's Food, Motomart
Putnam Bridge (16)	3	Ames, TJ. Maxx
Silver Lane(25)	3	Burlington Coat Factory
Somerset Sq. (Glastonbury)	4	Lux, Bond & Green
State Line (Enfield)(20)	15	Levitz, ShopRite, CVS, Ames
Suffield Vlg.(28)	25	A&P
Caldor Plz.(14)	6	Caldor, Food Mart, Rite Aid
Tri City	11	Sage-Allen, D&L, Caldor, Finast
Westfarms(151)	4	G. Fox, Sage-Allen, JCPenney, Herman's, Lord & Taylor, CVS
West Hartford/ K mart Plz.	NA	Builders Square, Food Mart
West Hartford	4	3D Bed, CVS
Wethersfield(37)	5	Sage-Allen, A&P, CVS, Marshalls
Windsor(60)	NA	Sage-Allen, K mart, A&P, Radio Shack, CVS

13 - RETAIL OUTLETS: Department Stores-JCPenney; Marshalls; G. Fox; Sage-Allen; Sears; Lord & Taylor; Herman's; Luettgen's; D&L; Steigers.

Discount Stores-K mart 7; Paperama; Caldor 12; Ames 5; Bradlees 12.

Variety Store-Woolworth.

Chain Drug Stores-Walgreens 9; Modern 3; Liggett 2; CVS 20; Apothecary 3; Rite Aid 11; Brook's 11; Arthur's 6; Kazarian 3.

Chain Supermarkets-First Natl. 16; A&P 8; Stop & Shop 14; ShopRite 11; Food Mart 15; Purity 4.

Other Chain Stores-Sherwin-Williams 10; Thom McAn 9; Anderson-Little 5; Singer Co. 9; Firestone 4; Grossman's 6; Peter Harris 3; Lane Bryant; Namco 6; Thayer-McNeil 3; Hickory Farms 3; Radio Shack 16; Susan Terry; Casual Corner 4; Kay Jewelers; Lerner; Ormond's 3; Michael's; Baker Shoes 3; Child World 2; So-Fro Fabrics 5; Helen Gallagher 3; Kinney Shoes 10; Channel 4; Rickel 2; Lechmere; Hechinger's; Home Depot; Builder's Square.

14 - NEWSPAPERS: COURANT (m) 231,167; (S) 320,108; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Thomas Marquis, Adv. Dir., COURANT, 285 Broad St., Hartford, CT 06115; Tel. (203) 241-6200.

National Representative: Newspapers First.

MANCHESTER

1 - LOCATION: Hartford County (Hartford-New Britain-Middletown-Bristol NECMA). E&P Map C-3. Residential center, 8 mi. from Hartford. On U.S. Hwys. 6, 15, 44, 84, 86.

2 - TRANSPORTATION: Railroads-Amtrak; Conrail.

Motor Freight Carriers-3.

Intercity Bus Lines-Arrow; Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 51,618; E&P 92 Est. 56,048
NECMA 90 Cen. 1,123,678; E&P 92 Est. 1,144,151
County 90 Cen. 851,783; E&P 92 Est. 865,212
HERALD:
CZ-ABC: (80) 49,761
RTZ-ABC: (80) 142,505
City & RTZ-ABC: (80) 192,266
JOURNAL INQUIRER:
NDM-ABC: (80) 248,452

4 - HOUSEHOLDS:

City 90 Cen. 19,036; E&P 92 Est. 20,670
County 90 Cen. 322,321; E&P 92 Est. 327,403
NECMA 90 Cen. 430,351; E&P 92 Est. 438,175
HERALD:
CZ-ABC: (80) 18,459
RTZ-ABC:(80) 50,694
City & RTZ-ABC: (80) 69,153
JOURNAL INQUIRER:
NDM-ABC: (80) 86,280

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$166,297,000
Commercial	8	$3,235,998

6 - PASSENGER AUTOS: Hartford County 517,610

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Reamers; Elect. Instruments; Clutches; Paper Board; Insulating Paper; Paper Specialties; Toys; Tools.

Principal Industrial Pay Days-Wed.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-57; Summer 59-80; Fall 41-62; Winter 19-36.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: Principal Shopping Center-Main St. and Depot Sq.; Manchester Shopping Parkade.

Regional Shopping Centers-Corner McKee St. & Hartford Rd.; Center St. at Adams St.; W. Middle Tpke. & E. Center St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broad St. Parkade(32)	NA	Bradlees, Marshalls, Stop & Shop
Buckland Mall	NA	Sage-Allen, JCPenney, Sears, G. Fox
Burr Corners(20)	NA	Channel Lumber, Caldor, Inside Outlet, Waldbaum
Charter Oak (E. Hartford)	NA	Bradlees, Medi Mart, Stop & Shop, Radio Shack
E. Hartford Plz. (7)	NA	Sage-Allen
Elm Plaza (Enfield)(10)	NA	Caldor
Enfield Mall(30)	NA	
Enfield Sq.(56)	NA	G. Fox, Steiger's, JCPenney
Indoor Shopping Mall	NA	Sage-Allen, Sears, G. Fox, JCPenney
K mart Plz. (Vernon)(15)	NA	K mart, First Nat'l
Manchester (Parkade)(56)	NA	Sears, D&L
Putnam Bdge. Plz. (E. Hartford) (4)	NA	Andy's Foodtown, Ames
Shop-Rite Plz. (10)	NA	ShopRite, Radio Shack
Stateline Plz. (Enfield)(18)	NA	Channel Lumber, Levitz
Suffield Vlg. (20)	NA	A&P
Tri-City Plz. (31)	NA	Caldor, D&L, Finast, Sage-Allen

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Dept. Stores-Thur.; Food-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Marlow's; Sears.

Discount Stores-Caldor; Bradlees; Marshalls; K mart.

Variety Store-Fairway.

Chain Drug Stores-Arthur's; Rite Aid; CVS; Walgreens.

Chain Supermarkets-A&P 2; Stop & Shop; Food Mart; ShopRite; Highland Park; Heartland; Waldbaum.

Other Chain Store-Goodyear.

14 - NEWSPAPERS: MANCHESTER HERALD (e) 7,524; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Lesley Radius, Adv. Dir., MANCHESTER HERALD, 16 Brainard Place, PO Box 660, Manchester, CT 06040; Tel. (203) 643-2711.

National Representative: Landon Associates.
JOURNAL INQUIRER (e) 44,998; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: William K. Sybert, Adv. Dir., JOURNAL INQUIRER, 306 Progress Dr., Manchester, CT 06040; Tel. (203) 646-0500.

National Representative: Landon Associates.

MERIDEN-WALLINGFORD

1 - LOCATION: New Haven County, Hartford & Middlesex Tri County Area (In New Haven-Waterbury Meriden NECMA). E&P Map B-3. Industrial center. Interstate Hwys. 84, 91 & 691; CT Rts. CT Rts. 5, 10, 15 & 66.

2 - TRANSPORTATION: Railroads-Conrail; Amtrak.

Motor Freight Carriers-5.

Intercity Bus Lines-Greyhound; Trailways.

Airlines-Air Wisconsin; American; Delta; Eastern; Newair; Northwestern; Pan Am; United; USAir.

3 - POPULATION:

Corp. Cities 90 Cen. 100,301; E&P 92 Est. 105,976
Meriden 90 Cen. 59,479; E&P 92 Est. 60,294
Wallingford 90 Cen. 40,822; E&P 92 Est. 45,682
CZ-ABC: (80) 94,392
RTZ-ABC: (80) 58,667
Co./NECMA 90 Cen. 804,219; E&P 92 Est. 817,108
City & RTZ-ABC: (80) 153,059

4 - HOUSEHOLDS:

Cities 90 Cen. 36,991; E&P 92 Est. 39,087
Meriden 90 Cen. 21,904; E&P 92 Est. 22,204
Wallingford 90 Cen. 15,087; E&P 92 Est. 16,883
Co./NECMA 90 Cen. 304,285; E&P 92 Est. 309,162
CZ-ABC: (80) 33,857
RTZ-ABC: (80) 18,999
City & RTZ-ABC: (80) 52,856

5 - BANKS	NUMBER	DEPOSITS
Savings & Cml.	20	$612,219,825

6 - PASSENGER AUTOS: New Haven County 460,617

7 - ELECTRIC METERS: Residence 29,425

8 - GAS METERS: Residence 10,695

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Silverware 150; Intercom. System 300; Hardware, etc. 700; Plastics 1,300; Steel 700; Util. 1,100; Filters 800; Medical R&D 1,000; Automotive 800; Paper Boxes 350; Pharmaceutical & Biomedical 1,500; Jewelry Mfg. 400; Electronics 300; (Av. Wkly. Wage $460).

Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 55-85; Fall 40-70; Winter 30-52. First killing frost, Oct. 31; last killing frost, Apr. 29.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks on W Main; Colony, E Main & Pratt; Wallingford, 6 on Center St. from Fair to Cherry; 1 on Main St. at Simpson Court.

Neighborhood Shopping Centers-Broad & E Main; Village of South Meriden, Yalesville; Caldor Shpg. Plaza, Rt. 5 & Broad St; The Clock Factory; Parker Mills Shops; Tower Square; Rt. 5.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Wallingford Plz. (11)	NA	K mart, Rite Aid, Finast
Tower Sq. Plz. (9)	NA	Tower Travel
Caldor Plz.(8)	NA	Caldor
Centennial Plz. (17)	NA	Pearle Vision Center, Finast
Meriden Sq.(56)	NA	G. Fox, JCPenney
Meriden Parkade (10)	NA	CVS, Ames, Everybody's
Town Line Plz.	NA	Bradlees, ShopRite, Marshalls, Rickel

Principal Shopping Days-Thur., Fri., Sat., Sun.

Stores Open Evenings-Downtown Thur.; Shopping Centers nightly.

13 - RETAIL OUTLETS: Department Stores-G. Fox & Co.; JCPenney; D&L.

Discount Stores-Ames 2; Caldor 2; K mart 3; Bradlees; Best Buys; Home Depot 3; Nu-Stars.
Chain Drug Stores-Courtesy; Stimpson 2; Rite Aid 4; CVS 5; Brooks 3; Walgreens.
Chain Supermarkets-Finest 2; Barker's; Caplan's; Food Mart 2; ShopRite 2; Everybody's 3; Stop & Shop 2; Towne & County; Edwards.
Other Chain Stores-Thom McAn; Singer Co.; Firestone 3; Baker's Shoes; Chess King; Kinney Shoes; Lerner Shops; Kay Jeweler; Regal Shoes; Radio Shack; So-Fro Fabrics; Spencer Gifts; Helen Gallagher; Waldenbooks; Perkins Tobacco; Ormond's; Michaels Jewelers; Vision Centre; Morrisons; Great Expectations; Mother Cape; Prague Shoes; A.S. Beck; Nature Foods; Life Uniform; Pet Towne; Foxmoor; Arthur's; Casual Corner; D. Rigging's; The Gap; Growth Company; Susie's Casual; Weathervane; Grossman's; Sherwin-Williams; Roy Rogers; Pizza Hut; Carvel.

14 - NEWSPAPERS: RECORD-JOURNAL (m) 31,075; (S) 30,914; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Michael F. Killian, V.P./Adv. Dir., RECORD-JOURNAL, 11 Crown St., Meriden, CT 06450; Tel. (203) 235-1661; FAX (203) 639-0120.
National Representative: Branham/Newspaper Sales.

MIDDLETOWN

1 - LOCATION: Middlesex County, (In Hartford-New Britain-Middletown-Bristol NECMA). E&P Map B-3, County Seat. Industrial, agric. and educ. center. About halfway between New York and Boston on Connecticut River, 15 mi. from Hartford. On U.S. Hwy. 66; State Hwys. 9, 17, 72 and 157.

2 - TRANSPORTATION: Railroads-Valley Division of NY; NH&H.
Motor Freight Carriers-5.
Intercity Bus Lines-Connecticut Co.; Interstate; Greyhound; Trailways of New England; Peter Pan.

3 - POPULATION:
Corp. City 90 Cen. 42,762; E&P 92 Est. 43,755
CZ-ABC: (80) 57,688
RTZ-ABC: (80) 105,670
County 90 Cen. 143,196; E&P 92 Est. 146,763
NECMA 90 Cen. 1,123,678; E&P 92 Est. 1,144,151
City & RTZ-ABC: (80) 163,358

4 - HOUSEHOLDS:
City 90 Cen. 15,757; E&P 92 Est. 16,123
County 90 Cen. 54,193; E&P 92 Est. 55,543
NECMA 90 Cen. 430,351; E&P 92 Est. 438,175
CZ-ABC: (80) 20,765
RTZ-ABC: (80) 37,024
City & RTZ-ABC: (80) 57,789

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	N.A.
Commercial	4	N.A.

6 - PASSENGER AUTOS: Middlesex County 90,247

7 - ELECTRIC METERS: Residence 19,000

8 - GAS METERS: Residence 4,147

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Total 49,080; Mfg. 10,080; Durable Goods 8,240, Nondurable Goods 1,840; Non-Mfg. 39,000; Constr. 2,090; Trans. 570; Commun. & Util. 810; Trade 9,110; Whol. 1,350 & Ret. 7,760; Fin., Ins. & R.E. 7,710; Service 12,040; Gov't 6,640; Federal 210, State & Local 6,460.
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-90; Summer 60-95; Fall 50-80; Winter 10-60. First killing frost, Oct. 10; last killing frost, Apr. 13.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-9 blocks on Main St.; 2 on Washington St.; 2 on Court St.; 2 on William St.; 2 on College St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Clocktower Shops (14)	NA	Weathervane
Metro Sq.(19)	NA	Waldbaum, CVS
Riverview Ctr. (8)	NA	Sears
South Main Ctr. (5)	3	Bradlees, Stop & Shop, Cash True Value
Middletown Plz. (20)	4	Waldbaum's, Motomart, Radio Shack, Ct. Beverage Mart
Washington Plz. (15)	4	ShopRite, Caldor, Grossman's, CVS
Cromwell Sq.(16)	5	K mart, Radio Shack, Cherry Web & Touraine
Cromwell Commons (14)	7	Conn. Travel, Firestone, Blimpie's, Burger King

Principal Shopping Days-Wed., Fri., Sat.
Stores Closed-About 10% on Mon.
Stores Open Evenings-All Fri., some Tues., Thur.; Sears-Every night.

13 - RETAIL OUTLETS: Department Stores-Sears; Bob's Stores; The Weathervane.
Discount Stores-Bradlees 2; K mart.
Variety Store-Woolworth.
Chain Drug Store-CVS Pharmacy 2.
Chain Supermarkets-First National; Stop & Shop 2; Mott's ShopRite; Waldbaum 2.
Other Chain Stores-Kabel's; Amato's; Prague Shoes; JoAnn Fabrics.

14 - NEWSPAPERS: PRESS (e) 18,769; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: William E. Sheedy, Adv. Dir., PRESS, 2 Main St., Middletown, CT 06457; Tel. (203) 347-3331; FAX (203) 347-3380.
National Representatives: Landon Associates; U.S. Suburban Press.

MILFORD

1 - LOCATION: New Haven County, (In New Haven-Waterbury-Meriden NECMA). E&P Map B-4, Hwys. 1A, 122.

2 - TRANSPORTATION: Railroad-Conrail.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 49,938; E&P 92 Est. 50,392
NDM-ABC: (80) 49,101
Co./NECMA 90 Cen. 804,219; E&P 92 Est. 817,108
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 18,397; E&P 92 Est. 18,564
NDM-ABC: (80) 16,857
Co./NECMA 90 Cen. 304,285; E&P 92 Est. 309,162

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	8	$960,736,687
Commercial	8	$6,913,355,350

6 - PASSENGER AUTOS: New Haven County 460,617

7 - ELECTRIC METERS: Residence 20,440

8 - GAS METERS: Residence 10,217

9 - PRINCIPAL INDUSTRIES: Razors; Machine Tools and Parts; Hardware; Ball Point Pens; Electric Motors; Computer Software and Services; Jai Alai; Trucking.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-68; Summer 60-90; Fall 33-51; Winter 23-40. First killing frost, Oct. 18; last killing frost, Apr. 25.

11 - TAP WATER: Hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Conn. Post(63)	2	Brooks, Caldors, G. Fox, Jordan Marsh, Stop & Shop
Liberty Rock Plaza(10)	NA	K mart, Waldbaum's, Rite Aid
Loehmann's Plaza	NA	Loehmann's
Turnpike Sq.(15)	NA	Waldbaum, Marshalls
Grand Central Plaza(6)	2	Grand Central

13 - RETAIL OUTLETS: Discount Stores-Caldor; K mart; CWT; Xpect Discounts; G. Fox; Jordan Marsh
Chain Drug Stores-Rite Aid; Brooks.
Chain Supermarkets-Stop & Shop; ShopRite; Waldbaum; Pathmark.

14 - NEWSPAPERS: CITIZEN (e-mon to fri) 6,800; (S) 8,430; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Nancy Pittala, Adv. Dir., CITIZEN, PO Box 589, Milford, CT 06460; Tel. (203) 874-1691.
National Representatives: Landon Associates; U.S. Suburban Press.

NAUGATUCK

1 - LOCATION: New Haven County, (In Waterbury MSA). E&P Map B-3; about midway in the Naugatuck Valley. State Hwys. 8, 63, 68, I-84.

2 - TRANSPORTATION: Railroads-Amtrak; Conrail.
Motor Freight Carriers-3.
Intercity Bus Lines-New England Trans.; Connecticut Ry. Ltg. Co.; Interstate Coach; Northeast Trans.

3 - POPULATION:
Corp. City 90 Cen. 30,625; E&P 92 Est. 31,638
Co./NECMA 90 Cen. 804,219; E&P 92 Est. 817,108

4 - HOUSEHOLDS:
City 90 Cen. 11,296; E&P 92 Est. 11,670
Co./NECMA 90 Cen. 304,285; E&P 92 Est. 309,162

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$6,978,646
Savings & Loan	1	$74,599,159
Savings	1	$134,907,558

6 - PASSENGER AUTOS: New Haven County 453,809

7 - ELECTRIC METERS: Residence 11,825

8 - GAS METERS: Residence 4,162

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Chem. 1,180; Candy 400; Iron Works 350.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-90; Summer 60-95; Fall 50-80; Winter 10-60. First killing frost, Nov. 23; last killing frost, May 1.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Church St.; 2 on Rubber Ave.; 1 on Mountview Plaza; 3 on New Haven Rd.

Neighborhood Shopping Centers-Union City; Glenridge; Rubber Ave.

Principal Shopping Days-Thur., Fri., Sat., Sun.

Stores Open Evenings-Most Mon. & Sat.

13 - RETAIL OUTLETS: Department Stores-Ames; T.J. Maxx; Fashion Bug; Rosenblatt's.

Variety Stores-G.C. Murphy; McCrory; Richlin.

Chain Drug Stores-Brooks; CVS; Rite Aid.

Chain Supermarkets-Waldbaum's; Stop & Shop.

Other Chain Stores-Radio Shack; Sherwin-Williams; Meineke Muffler; Napa Auto; Strawberry's Records.

14 - NEWSPAPERS: NEWS (e) 4,984; sworn Oct. 9, 1990.

Local Contact for Advertising and Merchandising Data: Ed Walsh, Adv. Mktg. Dir., NEWS, 71 Weid Drive, Naugatuck, CT 06770; Tel. (203) 729-2228; FAX (203) 729-9099.

National Representative: Landon Associates.

HARTFORD MARKET

For the results
of the latest
Scarborough
survey of the
affluent Hartford
market, write to:

Amanda Schumaker
National Advertising
Manager
The Hartford Courant,
285 Broad Street
Hartford, CT 06115
Or call Amanda at
1-800-524-4242, ext. 3156

The Hartford Courant

(Circle No. 9 on Market Request Card)

NEW BRITAIN

1 - LOCATION: Hartford County. (In Hartford-New Britain-Middletown-Bristol NECMA). E&P Map B-3. Manufacturing Center. Adjacent to U.S. Rtes. 5, 6, I-84 & I-91. State Hwys. 10, 71, 72. 10 mi. SW of Hartford.

2 - TRANSPORTATION: Railroads-Amtrak; Conrail.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Vermont Transit.
Airlines-25 mi. from Bradley International Airport.

3 - POPULATION:
Corp. City 90 Cen. 75,491; E&P 92 Est. 76,254
NDM-ABC: (80) 105,362
County 90 Cen. 851,783; E&P 92 Est. 865,212
NECMA 90 Cen. 1,123,351; E&P 92 Est. 1,144,151
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 27,793; E&P 92 Est. 28,074
County 90 Cen. 322,321; E&P 92 Est. 327,403
NECMA 90 Cen. 430,351; E&P 92 Est. 438,175
NDM-ABC: (80) 51,916

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	N.A.
Savings & Loan	1	N.A.
Commercial	2	N.A.

6 - PASSENGER AUTOS: Hartford County 512,964

7 - ELECTRIC METERS: Residence 52,000

8 - GAS METERS: Residence 28,854

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 24,070 ($402); Primary and Fabricated Metals 10,000 ($371); Hardware 10,000 ($389); Mach. 8,940 ($439); Elect. and Trans. Equip. 5,600 ($470); Other Mfg. 4,000 ($301); Total non-agriculture wage and salary workers 61,400.
Principal Pay Days-Tues., Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-57; Summer 60-80; Fall 43-62; Winter 21-36. First killing frost, Oct. 17; last killing frost, Apr. 19.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Main St.; 2 on W. Main; 1 on Arch St.; 4 on Broad St.; 2 on E. Main.
Neighborhood Shopping Centers-Farmingdale Shopping Plaza, 8 stores on Farmington Ave.; Le-Ada Shopping Plaza, 11 stores on Allen St.; Stanley Shopping Plaza, 6 stores on Slater Rd.; Newbrite Shopping Plaza, 18 stores on E Main St.; Columbus Plaza, 5 stores on Columbus Blvd.; Plaza Shopping Center, 2 stores on W Main St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Webster Sq.(15)	5	Woolworth, Food Mart, Mars
Corbins Corner (34)	5	Sears, D&L, Toys 'R' Us.
Twin City Plz. (8)	2	Finast, Twin City Drug
K mart Plaza	5	K mart, Food Mart, T.J. Maxx
Farmingdale Plaza(6)	2	Giant Food, Caldor, Sussman's
Newbrite Plaza (25)	NA	Radio Shack, Finast
Stanley Plaza	3	Bradlees
Ferndale Plaza	3	Sussman's, Giant Food, Ferndale Drug
Meriden Square Mall(40)	8	JCPenney, G. Fox & Co.
West Farms Mall(100)	5	JCPenney, G. Fox & Co., Sage Allen, Lord & Taylor
Plainville	3	Radio Shack, Mars
Queen Plaza(12)	9	Zayre, ShopRite
Caldor Village	10	Caldor, Food Mart
Newington(3)	7	Bradlees, Greenfield's
Town Line(14)	10	Food Mart, Caldor
Northwood Plaza	5	Food Mart
Southington Shopade(9)	8	Carpet Factory, Edward's
Prospect Plaza (10)	10	Edward's

Principal Shopping Days-Thur., Fri., Sat.
Stores Close-Mon. (partial).
Stores Open Evenings-Food-Wed., Thur., Fri. Others Thur., Fri. Most malls & plazas open eves. except Sunday.

13 - RETAIL OUTLETS: Department Stores-Davidson and Leventhal; JCPenney; Sage-Allen; G. Fox & Co.; Sears.
Discount Stores-Bradlees; Zayre; Caldor; K mart; Mars; Big L Discounts.
Variety Stores-Woolworth; Daffodil Inc.; Showcase; BD's.
Chain Drug Stores-Rite Aid; Arrow 3; Central Rexall 2; ShopRite; Belvidere; CVS 2.
Chain Supermarkets-Finast 4; Food Mart 5; ShopRite 2; Greenfields 3; Stop & Shop 2; A&P; Sussman's Giant 3; Heartland.
Other Chain Stores-Sherwin-Williams; Firestone; Thom McAn; Anderson-Little; Singer Co.; Marshalls; Hickory Farms; Radio Shack; Michael's Jewelers; Goodyear; Shoe Town; Grossman's.

14 - NEWSPAPERS: THE HERALD (e) 35,519; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Robert Netupski, V.P./Mktg., THE HERALD, 1 Herald Square, New Britain, CT 06050; Tel. (203) 225-4601.

National Representative: Landon Associates.

NEW HAVEN

1 - LOCATION: New Haven County (In New Haven-Waterbury-Meriden NECMA). E&P Map B-4. In central part of state. Harbor on L.I. Sound. At the intersection of the New England Thruway (I-95), I-91 and Route 34. Providing access to markets in Boston, Miami, Montreal, New York, Washington, DC and points west.

2 - TRANSPORTATION: Railroads-Conrail-Amtrak; 17th most active Amtrak station in the nation. A key stop on the Boston-to-Washington corridor.
Motor Freight Carriers-52.
Intercity Bus Lines-CT Transit; New Haven Bus Service; Peter Pan.
Freight Steamship Lines-20.
Airlines-USAir; Continental Express; United.
Limousine Service-Passenger service to Kennedy & LaGuardia Intl. Airports (NYC) & Bradley Intl. Airport (Hartford); Newark Airport (NJ).

3 - POPULATION:
Corp. City 90 Cen. 130,474; E&P 92 Est. 132,097
NDM-ABC: (80) 619,597
County 90 Cen. 804,219; E&P 92 Est. 817,108
NECMA 90 Cen. 804,219; E&P 92 Est. 817,108

4 - HOUSEHOLDS:
City 90 Cen. 48,011; E&P 92 Est. 48,608
County 90 Cen. 304,285; E&P 92 Est. 309,162
/NECMA 90 Cen. 309,315; E&P 92 Est. 314,272
NDM-ABC: (80) 218,754

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	14	$9,699,443,000
Commercial	17	$7,540,366,000
National	14	$16,932,334,000

6 - PASSENGER AUTOS: New Haven County 460,617

7 - ELECTRIC METERS: Residential and Commercial customers 56,769 (City)

8 - GAS METERS: New Haven area 95,258

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Total Non-Agric. Employment 250,420; Mfg. 42,250 ($443); Primary & Fab. Materials 7,530 ($448); Elect. Equip. 5,230 ($373); Trans. Equip. 4,270 ($551); Mfg. Other Durable Goods 9,940 ($438); Textiles App. & Leather 1,720 ($279); Paper, Printing & Pub. 5,210 ($451); Chemicals 5,360 ($580); Mfg. Other Nondurable Goods 2,990 ($352); Construction 7,470; Non-Mfg. 208,170; Trans. 6,550; Communications & Utilities 10,320; Trade 53,090 (Wholesale 12,270 Retail 40,820); Fin., Ins. & R.E. 16,180; Services 82,810; Gov't 31,750.

Principal Industrial Pay Day-Thur.

10 - CLIMATE: Av. Temp.-Spring 47; Summer 69; Fall 53; Winter 32. First killing frost, Oct. 26; last killing frost, Apr. 12.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-In downtown area bounded by York, George, State and Grove Sts. Principal store-Macy's.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Acme Mall	3	Ames, Stop & Shop
Amity Ctr.	7	McCrory, Stop & Shop
Ansonia Mall	10	K mart
Branhaven	4	Caldor, Waldbaum's
Connecticut Post	12	Caldor, Stop & Shop, G. Fox, JCPenney
Crystal Mall	45	Filene's, JCPenney, Jordan Marsh, Sears
Edward's Plz.	12	T.J.Maxx, Walgreens Edward's
Hamden Mart	6	Steinbach, Bradlees Stop & Shop
Hamden Plz.	6	Marshall's, Consumer Distrib., Child World
Hawley Square	18	Caldor, Sage-Allen
Exit 51/I-95 Plz.	2	K mart
Maple Croft	14	Marshalls, Stop & Shop
Meriden Sq.	20	JCPenney, G. Fox
Naugatuck Valley	20	G. Fox, Sears
New Haven Plz.	3	Ames
Orange Derby	9	Caldor
Queen Plz.	22	K mart
Whiteacre-Orange Searstown	8	Sears
Trumbull Park	20	G. Fox, Jordan Marsh, JCPenney
Turnpike Sq.	12	Waldbaum's
Wallingford Plz.	15	K mart, Finast

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Macy's-Mon. through Fri.; Sears-Mon. through Sat.; Ames-Mon. through Sat.; Bradlees-Mon. through Sat.; Caldor-Mon. through Sat.; K mart-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; G. Fox; Macy's; Sears 2; Sage-Allen; Steinbach; Filene's Basement; Jordan Marsh.

Discount Stores-Ames 6; Amagings; Bradlees 6; Marshalls 5; K mart 4; Prince Club; Railroad Sal; Caldor 6.

Variety Store-American Discount.

Chain Drug Stores-CVS 13; Genovese 2; Rite Aid 8; Walgreens 7; Brooks 7; Xpect Discounts 2.

Chain Supermarkets-Finast 4; Stop & Shop 14; Waldbaum's; Food Mart 5; Pathmark 3; Everybody's 2; Gran Central 3; Edward's Whse. Food; Klarides 2; Cheshire IGA 2.

Other Chain Stores-Anderson-Little; Baker Shoe; Benetton; Brian Alden; Brooks; Builder's Square; Casual Corner; Cherry-Webb & Touraine; Child World; Conran's; Curtis Mathes; Dress Barn; Fayva; Firestone; Fotomat; Goodyear; Grossmans; Harstan's; Home Depot; Inside Outlet; Hickory Farms; Lane Bryant; Lerner Shops; Levitz's; Michael's Jewelers; Newmark & Lewis; Pearl Vision Center; J. Press; Radio Shack; Seaman's; Sherwin-Williams; Shoe Town; Sounds Play-ground; The Gap; The Limited; Toys 'R' Us; Thom McAn; Uniroyal.

14 - NEWSPAPERS: REGISTER (m) 101,554; (S) 133,590; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Marvin Naftolin, Adv. Dir., REGISTER, Long Wharf; 40 Sargent Dr., New Haven, CT 06511; Tel. (203) 789-5200.

National Representative: Sawyer-Ferguson-Walker.

NEW LONDON

1 - LOCATION: New London County, E&P Map C-3 (In New London-Norwich NECMA). At mouth of Thames River on Long Island and Fishers Island Sounds. Home of the U.S. Coast Guard Academy, Connecticut College, Mitchell College, University of CT Branch, U.S. Underwater Sound Laboratory. U.S. Hwy. I-95. Shipping center; Wholesale center. 125 mi. from New York; 106 mi. from Boston; 46 mi. from Hartford; 51 mi. from New Haven; 56 mi. from Providence; 74 mi. from Worcester.

2 - TRANSPORTATION: Railroads-Amtrak; Central Vermont & Grant Trunk (freight).
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Blue; New Haven & Shore Line; Short Line; Southeastern Area Transit; Bonanza.
Airlines-Pilgrim; USAir.

3 - POPULATION:
Corp. City 90 Cen. 28,540; E&P 92 Est. 28,642
County 90 Cen. 254,957; E&P 92 Est. 259,801
NECMA 90 Cen. 254,957; E&P 92 Est. 259,801
CZ-ABC: (80) 87,747
RTZ-ABC: (80) 87,220
City & RTZ-ABC: (80) 174,967

4 - HOUSEHOLDS:
City 90 Cen. 10,529; E&P 92 Est. 10,567
County 90 Cen. 96,469; E&P 92 Est. 98,302
CZ-ABC: (80) 29,453
RTZ-ABC: (80) 29,425
NECMA 90 Cen. 98,060; E&P 92 Est. 99,923
City & RTZ-ABC: (80) 58,878

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	8	N.A.
Savings & Loan	5	N.A.
Commercial	8	N.A.

6 - PASSENGER AUTOS: New London County 137,306

7 - ELECTRIC METERS: Residence City 12,125

8 - GAS METERS: City 7,963

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Submarine Bldg.; Antibiotics; Chemical; Collapsible Tubes; Research & Publication.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-71; Summer 66-88; Fall 48-73; Winter 31-50. First killing frost, Oct. 26; last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Captains Walk; 3 blocks on State St.; 3 blocks on Bank St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
New London(13)	1	First Natl., Burlington Coat
Crystal Mall (150)	3	Jordan Marsh, Sears, JCPenney, Filene's
New London Mall(34)	1	Bradlees, Marshalls
Waterford(20)	2	A&P, Steinbach's, Benney's
Waterford Plz. (13)	3	Stop & Shop, Medi Mart
Groton Shprs. Mart(25)	3	Bradlees, T.J. Maxx, Stop & Shop
Caldor	3	ShopRite, Caldor
Olde Mistick Village(46)	8	Colonial Mkt.
Flanders Plaza (17)	7	IGA
Niantic Village	6	Mitchell's Market

Principal Shopping Days-Dept. Stores-Thur., Fri. and Sat.; Food-Thur., Fri., Sat.
Stores Open Evenings-Downtown on Fri.; Shopping Centers, most every evening.

13 - RETAIL OUTLETS: Department Stores-Steinbach's; Sears; Bradlees; Caldor; T.J. Maxx; Marshalls; Burlington Coat; Jordan Marsh; Filene's; JCPenney; Sage-Allen.
Discount Stores-Bradlees; U.S. Submarine Base PX; Caldors; T.J. Maxx; Marshalls; Burlington Coat.

Chain Drug Stores-Rite Aid; CVS; Brooks Discount; Medi Mart.

Chain Supermarkets-First National 3; A&P 2; Beit Bros.; Stop & Shop 2; ShopRite; Waldbaum.

Other Chain Stores-Thom McAn; Kinney's; Singer Co.; Goodrich; Goodyear; Firestone; Western Auto Supply; Benny's; Ames; Prague; Pittsburgh Plate Glass; Sherwin-Williams; Anderson-Little; Hickory Farms; D & L; Toys 'R' Us; Kids 'R' Us.

14 - NEWSPAPERS: THE DAY (m) 37,332; (S) 42,853; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: James Keller, Adv. Dir., THE DAY, 47 Eugene O'Neill Dr.; PO Box 1231, New London, CT 06320; Tel. (203) 442-2200.

National Representative: Landon Associates.

NORWALK

1 - LOCATION: Fairfield County (In Bridgeport-Stamford-Norwalk-Danbury NECMA) E&P Map A-4. Industrial ctr. on the Norwalk River & Long Island Sound. 20 mi. SW of Bridgeport; 42 mi. NE of New York. On R[illegible], on Merritt Pkwy.; Connecticut Tpke., & is terminus of Rt. 7, the Ethan Allen Hwy.

2 - TRANSPORTATION: Railroads-Amtrak; Metro-North.

Motor Freight Carriers-55.

Intercity Bus Lines-Trailways; Connecticut Transit; Wheels (City Service).

3 - POPULATION:

Corp. City 90 Cen. 78,331; E&P 92 Est. 78,892
CZ-ABC: (80) 77,767
Bal. in NDM-ABC: (80) 48,925
Total NDM-ABC: (80) 126,692
County 90 Cen. 827,645; E&P 92 Est. 836,111
NECMA 90 Cen. 827,645; E&P 92 Est. 836,111

4 - HOUSEHOLDS:

City 90 Cen. 28,837; E&P 92 Est. 29,043
County 90 Cen. 301,647; E&P 92 Est. 304,732
NECMA 90 Cen. 306,535; E&P 92 Est. 309,671
CZ-ABC: (80) 28,309
Bal. in NDM-ABC: (80) 16,205
Total NDM-ABC (80) 44,514

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Comm.	20	N.A.

6 - PASSENGER AUTOS: Fairfield County 539,057

7 - ELECTRIC METERS: Residence 52,603

8 - GAS METERS: Residence 12,970

9 - PRINCIPAL INDUSTRIES: Aircraft Radar Equip.; Optical Devices; Electronic Components; Chem.; Plastics; Air Compressors; Mach.; Furn.; Wearing Apparel/Allied Prods.; Hardware; Packaged and Frozen Foods; Lithography; Printing.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-75; Summer 60-92; Fall 45-80; Winter 26-65.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Caldor(6)	NA	Caldor Discount
Gateway(14)	NA	Staples
Norwalk Mall(15)	NA	Pathmark
Strawberry Hill (8)	8	Grand Union
County Mall(8)	NA	Consumer's Dist.
Electra Plz.(7)	NA	Bradlees
Food Emporium Plz.(10)	10	Food Emporium, CVS
Darinor(10)	NA	Caldor
Rickels Plz.(6)	NA	Rickels
Center 7(8)	NA	Burger King

Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Variety Stores-H.L. Green/McCrory.

Discount Stores-Caldor; Leon's Norwalk Sales; Bradlees; Rickel; Amazing; Norwalk Factory Outlet; Seaman's.

Chain Supermarkets-Grand Union; Pathmark; Stop & Shop; Waldbaum; Food Emporium; Stew Leonard.

14 - NEWSPAPERS: THE HOUR (e) 21,647; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: William S. Dillon, Admin. Adv. Dir., THE HOUR, 346 Main Ave., Norwalk, CT 06851; Tel. (203) 846-3281.

National Representative: Landon Associates.

NORWICH

1 - LOCATION: New London County. (In New London-Norwich NECMA). E&P Map C-3. County Seat. On Conn. Tpke. Head of tide water, harbor with 26-foot channel. Manufacturing, wholesale, and retail center. 100 mi. from Boston; 120 mi. from New York, and within 60 mi. of New Haven, Hartford, Springfield, Worcester and Providence.

2 - TRANSPORTATION: Railroads-Consolidated Rail; Central Vermont (freight); Providence & Worcester.

Motor Freight Carriers-25.

Intercity Bus Lines-Arrow; Eastern; Greyhound; Savin; Bonanza.

Airlines-USAir; Business Express; Coastal Air Service.

3 - POPULATION:

Corp. City 90 Cen. 37,391; E&P 92 Est. 37,467
NDM-ABC: (80) 144,193
County 90 Cen. 254,957; E&P 92 Est. 259,801
NFCMA 90 Cen. 254,957; E&P 92 Est. 259,801

4 - HOUSEHOLDS:

City 90 Cen. 13,784; E&P 92 Est. 13,812
NDM-ABC: (80) 49,938
County 90 Cen. 96,469; E&P 92 Est. 98,302
NECMA 90 Cen. 98,060; E&P 92 Est. 99,923

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	1	$51,306,000
Savings	3	$346,468,000

6 - PASSENGER AUTOS: New London County 137,306

7 - ELECTRIC METERS: Residence 16,930

8 - GAS METERS: Residence 7,950

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textiles 1,520 ($207); Apparel 850 ($166); Paper 700 ($213); Fab. Metals 1,090 ($272); Leather 370 ($190); Engraving 200 ($270); Insulated Wire 550 ($220); Other Mfg. 2,000 ($246); Electronics 420 (N.A.); Television & Stereo 700 (N.A.).

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-55; Summer 59-78; Fall 41-60; Winter 20-35. First killing frost, Oct. 17; last killing frost Apr. 18.

11 - TAP WATER: Acid, very soft, not fluoridated.

12 - RETAILING: Principal Shopping Centers-25 blocks on Main; N Main; Broadway; Franklin; Water; Thames.

Neighborhood Shopping Centers-City sections known as Occum; Taftville; Greenville; Yantic; Norwichtown; Thamesville.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Meadows(15)	1	Reid & Hughes
Westgate(5)	1	New England Rental Center
Norwichtown(39)	1	Stop & Shop, Caldor
Ames Plz.(6)	1	Ames
Marcus Plz.(8)	1	Price-Rite,
Crystal Mall (130)	12	Jordan Marsh, Sears, JCPenney, Filene's
Waterfall Mall(12)	12	Steinberg's, Carpet Factory

Principal Shopping Days-Thur., Fri., Sat., Sun.

Stores Open Evenings-Thur., some Fri., Food-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Reid & Hughes; Jordan Marsh; JCPenney; Filene's; Sears; Herman's.

Discount Stores-Caldor; Ames.

Chain Drug Stores-Vernon; Genovese; M-D; Brooks; CVS.

Chain Supermarkets-A&P; IGA 4; Beit Bros. 3; Stop & Shop 3; Price-Rite; Better Val-U; Big Y.

Other Chain Stores-Benney's; Sherwin-Williams; Railroad Salvage; Prague's; So-Fro Fabric; Beaconway; Radio Shack; Fayva; Toys 'R' Us.

14 - NEWSPAPERS: BULLETIN (m) 33,935; (S) 37,621; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Elaine Freedman, Adv. Dir., BULLETIN, 66 Franklin St., Norwich, CT 06360; Tel. (203) 887-9211.

National Representative: Gannett National Newspaper Sales.

STAMFORD

1 - LOCATION: Fairfield County (In Bridgeport-Stamford-Norwalk-Danbury NECMA). A-4. On Long Island Sound with navigable harbor. On Boston Post Road (U.S. 1); Merritt Pkwy. (Rte. 15); Connecticut Tpke. (I-95).

2 - TRANSPORTATION: Railroads-New Haven Div. Conrail Main Line & New Canaan Branch.

Motor Freight Carriers-5.

Intercity Bus Lines-Connecticut Transit Co.; Greyhound; Trailways.

3 - POPULATION:

Corp. City 90 Cen. 108,056; E&P 92 Est. 109,800
CZ-ABC: (80) 102,466
Bal. in NDM-ABC: (80) 36,823
County 90 Cen. 827,645; E&P 92 Est. 836,111
NECMA 90 Cen. 836,111; E&P 92 Est. 827,645
Total NDM-ABC: (80) 139,289

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 39,770; E&P 92 Est. 40,412
County 90 Cen. 301,647; E&P 92 Est. 304,732
CZ-ABC: (80) 38,378
NECMA 90 Cen. 306,535; E&P 92 Est. 309,671
Bal. in NDM-ABC: (80) 12,259
Total NDM-ABC: (80) 50,637

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	9	N.A.
Savings	4	N.A.
Fed. Sav. & Loan	3	N.A.

6 - PASSENGER AUTOS: Fairfield County 539,057

7 - ELECTRIC METERS: Residence 41,945

8 - GAS METERS: Residence 16,077

9 - PRINCIPAL INDUSTRIES: Electronics; Food, Drug & Cosmetics; Elect.; Aircraft; Die Casting; Metals; Mach.; Apparel & Textile Prods.; Printing & Pub.; Chem., Electronic research laboratories. Headquarters for numerous major corporations.

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-77; Summer 46-92; Fall 27-79; Winter 2-56. First killing frost, Nov. 15; last killing frost, May 15.

11 - TAP WATER: Slightly acid, moderately soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Main; Atlantic; Bedford and Broad Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Stamford Town Ctr.	NA	Macy's, JCPenney, Saks
Ridgeway(75)	2	Sears, Sage-Allen, Grand Central Mkt.
Thru-way	4	Woolworth, A&P
Glenbrook	3	Woolworth, Finast
Newfield	2	Syl May, Grade A Mkt.
Grand Central	4	Grand Central Mkt.
Bull's Head	3	Radio Shack, Finast
Springdale	4	Palmer's Food

Principal Shopping Days-Thur., Fri., Sat., Sun.

Stores Open Evenings-Mon.-Sat., Food: Mon.-Sun.

13 - RETAIL OUTLETS: Department Stores-Sears; Macy's; JCPenney; Sage-Allen; Lord & Taylor; Caldor; Saks Fifth Avenue.

Chain Drug Stores-Syl-May; Caldor; Walgreens; Genovese; CVS.

Chain Supermarkets-A&P 2; Bongiorno's; Grade A 2; Grand Central 3; Palmer's; Finast 2.

Variety Store-Woolworth.

Other Chain Stores-Pier 1 Imports; Benetton; Ann Taylor; Talbot's; Aca Joe's; Banana Republic; Bombay Co.; The Gap; Herman's; Kinney's; The Narragansett; Victoria's Secret; Wallach's; William's-Sonoma; Burberry; 9 West; Capezio; Casual Corner; Crabtree & Evelyn; Galo Shoes; The Limited; Firestone; Radio Shack; Brooks Brothers; Abercrombie & Fitch; Brookstone; Scandinavian Gallery; Jaeger; Wallach's; Sam Goody; Record World; Waldenbooks; FAO Schwartz; Doubleday Books; Murphy & Johnston; Laura Ashley; Shoe Town.

14 - NEWSPAPERS: ADVOCATE (all day-mon to fri) 30,958; (m-sat) 28,763; (S) 41,544; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Sandra Guss, Mktg. Services Mgr., ADVOCATE, 75 Tresser Blvd.; PO Box 9307, Stamford, CT 06904; Tel. (203) 964-2200; FAX (203) 964-2302.

National Representatives: Landon Associates; Newspapers First.

TORRINGTON

1 - LOCATION: Litchfield County, E&P Map B-3, Industrial and residential center. NW part of state. 20 mi. N of Waterbury; 28 mi. W of Hartford. On State Hwys. 4, 8, 202 & 272.

2 - TRANSPORTATION: Railroad-Conrail (freight only).

Motor Freight Carriers-4.

Intercity Bus Lines-Greyhound; Arrow; Bonanza; E. J. Kelley Co.

3 - POPULATION:

Corp. City 90 Cen. 33,687; E&P 92 Est. 34,423
CZ-ABC: (80) 30,987
RTZ-ABC: (80) 40,710
County 90 Cen. 174,092; E&P 92 Est. 178,440
City & RTZ-ABC: (80) 71,697

4 - HOUSEHOLDS:

City 90 Cen. 12,424; E&P 92 Est. 12,695
CZ-ABC: (80) 11,995
RTZ-ABC: (80) 14,078
County 90 Cen. 65,880, E&P 92 Est. 67,525
City & RTZ-ABC: (80) 26,073

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	4	N.A.
Commercial	5	N.A.

6 - PASSENGER AUTOS: Litchfield County 117,904

7 - ELECTRIC METERS: Residence 9,519

8 - GAS METERS: Residence 5,170

9 - PRINCIPAL INDUSTRIES: Bearings; Spring and Mill Mach.; Fans and Blower Wheels; Golf Shafts; Upholstery Nails; Castings; Lumber Prods.; Gaskets; Textiles; Hardware Tools; Corrugated Containers.

Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 18-94; Summer 47-99; Fall 1-89; Winter 2-56. First killing frost, Sept. 30; last killing frost, May 11.

11 - TAP WATER: Acid, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main and S. Main Sts.; 2 on Water St.; 2 on E. Main; Torrington-Winsted Rd.; Rte. 8.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plaza(9)	NA	K mart, Fayva, Shop Rite
Torrington(31)	NA	Star's Dept., A&P
Parkade(27)	NA	Greenfields Foods, Caldor
Downtown(32)	NA	JC Penney, Bradlees

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Caldor; JCPenney.

Discount Stores-Star's; Bradlees; Caldor; K mart.

Chain Drug Stores-Rite Aid; Fay's.

Chain Supermarkets-First National; A&P; IGA; Allied Grocers 5; Shop Rite; Greenfield's Foods.

Other Chain Stores-Singer Co.; Radio Shack.

14 - NEWSPAPERS: REGISTER CITIZEN (m) 17,496; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Stephen Elkins, Adv. Dir., REGISTER CITIZEN, 190 Water St.; PO Box 58, Torrington, CT 06790; Tel. (203) 489-3121.

National Representative: Landon Associates.

WALLINGFORD
See MERIDEN-WALLINGFORD

WATERBURY

1 - LOCATION: New Haven County (In New Haven-Waterbury-Meriden NECMA). E&P Map B-3. 89 mi. from NYC; 135 mi. from Boston; 29 mi. from Hartford; 21 mi. from New Haven.

2 - TRANSPORTATION: Railroad-Conrail.

Motor Freight Carriers-(Transportation Services)-Tose, Inc.; Northern Penn, Murphy; Roadway; New Penn; McLean; Barnard's Exp.; MFX; Consolidated Freightways; United Parcel Terminal.

Intercity Bus Lines-Arrow Lines Inc.; Valley Transportation Co.; Bonanza Bus Lines; Connecticut Co.; Travel Center Tours; Greyhound.

Airlines-Bradley International, Hartford-Springfield: American; USAir; Delta; Eastern; Mall; Best; Holiday; Piedmont; Pilgrim; Bar Harbor; Air Ontario; Republic; Ransome; Trans World; United; Empire.

3 - POPULATION:
Corp. City 90 Cen. 108,961; E&P 92 Est. 110,729
CZ-ABC: (80) 161,589
RTZ-ABC: (80) 125,274
County 90 Cen. 804,219; E&P 92 Est. 817,108
NECMA 90 Cen. 804,219; E&P 92 Est. 817,108
City & RTZ-ABC: (80) 286,863

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 40,102; E&P 92 Est. 40,753
County 90 Cen. 304,285; E&P 92 Est. 309,162
CZ-ABC: (80) 57,774
RTZ-ABC: (80) 43,524
NECMA 90 Cen. 309,315; E&P 92 Est. 314,272
City & RTZ-ABC: (80) 101,298

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$1,251,586,000
Savings & Loan	3	$860,359,000
Commercial	5	$4,949,407,850

6 - PASSENGER AUTOS: New Haven County 460,617

7 - ELECTRIC METERS: Residence 82,813

8 - GAS METERS: Residence 29,607

9 - PRINCIPAL INDUSTRIES: Medical Supplies & Equip.; Electronic Components; Sewing Supplies; Commercial Industrial and Consumer Timing Devices; Copper & Brass; Plastics; Clocks; Watches; Machine Shop Prods.; Tools; Buttons; Buckles; Flexible Tubing; Toys; Auto Parts; Chem.; Electromech. Devices; Undergarments. Total 106,010 Wage Earners (Av. Wkly. Wage $271).

Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-70; Summer 60-87; Fall 30-76; Winter 24-44.

11 - TAP WATER: Neutral, moderately soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on E. Main; 3 on S. Main; 1 on N. Main; 2 on W. Main; 2 on Bank St.; 2 on Grand St.

Neighborhood Shopping Centers-2 at E. Main & Edson Ave.; East End, Store Ave.; Park Plaza; Cor. Lakewood Rd. and Route 69; W. Main St. Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bradlee Plz.(2)	NA	Stop & Shop, Bradlees
Colonial(45)	NA	McCrory, Radio Shack
Mattatuck Mall	NA	ShopRite, Channel, Pathmark
Meriden Road(5)	NA	Mont. Ward, Service Mdse.
Naugatuck(52)	NA	G. Fox, Sears
Shoppers Corner	NA	K mart, Shopper's World
Waterbury Plz. (31)	NA	Super Stop & Shop, Bradlees

City Zone Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Watertown(6)	6	First Natl., Marshalls
Maple-Croft	8	Marshalls, Stop & Shop
Cheshire(15)	10	Richland Home & Auto, Grand Union
Pioneer	3	La Bonne's Epicure
Prospect(15)	5	Oliver's
Wolcott(9)	5	Pat's IGA
Queen Plaza	10	
Meriden Square	14	JCPenney, G. Fox
Mt. View	7	Ames, Stop & Shop, Super S&S
10 Acre Mall	5	K mart, Gran Central
Southbury Plz. (36)	10	Grand Union, Jordan Marsh

Principal Shopping Days-Wed. through Sun.

Stores Open Evenings-Tues., Thur., Shopping centers: Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Howland-Hughes; Sears; G. Fox; JCPenney; Jordan Marsh.

Discount Stores-Shopper's World; Bradlees 2; Caldor; Ames.

Variety Stores-Woolworth; McCrory; K mart 3; Marshalls 2; T.J. Maxx.

Chain Drug Stores-Brooks 4; Drug City; CVS 2; Rite Aid 2; Walgreens; Genovese.

Chain Supermarkets-A&P 4; First National 5; Everbody's 5; Stop & Shop 3; Pathmark; ShopRite; Walsh's; Anthony; Grand Union; Gran Central; Edwards.

Other Chain Stores-Thom McAn 2; Kinney's; Shoetown; Lerner Dress Shop 2; Loft's (candy); Singer Co. 2; Anderson-Little; Montgomery Ward; Royal; Kay Jewelers; Michaels Jewelry; Foxmoor Casuals; Hallmark Cards 2; Florsheim Shoes; Thayer McNeil Shoes; Waldenbooks; Hanover Shoes; Fayva Shoes; Casual Corner; Toys 'R' Us; Ethan Allen; Color Your World; Prague Shoes; Langley's; Stowell's Jewelers; Levitz Furniture; Puritan Furniture; Channel Home Center; Color Tile; Bob's Surplus; Gentlemen's Wear House; General Nutrition Centers; Motomart; Lloyd Lumber; Grossman's; Roberts; Radio Shack; Wareguard; Lazy Boy; Dress Barn; Appiause Video; Opticare; Lens Crafters; Trim Fashions; L.R. Smith; Window World; Mineke; Performance Centers of Amer.; Firestone; Pie Plate; Hermann's; Record Town; AAA Travel; Fashion Bug; Strawberries; Computerland; Mr. Nicks; Rent America; Record World; New England Health; Grease & Co.; Axlerod Tire; Popeyes; Amazing Stores.

14 - NEWSPAPERS: REPUBLICAN-AMERICAN (m) 58,941; REPUBLICAN (S) 76,033; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Richard S. Zesk, Adv. Mktg. Dir., REPUBLICAN and AMERICAN, 389 Meadow St.; PO Box 2090, Waterbury, CT 06722; Tel. (203) 574-3636; FAX (203) 754-0644.

National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

WILLIMANTIC

1 - LOCATION: Windham County, E&P Map C-3. Manufacturing, agriculture and university center on U.S. Hwys. 6 and 66; State Hwys. 31, 32, 195 & 89. 28 mi. E of Hartford; 50 mi. W of Providence; 25 mi. N of New London.

2 - TRANSPORTATION: Railroads-Central Vermont; Providence & Worchester.

Motor Freight Carriers-2.

Intercity Bus Lines-Blue Line; Bonanza.

3 - POPULATION:
Corp. City 90 Cen. 15,600; E&P 92 Est. 15,880
NDM-ABC: (80) 57,002
County 90 Cen. 102,525; E&P 92 Est. 105,124

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 5,771; E&P 92 Est. 5,874
County 90 Cen. 38,799; E&P 92 Est. 39,783
NDM-ABC: (80) 17,316

5 - BANKS	NUMBER	DEPOSITS
Savings	5	$37,800,000
Savings & Loan	1	$36,000,000
Commercial	2	$130,338,000

6 - PASSENGER AUTOS: Windham County 52,353

7 - ELECTRIC METERS: Residence 7,285

8 - GAS METERS: Residence 3,641

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Insulating Prods. (wire & cable) 1,100; Univ. of Connecticut 4,190; Eastern Conn. State Univ. 325; Windham Conn. Mem. Hosp. 625.

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-57; Summer 59-80; Fall 41-62; Winter 19-36. First killing frost, Oct. 8; last killing frost, May 4.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Area-6 blocks on Main St.; W Main St.; Rt. 195.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Willimantic Plz.	2	JCPenney
Storrs Plaza	9	A&P
East Brook(45)	NA	Sage-Allen, Caldor

Principal Shopping Days-Thur., Fri., Sat. and Sun.

13 - RETAIL OUTLETS: Department Store-Sage-Allen.

Discount Stores-Caldor; JCPenney; Fishers Big Wheel.

Chain Drug Stores-CVS 3; Medical Phcy. 2; Rite Aid 2; Walgreens.

Chain Supermarkets-Stop & Shop; Shop Rite; Universal 3; New England 2; IGA 3; Walbaums's; A&P; Big Y.

Other Chain Stores-Sherwin-Williams; Western Auto; Unclaimed Freight; Benney's.

14 - NEWSPAPERS: CHRONICLE (e) 11,274; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Walter Riley, Adv. Dir., CHRONICLE, Chronicle Rd., Willimantic, CT 06226; Tel. (203) 423-8466; FAX (203) 423-7641.

National Representative: Landon Associates.

DELAWARE SURVEYS

PRIMARY METROPOLITAN STATISTICAL AREA

Wilmington, DE-NJ-MD-New Castle County, DE; Cecil County, MD; Salem County, NJ.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

Philadelphia-Wilmington-Trenton, PA-NJ-DL-MD-Includes Philadelphia, PA-NJ PMSA; Trenton, NJ PMSA; Vineland-Millville-Bridgeton, NJ PMSA; Wilmington, DL-NJ-MD PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1980	1990	1992
Under 5 Years	42	57	58
5-14 Years	91	100	101
15-24 Years	118	105	107
25-44 Years	164	219	223
45-64 Years	122	127	129
65 and Over	59	62	63
TOTAL	596	669	680

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1992 Est.
Bldg. Mat./Hdwr	119	155	331
General Mdse	328	417	830
Food	474	667	1,085
Automobiles	362	519	1,229
Gasoline Stations	162	268	324
Apparel	101	167	292
Furniture	104	132	295
Eat-Drink Places	164	261	483
Drugs	74	107	193
TOTAL SALES	2,139	3,131	6,404

DOVER

1 - LOCATION: Kent County, E&P Map A-3. State Capital, County Seat. Dover Air Force Base. Military Aircraft.

2 - TRANSPORTATION: Railroad-Conrail.

Motor Freight Carriers-4.

Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 90 Cen. 27,630; E&P 92 Est. 28,454
New Castle County-ABC: (80) 398,115
NDM-ABC: (80) 256,653
PMSA 90 Cen. 578,; E&P 92 Est. 591,609
County 90 Cen. 110,993; E&P 92 Est. 113,510
Total NDM-ABC: (80) 654,768

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 10,426; E&P 92 Est. 10,737
New Castle County-ABC: (80) 138,944
County 90 Cen. 41,109; E&P 92 Est. 42,041
NDM-ABC: (80) 87,501
PMSA 90 Cen. 221,730; E&P 92 Est. 226,714
Total NDM-ABC: (80) 226,445

5 - BANKS	NUMBER	EST. DEP.
Commercial	50	$28,900,000,000
Savings & Loan	7	$71,000,000

6 - PASSENGER AUTOS: Kent County 65,809

7 - ELECTRIC METERS: County Residence 38,401

8 - GAS METERS: City Residence 10,900

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Farm 468; State & Local Gov't. 4,201; Mfg. 6,803; Mining 6; Constr. 2,054; Whol. Trade 911; Ret. Trade 7,862; Fin. Ins. & R.E. 1,247; Trans., Commun. & Public Util. 2,854; Servs. 10,270.

10 - CLIMATE: Min. & Max. Temp.-Spring 65-80; Summer 78-98; Fall 65-80; Winter 40-65. First killing frost, Nov. 10, last killing frost, Mar. 5.

11 - TAP WATER: Not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bay Ct.(25)	3	Dry Goods, Service Merchandise, Warehouse Food
Blue Hen(52)	3	JCPenney, Acme, Rose's, Thrift Drug
Capitol(6)	2	L&D Auto
Carroll's Corner (7)	2	Thriftway, Rite Aid
Dover Mart(9)	3	Murrays Meats
Dover Mall(90)	3	Sears, Leggett,

Edgehill(2)	1	Radio Shack, Thrifty Drug
Rodney Vlg.(22)	1	McCrory, Thrift Drug, IGA
Greentree	1	Super Fresh, Drug Fair
Dover Commons(5)	3	Pier 1 Imports
Dover Downs Shpg. Ctr.(4)	3	Ames, Big & Tall, Acme, Wall to Wall Sound & Video
Silver Lake Plz.(2)	3	Domino's Pizza, Food City

Principal Shopping Days-Thur., Fri., Sat., Sun.

Stores Open Evenings-Food every evening.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Hess; Boscov's; Leggett; Rose's.

Discount Stores-K mart; Ames 2; Service Merchandise.

Variety Stores-Woolworth; McCrory; Dollar General.

Chain Drug Stores-Pierce's 2; Thrift 3; Happy Harry's; Edgehill 2; Rite Aid.

Chain Supermarkets-IGA; Acme 2; Marstellers 4; Warehouse Foods; Thriftway 2; AM/PM Mini-Market 2; Big K; Super Fresh; Meatland; Food City.

Other Chain Stores-Firestone 2; Agway; Southern States; Goodyear; Goodrich; Penn Jersey; Hechingers; Pic 'N Pay; Lowe's; Big & Tall for Men; Wall to Wall Sound; Wicke's; Pep Boys; I. Goldberg; 84 Lumber.

14 - NEWSPAPERS: DELAWARE STATE NEWS (m) 23,794; (S) 31,863; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Chris Engel, V.P./Delmarva, DELAWARE STATE NEWS, New Burton Rd.; PO Box 737, Dover, DE 19903; Tel. (302) 674-3600.

National Representative: Landon Associates.

WILMINGTON

1 - LOCATION: New Castle County (In Wilmington, DE-NJ-MD PMSA), E&P Map A-6. At junction of Christina River and Delaware River, 26 mi. SW of Philadelphia.

2 - TRANSPORTATION: Railroads-Conrail; Chessie Systems; Amtrak; Octoraro; Wilmington & Western; Delaware Coastline.

Motor Freight Carriers-1,274 (Delaware Based).

Intercity Bus Lines-Delaware Authority for Regional Transit; Greyhound; Trailways; Safeway Trails; Carolina Coach Co.

3 - POPULATION:

Corp. City 90 Cen. 71,529; E&P 92 Est. 71,796
CZ-ABC: (80) 361,424
RTZ-ABC: (80) 236,668
PMSA 90 Cen. 578,587; E&P 92 Est. 591,609
County 90 Cen. 441,946; E&P 92 Est. 450,528
City & RTZ-ABC: (80) 598,092

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 27,166; E&P 92 Est. 27,268
County 90 Cen. 169,979; E&P 92 Est. 173,280
PMSA 90 Cen. 221,730; E&P 92 Est. 226,714
CZ-ABC: (80) 127,165
RTZ-ABC: (80) 78,693
City & RTZ-ABC: (80) 205,858

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loans	50	$26,000,000,000

6 - PASSENGER AUTOS: New Castle County 266,577

7 - ELECTRIC METERS: County 165,000

8 - GAS METERS: County & City 110,600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Durable Goods 19,300 ($429); Non-Durable Goods 51,200 ($362); Primary Metals 1,800 ($381); Fabricated Metals 1,800 ($323); Mach. and Trans. 12,600 ($481); Other Durable Goods 3,200 ($276); Food 8,700 ($259); Textiles 500 ($327); Printing and Pub. 2,100 ($318); Chemical Prods. 31,700 ($498); Rubber and Plastics 3,200 ($417); Other Non-Durables 3,600 ($440).

10 - CLIMATE: Min. & Max. Temp.-Spring 28-90; Summer 43-95; Fall 9-83; Winter 10-64. First killing frost, Oct. 29; last killing frost, Apr. 10.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-Market St. & King St. from Front to 10 St.

Neighborhood Shopping Centers-Union St. from Front to 8th St.; Adams Four Plz.; Suburban Centers at Fairfax & Wilmington Manor.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northtowne Plz.	10	Jamesway, Acme
Tri-State Mall (52)	10	Thriftway, Silo, Levitz, K mart, Value City
University Plz.	10	Acme, Jamesway, Miller's Furniture
Chestnut Hill(20)	15	Shop Rite, Ames
Christiana Mall (95)	9	Macy's, Strawbridge & Clothier, JCPenney
Dover Mall	40	Boscov, Sears, Leggett's
Blue Hen Mall	56	JCPenney, Roses, Woolworth
College Sq.	12	Pathmark, Rickel, K mart, Happy Harry's
Pike Creek	12	Acme, K mart
Penn Mart	8	Thriftway, Ames
Fairfax(21)	4	Acme
Newark(22)	12	Newark Dept. Store
Graylyn	4	Thriftway
Midway(21)	8	Service Mdse. Marshalls, Eckerd
Prices Corner (25)	6	Sears, JCPenney, Woolworth
Concord Mall(64)	8	Strawbridge & Clothier, Boscov
Castle Mall(34)	15	Super Fresh, Thrift Drug
New Castle Sq.	10	Jamesway, Thrift Drug

Principal Shopping Days-Wed., Fri., Sat. & Sun.

Stores Open Evenings-Discount Sun.; Downtown Fri.; Dept. & Shopping centers every night; Food every evening except Sun.

13 - RETAIL OUTLETS: Department Stores-Value City 3; Wanamaker; Strawbridge & Clothier 2; Sears 3; JCPenney 3; Macy's; Marshalls; Boscov 2; Leggets 3

Discount Stores-Silo 4; Ames; Pharmhouse; Mason's; Jamesway 4; Rose's; Service Merchandise; K mart 4; Best 2.

Variety Stores-Woolworth 4; B.J. Mitchell's 2.

Chain Drug Stores-Eckerd 11; Happy Harry 26; Rite Aid 19; Thrift 5; HH Merchandiser 3; Park 2; Stanton 3; Tique 3; Toulson-Rexall 2; Parklynn-Limestone 4; Medicine Shoppe; CVS 2.

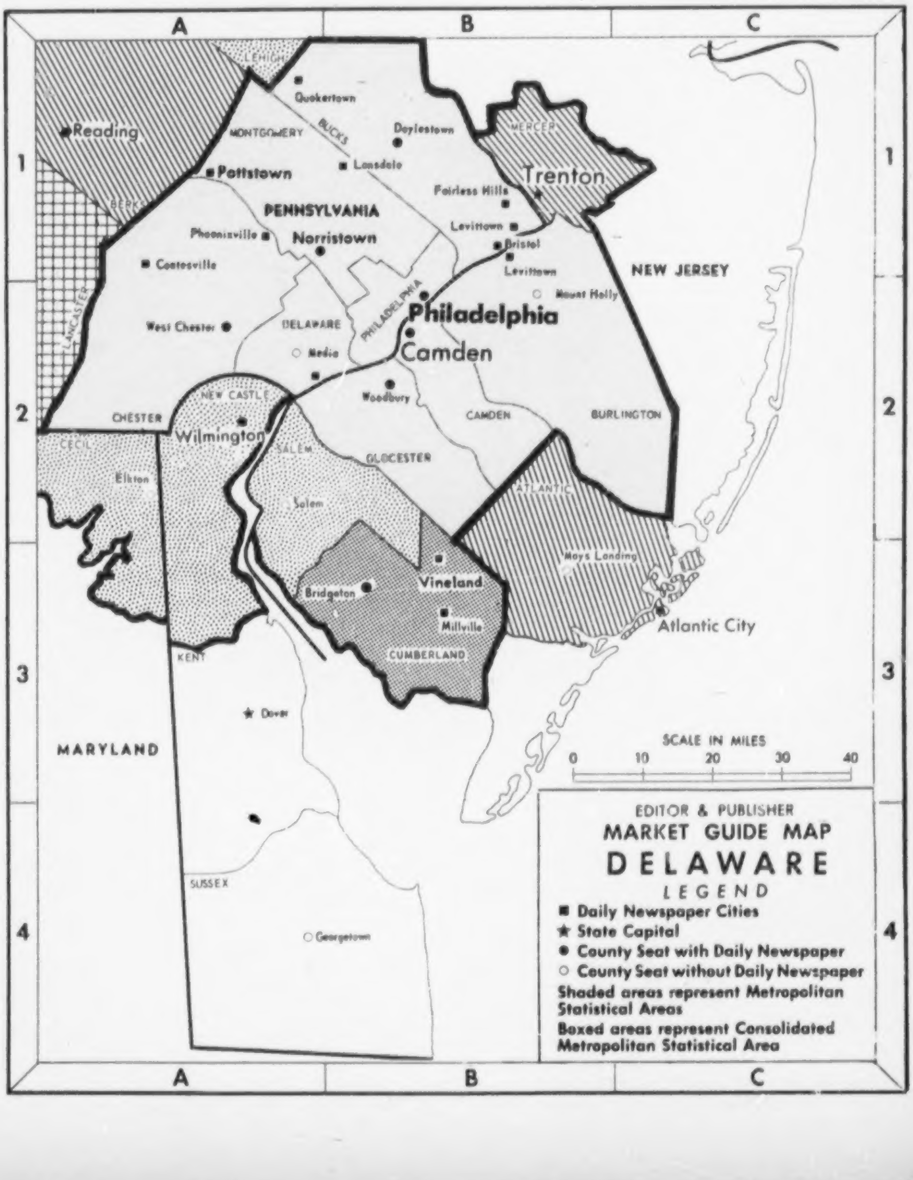
Chain Supermarkets-Super Fresh; Acme; Pathmark 5; 7-Eleven 43; Wawa 25; IGA 4; Cumberland Farms 14; Shop 'N Bag; Shop Rite 2; Thriftway 8; Shop 'N Save 2.

Other Chain Stores-Storm's Shoes; Gordon's Jewelers; Baker Shoes; Hanover Shoes; Lowe's (bldg.); 84 Lumber; LeRoy's Style Shop; Lou's Shoe Bazaar; Glah Bros. (formal wear); Goodyear; Firestone; General Tire; B.F. Goodrich Tires; Channel Home Ctrs.; Rickel; Hechinger's; Mr. Good Buys; Hechinger Clover.

14 - NEWSPAPERS: NEWS-JOURNAL (all day) 119,043; (S) 139,727; Apr. 1, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Kitty Byrns-Eisenberg, Nat'l. Adv. Mgr., NEWS-JOURNAL PAPERS, 950 W. Basin Rd., New Castle, DE 19720; Tel. (302) 324-2500.

National Representative: Gannett National Newspaper Sales.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LEHIGH
Quakertown
Reading
MONTGOMERY
BUCKS
Doylestown
MERCER
Lansdale
Pottstown
BERKS
Trenton
Fairless Hills
PENNSYLVANIA
Phoenixville
Norristown
Levittown
Bristol
Coatesville
Levittown
NEW JERSEY
LANCASTER
Mount Holly
PHILADELPHIA
West Chester
DELAWARE
Philadelphia
Camden
Media
NEW CASTLE
Woodbury
CHESTER
CAMDEN
BURLINGTON
Wilmington
CECIL
SALEM
GLOCESTER
Elkton
Salem
ATLANTIC
Mays Landing
Vineland
Bridgeton
Millville
Atlantic City
CUMBERLAND
KENT
Dover
MARYLAND
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40
SUSSEX
Georgetown
EDITOR & PUBLISHER
MARKET GUIDE MAP
DELAWARE
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Area

DISTRICT OF COLUMBIA SURVEYS

METROPOLITAN STATISTICAL AREA

Washington, DC-MD-VA-District of Columbia; Alexandria, Fairfax, Falls Church, Manassas, and Manassas Park cities, VA; Arlington, Fairfax, Loudoun, Prince William Counties, and Stafford County, VA; Calvert, Charles, Frederick, Montgomery and Prince George's Counties, MD.

POPULATION ESTIMATES

(Thousands)

Age Group	1980	1990	1992
Under 5 Years	34	41	42
5-14 Years	79	70	71
15-24 Years	127	99	101
25-44 Years	196	223	228
45-64 Years	127	113	115
65 and Over	74	71	72
TOTAL	637	616	628

Based on U.S. Census

RETAIL SALES ESTIMATE

(Millions)

Kind of Business	1977 Census	1982 Census	1992 Est.
Bldg. Mat./Hdwr	38	38	79
General Mdse	234	224	429
Food	335	486	714
Automobiles	202	122	260
Gasoline Stations	138	180	197
Apparel	168	240	381
Furniture	115	129	261
Eat-Drink Places	379	560	935
Drugs	97	128	208
TOTAL SALES	2,085	2,654	4,322

WASHINGTON

1 - LOCATION: Washington, District of Columbia. Capital of the United States. This is the hub of Washington, D.C. SMSA which includes: District of Columbia, Montgomery, Prince George's and Charles counties in Maryland, Arlington, Fairfax, Loudoun, Prince William counties and the independent cities of Alexandria, Fairfax City, Falls Church, Manassas and Manassas Park in Virginia.

2 - TRANSPORTATION: Railroads-Passenger: Amtrak; Marc; Metro. Freight: Chessie System (B&O); C&O; RF&P; Conrail; Norfolk/Southern.

Intercity Bus Lines-Eyre; Gold Line; Greyhound/Trailways; J&J Bus Service; Metro Bus System; Ride-On; Cue; Dash Alexandria Transit; Fairfax Connector.

Airlines-(Commercial): Aeroflot; Air France; Air Jamaica; Air Nippon; American; American West; Braniff; British Airways; BWIA; Continental; Delta; Eastern; Enterprise; Iceland Air; Jet America; Lufthansa; Mexicana; Midway; Midwest Express; Northwest; Northwest Orient; Pan Am; TWA; United; USAir/Express; Western; Saudi Arabian Airline; Trump Shuttle; BahamasAir. (Commuter): Allegheny; American Eagle; Continental Express; Cumberland; Henson Aviation; Pan Am Express; Jet Stream Inc.; Delta Connection/Business Express.

3 - POPULATION:

Corp. City 90 Cen. 606,900; E&P 92 Est. 621,525
POST:
NDM-ABC: (80) 3,061,021
TIMES:
NDM-ABC: (80) 2,764,079
MSA 90 Cen. 3,923,574; E&P 92 Est. 4,117,910

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 249,634; E&P 92 Est. 255,650
MSA 90 Cen. 1,519,507; E&P 92 Est. 1,593,597
POST:
NDM-ABC: (80) 1,112,770
TIMES:
NDM-ABC: (80) 1,022,043

5 - BANKS	NUMBER	DEPOSITS
Commercial	160	$31,720,000,000
Savings & Loan	NA	N.A.

6 - PASSENGER AUTOS: D.C. 252,452

7 - ELECTRIC METERS: Residence 1,180,000

8 - GAS METERS: Residence 658,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Fed. Gov't. 365,100; State & Local Gov't. 224,800; Service 735,300; Ret. Trade 359,200; Whol. Trade 77,400; Fin., Ins. & R.E. 131,200; Trans., Commun. & Pub. Util. 110,600; Constr. 138,800; Mfg. & Mining 90,300. Total employed 2,232,700.

Source: D.C. Dept. of Employment Services, Apr. 1990. (Feb. 1990 data for the Metropolitan Washington, D.C. Area Labor Summary).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 66-85; Fall 50-71; Winter 28-45. First killing frost, Nov. 27; last killing frost, Mar. 10.

11 - TAP WATER: Slightly alkaline, med. soft.

12 - RETAILING: Principal Shopping Centers & Areas-(Northwest): Downtown Area (R) 7th-14th, D-I Sts.; Connecticut Ave./Midtown Area-Connecticut Ave. from Pennsylvania Ave. to Florida Ave., W to 22nd St., NW; Friendship Heights Area-Wisconsin Ave., Albemarle-Western; Georgetown Area-M St., Wisconsin Ave.; Spring Valley Area-Massachusetts Ave., Van Ness-Yuma Sts. Enclosed: Mazza Gallerie; Georgetown Park; Van Ness Centre. (Northeast): Rhode Island Ave. Area, 4th & Rhode Island, NE; Benning Area-Minnesota Ave. & Benning Rd.; Hechinger Mall-Bladensburg & Benning Rds. (Southeast): Anacostia Area-Alabama Ave., Good Hope & Naylor Rds.; Fairlawn Area-Pennsylvania Ave., 19th-25th Sts. (Southwest): Enclosed: L'Enfant Plaza.

Charles County (MD)-Shopping centers: La Plata; Waldorf.

Montgomery County (MD)-Major shopping areas: Bethesda; Chevy Chase/Friendship Heights; Gaithersburg; Kensington; Rockville City; Rockville Pike; Silver Spring; Wheaton, Flower Ave.; Aspen Hill; Glenmont, Viers Mill; Four Corners; Takoma Park.

Shopping Centers-Congressional Plaza; Hillandale; Montgomery Mall; Potomac Village; Rockville Mall; Twinbrook; Westwood; Wheaton Plaza; White Oak; Wildwood Manor; Huntley Square; White Flint Fashion Mall; Village Mall; Lake Forest; Loehman Plaza; Hechinger Plaza.

Enclosed: Lakeforest Mall; Montgomery Mall; Wheaton Plaza; White Flint.

Prince George's County (MD)-Major shopping areas: Andrews Manor; Bladenburg; Bowie; Camp Springs; College Park; Greenbelt; Hyattsville; Lanham; Landover; Mt. Rainer; New Carrollton; Queens Chapel-Chilium; Suitland; Oxon Hill; Adelphi; Langley Park; Kettering; Palmer Park/Dodge Park; District Heights; Capitol Heights; Silver Hill; Marlow Heights; Penn-Mar; Laurel; Eastover; Forestville Mall.

Shopping Centers-Carrollton Mall; Bel Air; Beltway Plaza; Capital Plaza; Dodge Park; Greenway; Iverson Mall; Landover Mall; Free State Mall; Langley Park; Laurel Plaza; Laurel Lakes Centre; Forest Village Park; Prince George's Plaza; Allentown Mall; Hampton Mall; Great Eastern Plaza; Penn Mar.

Enclosed: Forest Village Park Mall; Greenway Plaza; Laurel Centre; Carrollton Mall; Prince George's Plaza; Beltway Plaza.

Arlington County (VA)-Major shopping areas: Clarendon; Rosslyn; Shirlington.

Shopping Centers-Parkington; Culmore; Cherrydale; Virginia Square; Westover; Crystal Plaza; Lee Harrison; Columbia Village.

Alexandria City (VA)-Major shopping areas: Central Business District; Duke to Cameron Sts. between Lee St. & RF&P railroad tracks; Arlandria; Cameron; Beverly Plaza; Tavern Square; Belle View; Delray; Columbia Pike; Duke & Pickett Sts.; Shirley Duke.

Shopping Center-Landmark.

Fairfax County (VA)-Major shopping areas: Springfield; Annandale; Bailey's Cross Roads; Oakton; Penn-Daw; Vienna; Hybia Valley; McLean; Tyson's Corner; Seven Corners; West Springfield; Leesburg Pike; Groveton; Marrifield; West Springfield.

Shopping Centers-Loehman's Plaza; Pike 7 Plaza; Tyson's Corner Center; Seven Corners; Beacon Mall; Bradlick; Shirley Plaza; Wilston; Yorktown; Springfield Plaza; Mt. Vernon Plaza; Fairfax City; Fairfax Circle; West Fairfax; Virginia Plaza; Fair Oaks; PanAm; Rolling Valley Mall.

Enclosed: Beacon Mall; Fair Oaks Shopping Center; Seven Corners Shopping Center; Tyson's Corner Center.

Loudoun County (VA)-Major shopping areas: Herndon Junction; Leesburg.

Prince William County (VA)-Major shopping areas: Manassas; Woodbridge; Westgate; Dale City.

Shopping Centers-Marumsco Plaza; Manassas Mall.

Enclosed: Manassas Mall; Potomac Mall.

Principal Shopping Days-Mon., Thur., Fri., Sat.

Stores Open Evenings-Dept. Stores (downtown) Mon. & Thur. Suburban stores and most large food stores, every evening. Some food chains open until 10:00 p.m. and on Sun. Most shopping centers and dept. stores open Sun. Most food chains open 24 hrs. Mon. through Sat. & Sun.

13 - RETAIL OUTLETS: Department Stores-Bloomingdale's 2; Hecht's 15; Montgomery Ward 8; JCPenney 8; Sears 10; Woodward & Lothrop 13.

Variety Stores-McCrory 5; G.C. Murphy 7; Woolworth 12; Wal-Mart.

Discount Stores-Caldor; K mart 11; Marshalls 11; Ames 15.

Appliances & Hi-Fi-Bray & Scarf 9; Circuit City 12; Erol's 8; Luskins 14; Microwave Cooking etc. 3; Myer-Emco 4; Radio Shack 70; Reliable Home Appliances 9; The Wiz 9.

Video Clubs-Video Concept 2; Video Village 10; Saxitone Audio Video 4.

Building Supplies-Channel 5; Hechinger 28; Lowe's 3; 84 Lumber 10.

Chain Drug Stores-Rite Aid 80; People's 162; Rodman's 3; Standard 14; Fantel's 64.

Chain Supermarkets-Basics 13; Fresh Value 3; Giant Food 102; Larimer's; Margruder's 12; Safeway 102; Shoppers' Food Warehouse 18; Snider's; Super Fresh 18.

Convenience Stores-7-Eleven; High's.

Consumer Store-Murray Steaks 21.

Jewelry Stores-Bailey, Banks & Biddle 5; Best 5; Black, Starr & Frost 6; Boone & Sons 3; J.E. Caldwell 4; Chas Schwartz & Son 3; Gordon's 3; R. Harris & Co.; Kay Jewellers 14; Melart 11; Theodore Nye; Pampillonia 2; J.B. Robinson 8; Royal Diamond 7.

Health Clubs/Reducing Salons-Diet Center 35; Holiday Spas 11; Nautilus Fitness Center 12; Nutri-System Weight Loss Center 20; Professional Weight Loss System 3; Spa Lady 21; Jenny Craig 8.

Furniture Stores-C.L. Barnes 5; The Bed Store 2; The Bombay Company 5; Brighton's 5; Coles 4; Colony House; Danker 2; Decor Furniture 2; Door Store 12; The Hub 8; Ikea; Jennifer Convertibles 8; Kimel's 3; La-Z-Boy Showcase Shoppes 5; The Loft Bed Stores 3; Levitz 5; Mahler's; Manor House; Marlo 4; Mastercraft Interiors 4; Miller & Wren; Salem 4; Scan 6; Scandinavian Gallery 8; Sofa Beds & Such 4; Show Place 3.

Office Furniture-D&F 9; Metropolitan Office Furniture 2; The Staple.

Carpet Stores-Dieners 5; Furniture & Carpetland 20; International Carpet & Rugs 6; Parvizan 4; Bill's Carpet 10; Carpet 'n Things 2; Color Tile 13.

Shoe Stores-Athletic Foot 5; Bally of Switzerland 2; Boyce & Lewis 4; DeYoung 3; Famous Footwear 7; Foot Locker 23; Gucci 2; Hahn 20; Hanover 9; Hess 4; Kinney's 36; Pappagallo; Red Cross Shoe Shop 8; Revelations 5; Thom McAn 16; Stride Rite 8; Church's English Shoes.

Auto Supplies-Cottam Transmission 10; Goodyear 32; Leeth Bros. 2; Merchant Tire 43; Midas Muffler 31; National Tire Wholesale 16; Penn Jersey 14; Pep Boy 7; Performance Discount Tire 11; Stidham Tire 13; Sure-Fit Seat Cover 3; Trak Auto 71.

Cosmetics-Elizabeth Arden 2; Merle Norman 9; The Cosmetic Center 13.

Candy-Fannie May 9; Russell Stover; Godiva Chocolates 7.

Mens Clothing-Big & Tall 3; Britches 11; Cavalier 6; George Big & Tall 3; Kuppenheimer 8; Marc Jeffries 2; Richman Bros. 7; Saville of London; Steven Windsor 6; Wilson's Men Stores 5; Ralph Lauren-Polo Shop 3.

Women's Clothing-Alcott & Andrews 2; Ann Taylor 7; Britches of Georgetown 11; Casual Corner 22; Clare Dratch 2; David's Village Shops 3; Dress Barn 21; Gantos 5; Hit or Miss 18; Lerner Shops 15; Loehmann's 2; Lord & Taylor 4; Marianne 13; Ormond 7; PS 4; Plymouth 5; Rizik's; Ross 7; Saks Fifth Avenue; Sassafras 16; Talbot 8; T.H. Mandy 4; The Limited 17; The Narragansett 4; Up Against the Wall 13; Valentino Boutique; Apres Peau Lingerie 5; The Complement (accessories) 9; T.J. Maxx 3.

Furs-Gartenhaus 2; Rosendorf/Evans 3; Saks-Jandel 2.

Men's & Women's Clothing-Abercrombie & Fitch 2; A. Jos Bank Clothiers 3; Brooks Bros. 3; Burberry's; I. Magnin; Johnson & Murphy Shop 5; Macy's; Morton's 6; Neiman & Marcus 2; Nordstrom; Raleigh's 12; Royal Formal & Bridal 10.

Children's Furnishings-Beyda; BoPeep Shop 3; Kids 'R Us 4; Kid's Closet 2; 7th Heaven 3; Young Fair 2; Juvenile Sales 3; Toys 'R Us 10; Crib & Cradle 3.

Fabric Stores-Danneman 7; House of Fine Fabrics 16; Mill End Shops 8; Minnesota Fabrics 11.

White Goods-Linen 'n Spreads 2; Spread-N-Things 2; Linens 'n Things 9.

Sporting Goods-Eddie Bauer, Inc. 3; Herman's 12; Hudson Trail Outfitters Ltd. 9; Irving's Sport Shops 12.

Catalog Stores-Best Products Co. 8; Evans 9; W Bell & Co. 11.

Computers-Radio Shack 21; The Office Center 8.

Book Stores-Crown Books 60; B. Dalton 15; Waldenbooks 14; Olson's 6.

Record Stores-Kemp Mills Records 32; Olsson's 8; Penguin Feather Records & Tapes 7; Sam Goody 9; The Wiz 5; Tower Records 3; Waxie-Maxie 22; Serenade 5.

Other-LPI Photo Finish 16; Metro Camera 4; Ritz Camera 24; Becker Leather Goods 6; Camalier & Buckley 10; China Closet 4; Coach Store 4; Hoffritz for Cutlery 3; Kitchen Bazaar 7; Pier 1 Imports 14; Frank's Nursery & Crafts 8; Silk Greenhouse 4; Pearle Vision Centers 23.

14 - NEWSPAPERS: POST (m-mon to fri) 838,902; (m-sat) 793,650; (S) 1,165,567; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Lee Horton, Ret. Adv. Dir., POST, 1150 15th St. N.W., Washington, DC 20071; Tel. (202) 334-7911.

National Representatives: Sawyer-Ferguson-Walker; Metropolitan Publishers Representatives.

TIMES (m-mon to fri) 100,000; July 31, 1991 Publisher's Statement.

Local Contact for Advertising and Merchandising Data: John Ward, Natl. Adv. Mgr., TIMES, 3600 New York Ave. N.E., Washington, DC 20002; Tel. (202) 636-3000.

National Representative: None.

USA TODAY (m-mon to thur) 1,429,024; (m-fri) 1,801,384; Mar. 31, 1991 ABC.

Note-USA TODAY is distributed nationally.

Local Contact for Advertising and Merchandising Data: Patricia Haegele, Sr Vice Pres.-Adv., USA TODAY, 1000 Wilson Blvd., Arlington, VA 22209; Tel. (703) 276-3400.

National Representative: USA TODAY New York office with branches in Chicago, Los Angeles, Detroit and San Francisco.

FLORIDA SURVEYS

METROPOLITAN STATISTICAL AREAS

Bradenton-Manatee County.
Daytona Beach-Volusia County.
Fort Meyers-Cape Coral-Lee County.
Fort Pierce-Martin and St. Lucie Counties.
Fort Walton Beach-Okaloosa County.
Gainesville-Alachua and Bradford Counties.
Jacksonville-Clay, Duval, Nassau and St. Johns Counties.
Lakeland-Winter Haven-Polk County.
Melbourne-Titusville-Palm Bay-Brevard County.
Naples-Collier County.
Ocala-Marion County.
Orlando-Orange, Osceola and Seminole Counties.
Panama City-Bay County.
Pensacola-Escambia and Santa Rosa Counties.

Sarasota-Sarasota County.
Tallahassee-Gadsden and Leon Counties.
Tampa-St. Petersburg-Clearwater-Hernando, Hillsborough, Pasco and Pinellas Counties.
West Palm Beach-Boca Raton-Delray Beach-Palm Beach County.

PRIMARY METROPOLITAN STATISTICAL AREAS

Fort Lauderdale-Hollywood-Pompano Beach-Broward County.
Miami-Hialeah-Dade County.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

Miami-Fort Lauderdale-Includes Fort Lauderdale-Hollywood-Pompano Beach PMSA and Miami-Hialeah PMSA.

POPULATION ESTIMATES

(Thousands)

Age Group	1980	1990	1992
Under 5 Years	602	933	972
5-14 Years	1,340	1,668	1,738
15-24 Years	1,642	1,788	1,864
25-44 Years	2,463	3,915	4,080
45-64 Years	2,128	2,489	2,594
65 and Over	1,699	2,210	2,303
TOTAL	9,874	13,003	13,551

Based on U.S. Census

POPULATION ESTIMATES

(Thousands)

Places of 50,000 or more and central cities of MSA's with 10% or more of Spanish Origin Population, according to the U.S. 1980 census.

Cities	Total Pop.	Spanish Origin	Percent
Miami	347	194	55.9
Tampa	272	36	13.3

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1977 Census	1982 Census	1992 Est.
Bldg. Mat./Hdwr	1,554	2,619	6,872
General Mdse	4,114	5,997	13,0590
Food	7,016	12,426	21,876
Automobiles	6,645	11,240	26,263
Gasoline Stations	2,386	4,776	6,649
Apparel	1,406	2,732	5,421
Furniture	1,555	2,704	5,907
Eat-Drink Places	2,925	5,540	11,9044
Drugs	1,119	2,010	4,803
TOTAL SALES	31,413	55,469	114,877

BOCA RATON

1 - LOCATION: Palm Beach County (In West Palm Beach-Boca Raton-Delray Beach MSA). E&P Map D-3. On E Coast of Florida; N of Fort Lauderdale and Pompano Beach. Florida Atlantic University, College of Boca Raton.

2 - TRANSPORTATION: Railroads-FEC; SAL.
Bus Lines-Greyhound; Trailways.
Airlines-At W. Palm Beach Intl.; Ft. Lauderdale/Hollywood Intl.

3 - POPULATION:
Corp. City 90 Cen. 61,492; E&P 92 Est. 63,889
County/MSA 90 Cen. 863,518; E&P 92 Est. 920,073

4 - HOUSEHOLDS:
City 90 Cen. 23,379; E&P 92 Est. 24 290
County/MSA 90 Cen. 368,451; E&P 92 Est. 392,582

5 - BANKS	NUMBER	DEPOSITS
Commercial	NA	$833,542,000
Savings & Loan	42	$1,322,955,000
Credit Unions	3	$64,399,000

6 - PASSENGER AUTOS: Palm Beach County 615,471

7 - ELECTRIC METERS: 32,908 (City); 35,151 (Outside city)

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Truck; Light Mfg.; Tourism; Electronics; IBM plant employing 9,500; Mitel; Siemens; Megasystems; Burroughs; Motorola; Sensormatic; Film Production.

10 - CLIMATE: Av. Temp.-Summer-85; Winter-76.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Boca Lyons	10	Winn-Dixie
Boca Raton Mall(60)	NA	Levitz, Walgreens
Camino Sq.(14)	1	SupeRx, Winn-Dixie
Del Mar Vlg.	3	Winn-Dixie, Eckerd
Fifth Ave. Shops(50)	1	Eckerd, Publix Mkt., Star Value
Oaks Plaza	2	Winn-Dixie, Eckerd
Royal Palm Plz. (82)	NA	Woolley's
Town Center Mall	3	Sears, Burdines, Jordan Marsh, Saks, Lord & Taylor, Bloomingdales's
Village Square	3	Shoppers Drug, Publix Mkt.
Glades Plaza(85)	3	

13 - RETAIL OUTLETS: Department Stores-Burdines; Jordan Marsh; Sears; Saks; Lord & Taylor; Bloomingdales's.
Discount Store-K mart.
Chain Drug Stores-Eckerd; SupeRx; Walgreens; Cunningham; Gray Drug; Fedco; Shoppers Drug Mart.
Chain Supermarkets-Winn-Dixie; Publix; Sun; Woolley's Emporium; Albertson's.

14 - NEWSPAPERS: NEWS (m) 22,319; (S) 23,333; VAC June 30, 1990.
Local Contact for Advertising and Merchandising Data: Robert Hilton, V.P/Mktg. Dir., NEWS, 34 S.E. Second St.; PO Box 580, Boca Raton, FL 33432; Tel. (407) 395-8300.
National Representatives: Newspapers First; U.S. Suburban Press.

BRADENTON

1 - LOCATION: Manatee County, County Seat. (In Bradenton MSA). E&P Map C-3. On Manatee River & US Hwys. 41 & 301; 40 mi. S of Tampa; 19 mi. S of St. Petersburg.

2 - TRANSPORTATION: Railroad-Seaboard Coast Line.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-Continental; Continental Express; Delta; Eastern; Northwest; TWA; United; American; Air Sunshine; Eastern Express; Presidential Airways; Pro Air; PBA.
Motor Freight Carriers-15.

3 - POPULATION:
Corp. City 90 Cen. 43,779; E&P 92 Est. 46,501
CZ-ABC: (80) 135,978
RTZ-ABC: (80) 12,467
County/MSA 90 Cen. 211,707; E&P 92 Est. 224,128
City & RTZ-ABC: (80) 148,445
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 16,644; E&P 92 Est. 17,679
County/MSA 90 Cen. 94,092; E&P 92 Est. 99,613
CZ-ABC: (80) 57,260
RTZ-ABC: (80) 4,738
City & RTZ-ABC: (80) 61,998

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$1,526,828,000
Savings & Loan	18	$1,374,884,000

6 - PASSENGER AUTOS: Manatee County 181,593

7 - ELECTRIC METERS: County Residence 109,000

8 - GAS METERS: City Residence 3,000

9 - PRINCIPAL INDUSTRIES: Industry-Chilled Citrus Juice; Truck Trailer Mfg.; Fertilizer and Phosphate Prods.; Electronic Equip.; Lawn Mower Mfg.; Window & Door Mfg.; Fishing; Boat Bldg.; Agric. (winter veg. prods.); Tourism; Cut Flower supplier; Optics; Lens Mfg.; Furniture; Machine Tool Mfg.; Housing.

10 - CLIMATE: Min. & Max. Temp.-Spring 65-83; Summer 75-90; Fall 70-88; Winter 48-85.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Branden River Plz., Sr. 64 & 43rd St. E.; College Plz., 59th St. W & Cortez; Cortez Plz., U.S. 41 & Cortez Rd.; De Soto Sq. Mall, U.S. 41 & 301; Manatee Plz., Manatee Ave. & 41st St. W., Mount Vernon Plz., Cortez & Independence; Oneco Sq., 5108 E. 15th St., Palmetto Plz., 12th St. & 8th Ave.; Ridgewood Shpg. Ctr., 7004 U.S. 301 N., Southwood Mall, U.S. 41 & 57th Ave. W.
Neighborhood Shopping Centers-9th St. & 9th Ave. W.; Manatee Ave. at 34th St.; Manatee Ave. at 9th St.; Lakeside, Cortez Rd. W; Manatee Ave. at 68th St.; Beachway Plaza, Manatee Ave. at 75th St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Branden River Plz.	NA	Eckerd, Winn-Dixie
College Plz.	3	SupeRx, Winn-Dixie
Cortez Commons	4	Walgreens, Publix
Cortez Plz.	3	Publix, Walgreens
DeSoto Center	NA	Best. Prods., Duffs
DeSoto Junction	3	Marshalls, Luria's
DeSoto Sq. Mall	3	Maas Bros., Sears
El Conquistador Plz.	NA	7-Eleven
Fountain Court	2	Scotty's, Wal-Mart
Manatee Plz.	2	-Eckerd, Dollar General
Mount Vernon Plz.	NA	Foodway
Oneco Square	4	Winn-Dixie, Eckerd
Palma Sola/ Tower Sq.	5	Kash 'N' Karry, Radio Shack
Palmetto Plz.	NA	McCrory, Goodwill
Pinebrook Commons	NA	McDuff's
Ridgewood	NA	Foodway
Southwood Mall	5	Beall's, SupeRx

Principal Shopping Days-Mon., Wed., Thur., Fri., Sun. Stores are open evenings.

13 - RETAIL OUTLETS: Department Stores-Maas Bros.; Sears; JCPenney; Beall's 4; Belk-Lindsey; Neisner's; Kress.
Discount Stores-K mart; Wal-Mart.
Variety Store-Woolworth.
Chain Drug Stores-Walgreens 5; Eckerd 6; Foster; Sharps; SupeRx 2; Treasury 2.
Chain Supermarkets-Winn-Dixie (Kwik-Check) 7; Publix 4; Kash 'n' Karry 2; Albertson's 2; Foodway 4; Florida Choice.

14 - NEWSPAPERS: HERALD (m) 49,213; (S) 60,082; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Robert Turner, Gen. Mgr., HERALD, 102 Manatee Ave. W., Bradenton, FL 34205; Tel. (813) 748-0411.
National Representatives: Newspapers First; Publishers' Representatives of Florida.

BROOKSVILLE

1 - LOCATION: Hernando County, (In Tampa-St. Petersburg-Clearwater MSA). E&P Map C-2. County Seat. W coast of Florida, 50 mi. N of Tampa; on U.S. Hwys. 41 & 98; State Hwy. 50.

2 - TRANSPORTATION: Railroad-Seaboard Coastline.
Intercity Bus Lines-Trailways; Gulf Coast; Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 7,440; E&P 92 Est. 7,812
County 90 Cen. 101,115; E&P 92 Est. 112,258
MSA 90 Cen. 2,067,959; E&P 92 Est. 2,156,795

4 - HOUSEHOLDS:
City 90 Cen. 2,829; E&P 92 Est. 2,970
County 90 Cen. 42,193; E&P 92 Est. 46,842
MSA 90 Cen. 874,429; E&P 92 Est. 909,669

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$506,178,000
Commercial	13	$447,336,000

6 - PASSENGER AUTOS: Hernando County 63,190

7 - ELECTRIC METERS: 46,899

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry-Fruit (Citrus) & Veg.; Rock Prods.; Elect. Components; Poultry Farms; Cattle Ranches; Horse Breeding; Clothing Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 59-86; Summer 65-95; Fall 60-90; Winter 40-70. First killing frost, Dec.; last killing frost, Feb.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-U.S. Hwys. 41 & 98; Lamar St.; Hwys. 50 & 19.

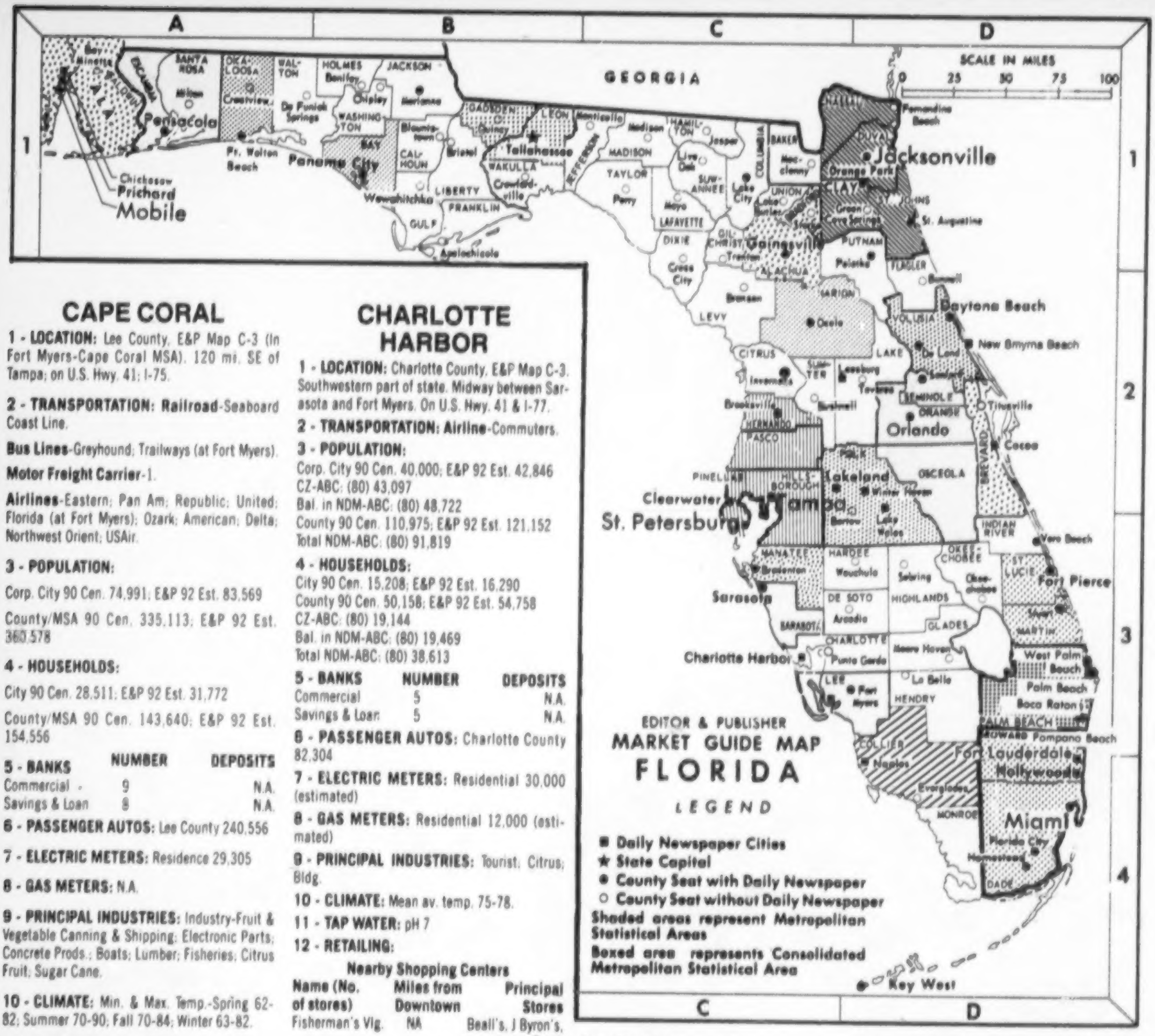
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brook Plaza(12)	NA	Thriftway Mkt., Sears, White Auto
Hernando Plz.(10)	NA	McCroy, Publix, Hogan-Rexall
South Plz.(18)	NA	Winn-Dixie, Eckerd, Mont. Ward
South Sq.(17)	NA	K mart, SupeRx, Kash 'n' Karry
Western Way(15)	NA	Eckerd, Bealls, Winn-Dixie, Radio Shack

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Shopping Centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores-McCroy; Sears; Beall's; Montgomery Ward.
Discount Stores-McCroy; K mart; Wal-Mart.
Chain Drug Stores-Eckerd; Rexall; Rite Aid; Walgreen.
Chain Supermarkets-Publix; Winn-Dixie; Kash 'n' Karry; Shopping Basket.
Other Chain Stores-White Auto; Radio Shack; Western Auto; Ace Auto Parts.

14 - NEWSPAPERS: SUN JOURNAL (e-tues to sat) 1,500; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: Jack Bush, Adv. Mgr., SUN JOURNAL, 703 Lamar Ave.; PO Box 218, Brooksville, FL 33512; Tel. (904) 796-4925.
National Representative: Landon Associates.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Mobile
Ft. Walton Beach
Panama City
Tallahassee
Apalachicola
Jacksonville
St. Augustine
Gainesville
Ocala
Daytona Beach
New Smyrna Beach
Orlando
Cocoa
Titusville
Clearwater
St. Petersburg
Tampa
Lakeland
Winter Haven
Sarasota
Bradenton
Charlotte Harbor
Fort Myers
Naples
Vero Beach
Fort Pierce
West Palm Beach
Palm Beach
Boca Raton
Pompano Beach
Fort Lauderdale
Hollywood
Miami
Key West
EDITOR & PUBLISHER
MARKET GUIDE MAP
FLORIDA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed area represents Consolidated Metropolitan Statistical Area

CAPE CORAL

1 - LOCATION: Lee County, E&P Map C-3 (In Fort Myers-Cape Coral MSA). 120 mi. SE of Tampa; on U.S. Hwy. 41; I-75.

2 - TRANSPORTATION: Railroad-Seaboard Coast Line.

Bus Lines-Greyhound; Trailways (at Fort Myers).

Motor Freight Carrier-1.

Airlines-Eastern; Pan Am; Republic; United; Florida (at Fort Myers); Ozark; American; Delta; Northwest Orient; USAir.

3 - POPULATION:

Corp. City 90 Cen. 74,991; E&P 92 Est. 83,569

County/MSA 90 Cen. 335,113; E&P 92 Est. 360,578

4 - HOUSEHOLDS:

City 90 Cen. 28,511; E&P 92 Est. 31,772

County/MSA 90 Cen. 143,640; E&P 92 Est. 154,556

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	9	N.A.
Savings & Loan	8	N.A.

6 - PASSENGER AUTOS: Lee County 240,556

7 - ELECTRIC METERS: Residence 29,305

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry-Fruit & Vegetable Canning & Shipping; Electronic Parts; Concrete Prods.; Boats; Lumber; Fisheries; Citrus Fruit; Sugar Cane.

10 - CLIMATE: Min. & Max. Temp.-Spring 62-82; Summer 70-90; Fall 70-84; Winter 63-82.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-6 Blocks-Cape Coral Pkwy. (58 stores); Coralwood Mall (19 stores); Del Prado Mall (20 stores); Coral Pointe Mall (20 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gulf Plaza(3)	NA	Eckerd, Publix
Corawood Mall (44)	NA	Winn-Dixie, Beall's

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Beall's; JCPenney.

Discount Stores-K mart; Wal-Mart; Dollar General.

Chain Drug Store-Eckerd.

Chain Supermarkets-Publix; Winn-Dixie; Kash 'n' Karry; U-Save.

Other Chain Stores-Goodrich; Firestone; Goodyear; Walgreens.

14 - NEWSPAPERS: BREEZE (e-mon to fri) 5,087; sworn Mar. 31, 1990.

Local Contact for Advertising and Merchandising Data: Jack Glarrow, Adv. Mgr., BREEZE, PO Box 846, Cape Coral, FL 33904; Tel. (813) 574-1110.

National Representative: Landon Associates.

CHARLOTTE HARBOR

1 - LOCATION: Charlotte County, E&P Map C-3. Southwestern part of state. Midway between Sarasota and Fort Myers. On U.S. Hwy. 41 & I-77.

2 - TRANSPORTATION: Airline-Commuters.

3 - POPULATION:

Corp. City 90 Cen. 40,000; E&P 92 Est. 42,846
CZ-ABC: (80) 43,097
Bal. in NDM-ABC: (80) 48,722
County 90 Cen. 110,975; E&P 92 Est. 121,152
Total NDM-ABC: (80) 91,819

4 - HOUSEHOLDS:

City 90 Cen. 15,208; E&P 92 Est. 16,290
County 90 Cen. 50,158; E&P 92 Est. 54,758
CZ-ABC: (80) 19,144
Bal. in NDM-ABC: (80) 19,469
Total NDM-ABC: (80) 38,613

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: Charlotte County 82,304

7 - ELECTRIC METERS: Residential 30,000 (estimated)

8 - GAS METERS: Residential 12,000 (estimated)

9 - PRINCIPAL INDUSTRIES: Tourist; Citrus; Bldg.

10 - CLIMATE: Mean av. temp. 75-78.

11 - TAP WATER: pH 7

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fisherman's Vlg.	NA	Beall's, J Byron's, Sears
Promenade's Mall	NA	Eckerd, JCPenney

Principal Shopping Days-Wed., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; J Byron's; Beall's.

Discount Store-Beall's Outlet.

Variety Stores-McCrory; K mart; Wal-Mart.

Chain Drug Stores-Eckerd; Revco; Walgreens; Treasury.

Chain Food Supermarkets-Publix; Kash 'N' Karry; Winn-Dixie; U-Save.

14 - NEWSPAPERS: CHARLOTTE SUN HERALD (m-mon to sat) 19,958; (S) 26,146; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Larry Nash, Adv. Dir., CHARLOTTE SUN HERALD, 23170 Harborview Rd.; PO Box 2390, Charlotte Harbor, FL 33949-2390; Tel. (813) 629-2085.

National Representative: Landon Associates.

COCOA

See MELBOURNE

DAYTONA BEACH

1 - LOCATION: Volusia County (MSA), E&P Map D-2, Tourist center. 91 mi. S of Jacksonville; 179 mi. N of West Palm Beach; 54 mi. NE of Orlando.

2 - TRANSPORTATION: Railroads-Amtrak; Florida East Coast (freight).

Motor Freight Carriers-15.

Intercity Bus Lines-Greyhound; Votran.

Airlines-American; Delta; USAir; ComAir; Pan AM Express; Atlantic Southeast.

3 - POPULATION:

Corp. City 90 Cen. 61,921; E&P 92 Est. 63,470
CZ-ABC: (80) 166,504
RTZ-ABC: (80) 103,171
County/MSA 90 Cen. 370,712; E&P 92 Est. 392,660
City & RTZ-ABC: (80) 269,675

4 - HOUSEHOLDS:

City 90 Cen. 23,542; E&P 92 Est. 24,131
County/MSA 90 Cen. 161,179; E&P 92 Est. 170,722
CZ-ABC: (80) 69,596
RTZ-ABC: (80) 40,536
City & RTZ-ABC: (80) 110,132

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	5	$1,105,588,000
Commercial	12	$3,680,840,000

6 - PASSENGER AUTOS: Volusia County 244,319

7 - ELECTRIC METERS: Residence 120,657 (East Volusia & Flagler)

8 - GAS METERS: Residence 6,400 (East Volusia)

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Whol. & Ret. Trade 36,400; Services 35,800; Gov't 20,900; Mfg. 12,300; Constr. 7,800; Fin., Ins., & R.E. 5,800; Trans. 4,100; Agric.

10 - CLIMATE: Min. & Max. Temp.-Spring 58-77; Summer 72-90; Fall 63-80; Winter 48-70.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Volusia Mall, 5 blocks on Beach St.; 5 on Main St.; 3 on Broadway; 4 on Seabreeze Blvd.; 1 on Magnolia; 1 on S. Ridgewood.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ormond Mall	NA	Belk-Lindsey, Publix, Eckerd
W Granada	NA	Wal-Mart, Scotty's
Trails	NA	Eckerd, Publix
Rivergate Plz.	NA	Winn-Dixie, Rite Aid, Ben Franklin
Granada Plz.	NA	Walgreens, Food Lion, McCrory, Bellair Plz., Belk-Lindsey, Publix Woolworth, GC Murphy
Halifax Shpg. Plz.	NA	G.C. Murphy, Publix, Eckerd Drugs
Masonova	NA	Goodings, Rite Aid
Holly Hill Plz.	NA	Eckerd Drugs, Albertson's, Dollar General, Builders Sq.
Daytona Mall	NA	Rose Auto Store, Circuit City
K mart Shpg. Ctr.	NA	K mart, Old America Store

Volusia Pt.	NA	Marshalls
Volusia Sq.	NA	Ross Dress For Less, Toys 'R' Us, Home Depot, Phar-Mor
Volusia Plz.	NA	Service Mdse.
Big Tree Plz.	NA	Publix, Eckerd
Daytona Outlet Mall	NA	Beall's Outlet, Sears Outlet, Walgreens
Port Orange Plz.	NA	Winn-Dixie, Dollar General
Park Pl. Plz.	NA	Albertson's, Beall's
Dunlawton Sq.	NA	K mart, Eckerd Drugs, Dollar General, Publix
Village Mall	NA	Wal-Mart
Volusia Mall	NA	Belk-Lindsey, Burdines, JCPenney, Walgreens, Maison Blanche, Sears

Principal Shopping Days-Thur., Fri., Sat., Sun.

Stores Open Evenings-Major department store open until 9 p.m. daily. Sunday 12 noon to 9 p.m. Some supermarkets open until 10 p.m.

13 - RETAIL OUTLETS: Department Stores-Dillard's; Sears; Burdines; Service Merchandise; JCPenney; Belk-Lindsey; Beall's; Maison Blanche.

Discount Stores-K mart; Wal-Mart; Ross Dress For Less; Marshalls; Sams Wholesale Club.

Variety Stores-G.C. Murphy; Woolworth.

Chain Drug Stores-Eckerd Drugs; Walgreens; Rite Aid; Phar-Mor; Pic 'n' Save.

Chain Supermarkets-Publix; Winn-Dixie; Food Lion; Albertson's; Goodings.

Other Chain Stores-Scotty's; Builder's Square; Lowe's; Home Depot; Toys 'R' Us; Auto Zone; Office Depot; Circuit City.

14 - NEWSPAPERS: NEWS-JOURNAL (m) 100,668; (S) 116,514; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Jean McDermott, Promo./Adv. Research Mgr., NEWS-JOURNAL, 901 Sixth St., Daytona Beach, FL 32117; Tel. (904) 252-1511.

National Representatives: Sawyer-Ferguson-Walker; Publishers' Representatives of Florida.

DE LAND

1 - LOCATION: Volusia County (In Daytona Beach MSA). E&P Map D-2. County Seat. Fern & timber growing; lumber. Misc. mfg. area. College town. N central part of state; 108 mi. from Jacksonville; 140 mi. from Tampa; 250 mi. from Miami.

2 - TRANSPORTATION: Railroad-Amtrak.

Motor Freight Carriers-12.

Bus Lines-Greyhound; Trailways.

3 - POPULATION:

Corp. City 90 Cen. 16,491; E&P 92 Est. 16,718

County/MSA 90 Cen. 370,712; E&P 92 Est. 392,660

4 - HOUSEHOLDS:

City 90 Cen. 6,270; E&P 92 Est. 6,356

County/MSA 90 Cen. 161,179; E&P 92 Est. 170,722

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	4	$2,700,000,000
Commercial	11	$1,900,000,000

6 - PASSENGER AUTOS: Volusia County 244,319

7 - ELECTRIC METERS: Residence-West Volusia 43,000

8 - GAS METERS: Residence-City & Suburbs 3,903

9 - PRINCIPAL INDUSTRIES: Ferneries; Forestry; Hypodermic Needle Mfg.; Concrete Prods.; Woodworking; Cabinet Mfg.; Naval Sonabouy Mfg.; Camouflage Netting Mfg.; Plastic Housewares; Electric Transformers; Food Proc.; Medical Supplies.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-75; Summer 68-85; Fall 71-90; Winter 51-77. First killing frost, Dec. 13; last killing frost, Jan. 25.

11 - TAP WATER: Neutral; soft.

12 - RETAILING: Principal Shopping Center-6 blocks Blvd.; center downtown & 5 on either side.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
W. Volusia(36)	2	Ames, Beall's, Goodings
College Plz.(11)	1	Publix, Eckerd, J. Byron
De Land Plaza(2)	NA	Winn-Dixie, Revco
Gateway Vlg.(15)	2	Wal-Mart, Walgreens, Food Lion
Woodland Plz.(22)	1	Belk-Lindsey, Winn Dixie, Family Dollar
K mart Plaza	1	K mart
Brandy Wine Plz.	5	Winn-Dixie, Eckerd, Five Store

Other Shopping Centers-Orange City, 6 mi.; DeBary, 9 mi.; DeLeon Springs, 6 mi.; Deltona, 11 mi.

Principal Shopping Days-Thur., Fri., Sat., & Sun.

Stores Open Evenings-Shopping Ctr. until 9pm.

13 - RETAIL OUTLETS: Department Stores-JCPenney (catalog); Sears (catalog); Belk-Lindsey; J. Byron; Beall's; Ames.

Discount Stores-Family Dollar; K mart; Walgreen; Super Discount; Wal-Mart.

Variety Store-Woolworth.

Chain Drug Stores-Orange Belt (Rexall); Eckerd 3; Medicine Shoppe; SupeRx; Walgreens; Revco.

Chain Supermarkets-Winn-Dixie 5; Publix 2; SupeRx; Save-A-Lot; Goodings; Food Lion.

Other Chain Stores-Firestone; Goodyear Service; Badcock Furn.; Little Giant; Handyway; Cumberland Farms.

14 - NEWSPAPERS: SUN NEWS (e-mon to fri) 7,596; (S) 7,781; CAC Mar. 31, 1990.

Local Contact for Advertising and Merchandising Data: Steven Mundahl, Adv. Dir., SUN NEWS, 111 S. Alabama Ave.; PO Box 1119, De Land, FL 32721-1119; Tel (904) 734-3661.

National Representatives: Landon Associates; Morris Newspaper Corp.

FORT LAUDERDALE

1 - LOCATION: Broward County/South Palm Beach (In Fort Lauderdale-Hollywood-Pompano Beach PMSA). E&P Map D-4. Bounded on the North by Southern Blvd. in Palm Beach County; on the South by Dade County; on the East by the Atlantic Ocean, on the West by Collier and Hendry Counties. On the Inter-coastal Waterway and 165 mi. of canals & waterways. Major hwys. include U.S. 1, I-95 and Florida Tpke. Sawgrass Expressway I-595. Major terminal for railroad, bus, shipping & airlines. Foreign Trade Zone (Port Everglades).

2 - TRANSPORTATION: Railroads-Florida East Coast; Tri County Commuter Rail Service; Seaboard System; Amtrak.

Motor Freight Carriers-33.

Freight Steamship Lines-29.

Intercity Bus Lines-Greyhound; Trailways; Grayline; A-1 Bus Lines; JJ Kelley Charter.

Airlines-Aero Coach; Midway; Air Sunshine; American; Chalk's International; Continental; Delta; Northwest; Transworld; United; USAir; Walker's International; Federal Express; Air Canada; ComAir; Piedmont.

3 - POPULATION:

Corp. City 90 Cen. 149,377; E&P 92 Est. 148,597

CZ-ABC: (80) 1,018,257

Bal. in NDM-ABC: (80) 110,370

Total NDM-ABC: (80) 1,128,627

County/PMSA 90 Cen. 1,255,488; E&P 92 Est. 1,302,113

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 56,791; E&P 92 Est. 56,495

County/PMSA 90 Cen. 538,562; E&P 92 Est. 558,563

CZ-ABC: (80) 417,517

Bal. in NDM-ABC: (80) 49,960

Total NDM-ABC: (80) 464,477

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	15	$15,745,738,000
Commercial	41	$8,892,294,000

6 - PASSENGER AUTOS: Broward County 858,145

7 - ELECTRIC METERS: County (Res.) 621,533

8 - GAS METERS: County 44,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food 22,500; Apparel & Accessory stores 8,500; Furn. & Home Furnishing 8,000; Printing & Pub. 6,800; Contract Constr. 34,900; Trans., Comm. & Util. 24,100; Ret. Trade 127,800; Fin., Ins., R.E. 42,000; Services. 152,500; Gov't 69,600.

Principal Industrial Pay Days-Building Trades, Fri.; Other Industries, Fri. & Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 68-80; Summer 75-90; Fall 72-85; Winter 62-80.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-21; over 25 additional major shpg. ctrs. plus dozens of neighborhood shopping strips.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broward Crossroads	NA	Crossroads Mkt.
Central Shpg. Plz.	NA	Publix
Riverland Ctr. Plz.	NA	Kwik Chek, Eagle Family Discount
Southport Ctr.	NA	Publix, Eckerd
Southland	NA	J. Byrons, Kwik Chek
Harbor Beach Plz.	NA	Harbor Beach Mkt.
Times Square	NA	Coral Ridge Mkt.
Galt Ocean Plz.	NA	Broward Drugs
Sea Ranch Vlg.	NA	Publix, Walgreens
Plantation Vlg.	NA	Kwik Chek
Venetian Isles	NA	Eckerd, Publix
Shoppers Haven	NA	J. Byrons, Walgreens, Kwik Chek
Loehmann's Plz.	NA	Loehmann's Drug Drug Mart, Kwik Chek
Sunshine Plz.	NA	Publix, J. Byron
Northridge Shpg. Ctr.	NA	Target, Publix, Walgreens
Community Malls		
Hollywood Mall	NA	Sears, Publix, Rite Aid Drugs
Coral Springs Mall	NA	J Byron, Ross
Coral Square	NA	JCPenney, Burdines, Lord & Taylor, Sears
University Mall	NA	J. Bryon, Eckerd, Linen & Things
Coral Ridge Mall	NA	J. Byron, T.J. Maxx, JCPenney, Publix Marshalls
Lauderhill Mall	NA	Simply Six, Roots, Star Locker
Searstown	NA	Sears, Herman's World of Sporting Goods
Diplomat Mall	NA	K mart, Pantry Pride, Phar-Mor
Regional Malls		
Sawgrass Mills	NA	Sears Outlet, Phar-Mor
The Fashion Mall	NA	Macy's, Lord & Taylor
Broward Mall	NA	Burdines, JCPenney, Jordan Marsh, Sears
Pompano Sq.	NA	Burdines, Maas Bros., JCPenney, Sears
Galleria	NA	Neiman Marcus, Burdines, Jordan Marsh, Saks Fifth Ave., Brooks Bros., Lord & Taylor
Hollywood Fashion Ctr.	NA	Burdines, Maas Bros., JCPenney

Principal Shopping Days-Dept. Stores-Mon., Fri., Sat.; Food-Thur., Fri., Sat.

Stores Open Evenings-Food and Ret. Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney 6; Jordan Marsh 7; Saks Fifth Avenue 2; Burdines 7; J. Byron 13; Sears 6; Neiman Marcus; Lord & Taylor 3; Bloomingdales; Macy's 2; Mervyn's 2.

Discount Stores-K mart 14; Target 8; Service Merchandise 6; Marshalls 11; Wal-Mart 5; Ross 5; T.J. Maxx 5.

Chain Drug Stores-Cunningham 6; Eckerd Drugs 60; Phar-Mor 6; Freddy's 4; Liggett-Rexall 7; Walgreens 47; Rite Aid 27.

Chain Supermarkets-Albertson's 11; Cumberland Farms 54; Farm Stores 60; Lil General 27; Majik Market 27; Pantry Pride 9; Pic-N-Pay 6; Publix 60; 7-Eleven 100; Circle K 15; Winn-Dixie 60; X-Tra 3.

Other Chain Stores-Baer's Furn. 6; Best 2; Carl's Furn. 4; Castro Convertibles 4; Causeway Lumber 2; Cloth World 4; Crown Liquors 14; Dale Alan Clothiers 7; Firestone 11; Goodyear 24; Habers 6; Levitz 4; Mayhues Liquors 9; Miami Rug 6; Norton Tire 6; Pan American Tire 7; Pix 7; Playworld 3; Schagrins Liquors 5; Sleep-O-Rama 12; Sultan & Sons 5; Thomasville 3; Waterbed City 5; Lurias 12; Service Merchandise 7.

14 - NEWSPAPERS: SUN-SENTINEL (m-mon to sat) 254,906; NEWS (e-mon to fri) 7,827; NEWS & SUN-SENTINEL (m-sat) 262,733; (S) 349,737; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Edward Prisco, Gen. Adv. Mgr., NEWS & SUN-SENTINEL, 200 East Las Olas Boulevard, Ft. Lauderdale, FL 33301-2293; Tel. (305) 356-4101.

National Representatives: Cresmer, Woodward, O'Mara & Ormsbee; Publishers' Representatives of Florida.

FORT MYERS

1 - LOCATION: Lee County (In Fort Myers-Cape Coral MSA). E&P Map D-3. County Seat. Shipping center for SW Florida agricultural area. Located 126 mi. SE of Tampa; 146 mi. W of Miami; 125 mi. W of West Palm Beach; 15 mi. from Gulf of Mexico and on banks of Caloosahatchee River and Okeechobee Cross-State Waterway. On U.S. Hwy. 41; Tamiami Trail, Florida 80; I-75.

2 - TRANSPORTATION: Railroads-Seminole Gulf, CSX.

Motor Freight Carriers-20.

Intercity Bus Lines-Fort Myers Transit; Greyhound.

Airlines-Eastern; Delta; United; Northwest; Piedmont; TWA; Continental; American; Midway; USAir; Florida Express; American Trans Air; Sun Country; Ward Air; Key Air; Air Canada; Continental Express.

3 - POPULATION:

Corp. City 90 Cen. 45,206; E&P 92 Est. 46,920

NDM-ABC: (80) 205,266

County/MSA 90 Cen. 335,113; E&P 92 Est. 360,578

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 17,187; E&P 92 Est. 17,838

County/MSA 90 Cen. 143,640; E&P 92 Est. 154,556

NDM-ABC: (80) 82,509

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	105	$2,825,727,000 (1988)
Savings & Loan	45	$1,966,835,000 (1988)

6 - PASSENGER AUTOS: Lee County 240,556

7 - ELECTRIC METERS: 197,450 (1989)

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry-Tourism; Constr.; Raising, Canning & Packing of Fruits and Vegetables; Cattle; Awnings; Fishing and Shipping Fish; Boat Bldg.; Lumbering; Phosphate; Shrimp Fleet; Shrimp Packing & Proc.; Winter Gladiolus & Pompom Growing & Shipping (Cut Flowers); Shell Novelties; Power Motors; Surgical Supplies; Plastics; Radio Crystals; Burial Vaults; Electronics; Concrete Products; Electrical Products; Transistors; Relays; Lawn Mowers; Fertilizer; Women's & Children's Wear; Boat Trailers; Fabricated Steel Buildings.

10 - CLIMATE: Min. & Max. Temp.-Spring 68-77; Summer 70-91; Fall 71-84; Winter 63-83.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Edison Mall and downtown 6 blocks on First St.; 5 on Hendry St., 3 on Jackson; 1 on Broadway; Coralwood Mall; Bell Tower, U.S. Hwy. 41 & Daniels Rd.; Royal Palm Square, Colonial Boulevard at Summerlin Rd.

Neighborhood Shopping Centers-5 in downtown area; 19 in South Fort Myers; 15 in North Fort Myers; 7 in East Fort Myers; 6 at Fort Myers Beach and Sanibel; 6 in Lehigh Acres; 3 in Bonita Springs.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Weaver's Corner(22)	4	Winn-Dixie
Santini Plaza	15	Winn-Dixie
East Gate(7)	4	Eckerd
Edison Mall(150)	2	Maas, Sears, JCPenney, Burdine's, Maison Blanche
Miners Plaza	9	Winn-Dixie
Gulfpointe Sq.	9	Publix
Metro Mall(50)	NA	Bradwoods
Cypress Lake	NA	Wal-Mart
Cypress Trace	NA	Home Depot
Southpointe Sq.	7	J. Byrons, U-Save
College Plaza (55)	7	
Bridge Plaza(22)	8	Kash 'n' Karry
College Pkwy. (14)	8	Winn-Dixie
Coralwood Mall (39)	10	Beall's, Winn-Dixie
Coral Gate(18)	4	Winn-Dixie
North Shore	3	U-Save
McGregor Pointe	9	K mart
Royal Palm Sq (40)	3	Publix
Island Park	9	Publix
Lochmoor Plz.	4	Winn-Dixie, Eckerd
Coral Pointe	11	Publix
Hancock Bridge Sq.(20)	1	Family Mart, Wal-Mart
Bell Tower(70)	9	Jacobsen's

Principal Shopping Days-Thur., Fri., Sat., Mon.

13 - RETAIL OUTLETS: Department Stores-Burdine's; J. Byron's; Sears; JCPenney; K mart; Lerner; Luria's; Maas Bros.; Marshalls; Maison Blanche; Beall's; Ross; Jacobson's; Service Merchandise.

Variety Stores-Ames; Woolworth; Eagle Army-Navy; Wal-Mart.

Chain Drug Stores-Eckerd 17; Walgreens 6; Liggett Rexall; Royal Palm; Gray 3; Cost Less; Rite Aid 6; Treasury; Phar-Mor; Bradwoods.

Discount Stores-TG&Y 3.

Chain Supermarkets-Albertson's; Rite Aid; Kash 'n' Karry 9; Publix 10; U-Save 4; Winn-Dixie 31; Affiliated 4; 7-Eleven 29; Minit Shop 5; Lil General 2; Big John; Family Mart; Circle K 51; Convenient Food Mart 3; Mr. C's.

Other Chain Stores-Firestone; Goodyear; Goodrich; Western Auto; Shoes: Self Service Shoe, Shoe Fair, Kinney's, Thom McAn, Leeds, Florsheim, Buster Brown, Naturalizer; National Shirt; O.K. Tire; Badcock Furn.; Pan American Tire; Scotty's Lumber; Wickes Lumber; Pinellas-Lindsley Lumber; Ace Hardware 5; Home Depot; Kane's Furn.; Giant Warehouse; Rhodes Furn.; Radio Shack; Girads Jewelers; Lerner; Gordons Jewelers; Toys 'R' Us; Standard Brands; Sam's; Pier 1 Imports; Payless Shoes; Moto-Photo.

14 - NEWSPAPERS: NEWS-PRESS (m) 100,973; (S) 127,548; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Carol Olson Hudler, Adv. Dir., NEWS-PRESS, 2442 Dr. Martin Luther King, Jr. Blvd., Ft. Myers, FL 33901; Tel. (813) 335-0200.

National Representatives: Gannett National Newspaper Sales; Publishers' Representatives of Florida.

FORT PIERCE-PORT ST. LUCIE

1 - LOCATION: St. Lucie County. (In Fort Pierce MSA). E&P Map D-3. Fort Pierce is County Seat. Shipping center for citrus fruit, cattle and vegetables. Railroad terminal point. Port of Fort Pierce connects with Atlantic Ocean (27 ft. deep channel). Site of State Farmers' Market (wholesale vegetable auction market). Tourism & retirement area. 58 mi. N of West Palm Beach; 126 mi. N of Miami; 234 mi. S of Jacksonville; 150 mi. E of Tampa.

2 - TRANSPORTATION: Railroad-Florida East Coast.

Motor Freight Carriers-Southern; Central; Ryder; Greyhound; UPS; Trailways.

Intercity Bus Line-Trailways.

3 - POPULATION:

Corp. Cities 90 Cen. 92,696; E&P 92 Est. 101,537

Fort Pierce 90 Cen. 36,830; E&P 92 Est. 37,436

Port St. Lucie 90 Cen. 55,866; E&P 92 Est. 64,101

NDM-ABC: (80) 87,182

County 90 Cen. 150,171; E&P 92 Est. 162,543

MSA 90 Cen. 251,071; E&P 92 Est. 270,652

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

Cities 90 Cen. 35,242; E&P 92 Est. 38,604

Fort Pierce 90 Cen. 14,002; E&P 92 Est. 14,233

Port St. Lucie 90 Cen. 21,240; E&P 92 Est. 24,371

County 90 Cen. 61,929; E&P 92 Est. 67,031

MSA 90 Cen. 104,865; E&P 92 Est. 113,035

NDM-ABC: (80) 32,506

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	9	$788,100,000
Commercial	7	$470,352,000

6 - PASSENGER AUTOS: St. Lucie County 93,439

7 - ELECTRIC METERS: Residence County 61,394

8 - GAS METERS: 4,574

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Constr. 4,600; Mfg.; Food 4,106; Trans., Commun. 510; Land Development 600; Fertilizer Mfg. 500; Paper Bags; Tourism 2,100; Comm. Fishing 450; PVC Pipe 150; Boat Mfg. 175.

Principal Industrial Pay Days-Mon., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-84; Summer 72-89; Fall 62-87; Winter 56-74.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Second St.; 9 on Orange Ave.; 3 on Fourth St.; 3 on Avenue A; Georgia Ave. and U.S. 1; Virginia Ave. and U.S. 1; Okeechobee at Hartman Rd.

Neighborhood Shopping Centers-K mart Plz. corner of U.S. 1 & Virginia Ave.; Town South Plz. on U.S. 1 & Midway Rd.; St. Lucie Sq. on U.S. 1 & Kitterman Rd.; St. Lucie Plz. on U.S. 1; Town Center on U.S. 1 & Port St. Lucie Blvd.; Orange Blossom Mall on Okeechobee Rd. & Hartman Ave.; Sabal Palm Plaza on U.S. 1 & Virginia Ave.; Great Econo U.S. 1 & Va. Ave.; Jefferson Plaza, U.S. 1 & Emil; Village Green, U.S. 1 & Walton Rd.; Rivergate Plaza, Port St. Lucie Blvd. & Midport Rd.; Morningside Shoppers, Boulevard Shops, Lakeside Plaza, West-Gate Plaza-Port St. Lucie.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fort Pierce	1	Walgreens
Sunrise Blvd.(15)	1	A&P
Sabal Palm Plz. (25)	2	Rite Aid, Publix, J. Byron
K mart Plz.(22)	2	K mart, L. Luria, Winn-Dixie
Orange Blossom Mall(100)	3	Belk Lindsey, Sears
Jefferson Plz. (21)	3	Eckerd, Service Merchandise
Village Green (30)	11	Beall's, K mart, Winn-Dixie, Eckerd
Rivergate Plz. (13)	15	Walgreens, Publix
Town South(15)	5	Winn-Dixie, Eckerd
St. Lucie Sq. (12)	6	Publix, Walgreens
Town Ctr.(24)	13	Scotty's, Wal-Mart
St. Lucie Plz. (11)	7	Winn-Dixie, Sunrise True Value
Treasure Coast Sq.(85)	15	Jordan Marsh, Lord & Taylor, JCPenney

Principal Shopping Days-Mon., Thur., Fri., Sat.

Stores Open Evenings-Dept.-Mon. & Fri.; Food-every night ex. Sun.

13 - RETAIL OUTLETS: Department Stores-Lord & Taylor; Jordan Marsh; JCPenney; Rosslow's; Sears; Service Merchandise; Beall's; Belk-Lindsey; J. Byron.

Discount Stores-ADC; K mart 2; Wal-Mart 2.

Variety Stores-McCrory; Woolworth 2.

Chain Drug Stores-Walgreens 3; ShopRite 3; Eckerd 5.

Chain Supermarkets-A&P; Winn-Dixie 7; Publix 4; Great Valu; Associated Grocers 4; Albertson's; Bob & Ed's.

Other Chain Stores-Goodyear 2; Firestone; Mather Furn.; Haverty's (furn.); Gordon's (jewelry); Lory's; Thom McAn; Singer Co.; S&H Green Stamps; Norton Tire; Pan American; National Fabrics; Radio Shack 3; Zales (jewelry); L. Luria & Sons (luggage & jewelry); Lowe's; Scotty's 3; Tire Kingdom 3; Waterbed City.

14 - NEWSPAPERS: THE TRIBUNE (m) 26,377; (S) 30,081; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Greg Anderson, Adv. Dir., THE TRIBUNE, PO Box 69, Fort Pierce, FL 34954; Tel. (407) 461-2050.

National Representative: Landon Associates.

FORT WALTON BEACH

1 - LOCATION: Okaloosa County (MSA). E&P Map A-1. Home of Elgin Air Force Base occupying 800 square miles, 20,000 personnel; Okaloosa Walton Jr. College Bay Area Vo-Tech.

2 - TRANSPORTATION: Intercity Bus Line-Greyhound.

Motor Freight Lines-8.

Airlines-Northwest; Atlantic Southeast; Eastern Metro Express.

3 - POPULATION:

Corp. City 90 Cen. 21,471; E&P 92 Est. 21,599

CZ-ABC: (80) 89,122

RTZ-ABC: (80) 20,798

County/MSA 90 Cen. 143,776; E&P 92 Est. 150,564

City & RTZ-ABC: (80) 109,920

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 8,163; E&P 92 Est. 8,212

County/MSA 90 Cen. 53,250; E&P 92 Est. 55,765

CZ-ABC: (80) 30,352

RTZ-ABC: (80) 7,186

City & RTZ-ABC: (80) 37,538

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	$707,830,000
Savings & Loan	3	$144,757,000
Credit Unions	3	$159,371,516

6 - PASSENGER AUTOS: Okaloosa County 105,196

7 - ELECTRIC METERS: Residence 58,086

8 - GAS METERS: Residence 19,690

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Elgin AFB 14,538 ($355); Military Contractors 6,064 (N.A.); Motels 3,000 (N.A.); Electronics 1,316 ($385); Lumber & Wood Prods. 247 ($254); Fishing 650 ($225); Concrete & Brick 120 ($317); Boat Mfg. 200 ($298); County Schools 2,935; Hospitals 1,152; Local Gov't 1,436; Eating & Drinking Establishments 5,755 Employees.

Principal Industrial & Military Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-60; Summer 65-95; Fall 40-70; Winter 16-45.

11 - TAP WATER: Limestone, soft.

12 - RETAILING: Principal Shopping Centers (No. of stores)-Santa Rosa Mall (11); K mart.

Neighborhood Centers (No. of stores)-Moreno Plz. (7); Belair (8); Chelsea Plz. (5); Wright (7).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bel-Air(12)	1	Jiffy Mart
Beltway(9)	2	Eckerd, Delchamps
Brooks Plaza(10)	2	Florida Pottery
Ft. Walton Square(31)	2	Winn-Dixie
Sun Plaza(15)	2	Wilbro, Lowe's Lumber Phar-Mor, Delchamps
Santa Rosa Mall(160)	2	Sears, JCPenney, McRae's, Gayfer's
Town Crest Annex(6)	2	
Town Crest(8)	NA	

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-All chain groceries; all major shopping centers; Eckerd Drug; K mart.

Stores Open Sundays-All chain groceries; Drug; TG&Y Variety; Eckerd Drug; all bars and package goods.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Gayfer's; McRae's.

Discount Stores-5 PX Exchanges Elgin AFB; K mart; Wal-Mart; Phar-Mor.

Variety Stores-Family Dollar; Florida Pottery; Dollar General.

Chain Drug Stores-Destin 2; Eckerd; Revco; Big B; Rexall; K&B; Phar-Mor.

Chain Supermarkets-Kwik Check 2; Delchamps 3; Riteway 4; Jiffy Mart 6; Winn-Dixie 2; Southern Convenience 7; IGA 5; Food World.

Other Chain Stores-Goodyear; Firestone; Auto Zone; Singer Co.; Auto Sav Tires; Radio Shack; Art's TV; T&T TV; Wilbro; Furn.: All American; Rhodes; Chan's; Danley; Scotty's; Lowe's Lumber; Color Tile; Convenience Stores: Quick-way 2; Ritz Food 8; 7-Eleven 11; Tom Thumb 23. About 750 other retail outlets.

14 - NEWSPAPERS: NORTHWEST FLORIDA DAILY NEWS (m) 35,702; (S) 42,739; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Sam Childs, Adv. Dir., NORTHWEST FLORIDA DAILY NEWS, PO Box 2949, Ft. Walton Beach, FL 32549; Tel. (904) 863-1111.

National Representative: Papert Companies.

GAINESVILLE

1 - LOCATION: Alachua County. E&P Map C-1 (In Gainesville MSA). Located 70 mi. SW of Jacksonville.

2 - TRANSPORTATION: Railroad-Seaboard Coast Line.

Motor Freight Carriers-13 (7 with terminals).

Intercity Bus Lines-Greyhound; Trailways.

Airlines-Delta; Piedmont; Atlantic Southeast.

3 - POPULATION:

Corp. City 90 Cen. 84,770; E&P 92 Est. 85,450

CZ-ABC: (80) 79,143

RTZ-ABC: (80) 130,239

County 90 Cen. 181,596; E&P 92 Est. 187,498

MSA 90 Cen. 204,111; E&P 92 Est. 210,490

City & RTZ-ABC: (80) 209,382

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 32,229; E&P 92 Est. 32,487

County 90 Cen. 70,424; E&P 92 Est. 72,712

MSA 90 Cen 98,763; E&P 92 Est. 81,228

CZ-ABC: (80) 27,509

RTZ-ABC: (80) 47,152

City & RTZ-ABC: (80) 74,661

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	$311,756,000
Commercial	11	$1,040,401,000

6 - PASSENGER AUTOS: Alachua County 110,462

7 - ELECTRIC METERS: Residence 61,095

8 - GAS METERS: Residence 20,296

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Contract Constr. 4,206; Mfg. 4,994; Trans., Commun. & Public Util. 2,961; Trade 2,055; Fin., Ins. & R.E. 4,147; Services, Misc. 46,727; Gov't 4,485; (92,487 non-agric. work force, Gainesville MSA).

10 - CLIMATE: Min. & Max. Temp.-Spring 55-83; Summer 72-93; Fall 59-83; Winter 41-69.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-Oaks Mall Newberry Rd. Regional Center, 3 mi. from downtown.

Neighborhood Shopping Centers-NW 13th St. (4 blocks); W. University Ave. (4 blocks); N. Main St. (4 blocks).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Oaks Mall(180)	3	Sears, JCPenney, Dillard's, Burdines, Belk-Lindsey
Gainesville Mall	1	Maas Brothers, Jordan Marsh
Wal-Mart Shpg Plz.	1	Wal-Mart
Gainesville Shpg. Ctr.	1	Belk-Lindsey
Butler Plz.	2	Publix, Wal-Mart
34th St. Plz.	1	Kash 'n' Karry
Oaks Mall Plz.	3	Toys 'R' Toys
Kash 'n' Karry Marketplace	3	Kash 'n' Karry
Millhopper Shpg. Center	3	Publix, Ben Franklin's
Newberry Sq. Crossing		K mart, TJ. Maxx, Phar-Mor, Publix

13 - RETAIL OUTLETS: Department Stores-Sears; Belk-Lindsey 2; JCPenney; Maas Brothers; Burdines; Dillard's.

Discount Stores-Pic 'n Save 4; Albertson's; Kmart 2; Wal-Mart 2; Family Dollar; Dollar General.

Variety Store-Ben Franklin 2.

Chain Drug Stores-Eckerd 6; Greshams 4; Wise's 3; Albertson's; Treasury; Phar-Mor.

Chain Supermarkets-Winn-Dixie 6; Thriftway; Publix 6; Albertson's; Pic 'n Save; Food Lion; Kash 'n' Karry 3.

14 - NEWSPAPERS: SUN (m) 56,715; (S) 59,514; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Sally Galanos, Ret. Adv. Mgr., SUN, 2700 S.W. 13th St., Gainesville, FL 32608; Tel. (904) 374-5058.

National Representatives: Branham/Newspaper Sales, Publishers' Representatives of Florida.

INVERNESS

1 - LOCATION: Citrus County, E&P Map C-2. County Seat. On U.S. Hwys. 41 & 44. North central part of state.

TRANSPORTATION: Intercity Bus Line-Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 5,797; E&P 92 Est. 6,137
NDM-ABC: (80) 54,703
County 90 Cen. 93,515; E&P 92 Est. 101,132

4 - HOUSEHOLDS:
City 90 Cen. 2,204; E&P 92 Est. 2,333
County 90 Cen. 42,029; E&P 92 Est. 45,453
NDM-ABC: (80) 22,985

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	N.A.
Savings & Loan	7	N.A.

6 - PASSENGER AUTOS: Citrus County 60,623

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Utility 1,000; Services 4,000. Per capita income $9,886.

Principal Industrial Pay Days-N.A.

10 - CLIMATE: Av. Yearly Temp. 70.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Centers-Regional Shpg. Ctr.; Citrus Plz.; Citrus Ctr.; Highland Square.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crystal River Mall(65)	20	Belk Lindsey, Sears, K mart
Citrus Plz.(14)	NA	Rexall Drugs, Piggly Wiggly, Sears
Highland Sq.(17)	NA	TG&Y, Winn-Dixie
Citrus Ctr.	NA	Wal-Mart, Scotty's
Regional Shpg. Ctr.	NA	K mart, Beall's, Walgreens, Radio Shack

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Beall's, Belk Lindsey, Sears.

Discount Stores-Wal-Mart; K mart.

Chain Drug Stores-Eckerd; Walgreens.

Chain Supermarkets-Publix; Winn-Dixie; Kash & Karry; Piggly Wiggly.

14 - NEWSPAPERS: CITRUS COUNTY CHRONICLE (m) 19,568; (S) 21,571, Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: David L. Ernest, Adv. Dir., CITRUS COUNTY CHRONICLE, 130 Heights Ave.; PO Box 1899, Inverness, FL 32650; Tel. (904) 726-1441.

National Representative: Landon Associates.

JACKSONVILLE

1 - LOCATION: Duval County (In Jacksonville MSA). E&P Map D-1. Major Atlantic coast deepwater port located at the mouth of the St. John's River. Principal market place of North Florida and South Georgia. Air, sea, and land distribution ctr., important medical, insurance, financial, mfg. and naval community.

2 - TRANSPORTATION: Railroads-CSX; Florida East Coast; Southern; Amtrak.

Freight Steamship Lines-28.

Motor Freight Carriers-110.

Intercity Bus Lines-Greyhound-Trailways; Grayline Tours.

Airlines-Continental; American; Delta; Piedmont; TWA; United; USAir; Pan Am; Midway; TWA Air Freight; Northwest; British Air.

3 - POPULATION:
Corp. City 90 Cen. 672,971; E&P 92 Est. 699,381
CZ-ABC: (80) 620,288
RTZ-ABC: (80) 157,990
County 90 Cen. 672,971; E&P 92 Est. 693,472
MSA 90 Cen. 906,727; E&P 92 Est. 943,478
City & RTZ-ABC: (80) 778,278

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 255,856; E&P 92 Est. 265,897
County 90 Cen. 274,682; E&P 92 Est. 283,050
MSA 90 Cen. 362,185; E&P 92 Est. 376,657
CZ-ABC: (80) 223,911
RTZ-ABC: (80) 52,839
City & RTZ-ABC: (80) 276,750

5 - BANKS	NUMBER	DEPOSITS
Commercial	13	$5,000,000,000
Savings & Loan	10	$2,000,000,000

6 - PASSENGER AUTOS: Duval County 452,653

7 - ELECTRIC METERS: Residence County 264,187

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: (Estimated Percentage of 451,000 Work Force in each)-Mfg. (9.5); Contract Constr. (6.6); Trans., Commun., Util. (6.8); Whol. Trade (7.2); Ret. Trade (20.6); Fin., Ins., R.E. (9.6); Service (25.5); Gov't (14.5); unemployment rate (5.2).

10 - CLIMATE: Short, mild winters; warm summers; av. 68.0 degrees; av. seasonal range is from 54.7 degrees in Dec. to 80.2 degrees in July. Rainfall amounts to 52.0 inches in a normal year.

11 - TAP WATER: Alkaline, very hard, natural fluoride.

12 - RETAILING: Principal Stores-Ivey's; Dillard's; Stein Mart; JCPenney; Sears; Pic 'n Save; K mart; Wal-Mart; Beall's; J Byrons; Maison Blanche; Marshalls; Jacobson's.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gateway Shpg. Ctr.(104)	NA	JCPenney, Service Merchandise
Orange Park Mall(187)	NA	JCPenney, Dillard's, Sears, Maison Blanche
Regency Square (165)	NA	JCPenney, Dillard's Sears, Maison Blanche
Avenues(150)	NA	JCPenney, Dillard's, Sears, Maison Blanche

13 - RETAIL OUTLETS: Department Stores-Maison Blanche 3; Sears 6; JCPenney 5; Ivey's 2; Dillard's; Marshalls 2; Stein Mart 4; Jacobsons; J Byrons 2; Wal-Mart 8.

Discount Stores-K mart 11; Dollar General 4; Service Mdse. 3; Pic 'n Save 20.

Variety Stores-Woolworth 5; G.C. Murphy; McCrory/TG&Y 9; World Bazaar 3.

Chain Supermarkets-Food Lion 23; Publix 23; Winn-Dixie 45; 7-Eleven 23; Majik Markets 27; Albertson's 7; Lil' Champ 136; Jiffy 144; Flash Foods 4.

Chain Drug Stores-Walgreens 11; Pic 'n Save 20; Eckerd 24; Atkinson's 4; O'Steens 2; Revco 8; Albertson 5; K mart 11; Drug Emporium 8.

Other Chain Stores-Goodrich 2; Firestone 11; Western Auto 7; Goodyear 15; Haverty Furn. 4; Rhodes Furn. 5; Matador; Lerner Shops 6; Levy Wolf; Vogue Shops 12; Singer 4; Sherwin-Williams 11; Home Depot 2; West Building Materials 2; Scotty's 8; Cloth World 7; Circuit City 2; McDuff 9; Baker Shoes 2; Ace Hdwe. 10; Kinney Shoes 9; Hickory Farms 2; Zales Jewelers 5; Halpern's; Radio Shack 18; Ethan Allen 2; Levitz Furn.; Burlington Coat Factory; Sports-A-Foot 5.

14 - NEWSPAPERS: FLORIDA TIMES-UNION (m) 184,394; (sat) 204,091; (S) 250,112; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Wallace Parker, Mktg. Dir., FLORIDA TIMES-UNION, One Riverside Ave., Jacksonville, FL 32202; Tel. (904) 359-4111.

National Representative: Branham/Newspaper Sales.

KEY WEST

1 - LOCATION: Monroe County, E&P Map D-4, County Seat. On Key West Island in the Gulf of Mexico, 55 mi. SW of Cape Sable, FL, 90 mi. from Havana, Cuba; 154 mi. S of Miami, FL. On U.S. Hwy. No. 1.

2 - TRANSPORTATION: Motor Freight Carriers-2.

Intercity Bus Line-Greyhound.

Airlines-Eastern; Continental; Pan Am Express; American Eagle, USAir.

3 - POPULATION:
Corp. City 90 Cen. 24,832; E&P 92 Est. 24,922
CZ-ABC: (80) 24,382
RTZ-ABC: (80) 13,698
County 90 Cen. 78,024; E&P 92 Est. 80,958
City & RTZ-ABC: (80) 38,080

4 - HOUSEHOLDS:
City 90 Cen. 9,441; E&P 92 Est. 9,475
CZ-ABC: (80) 9,833
RTZ-ABC: (80) 5,257
County 90 Cen. 34,677; E&P 92 Est. 35,981
City & RTZ-ABC: (80) 15,090

5 - BANKS	NUMBER	EST. DEP.
Savings & Comm.	6	$648,400,000

6 - PASSENGER AUTOS: Monroe County 44,351

7 - ELECTRIC METERS: Residence 15,012

8 - GAS METERS: Residence 4,200

9 - PRINCIPAL INDUSTRIES: Sponging; Shrimping; Fishing; Tourist Trade; Navy.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Downtown Shopping Center-10 blocks on Duval St.

Neighborhood Shopping Centers (No. of Stores)-Flagler Vlg. (3); Kennedy Drive (11); Poinciana (6); Mallory Square (13); Greene St. (9).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Searstown(30)	4	Sears, Winn-Dixie, Woolworth
Key Plaza(24)	4	Jackson/Byron's, Pantry Pride

Stores Open Evenings-Searstown Shpg. Ctr. and Key Plz., every night.

13 - RETAIL OUTLETS: Department Stores-Sears; Jackson/Bryon's.

Discount Store-Radio Shack.

Variety Store-Woolworth.

Chain Drug Stores-Cobo Rexall; Gray's; Eckerd.

Chain Supermarkets-Winn-Dixie 2; Pantry Pride.

Other Chain Stores-Shoes: Thom McAn, Butler's; Tires and Appliances: Firestone, Goodyear; Paint: Harris, Mary Carter, Sherwin-Williams; Clothing: Diana, Three Sisters, Natl. Shirt; Singer Co.; Zales Jewelers.

14 - NEWSPAPERS: CITIZEN (m) 8,718; (S) 10,224 Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Randy Erickson, Adv. Mgr., CITIZEN, 3420 N. Side Drive, Key West, FL 33040; Tel. (305) 294-6641

National Representative: Thomson Newspapers.

LAKE CITY

1 - LOCATION: Columbia County, E&P Map C-1, County Seat. 60 mi. W of Jacksonville on U.S. Hwys. 90, 41 & 441; State Hwys. 25, 47, 100 & 247; I-10 & I-75.

2 - TRANSPORTATION: Railroads-Norfolk-Southern; Seaboard Coast Lines.

Motor Freight Carriers-12.

Intercity Bus Lines-Greyhound; Trailways.

Airline-Local Charter.

3 - POPULATION:
Corp. City 90 Cen. 10,005; E&P 92 Est. 10,155
CZ-ABC: (80) 9,257
RTZ-ABC: (80) 26,142
County 90 Cen. 42,613; E&P 92 Est. 44,013
City & RTZ-ABC: (80) 35,399

4 - HOUSEHOLDS:
City 90 Cen. 3,804; E&P 92 Est. 3,861
County 90 Cen. 15,984; E&P 92 Est. 16,509
CZ-ABC: (80) 3,401
RTZ-ABC: (80) 8,782
City & RTZ-ABC: (80) 12,183

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$98,000,000
Commercial	3	$148,000,000

6 - PASSENGER AUTOS: Columbia County 23,641

7 - ELECTRIC METERS: Residence 21,969 (commercial)

8 - GAS METERS: Residence 3,941 (commercial)

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Aircraft Modification 950; Mobile Home Mfg. 363; Mining 2,100; Wood Prods. 117; Metal Fab. 317; Sportswear 140; Chicken Farming; Forestry; Furn. Mfg. 156.

10 - CLIMATE: Av. Annual Temp.-69; Summer 91; Winter 40. Av. Annual Rainfall 57 in.; Av. Humidity 75%.

11 - TAP WATER: Soft.

12 - RETAILING: Principal Shopping Center-5 blocks on N. Marion St.; in Lake City Plaza, 13 stores; in K mart Plaza 128; in Winn-Dixie Plaza 5; Gleason's Corner Mall 12.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Colonial Plz.	NA	Majik Mkt.
Gateway	NA	Sherwin-Williams
Gleason's Corner(35)	NA	Zales, Kinney's, Belk, JCPenney, Publix
K mart Plaza(12)	2	K mart, Eckerd, Payless Shoes, Food Lion, Cato, Fabric King, Shoe City
Lake City Plz. (13)	1	Foodway, Radio Shack, Dollar General, Famous Furniture
Southtown Sq.(8)	2	Winn-Dixie, Revco

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Food: Fri.; Eckerd, K mart, Foodway, Winn-Dixie, TG&Y.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Belk-Hudson; Sears (catalog); K mart; Wal-Mart; Fieldcrest.
Discount Stores-Family Dollar; Dollar General.
Chain Drug Stores-Eckerd; Rite Aid.
Chain Supermarkets-Winn-Dixie; G&H; S&S 5; Foodway; Publix; Food Lion.
Other Chain Stores-Goodyear; Scotty Home Builders; Western Auto; 84 Lumber; Service Star; ABC Liquor.

14 - NEWSPAPERS: REPORTER (e-mon to fri) 9,162; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Andrew Caldwell, Adv. Dir., REPORTER, 126 E. Duval St.; PO Box 1709, Lake City, FL 32055; Tel. (904) 752-1297.
National Representatives: Branham/Newspaper Sales; Publishers' Representatives of Florida.

LAKE WALES

1 - LOCATION: Polk County, E&P Map D-3 (In Lakeland-Winter Haven MSA). At intersection of North-South State Hwy. 27 and East-West State Hwy. 60. Citrus, cattle, tourist center. 60 mi. from Tampa.

2 - TRANSPORTATION: Railroad-Seaboard Coastline.
Bus Line-Greyhound.
Motor Freight Carriers-5.
Airline-Charter only.

3 - POPULATION:
Corp. City 90 Cen. 9,670; E&P 92 Est. 9,911
County/MSA 90 Cen. 405,382; E&P 92 Est. 421,745

4 - HOUSEHOLDS:
City 90 Cen. 3,676; E&P 92 Est. 3,768
County/MSA 90 Cen. 159,286; E&P 92 Est. 165,715

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	3	$112,000,000
Commercial	4	$168,000,000

6 - PASSENGER AUTOS: Polk County 251,619

7 - ELECTRIC METERS: Residence 15,931

8 - GAS METERS: Residence 825

9 - PRINCIPAL INDUSTRIES: Citrus Growing & Packing; Lumber & Millwork; Fertilizer; Mach.; Concrete Prods. & Tile; Plastic Boat & Auto Interiors; Citrus Prods. & Juice; Mobile Home Mfg.; Silica Mining; Mattress Mfg.; Soup; Electronics Mfg.; Paper Mfg.; Honey Production; Plastic-Container Mfg.; Fertilizer; PVC Pipe Mfg.; Sheet Metal Fabrication; Printing; Auto Parts Assembly; Fiberglass Boat Hulls; Aluminum Storage-Building Mfg.
Principal Pay Days-Fri., Sat., 1st & 15th.

10 - CLIMATE: Av. Temp.-73.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Areas--Two blocks on Park and Stuart; three shopping centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southgate(13)	NA	Publix, Belk, Eckerd
Marketplace(60)	NA	Friedlander's, Wales Furniture
Lake Wales(22)	NA	Winn-Dixie, Drug Mart
K mart Plaza	NA	K mart
Orange Grove	NA	Beall's, Walgreens, Kash 'n' Karry, DeSears

Principal Shopping Days-Mon., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Friedlanders; Belk-Lindsey; Beall's.
Variety Stores-Edwin's; McCrory; K mart; Wal-Mart; Dollar General; Family Dollar.
Chain Drug Stores-Eckerd; Drug Mart; Apothecary Shop (Liggett's); Walgreens; Wal-Mart.
Chain Supermarkets-Publix; Winn-Dixie; McCallister's; Shopping Basket; Kash 'n' Karry.

14 - NEWSPAPERS: HIGHLANDER (e-mon to fri, S) 3,866; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: Mrs. Kim Edwards, Adv. Dir., HIGHLANDER, 33 W. Orange Ave., PO Box 872, Lake Wales, FL 33853; Tel. (813) 676-2571.
National Representative: Branham/Newspapers Associates.

LAKELAND

1 - LOCATION: Polk County (In Lakeland-Winter Haven MSA). E&P Map C-2. 38 mi. from Tampa. On State Hwys. 33, 35, 37, 600; U.S. Hwys. 92, 98, 1-4.

2 - TRANSPORTATION: Railroad-CSX Transportation.
Motor Freight Carriers-24.
Inter City Bus Lines-Greyhound, Citrus Connection, Cent. Pla. Transit.

3 - POPULATION:
City 90 Cen. 70,576; E&P 92 Est. 75,210
CZ-ABC: (80) 116,834
RTZ-ABC: (80) 204,818
County/MSA 90 Cen. 405,382; E&P 92 Est. 421,745
City & RTZ-ABC: (80) 321,652
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 26,832; E&P 92 Est. 28,594
County/MSA 90 Cen. 159,286; E&P 92 Est. 165,715
CZ-ABC: (80) 43,058
RTZ-ABC: (80) 71,336
City & RTZ-ABC: (80) 114,394

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$648,204,668
Commercial	12	$2,836,835,582

6 - PASSENGER AUTOS: Polk County 251,619

7 - ELECTRIC METERS: Residence 90,143

8 - GAS METERS: Residence 5,400

9 - PRINCIPAL INDUSTRIES: Industry, (Av. Wkly. Wage)-All Mfg. Av. Wage ($418); Food Prods. ($343); Chem. ($458); Non-Metallic Minerals ex Fuels ($415); Mining ($542).

10 - CLIMATE: Min. Temp. 64; Max. Temp. 83.

11 - TAP WATER: Alkaline, very hard; not fluoridated outside of cities.

12 - RETAILING: Principal Shopping Center-Lakeland Square Mall-DeBartalo, Just North of I-4; Lakeland-Anchors: Maison Blanche, Mervyns, Sears, Belk-Lindsey, JCPenney.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Downtown(26)	NA	Maas Bros.
Grove Park(27)	3	Luria's, Publix, Eckerd
Southgate	2	Belk-Lindsey, Walgreens, Clothworld
Memorial Plz. (34)	3	Publix, Eckerd
Wabash(16)	1	Publix, Eckerd
Lakeland Mall (50)	2	Sam's, Rite Aid
Imperial Mall(14)	3	Ames
Lake Miriam(12)	4	Eckerd, Publix
Market Sq.(10)	4	Winn-Dixie
Shoppes of Lakeland(12)	8	Service Mdse., Builders' Square, Mont. Ward
Palm Center(40)	4	Wal-Mart, Bealls, Walgreen's, Kash 'n' Karry

Stores Open Evenings-Until 9 p.m. daily (with the exception of small retailers). Discount, food, Maas Bros., JCPenney.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Maas Bros.; Belk-Lindsey; Sears; Babcock; Maison Blanche; Mervyn's; J. Byrons; Beall's; Ross Stores; Marshalls.
Discount Stores-K mart; Albertson's; Wal-Mart; Phar-Mor.
Variety Stores-Woolworth; McCrory.
Chain Drug Stores-Walgreens; Eckerd; Rite Aid; Phar-Mor.
Chain Supermarkets-Albertson's; Publix; Winn-Dixie; Kash 'n' Karry; Food Lion.
Other Chain Stores-Sherwin-Williams; Porter Paint; Goodrich; Goodyear; Firestone; Zales; Color Tile; Western Auto; Radio Shack; Circuit City; Scott McDuffs; Room To Go; Pep Boys; Toys 'R' Us.

14 - NEWSPAPERS: LEDGER (m) 87,547; (S) 104,919; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Lucy C. Talley, Adv. Dir., LEDGER, PO Box 408, Lakeland, FL 33802; Tel. (813) 687-7000.
National Representatives: Sawyer-Ferguson-Walker; Publishers' Representatives of Florida.

LEESBURG

1 - LOCATION: Lake County, E&P Map C-2. 35 mi. NW of Orlando; 78 mi. NE of Tampa.

2 - TRANSPORTATION: Intercity Bus Line-Florida Greyhound.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 90 Cen. 14,903; E&P 92 Est. 15,245
CZ-ABC: (80) 13,191
RTZ-ABC: (80) 115,951
County 90 Cen. 152,104; E&P 92 Est. 161,424
City & RTZ-ABC: (80) 129,142

4 - HOUSEHOLDS:
City 90 Cen. 5,666; E&P 92 Est. 5,796
County 90 Cen. 65,197; E&P 92 Est. 69,192
CZ-ABC: (80) 5,349
RTZ-ABC: (80) 44,883
City & RTZ-ABC: (80) 50,232

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	6	$361,622,000
Commercial	9	$508,536,000

6 - PASSENGER AUTOS: Lake County 99,944

7 - ELECTRIC METERS: 13,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, (Av. Wkly. Wage)-Citrus Packing ($140); Mfg. ($180).

10 - CLIMATE: Min. & Max. Temp.-Spring 71-86; Summer 82-92; Fall 68-73; Winter 54-69.

11 - TAP WATER: Neutral.

12 - RETAILING: Principal Shopping Centers-Palm Plz., Zayre Plz., K mart Plz.; Lake Sq. Mall; Southside.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lake Sq. Mall (50)	6	Belk, Sears, JCPenney
Southside(17)	2	Winn-Dixie, Rite Aid
Palm Plz.	1	Publix, Belk, Walgreens
Wal-Mart	3	Wal-Mart.
K mart	3	K mart

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Belk-Lindsey.
Discount Stores-McCrory; K mart; Wal-Mart.
Chain Drug Stores-B&W (Rexall); Eckerd 4; Rite Aid 4; Walgreens; Revco.
Chain Supermarkets-Publix 5; Winn-Dixie 6; Kash 'n' Karry.
Other Chain Stores-Lowe's; Goodyear; Sherwin-Williams; Mary Carter Paints; ABC Liquors; Scotty's; 84 Lumber; Country Furn.; Noll's Furn.; Connie Shoes; Friedman Jewelers; Zales Jewelers; Kay Jewelers; General Nutrition Ctr.; Radio Shack; Kinney Shoes; Playland; Sterchis; Ben Franklin; Service Merchandise; White Rose; TV & Stereo Town; McDuff's; Pearle Vision.

14 - NEWSPAPERS: COMMERCIAL (e) 32,874; (S) 34,910; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Grady Smith, Adv. Dir., COMMERCIAL, 212 E. Main St., Leesburg, FL 34749-0007; Tel. (904) 787-4515; FAX (904) 365-1951.
National Representatives: Branham/Newspaper Sales; Publishers' Representatives of Florida.

MARIANNA

1 - LOCATION: Jackson County, E&P Map B-1, on Chipola River, 51 mi. NE of Panama City; 60 mi. W of Tallahassee; 35 mi. S of Dothan, AL.

2 - TRANSPORTATION: Railroads-East/West: Seaboard/Chessie Systems; North/South: Bayline.
Motor Freight Carriers-12.
Bus Line-Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 6,292 E&P 92 Est. 6,149
County 90 Cen. 41,375; E&P 92 Est. 41,851

4 - HOUSEHOLDS:
City 90 Cen. 2,392; E&P 92 Est. 2,338
County 90 Cen. 15,613; E&P 92 Est. 15,793

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	1	$64,595,933
Commercial	5	$183,889,997

6 - PASSENGER AUTOS: Jackson County 22,515

7 - ELECTRIC METERS: County Residence 3,200; 800 Commercial (City)

8 - GAS METERS: 2,195 (City)

9 - PRINCIPAL INDUSTRIES: Limestone Quarries; Pine & Hardwood Timber; Peanut Shelling; Farming (Peanuts, Soybeans & Corn); Apparel; Furn.; Commercial Laundry; Metal Fab.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-81; Summer 70-91; Fall 61-82; Winter 36-62.

11 - TAP WATER: Fluoridated; very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Jackson Sq.(19)	1	Dollar General, Waco Drugs, Wilbro's, Wilson's Mens Wear
Lafayette Plz. (2)	2	Bargain Time, Piggly Wiggly, Farmers Furn.
Marianna Sq.	NA	Revco, Winn-Dixie, Capitol TV
Oak Station(10) Ctr.	2	K mart, Food World, Big B Drugs.
Rivergate Plz.	1	Woolworth, Eckerd, BC Moore's

Principal Shopping Days-Wed., Thur., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Sherwin-Williams; JCPenney.

Variety Stores-Family Dollar; Woolworth; K mart; Wal-Mart.

Chain Drug Stores-Eckerd; Revco, Big B.

Chain Supermarkets-IGA Foodliner; Piggly Wiggly; Winn-Dixie, Foodworld.

Other Chain Stores-Radio Shack; Firestone; Merle Norman Cosmetics; Badcock Furn.; Payless Shoes, Farmers' Furniture; Simply Six Fashions; Shoe City; Bargain Time.

14 - NEWSPAPERS: JACKSON COUNTY FLORIDAN (e-tues to fri; S) 5,540; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Valerie Snow, Adv. Dir., JACKSON COUNTY FLORIDAN, 104 Constitution Lane; PO Box 520, Marianna, FL 32446; Tel. (904) 526-3614.

National Representative: Thomson Newspapers.

MELBOURNE

1 - LOCATION: Brevard County (In Melbourne-Titusville-Palm Bay MSA). E&P Map D-2. Midway between Jacksonville and Miami, 40 min. E of Orlando International Airport. Kennedy Space Center aerospace industries; Cape Canaveral Air Force Station & Patrick Air Force Base.

2 - TRANSPORTATION: Railroads-Florida East Coast.

Intercity Bus Lines-Greyhound, Central Florida Coach Lines; Auto Bus; Executive Tour & Charter Intl.; Sun Coast Shuttle, Inc.

Airlines-Delta; Continental Express; Eastern Express; Henson.

3 - POPULATION:

Corp. City 90 Cen. 59,646; E&P 92 Est. 62,268

NDM-ABC: (80) 272,959

County/MSA 90 Cen. 398,978; E&P 92 Est. 423,733

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 22,677; E&P 92 Est. 23,674

County/MSA 90 Cen. 161,381; E&P 92 Est. 171,394

NDM-ABC: (80) 101,783

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	50	$1,335,405,000
Commercial	103	$2,236,844,000

6 - PASSENGER AUTOS: Brevard County 280,835

7 - ELECTRIC METERS: Residence County 169,147

8 - GAS METERS: County 27,508

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 30,300; Constr. 9,300; Trans., Commun. & Public Util. 6,000; Trade 37,100; Fin., Ins. & Real Estate 5,700; Service & Misc. 48,000; Gov't 22,500; Other 25,223 (Agric., Domestic, Self).

10 - CLIMATE: Mean Temp.-71.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lake Washington Sq.(8)	NA	SupeRx
Northgate(18)	NA	Winn-Dixie, Eckerd
Sarno Plz.(30)	NA	Publix, SupeRx
K mart Plz.(7)	NA	Eckerd, K mart
Zayre Plz.(17)	NA	Zayre
Melbourne(26)	NA	Publix
Barton Commons (15)	NA	K mart, Goodings, Beall's
Brevard Mall(14)	NA	Winn-Dixie, Eckerd
Melbourne Square Mall(133)	NA	Belk-Lindsey, Ivey's, Burdine's
Shoppes of West Melbourne(15)	NA	Marshalls, Service Mdse.
Windover Sq.(7)	NA	Publix, Eckerd
Plaza West(16)	NA	Winn-Dixie, Eckerd
Minton Center(6)	NA	Ben Franklin

13 - RETAIL OUTLETS: Department Stores (County)-Ivey's 2; Jordan Marsh 2; JCPenney 3; Belk-Lindsey 4; Burdines.

Variety Stores-Woolworth 3; McCrory 6; TG&Y 3; Ben Franklin 2.

Discount Stores-Zayre 2; K mart 5; Wal-Mart 5.

Chain Drug Stores-Liggett; Eckerd 19; SupeRx 2; Walgreens 7.

Chain Supermarkets-Publix 13; Goodings 7; Winn-Dixie 16; Albertson's; Mr. Grocer 14; Lil' General 3; Majik Market 29; 7-Eleven 27; Zippy Marts 16; SupeRx 6; Jiffy 34; Shop & Go 7; Tenneco 7; Cumberland Farms 8; Step Saver 5.

Other Chain Stores-Goodrich; Firestone; Goodyear; Western Auto; Singer Co.; Kane Furniture; Haverty's Furniture; Badcock Furniture; ABC Liquor; Mary Carter Paints; Sherwin-Williams; Vogue Shops; Luria's; Babcock Building; Scotty's; Builder's Square.

14 - NEWSPAPERS: FLORIDA TODAY (m) 85,187; (S) 113,810; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Gene Waters, Nat'l. Adv. Mgr., FLORIDA TODAY, PO Box 363000, Melbourne, FL 32936; Tel. (305) 242-3803.

National Representatives: Gannett National Newspaper Sales; Publishers Representatives Of Florida.

MIAMI

1 - LOCATION: Dade County (In Miami-Hialeah PMSA). E&P Map D-4. County Seat. 260 mi. SE of Tampa; 350 mi. S of Jacksonville.

2 - TRANSPORTATION: Railroads-Florida East Coast; Seaboard Coast Line; Metro Rail; Metro Bus Systems; Tri-Rail.

Waterways-Atlantic Intracoastal Waterway with barge service.

Intercity Bus Lines-Greyhound, Trailways.

Motor Freight Carriers 57.

Steamships-22 passenger; 50 freight.

Airlines-85 scheduled airlines, 30 non-scheduled.

3 - POPULATION:

Corp. City 90 Cen. 358,548; E&P 92 Est. 360,885

CZ-ABC: (80) 1,625,509

RTZ-ABC: (80) 1,081,445

County/PMSA 90 Cen. 1,937,094; E&P 92 Est. 1,983,273

City & RTZ-ABC: (80) 2,706,954

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. City 136,316; E&P 92 Est. 137,204

County/PMSA 90 Cen. 782,288; E&P 92 Est. 800,937

CZ-ABC: (80) 609,830

RTZ-ABC: (80) 443,857

City & RTZ-ABC: (80) 1,053,687

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	43	$18,610,012,000
Commercial	66	$20,404,618,000

6 - PASSENGER AUTOS: Dade County 1,362,823

7 - ELECTRIC METERS: Residence 700,238

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 93,669; Constr. 41,458; Trans. 76,109; Fin., Ins. & R.E. 68,483; Ret. Trade 155,298; Serv. 267,516; Gov't. 53,518; (Av. Wkly. Wage): Food ($311); Apparel ($180); Furn. & Fixt. ($256); Mach. ($270); Trans. Equip. ($390).

10 - CLIMATE: Min. & Max. Temp.-Spring 64-82; Summer 75-87; Fall 66-86; Winter 62-75. No killing frost.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Shopping Areas (With Principal Store and/or Supermarket):

Central Business Districts-Downtown Miami-Burdines; J. Byrons; Woolworth; McCrory; Limited Express; Miracle Mile; The Gap; Lerner; The Limited.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
163rd St.(155)	8	Burdines, Jordan Marsh, Service Mdse.
Lincoln Road (180)	4	
Miracle Mile (160)	8	Lerner
Key Biscayne(17)	6	Winn-Dixie, Pantry Pride
Dadeland(180)	13	Burdines, JCPenney, Pantry Pride, Jordan Marsh, Saks Fifth Ave.
Carol City(27)	10	
Palm Springs Mile(139)	NA	Ames, Publix, Winn-Dixie, K mart, Lionel Playworld, Home Depot, J. Byrons
Northside(73)	8	Payless, Woolworth, Fayva, Walgreens
Biscayne(35)	6	Lerner, Walgreens
Central(26)	5	Ames
Westchester(45)	6	Pantry Pride, Ames, K mart, J. Byrons, Lionel Playworld, Walgreens, Piggly Wiggly
Cutler Ridge (250)	17	Sears, Burdines, JCPenney, Lord & Taylor, Jordan Marsh
Miami Gardens (30)	13	Publix
127th Street	10	Woolworth, Publix
Concord(46)	20	Xtra Super Food Center, Tamiami
University(12)	15	Woolworth, Pantry Pride
Suniland(52)	20	Publix, J. Byrons
Perrine(39)	35	Woolworth, Winn-Dixie
Bal Harbour(81)	12	Abercrombie & Fitch, Neiman Marcus, Saks Fifth Ave.
Mall Of The Americas(110)	11	Winn-Dixie, Woolworth, Home Depot, Walgreens
Westland(90)	13	Sears, Burdines, JCPenney
Omni(165)	1	JCPenney, Jordan Marsh
Skylake(70)	10	J. Byrons, Home Depot, Eckerd
Aventura Mall(200)	10	Macy's, Lord & Taylor, JCPenney, Sears
International Mall(153)	12	Burdines, Jordan Marsh, Sears, Lord & Taylor
The Falls(65)	15	Bloomingdale's

Other Shopping Centers-(Regional)-Kendall Mall; Homestead Plz.; Loehmann's Plz.; Mayfair; Kendale Lakes Mall; California Club Mall; Bakery Center; Kendall Town & Country.

Stores Open Evenings-Downtown-Mon. through Fri.; Food & suburban-every night.

13 - RETAIL OUTLETS: Department Stores-Burdines 8; Sears 5; J. Byrons 12; JCPenney 5; Jordan Marsh 5; Saks Fifth Ave. 2; Neiman Marcus; Lord & Taylor 4; Bloomingdale's, Macy's.

Discount Stores-K mart 11; Dollar General 30; Wal-Mart.

Variety Stores-Woolworth 10; McCrory 5.

Chain Drug Stores-Eckerd 38; Lee's 5; Walgreens 18; Sedanos Pharmacy.

Chain Supermarkets-Publix 35; Pantry Pride 18; Winn-Dixie 54; Table Supply 2; Xtra 2; Food Value 6; Sedano's 16; Convenient; 7-Eleven 70; Circle K 53; Food Spot 27; Lil General 3; Tom Thumb 5; Farm 6; Associated; Great Valu 2.

Other Chain Stores-Lerner; Thom McAn; Lane Bryant; National Shirt; Western Auto; Mangel's; Baker Shoes; Three Sisters; Firestone; Goodyear; Baron's; L. Luria; Service Mdse.

14 - NEWSPAPERS: HERALD (m) 444,633; (S) 553,479; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Ed LeDuc, Gen. Adv. Mgr., HERALD, 1 Herald Plaza, Miami, FL 33132-1693; Tel. (505) 376-2815.

National Representative: Newspapers First.

DIARIO LAS AMERICAS (m-tues to sat) 66,770; (S) 70,737; sworn Mar. 31, 1990.

Local Contact for Advertising and Merchandising Data: Miguel A Suarez, Adv. Dir., DIARIO LAS AMERICAS, 2900 N.W. 39th St., Miami, FL 33142; Tel. (305) 633-3341.

National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

NEW SMYRNA BEACH

1 - LOCATION: Volusia County, (In Daytona Beach MSA). E&P Map D-2.

2 - TRANSPORTATION: Railroads-Amtrak; Florida East Coast-freight only.

Motor Freight Carriers-24.

Intercity Bus Line-Greyhound.

Airlines-Daytona Beach Regional Airport: Delta; Continental; American; United Express; ComAir; USAir.

3 - POPULATION:

Corp. City 90 Cen. 16,543; E&P 92 Est. 17,140

County/PMSA 90 Cen. 370,712; E&P 92 Est. 392,660

4 - HOUSEHOLDS:

City 90 Cen. 6,289; E&P 92 Est. 6,517

County/PMSA 90 Cen. 161,179; E&P 92 Est. 170,722

5 - BANKS	NUMBER	DEPOSITS
Commercial	11	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: Volusia County 244,319

7 - ELECTRIC METERS: Residential 15,785

8 - GAS METERS: Residential N.A.

9 - PRINCIPAL INDUSTRIES: Tourism, Paint Mfg.; Boat Mfg. (No. of Wage Earners N.A.)

Principal Industrial Pay Day-N.A.

10 - CLIMATE: Min. & Max. Temp.: Spring 40-85; Summer 65-100; Fall 40-85; Winter 32-90. First killing frost December; last killing frost February.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Canal Street, New Smyrna Beach Regional Shopping Center, Indian River Shopping Center, New Smyrna Beach Shopping Center.

Neighborhood Shopping Centers-Florida Shores Shopping Center, Coastal Center, Pappas Plaza, Downtown Edgewater Shopping Center.

13 - RETAIL OUTLETS: Department Stores-Beall's; Sears; McCrory.

Chain Drug Stores-Eckerd; Walgreens.

Chain Food Supermarkets-Winn-Dixie; Publix; Food Lion; Save-a-Lot.

14 - NEWSPAPERS: OBSERVER (m) 5,387; sworn Sept 27, 1990.

Local Contact for Advertising and Merchandising Data: Barbara Knox, Adv. Mgr., OBSERVER, 823 S. Dixie Freeway; PO Box 10, New Smyrna Beach, FL 32170; Tel. (904) 427-1000.

National Representative-Landon Associates.

NAPLES

1 - LOCATION: Collier County (In Naples MSA). E&P Map D-4, County Seat. Summer & winter resort, directly on Gulf of Mexico. Agricultural, shipping & fishing center. Oil production. 112 mi. NW of Miami, on Tamiami Trail U.S. 41, 163 mi. S of Tampa. Western terminal of Florida 84 Everglades Expressway to Ft. Lauderdale, 89 mi. to the East. On the Inland Waterway, gateway to the 10,000 Islands.

2 - TRANSPORTATION: Motor Freight Carriers-11.

Intercity Bus Line-Greyhound.

Airlines-ComAir (Delta)-Continental Express, American Eagle; Air Canada, American; American TransAir; Canadian 3000; Canadian Air; Continental; Delta; Midway; Northwest; TWA; United; USAir.

3 - POPULATION:

Corp. City 90 Cen. 19,505; E&P 92 Est. 19,890
CZ-ABC: (80) 47,633
RTZ-ABC: (80) 31,846
County/MSA 90 Cen. 152,099; E&P 92 Est. 165,074
City & RTZ-ABC: (80) 79,479

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 7,416; E&P 92 Est. 7,562
County/MSA 90 Cen. 59,530; E&P 92 Est. 64,608
CZ-ABC: (80) 19,987
RTZ-ABC: (80) 12,315
City & RTZ-ABC: (80) 32,302

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	12	$1,000,000,000
Commercial	16	$2,100,000,000

6 - PASSENGER AUTOS: Collier County 114,488

7 - ELECTRIC METERS: 115,849

8 - GAS METERS: Bottle gas only.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Agric., Forestry & Fisheries 13,380; Mining 121; Constr. 7,642; Mfg. 2,416; Trans., Commun., and Pub. Util. 2,042 Whol. Trade & Ret. Trade 16,362; Fin., Ins. & R.E. 4,968; Servs. 18,266; Gov't 6,024.

Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 63-83; Summer 70-90; Fall 70-85; Winter 62-84.

11 - TAP WATER: Soft.

12 - RETAILING: Principal Shopping Centers-7 blocks on 5th Ave., 8 on Tamiami Trail; 3 on 3rd St. South (exclusive shops).

Neighborhood Shopping Centers-4 blocks on North Tamiami Trail; 3 on East Tamiami Trail.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grand Central Station(12)	1	Winn-Dixie, Eckerd
Green Tree Ctr. (11)	12	Winn-Dixie, Eckerd
Park Shore(25)	4	K mart, Wooley's J. Byron, Eckerd
Naples Shpg. Ctr.(35)	1	Publix, Marshalls, Walgreens
Gulf Gate(18)	2	Rite Aid, Publix Curtis Mathis
Coastland(121)	1	Maas Bros., Sears, JCPenney, Dillard's
Naples South(9)	5	Winn-Dixie, Eckerd,
The Pavilion(39)	8	Publix, Walgreens
Springs Plaza(45)	13	Kash 'n' Karry, Treasury Drug
Shops of Marco (11)	19	Publix, Walgreens
Marco Island(12)	14	Eckerd
Neapolitan I&II(40)	5	Publix, Eckerd, Walgreens
King's Lake Sq. (15)	2	Publix, Walgreens
Ridgeport Plz. (20)	8	Winn-Dixie, Rite Aid
Golden Gate Plz. (12)	7	Winn-Dixie, Rite Aid
Naples Towne Ctr.	4	K mart, Wooley's, Lurias
Tanglewood Mkt. Pl.(12)	4	A*A, Kiscos
West Beach Rd. Plz.(14)	13	Flex Bon Paints

Principal Shopping Days-Wed. through Sat.

Stores Open Evenings-Publix; Winn-Dixie; K mart; Beall's; Maas; Sears; Eckerd; J. Byron; Wooley's; Luria's; Coastland Mall Stores-6 nights.

13 - RETAIL OUTLETS: Department Stores-J. Byron; Beall's; Sears; Maas; JCPenney; Dillard's.

Discount Stores-K mart; Marshalls; Wal-Mart.

Variety Store-Dollar Stores.

Chain Drug Stores-Eckerd; Treasury Drug; Rite Aid; Walgreens.

Chain Supermarkets-Winn-Dixie; Publix; Kash 'n' Karry; Wooley's.

Other Chain Stores-Western Auto; Robb-Stuckey; Mark Fore & Strike; Gattles; Ashley's; Badcock Furniture; Standard Brands Appliance; Lerner; Baker's; Kay Jewelers; Sherwin-Williams; Radio Shack; Kay Bee's; General Nutrition; Thom McAn; Zales Jewelers; Casual Corner; The Gap Wrangler Ranch; Baskin-Robbins; Girard Jewelers; Bill Smith Appliances; Kinney Shoes; Harmon Photo; Champs; Kepps Men's Wear; Record Bar; B. Dalton; Hallmark; Lady Foot Locker; Foot Locker; Bass Shoes; Morrow's Nut House; Waldenbooks; Steego; Scotty's; Home Depot.

14 - NEWSPAPERS: NEWS (m-mon to sat) 45,944; (S) 59,044; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: J. Patrick Berling, Adv. Dir., NEWS, 1075 Central Ave., Naples, FL 33940; Tel (813) 262-3161.

National Representatives: Direct Contact: Bob Sandy Natl. Adv. Mgr.; Tel. (813) 263-4745. Publisher's Representatives of Florida; Sawyer-Ferguson-Walker Companies.

OCALA

1 - LOCATION: Marion County (MSA). E&P Map C-2, County Seat. In center of inland Florida. Light manufacturing center. 96 mi. SW of Jacksonville; 80 mi. NW of Orlando.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line; Amtrak.

Motor Freight Carriers-3.

3 - POPULATION:

Corp. City 90 Cen. 42,045; E&P 92 Est. 43,020
CZ-ABC: (80) 37,170
RTZ-ABC: (80) 85,318
County/MSA 90 Cen. 194,833; E&P 92 Est. 209,100
City & RTZ-ABC: (80) 122,488

4 - HOUSEHOLDS:

City 90 Cen. 15,985; E&P 92 Est. 16,356
County/MSA 90 Cen. 78,176; E&P 92 Est. 83,900
CZ-ABC: (80) 13,492
RTZ-ABC: (80) 31,966
City & RTZ-ABC: (80) 45,458

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	3	$749,632,000
Commercial	15	$1,222,332,000

6 - PASSENGER AUTOS: Marion County 127,630

7 - ELECTRIC METERS: 36,746 (city)

8 - GAS METERS: 12,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Gov't 10,218 ($316); Ret. Trade 14,246 ($206); Mfg. 10,356 ($331); Servs. 10,256 ($304); Agric. 3,240 ($239); Constr. 4,039 ($298); Whol. Trade 3,732 ($398); Fin., Ins., N.A. Trans. & Util. 1,621 ($417); Mining 111 ($352).

Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-88; Summer 70-92; Fall 60-83; Winter 43-69.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks around Downtown Sq.; Pine Plz. & West on Pine St., Ocala; Searstown; 40 East; Ocala West on SR 200; K mart Plaza; Paddock Mall on State Rd. 200; Cedar Shores Shopping Plz. on Maricamp Rd.; Shady Oaks Mall, SR 200; Oakbrook on N.E. 14th; Skylark Plz. on 14th St.; Pic 'n Save Plz. on Hwy. 441 N.; Maricamp Plz. on Maricamp Rd.; Wal-Mart Plz. on Hwy. 200; Gaitway Plz. on Hwy. 200; Six Gum Plz. on Silver Springs Blvd.

Principal Shopping Days-Thur., Fri., Sat., Sun.

Stores Open Evenings-Shpg. ctrs. every night exc. Sun.

13 - RETAIL OUTLETS: Department Stores-Rheinauers; Belk-Lindsey; Sears; JCPenney; Maas Bros; Montgomery Wards; Beall's.

Variety Stores-Woolworth; Wal-Mart.

Discount Stores-K mart 2; Pic 'n Sav 2; Wal-Mart.

Chain Drug Stores-Walgreens 3; Bitting's (Rexall) 2; Rite Aid; Eckerd 2; Revco; Phar-Mor.

Chain Supermarkets-Winn-Dixie 8; Publix 5; Kash 'n' Karry 5; Food Lion 3; Alaco 2; Goodings; Sav-Mor.

Other Chain Stores-Denim Den; Zales Jewelry; Firestone; Vogue Shop; Sherwin-Williams; Cloth World; Fabric King; Luria's; Pinch-a-Penney; Service Merchandise; T.J. Maxx.

14 - NEWSPAPERS: STAR-BANNER (m-mon to fri) 48,493; (sat) 57,663; (S) 55,895; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Foy Maloy, Adv. Dir., STAR-BANNER, 2121 S.W. 19th Ave., Ocala, FL 32674; Tel. (904) 867-4051.

National Representatives: Branham/Newspaper Sales; Publishers' Representatives of Florida.

ORANGE PARK

1 - LOCATION: Clay County, E&P Map D-1 (In Jacksonville MSA). Residential area in NE portion of state adjacent to Jacksonville south boundary; on U.S. Hwys. 17 & 21; I-95 & 295; State Hwys. 16, 220 & 224.

2 - TRANSPORTATION: Railroads-CSX Railroad; Amtrak.

Motor Freight Carriers-5.

Intercity Bus Line-Greyhound; JTA.

Airlines-Delta; ComAir; American; USAir; Continental; United.

3 - POPULATION:

Corp. City 90 Cen. 9,488; E&P 92 Est. 9,632
County 90 Cen. 105,986; E&P 92 Est. 113,638
MSA 90 Cen. 906,727; E&P 92 Est. 943,478

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 3,607; E&P 92 Est. 3,662
County 90 Cen. 38,292; E&P 92 Est. 41,057
MSA 90 Cen. 362,185; E&P 92 Est. 376,659

5 - BANKS	NUMBER	DEPOSITS
All banks	6	$271,110,000
S&L Assoc.	4	$151,008,000

6 - PASSENGER AUTOS: Clay County 64,782

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Assoc. Minerals; JM Manufacturing; Taylor Concrete & Supply; Whitley Steel Co; Food Lion Distribution Center.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 70-90; Fall 50-70; Winter 40-60. First killing frost, Dec. 15; last killing frost, Feb. 1.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bel Air(10)	1	Livitz
Kingsley Sq.(32)	1	Publix, Eckerd
Orange Park Mall(180)	2	Dillard's, JCPenney, Maison Blanche, Sears
Pinetree Plz.(11)	1	Winn-Dixie
Live Oak Plz.(8)	1	Winn-Dixie, Eckerd
Wal-Mart Plz.(19)	4	Wal-Mart
Park Ctr.(10)	2	Winn-Dixie, Drug Emporium
Cove Plz.(5)	15	Winn-Dixie
Orange Park So. (14)	6	Publix, Eckerd
Park Central Plz.(15)	NA	Sears Service
Clay Plz.(8)	NA	Winn-Dixie
Grand Olde Plz. (12)	NA	Winn-Dixie
The Vlg. Plz.(10)	4	Beall's, Albertson's
Magnolia Layne(6)	13	Food Lion

13 - RETAIL OUTLETS: Department Stores-Sears; Dillard's; JCPenney; Maison Blanche; Beall's; Family Dollar; J. Byrons.

Chain Drug Stores-Atkinson's; Townsend's; Bel Air; Pic-N-Save; Eckerd; Walgreens; Drug Emporium.

Chain Supermarkets-Publix; Winn-Dixie; Food Lion; Albertson's.

Discount Stores-K mart; Wal-Mart; Pic & Save.

14 - NEWSPAPERS: CLAY TODAY (e-mon to fri) 4,539; sworn Sept. 28, 1990.

Local Contact for Advertising and Merchandising Data: Robert W. Hoff, Gen. Mgr., CLAY TODAY, 1564 Kingsley Ave.; PO Box 1290, Orange Park, FL 32073; Tel. (904) 264-3200; FAX (904) 269-6958.

National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

ORLANDO

1 - LOCATION: Orange County (In Orlando MSA). E&P Map D-2. County Seat. Florida's largest inland city; 134 mi. S of Jacksonville; 50 mi. W of Cape Canaveral; 232 mi. N of Miami. Major tourist & convention city. Regional transportation, communications, distribution, retail, financial, education, & agriculture center for central FL. Orlando Foreign Trade Zone. Orlando Naval Training Center. U.S. Hwys. 17, 27, 92, 192 & 441. I-4. Florida Tpke., Beeline Expwy., East-West Expwy., Florida Hwys. 46, 50, 436, 438 & 520.

2 - TRANSPORTATION: Railroads-Amtrak; CSX Transportation; Florida Central Railroad Co.

Motor Freight Carriers-34.

Intercity Bus Lines-Greyhound; Trailways; OSO Trans. Authority; Central Florida Bus; Grayline; Orlando Tour Lines.

Airlines-American; Bahamasair; Braniff; British Airways; Canadian Airline Int'l; ComAir; Delta; Eastern; Emerald; Icelandair; KLM; Midway; Northwest; Pan Am; Piedmont; Rich Int'l; Trans Brazil; TWA; United; USAir; USAir Express; Continental.

3 - POPULATION:

Corp. City 90 Cen. 164,693; E&P 92 Est. 171,973
CZ-ABC: (80) 629,548
Bal. in NDM-ABC: (80) 140,943
County 90 Cen. 677,491; E&P 92 Est. 718,211
MSA 90 Cen. 1,072,748; E&P 92 Est. 1,146,125
Total NDM-ABC: (80) 770,491

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 62,614; E&P 92 Est. 65,382
County 90 Cen. 270,996; E&P 92 Est. 287,284
MSA 90 Cen. 423,073; E&P 92 Est. 452,020
CZ-ABC: (80) 226,812
Bal. in NDM-ABC: (80) 54,167
Total NDM-ABC: (80) 280,979

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	126	$3,903,917
Commercial	210	$6,666,465

6 - PASSENGER AUTOS: Orange County 529,232

7 - ELECTRIC METERS: City Res. 65,756; Co. 267,525; MSA 427,813

8 - GAS METERS: City Res. 4,030; MSA 19,826

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 55,200; Constr. 37,100; Trans., Commun., Util. 27,300; Trade 142,000; Fin. 33,300; Services 182,900; Gov't 60,800. (Av. Wkly. Wage-$404)

10 - CLIMATE: Min. & Max. Temp.-Spring 63-84; Summer 73-92; Fall 60-82; Winter 51-75.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Major Retail Areas-Downtown Orlando-10 blocks on Orange and Magnolia Avenues bounded by Colonial Dr., South St., Garland Ave. and Rosalind., Church Street Market/Exchange.

East Orlando-26 blocks on East Colonial; Colonial Plaza; Orlando Fashion Sq.; Colonial Promenade; Herndon Plaza; University Park Plaza.

North Orlando-Downtown Winter Park 100 shops and boutiques. Winter Park Mall; Altamonte Mall; Seminole Plaza; Interstate Mall; Lake Howell Square; Butler Plaza; Lee Road Shopping Center; K mart Plz.; Oxford Square; West Orlando-20 blocks on West Colonial. Wards Plaza; Parkwood Plz.; Piedmont Plz. at Wekiva; Pine Hills Center; Bel 2 Factory Outlet Mall; West Colonial Oaks; Westside Crossings; Winter Garden Regional S.C.

South Orlando-Orange Blossom Trail; Orange Ave.; Sand Lake Plaza; Sam's Trail Plaza; Orange Blossom Center; Florida Mall; Hoffner Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Orange County		
Altamonte Mall Park Plz.(10)	6	
Bay Hill Plz. (18)	10	K mart, Publix
Century Plz.(20)	5	Ross, Albertson's
Clarcona Crossing	6	Albertson's
Colonial Plz. Mall(100)	2	Maas Bros., Ivey's, Belk-Lindsey, Jordan Marsh
Colonial Promenade(40)	5	T.J. Maxx, Phar-Mor
Eastland(15)	4	Home Depot
Belz Factory Outlet Mall (65)	7	
Florida Mall (177)	9	JCPenney, Sears, Belk Lindsey, Maison Blanche
Herndon Plz.(29)	3	K mart, Publix, Marshalls, Eckerd
Hoffner Ctr.	9	Wal-Mart
K mart Plaza-Sky Lake	7	K mart, Publix
Lee Road Ctr. (30)	5	Ross, Eckerd, Piggly Wiggly
Marketplace(55)	9	Goodings, Loomis
Orange Blossom Ctr.(35)	4	Walgreens, McCrory
Orlando Fashion Sq. (95)	3	Burdines, McCrory, Maison Blanche, Sears
Park Promenade (32)	7	K mart, Publix
Piedmont Plz. (18)	12	Albertson's
Sam's Trail Plz.(19)	9	Drug Emporium, Sam's Wholesale Club
The Terrace At Florida Mall	9	J. Byrons
Sand Lake Plz. (80)	7	Costco
University Park Plz.(50)	6	Wacama, Xtra
West Colonial Sq.(20)	7	Winn-Dixie
Winter Garden Regional(35)	13	Publix, Beall's
Parkwood Plz. (30)	3	Table Supply
Pine Hills(43)	5	Belk-Lindsey, Office Depot, Walgreens
Silver	6	McCrory, Rite Aid
Winter Park Mall(75)	5	Ivey's, JCPenney
Ward's Plz.	4	Montgomery Wards
West Colonial Oaks	7	Home Depot, J Byron's; Winn-Dixie
Westside Crossings	6	Wal-Mart, Publix, Beall's
Osceola County		
Maingate Outlet Mall(120)	20	Loomis Drugs
Osceola Sq. Mall (84)	17	Wal-Mart, Eckerd
Mill Creek Mall(35)	18	Publix, Eckerd, Beall's
Town Corral(20)	18	Eckerd, Publix
Seminole County		
Alafaya Sq.(20)	12	Publix
Altamonte Mall(168)	9	Sears, Maison Blanche, Maas Bro., Burdines, Sears, Jordan Marsh
Ames Plz-Sanford	13	
Ames Plz-Fern Pk.(23)	9	
Butler Plz.(40)	9	Publix, Eckerd, Ross
Interstate Mall(35)	9	Mont. Ward
K mart Plz. Fern Pk.(8)	9	K mart
Lake Howell Sq.(34)	8	Wal-Mart, Frank's Nursery
Lake Mary Ctr.	16	K mart, Albertson's
Longwood Lake (48)	12	Albertson's,
Longwood Village(35)	11	Jacobson's
Sanford Plz.(27)	18	JCPenney, Publix, McCrory, Sears
Seminole Ctr. (52)	18	Wal-Mart, Publix, Eckerd
Seminole Plz. (35)	9	Serv. Merchandise, Eckerd
Wekiva Sq.(15)	9	K mart, Cloth World
West Town Corner	12	Xtra Food

Principal Shopping Days-All week.

Stores Open Evenings-Shpg. Ctrs., Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Ivey's 2; Montgomery Ward 3; Belk-Lindsey 3; Sears 3; JCPenney 3; Beall's 6; Maas Brothers/Jordan Marsh 2; Burdines 2; Maison Blanche 3; J Byrons 5; Jacobson's 2; Catalog Sales; Service Merchandise 5; Lurias 4.

Discount Stores-K mart 15; Wal-Mart 11.

Variety Stores-Woolworth 6; McCrory 7; Bargain Time 2; Family Dollar 10; Dollar General 11.

Chain Drug Stores-Walgreens 13; Liggett Rexall 6; Eckerd 37; Revco; Phar-Mor 3; Rite Aid 10; Drug Emporium 4; Loomis Drugs 3.

Chain Supermarkets-Winn-Dixie 40; Publix 37; Food Lion 4; Albertson's 10; Gooding's 9; Kash 'n Karry; Piggly Wiggly 3; Sav-A-Lot 3; Table Supply; Xtra 2; Thriftway.

Convenience Chain Stores-Cumberland Farms 75; Lil Champ 37; 7-Eleven 119; Circle K 71; Wareco Mini-Mart 2; Mr. Grocer 8; Jiffy 25; Ideal 27; Majik Market 24; Handy Way 38.

Other Chain Stores-Allied Discount Tire, Goodyear, Big Orange Tire & Wheel, Big 10 Tire, Rose Auto, Action Discount Tires, Muffler Man, AAL Transmission World, Discount Auto Parts, Firestone, General, Automotive 1 Parts, Big A Auto Parts, Parts City, Uniroyal, Midas, Aamco, Tuffy; Building Materials: Ace Hardware, Builders Square, Home Depot, Scotty's, Lowes, 84 Lumber, Rinker Materials, True Value Hardware, Servistar Hardware, Sentry Hardware, Apparel-Men: Kuppenheimer, Rutland's, J. Riggins, The Gap, Gray, Fifth Avenue, Surrey's, Hudson-Marcus, Denim World, Tall & Big, Chess King; Apparel-Women: Ann Taylor, Colony Shops, Clothes Time, Hit or Miss, Today's Woman, Gibbs-Louis, Sportswear USA, Brenners, Lane Bryant, Lerner, Maternalane, Rheinauers, 5-7-9, T.J. Maxx, Body Shop, The Limited, Brooks, Casual Corner, Home Appliances: AIA Discounts, Audio Garage, Circuit City, Curtis Mathes, Audio Expectrum, Absolute Sound, Bellows, Radio Shack; Jewelers: Barley Bank's Biddle, Gordon's, Kay, Lawtons, Mayors, Zales, Gold & Diamond Source, Orlando Jewelers, Swalstead; Furniture: Badcock, Castro Convertibles, Ethan Allen Galleries; Hallmark, Kane's, Levitz, Heilig-Meyers, Leath's Furniture Plaza, Oak Street, Rhodes, Aaron, Scan Design, Robb & Stucky, Websters Showplace; Fabrics: Mae's, JoAnn Fabrics, Cloth World; Shoes: Athlete's Foot, Barrett Shoes, Bass, Gussini, Payless Shoe Source, Banister, Fayva, Fry Boot Outlet, Connie, Baker's, Behr's, Hanover, Steffi, Stride Rite, Bari, Thom McAn, Kinney's, Jarman, Florsheim.

14 - NEWSPAPERS: THE ORLANDO SENTINEL (all day) 287,270; (S) 388,873; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Bill Steiger, Adv. Dir., THE ORLANDO SENTINEL, 633 N. Orange Ave.; PO Box 2833, Orlando, FL 32801; Tel. (407) 420-5101.

National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

PALATKA

1 - LOCATION: Putnam County, E&P Map D-1, County Seat. On St. Johns River, 55 mi. S of Jacksonville. On U.S. Hwy. 17.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line; Southern; Fla. East Coast at East Palatka.

Motor Freight Carriers-3.

Intercity Bus Line-Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 10,201; E&P 92 Est. 10,206
CZ-ABC: (80) 10,175
RTZ-ABC: (80) 40,374
County 90 Cen. 65,070; E&P 92 Est. 67,924
City & RTZ-ABC: (80) 50,549

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 3,878; E&P 92 Est. 3,880
County 90 Cen. 25,368; E&P 92 Est. 26,481
CZ-ABC: (80) 3,659
RTZ-ABC: (80) 14,738
City & RTZ-ABC: (80) 18,397

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	$135,597,307
Commercial	4	$179,577,856

6 - PASSENGER AUTOS: Putnam County 33,104

7 - ELECTRIC METERS: Residence County 26,866

8 - GAS METERS: Residence City 4,330

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper Mills 1,700 ($400); Boxes and Crates 150 ($200); Glass Sand 100 ($200); Elect. Plants 200 ($400); Furn. 225 ($225); Specialty Bag Plant 330 ($250); Steel Fab. 100 ($400).

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 70-90; Fall 50-70; Winter 40-60. First killing frost, Dec. 16; last killing frost, Feb. 2.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on St. John's Avenue.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Town & Country(10)	2	K mart, Publix
Azalea Plaza(16)	2	Eckerd
Westgate(10)	NA	Miller's
Palatka Mall(40)	2	Belk, JCPenney, Walgreens

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Belk-Hudson.

Variety Stores-McCrory; Dollar General; K mart; Pic 'n Save; Wal-Mart.

Chain Drug Stores-Walgreens; Rexall 2; Eckerd 2; Pic 'n Save; Revco; Wal-Mart; K mart.

Chain Supermarkets-Winn-Dixie; Miller's; Publix.

Other Chain Stores-Diana; Sears (catalog); Vogue; Goodyear; Scotty's; Radio Shack; Strawberry Fields; Cato; Kinney Shoes; Zales Jewelers; Waldenbooks; General Nutrition Center; Denim Men; French Novelty; Fayva Shoes; Freidman's; Kard Korner; Merle Norman Cosmetics; Fabric King; Twistee Treat; Optical Shop; Peanut Shack; Connie Shoes; Payless Shoes; Adventureland Video.

14 - NEWSPAPERS: NEWS (e-mon to fri) 13,497; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Mike Sternberg, Adv. Dir., NEWS, 1825 St. Johns Ave., Palatka, FL 32177-0777; Tel. (904) 328-2721; FAX (904) 325-0663.

National Representatives: Branham/Newspaper Sales; Publishers' Representatives of Florida.

PALM BEACH

1 - LOCATION: Palm Beach County (In West Palm Beach-Boca Raton-Delray Beach MSA). E&P Map D-3. Hwy. 1A; U.S. Hwys. 1, 98 & 441; State Hwy. 710; I-95; FL Turnpike.

2 - TRANSPORTATION: Railroads-Florida East Coast; Seaboard Coast Line.

Airlines-Pan Am; Eastern; Delta; American; TWA; United; Midway; Republic; USAir; Dolphin.

3 - POPULATION:

Corp. City 90 Cen. 9,814; E&P 92 Est. 9,831
County/MSA 90 Cen. 863,518; E&P 92 Est. 920,073

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 3,731; E&P 92 Est. 3,738
County/MSA 90 Cen. 368,451; E&P 92 Est. 392,582

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	5	N.A.
Commercial	5	N.A.

6 - PASSENGER AUTOS: Palm Beach County 615,471

7 - ELECTRIC METERS: County 78,220

8 - GAS METERS: County 46,362

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Computers & Air Research 54,000.

10 - CLIMATE: Av. Annual Temp.-74.6; Summer 80.4; Winter 71.6; Rainfall 51-54 in. per yr.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Esplanade Worth Avenue(45)	NA	Saks, B. Dalton, Charles Jourdan
Gardens East(9)	NA	SupeRx
Gardens Park(15)	NA	Eckerd, Winn-Dixie
Oakbrook Sq.(49)	NA	Jacobson's, Publix
P.B. Mall	NA	Lord & Taylor, J. Marsh, Sears
P.G.A. Blvd.(20)	NA	Winn-Dixie
Royal Poinciana (28)	NA	Gucci, Sara, Fredericks, Valentino

13 - RETAIL OUTLETS: Chain Drug Store-SupeRx.

Chain Supermarkets-Publix; Winn-Dixie; Pantry Pride.

Other Chain Stores-Saks; B. Dalton; Eckerd; FAO Schwarz.

14 - NEWSPAPERS: NEWS (mS) 7,102; sworn Feb. 4, 1990.

Local Contact for Advertising and Merchandising Data: Carolyn Harmon, Adv. Dir., NEWS, 265 Royal Poinciana Way, Palm Beach, FL 33480; Tel. (407) 837-4770.

National Representative: Sawyer-Ferguson-Walker.

PANAMA CITY

1 - LOCATION: Bay County (MSA), E&P Map B-1, County Seat. 96 mi. SE of Pensacola.

2 - TRANSPORTATION: Railroads-Atlanta & St. Andrews Bay (Freight Only).

Motor Freight Carriers-23, incl. 8 with terminal facilities.

Intercity Bus Lines-Greyhound; Trailways.

Airlines-Atlantic SE; Eastern Metro.

3 - POPULATION:

Corp. City 90 Cen. 34,378; E&P 92 Est. 34,584

CZ-ABC: (80) 97,740
RTZ-ABC: (80) 53,206
County/MSA 90 Cen. 126,994; E&P 92 Est. 132,823
City & RTZ-ABC: (80) 150,946

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 13,070; E&P 92 Est. 13,149
County/MSA 90 Cen. 49,318; E&P 92 Est. 51,582
CZ-ABC: (80) 34,754
RTZ-ABC: (80) 19,063
City & RTZ-ABC: (80) 53,817

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	5	N.A.
Commercial	8	N.A.

6 - PASSENGER AUTOS: Bay County 84,064

7 - ELECTRIC METERS: Residence 49,239

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Oil Prods.; Asphalt; Concrete Slabs; Steel; Forgings; Paper Prods.; Tourism; Plastics; Airplane Engines; Chem.; Air Force Base; U.S. Naval Systems Center; Hair Accessories; Household Brushes; Pine Lumber; Steel Hull Vessels; Line Pipé.

Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max Temp.-Spring 55-77; Summer 73-90; Fall 60-81; Winter 44-64. First killing frost, Nov. 30; last killing frost, Mar 3. Average rainfall 58 in. per year. Av. temp. 69.

11 - TAP WATER: Alkaline, normal soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers (No. of Stores)-Panama City Mall (120), 8 blocks on Harrison Ave. and Cross Sts., 5 blocks on Beck Ave., on East Business Hwy. 98; Springfield Plz. (7); Cove Shopping Ctr. (13); Holiday Plaza (7); Hickory St. Shopping Ctr. (5); Parker Shopping Ctr. (6); Callaway Plz. (8); Panama Plz. (8); 11th St. Shopping Ctr. (13); 23rd St. Plz. (20); Panama Sq. (3); Southwood Mall (4); Lynn Haven Shopping Ctr. (5), 7 blocks on Ohio Ave. and Cross St.; Wayside Shopping Ctr. (10); Long Beach Plz. (4); Beachwalk Ctr. (24); Promonade Mall (15); Edgewater Shoppes (20); Baldwin Plz. (20); West's Plz. (5); K mart Shopping Ctr. (3); Callaway Village Sq. (10).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Panama City Mall(120)	2	Sears, Gayfers, JCPenney
23rd St. Plz.(20)	2	Wilbro
Panama Sq.(3)	3	Wal-Mart, K&B Drug, Delchamps, Belk-Hudson
Springfield Plz. (7)	3	Jr. Food Store
Holiday Plz.(7)	7	City Drug
Callaway Plz.(8)	5	K mart, Revco, Food World
Hickory St.(5)	5	Winn-Dixie, Eckerd
Parker(6)	5	Scotty's
Long Beach Plz. (4)	9	Specialty Shops
Panama Plz.(8)	3	
Callaway Vlg. Sq.(10)	5	Western Auto
Wayside(10)	13	Christo's
Cove(13)	1	Sunshine Foods
11th St.(13)	1	Piggly Wiggly
Lynn Haven(10)	5	Winn-Dixie, Eckerd
K mart(3)	2	K mart, Winn-Dixie
Albertson's Plz.	NA	Albertson's
Baldwin Plz.(20)	3	Winn-Dixie
Beachwalk Ctr. (24)	7	Wal-Mart
West's Plz.(5)	1	West's Super Store
Promonade Mall (15)	8	Specialty Shops
Southwood Mall(4)	7	West Bldg. Matls.
Edgewater(20)	10	Food World, Eckerd
Beck Ave.	3	Specialty Shops
Ohio Ave.	6	Winn-Dixie, Piggly Wiggly

Principal Shopping Days-Mon., Wed., Thur., Sat.

Stores Open Evenings-Shopping Ctrs. and Mall Mon.-Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Gayfer's; Belk-Hudson.

Variety Stores-Woolworth; TG&Y.

Discount Stores-K mart; Wal-Mart; Wilbro; Surplus Sales; Sam's Wholesale.

Chain Drug Stores-SuperRx; Eckerd; Big B; Revco; Cooper's; City Drug; K & B Drug.

Chain Supermarkets-Sunshine; Piggly Wiggly; Winn-Dixie; IGA; Quickway; Food World; Majik Mkt.; Eagle; Delchamps; Suwanee; Albertson's.

Other Chain Stores-Lerner; Mangel's; Thom McAn; Butler; Dollar General; Top Dollar; Leon's; Radio Shack; West Building Matls.; Gilbergs Fabrics; Western Auto; Firestone; Goodyear; Goodrich; Aut-O-Sav; Big-10 Tires; Tires, Inc.; Gordon Jewelry; Swiss Colony; Morrison's; Kinney Shoes; Casual Corner; Carlyle & Co.; Camelot Music; County Seat; Father & Son; Foxmoor; General Nutrition; Vogue; World Bazaar; Zales Jewelers; Frayne's Fashions; Lowe's; B. Dalton; Waldenbooks.

14 - NEWSPAPERS: NEWS-HERALD (m) 38,357; (S) 41,933; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Scott Walker, Adv. Dir., NEWS-HERALD, 501 W. 11th St., Panama City, FL 32402; Tel. (904) 763-7621.

National Representative: Papert Companies.

PENSACOLA

1 - LOCATION: Escambia County (In Pensacola MSA). E&P Map A-1. On Gulf of Mexico, 212 mi. from New Orleans; 369 mi. from Jacksonville; 297 mi. from Birmingham, AL. Site of U.S. Naval Facilities.

2 - TRANSPORTATION: Railroads-Burlington Northern; Seaboard Coast Line.

Motor Freight Carriers-15.

Intercity Bus Lines-Teche Greyhound; Trailways; Escambia Co. Transit System.

Airlines-Eastern; Continental; Delta; Piedmont; Northwest Airlink.

Steamship Lines-3.

3 - POPULATION:
Corp. City 90 Cen. 58,165; E&P 92 Est. 58,274
NDM-ABC: (80) 289,782
County 90 Cen. 262,798; E&P 92 Est. 268,714
MSA 90 Cen. 344,406; E&P 92 Est. 355,413

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 22,114; E&P 92 Est. 22,155
County 90 Cen. 99,169; E&P 92 Est. 101,401
MSA 90 Census 128,315; E&P 92 Est. 132,365
NDM-ABC: (80) 99,662

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	24	N.A.
Savings & Loan	7	N.A.

6 - PASSENGER AUTOS: Escambia County 173,664

7 - ELECTRIC METERS: Residence 118,084

8 - GAS METERS: Residence 48,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Chem. 6,600; Acrylic Fiber 900; Turpentine Based Chemicals 530; Nylon Fiber 3,200; Paper 1,800.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-95; Summer 65-103; Fall 19-90; Winter 16-70. First killing frost, Dec. 9; last killing frost, Feb. 20.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Downtown Shopping Center-8 blocks on Palafox St.

Neighborhood Shopping Centers & Regional Malls-W. Cervantes at Brownsville; Barrancas Ave. at Warrington; Pace Blvd. at Fairfield Dr.; Gulf Breeze; Davis at Maura; Mobile Hwy. & Fairfield Dr.; 9th Ave. at Creighton Rd.; Ensley, Corry & Warrington Rds. at Navy Blvd.; 9th Ave. at Fairfield Dr.; 9th Ave. at Bayou Blvd.; Navy Blvd. at US 98; Davis at 1-10; Palafox at 9 mile Rd.; Olive Rd. at Davis Hwy; East 9 Mile Rd.; Mobile Hwy. at Saufley Rd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Warrington	6	Delchamps, Kwik-Chek
Town & Country (57)	3	Gayfers, Delchamps, Eckerd
Gulf Breeze(21)	4	Delchamps, Barnes, Piggly Wiggly, TG&Y
Mariner Mall(36)	4	Florida Pottery, Rhodes
Warrington Vlg. (16)	5	
Belvidere Park (8)	7	Eckerd, Delchamps
Brentwood(8)	4	McCrory, Sak-N-Sav
Delmar(8)	9	Eckerd, Delchamps
Ensley	8	Barnes, Ben Franklin
Fairfield Plz. (20)	4	A&P, SuperRx
McDonalds(21)	3	Family Dollar, Goodyear
Palafox(3)	1	Kwik-Chek
Saufley Square	7	Winn-Dixie, TG&Y
K mart Center	4	K mart, Gillette Drugs
Pensacola Square	NA	Circuit City, Sam's
Village Oak	NA	Wal-Mart
University Mall (77)	7	Sears, McRaes, JCPenney
Northview	9	Delchamps, K mart, Kwik-Chek
Cordova(144)	5	Gayfers, Mont. Ward, D.H. Holmes, Parisian
Southgate Plaza	5	Winn-Dixie, TG&Y
Beach Rd. Plz.	NA	TG&Y, Piggly Wiggly, Revco
Brent Oaks Mall	NA	Sak-N-Sav, Family Dollar
Cantonment Sq. Mall	NA	Winn-Dixie, Sav-On Drugs
Eastgate	NA	McCrory, Winn-Dixie
Trade Winds Plz.	NA	Homeowner's Whse., T.J. Maxx

Principal Shopping Days-Mon., Fri., Sat., Sun.

Stores Open-Evenings.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Gayfers 2; Montgomery Ward; McRae; Dillard's; Parisian.

Discount Stores-K mart 3; T.J. Maxx.

Variety Stores-Newberry; McCrory; Wal-Mart; Family Dollar.

Chain Drug Stores-SuperRx 3; Scotty's; Big B; Lemox 2; Eckerd 4; Rexall 3; Moulton's 6; Revco 9.

Chain Supermarkets-Delchamps 9; A&P 3; Piggly Wiggly 4; IGA 2; Barnes 13; Albertson's 2; Sak-N-Sav; Winn-Dixie 9.

Other Chain Stores-Thom McAn; Butler's; Western Auto; Richmond Bros.; Wilson's Jewelers; Ben Franklin; Jewlcor; Builders Square; Circuit City; Rex TV; Super Saver; Hit or Miss.

14 - NEWSPAPERS: NEWS JOURNAL (m-mon to fri) 60,680; (m-sat) 70,647; (S) 80,552; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Roxanne Dougherty, Natl. Adv. Mgr., NEWS-JOURNAL, One News-Journal Plaza, Pensacola, FL 32501; Tel. (904) 435-8500.

National Representative: Gannett National Newspaper Sales.

PORT ST. LUCIE

See FORT PIERCE

ST. AUGUSTINE

1 - LOCATION: St. Johns County (In Jacksonville MSA). E&P Map D-1. County Seat. On Mantanzas Bay near Atlantic Ocean. 38 mi. S of Jacksonville.

2 - TRANSPORTATION: Motor Freight Carriers-3.

Intercity Bus Line-Greyhound.

Airlines-Charter Flight Service, St. Augustine Airport; Major Airlines at Jacksonville, 40 mi.

3 - POPULATION:
Corp. City 90 Cen. 11,692; E&P 92 Est. 11,633
NDM-ABC: (80) 41,663
County 90 Cen. 83,829; 92 Est. 90,221
MSA 90 Cen. 906,727; E&P 92 Est. 943,478

4 - HOUSEHOLDS:
City 90 Cen. 4,445; E&P 92 Est. 4,423
County 90 Cen. 33,376; E&P 92 Est. 35,921
MSA 90 Cen. 362,185; E&P 92 Est. 367,657
NDM-ABC: (80) 15,250

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	5	N.A.
Commercial	5	$260,828,000

6 - PASSENGER AUTOS: St. Johns County 54,493

7 - ELECTRIC METERS: Residence 28,500

8 - GAS METERS: Residence 2,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Aircraft Overhaul 1,000; Aluminum Extrusion 300; Automotive Parts 400; Health Foods Distrib. 185; Potato Chips 100; Tourism Major Industry.

10 - CLIMATE: Min. & Max. Temp.-Spring 51-85; Summer 70-90; Fall 70-87; Winter 45-69.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Plaza Area; St. George, Cathedral & King Sts.; US 1 South & Beach Area; K mart Shopping Ctr.; Ponce DeLeon Mall; Anastasia Sq.; St. John's Plz.; Wal-Mart Plz.

Neighborhood Shopping Centers-San Marco Ave.; Anastasia Blvd.; West King St. U.S. 1 South.

Principal Shopping Days-Thur., Fri., Sat., Sun.

Stores Close-5:00 pm, some 9:00 pm.

Open Evenings-Dept.-Sat. Food-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Belk-Hudson.

Discount Stores-Wal-Mart, Broudy's Liquor; ABC; Liquors; Dollar General; K mart.

Variety Stores-McCrory; Woolworth.

Chain Drug Stores-Walgreens; Rexall; Eckerd 2.

Chain Supermarkets-IGA; Winn-Dixie 3; Publix 3; Food Way; Food Lion; Albertson's.

Other Chain Stores-Firestone; Marine Supply & Oil; Goodyear; Goodrich; Vogue Shops; Kinney Shoes; 7-Eleven 4; Jackson's Minute Mkt. 3; Mary Carter Paints; Sherwin-Williams; Jiffy Foods; Scotty's; Pic 'n Save; Ace Hardware; Kay Jewellers; Friedman's Jewellers.

14 - NEWSPAPERS: RECORD (e) 15,008; (S) 15,327; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Jim Leewe, Adv. Dir., RECORD, 158 Cordova St.; Box 1630, St. Augustine, FL 32084; Tel. (904) 829-6562; FAX (904) 829-6664.

National Representative: Branham/Newspaper Sales.

ST. PETERSBURG-CLEARWATER

1 - LOCATION: Pinellas County (In Tampa-St. Petersburg-Clearwater MSA). E&P Map C-3, on Florida's W Coast, at southern end of Pinellas Peninsula. Surrounded three sides by Tampa Bay, Boca Ciega Bay, and Gulf of Mexico, access thereto provided by four bridges. The Sunshine Skyway connects with Bradenton and Sarasota; the Bayway connects with Tierra Verde and Ft. DeSoto Park and Gulf Beaches. Three bridges, Howard Frankland, Gandy and Courtney Campbell Causeway connect with Tampa and Hillsborough County.

2 - TRANSPORTATION: Railroads-Seaboard System; Amtrak.

Motor Freight Carriers-City 17; County 33.

Intercity Bus Lines-Greyhound; National Trailways; Pinellas Suncoast Transit Authority.

Airlines-Air Canada; American; British Airways; Cayman Airways; Condor; Continental; Delta; Midway; Northwest; Pan Am; TransWorld; United; USAir; Martinair; Canadian Hollidays.

Cruise Lines-Sea Escape Cruises; Europa.

3 - POPULATION:

Corp. City 90 Cen. 238,629; E&P 92 Est. 238,625
NDM-ABC: (80) 882,663
County 90 Cen. 851,659; E&P 92 Est. 875,710
MSA 90 Cen. 2,067,959; E&P 92 Est. 2,156,795

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 90,724; E&P 92 Est. 90,723
County 90 Cen. 387,118; E&P 92 Est. 398,050
MSA 90 Cen. 874,429; E&P 92 Est. 909,669
NDM-ABC: (80) 387,337

5 - BANKS	NUMBER	DEPOSITS
Comm. & Savings	26	$9,355,660,000
Savings & Loan	29	$7,835,652,000

6 - PASSENGER AUTOS: Pinellas County 622,740

7 - ELECTRIC METERS: Cities: Clearwater 113,113; St. Petersburg 143,384; County 518,950.

8 - GAS METERS: Cities: Clearwater 12,322; St.Petersburg 31,120; County 43,440.

9 - PRINCIPAL INDUSTRIES: Electronics, Engineering Design & Research; Constr.; Health Care; Tourism.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-80; Summer 74-94; Fall 65-84; Winter 40-80. Frost rare. Av. temp.-74.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-Entire Pinellas County.

Shopping Centers-Bay Area Outlet Mall (US 19 & East Bay); Clearwater Mall (505 US 19); Gateway Mall (7885 9th St. No.); Pinellas Square (7200 US 19); Sunshine Mall (1200 S. Missouri); Tyrone Square (6910 22nd Ave. No.); Countryside Mall (2601 US 19 No.); Crossroads (2072 Tyrone Blvd); Largo Mall (Ulmerton & Seminole Blvd.); Seminole Mall (Park & 113th).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Tyrone Sq.(135)	5	Maas, JCPenney, Maison Blanche, Sears
Gateway(60)	5	Publix, J. Byron
Crossroads(37)	5	Burdines, Radio Shack, Circuit City
Largo Mall	NA	Service Merchandise, Jewel, Osco
Pinellas Sq.(98)	10	Mont. Ward, Dillards, JCPenney

13 - RETAIL OUTLETS: Department Stores-Belk Lindsey 2; Burdines 2; J Byrons 6; Dillard's; Jacobsons; Maas Brothers 4; Maison Blanche 2; JCPenney 4; Sears 3; Montgomery Ward 3; Gayfers.

Discount Stores-K mart 12; Service Merchandise 3; TJ Maxx 3; Pace 2; Lurias 2; Marshalls 3; Sears Outlet 2; Wal-Mart 3.

Variety Stores-McCrory 13; Woolworth 3; Ben Franklin 3; Dollar General 8; Family Dollar 2.

Chain Drug Stores-Walgreens 21; Eckerd 46; Rite Aid 12; Joel and Jerry's 5; Phar-Mor 4; Osco 3; Michels 3.

Chain Supermarkets-Albertsons 10; Jewel/Osco 3; Food Lion 4; Publix 31; Winn Dixie 27; Kash 'n' Karry 30; Sav 'n' Pak.

Other Chain Stores-Ace Hardware; True Value; Circuit City; TV & Stereo Town; Levitz; Ethan Allen; Kanes; Badcock; Radio Shack; Gordon Jewelers; Home Depot; Scotty's; Wolf Brothers; Kinney's; Bakers Shoes; Thom McAn; Shoe Villa; Lillie Rubin; The Limited Stores; Casual Corner; Builders Square; Sherwin Williams; Color Tile; Wickes; Franks Nursery and Crafts; Firestone, Allied Tire.

14 - NEWSPAPERS: ST. PETERSBURG TIMES (m) 389,924 (S) 500,418; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Al Corey, Adv. Dir., ST. PETERSBURG TIMES, PO Box 1121, St. Petersburg, FL 33731; Tel. (813) 893-8638.

National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

SANFORD

1 - LOCATION: Seminole County (In Orlando MSA). E&P Map D-2, County Seat. 39 mi. from Walt Disney World I-4. Light industry, tourist, citrus, truck ctr. 19 mi. N of Orlando on 17, 92, I-4; U.S. Hwys. 17, 92, State Hwys. 46, 415, I-4.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line, Amtrak Auto Train.

Motor Freight Carriers-8.

Barges-From Jacksonville to Port of Sanford on inland waterway.

Intercity Bus Lines-City; Greyhound; Tamiami Trail Tours.

3 - POPULATION:

Corp. City 90 Cen. 32,387; E&P 92 Est. 34,229
County 90 Cen. 287,529; E&P 92 Est. 308,642
MSA 90 Cen. 1,072748; E&P 92 Est. 1,146,125

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 12,313; E&P 92 Est. 13,014
County 90 Cen. 107,850; E&P 92 Est. 115,770
MSA 90 Cen. 423,073; E&P 92 Est. 452,073

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$194,066,390
Savings & Loan	2	(incl. above)

6 - PASSENGER AUTOS: Seminole County 207,408

7 - ELECTRIC METERS: County 76,323

8 - GAS METERS: Residence 4,100

9 - PRINCIPAL INDUSTRIES: Knit Goods; Boats; Electronics; Aluminum Prods.; Mobile Homes; (120 industries).

10 - CLIMATE: Min. & Max. Temp.-Spring 59-82; Summer 73-94; Fall 60-89; Winter 51-78. First killing frost, Dec. 23; last killing frost, Jan. 28.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Downtown Shopping-6 blocks 1st St., Sanford Town Square 1/2 mi S. 17 units, Winn-Dixie, Sanford Plz. 3 mi. S. 26 units, including JCPenney, 2 mi. S; Pinecrest Ctr., 3 units, 2 1/2 mi. S; Fairway Ctr., 4 units, 2 1/2 mi. S; K mart 3 mi. S., 20 units, Revco Drug, Winn-Dixie, 6 mi; Seminole Ctr., 3 1/2 mi. S., 30 units, Including Wal-Mart, Eckerd & Publix.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Longwood(10)	9	Winn-Dixie
Seminole(28)	11	Publix
K mart(7)	2	K mart
Seminole Ctr.	3	Ross, Wal-Mart, Eckerd, Publix, Lurias, McDuffs
Lake Mary Ctr	7	Albertson's
Winter Pk.(60)	18	JCPenney, Ivey's
Interstate(35)	13	Mont. Ward
Altamonte Mall (16)	13	Burdines, Jordan Marsh, Sears, Maison Blanche

Principal Shopping Days-Mon., Thur., Fri., Sat., Sun.

Stores open evenings and Sunday-JCPenney; Wal-Mart; Luria's; McDuff's; K mart. Most groceries & drugs.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Ross.

Discount Stores-K mart; Wal-Mart.

Variety Stores-Family Dollar; Dollar General.

Chain Drug Stores-Eckerd; Rite Aid; Medco; Revco; Rexall; Walgreens; Wal-Mart.

Chain Supermarkets-Winn-Dixie 3; Publix; Albertson's; Food Lion.

14 - NEWSPAPERS: HERALD (e-mon to fri) 8,364; (S) 8,408; sworn Oct. 1, 1990.

Local Contact for Advertising and Merchandising Data: Laura Sollien, Adv. Dir., HERALD, 300 N. French Ave., Sanford, FL 32771; Tel. (305) 322-2611.

National Representative: Landon Associates.

SARASOTA

1 - LOCATION: Sarasota County (MSA). E&P Map C-3. On the West Coast of Florida on the Gulf of Mexico. On U.S. Hwys. 41, 301 & I-75.

2 - TRANSPORTATION: Motor Freight Carrier-1

Intercity Bus Line-Trailway.

Airlines-Continental; Midway; Northwest; TWA; USAir; Pan Am Express; Delta; United; American; Air Sunshine.

3 - POPULATION:

Corp. City 90 Cen. 50,961; E&P 92 Est. 51,380
NDM-ABC: (90) 202,251
County/MSA 90 Cen. 277,776; E&P 92 Est. 292,513

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 19,375; E&P 92 Est. 19,534
NDM-ABC: (80) 88,739
County/MSA 90 Cen. 131,336; E&P 92 Est. 138,304

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	80	$2,188,553,000
Commercial	104	$3,434,524,000

6 - PASSENGER AUTOS: Sarasota County 222,348

7 - ELECTRIC METERS: County 128,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Tourism; Constr.; Health Care; Business Services; Food Stores; Agriculture; Banking; Electronics; Boat Building; Food Processing.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-72; Summer 73-88; Fall 72-87; Winter 55-71.

11 - TAP WATER: Hard.

12 - RETAILING: Principal Shopping Centers-12 blocks on Main St.; DeSoto Sq. Mall (84); Sarasota Sq. Mall (100); Southgate (42).

Neighborhood Shopping Center-St. Armands 135.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gulf Gate Mall (44)	NA	Belk-Lindsey, Marshalls
Sarasota Sq. (100)	NA	JCPenney, Sears, Maas Bros., Parisian
St. Armands Cir.(135)	NA	Jacobsen's
Southgate Plz (42)	NA	Burdines, Maison Blanche

Principal Shopping Days-Mon., Thur., Fri., Sat.

Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney 3; Parisian; Belk-Lindsey 3; Maas Bros./Jordan Marsh 2; Sears 3; Burdines (Federated Stores); Maison Blanche; J. Byrons 3; Beall's 11; Montgomery Ward.

Discount Stores-K mart 10; Wal-Mart 7; Target.

Chain Drug Stores-Eckerd 24; Walgreens 13; Rite Aid 11; Phar-Mor 2.

Chain Supermarkets-Winn-Dixie 19; Publix 22; Kash 'n Karry 17; Albertson's 4; Food Lion 7.

14 - NEWSPAPERS: HERALD-TRIBUNE (m) 142,598; (S) 171,850; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: James E. Doughton, Adv. Dir., HERALD-TRIBUNE, 801 S. Tamiami Trail; PO Box 1719, Sarasota, FL 34236; Tel. (813) 953-7755.

National Representatives: Publishers' Representatives of Florida; Sawyer-Ferguson-Walker.

STUART

1 - LOCATION: Martin County, (In Fort Pierce MSA), E&P Map D-3, County Seat. Manufacturing, agriculture, commercial fishing and resort area. On St. Lucie River, 38 mi. N of West Palm Beach; On U.S. Hwy. 1; State Hwy. 76; I-95.

2 - TRANSPORTATION: Railroads-Florida East Coast.

Motor Freight Carriers-2.

Intercity Bus Lines-Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 11,936; E&P 92 Est. 12,430
NDM-ABC: (80) 64,014
County 90 Cen. 100,900; E&P 92 Est. 108,109
MSA 90 Cen. 251,071; E&P 92 Est. 270,652

4 - HOUSEHOLDS:

City 90 Cen. 4,538; E&P 92 Est. 4,726
County 90 Cen. 42,936; E&P 92 Est. 46,004
NDM-ABC: (80) 25,863
MSA 90 Cen. 104,865; E&P 92 Est. 113,035

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$1,855,147,000
Savings & Loan	11	(incl. above)

6 - PASSENGER AUTOS: Martin County 83,159

7 - ELECTRIC METERS: County 59,617

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Resort Area; Commercial Fishing; Agric. (Citrus Fruit); Mfg. Small Electronic Parts.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-85; Summer 72-89; Fall 62-86; Winter 56-72.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cove Plaza	6	Publix, K mart, Walgreens
East Ocean(34)	3	McCrory, Walgreens
Martin Sq.(50)	4	J. Byron, Beall's, Rite Aid
K mart(13)	3	Eckerd, K mart
Mayfair Plaza(7)	1	
Monterey(40)	2	Eckerd, Winn-Dixie
Harbour Bay Plaza(34)	4	
Smithfield(45)	3	Eckerd
Stuart Ctr.	3	Luria's, Home Depot, TJ. Maxx
Market Place	12	Winn-Dixie, Eckerd
Port Salerno	5	Winn-Dixie, Eckerd
Ocean Breeze Plz.	6	Publix, Walgreens
Martin Downs Plz.	5	Publix, Walgreens
Treasure Coast Sq.(100)	4	Jordan Marsh, Sears, Mervyn's, JCPenney
Regency Sq.	3	Albertson's,
Wedgewood Commons	4	Wal-Mart, Publix Walgreens

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-J. Byron's; JCPenney; Beall's; Jordan Marsh; Mervyn's; Sears.

Discount Stores-K mart; Wal-Mart.

Variety Stores-McCrory; Dollar General; Ben Franklin.

Chain Supermarkets-Publix; Winn-Dixie; Albertson's.

14 - NEWSPAPERS: NEWS (m) 31,658; (S) 37,588; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: John P. Wilcox, Adv. Dir., NEWS, 1939 S. Federal Hwy.; PO Box 9009, Stuart, FL 33495-9009; Tel. (407) 287-1550.

National Representative: Landon Associates.

TALLAHASSEE

1 - LOCATION: Leon and Gadsden Counties (In Tallahassee MSA). E&P Map B-1. State Capital and County Seat. Education center. Retail and wholesale center for N Florida; 178 mi. W of Jacksonville; 200 mi. E of Pensacola; 20 mi. N of Gulf of Mexico. On U.S. Hwys. 90, 27, 319, I-10; State Hwys. 20, 61, 63, 363, 369.

2 - TRANSPORTATION: Railroads-Seaboard Coastline.

Motor Freight Carriers-13 (Truck rental-6).

Intercity Bus Lines-Greyhound; Trailways; Taltran.

Airlines-Delta; Atlantic Gulf; ASA; USAir; American Eagle.

3 - POPULATION:

Corp. City 90 Cen. 124,773; E&P 92 Est. 133,418
NDM-ABC: (80) 148,655
Bal. in RTZ-ABC: (80) 98,182
Counties 90 Cen. 233,598; E&P 92 Est. 242,096
Leon 90 Cen. 192,493; E&P 92 Est. 201,089
Gadsden 90 Cen. 41,105; E&P 92 Est. 41,007
Total NDM & RTZ-ABC: (80) 246,837
MSA 90 Cen. 233,598; E&P 92 Est. 242,096

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 47,437; E&P 92 Est. 50,724
Counties 90 Cen. 90,699; E&P 92 Est. 94,105
Leon 90 Cen. 76,997; E&P 92 Est. 80,436
Gadsden 90 Cen. 13;702 E&P 92 Est. 13,669
NDM-ABC: (80) 54,103
Bal. in RTZ-ABC: (80) 31,357
Total NDM & RTZ-ABC: (80) 85,460
MSA 90 Cen. 90,699; E&P 92 Est. 94,105

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	4	$451,665,000
Commercial	11	$1,256,224,000

6 - PASSENGER AUTOS: Counties: Leon 126,231 Gadsden 16,070

7 - ELECTRIC METERS: Residence 54,613

8 - GAS METERS: Residence 6,568

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 3,800; Constr. 5,000; Trans., Commun. & Util. 2,900; Whol. & Ret. 19,100; Fin., Ins. & R.E. 4,400; Services 18,400; Gov't 39,500; Agric., Forestry, Fishery 422.

Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 56-76; Summer 70-90; Fall 57-77; Winter 42-65. First killing frost, Dec. 9; last killing frost, Feb. 25.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Blairstone Plaza(11)	NA	Suwanee
Capital Plz.(14)	NA	Harvey's, Eckerd, Sherwin-Williams
Carriage Gate(24)	NA	T.J. Maxx, Eckerd
College Sq.(16)	NA	Winn-Dixie, Radio Shack, T.J. Maxx
Governors Sq. (120)	NA	Maas Bros., Sears, JCPenney, Lerner, Waldenbooks, Zales, The Gap, The Limited, Victoria's Secret
Gulf Wind(6)	NA	Blockbuster Video Office Depot, HQ
Jackson Bluff(6)	NA	
K mart Plz. N.(6)	NA	K mart, Big B Drugs
K mart Plz. S. (11)	NA	Eckerd, K mart, Publix, Radio Shack
Killearn(22)	NA	Eckerd, Publix, S & K Men's Clothes
Village Commons	NA	Steinmart, Wal-Mart, Rheinauers
Killearn Vlg.(11)	NA	Brown's Drug
Parkway Ctr.	NA	Ross, Hancock Fabrics
Miracle Plz.(11)	NA	
Northside Plz.(9)	NA	Citicorp, State Farm
Northwood Ctr. (70)	NA	Publix, Eckerd
Plaza Ten(8)	NA	Unfinished Furniture, Superior Cleaners
K mart Plaza(3)	NA	K mart
Southside(17)	NA	Eckerd, Radio Shack
Tallahassee Mall(90)	NA	Gayfer's, Mont. Ward, McCrory, Zales,
Market Sq.(60)	NA	Sullivan Drugs, PIP Printing
Towne So.(18)	NA	Bargain Time, Radio Shack, Eckerd
University Plaza(12)	NA	University Rexall
Varsity(5)	NA	
Westwood(16)	NA	Bargain Time, Eckerd, Publix

Neighborhood Shopping Centers-2 on N. Monroe; 1 on S. Monroe; 1 on W. Tennessee; 1 on Thomasville Rd.; 1 on Gaines St.; 1 on South City; 1 on Brevard St.; 1 on E. Lafayette; 1 on Jackson Bluff Rd.

Principal Shopping Days-Fri., Sat., Mon., Thur. Some open Mon., Thur., Fri. Eve., Sun.

13 - RETAIL OUTLETS: Department Stores-Sears; Lerner; JCPenney; Gayfer's; Montgomery Ward; Maas Bros; Steinmart.

Discount Stores-Army-Navy Surplus; Service Merchandise; K mart; Ross; Wal-Mart 3; Sam's; T.J. Maxx.

Variety Stores-McCrory; Bargain Time Warehouse Club.

Chain Drug Stores-Walgreens; Eckerd; Big B.

Chain Supermarkets-Winn-Dixie 8; Majik Mkts. 24; Sing Stop N' Shop 6; Jr. Food; Publix 6; Albertson's 2; Harvey's 3; Food Lion 3.

Other Chain Stores-Danley Furn.; Firestone; Red Barn Furniture; Keenan Auto Parts; Tallahassee Furn.; Thom McAn; Sherwin-Williams; Pittsburgh Paints; Rhodes Furn.; Leed's; Lowe's; Scotty's Lumber; ABC Liquors; Farmers Furniture; HQ; Haverty's.

14 - NEWSPAPERS: DEMOCRAT (m) 63,604; (S) 77,363; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Tom Privett, V.P./Mktg., DEMOCRAT, 277 N. Magnolia Dr.; PO Box 990, Tallahassee, FL 32302; Tel. (904) 599-2227.

National Representatives: Newspapers First & Publishers' Representatives of Florida.

TAMPA

1 - LOCATION: Hillsborough County, (In Tampa-St. Petersburg-Clearwater MSA). E&P Map C-2, County Seat. On Hillsboro Bay. 23 mi. from the Gulf of Mexico; 197 mi. SW of Jacksonville; 266 mi. NW of Miami. Shipping, manufacturing, wholesale, retail & college center; MacDill Air Force Base.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.

Motor Freight Carriers-46.

Intercity Bus Lines-Greyhound; Gulf Coast; Tampa Bus Lines; Trailways; Grayline.

Steamship Lines-Commercial-140; Passenger-3.

Airlines-Air Canada; United; Delta; Northwest; TWA; Pan Am; American; USAir; Wardair; British Airways; Condor; Continental; Bahamas Air; Air Jamaica; Midway; American TransAir; ConAir; Mexicana Airlines; Cayman Airlines.

3 - POPULATION:

Corp. City 90 Cen. 280,015; E&P 92 Est. 281,713
CZ-ABC: (80) 646,939
RTZ-ABC: (80) 1,776,880
County 90 Cen. 834,054; E&P 92 Est. 870,874
MSA 90 Cen. 2,067,959; E&P 92 Est. 2,156,795
City & RTZ-ABC: (80) 2,423,819

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 106,459; E&P 92 Est. 107,104
County 90 Cen. 336,992; E&P 92 Est. 351,868
MSA 90 Cen. 874,429; E&P 92 Est. 909,669
CZ-ABC: (80) 237,943
RTZ-ABC: (80) 736,563
City & RTZ-ABC: (80) 974,506

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	19	$1,277,895,000
Commercial	27	$6,869,743,000

6 - PASSENGER AUTOS: Hillsborough County 608,824

7 - ELECTRIC METERS: Residence 335,000

8 - GAS METERS: Residence 14,489

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Manufacturing 41,528; Construction 26,285; Transportation 26,201; Wholesale Trade 37,127; Retail Trade 81,123; Finance, Insurance, Real Estate 33,938; Services 133,186; Gov't 61,063.

Principal Industrial Pay Days-Thur. & Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 61-82; Summer 74-90; Fall 65-83; Winter 50-71.

11 - TAP WATER: Alkaline, moderately hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Temple Terrace (21)	8	Winn-Dixie
East Lake Sq. Mall(131)	10	Mont. Ward, JCPenney, Belk-Lindsey
Northgate(40)	7	Lionel, Maas Bros.
Hillsboro Plz. (20)	6	
East Gate(21)	6	Publix, Woolworth, Walgreens
Britton Plz.(50)	7	Belk-Lindsey, Stein Mart, Walgreens
Dale Mabry(23)	5	Publix, Shoppers Drug Mart
Armenia(12)	5	U-Save, Eckerd
Buccanneer Sq. (26)	11	Belk-Lindsey
Henderson Blvd. (5)	4	U-Save, Eckerd
West Gate(19)	10	U-Save, Eckerd
Harbour Island (60)	NA	Specialty Stores & Restaurants
Bears(15)	15	U-Save
West Shore Plz. (93)	6	Maas Bros., JCPenney, Maison Blanche, Walgreens
Brandon Mall(12)	11	Rite Aid, Kash 'n Karry
Tampa Bay(152)	5	Sears, Burdines, Mont. Ward
Floriland Mall (45)	8	Mont. Ward, Walgreens
Town 'n Country (18)	11	Winn-Dixie, Eckerd
Fiesta Plz.(11)	4	Kash 'n Karry
Terrace Plz.(19)	7	Publix, Eckerd
University Plz. (9)	22	U-Save, Eckerd
University Square(126)	10	Maas Bros., JCPenney, Sears, Burdines, Maison Blanche
Fletcher Plz.(14)	11	Winn-Dixie, Walgreens
Columbus(7)	6	Kash 'n Karry, Eckerd
Horizon Park(23)	7	Winn-Dixie, Luria's, Home Depot
Twin Bays(14)	5	Winn-Dixie
Busch Plz.(22)	11	Rite Aid, J. Byron's
Clayton Plz.(17)	11	Publix, Eckerd, J. Byron
Hillsborough Sq.(125)	5	K mart, Rite Aid, Kash 'n Karry
Mission Bell(35)	10	K mart, United Artists
Village Ctr.(42)	10	Publix, Walgreens
West Hills(22)	10	Publix, Walgreens
Belz Outlet Mall(80)	NA	Specialty Stores
Brandon(12)	12	Eckerd, U-Save
Market Place North(26)	15	Eckerd, Luria's
Plant City(20)	23	K mart, Publix
Tampa Outlet Mall(24)	9	Specialty Stores
Carolyn Lane(7)	12	Winn-Dixie, Eckerd
Nebraska Ave(3)	6	Eckerd, U-Save
Town Sq.(11)	6	Kash 'n Karry, Rite Aid
University Collections (55)	11	Kash 'n Karry, Eckerd
Regency Sq.(70)	NA	Marshalls, Wilcor
Northdale Court (35)	15	T.J. Maxx, Beall's
Sun Point(32)	20	Beall's, Publix
Valrico Sq.(33)	12	Eckerd
East Gate(21)	6	Woolworth, Publix
Shoppes of Carrollwood (33)	10	Harry's Big & Tall, Clothworld
Westwood Plz.(37)	10	Kash 'n Karry, Eckerd
Olde Hyde Park Vlg(2)	NA	Jacobson, Brooks Bros.

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Shopping centers every evening.

13 - RETAIL OUTLETS: Department Stores-Maas Bros. 3; JCPenney 3; Montgomery Ward 3; Sears 2; Belk-Lindsey 3; Maison Blanche 2; Burdines 2; J. Byron 3; Jacobson's; Target 2.

Discount Stores-K mart 9; Beall's 4; Marshalls 2; Luria's 4; T.J. Maxx 2; Wal-Mart 6.

Chain Drug Stores-Walgreens 16; Eckerd 35; Albertson's 4; Rite Aid 12; Eagle 2; Phar-Mor 3; Joel 'n Jerry 2.

Chain Supermarkets-Affiliated of Florida 43; Publix 21; Winn-Dixie 24; Kash 'n Karry 28; U-Save 14; Albertson's 3; Save 'n Pack 2; Jewel Osco; Food Lion 3.

Convenience Chain Grocers-7-Eleven 56; Circle K 53; Majik Markets 29; Shop & Go 56; Sparky's 19; Handy 12; Presto 27; Pick Kwik 4; Convenience Food Mart 7; Farm Store 24.

Other Chain Stores-Men's Clothing: Stein Mart, Brooks Brothers 3, Kirby's 4, Wolf Bros. 4, Richman Bros., Phil, George Ltd. 2; Women's Clothing: Hit or Miss 4, Brooks 3, Lerner 4, John Baldwin, Casual Corner 4, Colony Shops 7, Wolf Bros. 4, Lillie Rubin, Two Sisters, Lane Bryant, Stuart's 6, Foxmoor 4, Excess Baggage 2, Fredricks 2, Josie's 4, Sherry's; Shoes: Butlers 4, Self Service 4, Thom McAn 4, Baker's 3, Pix 3, Red Cross 4, Knapp 2, Naturalizer 5, Florsheim 3, Hanover 3, Kinney's 5; Furniture: Roberds, Carriage House 2, Levitz 2, Kane, Robb & Stucky 2, Haverty 2; Badcock 7; Others: Western Auto 8, Singer 2, Ace Auto, Discount Auto 13, Genuine Auto Parts 10, Rose Auto Parts 10, Firestone 9, Goodyear 4, Pep Boys 4, NAPA 2; Home Depot 3, Oshman's 4, Service Mdse. 3; Builders Square 3.

14 - NEWSPAPERS: TRIBUNE (m) 321,626; (S) 408,343; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Ted Stasney, Research Dir., TRIBUNE, 202 S. Parker, Tampa, FL 33606; Tel. (813) 272-7766.

National Representative: Sawyer-Ferguson-Walker.

VERO BEACH

1 - LOCATION: Indian River County, E&P Map D-3. County Seat. Winter resort. Fisheries, fruit, truck farms. 72 mi. N of West Palm Beach. On U.S. Federal Hwy. 1.

2 - TRANSPORTATION: Intercity Bus Line-Greyhound.

Airline-USAir.

3 - POPULATION:

Corp. City 90 Cen. 17,350; E&P 92 Est. 17,585
NDM-ABC: (80) 59,896
County 90 Cen. 90,208; E&P 92 Est. 96,121

4 - HOUSEHOLDS:

City 90 Cen. 6,596; E&P 92 Est. 6,686
NDM-ABC: (80) 23,331
County 90 Cen. 37,199; E&P 92 Est. 39,638

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	10	$7,432,563,874
Commercial	9	$5,715,758,170

6 - PASSENGER AUTOS: Indian River County 66,952

7 - ELECTRIC METERS: Residence 38,682

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Aircraft 1,000; Citrus.

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-85; Summer 72-90; Fall 62-85; Winter 55-75.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-8th Ave. & 12 St. (33 Stores); Miracle Mile (17 stores); U.S. 1 & Oslo Rd. (40 Stores); State Rd. N. 60 & 6th Ave. (16 stores); 43rd Ave. & Rte. 60; Osceola Blvd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Mall	7	K mart, Publix
Vero Mall(33)	8	JCPenney, J. Byron
Treasure Coast Plaza(16)	NA	Woolworth
Miracle Mile(17)	NA	Publix, Winn-Dixie, Sears, True Value
Vero Plaza	NA	Luria's, Fla. Choice

Principal Shopping Days-Daily & Sun., 9 am to 9 pm.

Stores Open Evenings-Shopping Centers every night to 9.

13 - RETAIL OUTLETS: Department Stores-Wodtkes; JCPenney; J. Byron.

Discount Stores-K mart; Wal-Mart.

Variety Stores-Ben Franklin; Berggren's; Woolworth.

Chain Drug Stores-Eckerd; Rite Aid; Walgreens.

Chain Supermarkets-Publix; Winn-Dixie; Albertson's; Florida Choice.

Other Chain Stores-Carvel; Baskin-Robbins; Kinney's; World Bazaar.

14 - NEWSPAPERS: PRESS-JOURNAL (m) 32,666; (S) 34,500; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Melvyn E. Adkins, Adv. Mgr., PRESS-JOURNAL, PO Box 1268, Vero Beach, FL 32961-1268; Tel. (407) 562-2315.

National Representative. Landon Associates.

WEST PALM BEACH

1 - LOCATION: Palm Beach County (In West Palm Beach-Boca Raton-Delray Beach MSA). E&P Map D-3, County Seat. 2 mi. from the Gulf Stream. 68 mi. N of Miami. On U.S. Hwy. 1 (Dixie Hwy.); I-95 & Florida Tpke.

2 - TRANSPORTATION: Railroads-Amtrak; Tri-Rail (passenger); Seaboard Coast Line; Florida East Coast (freight).

Shipping-Port of Palm Beach.

Motor Freight Carriers-22.

Intercity Bus Lines Greyhound; CoTran.

Airlines-Aero Coach; Air Canada (seasonal); American; American Trans Air; Canadian Pacific Air; ComAir; Continental; Delta; Midway; Northwest; Pan Am; Paradise Island Airlines; TWA; United; USAir; Wardair (seasonal).

3 - POPULATION:

Corp. City 90 Cen. 67,643; E&P 92 Est. 68,511
CZ-ABC: (80) 360,957
RTZ-ABC: (80) 279,811
County/MSA 90 Cen. 863,518; E&P 92 Est. 920,073
City & RTZ-ABC: (80) 640,768

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 25,717; E&P 92 Est. 26,047
CZ-ABC: (80) 151,542
RTZ-ABC: (80) 108,660
County/MSA 90 Cen. 368,451; E&P 92 Est. 392,582
City & RTZ-ABC: (80) 260,202

5 - BANKS	NUMBER	EST. DEP.
Commercial	25	$4,246,625,000
Savings & Loan	36	$6,332,539,000

6 - PASSENGER AUTOS: Palm Beach County 615,471

7 - ELECTRIC METERS: County 403,447

8 - GAS METERS: County 35,344

9 - PRINCIPAL INDUSTRIES: Data Processing Systems; Aircraft Engines & Parts; Electronic Components; Semi-conductors; Capacitors; Research & Development; Oceanographic Sciences & Engineering, Raw Sugar; Vegetables; Beef; Citrus Fruits; Boats; Industrial Controls; Tools & Dyes; Paints & Varnishes; Furn. Mattresses; Aluminum Doors, Windows, Shutters, Awnings; House & Camping Trailers; Precast Prods.; Printing & Pub.; Dairies; Fishing Tackle; Constr.

10 - CLIMATE: Av. Annual Temp. 82; Summer 81; Winter 67; Rainfall 70 in. per year.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-10 blocks on 4 streets; Palm Beach Mall; Boynton Beach Mall; Town Center.

Neighborhood Shopping Centers-Boynton Trail Center, Cross County Mall, Crossroads at Northlake, Delray Crossings, Delray Mall, Jupiter Mall, Jupiter West Plaza, Marketplace of Delray Beach, Mission Bay Plaza, Oakbrook Square, Palm Beach Outlet Center, Pine Trail Center, The Promenade Shopping Plaza, Shadowwood Square, Shops at Palm Coast, Somerset Shoppes, Southern Center, Twin City Mall, Western Plaza, Westward Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Boynton Beach Mall	NA	Burdines, JCPenney, Mervyn's, Walgreens
Boynton Trail Center	NA	Rite Aid, Scotty's, Winn-Dixie
Cross County Mall	NA	Freddy's, K mart, Ross, Winn-Dixie
Crossroads at Northlake	NA	Albertson's. Home Depot
Delray Crossings	NA	Circuit City, Ross, Target
Delray Mall	NA	Eckerd, J. Byron,
The Gardens	NA	Bloomingdales, Macy's, Saks Fifth Avenue,
Jupiter Mall	NA	Beall's, Rite Aid
Mission Bay Plaza	NA	Albertsons, Zaks, Toys 'R' Us
Palm Beach Mall	NA	Burdines, JCPenney, Lord & Taylor, Walgreens, Sears
Pine Trail Ctr.	NA	Albertson's, J. Byron,
Promenade Shpg. Plz.	NA	Ben Franklin Crafts, Walgreens, Publix
Southern Ctr.	NA	Beall's, K mart,
Town Center at Boca Raton	NA	Bloomingdales, Lord & Taylor, Sears, Saks Fifth Avenue Burdines
Western Plaza	NA	Home Depot, Wal-mart

Principal Shopping Days-Mon., Fri., Sat., Sun.

Stores Open Evenings-Mon. through Fri. until 9:30.

13 - RETAIL OUTLETS: Department Stores-Beall's; Bloomingdale's, Burdines; JCPenney; Sears; J. Byron; Lord & Taylor; Saks Fifth Avenue; Macy's; Mervyn's.

Variety Stores-McCrory; Woolworth; Dollar General; Family Dollar.

Discount Stores-K mart; Loehmann's; Marshalls; Best; T.J. Maxx; Luria's; Target; Wal-Mart.

Chain Drug Stores-Walgreens; Best Buy, Eckerd; Phar-Mor; Rite Aid; Freddy's.

Chain Supermarkets-Winn-Dixie; Pantry Pride; Publix; Albertson's; Xtra.

Other Chain Stores-Casual Corner; The Limited; The Gap; County Seat Polo/Ralph Lauren, Banana Republic, Victoria's Secret, Limited Express, Esprit, Lillie Rubin, Contempo Fashions, Lerner, Chess King, Ann Taylor, Adrienne Vittadini, Lane Bryant, The Forgotten Woman, Talbot's, Laura Ashley, Petite Sophisticates, Units, Eddie Bauer, Gordon's Jewelers, Zales Jewelers, Black Starr & Frost, Bailey, Banks & Biddle, Mayor's Jewelry, Cartier, Gucci, Louis Vuitton, Waldenbooks, B. Dalton Bookseller, The Bookstop, Blockbuster Video, Brookstone, The Sharper Image, Lechter's, Williams Sonoma, Lionel Playworld, Toys 'R' Us, Kaybee Toys & Hobby, FAO Schwarz, Herman's Sporting Goods, Sports Authority, Champs, Ben Franklin Crafts, Zaks, JoAnn Fabrics, The Rag Shop, Office Depot, The Shoe Works, Payless Shoe Source, Florsheim.

14 - NEWSPAPERS: PALM BEACH POST (m-mon to fri) 195,523; (m-sat) 209,917; (S) 245,809; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Alan Ferguson, V.P./Adv., PALM BEACH POST, 2751 S. Dixie Hwy.; PO Box 24700, West Palm Beach, FL 33416-4700; Tel. (407) 820-4265; FAX (407) 820-4340.

National Representative. Sawyer-Ferguson-Walker

WINTER HAVEN

1 - LOCATION: Polk County (In Lakeland-Winter Haven MSA). E&P Map D-2. 50 mi. SW of Orlando; 50 mi. E of Tampa.

2 - TRANSPORTATION: Railroad-Seaboard Coast Line.

Intercity Bus Line-Greyhound.

Motor Freight Carriers-4.

3 - POPULATION:

Corp. City 90 Cen. 24,725; E&P 92 Est. 25,446
NDM-ABC: (80) 71,471
County/MSA 90 Cen. 405,382; E&P 92 Est. 421,745

4 - HOUSEHOLDS:

City 90 Cen. 9,400; E&P 92 Est. 9,674
County/MSA 90 Cen. 159,286; E&P 92 Est. 165,715
NDM-ABC: (80) 26,133

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$256,314,107
Savings & Loan	7	$281,096,490

6 - PASSENGER AUTOS: Polk County 251,619

7 - ELECTRIC METERS: Residence 41,544

8 - GAS METERS: Residence 2,634

9 - PRINCIPAL INDUSTRIES: Fruit & Food Packing & Proc.; Light Mfg.; Tourism.

Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 70-96; Fall 50-80; Winter 35-70. First killing frost, Dec. 20; last killing frost, Feb. 15.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks on West Central & Third Sts., NW & SW; Field Plz. 2 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Imperial Plz.	4	TG&Y, Winn-Dixie
Havendale	4	Eckerd
Northgate(13)	NA	Publix, Belk-Lindsey
Southeast Plz(18)	NA	Eckerd, Beall's
Village Sq.(12)	NA	Eagle, Winn-Dixie
Spring Lake Plz.	NA	Winn-Dixie
Cypress Gardens Plz.	NA	Winn Dixie
Winter Haven Mall(60)	NA	Maas Bros., Sears

Principal Shopping Days-Thur., Fri., Sat., Sun.

Stores Open Evenings-Fri.; Shpg. Ctrs. nightly.

13 - RETAIL OUTLETS: Department Stores-Sears; Belk-Lindsey; Rheinauers; Maas Bros.; Eagle Family Discount; Beall's; TG&Y.

Discount Stores-K mart; Goodie Barn; Wal-Mart 2.

Chain Drug Stores-Anderson Rexall; Eckerd 4; Walgreens 2.

Chain Supermarkets-Publix 3; Winn-Dixie 5; Minit Shop 10; Kash 'n Karry; Albertson's.

Other Chain Stores-Goodrich; Goodyear; Firestone; Hallmark; Thom McAn; Woolworth; Mae's Fabrics; ABC Liquors 5; Babcock Furn. 3; True Value Hdwe.; Zales; Jacob's jewelers; Scotty's Lumber; Lerner Shops; Crowder Hdwe. 2, McCrory; Radio Shack 2; Desears Appliance; Western Auto.

14 - NEWSPAPERS: NEWS-CHEF (e) 11,717; (S) 12,815; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Jim Blankenship, Adv. Dir., NEWS-CHEF, PO Box 1440, Winter Haven, FL 33882; Tel. (813) 294-7731.

National Representative. Landon Associates.

GEORGIA SURVEYS

METROPOLITAN STATISTICAL AREAS

Albany-Dougherty and Lee Counties.

Athens-Clarke, Jackson, Madison and Oconee Counties.

Atlanta-Barrow, Butts, Cherokee, Clayton, Cobb, Coweta, De Kalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Henry, Newton, Paulding, Rockdale, Spalding and Walton Counties.

Augusta, GA-SC-Columbia, McDuffie and Richmond Counties, GA; Aiken County, SC.

Chattanooga, TN-GA-Hamilton, Marion and Sequatchie Counties, TN; Catoosa, Dade and Walker Counties, GA.

Columbus, GA-AL-Chattahoochee and Muscogee Counties, GA; Russell County, AL.

Macon-Warner Robins-Bibb, Houston, Jones and Peach Counties.

Savannah-Chatham and Effingham Counties.

POPULATION ESTIMATES

(Thousands)

Age Group	1980	1990	1992
Under 5 Years	415	601	619
5-14 Years	927	1,026	1,055
15-24 Years	1,047	1,023	1,052
25-44 Years	1,578	2,234	2,298
45-64 Years	998	1,089	1,120
65 and Over	517	532	547
TOTAL	5,482	6,506	6,691

Based on U.S. Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1977 Census	1982 Census	1992 Est.
Bldg. Mat./Hdwr	859	1,288	3,396
General Mdse	2,132	2,750	5,806
Food	3,455	5,438	10,529
Automobiles	3,481	4,552	12,501
Gasolines Stations	1,351	2,382	3,374
Apparel	740	1,238	2,519
Furniture	675	1,005	2,638
Eat-Drink Places	1,251	2,239	4,799
Drugs	510	799	1,743
TOTAL SALES	15,916	24,408	51,839

ALBANY

1 - LOCATION: Dougherty County (MSA). E&P Map B-4. 167 mi. S of Atlanta; 107 mi. S of Macon; 89 mi. SE of Columbus.

2 - TRANSPORTATION: Railroads-Norfolk Southern; Seaboard Coastline.

Motor Freight Carriers-30.

Intercity Bus Line-Trailways.

Airlines-A.S.A. Eastern Metro Express.

3 - POPULATION:

Corp. City 90 Cen. 78,122; E&P 92 Est. 78,935
CZ-ABC: (80) 90,509
RTZ-ABC: (80) 205,353
County 90 Cen. 96,311; E&P 92 Est. 95,315
MSA 90 Cen. 112,561; E&P 92 Est. 112,457
City & RTZ-ABC: (80) 295,862

4 - HOUSEHOLDS:

City 90 Cen. 28,924; E&P 92 Est. 29,225
County 90/Cen. 33,795; E&P 92 Est. 33,446
MSA 90 Cen. 40,072; E&P 92 Est. 40,067
CZ-ABC: (80) 29,937
RTZ-ABC: (80) 66,293
City & RTZ-ABC: (80) 96,230

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$627,000,000
Savings & Loan	2	$278,000,000

6 - PASSENGER AUTOS: Dougherty County 46,394

7 - ELECTRIC METERS: Residence 32,040

8 - GAS METERS: Residence 23,101

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 2,205 ($344); Paper Mfg. 1,961 ($575); Food 2,773 ($523); Brewery 1,200 ($610); Candy Mfg. 835 ($400); Farm Imp. 100 ($265); Non Elect. Mach. 773 ($329); Auto Parts Mfg. 600 ($706); Medicinal Chem. 375 ($600); Golf Club Mfg. 390 ($300); Trans. Equip. 278 ($340); Agric. Chem. 270 ($355); Military Supply Ctr. 1,124 Marines, 2,945 Civilians (payroll $93,500,000 annually).

10 - CLIMATE: Min. & Max. Temp.-Spring 61-85; Summer 71-93; Fall 48-71; Winter 42-67. First killing frost, Nov. 15; last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-1 block on Pine St.; 2 on Broad; 2 on Jackson; Slappey Blvd. at W. Broad, Slappey Drive betw. Broad & Pine, Slappey Drive & 3rd Ave. & E. Albany; Dawson Rd. at Stuart Ave.; Dawson Rd. at Old Dawson Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Albany Mall(84)	5	Sears, Belk, Gayfer's
Cross Station (25)	5	Wal-Mart, Winn-Dixie
Largo Plz.(20)	4	Haverty's Dimensions
Midtown(8)	2	Winn-Dixie, JCPenney
The Junction(10)	4	Rite Aid, Piggly Wiggly
Oglethorpe(12)	3	Roses, Eckerd
Southgate(6)	2	Eckerd, Bargain Town
Village Green (19)	4	Eckerd
Hunter's Mill(4)	5	Fantasy Records

Principal Shopping Days-Wed., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Gayfer's; Rosenberg's; Sears; Belk; JCPenney; Roses.

Variety Store-Woolworth.

Discount Stores-Lowe's; Keys; K mart; Family Dollar; Wal-Mart.

Chain Drug Stores-Revco; Lee; Drugs For Less; Rite Aid; Eckerd.

Chain Supermarkets-Winn-Dixie 2; Harvey's 5; Piggly Wiggly 5; Family Mart; Food-4-Less.

Other Chain Stores-Goodrich; Goodyear; Western Auto; Firestone; 84 Lumber; Friedman Jewelers; General Nutrition; Musicland; Pic 'n Pay Shoes; Rhodes Furniture; West Building Materials; Wickes Lumber; Zales Jewelers; Haverty's Furn.; Radio Shack; Music Land; Waldenbooks; Hanover Shoes; Kinney Shoes; Body Shop; Shoe City; Auto Shack; Nationwise Automotive; Brooks Fashion; Butlers Shoes; Casual Corner; Fashion Bug Plus; Foxmore; G & G; Hallmark; It's; Leon's; Lerner Shops; Playland Toys; Showcase Cards; Spencer's Gifts; Stuart's; Turtles; Rex TV.

14 - NEWSPAPERS: HERALD (e) 36,778, (S) 46,477; Mar. 31, 1991 ABC.

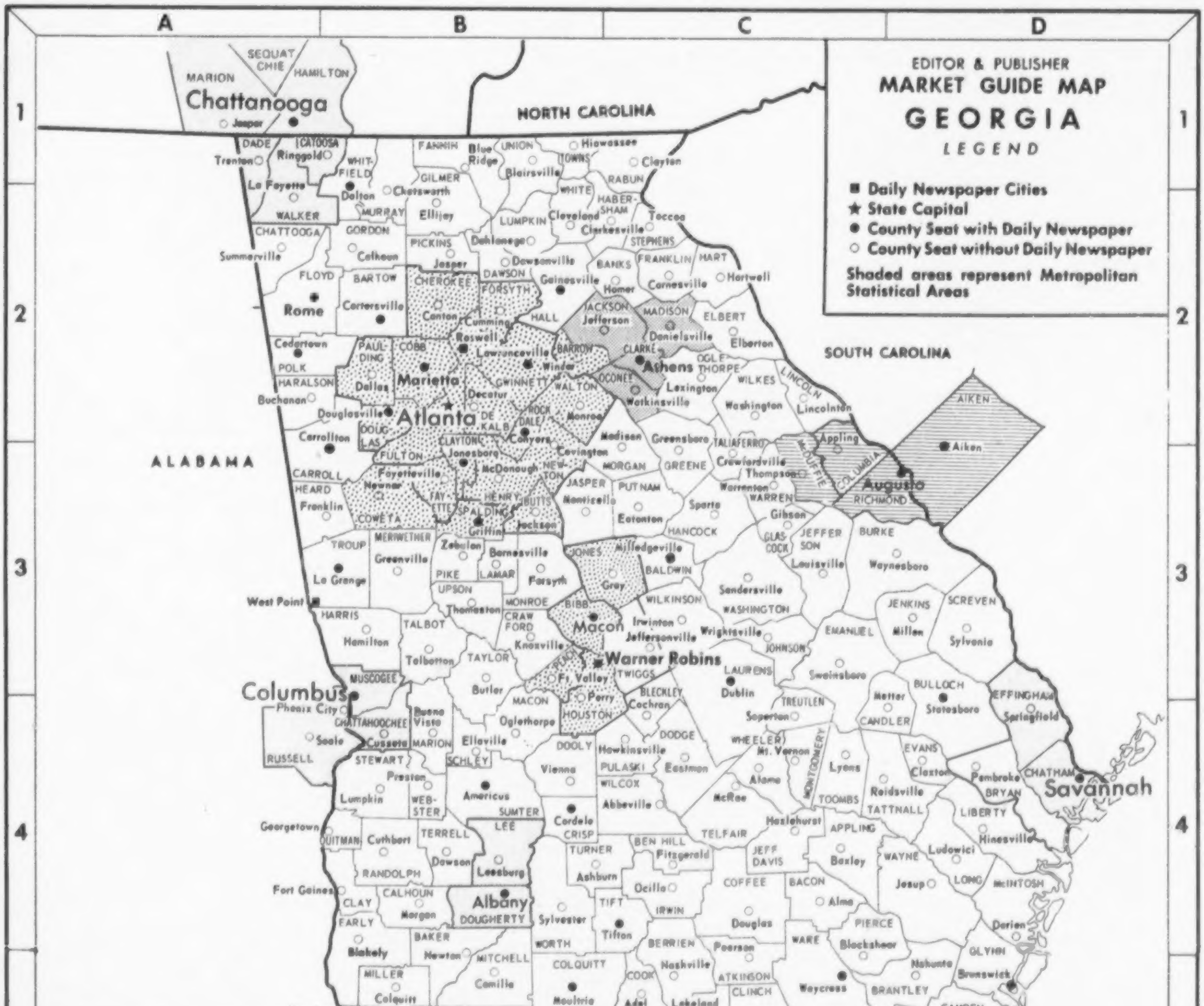
Local Contact for Advertising and Merchandising Data: Raymond H. Starling Jr., Adv. Dir., HERALD, PO Box 48, Albany, GA 31703; Tel. (912) 888-9300; FAX (912) 888-9357.

National Representative: Branham/Newspaper Sales.

AMERICUS

1 - LOCATION: Sumter County, E&P Map B-4. County Seat. 70 mi. SW of Macon; 65 mi. SE of Columbus; 135 mi. S of Atlanta. U.S. Hwys. 19, 280; State Hwys. 3, 27, 30, 49.

2 - TRANSPORTATION: Railroads-Southern,


EDITOR & PUBLISHER
MARKET GUIDE MAP
GEORGIA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
A
B
C
D
1
2
3
4
5
NORTH CAROLINA
SOUTH CAROLINA
ALABAMA
FLORIDA
Chattanooga
Atlanta
Marietta
Athens
Augusta
Macon
Warner Robins
Columbus
Albany
Savannah
Valdosta
Rome
Aiken
Tallahassee
Jacksonville
SCALE IN MILES
0
25
50
75

Seaboard Coast Line.
Motor Freight Carriers-4.
Intercity Bus Line-Trailways.

3 - POPULATION:
Corp. City 90 Cen. 16,512; E&P 92 Est. 16,590
CZ-ABC: (80) 16,120
RTZ-ABC: (80) 16,673
County 90 Cen. 30,228; E&P 92 Est. 30,385
City & RTZ-ABC: (80) 32,793

4 - HOUSEHOLDS:
City 90 Cen. 6,113; E&P 92 Est. 6,142
CZ-ABC: (80) 5,332
RTZ-ABC: (80) 5,258
County 90 Cen. 10,303; E&P 92 Est. 10,357
City & RTZ-ABC: (80) 10,590

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$90,400,000
Savings & Loan	2	$34,000,000

6 - PASSENGER AUTOS: Sumter County 14,329

7 - ELECTRIC METERS: Residence 10,620

8 - GAS METERS: Residence 2,905

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textiles 1,500; Mach. Shops 300; Mobile Homes 500; Metal Prods. 750; Rubber 500; Furn. 200; Lighting Fixtures 500.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belair Plaza(7)	NA	Harvey's
Perlis Plaza(11)	NA	Piggly Wiggly, SupeRx
Americus Vlg.(7)	NA	Belk-Hagins
Eastgate(4)	NA	Family Dollar, Eckerd
Wheatley Plz.(4)	NA	Lee Drugs

13 - RETAIL OUTLETS: Department Stores-Belk; Family Dollar; Wal-Mart.
Chain Drug Stores-Walgreens 2; Lee's; SupeRx; Eckerd.
Chain Supermarkets-Piggly Wiggly 2; Harveys; Winn-Dixie.

14 - NEWSPAPERS: TIMES-RECORDER (e) 7,855; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Ginger Perkins, Adv. Mgr., TIMES-RECORDER, Vienna Rd., PO Box 1247, Americus, GA 31709; Tel. (912) 924-2751.
National Representative: Thomson Newspapers.

ATHENS

1 - LOCATION: Clarke County (MSA). E&P Map C-2. County Seat. Educational and industrial center. Located in NE Georgia. 67 mi. E of Atlanta; 98 mi. NW of Augusta; 90 mi. N of Macon & 227 mi. NW of Savannah.

2 - TRANSPORTATION: Railroads-Seaboard; Southern; Georgia; Central of Georgia; Gainesville Midland.
Motor Freight Carriers-16 with Terminals.
Intercity Bus Lines-Greyhound; Southeastern Stages.
Airlines-USAir; Skybus.

3 - POPULATION:
Corp. City 90 Cen. 45,734; E&P 92 Est. 46,371
CZ-ABC: (80) 42,549
RTZ-ABC: (80) 96,395
County 90 Cen. 87,594; E&P 92 Est. 90,154
MSA 90 Cen. 156,267; E&P 92 Est. 161,395
City & RTZ-ABC: (80) 138,944
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 16,933; E&P 92 Est. 17,168
County 90 Cen. 35,173; E&P 92 Est. 36,201
MSA 90 Cen. 60,189; E&P 92 Est. 62,155
CZ-ABC: (80) 15,055
RTZ-ABC: (80) 33,460
City & RTZ-ABC: (80) 48,515

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: Clarke County 42,514

7 - ELECTRIC METERS: Residence 28,631

8 - GAS METERS: Residence 25,729

9 - PRINCIPAL INDUSTRIES: Clocks; Elect. Transformers; Milk Cartons; Fertilizer; Tire Fabric; Overalls; Shirts; Fiberglass Moulatron; Cottonseed Prods.; Furn. Braided Cord; Tapestry; Beverages; Garments; Veneer; Coperage; Canned Meats; Canned Vegetables; Dairy Prods.; Candy; Foundry and Machine Works; Corn and Flour Milling; Mattresses; Poultry; Textiles; Elect. Motors; Non-Woven Products; Ready Mix Concrete; Carpet Yarns.
Principal Pay Days-Fri., 1st & 15th.

10 - CLIMATE: First killing frost, Nov. 5; last killing frost, Apr. 2.

11 - TAP WATER: Alkaline, very soft, fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart	3	K mart
Beechwood(40)	2	Woolworth, Rhodes
Homewood(12)	3	Winn-Dixie
Willowood(17)	5	Roses, Winn-Dixie
Alps(29)	2	Winn-Dixie, Drug Emporium
Bi-Lo	2	Bi-Lo, Revco
East Plaza(10)	5	Bell's Food
Georgetown(15)	4	
Georgia Sq.(100)	5	Belk, JCPenney, Sears, Macy's
Clarke Crossing(10)	4	Target, Piggly Wiggly
Athena Square	5	Family Food
Athens West(10)	4	Ingles, Goody's, Blockbuster
College Station (25)	4	K mart, Kroger
South Athens(8)	3	Bi-Lo
Perimeter Square	5	Wal-Mart, Uptons, Phar-Mor, T.J. Maxx

Principal Shopping Days-Sat., Sun., Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Macy's; Belk; JCPenney; Sears.
Discount Stores-Family Dollar; Roses; Wal-Mart; K mart 2; Target.
Variety Stores-Woolworth; J's Variety.
Chain Drug Stores-Eckerd 4; Village Drug 2; Revco 3; Shoppers Drug Mart; Drug Emporium; Big B; Phar-Mor; Thrift D.
Chain Supermarkets-Kroger 2; Winn-Dixie 3; Bell's 6; Bi-Lo 2; Piggly Wiggly; Family Food; Food Lion 2; Ingles.
Other Chain Stores-Heilig-Meyers Furn.; Goodyear 2; Sherwin-Williams; Pearle Optical; Lowe's; Kay's; Parts City; Friedman's 2; Radio Shack 4; General Nutrition; Camelot Music; Merle Norman; Zales; Gordon Jewelry; Citizens Jewelry; American Vision; Kinney Shoes; Butler Shoes; Thom McAn; Payless Shoes; West Bldg.; Hi-Fi Buys; Wolf Camera; Rhodes Furn.; Haverty's Furn.; Rex TV Appliance; Farmer Furniture; Badcock Home Furnishings; Goody's; T.J. Maxx; Upton's; Bookland; Waldenbooks; Just Pants; Chess King; Fine's; J. Riggings; Jeans West; Curtis Mathes; Record Bar; Turtles; Blockbuster; Hushpuppies; Playland; Athletic Attic; Footlocker; Rack Room Shoes; Casual Corner; The Limited; Pier 1 Imports; La-Z-boy.

14 - NEWSPAPERS: DAILY NEWS (m-mon to fri) 14,739; BANNER-HERALD (e-mon to fri) 13,723; BANNER-HERALD/NEWS (m-sat) 30,297; (S) 34,375; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Barbara Powell, BANNER-HERALD NEWS/DAILY NEWS, 525 Calhoun Drive, Athens, GA 30613-1499; Tel. (404) 549-0123.
National Representatives: Branham/Newspaper Sales; U.S. Suburban Press.

ATLANTA

1 - LOCATION: Fulton & De Kalb Counties (Atlanta MSA) (18 counties total). E&P Map B-2. State Capital, Fulton County Seat. Industrial, trans., distribution, merchandise, financial, manufacturing, commun., educ. & high tech center of SE U.S.

2 - TRANSPORTATION: Railroads-Seaboard System; Southern Railway.
Motor Freight Carriers-73.
Intercity Bus Lines-Greyhound; Southeastern Stages; Trailways.
Airlines-American; Bahamas Air; British Caledonian; Continental; Delta; Eastern; KLM Royal Dutch; Lufthansa; Northwest; Ozark; Piedmont; Republic; Sabena; TWA; United; USAir; Japan Air Lines.
Mass Transit-MARTA Rapid Rail System.

3 - POPULATION:
Corp. City 90 Cen. 394,017; E&P 92 Est. 387,816
County of Pub.: (80) 589,904
Bal. in NDM-ABC: (80) 166,815
Counties 90 Cen. 1,194,788; E&P 92 Est. 1,224,004
  Fulton 90 Cen. 648,951; E&P 92 Est. 665,322
  De Kalb 90 Cen. 545,837; E&P 92 Est. 558,682
MSA 90 Cen. 2,833,511; E&P 92 Est. 2,985,820
Total NDM-ABC: (80) 756,719
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 145,881; E&P 92 Est. 143,585
Counties 90 Cen. 463,866; E&P 92 Est. 475,227
  Fulton 90 Cen. 263,297; E&P 92 Est. 269,939
  De Kalb 90 Cen. 200,569; E&P 92 Est. 205,288
MSA 90 Cen. 1,058,037; E&P 92 Est. 1,114,125
County of Pub.: (80) 225,308
Bal. in NDM-ABC: (80) 55,227
Toatal NDM-ABC: (80) 280,535

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	64	$14,000,000,000
Savings & Loan	20	$8,760,000,000

6 - PASSENGER AUTOS: Fulton County 336,783;
De Kalb County 324,348

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: N.A. (commercial & residential)

9 - PRINCIPAL INDUSTRIES: Mfg.-aircraft; autos; chem.; comm. equip.; furn.; iron & steel prods.; soft drinks; textiles; food; printing and publishing.
Principal Pay Days-Fri., 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-87; Summer 53-97; Fall 29-90; Winter 15-74. First killing frost, Nov. 15; last killing frost, Mar. 30.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: 18-county MSA-Over 700 shpg. ctrs., including 15 Regional Malls. Regional Malls: Cobb Ctr.; Avondale Mall; Cumberland; Greenbriar; Gwinnett Place; Lenox Sq.; Marketsquare Mall; Northlake; Perimeter Mall; Phipps Plz.; Shannon Mall; South De Kalb Mall; Southlake; The Mall-West End; Town Center at Cobb Mall.
Principal Shopping Days-Fri., Sat., Mon., Tues., Wed.
Stores Open Evenings-Regional shpg. ctrs. open until 9:30 six nights a week; open Sundays 12:30 to 5:30. Many supermarkets now open until midnight or open 24 hours. Most other ret. stores open Mon., Thur., Fri. evenings.

13 - RETAIL OUTLETS: Department and Apparel Stores-Macy's/Atlanta; JCPenney; Rich's; Sears; Mervyn's.
Specialty Department Stores-Saks Fifth Avenue; Lord & Taylor; Neiman Marcus.
Discount Stores-K mart; Target; Wal-Mart.
Variety Store-Woolworth.
Chain Drug Stores-Dunaway; Eckerd; K mart Pharmacy; Kroger; Big B; Revco; SupeRx; Treasury; Wender & Roberts; Drug Emporium.
Chain Supermarkets-A&P; Big Star (div. Grand Union); Big Apple Warehouse/Food Giant/Super Valu (Alterman Foods); Kroger; Thriftown/Big Buy (Associated Grocers); Winn-Dixie; Ogletree's; Cub Foods; Ingles.
Convenience Food Stores-Tenneco; Food Mart; 7-Eleven; Minit Chek; Majik Markets; Li'l General; Stop 'n Go; Starvin' Marvin; Otter; Circle K.
Other Chain Stores-(selected) Belk; Family Dollar; Kessler's; Sunshine; Marshalls; Burlington Coats; Home Depot; Nationwise Auto Parts; Roberd's; Levitz; Havertys; Ethan Allen; Casual Corner; Lerner Shops; Lane Bryant; The Limited; Brooks Brothers; Britches of Georgetowne; Thom McAn; Kinney's; Thompson Boland & Lee; Fayva; Butler's; Ace Hardware; Western Auto; Firestone; Goodyear; Tiffany & Co.; Zales; B. Dalton Bookseller; Waldenbooks; Service Merchandise; Lionel Playworld; Lechmere; Circuit City; TG&Y; Upton's; American Faire; Big Lots. –

14 - NEWSPAPERS: CONSTITUTION (m-mon to fri) 329,582; JOURNAL (e-mon to fri) 189,332; JOURNAL & CONSTITUTION (m-sat) 533,306; (S) 700,739; Mar. 31, 1991 ABC.
Local Contact for Advertising & Merchandising Data: Cathy Coffey, V.P./Adv., JOURNAL-CONSTITUTION, 72 Marietta St. N.W., Atlanta, GA 30302; Tel. (404) 526-5151.
National Representatives: Leonard Co.; Sawyer-Ferguson-Walker.
DAILY WORLD (m-tues, thur, fri) 18,500; (S) 21,000; sworn Sept. 30, 1990.
Local Contact for Marketing and Advertising Data: C.A. Scott, Pub., DAILY WORLD, 145 Auburn Ave., Atlanta, GA 30335-1201; Tel. (404) 659-1110.
National Representative: Amalgamated Publishers.

AUGUSTA

1 - LOCATION: Richmond County. (In Augusta, GA-SC MSA). E&P Map D-3. In extreme eastern end and central portion of state at head of navigation of Savannah River, the boundary between Georgia and South Carolina; 171 mi. SE of Atlanta; 153 mi. NW of Charleston; 80 mi. SW of Columbia. On U.S. Hwys. 1, 25, 78, 319, I-20. Fort Gordon (Army).

2 - TRANSPORTATION: Railroads-Southern; Georgia and Florida; ACL; Central of Georgia; Georgia R.R.
Motor Freight Carriers-16.
Intercity Passenger Bus Lines-Atlantic Greyhound; Southeastern Stages; Service Coach Trailways; Smoky Mountain Trailways; Carolina Scenic Coach; Georgia-Florida Coach; Queen City Trailways; Southern Stages.
Airlines Serving City-Delta; American Airlines; USAir.

3 - POPULATION:
Corp. City 90 Cen. 44,639; E&P 92 Est. 44,060
CZ-ABC: (80) 209,658
RTZ-ABC: (80) 333,876
County 90 Cen. 189,719; E&P 92 Est. 191,201
MSA 90 Cen. 396,809; E&P 92 Est. 410,288
City & RTZ-ABC: (80) 543,534
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 16,527; E&P 92 Est. 16,313
County 90 Cen. 68,421; E&P 92 Est. 68,955
MSA 90 Cen. 140,975; E&P 92 Est. 145,678
CZ-ABC: (80) 72,957
RTZ-ABC: (80) 106,403
City & RTZ-ABC: (80) 179,360

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$5,394,751,000
Commercial	10	$35,200,000,000

6 - PASSENGER AUTOS: Richmond County 104,919

7 - ELECTRIC METERS: Residence 82,210

8 - GAS METERS: Residence 57,176

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Total mfg. 14,110 ($452); AEC Operations 6,500 ($355); Military 37,884 (N.A.); U.S. Gov't. 6,212 ($355); Textiles 16,508 ($287); Brick & Clay 2,730 ($382); Pulp & Paper Board 2,063 ($328).

Principal Pay Days-Thur., Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-75; Summer 71-90; Fall 55-76; Winter 39-60. First killing frost, Nov. 15; last killing frost, Mar. 14.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Broad St.; 3 on 8th and on 9th Sts.

Neighborhood Shopping Centers-Broad & Milledge Rd.; Walton Way at 15th St.; Central Ave. at Monte Sano Ave.; Central Ave. & Hickman Rd.; Fleming; North Augusta Plz.; Holly Hill Plz.; Town & Country; Bi-Lo Ctr.; Midland Valley Ctr.; Mitchell Shpg. Ctr.; K mart; Washington Sq.; Columbia Sq.; Regency Park; Surrey Ctr.; Village West; Windsor Sq.; Walton's Corner.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Augusta Mall(100)	NA	Macy's, Rich's, JCPenney, Sears
Daniel Vlg.(44)	NA	Bi-Lo, J.B. White, Woolworth
National Hills (26)	NA	J.B. White's, Woolworth
Peach Orchard (21)	NA	Revco
Regency Mall(95)	NA	Mont. Ward, White's, Belk Uptons
Richmond Plz.	NA	Krogers
Southgate(43)	NA	
Windsor Sq.(16)	NA	Treasury

Principal Shopping Days-Mon., Fri., Sat.

Stores Open Evenings-Dept. Stores-Mon. through Sun.; Grocery-everyday.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; Macy's; JCPenney; Rich's; Belk 2; Reuben's 2; J.B. White 5.

Discount Stores-K mart 5; Wal-Mart 5; Service Mdse.

Variety Stores-Woolworth 3; Rose's 6; Family Dollar 2; Dollar General 2.

Chain Drug Stores-Revco 4; Eckerd 6; Treasury 2.

Chain Supermarkets-Winn-Dixie 13; Kroger 6; Bi-Lo 6; Food Lion 5; Gurleys 19.

Other Chain Stores-Lumber/Hdwe.: Builder's Square, Lowe's 3, Wicke's, Builderama Home Quarters; Shoes: Hardy's, Butler's, Thom McAn, Kinney's, Hanover, Endicott Johnson; Women's Apparel: TJ. Maxx, Ross, Lerner 2, Diane Shops, Daniel's Den, Casual Corner, Singer Co.; Tires: Firestone, Uni-Royal, Goodyear 4, Goodrich, White's 2, Kelly Springfield 4; Jewelers: Friedman's 6, Zales, Kay, Gordon, Jewel Box, Bejeweled; Men's Apparel: Kaybee Stores; Auto Accessories: Western Auto 4, Otasco 4, Firestone 4; Furniture: Ethan Allen, Rhodes, Inc., Haverty; Paints: Sherwin-Williams, Pittsburg Paint & Glass Co.

14 - NEWSPAPERS: CHRONICLE (m-mon to fri) 71,098; HERALD (e-mon to fri) 11,961; CHRONICLE-HERALD (m-sat) 95,499; (S) 98,083; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Ron Tennant, Adv. Dir., CHRONICLE & HERALD, 725 Broad St.; Box 1928, News Bldg., Augusta, GA 30913; Tel. (404) 724-0851.

National Representative: Branham/Newspaper Sales.

BRUNSWICK

1 - LOCATION: Glynn County, E&P Map D-5. On Oglethorpe Bay 4 mi. from Atlantic Ocean. County Seat. Naval stores, seafood and pulp, shipping center. Gateway city to the resort islands of St. Simons, Sea Island Beach and Jekyll Island. On U.S. Hwys. 17, 82, 341; I-95; State Hwys. 25, 27, 32, 50.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line; Southern.

Motor Freight Carriers-7.

Intercity Bus Lines-Greyhound; Trailways; Lines East.

Airlines-Atlantic Southeast/Delta; USAir.

3 - POPULATION:

Corp. City 90 Cen. 16,433; E&P 92 Est. 16,199

County 90 Cen. 62,496; E&P 92 Est. 63,964

4 - HOUSEHOLDS:

City 90 Cen. 6,084; E&P 92 Est. 5,997

County 90 Cen. 23,406; E&P 92 Est. 23,956

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$560,000,000
Savings & Loan	3	$288,000,000

6 - PASSENGER AUTOS: Glynn County 36,508

7 - ELECTRIC METERS: Residence Co. 24,036

8 - GAS METERS: Residence City 10,614

9 - PRINCIPAL INDUSTRIES: Naval Stores and Chem.; Pulp; Creosoted Timbers; Pulp Saws and Mach.; Paint and Varnish; Lumber Prods.; Fresh, Frozen and Breaded Shrimp; Crab and other seafoods; Garments; Tools; Dies; Special Mach.; Wall Board; Car Imports.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-69; Summer 81-96; Fall 65-81; Winter 42-64.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-80 blocks on Newcastle, Gloucester and Norwich Sts.; Brunswick Mall, Altama Ave.; Glynn Place Mall-Regional Shpg. Ctr., Golden Isles Pkwy.; 28 at Golden Isles Vlg.

Neighborhood Shopping Centers-Norwich St.; St. Simons Island; Jekyll Island; Altama Ave.; Redfern Village; St. Simons.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Outlet Limited Mall(21)	9	Old Mill, Famous Footwear, Bass Shoes, Corning
Altama Village	9	Piggly Wiggly
Glynn Place Mall (74)	6	Belk-Hudson, Sears, JCPenney, K mart
Brunswick Mall (23)	3	Goody's
Brunswick West(11)	8	Revco, Winn-Dixie, Dollar General
Lanier Plaza(25)	NA	Woolworth, Winn-Dixie
Retreat Vlg. Simons(23)	9	Revco, Winn-Dixie, Ben Franklin, Dollar General
Longview (St. Simons Isl.)	10	IGA Foodliner, Ace Hdwe.
Glynn Plaza(10)	3	Wal-Mart, Eckerd

Other Shopping Centers-Frederica Plaza; Redfern Village (SSI); The Village (SSI); The Village (Jekyll Isl.)

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Belk-Hudson; K mart; Goody's.

Variety Stores-Kress; Woolworth; Maxwell's; Ben Franklin; Dollar General.

Discount Stores-Wal-Mart; K mart.

Chain Drug Stores-Eckerd; Revco.

Chain Supermarkets-Winn-Dixie 4; Piggly Wiggly; IGA 2; Kroger; Harvey's; Food Lion 2.

Other Chain Stores-Heilig-Meyers Furn.; Firestone; Vogue Shop; Western Auto; Pic 'n Pay Shoes; Payless Shoes; Radio Shack; Strawberry Fields; Cato; Friedmans Jewelers; Kinney Shoes; Body Shop; French Novelty; Waldenbooks; Zales Jewelers; World Bazaar; Lane Bryant; West Bldg. Supply; Family Dollar; Lowe's; Piece Goods Shop.

14 - NEWSPAPERS: NEWS (e) 15,656; sworn Mar. 31, 1991.

Local Contact for Advertising and Merchandising Data: W.R. Maulden, Adv. Dir./Gen. Mgr., NEWS, 3011 Altama Ave.; PO Box 1557, Brunswick, GA 31521; Tel. (912) 265-8320; FAX (912) 264-4973.

National Representative: None.

CARROLLTON

1 - LOCATION: Carroll County. 50 mi. W of Atlanta, GA; 80 mi. E of Birmingham, AL via I-20. Educ., medical service ctr. for parts of E. AL & W GA. Served by I-20, U.S. Hwy. 27, S.R. 61, 113, 166.

2 - TRANSPORTATION: Railroads-Southern Railway Main Line; Piggy Back Serv. available.

Motor Freight Carriers-11; 3 have terminal locations in Carrollton.

Intercity Bus Line-West GA.

Airlines-W GA Regional Jet Port provides charter & freight serv. with 5,000 ft. lighted runway, navigation aids, repair oper. fuel. Hartsfield Intl. Airport (Atlanta) 45 mi. from Carrollton.

3 - POPULATION:

Corp. City 90 Cen. 16,029; E&P 92 Est. 16,419

County 90 Cen. 71,422; E&P 92 Est. 74,419

4 - HOUSEHOLDS:

City 90 Cen. 5,935; E&P 92 Est. 6,079

County 90 Cen. 25,758; E&P 92 Est. 26,839

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$268,903,308
Savings & Loan	2	$601,791,181

6 - PASSENGER AUTOS: Carroll County 36,911

7 - ELECTRIC METERS: Residence 5,973

8 - GAS METERS: Residence 4,410

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage $263)-Serv. 12,769; Whol. & Ret. Trade 11,345; Mfg. 23,899; Trans. & Public Util. 2,887; Constr. 2,766; Agric. & Forestry 2,467; Gov't. 1,933.

Principal Industrial Pay Days-Thur., Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-88; Summer 64-90; Fall 50-64; Winter 33-56. First killing frost, Dec. 10; last killing frost, Mar. 20.

11 - TAP WATER: Moderately soft; fluoridated.

12 - RETAILING: Principal Shopping Center-Central Business District.

Neighborhood Shopping Centers-Bankhead Ave., Maple St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
First Tues. Mall(18)	2	Belk, TG&Y, Winn-Dixie
Lake Carroll Mall(8)	2	Kroger
W. Georgia(10)	1	Food Giant
Crossroads	2	JCPenney, Goddy's
Tower Place	1	Foodmax

Principal Shopping Days-Fri., Sat.

Stores Open Evenings-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Belk; Wal-Mart; TG&Y; K mart.

Discount Stores-Family Dollar; Super D; McCrory.

Chain Drug Stores-Revco; Eckerd; Big B.

Chain Food Supermarkets-A&P; Kroger; Winn-Dixie; Big Star; Warehouse Grocery.

Other Chain Stores-Goodyear; Pic N Pay; Sherwin-Williams; Kelly Springfield; Sears (catalog); Radio Shack.

14 - NEWSPAPERS: THE DAILY TIMES-GEORGIAN (m-tues to sat) 11,077; (S) 11,077; sworn Sept. 27, 1990.

Local Contact for Advertising and Merchandising Data: Greg Runyan, Adv. Dir., TIMES-GEORGIAN, PO Box 460, Carrollton, GA 30117; Tel. (404) 834-6631.

National Representative: Landon Associates.

CARTERSVILLE

1 - LOCATION: Bartow County, E&P Map B-2, County Seat. 40 mi. NW of Atlanta. Shopping center for mining, mfg. & agric. industrial center.

2 - TRANSPORTATION: Railroad-CSX Transportation.

Motor Freight Carriers-37

Intercity Bus Line-Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 12,035; E&P 92 Est. 12,540

County 90 Cen. 55,911; E&P 92 Est. 58,911

4 - HOUSEHOLDS:

City 90 Cen. 4,456; E&P 92 Est. 4,643

County 90 Cen. 19,199; E&P 92 Est. 20,229

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	$70,000,000
Commercial	4	$250,000,000

6 - PASSENGER AUTOS: Bartow County 33,112

7 - ELECTRIC METERS: Residence 4,063

8 - GAS METERS: Residence 3,440

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 8,155 ($280); Ret. Trade 2,155 ($200); Professional and related services 1,865 ($340); Limestone, Barium and Ochre Mines; Pine Timber; Farming (soybeans, corn, wheat).

10 - CLIMATE: Min. & Max. Temp.-Spring 62-80; Summer 65-96; Fall 62-80; Winter 8-80. First killing frost, Oct. 30; last killing frost, Apr. 7.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-8 blocks on 6 sts.; some outlying areas.

Shopping Centers-Five new centers within 2 mi. radius of downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cartersville Crossing(15)	2	K mart, Firestone
Cartersville Plz.(26)	1	Woolworth, Belk, Nationwise
Market Sq.(21)	1	Eckerd, Big Lots
Nea Mar(6)	1	Battles Foods, Revco, Sears
Collins Point	10	Winn-Dixie, Treasury Drug
North Corners(5)	2	Battles Foods, Revco
Felton Crossing	5	Wal-Mart, Ingles, Eckerd

Principal Shopping Days-Mon., Fri., Sat.; Centers open evenings: Market Square, Plaza, Mon. & Fri. to 9.

Stores Close-Wed. afternoon downtown.

13 - RETAIL OUTLETS: Department Store-Belk.

Variety Store-Woolworth.

Discount Stores-Discount City; K mart; Wal-Mart; Family Dollar; Pick 'n Pay Shoes; Big Lots.

Chain Drug Stores-Champion 2; Kroger; Dunaway's; Eckerd 2; Revco; Treasury; Wal-Mart; Medicine Shoppe.

Chain Supermarkets-Kroger; Battle's 2; Winn-Dixie; Ingles.

Other Chain Stores-Diana Shop; Men's Den; Curtis Mathes; Goodyear; Radio Shack; Cato; Nationwise.

14 - NEWSPAPERS: TRIBUNE-NEWS (e-mon to fri) 8,539; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Toni Martin, Ret. Adv. Mgr., TRIBUNE-NEWS, 251 S. Tennessee St., Cartersville, GA 30120; Tel. (404) 382-4545.

National Representative: Landon Associates.

COLUMBUS

1 - LOCATION: Muscogee County (In Columbus GA-AL MSA). E&P Map B-3, County Seat. On Chattahoochee River at head of navigation. 104 mi. SW of Atlanta on U.S. Hwys. 27, 80, 431, 280; I-185; GA Hwys. 103, 85, 22, 1. Home of Fort Benning (Army-World's Largest Infantry School and School of the Americas.)

2 - TRANSPORTATION: Railroads-Seaboard; Southern.

Motor Freight Carriers-40.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-Delta; Eastern Metro Express; Atlantic Southeast.
Waterway-River Transit Co.

3 - POPULATION:
Corp. City 90 Cen. 178,681; E&P 92 Est. 180,529
County 90 Cen. 179,278; E&P 92 Est. 181,136
CZ-ABC: (80) 221,543
RTZ-ABC: (80) 278,578
MSA 90 Cen. 243,072; E&P 92 Est. 245,369
City & RTZ-ABC: (80) 500,121
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 66,155; E&P 92 Est. 66,839
County 90 Cen. 59,710; E&P 92 Est. 60,329
CZ-ABC: (80) 74,314
RTZ-ABC: (80) 93,311
MSA 90 Cen. 81,588; E&P 92 Est. 82,457
City & RTZ-ABC: (80) 167,625

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$1,300,000,000
Savings & Loan	5	$600,000,000

6 - PASSENGER AUTOS: Muscogee County 92,343

7 - ELECTRIC METERS: Residence 64,891

8 - GAS METERS: Residence 51,577

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 19,800; Trans., Commun., Util. 3,400; Whol., Ret. 20,300; Fin., Ins., & R.E. 15,600; Constr. 5,200; Misc. Servs. 13,400; Gov't. 20,200. Av. Wkly. Wage-$312.
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-97; Summer 52-104; Fall 10-98; Winter 10-83. First killing frost, Nov. 15; last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Broadway; several on First Ave.; Shopping Center Complex on Macon Rd. (100 stores), Main St. Village; Peachtree Mall; 280 Bypass Complex in Phenix City; Broadway Area; Airport Thru Way; Harmony Place.
Neighborhood Shopping Centers-Wynnton; Rose Hill; Baker Village; 13th St. at 13th Ave.; Beallwood; Benning Park; Brown Ave.; Andrews & Cusseta Rds.; St. Mary's & Buena Vista Rds.; Jordan City; Phenix City; Warm Springs & Woodruff Rds.; Rosemont; Oakland Park; Cliatt; St. Elmo; Hamilton Sq.; Victory Dr. at Lumpkin Rd.; Edgewood; Dinglewood; Mid-town; Starmount; Floyd & Forest Rds.; Allendale; Holly Hills; Hamilton Rd.; Gentian Corners; Buena Vista Plaza.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Columbus Sq.(83)	3	JCPenney, Woolworth, Sears, Kirven's
Peachtree(80)	4	Gayfer's, Mont. Ward, Parisian
Cross-Country Plaza(75)	3	Warehouse Foods, Service Mdse.
Traffic Circle (18)	4	Woolworth, Piggly Wiggly, Western Auto
Holly Hills(13)	NA	Eckerd
Edgewood(20)	NA	Goolsby Foods
Starmount(12)	NA	Goolsby Foods, TG&Y
Main St. Vlg. (25)	NA	White's, Kiralfy's
Harmony Pl.(10)	5	Mansour's
Phenix City(23)	NA	Winn-Dixie
Eastgate(12)	4	Goolsby Foods, Spiegel
Village Green	3	Piggly Wiggly, Shoe City
Fort Benning	7	Post Exchange
Airport Thru Way	4	Family Mart, K mart
Midtown(23)	3	K mart, Toys 'R' Us, Rhodes Furn.
Oakland Park(23)	4	Piggly Wiggly
13th St.	NA	A&P, Eckerd
Windsor Vlg.(12)	4	Piggly Wiggly

Principal Shopping Days-Mon., Wed., Fri., Sat.

Stores Open Evenings-Dept.: Mon., Fri.; Columbus Sq. Mall; Peachtree Mall; Cross Country Plaza; Traffic Circle Shopping Centers; JCPenney; Sears; K mart; Montgomery Ward; Parisian, open 6 nights and Sun.

13 - RETAIL OUTLETS: Department Stores-Kirven's; JCPenney; Sears; Green's; Montgomery Ward; Gayfer's; Parisian's; Mansour's.
Discount Stores-Payless; K mart; Service Merchandise; Family Dollar; Bargain Town.
Variety Stores-Woolworth; H.L. Green; Chapman's; Oakland Park; St. Mary's; Starmount; Windsor Village; TG&Y.
Chain Drug Stores-Big B; Eckerd 5; Page Drugs 2; Revco 4.
Chain Supermarkets-Winn-Dixie 5; A&P 3; Piggly Wiggly 10; Super Foods 3; Birdsey; Kwik-Shop; Jones 3; IGA Foodliner 2; Warehouse Foods 3; Goolsby Foods 5; Family Mart; Food Max.
Other Chain Stores-Burroughs; IBM; Monroe; National Cash Register; Firestone; Goodrich; Pure Oil; Western Auto 2; Day's Clothing; Zales Jewelry; Busch Jewelry; Thom McAn; Lerner Shops; Sherwin-Williams 3; Casual Corner 2; Goodyear 2; Diana Stores 2; Lowe's; Waldenbooks; Shirt Shack; Hancock Fabric; Goodyear; Matthews; Radio Shack; The Gap; Kinney's; Color Tile; Aamco; Maaco Auto Painting; Singer Sewing; G & C (clothing); The Body Shop; Command Performance; Advance Appearance; Helzberg's Jewelers; Camelot Records; Turtle's Records & Tapes; Circuit City; Foot Locker; Athlete's Foot; Lorch's Jewelers; Friedman Jewelers; Shoe Emporium; Auto Zone; Barrett Shoes; Ormand; Meineke; Playland Toys; Friedman; Pic 'n Pay; Wolf Cameras; Midas; New Baby; Naturalizer Shoes; Dan's Fan City; Heilig-Myers Furn.; Tune-Up Clinic; King Lube.

14 - NEWSPAPERS: LEDGER-ENQUIRER (m) 55,323; (S) 67,761; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Jill Tinner, Ret./Nat'l. Mgr., LEDGER-ENQUIRER, 17 W. 12th St., Columbus, GA 31901; Tel. (404) 324-5526.
National Representative: Newspapers First.

CONYERS

1 - LOCATION: Rockdale County, E&P Map B-2, (In Atlanta MSA), County Seat. Manufacturing & ret./service area. 24 mi. SE of Atlanta. On I-20, State Hwy. 20.

2 - TRANSPORTATION: Railroads-Georgia; Seaboard System.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 7,380; E&P 92 Est. 7,543
NDM-ABC: (80) 36,570
County 90 Cen. 54,091; E&P 92 Est. 57,475
MSA 90 Cen. 2,833,511; E&P 92 Est. 2,985,820

4 - HOUSEHOLDS:
City 90 Cen. 2,732; E&P 92 Est. 2,793
County 90 Cen. 20,877; E&P 92 Est. 22,183
MSA 90 Cen. 1,058,037; E&P 92 Est. 1,114,125
NDM-ABC: (80) 11,592

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: Rockdale County 36,024

7 - ELECTRIC METERS: Residence 19,700

8 - GAS METERS: Residence 16,400

9 - PRINCIPAL INDUSTRIES: Manufacturing (battery trays; scooters; tires; mattresses; fluorescent fixtures; food prods.; fabricated steel; aluminum screens; awnings; clothing; plastics); Meat packing; Pine timber; Agric.; Audio tapes.

10 - CLIMATE: Mean Temp.-Spring 80; Summer 85; Fall 70; Winter 40. First killing frost, Nov.; last killing frost, Mar.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-11 Shopping Centers on Hwys. 20 & 138; I-20E; West Ave. and Salem Rd.; GA 20 and Sigman Rd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Conyers Crossing(14)	NA	K mart, Uptons, Eckerd
Conyers Vlg.(19)	NA	Rhodes Furniture
Conyers Sq.	NA	Kroger
Fieldstone(22)	NA	Super Valu
North Rockdale	NA	Big B Drugs, Winn-Dixie
Rockdale Plz. (25)	NA	Sears, Western Auto, Thriftown Foods, Kenwin
Salem Gate(27)	NA	Quality Foods, Treasury Drug
Hunting Creek Plz.(35)	NA	Big Star Foods
Honey Creek(22)	NA	Brunos Foods, Big B Drugs

Stores Open Evenings-Shopping Centers

13 - RETAIL OUTLETS: Department Stores-Target; Upton's.
Discount Store-K mart.
Chain Drug Stores-Eckerd; Treasury; Drug Emporium; Medicine Shoppe; Big B Drugs.
Chain Supermarkets-Big Star; Kroger's; Winn-Dixie; Super Valu; Thriftown; Brunos.
Other Chain Stores-Singer Sewing Ctr.; Hallmark Card Shop; Payless Shoes; Pep Boys; Big 10 Tires; The Sport Shoe; NTW.

14 - NEWSPAPERS: ROCKDALE CITIZEN (e-mon to fri) 10,606; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Jane Patterson, Adv. Dir., ROCKDALE CITIZEN, 969 S. Main St.; PO Box 136, Conyers, GA 30207; Tel. (404) 483-7108.
National Representative: Georgia Press Assoc.

CORDELE

1 - LOCATION: Crisp County, E&P Map B-4, County Seat. Agricultural, industrial center. 240 mi. NW of Jacksonville; 65 mi. S of Macon; 40 mi. NE of Albany; 130 mi. SE by S of Atlanta; Flint River 8 mi. W; on U.S. Hwys. 280 & 41; GA-FL Pkwy. 300; I-75 into FL.

2 - TRANSPORTATION: Railroads-Southern; CSX; piggyback ramp at Cordele serves entire South Georgia area. CSX rail service at Cordele (local).
Motor Freight Carriers-15 interstate, overnight service to Atlanta, Birmingham, Charlotte, Chattanooga, Columbia (SC), Jacksonville (FL), Knoxville.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 90 Cen. 10,321; E&P 92 Est. 10,202
County 90 Cen. 20,011; E&P 92 Est. 20,119

4 - HOUSEHOLDS:
City 90 Cen. 3,821; E&P 92 Est. 3,777
County 90 Cen. 7,022; E&P 92 Est. 7,060

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$113,600,000
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: Crisp County 9,510

7 - ELECTRIC METERS: Residence 7,800; Comm. 1,750

8 - GAS METERS: Residence 3,700

9 - PRINCIPAL INDUSTRIES: Industry, No. of Manufacturing 1,791 ($293); Retail Trade 2,101 ($162); Services 1,829 ($254); Wholesale Trade 658 ($324); Fin., Ins. & R.E. 277 ($292); Federal, State, Local Govt. 562 ($313); Transportation 105 ($382).

10 - CLIMATE: Min. & Max. Temp.-Spring 65-87; Summer 71-90; Fall 64-85; Winter 41-63.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Shopping Centers-Turton's; Cordele Sq.; Southgate Ctr.; Crisp Plz.; Southern Ctr.; Cordele Corners.
Principal Shopping Days-Thur., Fri., Sat., Mon.

13 - RETAIL OUTLETS: Department Stores-Sears; Robbin's; Belk; JCPenney; B.C. Moore & Sons; Wal-Mart.
Variety Stores-Family Dollar; Allied; Wal-Mart.
Discount Stores-Pic 'n Pay Shoes; Manhattan Factory Outlet.
Chain Supermarkets-Piggly Wiggly 2; Harvey's; Winn-Dixie; Rachel's; Rubo's; Food Fair; Snipe's IGA.
Chain Drug Stores-Revco; Eckerd; Big B; Gibson's.
Other Chain Stores-Western Auto; Friedman Jewelers; Firestone; Goodyear; Badcock Furn.; Wheelers; Cato; Turton Casuals; Hartin's Fashion Wise Clothing; Curtis Mathes; Radio Shack; Sherwin-Williams; Value Mart; Matthews Furn.; Farmer Furn.; True Value Hdwe.; Ace Hdwe.; ServiStar Hdwe.

14 - NEWSPAPERS: DISPATCH (e-mon to fri) 6,358; sworn Mar. 31, 1991.
Local Contact for Advertising and Merchandising Data: Steve Smith, Pub./Gen. Mgr., DISPATCH, 306 13th Ave. W.; PO Box 1058, Cordele, GA 31015; Tel. (912) 273-2277.
National Representatives: Thomson Newspapers; CWO&O.

DALTON

1 - LOCATION: Whitfield County, E&P Map B-2, County Seat.

2 - TRANSPORTATION: Railroads-L&N; Southern.
Motor Freight Carriers-22.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 90 Cen. 21,761; E&P 92 Est. 21,925
CZ-ABC: (80) 20,581
RTZ-ABC: (80) 62,595
County 90 Cen. 72,462; E&P 92 Est. 73,792
City & RTZ-ABC: (80) 83,176

4 - HOUSEHOLDS:
City 90 Cen. 8,057; E&P 92 Est. 8,118
County 90 Cen. 26,112; E&P 92 Est. 26,592
CZ-ABC: (80) 7,778
RTZ-ABC: (80) 20,470
City & RTZ-ABC: (80) 28,248

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$194,960,000
Savings & Loan	3	$96,585,287

6 - PASSENGER AUTOS: Whitfield County 41,637

7 - ELECTRIC METERS: City 9,142

8 - GAS METERS: City 6,355

9 - PRINCIPAL INDUSTRIES: Bedspreads; Lumber Mills; Carpeting; Poultry.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 75-95; Winter 30-52.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Area-10 blocks on Hamilton King, Gordon, Cuyler & Crawford Sts.; Whitefield Sq., Cleveland Rd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bry-Man(30)	NA	Winn-Dixie, McCrory, JCPenney
Dalton(20)	NA	Sky-City, Eckerd, Kroger
Glenwood(5)	NA	Giggs Mkt., White Auto
Walnut Sq.(74)	NA	Belk, Sears

13 - RETAIL OUTLETS: Department Stores-JCPenney; Belk; Cannon's; Sky-City; Loveman's; Sears (catalog).
Variety Stores-McCrory-McClellan; Lay's.
Discount Stores-Dalton; Discount Outlet; Gibson's; Family Dollar; Big 5; Dollar General; K mart 2.
Chain Drug Stores-Rexall; Dunaway's; Eckerd; Revco.

Chain Food Stores-Winn-Dixie; Kroger; Green Spot 3; Stafford's 2.

Other Chain Stores-Bon-Ton Dresses; Linda Fay Kiddie; Int'l. Shoes; Sherwin-Williams; Butler Shoes; Eleanor Glamor Shop; Pic 'n Pay Shoes.

14 - NEWSPAPERS: CITIZEN-NEWS (e-mon, tues, thur, & fri) 11,784; (wed) 15,464; (m-sat) 11,442; (S) 10,809; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Jeff Matter, Adv. Mgr., CITIZEN-NEWS, 308 S. Thornton Ave.; PO Box 1167, Dalton, GA 30722-1167; Tel. (404) 278-1011.

National Representative: Thomson Newspapers.

DOUGLASVILLE

1 - LOCATION: County-Douglas County. E&P Map B-2. County Seat. (In Atlanta MSA).

2 - TRANSPORTATION: Railroad-Norfolk Southern.

3 - POPULATION:
Corp. City 90 Cen. 11,635; E&P 92 Est. 12,434
County 90 Cen. 71,120; E&P 92 Est. 74,338
MSA 90 Cen. 2,833,511; E&P 92 Est. 2,985,820

4 - HOUSEHOLDS:
City 90 Cen. 4,308; E&P 92 Est. 4,603
County 90 Cen. 23,084; E&P 92 Est. 24,129
MSA 90 Cen. 1,058,037; E&P 92 Est. 1,114,125

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	NA	N.A.
Savings & Loan	NA	N.A.

6 - PASSENGER AUTOS: Douglas County 43,119

7 - ELECTRIC METERS: Residential: N.A.

8 - GAS METERS: Residential: N.A.

9 - PRINCIPAL INDUSTRIES: Construction Services. Total employees 20,780.

Principal Industrial Pay Day-N.A.

10 - CLIMATE: Annual Max. Temp. 71.3; Annual Min. Temp. 53.1. Normal Annual Precipitation - 49.80 inches.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Center-Douglas Commons on Fairburn Road.

13 - RETAIL OUTLETS: Variety Store-Wal-Mart.

Chain Food Supermarket-Kroger Super Store.

14 - NEWSPAPERS: DOUGLAS COUNTY SENTINEL (m-tues to sat) 9,200; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Sherry Wallace, Adv. Mgr., DOUGLAS COUNTY SENTINEL, 6405 Fairburn Rd., PO Box 1586, Douglasville, GA 30133; Tel. (404) 942-6571.

National Representative: Landon Associates.

DUBLIN

1 - LOCATION: Laurens County. E&P Map C-3. County Seat and residential center. 55 mi. SE of Macon; 150 mi. SE of Atlanta; 135 mi. NW of Savannah; on U.S. Hwy. 80, 319, 441; State Hwys. 15, 19, 26, 29, 31, 117 and I-16.

2 - TRANSPORTATION: Railroads-Seaboard; Southern.

Intercity Bus Lines-Greyhound; Service Coach; Trailways; Queen City Coach.

3 - POPULATION:
Corp. City 90 Cen. 16,312; E&P 92 Est. 16,358
NDM-ABC: (80) 59,134
County 90 Cen. 39,988; E&P 92 Est. 40,589

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 6,039; E&P 92 Est. 6,056
County 90 Cen. 14,322; E&P 92 Est. 14,537
NDM-ABC: (80) 19,967

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	8	$138,000,000
Savings & Loan	1	$57,000,000
Commercial	8	$57,000,000

6 - PASSENGER AUTOS: Laurens County 20,317

7 - ELECTRIC METERS: Residence 10,590

8 - GAS METERS: Residence 3,200

9 - PRINCIPAL INDUSTRIES: Plywood; Plastic Parts; Mushrooms; Sash & Doors; Meat Pkg.; Cotton Seeds & Peanut Crushing; Woolens; Furn.; Pet Products; Concrete Blocks; Kitchen Cabinets; Shirts; Wall Coverings; Pants; Carpets; Missile Guidance Systems; Newsprint; Aluminum Gates; Computer Components; Furniture Warehousing; Plastic Injection Molding; Reclining & Rec. Vehicle Chairs; Woodchips; Washing & Garmet Finishing.

10 - CLIMATE: Min. & Max Temp. 40 to 90

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Downtown(80)	NA	Piggly Wiggly, Family Dollar, Browning Furniture
Dublin Mall(31)	NA	Wal-Mart, Belk, JCPenney
Dublin Corners	NA	Food Max, K mart
Westgate Ctr. (30)	NA	K mart, Sears, Revco Drugs
Williamsburg Village(15)	NA	Walgreen Drugs
Northside Ctr. (6)	NA	Hanks IGA
Bellevue Ctr.(7)	NA	Video Warehouse
Shamrock Ctr.(9)	NA	Kentucky Fried Chicken
The Oaks(13)	NA	Downtown Opticians

Principal Shopping Days-Wed., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Belk; K mart; JCPenney; Sears; Wal-Mart; Allied; General Dollar.

Discount Stores-Family Dollar 2; Tog Shop; Penny Pinchers; Super 10.

Variety Store-McLellan's.

Chain Drug Stores-Rite Aid 2; Revco; Walgreens.

Chain Supermarkets-Piggly Wiggly 2; Bi-Lo; Harvey's; Foodland; Red & White; Kroger; Food Max; IGA Foodliner.

Other Chain Stores-Firestone; Goodyear; Badcock Furniture; Farmers Furniture; Wise Fashions; Women's Vogue; Friedman's Jewelers; Playland; Curtis Mathes; Radio Shack; Pic 'n Pay Shoes; Payless Shoesource; Friedlander's; Choo-Choo Supply; Behrs; Sherris; Kenwin Shop; Towns Auto; Wheelers; Otasco; Hunt-Ragan Rent-to-Own; Cato; Shoe City; The Crate; Peppermint Records.

14 - NEWSPAPERS: COURIER HERALD (e) 11,274; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: David Fennel, Adv. Dir., COURIER HERALD, 115 S. Jefferson St., Dublin, GA 31021; Tel. (912) 272-5522.

National Representative: Landon Associates.

DULUTH

1 - LOCATION: Gwinnett County (In Atlanta MSA). E&P Map B-2. County Seat. In NE Georgia, 30 mi. NE of Atlanta Lake Lanier on northern border of county; Stone Mountain Park on southern boundary.

2 - TRANSPORTATION: Railroads-Seaboard Coastline; Norfolk-Southern.

Motor Freight Carriers-54.

Intercity Bus Lines-American; Trailways; Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 9,029; E&P 92 Est. 13,664
NDM-ABC: (80) 166,815
MSA 90 Cen. 2,833,511; E&P 92 Est. 2,985,820
County 90 Cen. 352,910; E&P 92 Est. 393,647

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 3,394; E&P 92 Est. 5,137
NDM-ABC: (80) 55,227
MSA 90 Cen. 1,058,037; E&P 92 Est. 1,114,125
County 90 Cen. 129,155; E&P 92 Est. 144,063

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	12	$828,077,000
Savings & Loan	9	N.A.

6 - PASSENGER AUTOS: Gwinnett County 220,687

7 - ELECTRIC METERS: Residence 93,202

8 - GAS METERS: Residence 98,949

9 - PRINCIPAL INDUSTRIES: High Tech 300; Modems, Computers, Computer Cables, Software, Avionics, Missile Parts, Office Parts and Warehousing; Concrete Culverts; Steel Fabrication & Distribution; Textiles; Trans. Equip.; Foam Cartons; Electric Cable.

Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-91; Summer 49-92; Fall 19-82; Winter 17-85. Growing season 233 days; Av. rainfall 47 ins. per annum. First killing frost, Nov. 13; last killing frost, Mar. 24.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Beaver Ruin Vlg. (18)	NA	K mart, Kroger
Buford Mall(32)	NA	Reed Drugs
Carter Crossing (9)	NA	Big Star, Reed Drugs
Carter Oaks Crossing(42)	NA	Cub Foods, Circuit City
Cedar Vlg.(30)	NA	Hancock Fabrics, Drug Emporium
Crossroads(14)	NA	Winn-Dixie, Eckerd
Esplanade	NA	Longhorn Steaks, Malone's
Five Forks Ctr.	NA	Super Valu, Revco
Fountain Sq.	NA	Richway, Sears Surplus
Greens Corner	41	K mart, Radio Shack
Gwinnett Crossing(8)	NA	Richway, Kroger
Gwinnett Place (103)	NA	Macy's, Rich's, Sears
Gwinnett Station(26)	NA	Bell's, Kroger
Gwinnett Walk	NA	T.J. Appleby's, Baskin-Robbins
Harmony Grove Center	NA	Revco, Super Valu
Heritage Vlg. (16)	NA	Carter Shoes, Garrett's
Hilltop Vlg.(13)	NA	Revco, Radio Shack
Holcomb Ctr.	NA	A&P, Treasury Drug
Holcomb Woods Vlg.	NA	McDonald's
Indian Trail Center(16)	NA	Cloth World, Party Outlet
Indian Vlg.	NA	Reed Drugs, Winn-Dixie
Killian Hill Crossing(8)	NA	Winn-Dixie, Eckerd
Killian Hill Mkt. & Merchants Ctr.	NA	Dunaway Drugs, Futurestore
Lawrenceville Corners(12)	NA	K mart, Ingles
Lawrenceville Sq.(20)	NA	Belk
Lawrenceville West(14)	NA	Winn-Dixie, Roses
Lilburn Crossing(15)	NA	Big Star, Treasury Drugs
Lilburn Sq.(34)	NA	Wms. Bros. Lumber, Marci Imports
Mall Corners(30)	NA	Uptons, R.G. Brander's
Marketplace(17)	NA	Kroger, Radio Shack
The Meadows(10)	NA	Kroger, Eckerd
Mountain East (16)	NA	Radio Shack, Kroger
New London Plaza(23)	NA	Marci Imports, Rhodes Furn.
Norcross-Tucker (9)	NA	Big Star, Revco
N. Rockbridge Plaza(24)	NA	Sheraton Furn., Dairy Queen
Oakland Vlg.(20)	NA	Kroger, Sport Shoe
Outlets Ltd. Mall	NA	Dress Barn, Georgia Girl
Peachtree Sq.	NA	Front Row, McDonald's
Pleasant Hill Mkt./Merchants Ctr.(25)	NA	Dunaway Drugs, Futurestore
Proctor Sq.(11)	NA	Winn-Dixie, Reed Drugs
Rivercliff Vlg.	NA	McKenzie Drugs
Rivermont Sq.	NA	Winn-Dixie, Eckerd
River Oak Vlg. (13)	NA	Winn-Dixie, Reed Drugs
Scenic Plz.(12)	NA	Quality Foods, Treasury Drugs
Scenic Sq.(8)	NA	Bi-Lo, Revco
Shannon Oaks(18)	NA	Winn-Dixie, Eckerd
Smokerise Plantation	NA	Malone's
Snellville Plz. (29)	NA	Turtles, Reed Drugs
Stonebridge Crossing	NA	Super Valu, Treasury Drug
Sunset Sq.(16)	NA	Revco
Village #2	NA	Turtles
Wisteria Vlg.	NA	Winn-Dixie, K mart

Principal Shopping Days-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Belk; Pool's; K mart 4; Roses; Richway 2; Wal-Mart 2; Sears 4; Rich's; Macy's; Mervyn's.

Variety Stores-Family Dollar 2.

Chain Supermarkets-Winn-Dixie 10; Big Star 3; Kroger 8; Super Valu 3; Futurestore 2; Cub Foods; Ingles 3; Bruno's; Bi-Lo.

Chain Drug Stores-Revco 9; Treasury 4; Reed's 7; Eckerd 8; Dunaway 2; Drug Emporium.

Other Chain Stores-Goodyear 3; Sherwin-Williams 2; Cato; Western Auto 2; Otasco; Firestone 2; Lowe's; Radio Shack 7; Williams Bros. Lumber 2; Toys 'R' Us; Branden's; Uptons; Bell's; Marci Imports; Pier 1 Imports; World Bazaar; Turtles 5; Baskin-Robbins 6; Georgia Girl 2; Downey Auto Parts 8; Nationwise Auto Parts 2; Service Mdse.; Bailey, Banks & Biddle; Zales; Baker Shoes; Butler Shoes; Marshalls; Lionel Play World; Home Depot; Levitz; Haverty's 2; Walther Furniture; Lechmere; Green Bros. 2; Pike Nurseries 2; Herman's Sporting Goods; CMC Stereo; Circuit City.

14 - NEWSPAPERS: GWINNETT DAILY NEWS (m) 50,214; (S) 44,548; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Thomas D. Jones, Pub., GWINNETT DAILY NEWS, 200 Hampton Green, Duluth, GA 30136; Tel. (404) 381-NEWS; FAX (404) 381-8535.

National Representative: U.S. Suburban Press.

GAINESVILLE

1 - LOCATION: Hall County. E&P Map B-2. County Seat. Commercial, industrial & recreational ctr. of the Lake Sidney Lanier & Georgia mountain area. Over 30 Fortune 500 Companies located in Hall Co. Leading Mfg. Poultry & Textiles. Adjacent 38,500 acre Lake Lanier. 50 mi. NE of Atlanta on Interstate Connector 985 and Hwy. 400.

2 - TRANSPORTATION: Railroad-Amtrak.

Intercity Bus Lines-Greyhound; American Trailway.

Motor Freight Carriers-21.

3 - POPULATION:
Corp. City 90 Cen. 17,885; E&P 92 Est. 18,406
NDM-ABC: (80) 43,646
RTZ-ABC: (80) 117,580
County 90 Cen. 95,428; E&P 92 Est. 99,317
Total NDM & RTZ-ABC: (80) 161,226

4 - HOUSEHOLDS:
City 90 Cen. 6,622; E&P 92 Est. 6,815
NDM-ABC: (80) 15,349
RTZ-ABC: (80) 39,403
County 90 Cen. 33,586; E&P 92 Est. 34,954
Total NDM & RTZ-ABC: (80) 54,752

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	N.A.
Commercial	8	N.A.

6 - PASSENGER AUTOS: Hall County 56,430

7 - ELECTRIC METERS: City & County 40,741

8 - GAS METERS: City & County 19,060

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Fiscal year 1988: Services 8,989; Retail Trade 7,093; Manufacturing 12,436; Public Administration 2,557; Wholesale Trade 2,284; Construction 1,964; Finance, Insurance & Real Estate 1,933; Agriculture 1,065; Transportation/Communication & Public Utilities 1,484; Total Employed Labor Force 39,848.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-69; Summer 57-96; Fall 46-91; Winter -3-67. First killing frost, Nov.; last killing frost, Mar.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Downtown Shopping Centers-Area Surrounding City Square includes: 5 blocks on Bradford Street; 4 on Main Street; 7 on Washington Street; 4 on Spring Street; 2 on Broad Street; 1 on Green Street.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Thompson Court (15)	2	
Washington Sq. (10)	2	Winn-Dixie
Washington Pl. (10)	2	Goody's
Blue Ridge(10)	4	Hancock Fabrics
Lanier Plz.(8)	3	Bi-Lo
Chatahoochee Pl. (10)	4	New Center
Merchants Crossing(10)	10	Big Star
College Sq (10)	10	
Gibson Shopping Ctr.(6)	3	Big Star, Big B
Big G Shopping Ctr.(10)	4	Big Star, Big G
Sherwood Plz. (10)	4	Roses, Eckerd
West Side(8)	4	Bell Foods
Northlake(10)	3	Revco
Lakeshore Vlg. (20)	3	
Wal-Mart(8)	5	Wal-Mart, Ingles
K mart(10)	5	K mart, Bi-Lo
Lakeshore Mall (90)	3	Roses, Belk, Sears, JCPenney, Revco

13 - RETAIL OUTLETS: Department Stores-JCPenney; Belk; Estes; Millner's; Sears; Burton's.

Discount Stores-Liquidation Mart; Big G; Family Dollar; Roses; K mart; Wal-Mart; Goody's.

Variety Store-Woolworth.

Chain Drug Stores-Revco; Eckerd; Big B.

Chain Supermarkets-A&P; Winn-Dixie; Big Star 4; Bi-Lo; Ingle's.

Other Chain Stores-Goodyear; Singer; Pic 'n Pay; Parks Lumber; Lowe's; Hancock Fabrics; Pearl Vision Ctr.; Bell Bros. Shoes; Moore-Handley; Radio Shack; Sound Shop; West Bldg. Supply; B. Dalton; The Limited; Brooks; Footlocker; Hecht Shoes; Turtles; County Seat; Zales; Beldon; Lerner.

14 - NEWSPAPERS: TIMES (e-mon to fri) 20,914; (S) 23,425; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Larry K. Whitaker, Adv. Dir., TIMES, 345 Green St.; PO Box 838, Gainesville, GA 30503; Tel. (404) 532-1234.

National Representatives: Gannett National Newspaper Sales; US Suburban Press; Georgia Newspaper Service.

GRIFFIN

1 - LOCATION: Spalding County, (In Atlanta MSA), E&P Map B-3, County Seat. 40 mi. S of Atlanta; 60 mi. NW of Macon. On U.S. Hwys. 16, 19, 41.

2 - TRANSPORTATION: Railroad-Southern.

Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:

Corp. City 90 Cen. 21,347; E&P 92 Est. 21,471
CZ-ABC: (80) 20,728
County 90 Cen. 54,457; E&P 92 Est. 55,742
RTZ-ABC: (80) 27,171
City & RTZ-ABC: (80) 47,899
MSA 90 Cen. 2,833,037; E&P 92 Est. 2,985,820

4 - HOUSEHOLDS:

City 90 Cen. 7,903; E&P 92 Est. 7,949
CZ-ABC: (80) 7,512
County 90 Cen. 20,194; E&P 92 Est. 20,671
RTZ-ABC: (80) 8,665
City & RTZ-ABC: (80) 16,177
MSA 90 Cen. 1,058,037; E&P 92 Est. 1,114,125

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	$114,000,000
Commercial	4	$365,000,000

6 - PASSENGER AUTOS: Spalding County 29,551

7 - ELECTRIC METERS: Residence 10,915

8 - GAS METERS: Residence 13,789

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textile 3,956; Brassieres 105; Hosiery 175; Metal Works 343.

10 - CLIMATE: Min. & Max. Temps.-N.A.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
N. Expressway Village	NA	Goody's
East Solomon	NA	Music Store
College Hill	NA	Ben Franklin
Experiment(5)	NA	Golden's Food
Market Sq.(11)	NA	
Spalding Village	NA	JCPenney, K mart
Northgate(13)	NA	Food Giant, Eckerd, Bakery
N. Griffin Sq.	NA	Belk, Sears, Piggly Wiggly
Ellis Crossing	NA	Wal-Mart, Winn-Dixie

Principal Shopping Days-Sun. thru Sat.

Stores Open Evenings-Food, Drug, K mart, Roses Belk, Wal-Mart.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Crouch; Goody's; Belk; Sears Surplus.

Variety Stores-McLellan; Roses.

Discount Stores-K mart; Signal Mills; Dollar General; Roses; Wal-Mart; Family Dollar.

Chain Drug Stores-Reeds; Eckerd; K mart; Hospital Discount; Drugs For Less.

Chain Supermarkets-Piggly Wiggly; Kroger; Food Giant; Winn-Dixie; Bi-Lo.

Other Chain Stores-Economy Auto; Diana Shops; Singer Co.; Western Auto; Friedman Jewelers; Rhodes Furniture; Heilig-Meyers Furn.; Goody's Men's & Women's Clothing; Farmers Furniture.

14 - NEWSPAPERS: NEWS (e) 12,401; (S) 11,551; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: John Hewitt, Adv. Dir., NEWS, 323 E. Solomon, PO Drawer M, Griffin, GA 30224; Tel. (404) 277-3276; FAX (404) 412-1678.

National Representative: Thomson Newspapers.

JONESBORO

1 - LOCATION: Clayton County, E&P Map B-3 (In Atlanta MSA). County Seat. Manufacturing & agriculture; 15 mi. S of Atlanta on U.S. Hwys. 19, 41, I-75; State Hwys. 54, 95, 138.

2 - TRANSPORTATION: Railroads-Southern; Louisville & Nashville.

Motor Freight Carriers-8.

Airlines-All major carriers, Atlanta airport.

3 - POPULATION:

Corp. City 90 Cen. 3,635; E&P 92 Est. 3,536
County 90 Cen. 182,052; E&P 92 Est. 188,240
MSA 90 Cen. 2,833,511; E&P 92 Est. 2,985,820

4 - HOUSEHOLDS:

City 90 Cen. 1,346; E&P 92 Est. 1,309
County 90 Cen. 63,882; E&P 92 Est. 66,053
MSA 90 Cen. 1,058,037; E&P 92 Est. 1,114,125

5 - BANKS	NUMBER	EST. DEP.
Commercial	10	N.A.

6 - PASSENGER AUTOS: Clayton County 137,998

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mfg. of Machinery, Hardware, Dies, Sheet Metal, Furn., Wood Prods.; Trans.; Farming.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-89; Summer 51-90; Fall 27-85; Winter 9-72. First killing frost, Oct. 3; last killing frost, Mar. 20.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southlake(110)	5	Sears, JCPenney, Macy's, Rich's
Arrowhead(25)	6	Food Giant, Reed, Richway
Tara(8)	NA	Food Giant
Village Sq.	NA	A&P

Other Nearby Shopping Centers-Forest Park 10 mi. N. of Jonesboro has five major shpg. ctrs. plus downtown shpg. district. Others in Morrow (5 mi.) & Riverdale (5 mi.).

13 - RETAIL OUTLETS: Department Stores-Belk; JCPenney; Macy's; Davidson's; Rich's; K mart; Richway.

Chain Supermarkets-Food Giant; A&P; Big Star; Winn-Dixie.

Chain Drug Stores-Eckerd; SupeRx; Revco; Treasury.

14 - NEWSPAPERS: NEWS/DAILY (e-mon to sat) 9,500; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Christal Evans, Adv. Dir., NEWS/DAILY, 138 Church St., Jonesboro, GA 30236; Tel. (404) 478-5753.

National Representative: American Newspaper Representatives.

LA GRANGE

1 - LOCATION: Troup County, E&P Map B-7, County Seat. 70 mi. SW of Atlanta; 105 mi. NE of Montgomery, AL; on U.S. Hwys. I-85, I-185; Georgia Hwys. 14, 19, 109, 219, 244; U.S. Hwys. 27 & 29.

2 - TRANSPORTATION: Railroad-Seaboard System.

Motor Freight Carriers-7.

Intercity Bus Line-Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 25,597; E&P 92 Est. 25,876
County 90 Cen. 55,536; E&P 92 Est. 56,608

4 - HOUSEHOLDS:

City 90 Cen. 9,477; E&P 92 Est. 9,580
County 90 Cen. 19,734; E&P 92 Est. 20,115

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$107,137,000
Savings & Loan	3	$17,004,000

6 - PASSENGER AUTOS: Troup County 29,090

7 - ELECTRIC METERS: Residence, City 7,697

8 - GAS METERS: Residence, City 5,835

9 - PRINCIPAL INDUSTRIES: Textile Mills; Bottling Plants; Roller Covering; Lumber & Boxes; Undergarments; Boats; Business Forms Printing; Polyethylene Film; Plastics; Hospital Care Apparel; Automobile Chrome; Gaskets; Carpet; Defense Missiles.

10 - CLIMATE: Min. & Max. Temps.-N.A.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Commerce Sq.	NA	Kroger, Wal-Mart
La Grange Plz. (14)	NA	Winn-Dixie, Eckerd
Commerce Vlg. (12)	NA	Treasury Drug
K mart	2	K mart, Big Star
Lee's Crossing	NA	Winn-Dixie, Revco
Commons	NA	JCPenney, Belk

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Belk; JCPenney; Mansour's; Soloman's.

Discount Stores-Top Dollar; K mart; Wal-Mart; Family Dollar.

Chain Drug Stores-Eckerd; Revco; Treasury.

Chain Supermarkets-Kroger; Food Giant; Winn-Dixie; Big Star; Goolsby.

Other Chain Stores-Charm Shop; Rhodes; Goodyear; Economy Auto; Busch's; Singer Co.; Kenwin; Lerner; Casual Corner; Firestone; Lowe's; West.

14 - NEWSPAPERS: NEWS (e) 15,700; sworn Feb. 5, 1991.

Local Contact for Advertising and Merchandising Data: Sue Long, Adv. Dir., NEWS, 105 Ashton St., La Grange, GA 30240; Tel. (404) 884-7311.

National Representative: General Advertising Service.

MACON

1 - LOCATION: Bibb County (In Macon-Warner Robins MSA). E&P Map B-3, County Seat. College and mfg. ctr. 92 mi. SE of Atlanta; 130 mi. SW of Augusta; 100 mi. NE of Columbus.

2 - TRANSPORTATION: Railroads-Norfolk Southern Corp.; CSX Trans., Inc.; Georgia Central Railway.

Motor Freight Carriers-53

Intracity Bus Lines-Greyhound; Georgia Trailways.

Airlines-Atlantic Southeast; CCAir.

3 - POPULATION:

Corp. City 90 Cen. 106,612; E&P 92 Est. 104,555
NDM-ABC: (80) 161,628
RTZ-ABC: (80) 400,177
MSA 90 Cen. 281,103; E&P 92 Est. 284,417
County 90 Cen. 149,967; E&P 92 Est. 149,793
NDM & Bal. in RTZ-ABC: (80) 561,805

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 39,472; E&P 92 Est. 38,710
County 90 Cen. 55,461; E&P 92 Est. 55,397
MSA 90 Cen. 104,191; E&P 92 Est. 105,429
NDM-ABC: (80) 56,222
Bal. in RTZ-ABC: (80) 131,087
NDM & Bal. in RTZ-ABC: (80) 187,309

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	1	N.A.
Commercial	12	N.A.

6 - PASSENGER AUTOS: Bibb County 81,927

7 - ELECTRIC METERS: Residence County 62,769

8 - GAS METERS: Residence County 42,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food & Kindred Prods. 2,183 ($476); Textile Mill Prods. 2,518 ($364); Apparel 1,398 ($224); Lumber, Wood Prods. (except furn.) 763 ($299); Paper & Allied Prods. 2,274 ($613); Printing & Publishing 1,000 ($338); Chemicals & Allied Prods. 360 ($374); Rubber & Plastic Prods. 381 ($299); Stone, Clay & Glass Prods. 1,307 ($442); Fabricated Metal Prods. 590 ($583); Machinery (except electrical) 487 ($439); Electrical Machinery 223 ($400); Transportation Equip. 3,104 ($488); Trans., Public Util. 6,299 ($492); Whol. Trade 5,225 ($414); Ret. Trade 23,729 ($195); Fin., Ins. & R.E. 6,957 ($386); Services 32,114 ($326); Gov't. 21,864 ($438).

Principal Pay Days-1st & 15th; Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-86; Summer 68-92; Fall 42-87; Winter 37-62. First killing frost, Nov. 8; last killing frost, Mar. 17.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Baconsfield	2	Kroger, Turtles
Bloomfield Vlg. (77)	7	Out Patient Med. Ctr., Treasury Drug, Out Patient Med-Ctr.,
Forest Hill Vlg.(10)	10	Revco
Ingleside Vlg.	3	Chi-chester's
K mart Pio Nono (5)	5	K mart
K mart Riverside (15)	4	K mart, Eckerd
Macon Mall(114)	7	Sears, JCPenney, Macy's, Belk-Matthew's
Market Sq.(10)	4	Revco, Piggly Wiggly, Wal-Mart
Shoppes at Bloomfield(8)	NA	Piggly Wiggly, Front Row
Wimbish Midtown(4)	NA	Linen Whse., Mole Hole, Mfg. Furn. Outlet
Northeast Plz. (33)	3	Western Auto, Roses, Eckerd
Northgate Vlg.(19)	9	Gold's Gym, Treasury Drug
Forsyth Landing	NA	Cellular One, Pizza Hut, Heavenly Ham, Ship & Shore
Ross Plz.	NA	Ross Dress for Less, Phar-Mor Drugs
Northpark Ret. Ctr.	NA	K mart, Kroger
Napier Sq.(16)	5	Piggly Wiggly, Family Dollar, Eckerd, Allied Dept.
Parkway Vlg.(10)	8	Kroger, Toys 'R' Us
Riverside Plz. (26)	6	Powell's Pharmacy
Rivoli Crossing (7)	7	Piggly Wiggly, Eckerd
Shurlington Plz. (16)	4	Food Max, Family Dollar
South Plz.(15)	6	Roses, General Dollar
Summit Ctr.(15)	7	Hancock Fabrics, Olive Garden Restaurant
Town & Country (12)	NA	Chi-Chester's, Farmer's Furn.
Wesleyan Station (7)	NA	Kroger, Turtles, Scotty's
Westgate Mall (12)	5	Scotty's, Wal-Mart, Burlington Coat Factory

Principal Shopping Days-Dept. Stores-Mon., Fri., Sat., Sun. Food Stores-Mon. through Sat.

Stores Open Evenings-Discount; Dept. Stores; Food.

13 - RETAIL OUTLETS: Department Stores-Macy's; Belk-Matthew's 2; JCPenney; Sears 2, Jos. N. Neel.

Discount Stores-K mart 4; Roses 2; Sam's Wholesale Club; Service Merchandise; Wilbros.

Variety Stores-McCrory; Family Dollar 3; Wal-Mart 4.

Chain Drug Stores-Chi-Chester's 4; Eckerd 7; Revco 6; Treasury Drug 2; Phar-Mor; K mart 2; Kroger 3; Wal-Mart 2; Medicine Shoppe.

Chain Supermarkets-Piggly Wiggly 13; Kroger 4; Neal's Red and White; Food Max 2; Food Fair.

Other Chain Stores-Rhode's; Friedman's; Lowe's; Thom McAn; Singer Center; Baker's; Zales; Radio Shack; Florsheim; Kinney's; Butler's; Western Auto; Casual Corner; West Lumber; Scotty's; Heilig-Meyers Furn.; The Limited; Limited Express; Victoria's Secret; Cato; Body Shop; Paul Harris Stores; Service Mdse.; Pep Boys; Naturalizer Shoes; Lerner Shops; Gap.

14 - NEWSPAPERS: THE MACON TELEGRAPH (m) 75,263; (S) 100,406; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Ronald A. Miller, Adv. Dir., THE MACON TELEGRAPH, 120 Broadway, Macon, GA 31213;

National Representative: Newspapers First.

MARIETTA

1 - LOCATION: Cobb County (In Atlanta MSA). E&P Map B-2. County Seat. 20 mi. NW of Atlanta; on U.S. Hwy. 41 & State Hwys. 120, 5; I-75, I-285, I-575.

2 - TRANSPORTATION: Railroads-Southern System; CSX Distribution Servs.

Motor Freight Carriers-37.

Intercity Bus Line-Southern Greyhound.

Airlines-Delta; United; TWA; Northwest; (Hartsfield International in Atlanta); USAir; KLM; SwissAir; Continential.

3 - POPULATION:

Corp. City 90 Cen. 44,129; E&P 92 Est. 46,789
NDM-ABC: (80) 297,718
MSA 90 Cen. 2,833,511; E&P 92 Est. 2,985,820
County 90 Cen. 447,745; E&P 92 Est. 483,565

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 16,338; E&P 92 Est. 17,323
County 90 Cen. 167,688; E&P 92 Est. 181,103
MSA 90 Cen. 1,058,037; E&P 90 Est. 1,114,125
NDM-ABC: (80) 106,595

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	11	N.A.
Commercial	10	N.A.

6 - PASSENGER AUTOS: Cobb County 298,803

7 - ELECTRIC METERS: Residence 55,368

8 - GAS METERS: Residence 22,162

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Aircraft 11,000; Textile 2,400.

10 - CLIMATE: Av. Annual Temp. 61.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Cumberland(145)	NA	Macy's, Rich's, JCPenney, Sears
Akers Mill	NA	K mart, Big Star
Town Ctr.(160)	NA	Mervyn's, Macy's, Rich's, Sears
Merchant's Walk	NA	Treasury Drugs, Bruno's
Market Sq.(20)	NA	Big Star, Winn-Dixie
Loehmann's Plz.	NA	
Outlet Ltd. Mall	NA	Shoe Emporium
Blackwell Sq.(26)	NA	A&P, Eckerd
Galleria	NA	
Belmont Hills	NA	Kroger
Westside(21)	NA	Big Apple
Cobb Pl.	NA	Service Merchandise, Uptons

Principal Shopping Days-Thur., Fri., Sat., Sun.

Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Rich's; Macy's; Mervyn's; Target; Uptons.

Discount Stores-K mart; Wal-Mart; Circuit City.

Variety Store-Woolworth.

Chain Drug Stores-Eckerd; Revco; Treasury; Drug Emporium.

Chain Supermarkets-A&P 4; Kroger 9; Winn-Dixie; Cub Food; Pace Whse.; Bruno's.

Other Chain Stores-Lionel Playworld; Service Mdse.; Zales; Citizen's; Firestone; Marshalls; Uptons; Toys 'R' Us.

14 - NEWSPAPERS: JOURNAL (m) 27,183; (S) 27,372; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Terry Smith, V.P./Sales, JOURNAL, 580 Fairground St., Marietta, GA 30060; Tel. (404) 428-9411.

National Representative: U.S. Suburban Press.

MILLEDGEVILLE

1 - LOCATION: Baldwin County. E&P Map C-3. County Seat. Central portion of state.

2 - TRANSPORTATION: Railroads-Central of GA (subsidiary of Southern); Georgia Railroad (component of Atlantic Coast Line & Louisville & Nashville).

Motor Freight Carriers-6.

Intercity Bus Lines-Greyhound; Continental Trailways.

Airlines-Nearby airport in Macon.

3 - POPULATION:

Corp. City 90 Cen. 17,727; E&P 92 Est. 18,837
County 90 Cen. 39,530; E&P 92 Est. 40,483

4 - HOUSEHOLDS:

City 90 Cen. 6,563; E&P 92 Est. 6,974
County 90 Cen. 14,256; E&P 92 Est. 14,600

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$225,000,000
Savings & Loan	1	$52,000,000

6 - PASSENGER AUTOS: Baldwin County 17,380

7 - ELECTRIC METERS: Residential 11,716

8 - GAS METERS: Residential 7,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Gov't 6,000; Textile Mfg. 2,000; Non-electric Mach. 1,400; Trans. Equip. 545; Health & Educ. 1,105; Apparel 120.

Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Av. Mean & Max. Temp.-Jan. 38 to 60; July 70 to 92.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Center-6 blocks downtown; Hatcher Sq. Mall (40 stores); Old Capital Sq. (18 stores).

Neighborhood Shopping Center-Town & Country (10 stores).

Nearby Shopping Center

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Macon Mall(100)	40	Sears, JCPenney, Belk, Macy's

Stores Open Evenings-Mall Mon. through Sat. until 9; Sun. 1-6 (majors).

13 - RETAIL OUTLETS: Department Stores-JCPenney; Belk-Matthews.

Discount Stores-K mart; Wal-Mart.

Chain Drug Stores-Eckerd; Revco; Treasury; Big B.

Chain Supermarkets-A&P; Piggly Wiggly 2; Bi-Lo; Winn-Dixie; Food Lion.

Other Chain Stores-Goodyear; Firestone; Eleanor Shop; Sears (catalog); Friedman's Jewelers; Kinney Shoes; Pic 'n Pay Shoes; Vicki-V; Curtis Mathes; Radio Shack.

14 - NEWSPAPERS: UNION-RECORDER (m-tues to sat) 8,143; sworn Sept. 22, 1990.

Local Contact for Advertising & Merchandising Data: Wendell Spivey, Adv. Dir., UNION-RECORDER, Union Recorder Plaza, Milledgeville, GA 31061; Tel. (912) 452-0567.

National Representative: Newspapers First.

MOULTRIE

1 - LOCATION: Colquitt County. E&P Map B-5. 210 mi. S of Atlanta; 175 mi. NW of Jacksonville; 65 mi. NE of Tallahassee.

2 - TRANSPORTATION: Railroads-Southern; SCL; Georgia Northern.

Motor Freight Carriers-7.

Intercity Bus Line-Trailways.

3 - POPULATION:

Corp. City 90 Cen. 14,865; E&P 92 Est. 14,696
County 90 Cen. 36,645; E&P 92 Est. 36,878

4 - HOUSEHOLDS:

City 90 Cen. 5,504; E&P 92 Est. 5,441
County 90 Cen. 13,291; E&P 92 Est. 13,376

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$111,000,000
Savings & Loan	3	$58,943,000

6 - PASSENGER AUTOS: Colquitt County 17,503

7 - ELECTRIC METERS: Res. County 12,920

8 - GAS METERS: Res. City 3,545

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Garments 1,733 (N.A.); Metal Working 668 ($189); Mobile Homes 360 ($225); Textiles 355 ($194); Meat Packing 260 ($336); Lumber 418 ($199); Can Co. 200 ($350).

Principal Pay Days-Fri., Sat., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-94; Summer 68-102; Fall 47-85; Winter 26-68. First killing frost, Nov. 15; last killing frost, Mar. 15.

11 - TAP WATER: Hard; natural fluoridation.

12 - RETAILING: Principal Shopping Centers-20 blocks on Main St.; 1st St.; Central Ave. and 1st Ave.

Principal Shopping Days-Thur., Fri., Sat.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Sunset Plz.(20)	2	Piggly Wiggly, Belk-Hudson
Moultrie Plz.	1	Harvey's, Roses
Market Place Center(15)	1	Winn-Dixie, Revco Drugs

13 - RETAIL OUTLETS: Department Stores-Friedlander; Roses; Lazarus; Family Dollar; Belk-Hudson; Allied.

Discount Store-Wal-Mart.

Chain Drug Stores-Revco; Big B.

Chain Supermarkets-Winn-Dixie; Harvey's; Piggly Wiggly; Food King; IGA.

Other Chain Stores-Lowe's; Stone; Firestone; Sears; Dick Causey Shoes; Payless Shoes; Pick and Pay; Skinners Furn.; Babcock Furn.; Shoe Flair; White Auto; Western Auto; Behr's; Traffic Light.

14 - NEWSPAPERS: OBSERVER (m) 8,500; sworn Feb. 5, 1991.

Local Contact for Advertising and Merchandising Data: Jeff Heard, Mktg. Dir., OBSERVER, 25 N. Main St., Moultrie, GA 31768; Tel. (912) 985-4545; FAX (912) 985-3569.

National Representative: Landon Associates.

ROME

1 - LOCATION: Floyd County. E&P Map A-2. 65 mi. bet. Atlanta and Chattanooga.

2 - TRANSPORTATION: Railroad-Southern.

Motor Freight Carriers-27.

Intercity Bus Line-Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 30,326; E&P 92 Est. 30,460
County 90 Cen. 81,251; E&P 92 Est. 81,576

4 - HOUSEHOLDS:

City 90 Cen. 11,228; E&P 92 Est. 11,278
County 90 Cen. 30,430; E&P 92 Est. 30,552

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$632,756,079
Savings & Loan	2	$329,359,625

6 - PASSENGER AUTOS: Floyd County 46,293

7 - ELECTRIC METERS: County 35,532

8 - GAS METERS: County 21,959

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Retail Trade 6,336 ($535); Textiles 4,280 ($354); Health Services 3,824 ($416); Educational Services 2,969 ($344); Fed./State/Local Gov't 1,869 ($358); Transp./Public Util. 1,509 ($535); Contract Construction 1,428 ($330); Food & Kindred 1,364 ($394); Fin., Ins. & R.E. 1,143 ($368); Paper & Allied 1,019 ($710).

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-78; Summer 78-89; Fall 32-70; Winter 32-42. First killing frost, Nov. 15; last killing frost, Apr. 6. Av. Temp. 62; Av. Rainfall 53 in.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Broad St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Alto(7)	2	Higgin's Shoes,

		Super D, Rome Paint & Wall Covering Ctr.
Central Plz.(17)	1	Waldenbooks, Treasury Drugs, Sherwin-Williams, Big Star, Hardin's
Etowah Crossing (16)	1	Big Lots, K mart, Kroger, Goody's
Mapleton(5)	2	Piggy Wiggly, Eckerd
North Broad(6)	1	GMC Valu Mart, U-Can Rent
Oak Brook Sq.	2	Piggly Wiggly, Brocks, Jewelry Ctr., Rite Aid Drugs, It's My Party
Village Plz.(6)	1	Village Theatres, Kentucky Fried Chicken, Shoney's
West End Plz.(8)	3	Micro-Age, Computers, Subway, Part City, U-Can-Rent
W. Town Sq.(20)	4	Wal-Mart, Food Max, Blockbuster Video, Treasury Drugs, Georgia Girl, Chupp's Interiors, Burger King, Kentucky Fried Chicken
Gala Plz.(19)	4	Revco, Hancock Fabrics, The Crate, Po' Folks, Dollar General
K mart Plz.(2)	4	K mart
Mt. Berry Sq. (904)	6	Hess's, JCPenney, Belk, Sears, Lerner Stuarts, Footlocker, Limited Express
Riverbend(50)	1	Hess's, Belk, Radio Shack, Zales, GNC, Kay Bee Toys, Hallmark, Baskin-Robbins

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Belk 2; Hess's 2; H. Kessler & Co.; Koman's; JCPenney; Sears.
Variety Store-City Trade Center.
Discount Stores-Big Lots; Dollar General 2; Family Dollar 3; K mart 2; Super Discount 3; Wal-Mart Discount City.
Chain Drug Stores-Big B 4; Drug World; Eckerd 2; Revco 4; Treasury 2; Thrift-D; Valu-Rite 3.
Chain Supermarkets-Big Star; Food Max; Kroger 2; Piggly Wiggly 3; Warehouse Groceries.
Other Chain Stores-Ace Hardware; Aladdin's Castle; Arby's; The Banker's Note; Blimpie; Blockbuster Video; Bojangles; Burger King 2; Captain D's Seafood; The Crate 2; Dairy Queen 2; Del Taco 2; Fantastic Sam's; Farmer's Furniture; Firestone; General Tire; Georgia Girl Fashions; Gilman Paints; Golden Gallon Food Stores 7; Goodyear Auto Service Center; Hardee's 2; Heilig-Meyers Furniture; Hickory Hams; Huddle House Restaurant; Hungry Harvey Food Stores 14; Ivan Allen Co.; Krystal Co. 2; Long John Silver's Seafood 2; Lowe's Building Center; McDonald's 2; Midas Muffler & Break Co.; Mrs. Winner's Chicken & Biscuits; Pizza Hut 2; Rave; Red Lobster; Ryan's Steak House; Subway Sandwiches & Salads 2; Taco Bell; Turtle's Records & Tapes; Uniglobe Preferred Travel; Waffle House, Inc. 2 ; Wendy's 2; Western Sizzlin' Steak House.

14 - NEWSPAPERS: NEWS-TRIBUNE (e-mon to fri; S) 19,311; sworn Sept. 27, 1990.
Local Contact for Advertising and Merchandising Data: Marvin N. Richards, Adv. Dir., NEWS-TRIBUNE, 305 E. 6th Ave., PO Box 1633; Rome, GA 30162-1633; Tel. (404) 291-6397; FAX (404) 232-9632.
National Representative: None.

SAVANNAH

1 - LOCATION: Chatham County (In Savannah MSA). E&P Map D-4. County Seat, Seaport, industrial center. On U.S. Hwys. 17, 17-A, 80, I-16, I-95. State Hwys. 21 & 26.

2 - TRANSPORTATION: Railroads-CSX Line; Norfolk Southern.
Motor Freight Carriers-87.
Freight Steamship Lines-20 Steamship Agents.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Eastern; Delta; American; Piedmont; United; Continental; Midway.

3 - POPULATION:
Corp. City 90 Cen. 137,560; E&P 92 Est. 136,794
CZ-ABC: (80) 182,653
RTZ-ABC: (80) 522,258
County 90 Cen. 216,935; E&P 92 Est. 219,864
MSA 90 Cen. 242,622; E&P 92 Est. 246,998
City & RTZ-ABC: (80) 704,911
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 50,930; E&P 92 Est. 50,647
County 90 Cen. 79,713; E&P 92 Est. 80,789
MSA 90 Cen. 88,051; E&P 92 Est. 89,597
CZ-ABC: (80) 64,783
RTZ-ABC: (80) 169,110
City & RTZ-ABC: (80) 233,893

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	4	N.A.
Commercial	13	$1,278,190,800

6 - PASSENGER AUTOS: Chatham County 121,746

7 - ELECTRIC METERS: 102,154

8 - GAS METERS: Residence 56,198

9 - PRINCIPAL INDUSTRIES: industry, No. of Wage Earners-Durable Goods: Lumber 1,300; Trans. Equip. 4,700; Others 2,000. Non-Durable Goods: Food 1,900; Chem. 1,500; Petroleum 600; Paper 4,300.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-89; Summer 67-91; Fall 45-85; Winter 38-78. First killing frost, Nov. 26; last killing frost, Mar. 3.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks on Broughton St., 2 W on Broad St.; 2 E on Broad St.; Abercorn & White Bluff Rd.
Neighborhood Shopping Centers-Bull & Henry; Waters Ave. 37 to Victory Dr.; Abercorn at Victory Dr.; Skidaway Rd. & Victory Dr.; Habersham & 63 St.; White Bluff Rd. & DeRenne Ave.; Waters Ave. at Montgomery Crossroads Hwy. 80 at traffic circle; Waters Ave. at 64; White Bluff Rd. & Montgomery Crossroads

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Chatham Plz.(26)	NA	Wal-Mart, Firestone
Crossroads(13)	NA	Woolworth, Belk
De Renne Globe (13)	NA	Parts World
Eisenhower Sq. (10)	NA	Food Lion
Forest City(7)	NA	Gurley's
Habersham(14)	NA	Red & White, Eckerd, Lowe's
Largo Plz.(7)	NA	Piggly Wiggly, Wal-Mart
Mall Vlg.(8)	NA	La-Z-Boy
McAlpin Sq.(12)	NA	Wal-Mart, Kroger
Medical Arts(18)	NA	Revco, Byrd Bros. Mkt.
Andy's Ctr.	NA	Andy's Mkt.
Oakhurst(21)	NA	Parker's Mkt.
Oglethorpe Mall (140)	NA	Sears, Belk, JCPenney, Maas Bros.
Victory Sq.(10)	NA	JCPenney, Maas Bros.
Savannah Ctr.(15)	NA	Foodlion, Eckerd, TJ. Maxx, Ross
Market Walk(10)	NA	
Twelve Oaks(15)	NA	Pier 1 Imports
Picadilly Sq.(14)	NA	Carriage House, Peachtree Spa
Traffic Circ.(6)	NA	
Twelve Oaks(25)	NA	Ashby's
Loehmann's Plz. (15)	NA	Loehmann's
Victory Dr.(12)	NA	Linen Fair
Victory Mall(2)	NA	K mart, Eckerd
West Side(21)	NA	Revco, Woolworth
Wilmington Is. (8)	NA	Piggly Wiggly
Savannah Mall	NA	J.B. White, Belk, Mont. Ward
Savannah Crossing	NA	Food Lion
Windsor Forest (7)	NA	

Principal Shopping Days-Dept.: Mon., Fri., Sat.; Food: Wed., Thur., Fri., Sat.
Stores Open Evenings-Dept., downtown, Fri.; Shopping Centers-Nightly.

13 - RETAIL OUTLETS: Department Stores-Jordon Marsh; JCPenney; Sears; Belk 2; J.B. White.
Discount Stores-K mart (Kresge) 2; Wal-Mart 3; Service Merchandise; Kroger; Sav-On 2.
Variety Stores-S.H. Kress; McCrory 2; Woolworth 3.
Chain Drug Stores-Revco 11; Eckerd 3; Phar-Mor.
Chain Supermarkets-Kroger; Sav-On 2; Piggly Wiggly 8; M&M 8; Red & White; Foodlion 5.
Other Chain Stores-Schwobilt Store; Butler; Thom McAn; Hardy Shoes; Women's: Fine's, Asher's, Town & Country, Lady Jane, Eleanor Shop, Lerner Shops, Smart & Thrifty, Diana; Furniture: Haverty, Chatham, Maxwell Bros., Carriage House, McDuff's, Rhodes; Auto Supplies: Western Auto 4; Firestone; Goodyear 3; Autozone; Nationwide; Parts City.

14 - NEWSPAPERS: MORNING NEWS (m-mon to fri) 56,443; (sat) 77,840; (S) 81,262; EVENING PRESS (e) 18,019, Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: G.M. Bucky Johnson, Adv. Dir., NEWS-PRESS, 105-111 W. Bay St.; PO Box 1088, Savannah, GA 31402; Tel. (912) 236-9511.
National Representative: Branham/Newspaper Sales.

STATESBORO

1 - LOCATION: Bulloch County, E&P Map D-3, D-4. County Southeast section, 53 mi. NW of Savannah; On U.S. Hwys. 80, 301 and 25; State Hwy. 67, 73, 26 and 24.

2 - TRANSPORTATION: Railroad-Norfolk-Southern.
Motor Freight Carriers-7.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 15,854; E&P 92 Est. 16,052
County 90 Cen. 43,125 E&P 92 Est. 44,562
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 5,870; E&P 92 Est. 5,943
County 90 Cen. 15,553; E&P 92 Est. 16,071

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$340,000,000
Savings & Loan		

6 - PASSENGER AUTOS: Bulloch County 19,596

7 - ELECTRIC METERS: Residence 18,359

8 - GAS METERS: Residence 2,792

9 - PRINCIPAL INDUSTRIES: Meters; Malleable Iron Castings; Garments; Lumber; Food Proc.; Meat Proc.; Plastic Extrusions; Valves; Scissors; Shears.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Jan. 20-70; July 60-105. First killing frost, Nov. 20; last killing frost, Feb. 20.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-10 blocks downtown; College Plaza, 13 units; Statesboro Mall, 32 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
College Plz.	1	Rite Aid, Piggly Wiggly, Roses
Simmons	NA	Sears, IGA
Statesboro(29)	2	Belk, Revco, JCPenney, Wal-Mart
University Plz.	2	
Gentilly	2	Winn-Dixie, Eckerd
Bi-Lo Plaza	1	Revco, Bi-Lo, Family Dollar
Statesboro Sq.	2	Food Lion, Little Caesar's
Southern Sq.	2	Food Max, Turtles

13 - RETAIL OUTLETS: Department Stores-Belk; JCPenney; Goody's.
Variety Stores-Roses; Wheelers; K mart; Wal-Mart.
Chain Drug Stores-Rite Aid; Revco; Eckerd.
Chain Supermarkets-Winn-Dixie; Piggly Wiggly; Bi-Lo; Kroger; Food Max; Food Lion.
Other Chain Stores-Goodyear; Firestone; Radio Shack; Wheelers; Friedman Jewelers; Heilig-Meyers; West; Turtles; Pic 'n Pay; Kinney Shoes; Kay Bee Toys.

14 - NEWSPAPERS: HERALD (m) 7,504; (S) 7,287; sworn Sept. 28, 1990.
Local Contact for Advertising and Merchandising Data: Ron Strokes, Operations Mgr., HERALD, One Herald Sq., Statesboro, GA 30458; Tel. (912) 764-9031.
National Representatives: Landon Associates; Morris Newspaper Corp.

THOMASVILLE

1 - LOCATION: Thomas County, E&P Map B-5. In extreme SW part of state; 60 mi. S of Albany; 240 mi. S of Atlanta; 219 mi. W of Savannah; 160 mi. W of Jacksonville; 35 mi. N of Tallahassee.

2 - TRANSPORTATION: Railroad-CSX.
Motor Freight Carriers-3.
Intercity Bus Line-Trailways.
Airport-Thomasville Municipal Airport.

3 - POPULATION:
Corp. City 90 Cen. 17,457; E&P 92 Est. 17,256
CZ-ABC: (80) 18,463
RTZ-ABC: (80) 39,480
County 90 Cen. 38,986; E&P 92 Est. 39,168
City & RTZ-ABC: (80) 57,943
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 6,463; E&P 92 Est. 6,389
County 90 Cen. 13,834; E&P 92 Est. 13,898
CZ-ABC: (80) 6,433
RTZ-ABC: (80) 12,976
City & RTZ-ABC: (80) 19,409

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$148,438,000
Savings & Loan	2	$78,214,682

6 - PASSENGER AUTOS: Thomas County 20,061

7 - ELECTRIC METERS: Residence 12,185

8 - GAS METERS: Residence 4,498

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Thread 250; Women's Garment's 386; Bread and Cakes 615; Meat and Poultry Packing 1,200; Lumber and Woodworking 1,000; Motor and Mobile Homes 251; Women's Sleepwear 200; Crate and Basket 278; Mining 320; Natural Gas Dist. 10; Plastics 247; Home Furnishings 148; Distribution 550; Medical 1,200.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: First killing frost, Dec. 1; last killing frost, Mar. 3.

11 - TAP WATER: Alkaline.

12 - RETAILING: Principal Shopping Centers-20 blocks on five streets; one large regional shopping ctr. 7 small strip ctrs.

13 - RETAIL OUTLETS: Department Stores-Belk-Hudson; Wal-Mart; Neel's; JCPenney.
Variety Stores-McCrory-McLellan; Sears (catalog).
Discount Stores-Roses; K mart; Wal-Mart.
Chain Drug Stores-Thomas 2; Revco; Trumarx; Big B; Rite Aid.
Chain Supermarkets-Winn-Dixie; Harvey's; Piggly Wiggly.
Independent Supermarkets-Bob's; Arnold's.

Other Chain Stores-Goodyear; Diana Shop; Top Dollar; Radio Shack; Friedlander's Fashion Shoppe; Mangel's; Pick 'n Pay; Sherwin-Williams; Badcock Furn.; Stone's; Shoe Box; Shoe Flair; Al Dixon; Kres Jewelers; Skinner Furn.; Bumper-to-Bumper; Lowe's; Wight's; Payless Shoes; Cato; Wall Tire Servs; Feinberg Furniture 3.

14 - NEWSPAPERS: TIMES-ENTERPRISE (e-mon to fri) 11,064; (m-sat) 11,149; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Daniel E. Sutton, Adv. Mgr., TIMES-ENTERPRISE, PO Box 650, Thomasville, GA 31799; Tel. (912) 226-2400.

National Representative: Thomson Newspapers.

TIFTON

1 - LOCATION: Tift County, E&P Map C-4, County Seat. 98 mi. S of Macon; on U.S. Hwys. 41, 82, 319, I-75; State Hwys. 7, 35, 50, 125.

2 - TRANSPORTATION: Railroads-Family Lines System; Southern.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound, North and South; Tamiami Trailways, East and West.

3 - POPULATION:
Corp. City 90 Cen. 14,215; E&P 92 Est. 14,308
County 90 Cen. 34,998; E&P 92 Est. 35,418
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 5,263; E&P 92 Est. 5,297
County 90 Cen. 12,050; E&P 92 Est. 12,194

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$211,243,186
Savings & Loan	2	$75,000,000

6 - PASSENGER AUTOS: Tift County 17,378

7 - ELECTRIC METERS: Residence 13,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Woolen Textiles 800 ($200); Cotton Yarn 395 ($200); Concrete Prods. 165 ($175); Seed Shellers 130 ($140); Metal Prods. 450 ($225); Feed, Flour 120 ($150); Clothing 700 (N.A.); Veg. Plants (In Season) 1,000 ($150); Fork Lifts 114 ($135); Paper Prods. 200 ($200).

10 - CLIMATE: Min. & Max. Temp.-Spring 53-73; Summer 67-86; Fall 54-75; Winter 30-63. First killing frost, Nov. 15, last killing frost, Mar. 21.

11 - TAP WATER: Hard.

12 - RETAILING: Principal Shopping Center-K mart, 2nd St. & I-75; Seventh St., Main St.; 12th St. Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brinntown(6)	NA	Tifton Laundry, Underwood Carpet
Tift Town(9)	NA	Big Star, Sears, Family Dollar, Behrs
Titus(7)	NA	E-Z Food
Town & Country(25)	NA	Roses, Winn-Dixie, Eckerd, Radio Shack, Belk-Hudson, Cato

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-9 p.m.

13 - RETAIL OUTLETS: Department Stores-Belk-Hudson; Big Store; Moores; Behrs; Cato; Neels; Vogue.
Discount Stores-Roses; Pic 'n Save; K mart; Family Dollar; Wal-Mart.
Chain Drug Stores-Walgreens; Rexall; Eckerd; Revco; Cox's; Big B.
Chain Supermarkets-Harvey's; Big Star; Winn-Dixie; Piggly Wiggly.

14 - NEWSPAPERS: GAZETTE (e) 10,000; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Randy Blalock, Display Adv. Mgr., GAZETTE, 211 N. Tift Ave. Tifton, GA 31794; Tel. (912) 382-4321.

National Representative: Thomson Newspapers.

VALDOSTA

1 - LOCATION: Lowndes County, E&P Map C-5, County Seat.

2 - TRANSPORTATION: Railroads-S.C.L.; Southern; Valdosta Southern.
Motor Freight Carriers-9.
Intercity Bus Lines-Trailways; Greyhound.
Airline-ASA.

3 - POPULATION:
Corp. City 90 Cen. 39,806; E&P 92 Est. 40,248
CZ-ABC: (80) 37,596
RTZ-ABC: (80) 97,944
County 90 Cen. 75,981; E&P 92 Est. 77,565
City & RTZ-ABC: (80) 135,540

4 - HOUSEHOLDS:
City 90 Cen. 14,738; E&P 92 Est. 14,901
County 90 Cen. 26,226; E&P 92 Est. 26,773
CZ-ABC: (80) 12,800
RTZ-ABC: (80) 32,218
City & RTZ-ABC: (80) 45,018

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	$112,300,000
Commercial	4	$198,942,039

6 - PASSENGER AUTOS: Lowndes County 38,945

7 - ELECTRIC METERS: Residence 18,533

8 - GAS METERS: Residence County 10,506

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric. 1,190; Paper & Allied 1,227; Apparel & Textile 1,310; Printing 169; U.S. Air Force 3,500; Constr. 1,772.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-95; Summer 59-95; Fall 61-98; Winter 25-93. First killing frost, Oct. 29; last killing frost, Mar. 25.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-2 blocks on N & S Patterson & Ashley, E & W Hill Ave., E & W Central St.; North Ashley & Park; Brookwood & N Patterson, Five Points.

Principal Shopping Days-Mon., Fri., Sat.
Neighborhood Shopping Centers-Gordon and North Ashley; Park & N. Ashley; Brookwood & N. Patterson; Bay Tree Rd., E. Ann & N. Troup; Park & Forrest.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bay Tree(8)	NA	Walt's IGA
Brookwood(14)	NA	Woolworth
Castle Park(63)	NA	Harvey's Mkt., Pic 'n Pay
Five Points(20)	NA	K mart, Harvey's Mkt., Farmer's Furniture
Valdosta Mall (40)	NA	Sears, Eckerd, Belk-Hudson, JCPenney, Wilbro
Mill Store Plz.(46)	12	West Point Pepperell, Converse, Oneida, Revere Ware, Lenox, Kuppenheimer's

13 - RETAIL OUTLETS: Department Stores-Belk-Hudson; Varnedoe; JCPenney; Sears; Schwartz; Neel's; Famous Store.
Variety Stores-McCrory; Woolworth.
Discount Stores-Robert Reddick; Family Dollar; Thrifty; K mart; Pic 'n Pay; Wal-Mart.
Chain Drug Stores-Giles Rexall; Bel Lile Rexall; Service Rexall; Eckerd; Pic 'n Save 2; Barnes 3; Economy Drugs; Big B 3.
Chain Supermarkets-Harvey's 2; Winn-Dixie 3; Piggly Wiggly 2; Food Lion; Red & White.
Other Chain Stores-Diana (women's wear); Goodyear; Zales; Badcock Furn.; Butler's; Mather; Rhodes; Farmer's Furniture; Western Auto; Payless Shoes.

14 - NEWSPAPERS: TIMES (m) 19,913; (S) 19,784; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Robert F. Morrell, Pub. & Gen. Mgr., TIMES, 201 N. Troup St.; PO Box 968, Valdosta, GA 31603; Tel. (912) 244-1880.

National Representative: Thomson Newspapers.

WARNER ROBINS

1 - LOCATION: Houston County. (In Macon-Warner Robins MSA). E&P Map B-3. 20 mi. S of Macon.

2 - TRANSPORTATION: Railroad-SOU.
Intercity Bus Line-Greyhound.
Motor Freight Carriers-9.
Airlines-Delta; Piedmont.

3 - POPULATION:
Corp. City 90 Cen. 43,726; E&P 92 Est. 44,493
MSA 90 Cen. 281,103; E&P 92 Est. 284,417
NDM-ABC: (80) 62,152
County 90 Cen. 89,208; E&P 92 Est. 91,475
Bal. in RTZ-ABC: (80) 12,226
NDM & Bal. in RTZ-ABC: (80) 74,378
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 16,189; E&P 92 Est. 16,473
County 90 Cen. 33,031; E&P 92 Est. 33,870
MSA 90 Cen. 104,191; E&P 92 Est. 105,429
NDM-ABC: (80) 20,551
Bal. in RTZ-ABC: (80) 3,966
NDM & Bal. in RTZ-ABC: (80) 24,517

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: Houston County 51,238

7 - ELECTRIC METERS: Residence 22,517

8 - GAS METERS: Residence 16,631

9 - PRINCIPAL INDUSTRIES: Mfg. of Aircraft Parts; Glass Bottles; Cans; Machine Shop Work; Beer; Hi-Tech; Agric. Area: Peaches, Cotton, Watermelon, Wheat, Pecans, Peanuts; Home of Robins Air Force Base-20,000 personnel, mostly civilian; Southeastern Museum of Aviation.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-68; Summer 69-93; Fall 56-80; Winter 37-61. First killing frost, Nov. 10; last killing frost, Mar. 19.

11 - TAP WATER: Wells.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Houston Mall(40)	NA	Belk, Sears, Eckerd, Radio Shack
Williams Plz (23)	NA	Nationwise Auto Parts, Self Furn., Dollar General
Northgate(10)	NA	Giant Discount Foods, Family Dollar
K mart(2)	NA	K mart, Heilig-Meyers
Parkway Station (3)	NA	Kroger, Piggly Wiggly, Rite Aid Drugs
Piggly Wiggly Plaza(10)	NA	Piggly Wiggly, Revco, Radio Shack
Houston Crossing (10)	NA	Bi-Lo, Drugs For Less
Watson Central	NA	Wal-Mart, Winn-Dixie, Scotty's, Cato, Western Auto

13 - RETAIL OUTLETS: Department Stores-Belk, Sears.
Discount Stores-K mart; Family Dollar; Dollar General; Wal-Mart.
Chain Drug Stores-Eckerd; Revco 2; Drugs for Less, Rite Aid Drugs.
Chain Supermarkets-Winn-Dixie; Family Mart; Piggly Wiggly 4; Kroger; Foodworld.
Other Chain Stores-Hancock Fabrics; Friedmans Jewelers; Playland; Radio Shack; Sherwin-Williams; Haverty's Furn.; Shoes: Barrett, Payless; Auto: Goodyear, Firestone, Wall Tire, Mike Houston Autocare, Western Auto.

14 - NEWSPAPERS: SUN (e-mon to fri) 9,246; (S) 9,913; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Gary McDuffle, Adv. Dir., SUN, 1553 Watson Blvd.; PO Box 6129, Warner Robins, GA 31095-6129; Tel. (912) 923-6432.

National Representative: Landon Associates.

WAYCROSS

1 - LOCATION: Ware County, E&P Map C-5, County Seat. 76 mi. N of Jacksonville; 106 mi. SW of Savannah; 158 mi. S of Macon. On State Hwys. 4, 19, 38, 50, 122; U.S. Hwys. 1, 23, 82, 84.

2 - TRANSPORTATION: Railroad-CSX Trans.
Intercity Bus Lines-Greyhound; Trailways.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 90 Cen. 16,410; E&P 92 Est. 15,818
County 90 Cen. 35,471; E&P 92 Est. 35,141
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 6,076; E&P 92 Est. 5,856
County 90 Cen. 12,525; E&P 92 Est. 12,409

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$1,900,000,000
Commercial	4	$144,700,000

6 - PASSENGER AUTOS: Ware County 16,890

7 - ELECTRIC METERS: Residence 13,097

8 - GAS METERS: Residence 5,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Railroad 2,000; Lumber & Plywood 530; Mobile Homes 500; Naval Stores 200; Cigar Mfg. 275; Dryer Felts for Paper Industry 210; Apparel 420; Rubber Products 65.
Principal Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-93; Summer 67-104; Fall 51-96; Winter 29-83. First killing frost, Nov. 18; last killing frost, Mar. 9.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-2 blocks on Mary St.; 3 on Elizabeth; 1 on Pendleton; 3 on Tebeau; 3 on Plant Ave.; 1 on Isabella.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Flanders(12)	NA	Top Value Stamps, Shemiah Florist
Hatchers Point (29)	NA	Wal-Mart, Piggly Wiggly
Satilla Sq.(14)	NA	Radio Shack, Food Fair

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Shopping Centers and Chain Discount Stores, nightly; Supermkt., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears.
Variety Stores-McCrory; Wal-Mart, K mart.
Discount Store-Pic 'n Save.
Chain Drug Stores-Scottie's 2; Eckerd; Rexall; Medicine Shop.
Chain Supermarkets-Winn-Dixie; Pic 'n Save; IGA; Piggly Wiggly; Harvey's.
Other Chain Stores-Kenwin's Dresses; Family Dollar; Choo-Choo Building Supply; Barfield Shoes; Singer; Goodyear; Western Auto; Firestone; Friedman's Jewelers; Sherwin-Williams; 7-Eleven; Jiffy Stores; Flashfoods; Vogue; Pic 'n Pay; Radio Shack; Jacobson's World Hi-Fi Electronics; Wise Fashion; Jack's Minute Markets; Shawnee Swifty; Check Mate; M & M; Belk-Hudson.

14 - NEWSPAPERS: JOURNAL-HERALD (e) 13,800; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Don Carter, Bus. Mgr., JOURNAL-HERALD, 402 Isabella St.; PO Box 219, Waycross, GA 31502; Tel. (912) 283-2244.

National Representative: None.

WEST POINT
See LANETT, AL

HAWAII SURVEYS

METROPOLITAN STATISTICAL AREA

Honolulu-Honolulu County

POPULATION ESTIMATES
(Thousands)

Age Group	1980	1990	1992
Under 5 Years	78	91	95
5-14 Years	148	163	170
15-24 Year	192	194	203
25-44 Years	295	370	386
45-64 Years	180	204	214
65 and Over	76	182	190
TOTAL	969	1,204	1,258

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1992 Est.
Bldg. Mat./Hdwr	74	150	338
General Mdse	632	657	1,456
Food	651	2,119	1,714
Automobiles	457	541	1,705
Gasoline Stations	176	400	646
Apparel	204	380	744
Furniture	102	161	506
Eat-Drink Places	484	873	1,789
Drugs	174	338	890
TOTAL SALES	3,294	5,193	11,316

HILO

1 - LOCATION: Hawaii Island & County. E&P Map C-2. County Seat. 215 mi. SE of Honolulu; 2,090 mi. W of San Francisco.

2 - TRANSPORTATION: Motor Freight Carriers-7.
Freight Steamship Lines-6.
Intercity Bus Lines-To all points on island.
Inter-Island Airlines-Daily freight and passenger between all islands (Hawaiian Airlines; Aloha Airlines).
Inter-Island Water Transportation-Young Bros., tug and barge freight from Hilo, 3 times a week to Hawaii, Maui, Molokai, Kauai. Oil barge service between all islands.
Trans-Pacific Air Service-Direct flights to West Coast by United.

3 - POPULATION:
Corp. City 90 Cen. 45,723; E&P 92 Est. 49,010
NDM-ABC: (80) 64,535
County 90 Cen. 120,317; E&P 92 Est. 128,964
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 15,241; E&P 92 Est. 16,337
NDM-ABC: (80) 20,277
County 90 Cen. 39,532; E&P 92 Est. 42,374

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	N.A.

6 - PASSENGER AUTOS: Hawaii Island & County 76,025

7 - ELECTRIC METERS: Residence 38,473

8 - GAS METERS: Residence 2,543; Rural Tank 13,465

9 - PRINCIPAL INDUSTRIES: (RTZ) Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 1,700 ($385); Sugar & Agric. 5,200 ($260); Hotels 4,800 ($240).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 67-83; Summer 65-80; Fall 65-78; Winter 62-81. No frost.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-14 blocks on Kamehameha Ave. & Keawe St.; 8 blocks on Kilauea St.; Hilo Shopping Center, Kilauea St.; Hilo Mall; Prince Kuhio Plaza, 6 blocks on Kanoelehua Ave.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept. Stores-Fri., Drugs-Fri. and Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Liberty House.
Variety Stores-Ben Franklin; Woolworth; Long's; Pay 'n Save.
Chain Drug Store-Long's.
Chain Supermarkets-Food Fair 2; Sure Save 4; K. Taniguchi 4; Safeway; Sack 'n Save.
Other Chain Stores-Western Auto Supply; National Dollar; Zales; Kinney Shoes; Singer Co.

14 - NEWSPAPERS: TRIBUNE-HERALD (e-mon to fri) 20,499; (S) 23,997; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Jim Wilson, Gen. Mgr., TRIBUNE-HERALD, 355 Kinoole St.; PO Box 767, Hilo, H 96720; Tel. (808) 935-6621.
National Representative: Papert Companies.

HONOLULU

1 - LOCATION: Honolulu County (MSA). Island of Oahu. E&P Map B-1. Largest city and capital of state. Commercial, industrial, transportation, education, and tourist center. Site of East-West Center. Largest U.S. Naval Base in Pacific (Pearl Harbor); Army Post (Schofield Barracks); Air Force Base (Hickam). 2,091 mi. W of San Francisco.

2 - TRANSPORTATION: Air and water carriers handle inter-island and trans-Pacific passenger and freight.
Inter-Island-(air) Daily freight and passenger service flights between all islands (Aloha, Hawaiian).
Inter-Island-(water) Tug and barge freight service, three times weekly to Hawaii, Maui, Kauai and Molokai. Oil barge service between all islands.
Trans-Pacific-(air) Service to all parts of world via Pan Am; United; Northwest Orient; Continental; American Trans Air; American; TWA; Canadian International; Japan; Quantas; British Airways; Philippine Airlines; Air New Zealand; U.T.A.; T.I.A.
Trans. International Airlines; World Airways; China Airlines; Malaysian Airlines; Korean Airlines; Delta; America West; Air Canada; Air Micronesia; ANA; Hawaiian Air; Singapore Airlines; Craruda Indonesia; Nippon Airways.
Trans-Pacific-(water) To ports all over the world by Matson; United States Line; Pacific & Orient; Lykes Bros.; and other lines.

3 - POPULATION:
Corp. City 90 Cen. 399,166; E&P 92 Est. 416,139
NDM-ABC: (80) 762,565
County/MSA 90 Cen. 836,231; E&P 92 Est. 871,789
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 147,662; E&P 92 Est. 153,941
County/MSA 90 Cen. 268,270; E&P 92 Est. 279,677
NDM-ABC: (80) 230,214

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	7	N.A.
Commercial	9	N.A.
Trust Companies	3	N.A.

6 - PASSENGER AUTOS: Honolulu County & Oahu Island 489,925

7 - ELECTRIC METERS: Residence 216,063

8 - GAS METERS: Residence 28,539

9 - PRINCIPAL INDUSTRIES: Honolulu County-Industry, No. of Wage Earners-Agric. 2,300; Mfg. 16,050; Trans./Commun./Util. 32,650; Whol./Ret. 102,050; Services & Misc. 102,050; Gov't 84,800; Contr. Constr. 22,450; Fin./Ins./R.E. 28,650; Self Emp./Dom. 23,650.

10 - CLIMATE: Min. & Max. Temp.-Spring 67-85; Summer 72-88; Fall 69-88; Winter 67-82.

11 - TAP WATER: Alkaline, soft, not fluoridated.

12 - RETAILING: Principal Downtown Shopping Center-9 blocks on Fort St. Mall and connecting sts.
Regional Shopping Centers-Ala Moana; Pearl Ridge; Kahala Mall; Ward Warehouse; Windward Mall.
Neighborhood Shopping Centers-Hawaii Kai; Kamehameha; Moanalua; Windward City; Kailua; Aikahi Park; Salt Lake; Waipahu; Aina Haina; Ewa Beach; Niu Valley; Pearl City; Kuapa Kai.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Aiea	8	Times, Value Drug
Aina Haina	7	Foodland
Aikahi	12	Safeway
Ala Moana	1	Sears, JCPenney, Long's, Woolworth
Ewa Beach	20	Foodland, Woolworth
Hawaii Kai	11	Foodland, Ben Franklin
Kahala Mall	5	Star, JCPenney, Long's, Woolworth
Kailua	12	Liberty House, Times
Kamehameha	2	Star, Thrifty Drug
Kaneohe	12	Times
Moanalua	6	Foodland, Long's
Niu Valley	9	Times
Pearl City	9	Foodland, Holiday Mart
Pearlridge	8	Liberty House, Star, Sears, JCPenney
Waipahu	11	Arakawa's, Big Way, Foodland
Wahiawa	13	Big Way
Windward City	12	Foodland

Stores Open Evenings-Major stores every evening and Sun.

13 - RETAIL OUTLETS: Department Stores-Sears 3; Liberty House 7; JCPenney 3; Arakawa's; The Ritz 5.
Discount Stores-Gem 4; Gibson's; Holiday Mart/Dai'ei 3; Military PX 5.
Variety Stores-Woolworth 6; Cornet 4; Ben Franklin 2.
Chain Drug Stores-Long's 13; Value; Thrifty 2; Pay 'n Save 11.
Chain Supermarkets-Foodland 28; Times 15; Safeway 10; Holiday Superfoods 3; Bigway 3; Star Markets 6; Gibson's 3; P&P 2; 7-Eleven 21.
Independent Food Store Groups-Food Giant 11; IGA 5.
Other Chain Stores-Watumull's 27; Singer Co.; Hartfield's 4; Standard Shoe; Gallenkamp 3; Thom McAn 7; Carol & Mary 5; Ethel's 3; Villa Roma 3.

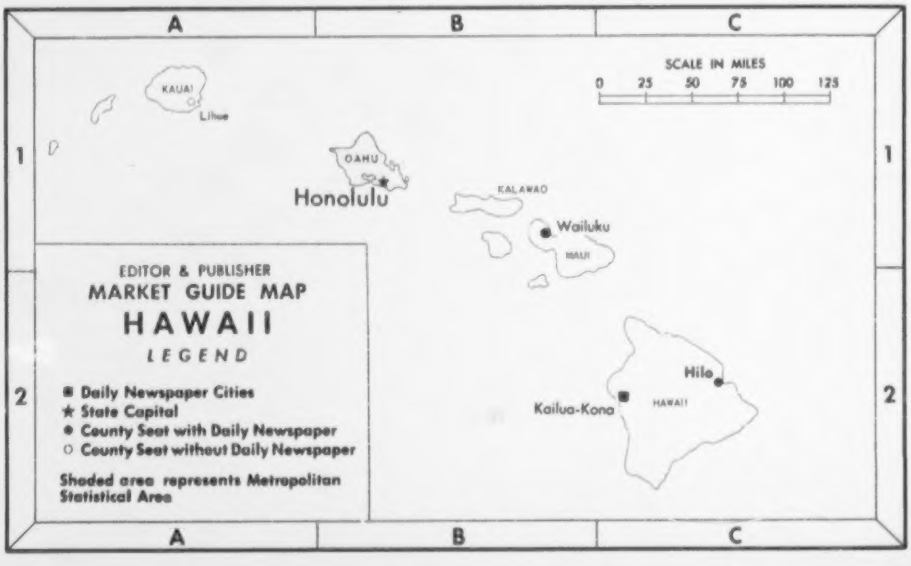
14 - NEWSPAPERS: ADVERTISER (m) 104,633; STAR-BULLETIN (e) 90,495; STAR-BULLETIN & ADVERTISER (S) 202,678; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Philip King, Adv. Dir., Hawaii Newspaper Agency, PO Box 3350, Honolulu, H 96801; Tel. (808) 525-8000.
National Representative: Gannett National Newspaper Sales.

KAILUA-KONA

1 - LOCATION: Hawaii Island & County. E&P Map C-2. In western part of the island. Kona is comprised of a N & S Division. Kailua is located in Kona's N Division.

2 - TRANSPORTATION: Water Transportation-7 steamship vessels.
Intercity Bus Lines-1 to all points on the island.
Airlines-Hawaiian; Aloha; United.

3 - POPULATION:
Corp. City 90 Cen. 17,823; E&P 92 Est. 19,104
County 90 Cen. 120,317; E&P 92 Est. 128,964
NDM-ABC: (80) 27,518



4 - HOUSEHOLDS:
City 90 Cen. 5,750; E&P 92 Est. 6,163
County 90 Cen. 39,532; E&P 92 Est. 42,374
NDM-ABC: (80) 8,960

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: Hawaii Island & County 76,025

7 - ELECTRIC METERS: Residential County 37,670

8 - GAS METERS: Residential County 10,343

9 - PRINCIPAL INDUSTRIES: Tourism; Constr.; Agric.

10 - CLIMATE: Min. & Max. Temp.-Spring 67-83; Summer 65-80; Fall 65-78; Winter 62-81.

11 - TAP WATER: Soft.

12 - RETAILING: Principal Shopping Center-Kona Coast Shpg. Ctr.

Neighborhood Shopping Centers-N. Kona Shpg. Ctr.; Keauhon Shopping Vlg.; Lanihau Center; Kealakekua Ranch Ctr.; Parker Ranch Ctr.; World Sq.; Kona Inn Shpg. Vlg.

Principal Shopping Days-Mon. through Sat.

13 - RETAIL OUTLETS: Department Store-Liberty House.

Variety Stores-Ben Franklin; Pay 'n Save.

Chain Drug Store-Pay 'n Save; Long's.

Chain Supermarkets-K. Taniguchi; Foodland; Sure Save; Food-4-Less.

Other Chain Stores-Andrades; McInerny; Waldenbooks; J&R Music.

14 - NEWSPAPERS: WEST HAWAII TODAY (m-mon to fri) 12,121 (S) 12,836; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Debbie Ward, Adv. Mgr., WEST HAWAII TODAY, Box 789, Kailua-Kona, HI 96745; Tel. (808) 329-9311.

National Representative: Papert Companies.

LIHUE

1 - LOCATION: Kauai Island & County, E&P Map A-1, County Seat.

2 - TRANSPORTATION: Inter-Island Airlines-Services between all islands-Hawaiian Airlines; Aloha.

Inter-Island Water Transport-Tug, barge freight services three times weekly between Hawaii, Molokai, Kauai, Maui, Oahu. Oil barge services between all islands.

3 - POPULATION:
Corp. City 90 Cen. 5,202; E&P 92 Est. 5,578
County 90 Cen. 51,177; E&P 92 Est. 54,880
NDM-ABC: (80) 39,082

4 - HOUSEHOLDS:
City 90 Cen. 1,927; E&P 92 Est. 2,066
County 90 Cen. 16,779; E&P 92 Est. 17,993
NDM-ABC: (80) 12,020

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	N.A.

6 - PASSENGER AUTOS: Kauai County 36,877

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-N.A. No frost.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kukui Grove(58)	NA	JCPenney, Sears
Lihue(24)	NA	Sears, Woolworth
Menehune Vlg. (30)	NA	
Rice(15)	NA	
Eleele(21)	NA	Ben Franklin
Princeville(7)	NA	Food Pantry
Kapaa(15)	NA	Ben Franklin
Mkt. Pl.-Coconut Plantation (75)	NA	Boutiques and Shops

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: THE GARDEN ISLAND (e-mon to fri) 7,587; (e-mon, wed, thur & fri) 8,134; (S) 8,420; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Gerald Ida, Adv. Dir., THE GARDEN ISLAND, PO Box 231, Lihue, HI 96766; Tel. (808) 245-3681; FAX (808) 245-5286.

National Representatives: Papert Companies; US Suburban Press.

WAILUKU

1 - LOCATION: Maui Island & County, E&P Map B-1, County Seat. Tourism & Agricultural. Second largest Island in Hawaii Chain, 90 sea mi. S of Honolulu, Oahu.

2 - TRANSPORTATION: (Sea Transportation-Matson.

Airlines-Hawaiian; Aloha; United; American.

3 - POPULATION:
Corp. City 90 Cen. 14,985; E&P 92 Est. 16,244
County 90 Cen. 100,504; E&P 92 Est. 108,944
CZ-ABC: (80) 23,238
RTZ-ABC: (80) 47,753
City & RTZ-ABC: (80) 70,991

4 - HOUSEHOLDS:
City 90 Cen. 5,550; E&P 92 Est. 6,016
County 90 Cen. 33,367; E&P 92 Est. 36,169
CZ-ABC: (80) 7,251
RTZ-ABC: (80) 15,259
City & RTZ-ABC: (80) 22,510

5 - BANKS	NUMBER	EST. DEP.
Commercial	7	$281,469,000
Savings & Loan	6	$200,141,000

6 - PASSENGER AUTOS: Maui Island & County 87,000

7 - ELECTRIC METERS: Residence 27,007

8 - GAS METERS: Residence 338

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Sugar & Pineapple 4,167 ($285); Hotels 3,998 ($183).

Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-65-95.

11 - TAP WATER: Mountain rain water, soft.

12 - RETAILING: Principal Shopping Center-Kaahumanu Center & Maui Mall, Wailuku/Kahului Area.

Neighborhood Shopping Centers-Lahaina Shopping Center & Lahaina Cannery, Azeka Shopping Center, Kihei; Pukalani Shopping Center, Pukalani.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lahaina(30)	30	Ben Franklin, Foodland, Safeway
Azeka(20)	15	Ben Franklin, Star Mkt., Foodland
Pukalani(15)	15	Ben Franklin, Foodland
Kaahumanu(50)	NA	Foodland, Sears, Liberty House
Maui Mall(40)	NA	Woolworth, Longs, Star

Principal Shopping Days-Wed., Thur., Fri. & Sun.

Stores Open Evening-Fri.

13 - RETAIL OUTLETS: Department Stores-Liberty House (Amfac); Sears; Shirokiya.

Variety Stores-Woolworth; Ben Franklin.

Chain Drug Stores-Longs; Pay 'n Save.

Chain Supermarkets-Foodland; Star; Safeway.

Other Chain Stores-Monarch Hardware; Cost-U-Less.

14 - NEWSPAPERS: MAUI NEWS (e-mon to thur) 17,963; (e-fri) 21,185; (S) 20,597; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Mae McCarter, Adv. Mgr., MAUI NEWS, PO Box 550, Wailuku, Maui, HI 96793; Tel. (808) 244-3981; 1-800-367-8047 Ext. 460; FAX (808) 242-6390.

National Representatives: U.S. Suburban Press; Papert Companies.

IDAHO SURVEYS

METROPOLITAN STATISTICAL AREA

Boise-Ada County.

POPULATION ESTIMATES
(Thousands)

Age Group	1980	1990	1992
Under 5 Years	94	107	111
5-14 Years	165	163	168
15-24 Years	174	152	157
25-44 Years	259	331	342
45-64 Years	161	161	166
65 and Over	94	97	100
TOTAL	947	1,011	1,045

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1992 Est.
Bldg. Mat./Hdwr	286	257	449
General Mdse	280	308	673
Food	659	1,036	1,436
Automobiles	700	800	1,652
Gasoline Stations	223	353	359
Apparel	121	175	268
Furniture	150	164	319
Eat-Drink Places	260	364	587
Drugs	106	163	257
TOTAL SALES	3,016	4,060	6,440

BLACKFOOT

1 - LOCATION: Bingham County, E&P Map C-5, County Seat. 27 mi. N of Pocatello on Yellowstone & Roosevelt Hwys. Agric. ctr.

2 - TRANSPORTATION: Railroad-C.P.

Motor Freight Carriers-5

Intercity Bus Lines-Greyhound; Aberdeen Stages; Salmon River Stages.

Air Service-Local Charter available.

3 - POPULATION:
Corp. City 90 Cen. 9,646; E&P 92 Est. 9,562
County 90 Cen. 37,583; E&P 92 Est. 38,856

4 - HOUSEHOLDS:
City 90 Cen. 3,573; E&P 92 Est. 3,542
County 90 Cen. 16,220; E&P 92 Est. 16,769

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	N.A.
Savings & Loan	2	$42,000,000

6 - PASSENGER AUTOS: Bingham County 30,882

7 - ELECTRIC METERS: Residence 4,622

8 - GAS METERS: County 2,451

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Potato Shipping, Packing & Proc. 1,200; Grain Elevators 36.

10 - CLIMATE: Min. & Max. Temp.-Spring 11-60; Summer 34-95; Fall 9-69; Winter -3-51. First killing frost, Sept. 17; last killing frost, May 22.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Shopping Center-Riverside Plz. Shpg. Ctr.

Principal Shopping Days-Mon., Sat.

13 - RETAIL OUTLETS: Variety Stores-Estenson's; M.H. King.

Discount Store-Sprouse-Reitz.

Drug Stores-Arnell's 2; Payless; Gormans.

Chain Supermarkets-Albertson's; Kesler's IGA; Circle K; Mighty Dan's; Gormans Food & Drug.

Other Chain Stores-OK Tire; Les Schwab Tires.

14 - NEWSPAPERS: NEWS (m) 4,073; sworn Mar. 31, 1990.

Local Contact for Advertising and Merchandising Data: Kaye Dayton, Adv. Mgr., NEWS, 27 NW Main, Blackfoot, ID 83221; Tel. (208) 785-1100.

National Representative: Landon Associates.

BOISE

1 - LOCATION: Ada County (MSA), E&P Map A-4, County Seat. State Capital. Regional government, wholesale, retail, manufacturing and recreational hub. SW portion of the state. 343 mi. NW of Salt Lake City and 430 mi. SE of Portland. On U.S. Hwys. 20, 26, 30 and I-84.

2 - TRANSPORTATION: Railroads-Union Pacific (freight); Amtrak.

Airlines-United; Alaska Air; Horizon Air; Delta; United Express; Empire.

Motor Freight Carriers-39.

Intercity Bus Lines-Greyhound; Trailways; Boise-Winnemucca; Northwestern; Emmett Valley Stages.

3 - POPULATION:
Corp. City 90 Cen. 125,738; E&P 92 Est. 130,395
CZ-ABC: (80) 154,738
RTZ-ABC: (80) 207,426
County/MSA 90 Cen. 205,775; E&P 92 Est. 218,018
City & RTZ-ABC: (80) 362,164

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 48,361; E&P 92 Est. 50,152
County/MSA 90 Cen. 69,280; E&P 92 Est. 73,402
CZ-ABC: (80) 57,325
RTZ-ABC: (80) 70,370
City & RTZ-ABC: (80) 127,695

5 - BANKS	NUMBER	EST. DEP.
Commercial	9	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: Ada County 185,803

7 - ELECTRIC METERS: County 79,000

8 - GAS METERS: County 42,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Wholesale & Retail Trade 22,950 ($245); Services 18,800 ($327); Government 17,900 ($268); Manufacturing 11,150 ($442), Fin., Ins., & R.E. 8,450 ($374); Transportation, Communication, Utilities 6,000 ($438); Construction 5,000 ($423).

Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-62; Summer 59-90; Fall 40-62; Winter 20-36. First killing frost, Oct. 15; last killing frost, Apr. 26.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-Boise Towne Square; City Center; Park Center Mall.

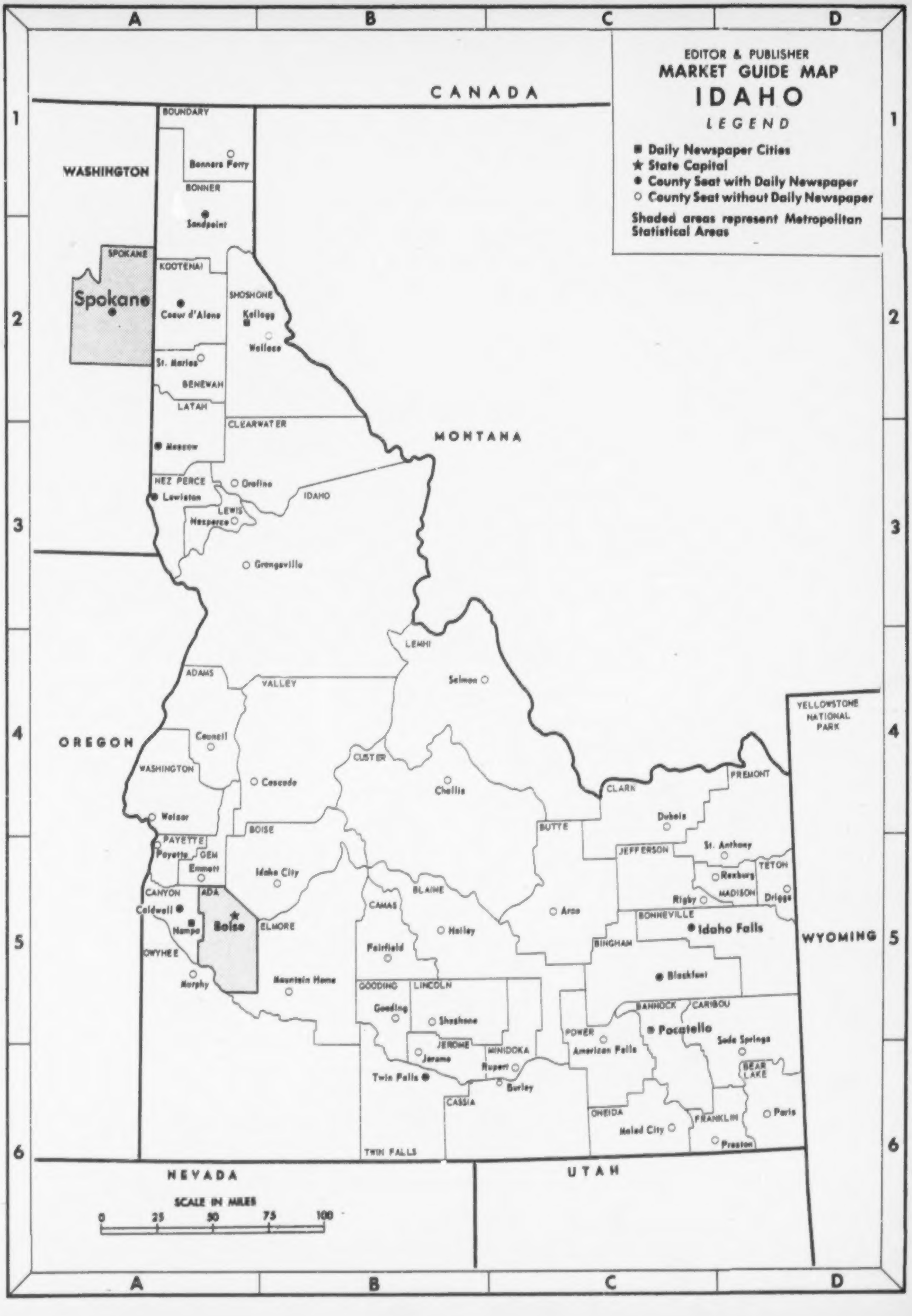
Neighborhood Shopping Centers-Five Mile Plaza; Overland Park; Village; T.J. Maxx; Westgate; Cole Village; Plantation; Northgate.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Boise Towne Sq. (150)	3	Bon Marche, Sears, JCPenney, Mervyn's, Target
Park Ctr. Mall (29)	3	Bazaar
City Ctr.(120)	NA	Bon Marche, The Mode
Five Mile Plz. (26)	5	Emporium
Overland Park (22)	5	
Village(11)	5	K mart, Payless, Ernst Ernst
T.J. Maxx(13)	3	T.J. Maxx
Westgate(20)	3	
Cole Village(15)	3	
Plantation(14)	5	Pic 'n Save, Ernst
Northgate(16)	6	Emporium, Payless

Principal Shopping Days-Thur., Fri., Sat., Sun.

Stores Open Evenings-Mon., Sat.


A
B
C
D
1
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EDITOR & PUBLISHER
MARKET GUIDE MAP
IDAHO
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
CANADA
WASHINGTON
MONTANA
OREGON
WYOMING
NEVADA
UTAH
YELLOWSTONE NATIONAL PARK
SPOKANE
Spokane
BOUNDARY
Bonners Ferry
BONNER
Sandpoint
KOOTENAI
Coeur d'Alene
SHOSHONE
Kellogg
Wallace
St. Maries
BENEWAH
LATAH
Moscow
CLEARWATER
Orofino
NEZ PERCE
Lewiston
LEWIS
Nezperce
IDAHO
Grangeville
LEMHI
Salmon
ADAMS
VALLEY
Council
WASHINGTON
Cascade
Weiser
CUSTER
Challis
CLARK
FREMONT
Dubois
St. Anthony
JEFFERSON
TETON
Rexburg
MADISON
Rigby
Driggs
BUTTE
Arco
BOISE
Idaho City
PAYETTE
Payette
GEM
Emmett
CANYON
ADA
Caldwell
Nampa
Boise
ELMORE
OWYHEE
Murphy
Mountain Home
CAMAS
Fairfield
BLAINE
Hailey
BONNEVILLE
Idaho Falls
BINGHAM
Blackfoot
GOODING
Gooding
LINCOLN
Shoshone
JEROME
Jerome
MINIDOKA
Rupert
Burley
Twin Falls
CASSIA
TWIN FALLS
POWER
American Falls
BANNOCK
Pocatello
CARIBOU
Soda Springs
BEAR LAKE
Paris
ONEIDA
Malad City
FRANKLIN
Preston
SCALE IN MILES
0
25
50
75
100

Stores Open Sundays-Grocery; chain drugs; discount stores; dept. stores; mall specialty shops.

13 - RETAIL OUTLETS: Department Stores-Bon Marche; Bazaar; The Mode; JCPenney; Sears; Emporium; Mervyn's.

Discount Stores-K mart; Fred Meyer; ShopKo; Target.

Chain Drug Stores-Thrifty 2; Payless 4.

Chain Supermarkets-Albertson's 9; M&W 4; Fred Meyer Foods; Maxx Food; Ridleys; Shavers.

Other Chain Stores-Pay 'n Pak; Hermans Sports; Eagle Electric; Ernst Hardware; Homeclub; Pier 1 Imports.

14 - NEWSPAPERS: IDAHO STATESMAN (m) 60,333; (S) 80,471; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Leslie Giallombardo, Adv. Dir., IDAHO STATESMAN, 1200 N. Curtis Rd.; PO Box 40, Boise, ID 83707; Tel. (208) 377-6200.

National Representative: Gannett National Newspaper Sales.

BURLEY

1 - LOCATION: Cassia & Minidoka Counties, E&P Map C-6; on U.S. Hwys. 30, I-15, I-80; State Hwy. 27, 25.

2 - TRANSPORTATION: Railroads-Cutoffline; U.P.R.R.

Interstate Bus Lines- Trailways; Greyhound.

Airlines-Air Idaho; Sun Valley Key.

Motor Freight Carriers-4.

3 - POPULATION:

Corp. City 90 Cen. 8,702; E&P 92 Est. 8,690
Counties 90 Cen. 38,893; E&P 92 Est. 39,426
  Cassia 90 Cen. 19,532; E&P 92 Est. 20,100
  Minidoka 90 Cen. 19,361; E&P 92 Est. 19,326

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 3,223; E&P 92 Est. 3,219
Counties 90 Cen. 15,135; E&P 92 Est. 15,344
  Cassia 90 Cen. 7,641; E&P 92 Est. 7,863
  Minidoka 90 Cen. 7,494; E&P 92 Est. 7,481

5 - BANKS	**NUMBER**	**DEPOSITS**
Comm. & Savings	6	$90,393,000
Savings & Loan	2	$6,000,000

6 - PASSENGER AUTOS: Counties: Cassia 17,139; Minidoka 17,856

7 - ELECTRIC METERS: Residence: Cassia 5,846; Minidoka 4,686

8 - GAS METERS: Cassia 2,718; Minidoka 2,245

9 - PRINCIPAL INDUSTRIES: Food Proc.; Elevators; Recreation-Motel Convention; Agric. 6,850 employed; Av. Wkly. Wage $150; Farm Income $14,600.

10 - CLIMATE: Min. & Max. Temp.-Summer 56-104; Fall 45-96; Winter-Spring 28-68; 8 in. precipitation yearly.

11 - TAP WATER: Hard.

12 - RETAILING: Principal Shopping Centers-7 blocks downtown; Overland Shopping Center; Skaggs-Albertson Center; K mart; Burley Mall.

Nearby Shopping Centers -Twin Falls (45 mi.); Rupert (7 mi.).

13 - RETAIL OUTLETS: Department Stores-JCPenney; Hudson; Sears; M.H. King; Roper's; Sprouse.

Discount Stores-Cal-Ranch Farm; K mart; Ace Hardware.

Chain Drug Store-Payless Drugs.

Chain Supermarkets-Albertson's; Smith Food King; Johns; Swensen's; Stokes.

Other Chain Stores-Coast-to-Coast; Big 'O' Tires; Mayfair; Jensen Jewelry; Commercial Tires; Les Schwab.

14 - NEWSPAPERS: SOUTH IDAHO PRESS (e-mon to fri) 5,825; (S) 6,302; sworn Mar. 31, 1990.

Local Contact for Advertising and Merchandising Data: Verna Anderson, Adv. Mgr., SOUTH IDAHO PRESS, 230 E. Main St., Burley, ID 83318; Tel. (208) 678-2201.

National Representative: Landon Associates.

CALDWELL
See NAMPA

COEUR D'ALENE

1 - LOCATION: Kootenai County, E&P Map A-2, County Seat. On Lake Coeur d'Alene.

2 - TRANSPORTATION: Railroads-NP; CM; St. Paul; Spokane-International & G.N.

Motor Freight Carriers-5.

3 - POPULATION:

Corp. City 90 Cen. 24,563; E&P 92 Est. 25,465
County 90 Cen. 69,795; E&P 92 Est. 73,704

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 9,097; E&P 92 Est. 9,431
County 90 Cen. 23,856; E&P 92 Est. 25,192

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	9	$124,000,000
Savings & Loan	1	$38,000,000

6 - PASSENGER AUTOS: Kootenai County 72,201

7 - ELECTRIC METERS: Residence 7,110

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber & Forest 1,453 ($160); Aluminum Electronics 150 ($180); Whol. & Ret. 2,028 (N.A.); State employees 376 ($150).

10 - CLIMATE: Min. & Max. Temp.-Spring 33-59; Summer 49-83; Fall 35-64; Winter 24-36.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Midtown	1	Sears, Safeway, Pay 'n Save
East Sherman	12	Spencers, Furn. N.W.
Hayden Lake	6	Low Cost Drug, Ron's Thrift
Sunset Hts.	2	
Northview Plz.	1	Albertson's, Modern Drug, Coast-to-Coast Hdwe.
Coeur d'Alene Mall	NA	Mont. Ward, Kinney's, Firestone, Lamont, Pay 'n Pak, Rosauer's, Radio Shack

Principal Shopping Days-Mon., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Pay 'n Save; Sears; Harvey's.

Variety Stores-Sprouse-Reitz; ShopKo; K mart.

Chain Supermarkets-Albertson's; RJ's; Safeway; Ron's; Rosauer's; Super 1.

Other Chain Stores-Low Cost Drug; Yellow Front; Pay 'n Pak.

14 - NEWSPAPERS: PRESS (e) 14,500; (S) 30,000; sworn Feb. 8, 1991.

Local Contact for Advertising and Merchandising Data: Joe Grimes, Adv. Dir., PRESS, 201 Second Ave., Coeur d'Alene, ID 83814; Tel. (208) 664-8176.

National Representative: None.

IDAHO FALLS

1 - LOCATION: Bonneville County, E&P Map C-5. County Seat. SE part of state. Shipping center for potatoes livestock and grain. Headquarters for U.S. Department of Energy. 235 hwy. mi. N of Salt Lake City; on U.S. Hwys. 20, 26, 91, 191, I-15.

2 - TRANSPORTATION: Railroads-Union Pacific.

Motor Freight Carriers-5.

Intercity Bus Lines-Greyhound; Intermountain Teton Stages; Star Valley-Jackson; Salmon Short Line.

Airlines-Delta; Horizon; Sky West; American.

3 - POPULATION:

Corp. City 90 Cen. 43,929; E&P 92 Est. 44,797
CZ-ABC: (80) 39,739
RTZ-ABC: (80) 84,708
County 90 Cen. 72,207; E&P 92 Est. 75,499
City & RTZ-ABC: (80) 124,447

4 - HOUSEHOLDS:

City 90 Cen. 16,577; E&P 92 Est. 16,904
County 90 Cen. 27,341; E&P 92 Est. 28,587
CZ-ABC: (80) 13,916
RTZ-ABC: (80) 23,847
City & RTZ-ABC: (80) 37,763

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$432,852,430
Savings & Loan	4	$103,604,049

6 - PASSENGER AUTOS: Bonneville County 63,751

7 - ELECTRIC METERS: Residence 17,101

8 - GAS METERS: Residence 13,221

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Nuclear Engineering 10,100; Mining 63; Constr. 1,952; Mfg. 1,740; Trans. and Public Util. 1,079; Whol. 2,404; Ret. 6,068; Fin., Ins. & R.E. 1,792; Service and Misc. 8,915; Gov't 4,471; Agric. & Misc. 2,556.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-55; Summer 48-82; Fall 31-59; Winter 13-30. First killing frost, Sept. 19; last killing frost, May 15.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown-16 blocks on Broadway, Park Ave., Shoup Ave., A St., B St. & C St.; 3 on North Hwy. and 3 West of River.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Grand Teton(80) Mall	2	ZCMI, The Bon, Sears, JCPenney
Country Club(31)	2	Lamont's, Payless
Hall Park(6)	2	Sprouse-Reitz
First Street(10)	1	Buttrey
Skyline(5)	2	Skyline Groc., Ben Franklin, K mart
First Woodruff(6)	2	Smith Food
Westfield Plz. (13)	2	Payless, Albertson's, Coast-to-Coast
Yellowstone(10)	2	Fred Meyer, Albertson's

Principal Shopping Days-Mon., Wed., Fri., Sat.

Stores Open Evenings-Mon. & Fri.; Shpg. Ctrs. Mon. through Fri. until 9; Sun. 12-7.

13 - RETAIL OUTLETS: Department Stores-ZCMI; The Bon; JCPenney; Sears; Lamont's; Ferrell's; K-G Stores; Ernst; Fred Meyers; K mart; Shopko.

Variety Stores-Ben Franklin; Sprouse-Reitz; King's.

Discount Stores-Fred Meyer; K mart; Ernst; Coast-to-Coast; ShopKo.

Chain Drug Stores-Smith's; Payless.

Chain Supermarkets- Albertson's 3; IGA 3; Waremart Mkt.; Saving Center; Smith's Food King.

Other Chain Stores-Firestone; Singer Co.; Fabric Land; Pay Less Shoes; Kinney Shoes; Jensen Jewelry; State Hardware; Mr. Mac's Men; Mr. Mac's Men; House of Fabric; Samon's; Color Tile; Radio Shack; Bill Meyers; Schubach's; Zales; Roth Shoes; Brook's Fashion; Foxmoor; JoAnn Fabrics; Seiferts; Music Land; Dalton Books; Waldenbooks; General Nutrition; Kinderphoto; The Closet; Pykettes; Computerland; Hermans.

14 - NEWSPAPERS: POST-REGISTER (e-mon to fri) 26,184; (S) 27,359; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Jim Wilson, Mktg Dir., POST-REGISTER, 333 Northgate Mile; PO Box 1800, Idaho Falls, ID 83401; Tel. (208) 522-1800.

National Representative: Papert Companies.

KELLOGG

1 - LOCATION: Shoshone County, E&P Map A-2. 75 mi. E of Spokane; on U.S. Hwys. 10, 90.

2 - TRANSPORTATION: Railroad-Union Pacific.

Intercity Bus Line-Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 2,591; E&P 92 Est. 2,426
County 90 Cen. 13,931; E&P 92 Est. 13,825

4 - HOUSEHOLDS:

City 90 Cen. 960; E&P 92 Est. 898
County 90 Cen. 4,610; E&P 92 Est. 4,575

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	N.A.

6 - PASSENGER AUTOS: Shoshone County 13,492

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mining & Smelting of Various Metals; Forest Prods.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Very soft.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: Department Stores-Morrows; Patano's; JCPenney.

Chain Supermarkets-IGA; Britt's Garden Spot; Stein's Garden Spot; Excell Foods; JB Food City; Safeway; Wayside; Barney's.

14 - NEWSPAPERS: SHOSHONE COUNTY NEWS-PRESS (m) 4,545; (S) 30,000; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Regina Mason, Bus. Mgr., SHOSHONE COUNTY NEWS-PRESS, 401 Main St., Kellogg, ID 83837; Tel. (208) 783-1107.

National Representative: None.

LEWISTON, ID-CLARKSTON, WA

1 - LOCATION: Lewiston in Nez Perce County, ID, County Seat. Clarkston in Asotin County, WA, E&P Map A-3. Residential Center. 100 mi. SE of Spokane at junction of the Snake and Clearwater Rivers; Clarkston on other side of Snake River, terminus of barge lines on the lower Snake and Columbia Rivers. On Wash. State Hwy. 9; U.S. Hwys. 26, 95, 195 and Lewis & Clark Hwy.

2 - TRANSPORTATION: Railroads-Burlington Northern; Union Pacific; Camas Prairie.

Motor Freight Carriers-10.

Intercity Passenger Bus Lines- Greyhound; Northwestern Stages; Clearwater Stages.

Airlines Serving City-Horizon; Empire Airways.

3 - POPULATION:

Corp. Cities 90 Cen. 34,835; E&P 92 Est. 34,824
  Lewiston, ID 90 Cen. 28,082; E&P 92 Est. 28,101
  Clarkston, WA 90 Cen. 6,753; E&P 92 Est. 6,723
Counties 90 Cen. 51,359; E&P 92 Est. 52,553
  Nez Perce, ID 90 Cen. 33,754; E&P 92 Est. 34,797
  Asotin, WA 90 Cen. 17,605; E&P 92 Est. 17,756

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

Cities 90 Cen. 13,325; E&P 92 Est. 13,319
  Lewiston, ID 90 Cen. 10,401; E&P 92 Est. 10,408
  Clarkston, WA 90 Cen. 2,924; E&P 92 Est. 2,911
Counties 90 Cen. 17,711; E&P 92 Est. 18,106
  Nez Perce, ID 90 Cen. 10,912; E&P 92 Est. 11,249
  Asotin, WA 90 Cen. 6,799; E&P 92 Est. 6,857

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	8	$347,000,000
Savings & Loan	4	$120,000,000

6 - PASSENGER AUTOS: Nez Perce Co. 34,329; Asotin Co. 9,017 (WA)

7 - ELECTRIC METERS: Residence 21,523

8 - GAS METERS: Residence 6,851

9 - PRINCIPAL INDUSTRIES: Wood Prods.; Pulp & Paperboard; Tissue Mill; Frozen Foods; Grain Elevators; Railway Shops & Hdqtrs.; Ammunition; Lime Quarries; Elect. Power Plants; Beverage Bottlers; Hospitals; Boat Works; Marinas; Box Mfg.; College; Concrete Prods. Mfg.; Feed Grinding Plants; Fertilizer Mfg.; Natural Gas; Bulk Petroleum Plants; Livestock Sales; Plating Factory; Seed-cleaning Steel Prods.; Venetian Blinds Fabrication.

10 - CLIMATE: Min. & Max. Temp.-Mar. 36-56; Sept. 49-78. Rainfall 13 in.

11 - TAP WATER: Slightly alkaline, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lewiston(25)	2	Lamont's, The Bon, JCPenney, ShopKo, Sears
Southgate(6)	4	Big V Dept.
Sunset(8)	2	Sears, Radio Shack
Town & Country(4)	NA	Food Mkt.
Clarkston Ctr.(5)	NA	Albertson's, Low Cost Drug, Pay 'n Pak

Principal Shopping Days-7 days.

Stores Open Evenings-Most Food & Drug stores.

13 - RETAIL OUTLETS: Department Stores-The Bon; Lamont's; JCPenney; Lee Morris; Big V.

Variety Store-Sprouse-Reitz.

Discount Stores-K mart; ShopKo.

Chain Drug Stores-Payless; The Owl 3; Wasem's Rexall; Marketime; Low Cost.

Chain Supermarkets-Safeway 2; Family Foods; IGA; Thrift Stores 2; Albertson's 2; Barneys; Food City 3; Tidyman's Warehouse Food.

Other Chain Stores-Firestone; Les Schwab Tire; Sherwin-Williams Paint; Columbia Paint; Payless Shoes; Kinney Shoes; Singer Co.; Bruneel Tire; Lewiston Tire; Royal Optical; Deranleau's; Perfection-Letz Paint; Music City.

14 - NEWSPAPERS: TRIBUNE (m) 23,472; (S) 26,453; sworn Oct. 1, 1990.

Local Contact for Advertising and Merchandising Data: Robert J. Minervini, Adv. Dir., TRIBUNE, 505 C St., Lewiston, ID 83501; Tel. (208) 743-9411.

National Representative: None.

MOSCOW

1 - LOCATION: Latah County, E&P Map A-3. County Seat. Business & Agricultural center; Forestry & mining research; University of Idaho. 89 mi. SE Spokane, WA; 320 mi. E of Seattle, WA.

2 - TRANSPORTATION: Railroads-Burlington Northern; Union Pacific (freight only).

Motor Freight Carriers-3.

Intercity Bus Lines-Greyhound; Roadrunner; Campus Link.

Airline-Horizon.

3 - POPULATION:

Corp. City 90 Cen. 18,519; E&P 92 Est. 18,920
County 90 Cen. 30,617; E&P 92 Est. 31,851

4 - HOUSEHOLDS:

City 90 Cen. 6,859; E&P 92 Est. 7,007
County 90 Cen. 8,602; E&P 92 Est. 8,948

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$189,961,412
Savings & Loan	1	$19,686,572

6 - PASSENGER AUTOS: Latah County 24,614

7 - ELECTRIC METERS: Residence 8,259

8 - GAS METERS: Residence 2,492

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-County total 8,831 ($215); Constr. 354 ($300); Lumber 759 ($322); Other 110 ($194); Trans., Commun. & Util. 406 ($291); Whol. & Ret. 2,615 ($149); Fin. 215 ($198); Service 1,516 ($161); Gov't 3,356 ($231).

Principal Industrial Pay Days-1st, 10th, 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 27-86; Summer 40-98; Fall 10-70; Winter -15-55. First killing frost, Sept. 26; last killing frost, Apr. 29.

11 - TAP WATER: Neutral, not fluoridated.

12 - RETAILING: Principal Shopping Centers-12 blocks on Main; 6 on Washington; 9 on Third; 7 on Jackson; 3 on 2nd, 4th & 5th Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Palouse Empire Mall(64)	2	Bon Marche, JCPenney, K mart, Lamonts, Ernst, Pay 'n Save
Wheatland Mall	8	Safeway, Payless, Sprouse-Reitz
Moscow Mall(25)	1	Safeway, Sears, Thrifty
Korns(4)	1	Rosauer's, Drug Fair, Checker

Principal Shopping Days-Wed., Thur., Fri., Sat.

Stores Open Evenings-Bon Marche; JCPenney; K mart; Pay 'n Save; Lamonts; Ernst; Sears; Thrifty Drug; Drug Fair; Safeway; Rosauer's; Tri-State.

13 - RETAIL OUTLETS: Department Stores-Creighton's; JCPenney; Sears; Bon Marche; Lamonts.

Discount Stores-Tri-State Distributors; K mart; Ernst Hardware.

Chain Drug Stores-Drug Fair; Pay 'n Save; Giant T.

Chain Supermarkets-Safeway 2; IGA 2; Rosauer's 3; Warehouse Foods 2.

Other Chain Stores-Schucks (auto); Radio Shack; Sunset Sports; Columbia Paint.

14 - NEWSPAPERS: IDAHONIAN (e) 8,379; Sept. 30, 1990 VAC.

Local Contact for Advertising and Merchandising Data: Kurt Vantosky, Adv. Mgr., IDAHONIAN, 409 S. Jackson; PO Box 8187, Moscow, ID 83843; Tel. (208) 882-5561.

National Representative: Landon Associates.

NAMPA-CALDWELL

1 - LOCATION: Canyon County, E&P Map A-5. 20 mi. W of Boise; 413 mi. from Portland, OR, on I-84. Caldwell; County Seat. 361 mi. from Salt Lake City.

2 - TRANSPORTATION: Railroads-UP; Amtrak.

Intercity Bus Lines-Greyhound; Boise-Winnemucca.

3 - POPULATION:

Corp. Cities 90 Cen. 46,765; E&P 92 Est. 47,556
Nampa 90 Cen. 28,365; E&P 92 Est. 29,016
Caldwell 90 Cen. 18,400; E&P 92 Est. 18,540
County 90 Cen. 90,076; E&P 92 Est. 93,895

4 - HOUSEHOLDS:

Cities 90 Cen. 17,321; E&P 92 Est. 17,614
Nampa 90 Cen. 10,506; E&P 92 Est. 10,747
Caldwell 90 Cen. 6,815; E&P 92 Est. 6,867
County 90 Cen. 31,311; E&P 92 Est. 32,638

5 - BANKS	NUMBER	DEPOSITS
Nampa:		
Commercial	7	N.A.
Savings & Loan	5	N.A.
Caldwell:		
Commercial	4	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: Canyon County 81,806

7 - ELECTRIC METERS: Nampa: 16,275; Caldwell: 14,304

8 - GAS METERS: Nampa: 7,579; Caldwell: 4,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Nampa: Railroads 880; Sugar 553; Meat Packing 136; Food Proc. 1,689; Institutions 587; Util. 112; Seed Proc. 362; Mobile Home and Recreational Vehicle Mfg. 1,094; Furn. Mfg. 236; Lumber and Timber Prods. 225; Constr. 1,618; Agric. 3,210; Metal Fabrication 370. Caldwell: Mobile Home Mfg. 250; Recreational Vehicle Mfg. 200; Frozen Food Proc. 2,200; Creamery & Cheese Mfg. 120; Meat Packing 150; Constr. 1,218; Agric. 2,840.

10 - CLIMATE: Min. & Max. Temp.-Nampa: Spring 25-96; Summer 37-98; Fall 11-79; Winter 4-48. First killing frost, Sept. 26; last killing frost, May 1. Caldwell: Spring 29-87; Summer 49-98; Fall 22-78; Winter 12-69. First killing frost, Oct. 3; last killing frost, Nov. 7.

11 - TAP WATER: Nampa: Alkaline, very soft; fluoridated. Caldwell: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St.; 5 on Kimbell; 5 on Arthur; 4 on Blaine; 4 on Cleveland.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Holly(7)	1	M&W Mkt.
Karcher(70)	7	Woolworth, Zales, JCPenney, Bon Marche,
Owyhee(7)	2	IGA, Super Ctr.
South Vlg.(14)	NA	Smith's

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Fri.; Shopping centers every night except Sunday.

Stores Open Sundays-Shopping centers; grocers & drugs.

13 - RETAIL OUTLETS: Department Stores-Nampa: JCPenney; Bon Marche (Allied); Ernst; K mart; Fred Meyer; ShopKo.

Discount Stores-Schuck's Auto Supply.

Variety Stores-M.H. King; Yellow Front; Woolworth.

Chain Drug Stores-Penneywise; Super Thrift.

Chain Supermarkets-Albertson's 3; M&W 2; Waremart Mkts.; IGA; Paul's Food Mkt. 2.

Other Chain Stores-Firestone 2; Coast-to-Coast; Fashion Crossroads; Fuller Paint; Sherwin-Williams; Goodyear 2; Kinney Shoes; Mary Carter Paints; Commerial Tire; K-G Stores; Jay Vee Stores; Singer Co.; House of Fabrics; OK Tire; Zales; Les Schwab Tire 2; Discount Fabrics; Radio Shack 2; Belle and Beau; B. Dalton Bookseller; Rusan's.

14 - NEWSPAPERS: IDAHO PRESS-TRIBUNE (e) 17,806; (S) 18,090; sworn May 31, 1991.

Local Contact for Advertising and Merchandising Data: John Rybarczyk, Adv. Dir., PRESS-TRIBUNE, 1618 N. Midland Blvd.; PO Box 9399, Nampa, ID 83652; Tel. (208) 467-9251; FAX (208) 467-9562.

National Representative: None.

POCATELLO

1 - LOCATION: Bannock County, E&P Map C-5. County Seat. Industrial Center. 1,072 mi. W of Omaha, 690 mi. E of Portland, 166 mi. N of Salt Lake City, and 263 mi. S of Butte, MT I-15 and 80.

2 - TRANSPORTATION: Railroads-Division point for Union Pacific; Salt Lake-Butte and Omaha-Portland.

Motor Freight Carriers-14.

Intercity Passenger Bus Line-Greyhound.

Airlines Serving City-Sky West; Horizon Air.

3 - POPULATION:

Corp. City 90 Cen. 46,100; E&P 92 Est. 46,052
CZ-ABC: (80) 53,392
RTZ-ABC: (80) 71,700
County 90 Cen. 66,026; E&P 92 Est. 67,976
City & RTZ-ABC: (80) 125,092

Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 17,074; E&P 92 Est. 17,056
County 90 Cen. 23,237; E&P 92 Est. 23,923
CZ-ABC: (80) 18,937
RTZ-ABC: (80) 21,997
City & RTZ-ABC: (80) 40,934

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$322,935,233
Savings & Loan	2	$49,700,127

6 - PASSENGER AUTOS: Bannock County 56,278

7 - ELECTRIC METERS: 22,363

8 - GAS METERS: Residence 11,400

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 4,180; Whol. Trade 1,240; Ret. Trade 5,070; Fin., Ins., R.E. 2,120; Constr. 650; Trans., Commun., Util. 2,930; Service 3,940; Gov't Admin. 2,270; Educ. 3,230.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-60; Summer 55-89; Fall 34-64; Winter average 25.6.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-Westwood Village Mall, 1 mi. at Garrett Way and Oak Ave.; 6 Blocks on 5th Ave.; Alameda Plaza, 2 mi. at Yellowstone and Alameda; Pocatello Mall, Yellowstone between Cedar and Alameda 2 mi.; Foothill Plaza, 1 mi. at Alameda & Hilinerd; Pineridge Mall, 1 mi. at Yellowstone and Poleline Rd.

Principal Shopping Days-Fri., Sat.

Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; K mart; Lamont's; ZCMI; The Bon.

Discount Stores-Cal-Ranch & Farm.

Chain Drug Stores-Ben Franklin Super Save; Payless; Fred Meyer; ShopKo.

Chain Supermarkets-AG 4; Albertson's 2; Okay; Smyth's 2.

Other Chain Stores-Zales Jewelry; Big 'O' Tires; Ernst; Kinney's; Self Service Furn.; Hermans Sporting Goods.

14 - NEWSPAPERS: IDAHO STATE JOURNAL (e-mon to fri) 18,528; (S) 19,913; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Rick V. Weaver, Adv. Dir., IDAHO STATE JOURNAL, 305 S. Arthur, Pocatello, ID 83204; Tel. (208) 232-4161.

National Representative: Papert Companies.

SANDPOINT

1 - LOCATION: Bonner County, E&P Map A-1. County Seat. On Lake Pend d'Oreille; 80 mi. NE of Spokane.

2 - TRANSPORTATION: Railroads-Union Pacific; Burlington Northern; Amtrak.

Motor Freight Carriers-2.

Intercity Bus Line-Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 5,203; E&P 92 Est. 5,352
County 90 Cen. 26,622; E&P 92 Est. 27,836

4 - HOUSEHOLDS:

City 90 Cen. 1,927; E&P 92 Est. 1,982
County 90 Cen. 9,168; E&P 92 Est. 9,586

5 - BANKS	NUMBER	EST. DEP.
Commercial	6	N.A.

6 - PASSENGER AUTOS: Bonner County 27,903

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Lumber Mills; Shingle Mfg.; Silver & Lead Mines; Tourism (Lakes & Ski Resorts); Light Manufacturing.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-59; Summer 49-83; Fall 35-64; Winter 20-32.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Center-Bonner Mall; 5th Ave.; Downtown Sandpoint.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears (catalog); Sprouse-Reitz; K mart; Larsons for Men and Women.

Discount Store-Ben Franklin.

Other Chain Store-Kinney Shoes.

14 - NEWSPAPERS: BEE (e-tues to fri) 5,027; (S) 30,000; sworn Oct. 2, 1990.

Local Contact for Advertising and Merchandising Data: James Thompson, Pub., BEE, PO Box 159, Sandpoint, ID 83864; Tel. (208) 263-9534.

National Representative: None.

TWIN FALLS

1 - LOCATION: Twin Falls County. E&P Map B-6. County Seat. In SE part of state: 120 mi. WSW of Pocatello; 125 mi. from Boise: 240 mi. from Salt Lake City, UT. On U.S. Hwy. 1-80 and 93.

2 - TRANSPORTATION: Railroad-Union Pacific.

Motor Freight Carriers-11.

Intercity Bus Lines-Union Pacific; Trailways; Twin Falls-Wells; Sun Valley Stage Lines.

Airlines-Horizon; Sky West.

3 - POPULATION:

Corp. City 90 Cen. 27,591; E&P 92 Est. 27,867

CZ-ABC: (80) 31,184

RTZ-ABC: (80) 101,697

City & RTZ-ABC: (80) 132,881

County 90 Cen. 53,580; E&P 92 Est. 55,160

4 - HOUSEHOLDS:

City 90 Cen. 10,219; E&P 92 Est. 10,321

County 90 Cen. 18,495; E&P 92 Est. 19,040

CZ-ABC: (80) 11,386

RTZ-ABC: (80) 34,494

City & RTZ-ABC: (80) 45,880

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	7	$442,000,000
Savings & Loan	2	$80,000,000

6 - PASSENGER AUTOS: Twin Falls County 50,316

7 - ELECTRIC METERS: Residence 24,524

8 - GAS METERS: Residence 6,180

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food Proc. 2,600 ($292); Box Factory 100 ($258); Plastic Household Utensils 800 ($252); Constr. 1,200 ($287); Ret. Trade 5,000 ($207); Gov't 3,300 ($295); Printers 1,500 ($300).

10 - CLIMATE: Min. & Max. Temp.-Spring 33-62; Summer 52-89; Fall 33-65.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-7 blocks on Main with adjacent shops & servs. on 2nd Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Magic Valley Mall(35)	4	Bon Marche, ShopKo, JCPenney, Zales, Pedersen's, Sears
Blue Lakes(33)	3	Woolworth, Zales, Self Service Furn.
Lynwood(50)	2	Alexander's, Payless, M.H. King

Principal Shopping Days-Fri., Sat., Sun.

Stores Open Evenings-Fri.-City Wide; Sears, Penney, JCPenney, K mart, Ernst, Payless-ShopKo, Bon Marche-every evening.

13 - RETAIL OUTLETS: Department Stores-Sears; Roper's; Kathy's; Bon Marche.

Variety Store-M.H. King.

Discount Stores-K mart; Woolworth; Schuck's.

Chain Drug Stores-Payless; Smith Drug King.

Chain Supermarkets-Albertson's; Smith's; Waremart; Swenson's 4.

Other National Chain Stores- Firestone; Ernst; Shopko.

14 - NEWSPAPERS: TIMES-NEWS (m) 20,982; (S) 22,693; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Peter York, Adv. Dir., TIMES-NEWS, 132 3rd St. W., Twin Falls, ID 83301; Tel. (208) 733-0931; FAX (208) 734-5538.

National Representative: None.

ILLINOIS SURVEYS

METROPOLITAN STATISTICAL AREAS

Bloomington-Normal-McLean County.

Champaign-Urbana-Rantoul-Champaign County.

Davenport-Rock Island-Moline, IA-IL-Scott County, IA; Henry and Rock Island Counties, IL.

Decatur-Macon County.

Kankakee-Kankakee County.

Peoria-Peoria, Tazewell and Woodford Counties.

Rockford-Boone and Winnebago Counties.

Springfield-Menard and Sangamon Counties.

St. Louis, MO-IL-St. Louis City; Franklin, Jefferson, St. Charles and St. Louis Counties, MO; Clinton, Jersey, Madison, Monroe and St. Claire Counties, IL.

PRIMARY METROPOLITAN STATISTICAL AREAS

Aurora-Elgin-Kane and Kendall Counties.

Chicago-Cook, DuPage and McHenry Counties.

Joliet-Grundy and Will Counties.

Lake County-Lake County.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Chicago-Gary-Lake County, IL-IN-WI-Includes Aurora-Elgin, IL PMSA; Chicago, IL PMSA; Gary-Hammond, IN PMSA; Joliet, IL PMSA; Kenosha, WI PMSA; and Lake County, IL PMSA.

POPULATION ESTIMATES

(Thousands)

Age Group	**1980**	**1990**	**1992**
Under 5 Years	851	1,001	1,014
5-14 Years	1,768	1,717	1,740
15-24 Years	2,138	1,135	1,150
25-44 Years	3,147	3,811	3,860
45-64 Years	2,268	2,106	2,134
65 and Over	1,261	1,102	1,116
TOTAL	11,433	10,873	11,014

Based on U.S. Census

POPULATION ESTIMATES

(Thousands)

Places of 50,000 or more and central cities of MSA's with 10% or more of Spanish Origin Population, according to the U.S. 1980 census.

Cities	**Total Pop.**	**Spanish Origin**	**Percent**
Aurora	81	14	17.8
Chicago	3,005	421	14.0
Elgin	64	7	10.2
Waukegan-N. Chicago	106	15	13.7

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	**1977 Census**	**1982 Census**	**1992 Est.**
Bldg. Mat./Hdwr	1,929	2,095	4,578
General Mdse	5,129	5,899	10,798
Food	7,571	10,323	15,669
Automobiles	8,088	8,833	18,534
Gasoline Stations	3,041	4,591	5,454
Apparel	2,197	3,252	5,598
Furniture	1,818	2,130	4,830
Eat-Drink Places	3,665	5,047	8,856
Drugs	1,364	2,111	4,245
TOTAL SALES	39,215	50,747	89,725

ALTON-EAST ALTON-WOOD RIVER

1 - LOCATION: Madison County (In St. Louis, MO-IL MSA). E&P Map B-4; Near confluence of the Missouri & Mississippi rivers, 25 mi. NE of St. Louis, 84 mi. S of Springfield and 238 mi. SE of Chicago.

2 - TRANSPORTATION: Railroads-CB&O; Illinois-Central-Gulf; Conrail; Illinois-Bridge & Belt; Amtrak.

Motor Freight Carriers-4.

Intercity Bus Lines-Bi-State Transit System.

3 - POPULATION:

Corp. Cities 90 Cen. 51,458; E&P 92 Est. 51,133

Alton 90 Cen. 32,905; E&P 92 Est. 32,647

East Alton 90 Cen. 7,063; E&P 92 Est. 7,192

Wood River 90 Cen. 11,490; E&P 92 Est. 11,294

CZ-ABC: (80) 95,509

RTZ-ABC: (80) 105,565

MSA 90 Cen. 2,444,099; E&P 92 Est. 2,506,108

County 90 Cen. 249,238; E&P 92 Est. 252,565

City & RTZ-ABC: (80) 201,094

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

Cities 90 Cen. 19,792; E&P 92 Est. 19,666

Alton 90 Cen. 12,656; E&P 92 Est. 12,556

East Alton 90 Cen. 2,717; E&P 92 Est. 2,766

Wood River 90 Cen. 4,419; E&P 92 Est. 4,344

County 90 Cen. 92,604; E&P 92 Est. 93,840

MSA 90 Cen. 914,683; E&P 92 Est. 937,298

CZ-ABC: (80) 34,308

RTZ-ABC: (80) 36,985

City & RTZ-ABC: (80) 71,293

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	7	$1,945,782,286
Commercial	9	$466,161,889

6 - PASSENGER AUTOS: Madison County 145,131

7 - ELECTRIC METERS: Residence 37,175

8 - GAS METERS: Residence 30,965

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fabricated Metal Prods. 4,406 ($424); Petroleum Refining 2,548 ($607); Stone, Glass & Clay 902 ($391); Primary Metals 1,960 ($457); Paper Prods. 1,071 ($417); Mfg. 12,296.

Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-65; Summer 69-92; Fall 50-67; Winter 10-55. First killing frost, Nov.; last killing frost, Apr.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-Alton Square, regional center with Famous Barr, JCPenney, Target, and 70 stores.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Wilshire	5	Dollar General, General Grocer
Piasa Corners	2	Natl. Food, SupeRx Drug, Dollar General
Central Park	1	Central Hdwe., Silo, K mart, Venture
Monticello Plaza	4	
Washington Sq.	1	SupeRx
Bethalto	8	Dollar General
Jamestown Mall	9	Dillard's, Sears

Principal Shopping Days-Thur., Fri. & Sat.

Stores Open Evenings-Dept.-nightly; Food-Fri.; Chain Food nightly.

13 - RETAIL OUTLETS: Department Stores-Famous-Barr; JCPenney.

Variety Store-McCrory.

Discount Stores-Target; Venture; K mart; Dollar General; Wal-Mart.

Chain Drug Stores-Thrifty; SupeRx 3; Wedge 3; Walgreens; Revco.

Chain Supermarkets-Shop 'n Save 3; Natl. Food; Country Fair; Schnuck's 2; General Grocer 2; Aldi's 2; Food World.

Other Chain Stores-Auto Supply: B.F. Goodrich, Firestone, Goodyear, Hardware: MAB Paint, Central Hardware; Lumber: Great Central, Landreth DIY; Springman, J&A Springman, Fischer; Women's Apparel: Arthurs, Lerner, Women's World, Paul Harris, Merry-Go-Round, Worths, Size 5-7-9, Casual Corner, Fashion Conspiracy, The Limited, Leader's, Gliks, Foxmoor, Motherhood Maternity, Jean Nicole; Men's Apparel: Barleff's, Hanlon & Haegele, Furniture: Jacoby, Schwartz, Gilbert's Carriage House, Wood River Furniture; Jewelers: Stone Bros., Goulding's, Hudson's, Hartmann's, Hess & Culbertson's, Jaccard's, Zales; Meyer-Elliott.

14 - NEWSPAPERS: TELEGRAPH (e-mon to fri) 35,163; (S) 36,356; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: James Shrader, Adv. Dir., TELEGRAPH, 111 E. Broadway, Alton, IL 62002; Tel. (618) 463-2500.

National Representative: Branham/Newspaper Sales.

ARLINGTON HEIGHTS

See CHICAGO

AURORA

1 - LOCATION: Kane County (In Aurora-Elgin PMSA). E&P Map C-2. Industrial Center.

2 - TRANSPORTATION: Railroads-Burlington Northern; Elgin, Joliet & Eastern.

Motor Freight Carriers-58.

Intercity Bus Lines-RTA; Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 99,581; E&P 92 Est. 103,312

CZ-ABC: (80) 102,832

RTZ-ABC: (80) 230,736

PMSA 90 Cen. 356,884; E&P 92 Est. 369,444

County 90 Cen. 317,471; E&P 92 Est. 329,188

City & RTZ-ABC: (80) 333,568

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 38,300; E&P 92 Est. 39,735

County 90 Cen. 123,312; E&P 92 Est. 127,863

PMSA 90 Cen. 139,335; E&P 92 Est. 144,229

CZ-ABC: (80) 35,173

RTZ-ABC: (80) 74,468

City & RTZ-ABC: (80) 109,641

5 - BANKS	**NUMBER**	**EST. DEP.**
Cml. & Savings	9	$616,115,055
Savings & Loan	6	$677,341,135
Major Credit Unions	8	$176,975,490

6 - PASSENGER AUTOS: Kane County 192,208

7 - ELECTRIC METERS: Residence (Aurora District) 66,261

8 - GAS METERS: Residence Est. 34,942

9 - PRINCIPAL INDUSTRIES: Rubber & Plastics; Furn.; Apparel; Paper & Paper Prods.; Fab. Metal Prods.; Ptg. & Pub.; Primary Metals; Food; Regional Insurance Offices; Distribution Centers; Trans. Stone; Clay; Glass; Lumber & Wood Prods.; Chem. Prods.; Trans. Equip.; Elect. Mach.; Non-Elect. Mach. Mfg. Employ. 38,415.

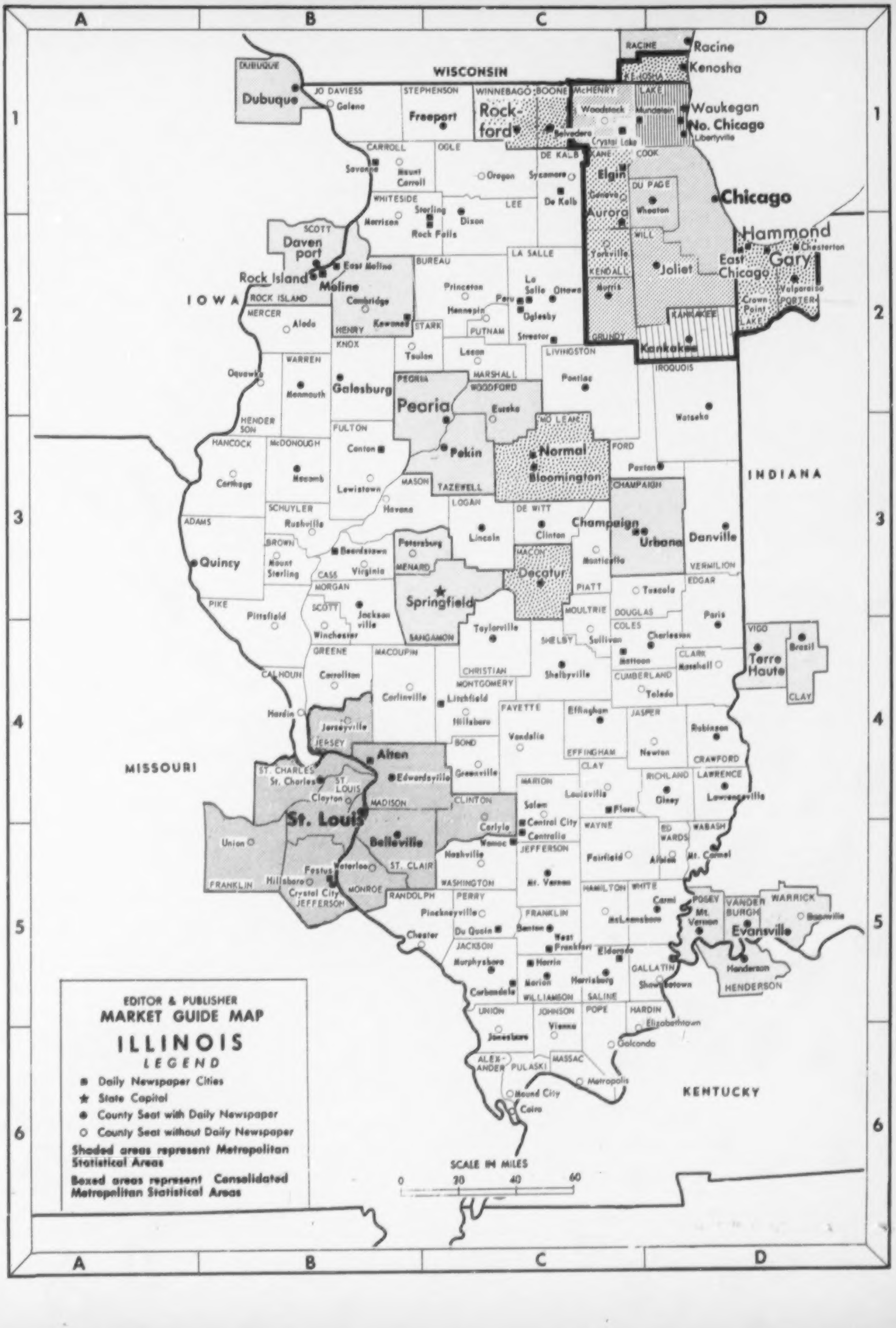
10 - CLIMATE: First killing frost, Sept. 28; last killing frost, Apr. 23.

11 - TAP WATER: Neutral, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-12 blocks on 4 sts.; Northgate; West Aurora Plaza; Ashland Plaza; The Village Mart; Eastgate; Indiantrail East; Fox Valley Center; St. Charles Mall; Settler's Landing (Montgomery), Naper West; Yorkshire Plaza; Tri-Cities Shopping Center; Aurora Commons.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Northgate(53)	2	Carson Pirie Scott, Radio Shack, Ace Hdwe., Perry Drug,
West Aurora Plaza(20)	2	Dominicks, Jewel, True Value, Osco
Ashland Plz.(2)	2	Welts Super Mkt., Scott's


A
B
C
D
1
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3
4
5
6
WISCONSIN
IOWA
MISSOURI
INDIANA
KENTUCKY
DUBUQUE
Dubuque
JO DAVIESS
Galena
STEPHENSON
Freeport
WINNEBAGO
Rockford
BOONE
Belvedere
McHENRY
Woodstock
Crystal Lake
LAKE
Mundelein
Waukegan
No. Chicago
Libertyville
RACINE
Racine
KENOSHA
Kenosha
CARROLL
Savanna
Mount Carroll
OGLE
Oregon
DE KALB
Sycamore
De Kalb
KANE
Elgin
Geneva
Aurora
COOK
Chicago
DU PAGE
Wheaton
WHITESIDE
Morrison
Sterling
Rock Falls
Dixon
LEE
SCOTT
Davenport
Rock Island
East Moline
Moline
ROCK ISLAND
BUREAU
Princeton
LA SALLE
La Salle
Ottawa
Peru
Oglesby
Streator
KENDALL
Yorkville
GRUNDY
Morris
WILL
Joliet
KANKAKEE
Kankakee
Hammond
East Chicago
Gary
Chesterton
Crown Point
LAKE
Valparaiso
PORTER
MERCER
Aledo
HENRY
Cambridge
Kewanee
STARK
Toulon
Hennepin
PUTNAM
Lacon
MARSHALL
LIVINGSTON
Pontiac
IROQUOIS
Watseka
KNOX
Galesburg
WARREN
Monmouth
Oquawka
HENDERSON
PEORIA
Peoria
WOODFORD
Eureka
McLEAN
Normal
Bloomington
Pekin
TAZEWELL
FORD
Paxton
HANCOCK
Carthage
McDONOUGH
Macomb
FULTON
Canton
Lewistown
MASON
Havana
LOGAN
Lincoln
DE WITT
Clinton
CHAMPAIGN
Champaign
Urbana
Danville
VERMILION
ADAMS
Quincy
SCHUYLER
Rushville
BROWN
Mount Sterling
CASS
Beardstown
Virginia
MENARD
Petersburg
MACON
Decatur
PIATT
Monticello
MORGAN
Jacksonville
SCOTT
Winchester
PIKE
Pittsfield
SANGAMON
Springfield
CHRISTIAN
Taylorville
MOULTRIE
Sullivan
DOUGLAS
Tuscola
EDGAR
Paris
COLES
Charleston
Mattoon
SHELBY
Shelbyville
CLARK
Marshall
CUMBERLAND
Toledo
VIGO
Terre Haute
Brazil
CLAY
GREENE
Carrollton
CALHOUN
Hardin
MACOUPIN
Carlinville
MONTGOMERY
Litchfield
Hillsboro
FAYETTE
Vandalia
EFFINGHAM
Effingham
JASPER
Newton
CRAWFORD
Robinson
JERSEY
Jerseyville
Alton
ST. CHARLES
St. Charles
ST. LOUIS
Clayton
St. Louis
MADISON
Edwardsville
BOND
Greenville
CLINTON
Carlyle
MARION
Salem
Central City
Centralia
CLAY
Louisville
Flora
RICHLAND
Olney
LAWRENCE
Lawrenceville
FRANKLIN
Union
Hillsboro
Festus
Crystal City
JEFFERSON
MONROE
Waterloo
ST. CLAIR
Belleville
Wamac
Nashville
WASHINGTON
JEFFERSON
Mt. Vernon
WAYNE
Fairfield
EDWARDS
Albion
WABASH
Mt. Carmel
RANDOLPH
Chester
PERRY
Pinckneyville
Du Quoin
FRANKLIN
Benton
West Frankfort
HAMILTON
McLeansboro
WHITE
Carmi
POSEY
Mt. Vernon
VANDERBURGH
Evansville
WARRICK
Boonville
Henderson
HENDERSON
JACKSON
Murphysboro
Carbondale
WILLIAMSON
Herrin
Marion
SALINE
Harrisburg
Eldorado
GALLATIN
Shawneetown
UNION
Jonesboro
JOHNSON
Vienna
POPE
Golconda
HARDIN
Elizabethtown
ALEXANDER
PULASKI
Mound City
Cairo
MASSAC
Metropolis
SCALE IN MILES
0
20
40
60

EDITOR & PUBLISHER
MARKET GUIDE MAP

ILLINOIS

LEGEND

- ■ Daily Newspaper Cities
- ★ State Capitol
- ● County Seat with Daily Newspaper
- ○ County Seat without Daily Newspaper

Shaded areas represent Metropolitan Statistical Areas

Boxed areas represent Consolidated Metropolitan Statistical Areas

The Village Mart(16)	2	Ben Franklin, Eagle
Boulder Hill	5	Grimms
Fox Valley(190)	5	Lord & Taylor, JCPenney, Sears Marshall Field, Toys 'R' Us, Kohl's, Carpetland
Settler's Landing	6	K mart, Pic-Way
Naper West	5	Venture, Herman's, Service Merchandise
St. Charles Mall(30)	11	Jos. Speiss & Co., K mart, Franks, Jewel, Osco, Spiegel Outlet
West Ridge Court	NA	Phar-Mor, Cub Foods
Aurora Mkt. Pl.	NA	Handy Andy, Omni, Musicraft, Randall Drugs, Bay Furniture
Tri-Cities(11)	10	Hallmark, Trak Auto Walgreens, Dominick's Food
Yorkshire Plz	5	Builders Sq., KDA, Pier 1 Imports, N.Y. Carpet World, Lands End Outlet, Sportmart, Fretters, Kids 'R' Us, Mont. Ward
Piano Factory	NA	Carter's, Van Heusen, Pflatzgragff

Principal Shopping Days-Thur. through Sun.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Jos. Spiess & Co., Carson Pirie Scott & Co. Marshall Field; Kohl's; Lord & Taylor; Montgomery Ward.

Discount Stores-K mart; Venture; Spiegel; Marshall's; Wal-Mart; Lands End; Outlet, Pfaltzgraff; Carter's Manhattan Factory Outlet; T.J. Maxx; Crown Books; Van Husen Factory Store.

Chain Drug Stores-Walgreens; Osco; Perry; Phar-Mor.

Variety Stores-Scott's; Ben Franklin; V&S Variety Store; Ace Hardware; Osco Drug; True Value; Randall Drugs; Phar-Mor.

Chain Supermarkets-Jewel 5; Convenient; Eagle 4; Country Cupboard; Open Pantry; Buy Rite 3; Walt's 3; Safari Mkt.; Aldi's 3; 7-Eleven; White Hen Pantry; Dominick's 3; Frank's Finer Foods; Omni; Cub Foods.

Other Chain Stores-Goodrich; Goodyear; Blue Star Auto; Frank's Nursery; Firestone; Toys 'R' Us; Radio Shack; Brown's Sports; Fretters; Trak Auto; Silo Musicraft; Highland Superstore.

14 - NEWSPAPERS: BEACON-NEWS (e) 39,000; (S) 41,797; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Randy Chapman, Adv. Dir., BEACON-NEWS, 101 South River St., Aurora, IL 60506. Tel. (708) 844-5858.

National Representative: Sawyer-Ferguson-Walker.

BEARDSTOWN

1 - LOCATION: Cass County, E&P Map B-3. Industrial and agricultural center; W central Illinois. On east bank of Illinois River. 225 mi. SW of Chicago; 110 mi. N of St. Louis.

2 - TRANSPORTATION: Railroad-BN.
Motor Freight Carriers-9.

3 - POPULATION:
Corp. City 90 Cen. 5,270; E&P 92 Est. 5,162
County 90 Cen. 13,437; E&P 92 Est. 13,095

4 - HOUSEHOLDS:
City 90 Cen. 2,027; E&P 92 Est. 1,985
County 90 Cen. 5,375; E&P 92 Est. 5,238

5 - BANKS	**NUMBER**	**DEPOSITS**
Banks	2	$70,334,000
Savings & Loan	1	$27,302,169

6 - PASSENGER AUTOS: Cass County 6,881

7 - ELECTRIC METERS: Residence 2,829

8 - GAS METERS: Residence 2,304

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Railroad 90; Foods/Meat Prods. 1,300; Feed/Grains/Milling 23; Glove Mfg. 80; Paper Prods. 70; Utilities 150; Lumber Prods. 85.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-90; Summer 50-100; Fall 2-97; Winter 0-72. First killing frost, Nov. 1; last killing frost, Mar. 25.

11 - TAP WATER: Treated.

12 - RETAILING: Shopping Center-Beardstown Plaza, at junction of Hwys. 100 & 67 (Super Value Foods, Wal-Mart, Subway, Video Vault, Hardee's, Kentucky Fried Chicken).

Neighborhood Shopping Centers E 4th St.; Downtown (Dollar General, Family Dollar).

13 - RETAIL OUTLETS: Department Stores-Dollar General; Family Dollar.

Variety Store-Wal-Mart.

Chain Drug Store-Rexall.

Chain Supermarkets-IGA; Jack & Jill; Super Valu.

Other Chain Stores-True Value Hdwe.

14 - NEWSPAPERS: ILLINOIAN-STAR (e) 1,900; sworn Feb. 1, 1991.

Local Contact for Advertising and Merchandising Data: Dale L. Barker, Pub., ILLINOIAN-STAR, 1210 Wall St., Beardstown, IL 62618. Tel. (217) 323-1010; FAX (217) 323-5402.

National Representative: Landon Associates.

BELLEVILLE

1 - LOCATION: St. Clair County (In St. Louis, MO-IL MSA). E&P Map B-5. County Seat. Educational, agricultural, military, industrial, financial and medical center.

2 - TRANSPORTATION: Railroads-Illinois Central; Seaboard System; Norfolk; Southern; Amtrak.

Intercity Bus Lines-Bi-State Transit; Greyhound; Continental Trailways; Gulf Transport Lines.

3 - POPULATION:
Corp. City 90 Cen. 42,785; E&P 92 Est. 43,031
NDM-ABC: (80) 117,600
MSA 90 Cen. 2,444,099; E&P 92 Est. 2,506,108
County 90 Cen. 262,852; E&P 92 Est. 262,440

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 16,456; E&P 92 Est. 16,550
County 90 Cen. 102,664; E&P 92 Est. 102,503
MSA 90 Cen. 914,683; E&P 92 Est. 937,298
NDM-ABC: (80) 43,466

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	5	$562,502,101
Commercial	5	$1,445,206,000

6 - PASSENGER AUTOS: St. Clair County 139,650

7 - ELECTRIC METERS: Residence 39,801

8 - GAS METERS: Residence 31,776

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-College 1,300; County 796; Power Company 325; Hospitals (2) 3,532; Stove 225; Stencil Mfg. 250; Scott AFBase-Retired 10,738; Civilian 4,914; Non Active Duty Reserve Forces 1,391; Military 7,017.

Principal Industrial Pay Day-Fri.

10 - CLIMATE: First killing frost, Sept. 28-Nov. 27; last killing frost, Mar. 8-May 10.

11 - TAP WATER: Neutral, hard, fluoridated.

12 - RETAILING: Principal Shopping Center-Twelve blocks on Main St.

Principal Shopping Days-Thur.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bellevue Park Plaza(10)	3	Glik's, Auto Shack
Carlyle Plz.(15)	4	Wal-Mart, Natl. Food
Westfield Plz. (10)	6	Venture
Marketplace Shopping Ctr.(17)	6	Burlington Coat, Childrens Pl., Toys 'R' Us, Pier 1 Imports, Franks Nursery
Swansea Plz.(8)	3	Schnucks, Grandpa's
Plaza St. Clair(14)	6	Schnucks, Computerland
Lake Christine Ctr.(8)	4	
Winchester Plz. (15)	4	
Silo Plz.(5)	6	Silo
Wade Sq.	2	Tom Boy
St. Clair Sq.(120)	6	Sears, JCPenney, Famous-Bar, Dillard's
Crossroads(16)	6	K mart
Venture(6)	6	Venture Stores,
Southview Plaza(15)	12	Tom-Boy, Dollar General
Country Club Plaza(12)	4	Walgreens, Schnuck's, Radio Shack
Arcade Ctr.(16)	6	

Stores Open Evenings-Dept.-Mon. and Fri.; Food-nightly; St. Clair Square-nightly and Sun.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Dillard's; Famous-Bar; Dollar General; Glik's; Burlington Coat Factory.

Discount Stores-K mart; Wal-Mart; Venture; Target; Best; Sam's Wholesale Club; Grandpa's.

Chain Drug Stores-Stiehl Walgreens; SupeRx; Medicare-Glaser; Phar-Mor Drugs.

Chain Supermarkets-IGA 7; National 3; Tom Boy 2; Shop 'n Save; Schnuck's 5; Super Valu.

Other Chain Stores-Western Auto; Firestone; Goodyear; Tire America; New Era Tire; Sherwin-Williams; Singer; Ben Franklin; Uniroyal Tire; Best Buy; Silo; Zam's; Children's Palace; Toys 'R' Us; Carnival Shoe; Frank's Nursery; T.J. Maxx; Pier 1 Imports; Crossroads Furniture; Kelly Auto Tire; Computerland; Carter Lumber; Central Hardware; 84 Lumber.

14 - NEWSPAPERS: NEWS-DEMOCRAT (m) 50,906; (S) 58,119; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Marcia Meehan, Adv. Mgr., NEWS-DEMOCRAT, 120 S. Illinois St., Belleville, IL 62222; Tel. (618) 234-1000.

National Representative: Branham/Newspaper Sales.

BELVIDERE

1 - LOCATION: Boone County (In Rockford MSA). E&P Map C-1. 75 mi. W of Chicago; 14 mi. E of Rockford in the central part of northern Illinois, on Northern Tollroad.

2 - TRANSPORTATION: Railroad-Chicago & Northwestern (freight).
Motor Freight Carriers-30.

3 - POPULATION:
Corp. City 90 Cen. 15,958; E&P 92 Est. 16,118
MSA 90 Cen. 283,718; E&P 92 Est. 287,799
County 90 Cen. 30,806; E&P 92 Est. 31,610

Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 6,138; E&P 92 Est. 6,199
MSA 90 Cen. 104,143; E&P 92 Est. 105,655
County 90 Cen. 12,350; E&P 92 Est. 12,673

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	2	$142,315,247
Savings & Loan	2	$83,338,595

6 - PASSENGER AUTOS: Boone County 17,641

7 - ELECTRIC METERS: Residence County 10,767

8 - GAS METERS: Residence County 7,473

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. 423 ($416); Hdwe. 333 ($170); Engin. 120 ($390); Automotive Assembly 4,138 ($290).

Principal Industrial Pay Days-10th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 16-96; Summer 59-97; Fall 17-84; Winter 20-52. First killing frost, Oct. 16; last killing frost, May 4.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING: Principal Shopping Center-6 blocks on State St.; North State, Hwy. 20; Southtowne Shpg. Ctr.; Pearl St. at Route 5; Belvidere Mall (Downtown).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belvidere Mall(5)	NA	Ace Hardware, Schultz's Sav-U
North State(6)	NA	
South Towne(4)	NA	Pacemaker Food
Cherry Vale(94)	NA	Marshall Field, Sears, Pranges

Principal Shopping Days-Thur., Fri., Sat., Mon.

13 - RETAIL OUTLETS: Chain Supermarkets-Eagle; Schultz Sav-U; Pacemaker; Aldi.

Other Chain Stores-Ace Hdwe.; Western Auto; Radio Shack; K mart; True Value; Farm & Fleet; Walgreens.

14 - NEWSPAPERS: REPUBLICAN (e) 4,660; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Ellen L. Genrich, Adv. Dir., REPUBLICAN, 401 Whitney Blvd., Belvidere, IL 61008. Tel. (815) 544-9811.

National Representative: Landon Associates.

BENTON

1 - LOCATION: Franklin County, E&P Map C-5. County Seat. 302 mi. S of Chicago. On State Hwys. 14, 34, 37, 57.

2 - TRANSPORTATION: Railroads-Illinois Central Gulf; Union Pacific.

3 - POPULATION:
Corp. City 90 Cen. 7,216; E&P 92 Est. 7,248
County 90 Cen. 40,319; E&P 92 Est. 39,719

4 - HOUSEHOLDS:
City 90 Cen. 2,775; E&P 92 Est. 2,788
County 90 Cen. 14,158; E&P 92 Est. 13,948

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$170,000,000
Savings & Loan	1	$13,000,000

6 - PASSENGER AUTOS: Franklin County 21,514

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: Residence 2,300

9 - PRINCIPAL INDUSTRIES: Farm Supplies; Oil; Coal Mines; Grain & Stock Farms; Modular Homes; Mine Equip.; Meat Packing; Boats; Air and Acetylene Gas; Tool.

10 - CLIMATE: Av. Winter Temp. 35; Av. Summer Temp 77.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Days-Fri., Sat., Sun.

Stores Open Evenings-Supermarkets, Fri. Most stores are open until 8 p.m.

13 - RETAIL OUTLETS: Department Store-Tessone's.

Discount Store-Wal-Mart.

Variety Store-Town & Country.

Chain Drug Stores-Benton; McCollum; Kimmel-Chaplain Phcy.; SupeRx.

Chain Supermarkets-Big John's; IGA; Farm Fresh; Hucks.

Other Chain Stores-Western Auto; Ace Hardware; Walker's Hub; Sue's II; Pee Wee Shop; Barton & Collins; Akin Jewelry; Wiggs Jewelry; Beatty's Hammond Organs; The Shoe Room; D.D.'s Sportswear; Shirley's Fashions.

14 - NEWSPAPERS: NEWS (e) 4,900; June 30, 1990 VAC.

Local Contact for Advertising and Merchandising Data: Steve Browning, Adv. Mgr., NEWS, 111 E. Church St., Benton, IL 62812. Tel. (618) 438-5611.

National Representative: Landon Associates.

BLOOMINGTON-NORMAL

1 - LOCATION: McLean County (In Bloomington-Normal MSA). E&P Map C-3. County Seat. 127 mi. SW of Chicago; 157 mi. NE of St. Louis. 2 Colleges (Illinois State and Illinois Wesleyan) and Insurance Center. At the crossroads of two interstate highways (I-55 and I-74), two U.S. highways (Routes 51 and 150) and one state road (Route 9).

2 - TRANSPORTATION: Railroads-Bloomer Line; Santa Fe; CM&W; Norfolk & Southern; Conrail; Amtrak.

Intercity Bus Lines-Greyhound; Illini Swallow; Peoria Charter.

Motor Freight Carriers-36.

Airlines-American; Midway; Trans-States; Skyway.

3 - POPULATION:

Corp. Cities 90 Cen. 91,995; E&P 92 Est. 94,471
Bloomington 90 Cen. 51,972; E&P 92 Est. 53,560
Normal 90 Cen. 40,023; E&P 92 Est. 40,911
CZ-ABC: (80) 85,291
RTZ-ABC: (80) 146,095
County/MSA 90 Cen. 129,180; E&P 92 Est. 132,682
City & RTZ-ABC: (80) 231,386

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

Cities 90 Cen. 35,382; E&P 92 Est. 36,335
Bloomington 90 Cen. 19,989; E&P 92 Est. 20,600
Normal 90 Cen. 15,393; E&P 92 Est. 15,735
County/MSA 90 Cen. 51,672; E&P Est. 53,073
CZ-ABC: (80) 29,913
RTZ-ABC: (80) 51,638
City & RTZ-ABC: (80) 81,551

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	5	$625,885,000
Commercial	11	$788,652,000

6 - PASSENGER AUTOS: McLean County 74,447.

7 - ELECTRIC METERS: Residence 32,167.

8 - GAS METERS: Residence 31,700.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Ins., Fin., R.E. 10,025; Util. & Trans. 2,625; Printing & Pub. 675; Constr. 1,875; Whol. and Ret. Trade 13,200; Professional Servs. 13,375; Gov't 12,975; Mfg. 8,100; Hourly rates-Mfg. $11.58 hr.

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-93; Summer 41-93; Fall 16-86; Winter -3-60. First killing frost, Oct. 14; last killing frost, Apr. 5. Average Annual Rainfall-36.72; Average Annual Snowfall-24.

11 - TAP WATER: Alkaline, soft; Bloomington not fluoridated; Normal: fluoridated.

12 - RETAILING: Principal Shopping Centers-College Hills Mall; College Hills Plaza; Colonial Plaza; Eastland Commons; Eastland Mall; Empire Plaza; Four Seasons Square; Landmark Plaza; Towanda Plaza; University Park Plaza; Bloomington Center; Commerce Park; The Parkway; Market Square; Lakewood Plaza; Brandtville Center.

Neighborhood Shopping Centers-Downtown Bloomington; Downtown Normal.

Principal Shopping Days-Mon., Fri., Sat. & Sun.

Stores Open Evenings-All shopping areas open 7 days except downtown which is open Mon. thru Sat.

Stores Open Sundays-Grocery; Drug; Discount; Eastland Mall; College Hills Mall and other shopping centers.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Montgomery Ward; Bergner's; Kohl's; Von Maur, Inc.; Toys 'R' Us; Silo; T.J. Maxx.

Discount Stores-K mart; K's Merchandise; Target; Wal-Mart; Best Buy; Farm & Fleet; Carnival Shoes.

Variety Stores-Woolworth; Discount Den; Family Dollar.

Chain Drug Stores-Osco 3; SupeRx; Reliable Drugs 2; Phar-Mor; Walgreens 2.

Chain Supermarkets-Jewel 3; Kroger 3; Cub Foods; Diana Foods; Eagle Foods 2; Aldi Foods 2; Schnucks Mkt.

Other Chain Stores-Ace Hardware; Alexander; Carpetland USA; Cohen Furn.; Color Tile; Radio Shack; Sherman's.

14 - NEWSPAPERS: PANTAGRAPH (m) 50,900; (S) 56,435; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Mary E. Keogh, Adv. Dir., PANTAGRAPH, 301 W. Washington, Bloomington, IL 61701; Tel. (309) 829-9411 or (800) 747-READ; FAX (309) 829-9104.

National Representative: Branham/Newspaper Sales.

CANTON

1 - LOCATION: Fulton County, E&P Map B-3. 32 mi. SW of Peoria; On Rts. 9, 78, 100.

2 - TRANSPORTATION: Railroads-Burlington Northern; Atchison; Topeka & Santa Fe.

Motor Freight Carriers-3.

3 - POPULATION:

Corp. City 90 Cen. 13,922; E&P 92 Est. 13,778
County 90 Cen. 38,080; E&P 92 Est. 37,460

4 - HOUSEHOLDS:

City 90 Cen. 5,355; E&P 92 Est. 5,299
County 90 Cen. 13,690; E&P 92 Est. 13,467

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$150,197,191
Savings & Loan	2	$69,000,000

6 - PASSENGER AUTOS: Fulton County 19,887.

7 - ELECTRIC METERS: Residence 6,100.

8 - GAS METERS: Residence 5,700.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Clothing Mfg. 85 ($200); Coal Mines 60 ($250); Mach. Mfg. 50; Service: Community College ($300), Hospital ($500).

10 - CLIMATE: Mean Temp. 51. Av. Rainfall 35 in.; Av. Humidity 70.

11 - TAP WATER: Alkaline, soft; fluoridated & chlorinated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Ludlum Centre	NA	Ludlum
Lake Drive	1	Kroger, K mart

Principal Shopping Days-Mon., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's Mercantile.

Discount Stores-Farm King; K mart.

Chain Drug Stores-Rexall; SupeRx; Medicine Shoppe.

Chain Supermarkets-Kroger; IGA; Red Fox.

14 - NEWSPAPERS: LEDGER (e) 6,428; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Elaine Patterson, Adv. Mgr., LEDGER, 53 W. Elm St., Canton, IL 61520; Tel. (309) 647-5100.

National Representative: Landon Associates.

CARBONDALE-HERRIN-MARION

1 - LOCATION: Carbondale in Jackson County, Herrin & Marion in Williamson County, E&P Map C-5. 370 mi. S of Chicago. Educational, Coal Mining, Fruit Growing & Recreational. Railroad Terminal.

2 - TRANSPORTATION: Railroads-Illinois Central Gulf; CB&O; Missouri Pacific.

Motor Freight Carriers-6.

Intercity Bus Lines-Greyhound; Gulf Transports.

Airlines-Britt; Air Illinois.

3 - POPULATION:

Corp. Cities 90 Cen. 52,435; E&P 92 Est. 52,755
Carbondale 90 Cen. 27,033; E&P 92 Est. 27,185
Herrin 90 Cen. 10,857; E&P 92 Est. 10,920
Marion 90 Cen. 14,545; E&P 92 Est. 14,650
NDM-ABC: (80) 235,736
Counties 90 Cen. 118,800; E&P 92 Est. 120,031
Jackson 90 Cen. 61,067; E&P 92 Est. 60,945
Williamson 90 Cen. 57,733; E&P 92 Est. 59,086

4 - HOUSEHOLDS:

Cities 90 Cen. 20,167; E&P 92 Est. 20,291
Carbondale 90 Cen. 10,397; E&P 92 Est. 10,456
Herrin 90 Cen. 4,176; E&P 92 Est. 4,200
Marion 90 Cen. 5,594; E&P 92 Est. 5,635
Counties 90 Cen. 37,641; E&P 92 Est. 38,064
Jackson 90 Cen. 18,067; E&P 92 Est. 18,031
Williamson 90 Cen. 19,574; E&P 92 Est. 20,033
NDM-ABC: (80) 87,641

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$89,176,494
Savings & Loan	5	$24,647,299

6 - PASSENGER AUTOS: Jackson 27,799; Williamson 29,031.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry-Gloves; Bus. Systems; Dresses; Mach.; Label Printers; Shoes; Radiators; Foundries; Men's Jackets; Creamery; Neon Signs; Awnings; Pre-Fab Homes & Bldg. Materials; Stencil Cutting; Machines & Shipping Room Supplies; Concrete Prods.; Wood Treatment; Shipping Crates; Automatic Washers; Tape Factory; Aluminum Protrusion; Electronic.

Principal Industrial Pay Days-15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 52-58; Summer 66-96; Fall 58-82; Winter 30-42. First killing frost, Oct. 19; last killing frost, Mar. 28.

11 - TAP WATER: Carbondale-Alkaline, soft; Herrin-soft; Murphysboro-hard.

12 - RETAILING: Principal Shopping Center-3 blocks on 12 streets.

Principal Shopping Days-Mon., Fri., Sat., Sun.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Eastgate(15)	2	JoAnn Fabrics, Payless Shoes
Murdale(30)	NA	Woolworth
Southgate(7)	NA	
University Mall (34)	4	Elder-Beerman, Sears, JCPenney, Walgreens
K mart(2)	4	K mart, Kroger

Stores Open Evenings-Mon. in Carbondale & Herrin; Fri. in Murphysboro.

13 - RETAIL OUTLETS: Department Stores-Bleyer's; JCPenney; Sears; Zwick's; Herrin Supply; Sohn's; P.N. Hirsch; Meis.

Variety Stores-Woolworth; Ben Franklin.

Discount Stores-K mart; Wal-Mart 6; Watsons.

Chain Drug Stores-Walgreens; Rexall; Revco 2; SupeRx; Hook's 4.

Chain Supermarkets-Kroger 8; IGA; Country Fair; Nat'l. Foods.

14 - NEWSPAPERS: SOUTHERN ILLINOISAN (m) 29,889; (S) 35,812; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Brenda A. Maurizo, Adv. Coord., SOUTHERN ILLINOISAN, 710 N. Illinois Ave., Carbondale, IL 62901; Tel. (618) 529-5454.

National Representative: Landon Associates.

CARMI

1 - LOCATION: White County, E&P Map D-5, County Seat. 126 mi. E of St. Louis; 157 mi. S of Danville. On State Hwy. 1; U.S. Hwy. 14.

2 - TRANSPORTATION: Railroads-Conrail; Seaboard Systems.

3 - POPULATION:

Corp. City 90 Cen. 5,564; E&P 92 Est. 5,535
County 90 Cen. 16,522; E&P 92 Est. 16,236

4 - HOUSEHOLDS:

City 90 Cen. 2,140; E&P 92 Est. 2,129
County 90 Cen. 7,183; E&P 92 Est. 7,059

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	2	$14,100,000
Commercial	3	$167,895,000

6 - PASSENGER AUTOS: White County 8,765.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Farming; Oil; RC Bottlers; Cabinets; Welding; Draperies; Rubber Prods.; Feed Mills; Coal.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 75-95; Fall 48-85; Winter 15-45.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Days-Thur., Fri.

Stores Open Evenings-Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Dollar General; Hart's.

Variety Store-Harold's Dollar Store.

Discount Stores-K mart; Wal-Mart.

Chain Supermarket-Big John.

14 - NEWSPAPERS: TIMES (e) 3,150; sworn Oct. 2, 1990.

Local Contact for Advertising and Merchandising Data: Barbara Childress, Adv. Mgr., TIMES, 323-325 E. Main, Carmi, IL 62821; Tel. (618) 382-4176.

National Representative: None.

CENTRALIA-CENTRAL CITY-WAMAC

1 - LOCATION: Marion, Clinton and Washington Counties (In St. Louis, MO-IL MSA). E&P Map C-5. Industrial, oil and agricultural center. 252 mi. S of Chicago on U.S. Hwy. 51; 66 mi. E of St. Louis; 6 mi. S of U.S. Hwy. 50. 10 mi. W of I-57; 7 mi. N of I-64.

2 - TRANSPORTATION: Railroads-Illinois Central (pass. & freight); CB&Q (freight); Southern; Burlington-Northern.

Motor Freight Carriers-4.

3 - POPULATION:

Corp. Cities 90 Cen. 17,165; E&P 92 Est. 16,965
Centralia 90 Cen. 14,274; E&P 92 Est. 14,100
Central City 90 Cen. 1,390; E&P 92 Est. 1,375
Wamac 90 Cen. 1,501; E&P 92 Est. 1,490
CZ-ABC: (80) 21,625
RTZ-ABC: (80) 90,659
Counties 90 Cen. 90,400; E&P 92 Est. 90,823
Marion 90 Cen. 41,561; E&P 92 Est. 41,135
Clinton 90 Cen. 33,944; E&P 92 Est. 33,854
Washington 90 Cen. 14,965; E&P 92 Est. 14,834
MSA 90 Cen. 2,444,099; E&P 92 Est. 2,506,108
City & RTZ-ABC: (80) 112,284

4 - HOUSEHOLDS:

Cities 90 Cen. 6,587; E&P 92 Est. 6,510
Centralia 90 Cen. 5,490; E&P 92 Est. 5,423
Central City 90 Cen. 533; E&P 92 Est. 527
Wamac 90 Cen. 564; E&P 92 Est. 560
Counties 90 Cen. 34,648; E&P 92 Est. 34,805
Marion 90 Cen. 15,063; E&P 92 Est. 14,908
Clinton 90 Cen. 13,599; E&P 92 Est. 13,963
Washington 90 Cen. 5,986; E&P 92 Est. 5,934
MSA 90 Cen. 914,683; E&P 92 Est. 937,298
CZ-ABC: (80) 8,466
RTZ-ABC: (80) 32,055
City & RTZ-ABC: (80) 40,521

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	$292,000,000
Savings & Loan	7	$96,000,000

6 - PASSENGER AUTOS: Counties: Marion 22,951; Clinton 16,726; Washington 8,096.

7 - ELECTRIC METERS: Residence 9,093.

8 - GAS METERS: Residence 7,600.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage $330)-R.R. 80; Apparel 300; Candy 375; Hospital 750; Fiberglass 960; Food 227; Plastic Containers 200; Fuses 350.

Principal Industrial Pay Days-13th & 28th.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-64; Summer 68-87; Fall 49-66; Winter 27-43. First killing frost, Nov. 1; last killing frost, Mar. 2.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Broadway; 4 on Locust; 3 on Poplar; 3 in between.

Neighborhood Shopping Centers-Central City; Wamac; Lincoln & 2nd Sts.; W Broadway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairview Park Plaza(45)	1	JCPenney, Natl. Food, Woolworth
Centralia	1	Dollar General, Radio Shack, Golde's, Auto Works

Principal Shopping Days-Fri., Sat., Sun.

Stores Open Evenings-Downtown-Fri.; Shopping centers-every night (ex. Sun.).

13 - RETAIL OUTLETS: Department Stores-Sears; Golde's; Dollar General; JCPenney; Woolford & Marsh.

Variety Store-Woolworth.

Discount Stores-Dobbs; K mart; SupeRx.

Chain Supermarkets-National; Altadonna's; IGA; County Fair; Aldi; Priced Right Foods.

Other Chain Stores-Firestone; Western Auto; Singer; Stan-the-Tireman; Sherwin-Williams; Blankenship Auto Parts; Radio Shack; Fredman; Ace Hardware; Kirlin's; Payless Shoes; Kinney Shoes; Maurice's; The Fly; Linkon's Auto Parts; Fashion Bug.

14 - NEWSPAPERS: SENTINEL (e-mon to fri) 15,714; (S) 16,913; Dec. 31, 1990 ABC.

Local Contact for Advertising and Merchandising Data: Dan Nichols, Adv. Mgr. Class., SENTINEL, 232 E. Broadway, Centralia, IL 62801; Tel. (618) 532-5604.

National Representative: None.

CHAMPAIGN-URBANA

1 - LOCATION: Champaign County (In Champaign-Urbana-Rantoul MSA). E&P Map C-3. County Seat. University of Illinois. 126 mi. S of Chicago; 145 mi. N of St. Louis; 111 mi. W of Indianapolis.

2 - TRANSPORTATION: Railroads-Illinois Central; Conrail; Norfolk & Southern; Amtrak Burlington Northern.

Motor Freight Carriers-44.

Intercity Bus Lines-Greyhound; Great Lakes Coach Serv; Illini Swallow; C-U Mass Transit District.

Airlines-USAir; American Eagle; Midway; United Express; TWA Express.

3 - POPULATION:

Corp. Cities 90 Cen. 99,846; E&P 92 Est. 101,016
Champaign 90 Cen. 63,502; E&P 92 Est. 64,597
Urbana 90 Cen. 36,344; E&P 92 Est. 36,419
CZ-ABC: (80) 99,115
Bal. in NDM-ABC: (80) 151,488
County 90 Cen. 173,025; E&P 92 Est. 176,083
MSA 90 Cen. 173,025; E&P 92 Est. 176,083
Total NDM-ABC: (80) 250,603

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

Cities 90 Cen. 38,402; E&P 92 Est. 38,852
Champaign 90 Cen. 24,424; E&P 92 Est. 24,845
Urbana 90 Cen. 13,978; E&P 92 Est. 14,007
CZ-ABC: (80) 35,445
Bal. in NDM-ABC: (80) 53,170
County 90 Cen. 72,093; E&P 92 Est. 73,368
MSA 90 Cen. 72,093; E&P 92 Est. 73,368
Total NDM-ABC: (80) 88,615

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	7	N.A.
Commercial	8	N.A.

6 - PASSENGER AUTOS: Champaign County 88,304

7 - ELECTRIC METERS: Residence 61,060

8 - GAS METERS: Residence 45,181

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 8,475; Constr. 2,625; Trade 20,175; Servs. 16,375; Federal Gov't 33,700; Agric. 3,000; Educ. 18,000. Total 102,350.

Principal Industrial Pay Days-1st of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-68; Summer 61-82; Fall 38-59; Winter 12-29. First killing frost, Oct. 18; last killing frost, Apr. 29.

11 - TAP WATER: Alkaline, softened; chlorinated and fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Market Place Mall(97)	3	JCPenney, Bergners, Sears, Kohl's, Venture, Osco
Lincoln Sq.(25)	NA	Bergners
Sunnycrest(20)	6	Walgreens, IGA, Jewel, K mart, Osco
Country Fair(36)	3	Jewel, Osco
K mart Plz.	NA	K mart

Principal Shopping Days-Mon. through Sun.

Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Bergners 2; Robeson's; Sears; JCPenney.

Variety Store-General Dollar.

Discount Stores-K mart; Target; Venture; K's Merchandise Mart; Service Merchandise; Hook's 4.

Chain Drug Stores-Walgreens 3; Osco 4.

Chain Supermarkets-Jewel 3; IGA 3; Eagles 3; Diana Foods 2; Schnucks.

Other Chain Stores-Baskin-Robbins; Goodyear; Firestone; Goodrich; Carpetland; Clothworld.

14 - NEWSPAPERS: NEWS-GAZETTE (e-mon to fri) 44,717; (m-sat) 44,970; (S) 52,542; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Sue Trippiedi, Adv. Dir., NEWS-GAZETTE, 15 Main St.; PO Box 677, Champaign, IL 61820; Tel. (217) 351-5252.

National Representative: Branham/Newspaper Sales.

CHARLESTON

1 - LOCATION: Coles County. E&P Map C-4. County Seat. Light manufacturing; railway division; college; agricultural area. Eastern Illinois University; Lake Land Jr. College; 190 mi. from Chicago; 124 mi. from Indianapolis; 126 mi. from St. Louis. SE central part of state.

2 - TRANSPORTATION: Railroad-Norfolk & Western.

Airline-Direct Air.

Motor Freight Carriers-4.

3 - POPULATION:

Corp. City 90 Cen. 20,398; E&P 92 Est. 20,611
CZ-ABC: (80) 19,391
Bal. in NDM-ABC: (80) 23,568
County 90 Cen. 51,644; E&P 92 Est. 51,339
Total NDM-ABC: (80) 42,959

4 - HOUSEHOLDS:

City 90 Cen. 7,845; E&P 92 Est. 7,927
County 90 Cen. 19,862; E&P 92 Est. 19,745
CZ-ABC: (80) 5,978
Bal. in NDM-ABC: (80) 8,881
Total NDM-ABC: (80) 14,859

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$177,343,000
Savings & Loan	3	$2,786,128

6 - PASSENGER AUTOS: Coles County 24,612

7 - ELECTRIC METERS: Residence 6,729

8 - GAS METERS: Residence 5,037

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Truck & Trailer Mfg. 900; Constr. 162; Printing, Bus. Forms 278; Ceramic Prods. 119; Hdwe. 50.

Principal Pay Days-Fri., Sat.; R.R. 11th & 26th; bimonthly, 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-77; Summer 72-93; Fall 39-60; Winter 35-48. First killing frost, Oct. 16; last killing frost, Apr. 26.

11 - TAP WATER: Neutral, hard, fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Square and 1 block each direction from its 4 corners, S. on Rte. 130, 400-500 block W. Lincoln.

Neighborhood Shopping Centers-4th to 7th Sts. on Lincoln St.; S. on State Rd. 130; W. on Rte. 16; Division to University Drive on Lincoln.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Charleston(5)	NA	Jewel
Lincoln Vlg.	NA	Dale Bayless, Champs, Ruthie's, Tokens
University(8)	NA	True Value
Wilb Walker's(4)	NA	Ben Franklin, Family Phcy., Coast-to-Coast

Principal Shopping Days-Thur., Fri. & Sat.

Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Store-Wal-Mart.

Chain Drug Stores-Walgreens, Osco.

Chain Supermarkets-IGA; Walker's; Jewel.

Other Chain Store-True Value.

14 - NEWSPAPERS: COLES COUNTY TIMES-COURIER (m) 7,431; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Robert S. Yamamoto, Adv. Dir., COLES COUNTY TIMES-COURIER, 307 Sixth St.; Box 250, Charleston, IL 61920; Tel. (217) 345-7085.

National Representative: Landon Associates.

CHICAGO

1 - LOCATION: Cook County (PMSA). E&P Map D-1. Industrial, wholesale, retail, financial, telecommunications, health care, educational, research, transportation, and agricultural sales center.

2 - TRANSPORTATION: Railroads-Intercity Passenger: Amtrak; Metra; Commuter: Burlington Northern; Chicago & Northwestern; Chicago South Shore & South Bend; Illinois Central Gulf; Milwaukee Road; Norfolk & Western.

Motor Freight Carriers-More than 750 local trucking companies.

Intercity Bus Line-Greyhound.

Airlines-O'Hara Passenger Airlines: Aer Lingus-Irish Airlines; Air Canada; Air France; Air Jamaica; Air Wisconsin Alia-Royal Jordanian; Alitalia; American Eagle; Braniff; British Airways; Continental Express/Britt Airways; China Airlines; Continental; Delta; El Al Isreal; Japan Air Lines; KLM Royal Dutch Airlines; Lufthansa German Airlines; Mexicana; Pan Am; Philippine Airlines; Piedmont; Sabena Belgian World Airlines; SAS Scandinavian Airlines; Swissair; Trans World; USAir; United; Yugoslav Airlines (JAT). Scandinavian Airlines; SwissAir; Trans World Airlines; USAir; United Airlines; Yugoslav Airlines (JAT).

Three Waterway Projects-St. Lawrence Seaway; Port of Chicago in Lake Calumet; Calumet-Sag Channel. Additional port facilities operated by the State of Indiana at Burns Harbor, IN.

3 - POPULATION:

Corp. City 90 Cen. 2,783,726; E&P 92 Est. 2,838,565
County 90 Cen. 5,105,067; E&P 92 Est. 5,207,456
PMSA 90 Cen. 5,886,733; E&P 92 Est. 6,022,249
SUN-TIMES AND TRIBUNE:
CZ-ABC: (80) 3,059,948
Bal. in NDM-ABC: (80) 4,686,438
Total NDM-ABC: (80) 7,746,386
DAILY HERALD:
NDM-ABC: (80) 770,459
SOUTHTOWN ECONOMIST:
NDM-ABC: (80) 838,354

4 - HOUSEHOLDS:

City 90 Cen. 1,070,664; E&P 92 Est. 1,091,756
County 90 Cen. 1,870,186; E&P 92 Est. 1,907,696
PMSA 90 Cen. 2,169,771; E&P 92 Est. 2,219,977
SUN-TIMES AND TRIBUNE:
CZ-ABC: (80) 1,115,918
Bal. in NDM-ABC: (80) 1,585,050
Total NDM-ABC: (80) 2,700,968
DAILY HERALD:
NDM-ABC: (80) 259,969
SOUTHTOWN ECONOMIST:
NDM-ABC:(80) 284,898

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	124	$40,944,307,000
Commercial	385	$109,449,811,000

6 - PASSENGER AUTOS: Cook County 2,560,453

7 - ELECTRIC METERS: Residence 2,676,700

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Agric., Forest & Fisheries 7,195; Mining 2,842; Contr. 103,701; Mfg. 575,240; Trans. & Comm. 195,606; Whol. Trade 200,704; Ret. Trade 373,750; Fin., Ins. & R.E. 313,994; Services 981,527.

10 - CLIMATE: 1990 Av. Temp.-Jan. 21; Apr. 49; July 73; Oct. 54. 1989 Av. Precipitation-33 in.; Av. Snowfall 39 in.

11 - TAP WATER: Alkaline (Lake Michigan); fluoridated.

12 - RETAILING: Principal Shopping Centers-The PMSA has 28 major shopping centers and 40 regional malls. The most important of these are Michigan Ave., Woodfield Mall in Schaumburg and the Oakbrook Center. The principal offices of Sears and Montgomery Wards are located here.

Principal Shopping Days-Loop and Outlying Stores-Mon., Thur., Sat., Sun. Supermarkets-Thur., Fri., Sat.

Stores Open Evenings-Dept.-Mon. & Thur.

13 - RETAIL OUTLETS: Carson Pirie Scott & Co.-19: 2 in Chicago, 17 in suburbs; JCPenney-17: 2 in Chicago, 15 in suburbs; Kohl's-16 in suburbs; Marshall Field's-13: 2 in Chicago, 11 in suburbs; Montgomery Ward & Co.-19: 4 in Chicago, 15 in suburbs; Sears-21 full line stores: 4 in Chicago, 17 in suburbs; Bloomingdale's, 1 in Chicago.

Discount & Variety Stores-K mart; Venture; Service Merchandise; Woolworth; Highland Superstores; Fretter Superstores; Kohl's.

Chain Supermarkets-Cub; Butera; Dominick's; Eagle; Pic 'n Save; Treasure Island; Hillman's; Jewel; Omni.

Cooperative Food Stores -Centrella; Certified.

Chain Drug Stores-Family Drug Center; F&M Distributors; Perry; Little Bucky; Rexall; Stineway; Sun Drugs; Les-On; Osco; Phar-Mor; Walgreens; Centsible Drug.

14 - NEWSPAPERS: DEFENDER (m-mon to thur) 22,346; (m-sat) 27,044; Mar. 31 1991 ABC.

Local Contact for Advertising and Merchandising Data: Willie Wright, Adv. Dir. Sales, DEFENDER, 2400 S. Michigan, Chicago, IL 60616; Tel. (312) 225-2400.

National Representative: Amalgamated Publishers.

HERALD (m) 103,242; (S) 101,090; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Jim Walsh, VP, Adv., HERALD, 214 W. Campbell St., PO Box 280, Arlington Heights, IL 60006; Tel. (708) 870-3600.

National Representative: U.S. Suburban Press.

SOUTHTOWN ECONOMIST (e) 52,252; (S) 66,120; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: James P. Hart., SOUTHTOWN ECONO-

MIST, 5555 W. 115th St., Worth, IL 60482; Tel. (312) 388-3900.

National Representative: U.S. Suburban Press.

SUN-TIMES (m-mon to fri) 537,780; (m-sat) 361,448; (S) 559,093; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Mark Dacey, Sr., V.P. Adv., SUN-TIMES, 401 N. Wabash, Rm. 100, Chicago, IL 60611; Tel. (312) 321-3000.

National Representatives: Offices in New York, Detroit, Los Angeles, Atlanta.

TRIBUNE (m-mon to fri) 741,345; (m-sat) 631,284; (S) 1,131,226; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: John Puerner, V.P./Mktg & Dev., TRIBUNE, 435 N. Michigan Ave., Chicago, IL 60611; Tel. (312) 222-3232.

National Representatives: Offices in New York; Detroit; Hollywood; Fl; Dallas; Los Angeles; San Francisco; Towmar (Mexico); Western States Associates.

CLINTON

1 - LOCATION: DeWitt County, E&P Map C-3, County Seat. Residential center. Springfield, 45 mi.; Decatur, 21 mi.; Bloomington, 22 mi.; Champaign, 39 mi. On U.S. Hwys. 51, 54; State Hwy. 10.

2 - TRANSPORTATION: Railroad-Illinois Central.

Intercity Bus Line-Trailways.

3 - POPULATION:

Corp. City 90 Cen. 7,437; E&P 92 Est. 7,470
County 90 Cen. 16,516; E&P 92 Est. 16,194

4 - HOUSEHOLDS:

City 90 Cen. 2,860; E&P 92 Est. 2,873
County 90 Cen. 5,748; E&P 92 Est. 5,635

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$57,927,000
Savings & Loan	2	$50,000,000

6 - PASSENGER AUTOS: DeWitt County 9,495

7 - ELECTRIC METERS: Residence 4,110

8 - GAS METERS: Residence 3,094

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-China Mfg. 100; Houseware Mfg. 375; Ill. Central R.R. 150; Business Forms 150; Nuclear Power Station 3,000.

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 27-85; Summer 55-110; Fall 20-80; Winter 10-45. First killing frost, Oct. 20; last killing frost, Mar. 30.

11 - TAP WATER: Alkaline, treated, soft, fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hickory Point Mall(85)	15	Von Maur, JCPenney, Bergner's
Eastland Ctr.(54)	21	Sears, Bergner's, JCPenney

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri., some Mon.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Bergner's; Sears.

Variety Store-Wal-Mart.

Chain Supermarkets-Dares Food Basket; IGA.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 3,507; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Terrie Baker, Publisher, JOURNAL, Route 54 West; PO Box 615, Clinton, IL 61727; Tel. (217) 935-3171.

National Representative: Landon Associates.

CRYSTAL LAKE

1 - LOCATION: McHenry County, (In Chicago PMSA). E&P Map C-1. 40 mi. NW of Chicago on U.S. Hwy. 14. Crystal Lake is the retailing and manufacturing center of McHenry County.

2 - TRANSPORTATION: Chicago and Northwestern Railroad commuter trains and Regional Transportation Authority bus line connects Crystal Lake with all of Chicago Metropolitan area. Small airport.

3 - POPULATION:

Corp. City 90 Cen. 24,512; E&P 92 Est. 25,720
NDM-ABC: (80) 187,777
County 90 Cen. 183,241; E&P 92 Est. 192,314
PMSA 90 Cen. 6,022,249; E&P 92 Est. 6,280,231

Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 9,428; E&P 92 Est. 9,892
County 90 Cen. 73,518; E&P 92 Est. 77,158
PMSA 90 Cen. 2,169,771; E&P 92 Est. 2,219,977
NDM-ABC: (80) 61,444

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$109,645,012
Savings & Loan	4	$3,686,990,720

6 - PASSENGER AUTOS: McHenry County 110,507

7 - ELECTRIC METERS: Residence 7,560

8 - GAS METERS: Residence 9,472

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Retailing 1,228; Equip. Mfg. 2,240; Printing 468; Farm Equip. & Landscaping 461; Util. 583.

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-88; Summer 48-103; Fall 18-88; Winter -25-65. First killing frost, Sept. 25; last killing frost, May 1.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-downtown and a major shopping center (50 stores) at southeast edge of city. Neighborhood shopping centers along Hwy. 14, 31, McHenry Ave. and Berkshire Dr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Woodfield Mall	25	Sears, Field, JCPenney
Spring Hill Mall	10	Field, Bergner's, Sears, JCPenney, Joseph Spiess

Principal Shopping Days-Fri., Sat. & Sun.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Joseph Spiess.

Discount Store-K mart.

Chain Drug Stores-Osco; Walgreens.

Other Chain Stores-Minnesota Fabrics; 84 Lumber; Edward Hines Lumber; Kinney Shoes; Stuart's; Athletic Shoe Factory; General Nutrition; Payless Shoes; Just Jeans; Brooks; Dominick's; Ace Hardware; JC Penney (catalog).

14 - NEWSPAPERS: NORTHWEST HERALD (m) 27,844; (S) 27,754; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: John Greener, Adv. Mgr., NORTHWEST HERALD, PO Box 250, Crystal Lake, IL 60014; Tel. (815) 459-4040; FAX (815) 477-4960.

National Representative: U.S. Suburban Press.

DANVILLE

1 - LOCATION: Vermilion County, E&P Map D-3, County Seat. Agricultural and industrial center on Vermilion River and Lake Vermilion. 135 mi. S of Chicago; 140 mi. SE of Peoria; 210 mi. NE of St. Louis, MO; 85 mi. W of Indianapolis, IN.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Baltimore & Ohio; Chicago & Eastern; Conrail; CSX.

Motor Freight Carriers-44.

Intercity Bus Lines-Runaround; Illini Swallow; Greyhound.

Airline-American Eagle.

3 - POPULATION:

Corp. City 90 Cen. 33,828; E&P 92 Est. 32,776
CZ-ABC: (80) 59,931
RTZ-ABC: (80) 66,341
County 90 Cen. 88,257; E&P 92 Est. 87,412
City & RTZ-ABC: (80) 126,272

Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 13,011; E&P 92 Est. 12,606
County 90 Cen. 31,151; E&P 92 Est. 30,853
CZ-ABC: (80) 22,886
RTZ-ABC: (80) 23,651
City & RTZ-ABC: (80) 46,537

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$496,485,232
Savings & Loans	4	$89,000,000

6 - PASSENGER AUTOS: Vermilion County 48,419

7 - ELECTRIC METERS: Residential & Comm. 32,792

8 - GAS METERS: Residential & Comm. 22,456

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Foundry 2,000; Ballasts 522; Railroad Equip. 90; Lift Trucks 1,018; Meat Casings 866; Hardware 300; Candy Mfg. 168.; Clothing 44; Aerosol Prods. 785; Vitamin Mfg. N.A.; Hair Accessories 31; Cereal Mfg. (515); Electronics (308); Grain Proc. (711) (An. Payroll $193,000,000; Employing 7,400).

Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Average Temp.-Winter 28-30; Summer 76-78. First killing frost, Oct. 16; last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Vermilion St.; 4 on Main St.; 2 on North St.

Neighborhood Shopping Centers-2 blocks on Vermilion & Fairchild Sts.; 2 blocks on Main St. at Bismark St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Holiday Sq.(11)	4	Eagle Foods, Peoples Drug
K mart	3	K mart
Village Mall(68)	4	Target, Elder-Beerman, JCPenney
Towne Ctr.(12)	1	County Mkt., Hook's

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Elder-Beerman.

Discount Stores-K mart; Ames; Target; K's Merchandise Mart, Hills.

Chain Drug Stores-Prescription Shop; Peoples 2; Hook's 3; Osco.

Chain Supermarkets-Jewel; Eagle 2; County Market; Lowell's Discount.

Other Chain Stores-Turk's (furn.); Rhodes-Burford (furn.); Pittsburgh Paints; Sherwin-Williams; Fannie Mae; True Value Hdwe. 3; Black's Hdwe.; Ace Hdwe.; Auto Zone.

14 - NEWSPAPERS: COMMERCIAL-NEWS (e) 24,143; (S) 26,337; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Don Kinney, Adv. Dir., COMMERCIAL-NEWS, 17 W. North, Danville, IL 61832; Tel. (217) 446-1000.

National Representative: Gannett National Newspaper Sales.

DECATUR

1 - LOCATION: Macon County (MSA). E&P Map C-3, County Seat. 174 mi. SW of Chicago; 123 mi. NE of St. Louis; 155 mi. W of Indianapolis.

2 - TRANSPORTATION: Railroads-Norfolk Southern; CSX; Illinois Central; Chessie System.

Motor Freight Carriers-46.

Intercity Bus Lines-Crown Transit; Continental Trailways.

Airlines-Transworld Express; American Eagle; USAir.

3 - POPULATION:

Corp. City 90 Cen. 83,885; E&P 92 Est. 81,805
CZ-ABC: (80) 111,956
RTZ-ABC: (80) 174,897
County/MSA 90 Cen. 117,206; E&P 92 Est. 115,867
City & RTZ-ABC: (80) 286,853

Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 32,263; E&P 92 Est. 31,463
CZ-ABC: (80) 41,862
RTZ-ABC: (80) 64,089
County/MSA 90 Cen. 41,649; E&P 92 Est. 41,173
City & RTZ-ABC: (80) 105,951

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$905,538,000
Savings & Loan	5	$782,550,661

6 - PASSENGER AUTOS: Macon County 71,784

7 - ELECTRIC METERS: Residence 46,633

8 - GAS METERS: Residence 56,220

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Graders, Tractors 3,200; Corn-Soy Bean Proc. 3,335; Gas & Water Systems 1,130; Castings & Fittings 1,000; Window Glass 550; Tires 1,910; Valves 775; Railway Trans. 700. Av. Wkly. Wage-$288.

10 - CLIMATE: Min. & Max. Temp.-Spring 27-93; Summer 43-94; Fall 1-81; Winter 1-73. First killing frost, Oct. 16; last killing frost, Apr. 25.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Water St., 8 on N. Main St.; 2 on E. Main, E. Prairie, E. William, E. North Sts. Hickory Point Mall, Decatur/Forsyth, IL-105 Stores anchored by JCPenney, Bergner's Von Maur, and Kohl's.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brettwood Vlg. (20)	2	Kroger
Colonial(9)	2	Family Drug
Decatur Plz.(8)	5	Century 21, Eagle
Fairview Plz.(25)	2	Kroger, Walgreens
French Quarter W. (10)	2	French Qtr. Liquor
K mart, Mt. Zion Plz.(18)	5	Radio Shack, Kroger, Walgreens
Northgate Mall (17)	2	Venture, Jewel, Osco
Pines(7)	1	Food-4-Less, Family Dollar,
South Shores Ctr.(8)	1	Family Drug, True Value, Ben Franklin
Southtowne Plz. (8)	1	Eagle, Enloe Drugs
Spring Creek Plz. (14)	2	Eagle, Walgreens,
Woodmound Plz. (14)	4	White Hen, Walgreens

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Dept.-Mon., Fri.; Food 24 hours.

13 - RETAIL OUTLETS: Department Stores-Bergner's; Von Maur; JCPenney; Sears; Kohl's.

Variety Stores-Woolworth; Ben Franklin.

Discount Stores-K mart 2; Venture; Dollar General 2; Farm & Fleet; Hills.

Chain Drug Stores-Walgreens 5; Family Drug 3; Enloe 3; Osco 3.

Chain Supermarkets-Jewel 3; Kroger 3; Eagle 3; Cub Food; Aldi.

Other Chain Stores-Zales; Black (hdwe.); Thom McAn; Firestone 2; Goodyear 2; Goodrich; Hooker Glass & Paint Co.; Sherwin-Williams; Pittsburgh Plate Glass; Fannie May; Barkers's 2; Kinney's; General Tire Co.; Radio Shack 3; Team Electronics; Cloth World; Payless Shoe Store 2; Musicland; Glidden Paint Center; True Value Hardware 2; Sheid Tire.

14 - NEWSPAPERS: HERALD & REVIEW (m) 43,017; (S) 56,482; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Mike Gulledge, Adv. Mgr., HERALD & REVIEW, 601 E. William St.; PO Box 311, Decatur, IL 62525; Tel. (217) 421-6936.

National Representative: Landon Associates.

DE KALB

1 - LOCATION: De Kalb County, E&P Map C-1. Agricultural, industrial, and education center.

2 - TRANSPORTATION: Railroads-Chicago & Northwestern; Chicago Great Western; CMStP&P.

Motor Freight Carriers-11.

Intercity Bus Line-Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 34,925; E&P 92 Est. 35,298

CZ-ABC: (80) 42,375

RTZ-ABC: (80) 26,919

County 90 Cen. 77,932; E&P 92 Est. 79,468

City & RTZ-ABC: (80) 69,294

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 13,433; E&P 92 Est. 13,576

County 90 Cen. 31,173; E&P 92 Est. 31,787

CZ-ABC: (80) 13,134

RTZ-ABC: (80) 9,273

City & RTZ-ABC: (80) 22,407

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	9	$316,812,000
Savings & Loan	2	$201,143,000

6 - PASSENGER AUTOS: De Kalb County 39,937

7 - ELECTRIC METERS: City 12,000; County 38,000

8 - GAS METERS: Residence 9,900

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Hourly Wage)-Heavy Equip. 342 ($9.80); Fabricating 375 ($8.60) Agronomy Research 420 ($7.69); Univ. Teaching Faculty 1,652 ($617, 9 months); Univ. Staff 1,722 ($9.40).

10 - CLIMATE: Min. & Max. Temp.-Spring 20-96; Summer 43-93; Fall -3-88; Winter -28-67. First killing frost, Oct. 11; last killing frost, Apr. 3.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Principal Shopping Centers-6 blocks on two streets. 4 shopping centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
De Kalb(2)	NA	Jewel/Osco
De Vai(6)	NA	Ace Hdwe.
De Kalb Discount (10)	NA	De Kalb Discount
Aldi(10)	NA	Aldi
Northland(10)	NA	
Junction(15)	NA	Illini Sporting Goods
Village Commons (4)	NA	VCB
Eagles	NA	Perry Drugs, Eagle

Principal Shopping Days-Mon., Fri., Sat.

Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Henderson's; Sears (Catalog); Maurice's.

Discount Stores-K mart; Wal-Mart; Farm & Fleet.

Chain Drug Stores-Lehan 2; Perry Drugs; Osco.

Chain Supermarkets-Eagle 2; Jewel/Osco; Aldi; Pic 'n Save.

14 - NEWSPAPERS: CHRONICLE (e-mon to fri) 10,764; (S) 11,948; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Reino Riippi, Adv. Dir., CHRONICLE, Barber Greene Rd., De Kalb, IL 60115; Tel. (815) 756-4841.

National Representative: Landon Associates.

DIXON

1 - LOCATION: Lee County, E&P Map C-1. 98 mi. W of Chicago on U.S. Hwy. 38 and State Hwys. 2, 26, 52 and Interstate 88.

2 - TRANSPORTATION: Railroads-Chicago Northwestern (freight only).

Motor Freight Carriers-9.

Intercity Bus Line-Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 15,144; E&P 92 Est. 15,030

CZ-ABC: (80) 15,710

RTZ-ABC: (80) 55,363

County 90 Cen. 34,392; E&P 92 Est. 34,015

City & RTZ-ABC: (80) 71,073

4 - HOUSEHOLDS:

City 90 Cen. 5,825; E&P 92 Est. 5,781

County 90 Cen. 13,227; E&P 92 Est. 13,082

CZ-ABC: (80) 5,657

RTZ-ABC: (80) 19,569

City & RTZ-ABC: (80) 25,226

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	2	$297,610,000
Savings & Loan	2	$189,640,000

6 - PASSENGER AUTOS: Lee County 19,368

7 - ELECTRIC METERS: Residence 6,594

8 - GAS METERS: Residence 4,968

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Cement Mfg. 200; Auto Parts 799; Printing 275; Valve Mfg. 150; Food Prods. 175; State Highway Dept. 575; Commercial Prods. 200; State Prison 540; Electronics 750; Overhead Garage Doors 385; Public Util. 559; Misc. 300 Wholesalers & Distributors 200.

Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-68; Summer 72-90; Fall 58-70; Winter 10-44. First killing frost, Oct. 9; last killing frost, Apr. 12.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on First St.; 2 blocks on Galena Ave.

Neighborhood Shopping Centers-N. Galena Ave.; Depot Ave.

Shopping Centers-Plaza North.

Principal Shopping Days-Fri., Sat.

Stores Open Evenings-Fri., Mon. (limited).

13 - RETAIL OUTLETS: Department Stores-Kline's; Pamida.

Chain Drug Store-Walgreens.

Chain Supermarkets-Eagle; Red Fox; Jack & Jill.

Other Chain Stores-True Value; Ace Hdwe.; Sherwin-Williams.

14 - NEWSPAPERS: TELEGRAPH (e) 10,123; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Jim Nelson, Gen. Mgr., TELEGRAPH, 113-115 Peoria Ave., Dixon, IL 61021; Tel. (815) 284-2222.

National Representative: None.

DU QUOIN

1 - LOCATION: Perry County, E&P Map C-5. 80 mi. SE of St. Louis; 70 mi. N of Cairo, IL; 288 mi. S of Chicago. On State Hwys. 13, 14, 152, 154; U.S. Hwy. 51.

2 - TRANSPORTATION: Railroads-Illinois Central; Missouri Pacific; Pinckneyville.

Motor Freight Carriers-8.

Intercity Bus Lines-Gulf, Mobile & Ohio.

Airlines-Ozark; Air Illinois.

3 - POPULATION:

Corp. City 90 Cen. 6,697; E&P 92 Est. 6,852

County 90 Cen. 21,412; E&P 92 Est. 21,348

4 - HOUSEHOLDS:

City 90 Cen. 2,576; E&P 92 Est. 2,635

County 90 Cen. 7,808; E&P 92 Est. 7,785

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$200,000,000

6 - PASSENGER AUTOS: Perry County 11,037

7 - ELECTRIC METERS: Residence 4,250

8 - GAS METERS: Residence Counties: Du Quoin 2,417; Pinckneyville 1,350

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Coal Mining 950; Apparel 325; Timber 200; Constr. 175; Metal Fab. 500; Dairy Prods. 60; Phono Records 210; Aluminum 410.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-75; Summer 82-108; Fall 50-80; Winter 30-60.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Main St.; 4 on Division St.; 3 on Washington St.; Southtown Shpg. Ctr.; Pinckneyville; 4 on Sq.; 3 on Walnut; 2 on Main; 3 on Water.

Neighborhood Shopping Centers-Washington Hickory St.; retail outlets on U.S. 51, Pinckneyville. E. Water & S. Main.

Principal Shopping Days-Wed., Fri., & Sat.

Stores Open Evenings-Fri.

Stores Open Sundays-Food, Drug, Variety.

13 - RETAIL OUTLETS:

Discount Stores-Value; Dollar Store; Wal-Mart.

Variety Stores-Economy; Index Notion.

Chain Drug Stores-Bianco Value Rite; Reliable Drugs; Health Mart.

Chain Supermarkets-Kroger 2; Gann & Bender; IGA 2; Food Park.

Other Chain Stores-Western Auto; Du Quoin Auto Supply; Linkon Auto Supply; New Era; Chester City Dairy; Sawyer Paint & Wallpaper.

14 - NEWSPAPERS: CALL (e) 4,250; June 30, 1990 VAC.

Local Contact for Advertising and Merchandising Data: Pam Dierks, Adv. Dir., CALL, 9 N. Division St., Du Quoin, IL 62832; Tel. (618) 542-2133.

National Representative: Landon Associates.

EAST ALTON

See ALTON

EAST DUBUQUE, IA

- See DUBUQUE, IA

EAST MOLINE

See ROCK ISLAND

EDWARDSVILLE

1 - LOCATION: Madison County (In St. Louis, MO-IL MSA). E&P Map B-4, County Seat. 18 mi. NE of E St. Louis. On U.S. Hwy. 55; State Hwys. 143, 157, 159.

2 - TRANSPORTATION: Railroads-Norfolk & Southern; C&NW (freight); Illinois Terminal.

Motor Freight Carrier-1.

3 - POPULATION:

Corp. City 90 Cen. 14,579; E&P 92 Est. 15,007

NDM-ABC: (80) 48,329

MSA 90 Cen. 2,444,099; E&P 92 Est. 2,506,108

County 90 Cen. 249,238; E&P 92 Est. 252,565

4 - HOUSEHOLDS:

City 90 Cen. 5,607; E&P 92 Est. 5,772

County 90 Cen. 92,604; E&P 92 Est. 93,840

MSA 90 Cen. 914,683; E&P 92 Est. 937,298

NDM-ABC: (80) 17,316

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$200,000,000
Savings & Loan	2	$120,000,000

6 - PASSENGER AUTOS: Madison County 145,131

7 - ELECTRIC METERS: Residence 7,404

8 - GAS METERS: Residence 6,195

9 - PRINCIPAL INDUSTRIES: Southern Illinois University.

10 - CLIMATE: First killing frost, Oct. 14; last killing frost, Jan. 31.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-4 blocks on two streets; Montclaire; 500 block Troy Rd; Ginger Creek Village; Cottonwood Mall; Club Centre on route 157.

Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Glik's; K mart.

Discount Store-Wal-Mart.

Chain Drug Stores-Schwartz's; Walgreens.

Chain Supermarkets-National; Shop & Save.

14 - NEWSPAPERS: INTELLIGENCER (e) 6,700; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Bruce E. Coury, Pub., INTELLIGENCER, 117 N. Second St., Edwardsville, IL 62025; Tel. (618) 656-4700.

National Representative: Branham/Newspaper Sales.

EFFINGHAM

1 - LOCATION: Effingham County, E&P Map C-4, County Seat. 200 mi. S of Chicago. 100 mi. NE of St. Louis. On U.S. Routes 40 & 45; I-70 & I-57; State Hwys. 32, 33, 37.

2 - TRANSPORTATION: Railroads-Conrail; Illinois Central.

Motor Freight Carriers-9.

Intercity Bus Lines-Greyhound; Continental Trailways; C&H Coach and Trailways.

3 - POPULATION:

Corp. City 90 Cen. 11,651; E&P 92 Est. 11,729

CZ-ABC: (80) 13,671

RTZ-ABC: (80) 67,918

County 90 Cen. 31,704; E&P 92 Est. 32,455

City & RTZ-ABC: (80) 81,589

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 4,481; E&P 92 Est. 4,511

County 90 Cen. 12,273; E&P 92 Est. 12,564

CZ-ABC: (80) 5,001

RTZ-ABC: (80) 24,106

City & RTZ-ABC: (80) 29,107

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$111,500,000
Commercial	4	$300,000,000

6 - PASSENGER AUTOS: Effingham County 17,513

7 - ELECTRIC METERS: Residence 5,663

8 - GAS METERS: Residence 4,302

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Air Conditioners 700; Commercial Printing 3,000; Housing Components 220; Furn. Components 300; Paint 200; Computer Software 100.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Village Sq.(40)	3	JCPenney, Spurgeons, Jubilee
Westgate(8)	1	TG&Y, Sav-A-Lot
K mart Plz.(3)	2	K mart, Wal-Mart, Kroger, SupeRx

Principal Shopping Days-Wed., Fri., Sat.

Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; Spurgeon's; Jansen's; JCPenney.

Variety Stores-K mart; Rural King; Dollar General; TG&Y; Wal-Mart.

Chain Drug Stores-Rexall; SupeRx.

Discount Store-Medicine Shoppe.

Chain Supermarkets-Kroger; IGA; AG 2; Jubilee.

14 - NEWSPAPERS: NEWS (e) 13,394; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Carl Thoele, Adv. Mgr., NEWS, 201 N. Banker St.; PO Box 370, Effingham, IL 62401; Tel. (217) 347-7151.

National Representative: None.

ELDORADO

1 - LOCATION: Saline County, E&P Map C-5. 50 mi. WSW of Evansville, IN. 20 mi. from Ohio River at Shawneetown. On U.S. Hwy. 45; State Hwy. 142.

2 - TRANSPORTATION: Railroads-CCC&StL; L&N; Conrail.

3 - POPULATION:
Corp. City 90 Cen. 4,536; E&P 92 Est. 4,494
County 90 Cen. 26,551; E&P 92 Est. 26,378

4 - HOUSEHOLDS:
City 90 Cen. 1,745; E&P 92 Est. 1,729
County 90 Cen. 9,098; E&P 92 Est. 9,039

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$12,387,000
Savings & Loan	NA	$1,213,000

6 - PASSENGER AUTOS: Saline County 13,861

7 - ELECTRIC METERS: Residence 2,100

8 - GAS METERS: Residence 2,230

9 - PRINCIPAL INDUSTRIES: Coal Mining; Farming; Dairy Prods.; Oil.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-80; Summer 55-100; Fall 40-95; Winter 18-48.

11 - TAP WATER: N.A.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: Department Stores-Eldorado; P. N. Hirsch & Co.
Variety Stores-Muckley; Ben Franklin; Cousin Fred's.

14 - NEWSPAPERS: JOURNAL (e) 1,443; sworn Feb. 5, 1991
Local Contact for Advertising and Merchandising Data: Mike Brothers, Gen. Mgr., JOURNAL, 1200 Locust St., Eldorado, IL 62930; Tel. (618) 273-3379.
National Representative: Landon Associates.

ELGIN

1 - LOCATION: Cook & Kane Counties, E&P Map C-1 (In Chicago PMSA and Aurora-Elgin PMSA). Industrial & residential ctr. 38 mi. NW of Chicago & 50 mi. SE of Rockford, on the Grant Hwy. (U.S. 20). State 19, 25, 31, 58, the Northwest Tollway.

2 - TRANSPORTATION: Railroads-Chicago, Milwaukee, St. Paul & Pacific; Union Pacific; Chicago & North Western; Elgin: Joliet & Eastern (Outer Belt Line).
Intercity Bus Lines-United Motor Coach; Northland Greyhound; Regional Trans. Authority.
Motor Freight Carriers-19.

3 - POPULATION:
Corp. City. 90 Cen. 77,010; E&P 92 Est. 79,705
CZ-ABC: (80) 69,638
RTZ-ABC: (80) 544,328
Chicago PMSA 90 Cen. 5,886,733; E&P 92 Est. 6,022,249
Aurora-Elgin PMSA 90 Cen. 356,884; E&P 92 Est. 369,444
Counties 90 Cen. 5,422,533; E&P 92 Est. 5,536,644
Cook 90 Cen. 5,105,062; E&P 92 Est. 5,207,456
Kane 90 Cen. 317,471; E&P 92 Est. 329,188
City & RTZ-ABC: (80) 613,966
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 29,619; E&P 92 Est. 30,656
Counties 90 Cen. 1,993,498; E&P 92 Est. 2,035,559
Cook 90 Cen. 1,870,186; E&P 92 Est. 1,907,6964
Kane 90 Cen. 123,312; E&P 92 Est. 127,863
Chicago PMSA 90 Cen. 2,169,771; E&P 92 Est. 2,219,977
Aurora-Elgin PMSA 90 Cen. 139,335; E&P 92 Est. 144,229
CZ-ABC: (80) 25,322
RTZ-ABC: (80) 177,069
City & RTZ-ABC: (80) 202,391

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$282,760,120
Savings & Loan	3	$386,548,262

6 - PASSENGER AUTOS: Kane County 192,208; Cook County 1,582,513

7 - ELECTRIC METERS: Residence 23,994

8 - GAS METERS: Residence 15,264

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Precision Lighting 29,742; Electric Prods.; Belting; Tools; Automotive ($267).

10 - CLIMATE: Min. & Max. Temp.-Spring 22-72; Summer 58-87; Fall 30-75; Winter 17-33. Last killing frost, May 1.

11 - TAP WATER: Alkaline, soft, not fluoridated.

12 - RETAILING: Principal Shopping Center-Fox River Plz., Rt. 31 & I-90, Venture, Marshalls, Service Merchandise, Builder's Sq.; 3 blocks on Chicago and Division Sts. and E. Highland Ave.; 6 on N. and S. Grove Aves.; 4 on Douglas Ave.; 2 on Brook St.; 2 on Dupage St.; 5 on N. and S. Spring Sts.; and 1 on W. Chicago St. and N. State St. (Downtown shopping).
Neighborhood Shopping Centers-South St. (Sunset Park); National St., State St. and Walnut Ave.; Dundee, Liberty and Congdon; McLean Blvd. (north and south); Bluff City Blvd. and St. Charles St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Big Oak(10)	1	H&R Block
Fox River Plz.	2	Venture, Service Mdse.
Meadowdale(52)	5	A&P, Eagle
Springhill(120)	5	Sears, Marshall Field, Bergners, JCPenney
Town & Country (12)	1	Eagle
Wing Park Manor (22)	1	Ben Franklin, Gromers

Principal Shopping Days-Mon., Thur., Fri., Sat., & Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Carson Pirie Scott; Marshall Field; Koal's.
Discount Store-K mart; Venture; Marshalls; Wal-Mart.
Variety Store-Ben Franklin.
Chain Drug Stores-Osco 4; SupeRx; Walgreens; Revco.
Chain Supermarkets-Eagle Foods 4; Gromer's; Jewel 3; 7-Eleven 5; Dominick's; Butera.
Other Chain Stores - Leather (furn.); Pittsburgh Plate Glass; Ace Hdwe. 4; Fanny May; True Value 3; Wickes Lumber; Builders's Sq.

14 - NEWSPAPERS: COURIER-NEWS (e) 32,524; (S) 32,807; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Dick Brunetto, Gen. Adv. Mgr., COURIER-NEWS, 300 Lake St.; PO Box 531, Elgin, IL 60121; Tel. (708) 888-7800.
National Representative: Sawyer-Ferguson-Walker.

FLORA

1 - LOCATION: Clay County, E&P Map C-4. 100 mi. E of St. Louis; 60 mi. W of Vincennes; 120 mi. SE of State Capital, Springfield; 100 mi. S of Decatur and Champaign. U.S. Hwys. 45, 50. 5 mi. from Little Wabash River.

2 - TRANSPORTATION: Railroad-B&O.

3 - POPULATION:
Corp. City 90 Cen. 5,054; E&P 92 Est. 5,090
County 90 Cen. 14,460; E&P 92 Est. 14,289

4 - HOUSEHOLDS:
City 90 Cen. 1,944; E&P 92 Est. 1,958
County 90 Cen. 5,055; E&P 92 Est. 4,995

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$35,000,000
Savings & Loan	1	$6,000,000

6 - PASSENGER AUTOS: Clay County 7,489

7 - ELECTRIC METERS: Residence 2,559

8 - GAS METERS: Residence 1,953

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Oil 200; Garment Factory 100; Steel Fab. 80; Automotive Parts 300; Electronic Parts 100; Oil Field Servs. 100; Aluminum Cable 65.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri., Food-weekdays.
Stores Open Sundays-2 food & 5 dept.

13 - RETAIL OUTLETS: Department Stores-Country Squire; Gentleman Shoppe; Marshall Brothers; Vaughn's; Uebinger's.
Variety Store-Dollar General.
Chain Supermarkets-IGA Foodliner; Huck's; Big John's; Sav-A-Lot.
Other Chain Stores-Sears (catalog); Western Auto; Wal-Mart.

14 - NEWSPAPERS: CLAY COUNTY ADVOCATE-PRESS (e-mon to fri) 3,600; sworn Feb. 5, 1991.
Local Contact for Advertising and Merchandising Data: Jack L. Thatcher, Gen. Mgr., CLAY COUNTY ADVOCATE-PRESS, 105 W. North Ave.; PO Box 519, Flora, IL 62839; Tel. (618) 662-2108.
National Representative: Landon Associates.

FREEPORT

1 - LOCATION: Stephenson County, E&P Map C-1. County Seat. Shipping center for county agricultural and dairying area. Leading dairy county in IL. Misc. mfg. wholesale center for area. Insurance center NW part of state. 115 mi. NW of Chicago on U.S. Hwy. 20; State Rtes. 75 and 26. 35 mi. from Mississippi River at Savanna, IL.

2 - TRANSPORTATION: Railroad-(freight)-Chicago Central Pacific.
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound; Charter-Harold Sager Tours; Wiersema Charter Service; Scenic Stage Line; Van Galder.
Airline-Charter.

3 - POPULATION:
Corp. City 90 Cen. 25,840; E&P 92 Est. 25,753
CZ-ABC: (80) 26,412
RTZ-ABC: (80) 61,836
County 90 Cen. 48,052; E&P 92 Est. 47,718
City & RTZ-ABC: (80) 88,248

4 - HOUSEHOLDS:
City 90 Cen. 9,938; E&P 92 Est. 9,905
County 90 Cen. 19,221; E&P 92 Est. 19,087
CZ-ABC: (80) 10,642
RTZ-ABC: (80) 21,884
City & RTZ-ABC: (80) 32,526

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$206,626,000
Commercial	3	$300,176,000

6 - PASSENGER AUTOS: Stephenson County 28,794

7 - ELECTRIC METERS: Residence 10,650

8 - GAS METERS: 11,267

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. Total: 7,850. Electrical Mach. 4,675; Fab. Metal 375; Misc. Durable Goods 925; Nondurables 1,975; Food 250; Printing 150; Retail Total: 9,150. Ret. Trade 2,175; Fin./Ins./R.E. 2,375; Whol. 400; Mine & Constr. 600; Trans. 375; Commun. & Public Util. 225; Service & Misc. Industries 2,225; Gov't Total: 2,450. Local 2,175; State 125; Federal 150.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-61; Summer 61-81; Fall 41-59; Winter 13-30. First killing frost, Oct. 25; last killing frost, May 4.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Stephenson St., 4 on Main St., and cross sts. between Main and Stephenson in a 5-block area.
Neighborhood Shopping Areas-Spring St. from Walnut Ave. to State St.; S. Galena Ave. from Spring St. to Float St.; S. West Ave., between Empire St. and Yellow Creek; Lincoln Mall Shopping Center West on U.S. 20, South St., between S. West Ave. and S. Walnut.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Meadows Shpg. Ctr.	2	JCPenney, K mart
Freeport Lincoln Mall(15)	2	Sears, JCPenney, Eagle, Meadows Shpg. Ctr.

Principal Shopping Days-Mon., Fri., Sat.
Stores Close-Mon. morning (Downtown).
Stores Open Evenings-Mon., Fri.; Shopping Center & Major Chain, Mon. through Fri.
Stores Open Sundays-Drugs, discounts, most foods, chain stores.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Spurgeon's.
Discount Stores-Wal-Mart; Farm and Fleet; K mart.
Chain Drug Stores-Osco; Reliable Drugs; Walgreens.
Chain Supermarkets-Eagle Foods 2; Super Valu; Jewel; Food Bonanza; Jewel/Osco.
Other Chain Stores-Fannie May Candy; Brown Shoes; Endicott-Johnson; Leslie Shoes; Frank's Jewelry; True Value Hdwe.; Radio Shack; Hallmark; Fullerton Lumber; Payless Shoes; Picway Shoes; Patterson Lumber; Lillian's Women's Wear; JoAnn Fabric; Kelly Tire; Fashion Bug; Maurice; Curtis Mathis; Ace Hdwe.; Country Kitchen, Hollywood Video.

14 - NEWSPAPERS: JOURNAL-STANDARD (e) 17,644; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Barbara Smith, Adv. Dir., JOURNAL-STANDARD, 27 S. State Ave.; PO Box 330, Freeport, IL 61032; Tel. (815) 232-1171.
National Representative: None.

GALESBURG

1 - LOCATION: Knox County, E&P Map B-2. County Seat. Railroad, manufacturing and agricultural center. 163 railroad mi. from Chicago; 50 mi. from Peoria; 50 mi. from Quad Cities.

2 - TRANSPORTATION: Railroads-Burlington Northern; SF.
Motor Freight Carriers-4.
Intercity Bus Line-Illini Swallow.

3 - POPULATION:
Corp. City 90 Cen. 33,530; E&P 92 Est. 33,168
CZ-ABC: (80) 36,233
RTZ-ABC: (80) 82,974
County 90 Cen. 56,393; E&P 92 Est. 55,846
City & RTZ-ABC: (80) 119,207
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 12,896; E&P 92 Est. 12,757
County 90 Cen. 18,807; E&P 92 Est. 18,624
CZ-ABC: (80) 13,874
RTZ-ABC: (80) 29,976
City & RTZ-ABC: (80) 43,850

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	2	$727,957,000
Commercial	4	$478,608,000

6 - PASSENGER AUTOS: Knox County 30,955

7 - ELECTRIC METERS: Residence 13,874

8 - GAS METERS: Residence 12,910

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Steel Fab. 750 ($410); Rubber Hose 550 ($400); Home Appliances 2,100 ($425); Railroad yard, train, and shop men-1,000 ($420).
Principal Industrial Pay Days-Fri., 13th & 28th.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-57; Summer 62-80; Fall 41-59; Winter 18-34. First killing frost, Oct. 15; last killing frost, Apr. 19.

11 - TAP WATER: 12 Million gallons per day, from Mississippi River (aquifer).

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St.; 3 on Seminary; 3 on Kellogg; Prairie; 3 on Cherry; Sandburg Mall U.S. 34 & 150.

Neighborhood Shopping Centers-N. Henderson St.; Grand Ave.; N. Seminary; Mommouth Blvd. and E. Main.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
North Henderson	1	Wal-Mart, Eagle, Jack's, Hy-Vee
Sandburg Mall (69)	2	Sears, JCPenney, Bergner's, Osco
North Seminary	1	Giant
E. Main St.	NA	Giant, Eagle
W. Main St.	NA	Aldi Foods
Fremont	NA	Eagle

Principal Shopping Days-Fri., Sat. & Sun.

Stores Open Evenings-Thur. & Fri.; Food-Mon. through Sat.

Stores Open Sundays-Discount; Drug & Supermarkets; Sandburg Mall.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Kline's; Sears; Bergner's.

Variety Stores-Jack's; TSC.

Discount Stores-Jack's; K mart; Wal-Mart; Farm King.

Chain Drug Stores-Walgreens 2; Osco.

Chain Supermarkets-Giant 2; Aldi; Eagle 2; Hy-Vee; Hi-Lo 2; Ron's IGA.

Other Chain Stores-Leath's (furn.); R. Kinney's; Zales; Waldenbooks; Super-America; Farm King; Radio Shack; Duffs; Ace. Hdwe.

14 - NEWSPAPERS: REGISTER-MAIL (e) 18,356; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Dennis O'Laughlin, Adv. Mgr., REGISTER-MAIL, 140 S. Prairie St., Galesburg, IL 61401; Tel. (309) 343-7181.

National Representative: Cresmer, Woodward, O'mara & Ormsbee.

HARRISBURG

1 - LOCATION: Saline County, E&P Map C-5, 70 mi. WSW of Evansville, IN; 68 mi. NE of Cairo; 130 mi. SE of St. Louis; 300 mi. S of Chicago. On U.S. Hwy. 45; State Hwys. 13, 34.

2 - TRANSPORTATION: Railroads-Conrail; Illinois Central.

Motor Freight Lines-4.

Intercity Bus Lines-Southern Limited; Carbondale-Harrisburg.

3 - POPULATION:

Corp. City 90 Cen. 9,289; E&P 92 Est. 9,060
County 90 Cen. 26,551; E&P 92 Est. 26,378

4 - HOUSEHOLDS:

City 90 Cen. 3,573; E&P 92 Est. 3,485
County 90 Cen. 9,098; E&P 92 Est. 9,039

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$196,000,000

6 - PASSENGER AUTOS: Saline County 13,861

7 - ELECTRIC METERS: Residence 5,479

8 - GAS METERS: Residence 3,950

9 - PRINCIPAL INDUSTRIES: Concrete Prods.; Coal; Metal Fab.

Principal Pay Days-Fri., 10th, 20th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-75; Summer 70-100; Fall 30-85; Winter 0-60. First killing frost, Oct. 22; last killing frost, Apr. 13.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Main St.; 3 blocks on Poplar St.; remaining sides of Public Square.

Neighborhood Shopping Centers-N. Main St. at R.R.; Granger & McKinley Ave.

Shopping Centers-Parker (16 Stores-Ben Franklin, IGA, Sears); Shawnee Sq. (10 Stores-K mart, Kroger).

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Store-P.N. Hirsch.

Discount Stores-Wal-Mart; K mart.

Chain Drug Stores-Rexall; SupeRx.

Chain Supermarkets-Foodland; IGA; Eb's Whse.; Kroger; The Mad Pricer.

14 - NEWSPAPERS: REGISTER (e) 6,800; sworn Feb. 5, 1991.

Local Contact for Advertising and Merchandising Data: Sonny Dotson, Gen. Adv. Mgr., REGISTER, 35 S. Vine; PO Box 248, Harrisburg, IL 62946; Tel. (618) 253-7146; FAX (618) 252-0863.

National Representative: Landon Associates.

HERRIN

See CARBONDALE

JACKSONVILLE

1 - LOCATION: Morgan County, E&P Map B-3. Situated 36 mi. W of Springfield, IL; on U.S. Hwys. 36, 54 & 67; State Hwy. 104.

2 - TRANSPORTATION: Railroads-Norfolk Southern; Burlington Northern; Chicago, Missouri & Western.

Motor Freight Carriers-6.

3 - POPULATION:

Corp. City 90 Cen. 19,324; E&P 92 Est. 19,128
CZ-ABC: (80) 23,666
RTZ-ABC: (80) 64,584
County 90 Cen. 36,397; E&P 92 Est. 36,175
City & RTZ-ABC: (80) 88,250

4 - HOUSEHOLDS:

City 90 Cen. 7,432; E&P 92 Est. 7,357
County 90 Cen. 14,559; E&P 92 Est. 14,470
CZ-ABC: (80) 8,746
RTZ-ABC: (80) 24,171
City & RTZ-ABC: (80) 32,917

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$1,173,417,000
Savings & Loan	3	$149,315,779

6 - PASSENGER AUTOS: Morgan County 19,387

7 - ELECTRIC METERS: 8,740

8 - GAS METERS: 7,400

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Book Bindery 689; Food Proc. 712; Plastics 1,350; Tapes 1,000; 4 State Institutions 1,928; Furn. 150; Chem. 170; Misc. 245.

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-89; Summer 56-113; Fall 39-84; Winter 0-72. First killing frost, Oct. 15, last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-12 blocks on Central Park Plaza, W. State, E. State, N. Main and S. Main Sts.

Shopping Centers-Lincoln Square, 24 Stores: JCPenney, Country Fair, Klines, Walgreens, Radio Shack, Fashion Bug, JoAnn Fabrics, Maurice's, The Fly.

Principal Shopping Days-Fri., Sat.

Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Gillespie's; Klines; S-Bar-H; Tess; Lukeman's.

Variety Store-Woolworth.

Discount Stores-Wal-Mart; Jack's; K mart.

Chain Drug Stores-Osco; Walgreen's; Medicare Pharmacy.

Chain Supermarkets-Country Fair; Harmon's IGA; Aldi Foods; Eagle.

Other Chain Stores-Kinney's; Sherwin-Williams; Singer; Crown Shoe Rack; Sears (catalog); Ace Hdwe; Autoworks; Hucks; Radio Shack.

14 - NEWSPAPERS: JOURNAL COURIER (m) 15,198; (S) 15,850; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: John Power, Pub., JOURNAL COURIER, 235 W. State St., Jacksonville, IL 62651; Tel. (217) 245-6121.

National Representative: Thomson Newspapers.

JOLIET

1 - LOCATION: Will County, (In Joliet PMSA). E&P Map D-2, County Seat. Industrial center.

2 - TRANSPORTATION: Railroads-Santa Fe; Rock Island; EJ&E; Ill. Central Gulf; Amtrak.

Motor Freight Carriers-11.

Intercity Bus Lines-Greyhound; Continental; Joliet Transit; Peoria-Rockford Lines.

Water Transportation-Illinois Waterway Barge; Union-Mechling Barge; Bull Towing; Central Barge; Ill. River Terminal; Ohio River; Mississippi Valley Barge.

3 - POPULATION:

Corp. City 90 Cen. 76,836; E&P 92 Est. 76,608
CZ-ABC: (80) 128,971
RTZ-ABC: (80) 161,156
PMSA 90 Cen. 389,650; E&P 92 Est. 400,903
County 90 Cen. 357,313; E&P 92 Est. 367,837
City & RTZ-ABC: (80) 290,127

Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 29,552; E&P 92 Est. 29,464
County 90 Cen. 143,712; E&P 92 Est. 147,945
PMSA 90 Cen. 156,034; E&P 92 Est. 160,545
CZ-ABC: (80) 44,786
RTZ-ABC: (80) 48,681
City & RTZ-ABC: (80) 93,467

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	11	$455,000,000
Commercial	25	$643,000,000

6 - PASSENGER AUTOS: Will County 198,516

7 - ELECTRIC METERS: Residence County 85,941

8 - GAS METERS: Residence County 72,641

9 - PRINCIPAL INDUSTRIES: Food; Apparel; Pulp & Paper; Printing & Pub.; Petroleum Prods.; Fab. Metals; Elect. Mach.; Chem.; Wire; Roofing & Road Mach.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-61; Summer 66-77; Fall 31-61; Winter 22-26. First killing frost, Oct. 12; last killing frost, May 3.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-20 blocks on Chicago, Jefferson, Ottawa, Cass, Van Buren Clinton & Scott Sts.; W. Jefferson & Caterpillar Dr.; Routes 30 & I-55.

Neighborhood Shopping Centers-Ruby St. & Plainfield & Raynor Ave.; Cass & Collins St.; N. Collins St.; S. Chicago St.; West Side; W. Jefferson & Reed St.; Jackson St.; Route 30 East.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gordon(6)	3	Jewel Food, Osco
Hillcrest(25)	5	Venture, Walgreens, Hichland
North Ridge(12)	NA	Cub Foods, Service Mdse.
Jackson Park(5)	NA	Certified Foods
Jefferson Plz. (7)	2	Tandy
Jefferson Sq.	5	Wards, Walgreens, Zales
Marycrest(25)	2	Dominicks
Westgate(8)	3	Westgate Drug
West Side(11)	2	B&B Foods
Louis Joliet Mall(98)	7	Sears, JCPenney, Marshall Field, K mart, Silo Bergner
Sams Ctr.(2)	4	Sam's Whol., Wal-Mart
Twin Oaks(15)	NA	Computerland
Shorewood Plz. (30)	NA	Coast-to-Coast

Principal Shopping Days-Fri., Sat., Sun.

Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Sears; JCPenney; Service Merchandise; Marshall Field; Bergner-Weise.

Discount Stores-Venture; K mart 5; Wal-Mart

Variety Store-Woolworth.

Chain Drug Stores-Walgreens 3; Osco 4; Seltzer 4; J.D. Brown 2; Herath; Joliet Prescription 6; Revco; Phar-Mor.

Chain Supermarkets-Jewel 5; Eagle 4; Maichins 2; Dominicks; Aldi; Certified; Cub Foods.

Other Chain Stores-Firestone; Goodrich; Thom McAn; Dr. Scholl; Kinney's; Maling (shoes); Fannie May; Kay Campbell; Gingiss Bros. 2; Uniroyal; Fabric House; Carpetland; Family Shoes; Allied Radio Shack; National Fabrics; Color Tile; Sav-Way Liquors; Foremost Liquors; Bottom Half; Zales Jewelers; General Nutrition; Lerner Stores; Foxmoor Casuals; Printers Ink; Spencers Gifts; Cambridge Inns; Regal Shoes; Toys 'R' Us, Kids 'R' Us, Michaels.

14 - NEWSPAPERS: HERALD-NEWS (e) 48,288; (S) 49,784; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Jack W. Azman, Adv. Dir., HERALD-NEWS, 300 Caterpillar Dr., Joliet, IL 60436; Tel. (815) 729-6161.

National Representative: Sawyer-Ferguson-Walker.

KANKAKEE

1 - LOCATION: Kankakee County (MSA). E&P Map D-2. Industrial Center. In rich farmland of Northern Illinois; 54.5 mi. from Chicago.

2 - TRANSPORTATION: Railroads-Illinois Central; Conrail.

Motor Freight Carriers-16.

Intercity Bus Lines-Continental Trailways; Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 27,575; E&P 92 Est. 27,052
CZ-ABC: (80) 57,988
RTZ-ABC: (80) 103,244
County/MSA 90 Cen. 96,255; E&P 92 Est. 95,421
City & RTZ-ABC: (80) 161,232

4 - HOUSEHOLDS:

City 90 Cen. 10,606; E&P 92 Est. 10,404
County/MSA 90 Cen. 35,223; E&P 92 Est. 34,917
CZ-ABC: (80) 19,857
RTZ-ABC: (80) 35,451
City & RTZ-ABC: (80) 55,308

5 - BANKS	NUMBER	DEPOSITS
Savings	6	$387,185,000
Savings & Loan	3	$884,004,305

6 - PASSENGER AUTOS: Kankakee County 54,473

7 - ELECTRIC METERS: Residence 35,000

8 - GAS METERS: Residence 24,750

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Health Care 1,600; Home Appliances 600; Furn. 750; Outdoor Prods. 200; Paints 330; Plastic Floor Prods. 350; Media 500; Food Proc. 1,510; Water Heaters 250; Containers 320; Pharmaceuticals 750; Chem. 565; Industrial Batteries 425; Metal Fab. 720; Edible Oils 225; Waxes 140; Plastic Home Prods. 250; Steel Prods. 250; Structural Steel Equip. 180.

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-52; Summer 55-87; Fall 33-62; Winter 0-35. First killing frost, Oct. 30; last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-7 blocks on E. Court St.; 3 on Dearborn Ave.; 4 on Schuyler Ave.; 3 on East Ave.; 2 on Merchant St.; 2 on Oak St.

Neighborhood Shopping Centers-Meadowview (50 shops-Woolworth, JCPenney, Sears, Walgreens); West Marycrest (2 stores); Town Mall; Marycrest (2 stores-Days Inn, Ace Hdwe.); 3 blocks on W. Court St.; 1 on W. Station St.; 2 on Main St.; 1 on E. Maple St.; 10 in Bradley, Ill.; 1 in Bourbonnais, Ill.; 2 on E. Court St.; Stripmall; Corner Rte. 50 North and North St.

Principal Shopping Days-Mon., Fri., Sat.

Stores Open Evenings-Downtown Mon., Fri.; Shopping Centers every night.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Carson Pirie Scott.

Discount Stores-K mart; K's Merchandise Mart; Wal-Mart.

Variety Store-Woolworth.

Chain Drug Stores-Walgreens 2; Osco 2; Econo; Hooks.

Chain Supermarkets-Kroger 2; Jewel 2; Eagle 2; Food Expo 2; Food Festival.

Other Chain Stores-Fannie May Candies; Father & Son; Mae Paints; Fashion Bug; Payless Shoes.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 30,531; (S) 34,312; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Sue Outsen, Adv. Mgr., JOURNAL, 8 Dearborn Sq., Kankakee, IL 60901; Tel. (815) 937-3300.

National Representative: Landon Associates.

KEWANEE

1 - LOCATION: Henry County, (In Davenport-Rock Island-Moline, IA-IL MSA). E&P Map B-2. Industrial and agricultural center, large hog producing area, corn, dairy farms and soy bean center. 131 mi. SW of Chicago on U.S. route 34 and Illinois routes 78 and 81.

2 - TRANSPORTATION: Railroad-Burlington Northern.

Motor Freight Carriers-4.

3 - POPULATION:

Corp. City 90 Cen. 12,969; E&P 92 Est. 12,655
CZ-ABC: (80) 14,508
RTZ-ABC: (80) 50,898
MSA 90 Cen. 350,861; E&P 92 Est. 348,288
County 90 Cen. 51,159; E&P 92 Est. 50,266
City & RTZ-ABC: (80) 65,406

4 - HOUSEHOLDS:

City 90 Cen. 4,988; E&P 92 Est. 4,867
County 90 Cen. 19,612; E&P 92 Est. 19,269
MSA 90 Cen. 129,548; E&P 92 Est. 128,603
CZ-ABC: (80) 5,637
RTZ-ABC: (80) 18,403
City & RTZ-ABC: (80) 24,040

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$135,000,000
Savings & Loan	2	$204,000,000

6 - PASSENGER AUTOS: Henry County 31,129

7 - ELECTRIC METERS: Residence 6,598

8 - GAS METERS: Residence 5,947

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Boilers, Heat Exchangers 160; Farm Implements 225; Leather Goods 60; Steel Door Frames, Alum. Windows 77; Compaction Equip. 166; Semi-Trailers 275.

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-92; Summer 45-97; Fall 25-89; Winter 15-66. First killing frost, Sept. 28; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Center-5 blocks on Main; 5 on Tremont; 4 on 1st, 2nd, and 3rd; Midland Plaza Shopping Ctr.

Principal Shopping Days-Mon., Thur., Fri., Sat.

Stores Open Evening-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's; Wal-Mart; Menard's.

Variety Store-Osco.

Chain Supermarkets-Kroger; Super Valu; Eagle; Aldi.

Other Chain Stores-Goodyear; Farm King; Radio Shack. America.

14 - NEWSPAPERS: STAR-COURIER (e) 8,054; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: James E. Bell, Pub., STAR-COURIER, 105 E. Central Blvd., Kewanee, IL 61443; Tel. (309) 852-2181; 1-800-397-7827.

National Representative: Landon Associates.

LA SALLE-PERU-OGLESBY-SPRING VALLEY

1 - LOCATION: La Salle, Peru & Oglesby in La Salle County; Spring Valley in Bureau County; E&P Map C-2. 100 mi. SW of Chicago; 50 mi. NE of Peoria. 50 mi. W of Joliet. On IL deep waterway.

2 - TRANSPORTATION: Railroads-B-N; CSX; Peru Rail.

Motor Freight Carriers-41.

Intercity Bus Line-Peoria-Rockford. Two interstate highways; regional airport. Illinois River - Port facilities; vessels served: barges, general cargo, bulk carriers.

3 - POPULATION:

Corp. Cities 90 Cen. 27,884; E&P 92 Est. 27,422
  LaSalle 90 Cen. 9,717; E&P 92 Est. 9,588
  Peru 90 Cen. 9,302; E&P 92 Est. 8,979
  Oglesby 90 Cen. 3,619; E&P 92 Est. 3,619
  Spring Valley 90 Cen. 5,246; E&P 92 Est. 5,236
CZ-ABC: (80) 33,209
RTZ-ABC: (80) 60,487
Counties 90 Cen. 142,601598; E&P 92 Est. 141,683
  La Salle 90 Cen. 106,913; E&P 92 Est. 106,459
  Bureau 90 Cen. 35,688; E&P 92 Est. 35,224
City & RTZ-ABC: (80) 93,696

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

Cities 90 Cen. 10,725; E&P 92 Est. 10,547
  LaSalle 90 Cen. 3,737; E&P 92 Est. 3,688
  Peru 90 Cen. 3,578; E&P 92 Est. 3,453
  Oglesby 90 Cen. 1,392; E&P 92 Est. 1,392
  Spring Valley 90 Cen. 2,018; E&P 92 Est. 2,014
Counties 90 Cen. 53,276; E&P 92 Est. 52,934
  La Salle 90 Cen. 39,989; E&P 92 Est. 39,819
  Bureau 90 Cen. 13,287; E&P 92 Est. 13,115
CZ-ABC: (80) 12,657
RTZ-ABC: (80) 21,911
City & RTZ-ABC: (80) 34,568

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$315,911,376
Savings & Loan	6	$420,230,000

6 - PASSENGER AUTOS: Counties-La Salle 62,194; Bureau 20,733

7 - ELECTRIC METERS: Residence 11,331

8 - GAS METERS: Residence 11,687

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Cement 400 ($300); Elect. 650 ($225); Steel Workers 1,000 ($225); Plastics 500 ($275); Transmissions 800 ($300).

Principal Industrial Pay Days-Fri., 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-96; Summer 43-102; Fall 12-90; Winter -5-59. First killing frost, Oct. 15; last killing frost, May 1.

11 - TAP WATER: La Salle-Alkaline, hard (untreated); Peru-Alkaline, soft; Oglesby-Alkaline, hard (iron removed); not fluoridated; Spring Valley-Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-La Salle, Peru, Oglesby and Spring Valley each have distinct and separate principal shpg. ctrs., with neighborhood shpg. ctrs. adjoining each city.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Rt. 51(La Salle)	NA	Eagle Foods
Marquette (Peru)(6)	NA	Wagner Home Ctr., Denler's Mkt.
Park Plz.(Peru) (5)	NA	Eagle Foods
Peru Mall(85)	NA	Mont. Ward, JCPenney, Bergner's

Principal Shopping Days-Mon., Thur., Sat., Sun.

Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Bergner; Montgomery Ward.

Discount Stores-K mart; Wal-Mart.

Variety Store-Woolworth.

Chain Drug Stores-Walgreens; Osco.

Chain Supermarkets-Denler's; Eagle; Gregorich's; Aldi; Food Bonanza; Convenient; Lou's.

Other Chain Stores-Kinney Shoe; Sears (catalog); Leslie's Shoe; Maurice's; Radio Shack; Zales Jewelers; Foxmoor; Stuarts; Musicland; Spencers Gifts; Thom McAn; Brooks; B. Dalton Books; Foot Locker; Gallenkamp Shoe; General Nutrition; Disc Jockey; Gordon Jewelers; JoAnn Fabrics; Kay Jewelers; Nobil Shoes; So-Fro Fabrics; Byerly; Chess King; Chukkers; Claire's Boutique; Family Tree; Fashion Bug Plus; Marianne's; Lerner; Limited; Motherhood Maternity; Payless Shoe Source; Brown's Sporting Goods; Kay Bee Toys; Kirlin's Hallmark; Mostly Wicker; Stay 'n' Touch; Things Remembered; Waldenbooks; Love Shop; Wooden Nail.

14 - NEWSPAPERS: NEWS-TRIBUNE (e) 19,322; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Robert F. Vickrey, V.P. Sales/Mktg., NEWS-TRIBUNE, 426 Second St., LaSalle, IL 61301; Tel. (815) 223-3200.

National Representative: None.

LAWRENCEVILLE

1 - LOCATION: Lawrence County, E&P Map D-4, County Seat. In SE Illinois on the Embarras River, 9 mi. W of Vincennes, IN. On State Hwy. 1; U.S. Hwy. 50.

2 - TRANSPORTATION: Railroads-St. Louis Div. of B&O; Cairo Div. of CCC&StL.

Intercity Bus Line-Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 4,897; E&P 92 Est. 4,844
County 90 Cen. 15,972; E&P 92 Est. 15,605

4 - HOUSEHOLDS:

City 90 Cen. 1,883; E&P 92 Est. 1,863
County 90 Cen. 5,400; E&P 92 Est. 5,276

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$50,000,000
Savings & Loan	2	$40,000,000

6 - PASSENGER AUTOS: Lawrence County 8,696

7 - ELECTRIC METERS: Residence 3,033

8 - GAS METERS: Residence 2,650

9 - PRINCIPAL INDUSTRIES: Electric Refrigerator Components; Petroleum By-Products; Ins.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, chemically softened; fluoridated.

12 - RETAILING: Shopping Center-J's Plaza (5 stores-IGA Mkt.).

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Western Auto; Dick Fessel; Store for Men; Yosowitz; Delzell's; Hazel's Fashion Shop; The Gallery Fashion Shop; Smith Sales; The Gallery.

Chain Drug Stores-Hedde's; Studley's Rexall; Hook's; Wal-Mart.

Discount Store-Dollar General.

Chain Supermarkets-Neeley's Key Mkt.; Lawrenceville; Red & White; McKim IGA.

14 - NEWSPAPERS: RECORD (e-mon to fri) 4,529; sworn Mar. 31, 1990.

Local Contact for Advertising and Merchandising Data: Don L. Shreve, Adv. Mgr., RECORD, 1209 State St.; PO Box 559, Lawrenceville, IL 62439; Tel. (618) 943-2331.

National Representative: None.

LINCOLN

1 - LOCATION: Logan County, E&P Map C-3. 30 mi. NE of Springfield; 165 mi. SW of Chicago. On I-55; State Hwys. 10 & 121.

2 - TRANSPORTATION: Railroads-G.M.&O.; Illinois Central.

Motor Freight Carriers-8.

Intercity Bus Line-Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 15,418; E&P 92 Est. 15,233
CZ-ABC: (80) 16,327
RTZ-ABC: (80) 15,475
County 90 Cen. 30,798; E&P 92 Est. 30,612
City & RTZ-ABC: (80) 31,802

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 5,930; E&P 92 Est. 5,859
County 90 Cen. 10,138; E&P 92 Est. 10,077
CZ-ABC: (80) 6,041
RTZ-ABC: (80) 5,249
City & RTZ-ABC: (80) 11,290

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$159,788,000
Savings & Loan	2	$1,967,326,000

6 - PASSENGER AUTOS: Logan County 15,716

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass Bottles 400 ($220); Cosmetics 632 ($161); Plate Glass 406 ($200); Elect. Controls 600 ($170); Store Fixt. 197 ($175).

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-50; Summer 65-95; Fall 40-70; Winter 0-50. First killing frost, Oct. 16; last killing frost, Apr. 6.

11 - TAP WATER: Neutral, very hard; fluoridated.

12 - RETAILING: Principal Shopping Center-23 blocks on Broadway; Kickapoo; Pulaski; McLean, Chicago & Sangamon Sts.

Neighborhood Shopping Centers-Heritage Plz. (10 stores); Lincoln (9 stores); Keokuk; Kroger; SupeRx; Lincoln Plz.

Principal Shopping Days-Mon., Tues., Fri., Sat.

Stores Open Evenings-Fri.; Shopping Ctrs. Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Sears (catalog); Spurgeon's; JCPenney.

Variety Store-Woolworth.

Discount Stores-K mart; Wal-Mart.

Chain Drug Stores-SupeRx; People's Drug.

Chain Supermarkets-Krogers; Alexander's; Eisner; Super Valu; Eagle; Aldi.

Other Chain Store-Goodyear.

14 - NEWSPAPERS: COURIER (e) 6,700; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Don Foster, Gen. Adv. Mgr., COURIER, McLean & Pulaski Sts., Lincoln, IL 62656; Tel. (217) 732-2101.

National Representative: None.

LITCHFIELD

1 - LOCATION: Montgomery County. E&P Map C-4. Misc. mfg., Agricultural and Coal mining ctr. South central part of State; 236 mi. from Chicago; 53 mi. N of St. Louis; 43 mi. S of Springfield, IL; Located at intersection of I-55 & IL. Rt. 16.

2 - TRANSPORTATION: Railroads-Burlington Northern; Norfolk & Western.

Motor Freight Carriers-24 (3 Local Terminals).

Intercity Bus Lines-Continental Trailways; Deluxe Trailways; Eastern Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 6,883; E&P 92 Est. 6,956
County 90 Cen. 30,728; E&P 92 Est. 30,544

4 - HOUSEHOLDS:

City 90 Cen. 2,647; E&P 92 Est. 2,676
County 90 Cen. 10,678; E&P 92 Est. 10,615

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$108,044,000
Savings & Loan	1	$12,351,000

6 - PASSENGER AUTOS: Montgomery County 15,906

7 - ELECTRIC METERS: Residence 2,826; Comm. & Ind. 457

8 - GAS METERS: Residence 2,606; Comm. & Ind. 346

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Foods 60 ($375); Garment Mfg. 60 ($200); Farm Equip. 75 ($275); Athletic Equip. 115 ($300); Metal Workers 55 ($245); Auto Parts 430 ($250); Plastics 270 ($250); Furn. Mfg. 20 ($250); Flower Growing 15 ($300); Pkg. 45 ($200).

Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-65; Summer 55-98; Fall 50-75; Winter 0-20. First killing frost, Oct. 10; last killing frost, Mar. 25.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks on State St., 42 stores; 6 blocks on Union Ave., 29 stores; 4 blocks on Ryder, 7 stores; 3 blocks on Edwards, 4 stores; 4 blocks on Monroe, 2 stores.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Litchfield Plaza(10)	1	Kroger, Wal-Mart

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.; Grocery nightly.

13 - RETAIL OUTLETS: Department Store-Dollar General.
Discount Stores-Wal-Mart; Fashion Lane.
Chain Drug Stores-Medicare Pharmacy; Medicine Shoppe; Health Mart.
Chain Supermarkets-Kroger; Capri IGA; National; Aldi Discount.
Other Chain Stores-S&L Auto Supply; Western Auto; Alexander Lumber; B.F. Goodrich; Goodyear; Payless Shoes; Kerlin's; Stevenson's; Federal Auto Parts; Jubelt Bakery; Radio Shack; Rural King Supply; True Value Hardware; Huck's Food Store.

14 - NEWSPAPERS: NEWS-HERALD (e-mon to fri) 5,800; sworn Aug. 6, 1991.
Local Contact for Advertising and Merchandising Data: Fred W. Jones, Adv. Mgr., NEWS-HERALD, 112 E. Ryder, Litchfield, IL 62056; Tel. (217) 324-2121.
National Representative: None.

MACOMB

1 - LOCATION: McDonough County, E&P Map B-3, County Seat. Residential, 60 mi. NE of Quincy, 75 mi. SW of Peoria; 200 mi. from Chicago. On U.S. Hwys. 67, 136.

2 - TRANSPORTATION: Railroad-Amtrak.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 90 Cen. 19,952; E&P 92 Est. 19,970
County 90 Cen. 35,244; E&P 92 Est. 34,878

4 - HOUSEHOLDS:
City 90 Cen. 7,674; E&P 92 Est. 7,681
County 90 Cen. 10,428; E&P 92 Est. 10,320

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$140,339,046
Savings & Loan	2	$83,900,000

6 - PASSENGER AUTOS: McDonough County 15,591

7 - ELECTRIC METERS: Residence 7,066

8 - GAS METERS: Residence 5,392

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Pottery 130; Elect. 253; Bearings 651; Univ. 1,700 (Enrollment 14,300); Hosp. 536.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-Maclan Plz.; University Drive Mall (25 stores).

13 - RETAIL OUTLETS: Department Stores-JCPenney; Klines; Scripps-Reno; Ring's.
Discount Stores-Farm King; Wal-Mart; K mart; Jack's.
Chain Drug Store-Osco.
Chain Supermarkets-Eagle; Hy-Vee; Niemann Foods; Aldi; Thompson's.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 7,998; (S) 8,127; sworn Mar. 31, 1991.
Local Contact for Advertising and Merchandising Data: Joyce Moellering, Adv. Dir., JOURNAL, 128 N. Lafayette, Macomb, IL 61455; Tel. (309) 833-2345, FAX (309) 833-2346.
National Representative: Landon Associates.

MARION
See CARBONDALE

MARION

1 - LOCATION: Williamson County, E&P Map C-5, County Seat. 116 mi. SE of St. Louis; 60 mi. N of Cairo; 85 mi. W of Evansville.

2 - TRANSPORTATION: Railroads-C&EI; Illinois Central; CB&Q, 2 miles west.

Motor Freight Carriers-7.

Intercity Bus Line-Greyhound.

Airlines-Britt (Williamson County Airport); Ozark Midwest; TWA.

3 - POPULATION:
Corp. City 90 Cen. 14,545; E&P 92 Est. 14,650
County 90 Cen. 57,733; E&P 92 Est. 59,086

4 - HOUSEHOLDS:
Corp. City 90 Cen. 5,594; E&P 92 Est. 5,635
County 90 Cen. 19,574; E&P 92 Est. 20,033

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$209,000,000
Savings & Loan	2	$84,000,000

6 - PASSENGER AUTOS: Williamson County 29,031

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Coal Mining; Explosives-Actuated Devices; Explosive Res. Lab & Classified Components for Missile & Aircraft; Elect. Rewinding; Stencil Equip.; Marion VA Hosp.; City Hospital; Fed. Prison; REA Power Plant; Div. Offfice General Telephone Co.; Div. Office Illinois Public Service; Stell Fab. Bldg.; Oil Proc.; Soft Drink Bottling.

Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-90; Summer 53-104; Fall 20-102; Winter -8-70. First killing frost, Oct. 20; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Illinois Ctr. Mall(100)	NA	Sears, Phar-Mor, Dillard's, Target
Lincoln Sq.	NA	Merle Norman
Marion Plz.(22)	NA	Curtis Mathis, Payless Shoes
Marion Plz.(14) West(14)	NA	Coast-to-Coast, Town 'n Country
Westmore Plz.	NA	Wal-Mart

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Store-Wal-Mart.

Variety Stores-Ben Franklin, Dollar General.

Chain Drug Stores-Parks; Campbell (Rexall); Hook's; Reliable Drugs; Phar-Mor.

Chain Supermarkets-Kroger; Foodtown; Smalls; Aldi; Mack's Super Foods.

Other Chain Stores-Kimmel (Auto Supply); Blankenship Auto Supply; Sears; Wolohan Lumber; Coast-to-Coast; Western Auto; Lowell's; Lowe's Lumber Yard; Ace Hdwe.; Stevenson's; Donutland; Toys 'R' Us; Sam's Wholesale Club; K mart; Clothworld; Target; Dillard's.

14 - NEWSPAPERS: REPUBLICAN (e) 4,446; sworn June 30, 1990 VAC.

Local Contact for Advertising and Merchandising Data: Nancy Sims, Gen. Mgr., REPUBLICAN, 111-115 Franklin Ave., Marion, IL 62959; Tel. (618) 993-2626.

National Representative: Landon Associates.

MATTOON

1 - LOCATION: Coles County, on E&P Map C-4. Agric., oil, industrial, mfg. & R.R. ctr. Located on I-57. 171 mi. S of Chicago; 130 mi. NE of St. Louis; 130 mi. W of Indianapolis; 43 mi. S of Champaign-Urbana.

2 - TRANSPORTATION: Railroad-Illinois Central Gulf.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Ill. Transit.
Airline-Direct Air.

3 - POPULATION:
Corp. City 90 Cen. 18,441; E&P 92 Est. 18,316
CZ-ABC: (80) 19,293
RTZ-ABC: (80) 36,281
County 90 Cen. 51,644; E&P 92 Est. 51,339
City & RTZ-ABC: (80) 55,574
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 7,093; E&P 92 Est. 7,045
County 90 Cen. 19,862; E&P 92 Est. 19,745
CZ-ABC: (80) 7,775
RTZ-ABC: (80) 12,933
City & RTZ-ABC: (80) 20,708

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$255,796,000
Savings & Loan	3	$216,727,000

6 - PASSENGER AUTOS: Coles County 24,612

7 - ELECTRIC METERS: Residence 9,105

8 - GAS METERS: Residence 7,905

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Brooms 100 (N.A.); Shoes 85 ($175); Road Mach. 1,000 ($225); Lighting Products 800 ($200); Metal Flex. Hose 225 ($250); Water & Air Transfer 500 ($225); Storage Bins 125 ($180); Printing 1,100 ($275).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 65-100; Fall 35-65; Winter 5-55. First killing frost, Oct. 16; last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks on six streets. A shpg. ctr. is located on E. edge of city.

Nearby Shopping Centers-I-57 & Rte. 16; Cross County Mall (35 stores-Sears, Kmart, Elder-Beerman, JCPenney); Good Neighbor (8 stores-IGA).

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Daily except Sunday.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Elder-Beerman.
Discount Stores-Big Lots; K mart; Wal-Mart; Rural King.
Chain Drug Stores-Medicine Shoppe; Walgreens; Osco.
Chain Supermarkets-My Store; Wilb Walker; Jewell; New Horizon Foods.
Other Chain Stores-Sherwin-Williams; 1-Hour Martinizing; Neal Tire; General Nutrition; Hillman Jewelers; Kinney Shoes; Kirlin's; So-Fro Fabrics; Stuart's; Waldenbooks; Radio Shack; Bresler's Ice Cream; Maurice's; Gehl's True Value; Dollar General; Endicott Johnson; Payless Shoes; Deb Shop.

14 - NEWSPAPERS: JOURNAL-GAZETTE (m) 12,067; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Robert Yamamoto, Adv. Dir., JOURNAL-GAZETTE, 100 Broadway, Mattoon, IL 61938; Tel. (217) 235-5656.
National Representative: Landon Associates.

MOLINE
See ROCK ISLAND

MONMOUTH

1 - LOCATION: Warren County, E&P Map B-2. 195 mi. SW of Chicago; 72 mi. W of Peoria, IL. On State Hwy. 164; U.S. Hwys. 34 & 67.

2 - TRANSPORTATION: N.A.

3 - POPULATION:
Corp. City 90 Cen. 9,489; E&P 92 Est. 9,241
County 90 Cen. 19,181; E&P 92 Est. 18,632
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 3,650; E&P 92 Est. 3,554
County 90 Cen. 6,558; E&P 92 Est. 6,370

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$167,000,000
Savings & Loan	2	$110,000,000

6 - PASSENGER AUTOS: Warren County 10,160

7 - ELECTRIC METERS Residence 4,500

8 - GAS METERS: Residence 4,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-College 157; Trucking 900; Misc. Mfg. 530.
Principal Pay Days-Thur., Fri., Sat.

10 - CLIMATE: First killing frost, Oct. 14; last killing frost, Apr. 27.

11 - TAP WATER: Alkaline; natural fluoridated.

12 - RETAILING: Principal Shopping Center-Main St. and Hwy. 34 East.

13 - RETAIL OUTLETS: Department Store-Spurgeon's.
Discount Stores-Jack's; Farm King.
Chain Supermarkets-Easter's Giant; Eagle's; Save-A-Lot; IGA.
Other Chain Stores-People's Do-It; Super America (Food Convenience); Casey's.

14 - NEWSPAPERS: REVIEW ATLAS (e) 3,370; sworn Sept. 24, 1990.
Local Contact for Advertising and Merchandising Data: Scott Champion, Pub., REVIEW-ATLAS, 400 S. Main, Monmouth, IL 61462; Tel. (309) 734-3176.
National Representative: Landon Associates.

MORRIS

1 - LOCATION: Grundy County, (In Joliet PMSA), E&P Map C-2, County Seat.

2 - TRANSPORTATION: Railroads-CRI&P; E.L.& E.; Rock Island; Santa Fe; I.C.G.
Motor Freight Carriers-12.
Intercity Bus Line-Rockford-Peoria

3 - POPULATION:
Corp. City 90 Cen. 10,270; E&P 92 Est. 10,563
County 90 Cen. 32,337; E&P 92 Est. 33,066
PMSA 90 Cen. 389,650; E&P 92 Est. 400,903

4 - HOUSEHOLDS:
City 90 Cen. 3,950; E&P 92 Est. 4,063
County 90 Cen. 12,322; E&P 92 Est. 12,600
PMSA 90 Cen. 156,034; E&P 92 Est. 160,545

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$673,058,220
Commercial	7	$261,873,117

6 - PASSENGER AUTOS: Grundy County 18,531

7 - ELECTRIC METERS: Residence 3,799

8 - GAS METERS: Residence 3,184

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Power Station ($200); Nuclear Power Station 600 ($210); Aluminum 400 ($200); Petroleum 720 ($200).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-48; Summer 70-97; Fall 40-73; Winter 0-50. First killing frost, Oct. 10; last killing frost, May 5.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-5 blocks on Libery St.; 3 on Washington St.; 1 on Jackson St.; 3 shopping centers at edge of community.

Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Spurgeon's; Baum's.
Variety Store-Wal-Mart
Chain Drug Stores-Independents 2; Rexall.
Chain Supermarket-Eagle.
Other Chain Stores-Sears (catolog); Goodyear; True Value; Ace Hdwe.

14 - NEWSPAPERS: HERALD (e-mon to fri) 7,578; sworn Oct. 1, 1990.

Local Contact for Advertising and Merchandising Data: Jon Ringer, Adv. Mgr., HERALD, 1804 Division St., Morris, IL 60450; Tel. (815) 942-3221; FAX (815) 942-0988.

National Representative: Illinois Press Association.

MOUNT CARMEL

1 - LOCATION: Wabash County, E&P Map D-5, County Seat. Agriculture area, oil center. 145 mi. E of St. Louis; 250 mi. S of Chicago; 165 mi. SW of Indianapolis. On U.S. Hwys. 1, 15, 64.

2 - TRANSPORTATION: Railroad-Southern.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 90 Cen. 8,287; E&P 92 Est. 8,329
County 90 Cen. 13,111; E&P 92 Est. 12,988

4 - HOUSEHOLDS:
City 90 Cen. 3,187; E&P 92 Est. 3,203
County 90 Cen. 4,674; E&P 92 Est. 4,630

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$150,000,000
Savings & Loan	3	$50,000,000

6 - PASSENGER AUTOS: Wabash County 7,286

7 - ELECTRIC METERS: Residence 3,720

8 - GAS METERS: Residence 3,049

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Total Mfg. 1,000 ($300-400); Oil 300 ($350-450); Electronics 200 ($130-150); Mach. Mfg. 500 ($300-400); Clothing 200 ($250-300); Mining 200 ($500-550).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-81; Summer 55-97; Fall 22-84; Winter -2-64; First killing frost, Nov. 17; last killing frost, Mar. 6.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Center-8 blocks on Market St.
Neighborhood Shopping Centers-N. Market St.

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Variety Store-Ben Franklin.
Discount Store-Target.
Chain Drug Stores-Denton Rexall; Hook's.
Chain Supermarkets-IGA; Red & White; Mt. Carmel Foods.

14 - NEWSPAPERS: REPUBLICAN-REGISTER (e-mon to fri) 4,454; sworn Oct. 1, 1990.
Local Contact for Advertising and Merchandising Data: Sally Voight, Adv. Mgr., REPUBLICAN-REGISTER, 115 E. 4th St., Mount Carmel, IL 62863; Tel. (618) 262-5144.
National Representatives: American Newspaper Representatives; Illinois Press Association.

MOUNT VERNON

1 - LOCATION: Jefferson County, E&P Map C-5, County Seat. Residential center. 72 mi. E of St. Louis, MO; On A.P. Hwy. and I-57, I-64, I-24.

2 - TRANSPORTATION: Railroads-CSX; Norfolk & Southern; Missouri Pacific.
Motor Freight Carriers-14.
Intercity Bus Line-Greyhound.
Airline-Direct Air.

3 - POPULATION:
Corp. City 90 Cen. 16,988; E&P 92 Est. 16,946
CZ-ABC: (80) 17,952
RTZ-ABC: (80) 32,485
County 90 Cen. 37,020; E&P 92 Est. 37,861
City & RTZ-ABC: (80) 50,437
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 6,534; E&P 92 Est. 6,518
County 90 Cen. 12,988; E&P 92 Est. 13,294
CZ-ABC: (80) 7,353
RTZ-ABC: (80) 11,984
City & RTZ-ABC: (80) 19,337

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$309,138,454
Savings & Loan	3	$1,792,541,544

6 - PASSENGER AUTOS: Jefferson County 19,458

7 - ELECTRIC METERS: Residence 19,306

8 - GAS METERS: Residence 9,251

9 - PRINCIPAL INDUSTRIES: Elect. Apparatus; Neon Sings; Tires; Locomotive; Magazine Printing; Coal; Mining Equipment.

10 - CLIMATE: Min. & Max. Temps.-39 & 56.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Center-Downtown Retailers (45 stores); Park Plaza (2 stores); Times Square Mall (32 stores).

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Mammoth; JCPenney; Sears (catalog).
Discount Stores-Dobbs; Under Cost; Special Crafts; Wal-Mart; K mart; Big Lots.
Chain Variety Stores-Dollar General; Tractor Supply Co.
Chain Drug Stores-SupeRx; Byrd Watson 2.
Chain Supermarkets-IGA; Sharps; Small Southern 3; Hucks 4.

14 - NEWSPAPERS: REGISTER-NEWS (e) 11,420; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Sarah Sledge, Adv. Mgr., REGISTER-NEWS, 118 N. Ninth St., Mt. Vernon, IL 62864; Tel. (618) 242-0117.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

NORMAL

See BLOOMINGTON

NORTH CHICAGO

See WAUKEGAN

OGLESBY

See LA SALLE

OLNEY

1 - LOCATION: Richland County, E&P Map D-4, County Seat. 120 mi. NE of St. Louis; 33 mi. W of Vincennes, IN. U.S. Hwy. 50 (George Washington Hwy.), State Hwy. 130.

2 - TRANSPORTATION: Railroads-B & O (Baltimore to St. Louis); Illinois Central.
Motor Freight Carriers-10.

3 - POPULATION:
Corp. City 90 Cen. 8,664; E&P 92 Est. 8,765
County 90 Cen. 16,545; E&P 92 Est. 16,336

4 - HOUSEHOLDS:
City 90 Cen. 3,332; E&P 92 Est. 3,371
County 90 Cen. 5,737; E&P 92 Est. 5,664

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$51,000,000
Savings & Loan	1	$16,000,000

6 - PASSENGER AUTOS: Richard County 8,937

7 - ELECTRIC METERS: County 6,600

8 - GAS METERS: County 4,650

9 - PRINCIPAL INDUSTRIES: Oil Prods.; Oil Field Supplies; Auto Supplies; Jr. Wheel Goods; Chain Link Fence; Mfg. Bicycle Parts.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-72; Summer 75-101; Fall 68-90; Winter 10-52.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Six nights and until 6:00 pm on Sunday in new shopping center.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears.
Chain Drug Store-SupeRx.
Discount Stores-Pool Bargain Ctr.; Wal-Mart.
Chain Supermarkets-IGA; Red & White; Big John's.

14 - NEWSPAPERS: MAIL (e) 5,000; sworn Aug. 3, 1991.
Local Contact for Advertising and Merchandising Data: Louis Valbert, Pub./Pres., MAIL, 206 Whittle Ave.; PO Box 340, Olney, IL 62450; Tel. (618) 393-2931.
National Representative: Landon Associates.

OTTAWA

1 - LOCATION: La Salle County, E&P Map C-2, County Seat. Situated 82 mi. SW of Chicago at confluence of Fox and Illinois rivers. On the Lakes-to-Gulf Deep Waterway. On State Routes 23, 71, U.S. Hwys. 6, 80; River Shipping center for corn, oats, soybeans; 4 large river grain elevators.

2 - TRANSPORTATION: Railroads-Burlington (freight); Chessie Line.
Motor Freight Carriers-3.
Intercity Bus Line-Peoria Rockford.

3 - POPULATION:
Corp. City 90 Cen. 17,451; E&P 92 Est. 17,305
CZ-ABC: (80) 27,168
Bal. in NDM-ABC: (80) 33,232
CZ & NDM-ABC: (80) 60,400
County 90 Cen. 106,913; E&P 92 Est. 106,459
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 6,712; E&P 92 Est. 6,656
County 90 Cen. 39,989; E&P 92 Est. 39,819
CZ-ABC: (80) 10,131
Bal. in NDM-ABC: (80) 11,296
CZ & NDM-ABC: (80) 21,427

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$279,923,525.89
Savings & Loan	2	$349,701,321.69

6 - PASSENGER AUTOS: La Salle County 77,284

7 - ELECTRIC METERS: Residence 8,500

8 - GAS METERS: Residence 8,085

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Sand-139 ($1,175) Tools 85 ($418); Pressed Glass 40 ($320); Plastics 356 ($571); Auto Parts 232 ($358); Plate Glass 744 ($470); Belting 155 ($350); Consumer Electronics 49 ($300).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 5-88; Summer 42-102; Fall 16-91; Winter 6-69; First killing frost, Oct. 7; last killing frost, May. 8.

11 - TAP WATER: Alkaline, degree water hardness 17 gr.; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on LaSalle; 4 on Main; 4 on Madison; 2 on Jefferson; 3 on Clinton (72 stores).
Neighborhood Shopping Centers-State & Center St., 2; North La Salle St. & Norris Dr.; North La Salle St. & I-80 (7); Chestnut St. & Norris Dr. (3); W. Madison St. & Clay St. (2); South Towne Mall Rte 23 & Mckinley Rd. (14).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Naplate	2	Valesano's
South Ottawa	1	Handy Foods, South Towne Phcy.
South Towne Mall	3	K mart, Spurgeon's, Eagles
Columbus St.	2	Kroger's, SupeRx, Floor Ceiling, Value City, Wal-Mart,
Columbus St. & I-80	3	Wolohan, Farm 'n Fleet

Principal Shopping Days-Thur., Sat & Mon.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Store-Spurgeons.
Discount Stores-K mart; Value City; Wal-Mart.
Chain Drug Stores-Walgreens; SupeRx; Wal-Mart.
Chain Supermarkets-Kroger; Eagle; C&J Foods.
Other Chain Stores-Farm & Fleet; Tractor Supply; Leslie's Shoes; Sue Ann Shoppe; Sears (catalog); Wolohan; Schwinn Cyclery; Here's Hallmark; Kirlin's Hallmark; Maurices; Waterbed Room; Baskin-Robbins; Junior Concept; Radio Shack; Goodrich; Firestone; Floor to Ceiling; Fashion Bug; Waldenbooks; Disc Jockey; Turk's Furn.; Pickway Shoes; TCBY; Sub Shop; Mr. Donut.

14 - NEWSPAPERS: TIMES (e) 12,430; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: S.M. White, Pres./Pub., TIMES, 110 W. Jefferson St., Ottawa, IL 61350; Tel. (815) 433-2000.
National Representative: Landon Associates.

PARIS

1 - LOCATION: Edgar County, E&P Map D-14, County Seat.

2 - TRANSPORTATION: Railroad-Conrail.
Motor Freight Carrier-1.
Intercity Bus Lines-Southern Limited; Western Motor Lines.

3 - POPULATION:
Corp. City 90 Cen. 8,987; E&P 92 Est. 8,987
County 90 Cen. 19,595; E&P 92 Est. 19,157

4 - HOUSEHOLDS:
City 90 Cen. 3,457; E&P 92 Est. 3,457
County 90 Cen. 6,897; E&P 92 Est. 6,743

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$73,800,000
Savings & Loan	2	$58,300,000

6 - PASSENGER AUTOS: Edgar County 10,917

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 55-99; Fall 30-70; Winter 0-55. First killing frost, Oct. 23; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-Around town square and blocks on each side.
Neighborhood Shopping Centers-N Main St.; Jefferson Ave.; E Jasper Street.

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri., Mon.
Stores Open Sundays-Some.

13 - RETAIL OUTLETS: Discount Stores-K mart; Pools Bargain Center; Dollar General.
Variety Stores-Moeller Variety; Cricket Shop.
Chain Supermarkets-Kroger; Bridwell's; Paris; Ray's IGA.

14 - NEWSPAPERS: BEACON-NEWS (e) 7,100; sworn Feb. 5, 1991.
Local Contact for Advertising and Merchandising Data: E.H. Jenison, Adv. Mgr./Pub., BEACON-NEWS, 218 N. Main St.; PO Box 357, Paris, IL 61944; Tel. (217) 465-6424.
National Representative: Landon Associates.

PAXTON

1 - LOCATION: Ford County, E&P Map D-3, County Seat. Situated 100 mi. S of Chicago. On State Hwy. 9; U.S. Hwy. 45; I-57.

2 - TRANSPORTATION: Railroads-Illinois Central main line; Chicago to New Orleans.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 4,289; E&P 92 Est. 4,381
County 90 Cen. 14,275; E&P 92 Est. 14,071

4 - HOUSEHOLDS:
City 90 Cen. 1,650; E&P 92 Est. 1,685
County 90 Cen. 5,056; E&P 92 Est. 4,983

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$47,851,000
Savings & Loan	2	$4,900,000

6 - PASSENGER AUTOS: Ford County 8,347

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Broom Mfg. 150 ($200); TV-Radio Transformers 220 ($175); Telephone Jacks 100 ($250); Cooling Tower Mfg. 175 ($400); Electronic Components N.A.

10 - CLIMATE: Min. & Max. Temp.-10-99.

11 - TAP WATER: Fluoridated, Hard, Rusty.

12 - RETAILING: Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Laybourn's; Larson's; Fashion Fair; Georgia's; The Bridal Lane.

Drug Stores-Sav-Mor; Hudson Family Drug Ctr.

Chain Supermarkets-IGA; Colonial Pantry.

Other Chain Stores-Firestone; Western Auto; True Value Hdwe.; Ben Franklin; Andrews Lumber & Hdwe.; Fancies & Fantasies; Simply Pat's; Bette's Flowers & Gifts; Flower Cart.

14 - NEWSPAPERS: RECORD (e-mon to fri) 1,355; sworn Sept. 28, 1990.

Local Contact for Advertising and Merchandising Data: Toni Cuan, Adv. Mgr., RECORD, 218 N. Market, Paxton, IL 60957; Tel. (217) 379-4313.

National Representative: None.

PEKIN

1 - LOCATION: Tazewell County, (In Peoria MSA). E&P Map C-3, County Seat. Industrial and agricultural center.

2 - TRANSPORTATION: Railroads-C&IM; NYC; AT&SF; Illinois Central (freight); C&NW (freight).

Intercity Bus Lines-Illini Swallow; Peoria-Pekin.

Motor Freight Carriers-34.

3 - POPULATION:

Corp. City 90 Cen. 32,254; E&P 92 Est. 31,905
CZ ABC: (80) 33,967
RTZ-ABC: (80) 100,792
MSA 90 Cen. 306,519; E&P 92 Est. 303,172
County 90 Cen. 123,692; E&P 92 Est. 122,420
City & RTZ-ABC: (80) 134,759

4 - HOUSEHOLDS:

City 90 Cen. 12,405; E&P 92 Est. 12,271
County 90 Cen. 46,268; E&P 92 Est. 45,792
MSA 90 Cen. 109,997; E&P 92 Est. 108,798
CZ-ABC: (80) 12,928
RTZ-ABC: (80) 34,395
City & RTZ-ABC: (80) 47,323

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	4	$151,149,000

6 - PASSENGER AUTOS: Tazewell County 72,971

7 - ELECTRIC METERS: 14,286

8 - GAS METERS: 12,012

9 - PRINCIPAL INDUSTRIES: Corn Prods.; Distilling; Elect.; Tractor; Paper Board and Containers; Tractor Parts; Machine Tooling; Food Proc.; Iron Foundry; Non-ferrous Metal Proc.; Automotive Parts; Chemicals.

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 11-88; Summer 43-96; Fall 10-89; Winter-16-59. First killing frost, Oct. 17; last killing frost, Apr. 27.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING: Principal Shopping Center-6 blocks on Court St.; 4 Sts. intersecting Court; 3 blocks on Margaret.

Neighborhood Shopping Centers-Derby St.; 1500 Block on N Eighth St., East Bluff and Sunset Hills.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pekin Mall(58)	4	P.M. Bergners, Zales, Sears, JCPenney
Market Sq. Plz.	1	County Mkt., SupeRx

Principal Shopping Days-Mon., Wed., Fri., Sat.

Stores Open Evenings-Dept. stores-All; Food-24 hrs.

13 - RETAIL OUTLETS: Department Stores-N. Reuling; Bergner's; Sears; JCPenney.

Discount Store-K mart; Wal-Mart.

Chain Drug Stores-SupeRx 2; Walgreens 2.

Chain Supermarkets-Kroger; Korsmeyer's 2; County Market; Aldi; Eagle; Thompson's.

Other Chain Stores-Zales; Gordon's; Radio Shack; So-Fro Fabrics; JoAnn Fabrics; Cohen's.

14 - NEWSPAPERS: TIMES (e) 15,777; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Eleanor Gibbons, Adv. Dir., TIMES, 22 S. 4th St.; PO Box 430, Pekin, IL 61555; Tel. (309) 346-1111.

National Representative: Landon Associates.

PEORIA

1 - LOCATION: Peoria County, (MSA) E&P Map C-3. County Seat. Major medical center; industrial center; agricultural area. On Illinois River-160 mi. SW of Chicago and 175 mi. NE of St. Louis. 660 feet above sea level.

2 - TRANSPORTATION: Railroads-Burlington Northern; C&NW; Illinois Central; Illinois Terminal N&W; Conrail; P&PU, Peoria Terminal; Santa Fe; Chicago Northwestern; Central & Gulf; Norfolk Southern Corp.; Norfolk & Western; Pioneer.

Motor Freight Carriers-66.

Intercity Bus Lines-Crown Transit, Illinois Highway; Illini Swallow; Jacksonville Bus Lines; Peoria-Rockford; Taylorville Transit; Peoria Charter, Inc; Brewer Charter Ltd.; Caravan Charter.

Airlines-American Eagle; Continental Express; Midway Connection; Northwest; TWA; Trans World Express; United; Airborne; Emory World; Federal Express; Purolator Courier.

Barge Lines-Jubilee Materials; Peoria Barge Terminal; Peoria Harbor & Fleeting Service; C.F. Industries.

3 - POPULATION:

Corp. City 90 Cen. 113,504; E&P 92 Est. 111,330
CZ-ABC: (80) 232,295
RTZ-ABC: (80) 233,066
MSA 90 Cen. 306,519; E&P 92 Est. 303,172
County 90 Cen. 182,827; E&P 92 Est. 180,752
City & RTZ-ABC: (80) 465,361

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 43,655; E&P 92 Est. 42,819
County 90 Cen. 63,730; E&P 92 Est. 63,006
MSA 90 Cen. 109,997; E&P 92 Est. 108,798
CZ-ABC: (80) 84,398
RTZ-ABC: (80) 83,021
City & RTZ-ABC: (80) 167,419

5 - BANKS	**NUMBER**	**DEPOSITS**
Comm. & Savings	35	$2,896,505,000
Savings & Loan	19	N.A.
Credit Unions	31	N.A.

6 - PASSENGER AUTOS: Peoria County 111,893

7 - ELECTRIC METERS: Residence 80,697

8 - GAS METERS: Residence 64,369

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Industrial Machinery 21,500 ($669); Primary Metals 2,700 ($692); Printing & Pub. 2,100 ($488); Total Mfg. 33,100 ($587).

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-72; Summer 60-86; Fall 31-76; Winter 16-36. First killing frost, Oct. 12; last killing frost, Apr. 26.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-University from Forrest Hill to War Memorial; Main from University to Sheridan; Prospect from Forrest Hill to War Memorial; Adams (4000 South); Sheridan from Loucks to McClure; Western (Between Bradley & Moss); Western (Between 7th & Martin); University & Glen; Sheridan & Glen; War Memorial (Between Knoxville & Central); Hamilton Rd. & Glen Ave.; Garden & Adams Area; Knoxville & McClure; Forrest Hill & Gale; Intersection of N. Adams & Hancock; MacArthur Hwy. & Jefferson.

Other Major Retail Areas-Peoria Heights Business District; Pekin Business District; East Peoria Business District; Morton Business District; The Square in Washington; Bartonville Business District; Creve Coeur Business District; Field Shopping Center; Metro Centre; Sterling Plaza; Tanglewood Plaza; Pekin Sunset Plaza; Sunnyland Plaza; Wisconsin Plaza; Oak Cliff Plaza (Knoxville & Lake); Windsor Square; Covington Square; University Square; Lake of the Woods Plaza; Valley Forge Shopping Center; Brandywine Village; Candletree; Evergreen Plaza; Cherrytree; Fondulac Plaza; Wardcliff Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Willow Knolls(8)	5	Kohl's, Sam's, Phar-Mor
Campustown(5)	1	Thompson's
Northwoods(81)	3	JCPenney, Mont. Ward, Famous Barr
Westlake(24)	3	Bergner's
Pekin Mall(48)	7	JCPenney, Sears, Gold Exchange
Sheridan Vlg. (31)	2	Kresge's, P.A. Bergner
Madison Park(7)	2	Bergner's Dept. Store, Kroger
Junction City (18)	3	Siegrist
Metro Centre(42)	3	

Principal Shopping Days-Fri., Sat., Sun.

Stores Open Evenings-Suburban-every evening & Sunday; Downtown-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Bergner's 3; Sears 2; Montgomery Ward; JCPenney 2; Szold's 2; Famous Barr.

Discount Stores-K mart 5; Unclaimed Freight Stores; Venture; T.J. Maxx; Wal-Mart 3; Dollar General; Rivercity Discount. Sam's; Kohl's Phar-Mor.

Variety Stores-Ben Franklin 2; Fogler 2; J & M; L's Sundries.

Chain Drug Store-Bogard's 6; Green 2; Walgreens 3; Rexall; SupeRx 10; W. R. Smith 2; Regal; Medicine Shoppe 2; Our-X 4.

Chain Supermarkets-Ben Schwartz (IGA) 3; Convenient Food Mart 12; Eagle 4; IGA 10; Kroger 11; Mr. K's 2; Randall's; Red Fox 20; Thompson Food Basket 11; Hucks 3; Aldi 3; Stop & Save; 7-Eleven 2; Lowells 2.

Women's Wear-Brom's Furs & Fashions; Cain's; Casual Corner; C.R. Cook; Dots; Fashions To Go; Esther Kirk; Foxmoor Casuals; Glamour Isle; Kay Howard; Classics Plus; Fashions Plus Ltd. 2; Benetton; B.J.'s Petites; Changing Seasons; Country Bride; Fashion Bug 2; Margo's; Marianne's; Reuling N Co.; Samples & Such; Something Different; The Wardrobe; Victoria's Secret; Witzig's Women's Store; Stuart's; House of Larger Sizes; Just Petites; Paul Harris; Varsity Shop; Strawberry Patch; Maurices Apparel; Worths; Fashion Bug; Susie's Casuals; Catherine's Stout Shoppe; Carriage Lane LTD; Ginny-Lee's; Leah's Tall Fashions; PLB'S Fashion Plus LTD; The Whale; Caren Charles; Jene's Ltd.; Pappagallo; Scruples; Ups 'n Downs; Heller For Her; 16 Plus; Seiferts; The Limited; Bride's Corner; Brooks.

Men's Wear-Beu Didley's; Bachrach's; Bell Clothing 2; Ducky's; Silverman's Takis; Formal Wear; Gingess Formal Wear; Just Jeans; 20th Century Tuxedo; Seno Formal Wear; Fred Schubach; Big & Tall Men's Shop 2; Mona's Apparel For Big & Tall Men; Chess King; Colonel Day's Levi Shop; Beanies Ltd. 2; His Place; Beanies Too; Chiavini's; Jeans West; McCanns 2; Dooley's Ltd.; Players.

Other Chain Stores-Sparr Store; Spiegel's; Baker's Shoes 2; Father & Son Shoes; Life Stride; Thom McAn; Toys 'R' Us; Kids 'R' Us; Kay Bee Toys; Children's Palace; Dr. Scholl's; Coach House 2; Kinney's 2; Kirlin's; Fannie May 3, Baskin-Robbins 7; Automotive: Firestone 2, Goodrich, Tire America; Goodyear 2, General Tire; Bagels-N-More; Singer Co.; Payless Shoes; Ace Hardware 9; Builder's Square; Neu Optical; Lens Crafters; Pearle Vision; Helzbergs Jewelers; Burlington Coat Factory; Radio Shack 8; Hallmark 10; Computerland; Midas 3; B. Dalton Bookseller; Waldenbooks 2; Lechter's; CPI Photo; Florsheim, Wicks & Sticks; Sentry 4; True Value 6.

14 - NEWSPAPERS: JOURNAL STAR (all day) 90,005; (sat) 108,295; (S) 114,101; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Lee Cheneler, Adv. Dir., JOURNAL STAR, 1 News Plaza, Peoria, IL 61643; Tel. (309) 686-3020.

National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

PERU

See LA SALLE

PONTIAC

1 - LOCATION: Livingston County, E&P Map C-2, County Seat. N central part of state. Shipping ctr. for county agric. & dairy area. Misc. light mfg. Illinois State Penitentiary. 90 mi. from Chicago.

2 - TRANSPORTATION: Railroads-Illinois Central Gulf; Amtrak.

Intercity Bus Lines-Trailways; Greyhound.

Motor Freight Carriers-5.

3 - POPULATION:

Corp. City 90 Cen. 11,428; E&P 92 Est. 11,469
County 90 Cen. 39,301; E&P 92 Est. 38,891

4 - HOUSEHOLDS:

City 90 Cen. 4,395; E&P 92 Est. 4,411
County 90 Cen. 15,116; E&P 92 Est. 14,958

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$126,786,932
Savings & Loan	2	$1,248,532,911

6 - PASSENGER AUTOS: Livingston County 20,352

7 - ELECTRIC METERS: Residence 4,309

8 - GAS METERS: Residence 4,287

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Gloves 98; Printing 650; Steel Prods. 320; State Penitentiary 600, Quarries 100; Diesel Motor Co. 700; Custom Tool & Die 20.

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-97; Summer 42-108; Fall 2-96; Winter 24-75. First killing frost, Oct. 31; last killing frost, Apr. 11.

11 - TAP WATER: Alkaline, very hard, fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Main, Madison, Washington & Mill (around Sq.).

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Vermillion Plz.(15)	2	Spurgeon's, K mart, Coast-to-Coast, Dollar General

Principal Shopping Days-Fri., Sat., Mon.

Stores Open Evenings-Food Chains-every night & Sun.; Others-Thur.-9p.m.; Shpg. Ctrs.-Mon. through Sat. until 9 p.m.; Sun. until 6.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's.

Discount Stores-K mart; Wal-Mart.

Chain Supermarkets-Neimann's; Don's Red Fox.

Other Chain Stores-Convenient Foods; Coast-to-Coast; True Value Hardware; Ace; NAPA; Radio Shack; White Hen Pantry.

14 - NEWSPAPERS: LEADER (e) 7,200; Sworn Aug. 31, 1991.

Local Contact for Advertising and Merchandising Data: Jim Foster, Adv. Dir., LEADER, 318 N. Main St., Pontiac, IL 61764; Tel. (815) 842-1153; FAX (815) 842-4380.

National Representative: Landon Associates.

QUINCY

1 - LOCATION: Adams County, E&P Map A-3, County Seat. Agricultural, manufacturing and dairy area. Educational center. Situated on Mississippi River, 125 mi. N of St. Louis; 220 mi. from Kansas City; 285 mi. from Chicago.

2 - TRANSPORTATION: Railroads-Burlington-Northern; Norfolk & Western.

Motor Freight Carriers-24.

Airlines-Britt Airways; TW Express.

3 - POPULATION:

Corp. City 90 Cen. 39,681; E&P 92 Est. 39,095
CZ-ABC: (80) 53,396
RTZ-ABC: (80) 137,641
County 90 Cen. 66,090; E&P 92 Est. 65,965
City & RTZ-ABC: (80) 191,037

4 - HOUSEHOLDS:

City 90 Cen. 15,262; E&P 92 Est. 15,037
County 90 Cen. 22,719; E&P 92 Est. 22,676
CZ-ABC: (80) 20,269
RTZ-ABC: (80) 51,270
City & RTZ-ABC: (80) 71,539

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$494,481,000
Savings & Loan	3	$637,784,000

6 - PASSENGER AUTOS: Adams County 36,355

7 - ELECTRIC METERS: 20,751

8 - GAS METERS: 17,582

9 - PRINCIPAL INDUSTRIES: Chemicals; Stoves; Limestone Prods.; Food Prods.; Brass Prods.; Castings; Wheels; Truck Bodies; Pumps; Stock Food; Gas Storage Tanks; Electronic Equip. Patterns; Communications Equip.; Elevators; Paper Prods.; Retail Fixtures.

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-62; Summer 48-104; Fall 38-66; Winter 22-27. First killing frost, Nov. 1; last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-3 blocks on Maine St.; 1 on 4th, 5th and 6th Sts.; Quincy Mall, 30th & Broadway (60 units).

Neighborhood Shopping Centers-17th and Broadway; 8th and State; 30th & Broadway; 14th & Harrison.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
17th & Broadway	1	Merkel Hdwe.
State & 8th	1	State St. Store
Quincy Mall(56)	3	Radio Shack, Sears, Kroger, Bergner's, JCPenney

Principal Shopping Days-Mon., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; State St. Store; Bergner's.

Variety Store-Ben Franklin.

Discount Stores-Jack's; K mart; K's Merchandise Mart.

Chain Drug Stores-Walgreens; Osco Drug; Brown's 3; Revco.

Chain Supermarkets-Kroger; Niemann Foods 3; Randall; Eagle; Save-U-More; Aldi.

Other Chain Stores-Naturalizer; Hush Puppies; Athlete's Foot; Gordon Jewelry; GNC; Waldenbooks; York Steak House; Carl Shoe; Kinney Shoes; Goodyear; Sherwin-Williams; JoAnn Fabrics; Gallenkamp Shoes; Radio Shack; So-Fro Fabrics; Payless Shoes; Ace Hardware; Kirlins; Barker Shoes; Black Hardware; Furrows Lumber; Rex TV & Appliances.

14 - NEWSPAPERS: HERALD-WHIG (e-mon to fri) 25,580; (m-sat) 26,159; (S) 30,319; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Ron Wingerter, Nat'l. Adv. Mgr., HERALD-WHIG, 130-38 S. Fifth St.; PO Box 909, Quincy, IL 62306-0909; Tel. (217) 223-5100; FAX (217) 223-9757.

National Representative: Branham/Newspaper Sales.

ROBINSON

1 - LOCATION: Crawford County, E&P Map D-4, County Seat. Oil refining, shipping and manufacturing center. 240 mi. S of Chicago; 110 mi. W of Indianapolis; 150 mi. E of St. Louis, MO; 200 air mi. S of Chicago.

2 - TRANSPORTATION: Railroads-Conrail; Gulf Central.

Motor Freight Carriers-5.

Intercity Bus Lines-Greyhound; Detroit Special.

3 - POPULATION:

Corp. City 90 Cen. 6,740; E&P 92 Est. 6,766
County 90 Cen. 19,464 E&P 92 Est. 19,190

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 2,592; E&P 92 Est. 2,602
County 90 Cen. 8,110; E&P 92 Est. 7,996

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$96,383,677
Commercial	5	$274,195,269

6 - PASSENGER AUTOS: Crawford County 10,812

7 - ELECTRIC METERS: Residence 8,688

8 - GAS METERS: Residence 6,073

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Production & Refining 1,208 ($326); Water Closet & Plumbing Fixture 550 ($258); Candy Mfg. 607 ($145); Automotive Gaskets 380 ($209); Electronics 504 (N.A.); Aluminum Doors & Windows 107 ($186).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-72; Summer 75-101; Fall 68-90; Winter 10-52. First killing frost, Nov. 6; last killing frost, Apr. 2.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks at Court House: 2 on E. Main; 5 on W. Main; 1 on W. Walnut.

Neighborhood Shopping Centers-W. Gate; Outer E. Main, Route 33.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Westgate Tr.(8)	NA	Gallo's Red & White
Barn Plaza	NA	
IGA	NA	

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Dollar General; Pamida; Wal-Mart.

Chain Drug Stores-Bertram's (Rexall); Hook's.

Chain Supermarkets-IGA Food Center; Gallo's Red & White.

14 - NEWSPAPERS: NEWS (e) 7,046; sworn Feb. 5, 1991.

Local Contact for Advertising and Merchandising Data: Wally Dean, Adv. Dir., NEWS, 302 S. Cross St., Robinson, IL 62454; Tel. (618) 544-2101.

National Representative: None.

ROCK FALLS
See STERLING

ROCK ISLAND-MOLINE-EAST MOLINE

1 - LOCATION: Rock Island County (In Davenport-Rock Island-Moline, IA-IL MSA), E&P Map B-2, County Seat. In W IL on Mississippi River, 168 mi. SW of Chicago, on Hwys. 6 & 67; Illinois 5, 84, 92 & 150; I-80, 88, 280, & 74.

2 - TRANSPORTATION: Railroads-Burlington Northern; Davenport; Rock Island & Northwestern; Iowa Railroad Co.; Milwaukee Road; Soo Line.

Motor Freight Carriers-60.

Intercity Bus Lines-Greyhound; Trailways; Scenic Line.

Airlines-United; America West; Midway Airlines; TWA; Northwest; American Eagle; United Express; Air Midwest Commuter.

3 - POPULATION:

Corp. Cities 90 Cen. 103,901; E&P 92 Est. 101,912
Rock Island 90 Cen. 40,552; E&P 92 Est. 39,229
Moline 90 Cen. 43,202; E&P 92 Est. 42,691
East Moline 90 Cen. 20,147; E&P 92 Est. 19,992
CZ-ABC: (80) 155,153
RTZ-ABC: (80) 316,138
City & RTZ-ABC: (80) 471,291
County 90 Cen. 148,723; E&P 92 Est. 147,266
MSA 90 Cen. 350,861; E&P 92 Est. 348,288

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

Cities 90 Cen. 39,962; E&P 92 Est. 39,196
Rock Island 90 Cen. 15,597; E&P 92 Est. 15,088
Moline 90 Cen. 16,616; E&P 92 Est. 16,419
East Moline 90 Cen. 7 749; E&P 92 Est. 7,689
County 90 Cen. 52,964; E&P 92 Est. 52,445
MSA 90 Cen. 129,548; E&P 92 Est. 128,603
CZ-ABC: (80) 57,685
RTZ-ABC: (80) 111,119
City & RTZ-ABC: (80) 168,804

5 - BANKS	NUMBER	DEPOSITS
Savings	28	$2,788,331,000
Savings & Loan	6	$680,140,000

6 - PASSENGER AUTOS: Rock Island County 91,409

7 - ELECTRIC METERS: Residence 126,409

8 - GAS METERS: Residence 113,285

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 32,725 (Farm Equip., Aluminum Mill); Non-Mfg. 95,050; Public Sector (Gov't) 27,600.

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 7-93; Summer 46-92; Fall 14-95; Winter -13-42. An. rainfall 31 in.

11 - TAP WATER: From Mississippi River. Rock Island-Hard, slightly alkaline; fluoridated. Moline-Lime softened; fluoridated. East Moline-Partly softened, slightly alkaline; fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown Rock Island-Great River Plaza, 2nd, 3rd, & 4th Aves. between 15th & 20th Sts.; Downtown Moline-Metro Center Plaza, 4th, 5th & 6th Aves. between 12th & 20th Sts.; East Moline-15th & 16th Aves. between 7th & 13th Sts.

Neighborhood Shopping Centers-Rock Island-11th St. between 18th Ave. & 42nd Ave. 30th St. between 14th & 18th Aves.; 14th Ave. between 38th & 44th Sts.; 18th Ave. between 17th & 45th Sts.; Rock Valley Plaza, Blackhawk Rd. between 30th & 45th St. Moline-City Line Plaza, 1st St. & 19th Ave.; Uptown-15th & 16th Sts. between 14th & 25th Aves.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
(Rock Island):		
30th St.	3	Handy True Value
Watchtower Plz. (6)	3	Bargain Ctr.
K mart	3	K mart
Rock Valley Plz.	3	Back Nine
(Moline):		
Highland	2	Aldi, Napa Auto Store
Uptown	2	Peoples Drug
Orchard Ctr.(6)	3	Eagles
Kings Plaza(8)	3	Sears, Walgreens
K mart	4	K mart
Green Valley	4	Simon Music
Venture	3	Venture
S. Park Mall (115)	5	Von Maur, Mont. Ward, Younkers, JCPenney
Old Towne	2	Walgreens
City Line Plz.(8)	4	Jewel, Osco
(East Moline):		
Kennedy Plz.(6)	4	Jewel, Osco
Ridgewood(8)	5	Strum Auto

Principal Shopping Days-Dept. Stores-Mon., Fri., Sat.; Food-Thur., Fri., Sat., Sun.

Stores Open Evenings-Rock Island & Moline: Dept.-Mon. (limited number on Fri.) East Moline: Fri. Supermarkets-Sun. through Sat.

Stores Close-Mon. morning & Sat. evenings.

Stores Open Sundays-Discount, supermarkets, drug, shopping malls.

13 - RETAIL OUTLETS: Department Stores-Younkers 3; Von Maur 3; JCPenney 2; Sears 2; Montgomery Ward 2.

Discount Stores-Venture 2; Target 2; K mart 4; Wal-Mart; Sam's Wholesale.

Variety Stores-Ben Franklin 2; Woolworth 2.

Chain Drug Stores-People's 14; Walgreens 12; Osco 5; Medicine Shop 3; Revco; Phar-Mor

Chain Supermarkets-Eagle 11; Hy-Vee 5; Jewel Food 5; Kwik-Stop 25; Aldi 4; Convenient Foods 11; Food-4-Less; Easter's.

Independent Buying Groups-Jack & Jill 3; Super Valu 2.

Other Chain Stores-Goodyear 5; Sherwin-Williams 2; Pittsburgh Paint 2; DeVoe Paint; Iowa Paint; Glidden Paint; Interstate Book Store 2; Fannie May 4; Firestone 4; Thom McAn 2; Kinney's 5; Lober's; Richman Bros. 2; Singer Co. 2; Radio Shack 6; Best Buy 2; Supreme TV 3; Zeglin TV & Appl.

14 - NEWSPAPERS: ROCK ISLAND ARGUS (e) 14,452; (S) 17,107; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Al Roels, Adv. Mgr., ROCK ISLAND ARGUS, 1724 4th Ave., Rock Island, IL 61201; Tel. (309) 786-6441.

National Representative: Branham/Newspaper Sales.

ROCKFORD

1 - LOCATION: Winnebago County, E&P Map C-1, (MSA). 90 mi. NW of Chicago; 17 mi. S of Wisconsin boundary. City bisected by Rock River.

2 - TRANSPORTATION: Railroads-Chicago, Milwaukee, St. Paul & Pacific; Illinois Central Gulf; Burlington Northern.

Motor Freight Carriers-39.

Intercity Bus Lines-Peoria-Rockford; Greyhound; Wisconsin Coach Lines; Boardroom Lines; Van Galder Bus Co.

Airline-Northwest.

3 - POPULATION:

Corp. City 90 Cen. 139,426; E&P 92 Est. 139,368
NDM-ABC: (80) 496,465
County 90 Cen. 252,912; E&P 92 Est. 256,189
MSA 90 Cen. 283,718; E&P 92 Est. 287,799

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 53,625; E&P 92 Est. 53,603
County 90 Cen. 91,793; E&P 92 Est. 92,982
MSA 90 Cen. 104,143; E&P 92 Est. 105,655
NDM-ABC: (80) 176,681

5 - BANKS	NUMBER	DEPOSITS
Commercial	27	$1,841,351,000
Savings & Loan	8	$1,267,465,339

6 - PASSENGER AUTOS: Winnebago County 158,468

7 - ELECTRIC METERS: Residence 98,770

8 - GAS METERS: Residence 81,872

9 - PRINCIPAL INDUSTRIES: 700 manufacturing establishments, 13 employ over 1,000 each.

Principal Industrial Pay Day-Fri.

10 - CLIMATE: First killing frost, Sept. 20; last killing frost, May 8.

11 - TAP WATER: Very hard.

12 - RETAILING: Principal Shopping Centers-2 blocks on W. State St. plus feeder streets 1 block each direction.

Neighborhood Shopping Centers-Broadway; 7th St.; S. Main St.; E. State St.; N. Main and Auburn Sts.; Alpine Rd.; 2nd St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alpine Vlg (20)	6	Eagle Foods, Revco
Cherry Vale(100)	8	Marshall Field, H.C. Prange, Sears, Wal-Mart
Colonial Vlg. (32)	5	JCPenney, Bergner's
Edgebrook(30)	5	Pacemaker
Highcrest(13)	5	Gray's IGA
Machesney Pk. (88)	8	JCPenney, H.C. Prange, Kohl's
Park Plz.(24)	6	Union Hall Discount
North Towne(59)	5	Bergner's
Rockford Pl.(20)	2	Walgreens
Rockton Ave. Centre(14)	4	Logli Food
Southgate(12)	5	K mart, Southgate IGA
Belvidere Mall (6)	12	A&P
Market Place	NA	Venture, Logli
Forest Plz.	NA	Kohl's, Marshalls, T.J. Maxx, Builder's Square
Mulford Vlg.	NA	K's Mdse.

Principal Shopping Days-Mon., Wed., Fri., Sat., Sun.

Stores Open Evenings-Department Stores-Mon.-Fri., Food-Mon.-Sun.

13 - RETAIL OUTLETS: Department Stores-Marshall Field & Co.; JCPenney; H.C. Prange; Sears; Bergner's; Kohl's; Marshalls.

Discount Stores-K mart; Union Hall; Venture; Builder's Square; Sutherlands; K's Merchandise; Sam's Wholesale Club; Wal-Mart.

Chain Drug Stores-Walgreens 3; Lenz 2; Rexall 3; Osco 5; Nihan & Martin 2; One-Stop 5; True Value; Lantow's; Phar-Mor.

Chain Supermarkets-Eagle 5; Hilander 4; Magna; IGA 13; Logli 4; Pacemaker 4; Aldi Discount Foods 2; Cub Foods.

14 - NEWSPAPERS: REGISTER STAR (m) 73,732; (S) 87,890; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Bob Twesten, Adv. Dir., REGISTER STAR, 99 E. State St., Rockford, IL 61105; Tel. (815) 987-1200.

National Representative: Gannett National Newspaper Sales.

ROCKTON, IL

See BELOIT, WI

SHELBYVILLE

1 - LOCATION: Shelby County, E&P Map C-4, County Seat, 36 mi. from Decatur; 108 mi. from Chicago; 96 mi. from St. Louis. Routes 16 and 128.

2 - TRANSPORTATION: Railroad-Missouri Pacific.

Motor Freight Carriers-3.

3 - POPULATION:

Corp. City 90 Cen. 4,943; E&P 92 Est. 4,979
County 90 Cen. 22,261; E&P 92 Est. 21,910

4 - HOUSEHOLDS:

City 90 Cen. 1,901; E&P 92 Est. 1,915
County 90 Cen. 8,076; E&P 92 Est. 7,948

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$90,000,000

6 - PASSENGER AUTOS: Shelby County 11,874

7 - ELECTRIC METERS: Residence 2,205

8 - GAS METERS: Residence 1,507

9 - PRINCIPAL INDUSTRIES: Plastic Cups.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING: Principal Shopping Center-Johnstowne Mall, Shelbyville, 4 stores; Con Dov Shopping Mall, Shelbyville, 5 stores.

Principal Shopping Days-Wed., Fri.

13 - RETAIL OUTLETS: Department Store-Dollar General.

Variety Stores-Highlands; Ben Franklin.

Chain Drug Store-Hook's.

Chain Supermarkets-Eisner; IGA.

14 - NEWSPAPERS: UNION (e-mon to fri) 4,500; sworn Feb. 5, 1991.

Local Contact for Advertising and Merchandising Data. George Frazier, Pub., UNION, 100 W. Main, Shelbyville, IL 62565; Tel. (217) 774-2161.

National Representative: None.

SOUTH BELOIT

See BELOIT, WI

SPRING VALLEY

See LA SALLE

SPRINGFIELD

1 - LOCATION: Sangamon County (MSA). E&P Map C-3. State Capital, County Seat. Industrial, wholesale & agricultural center, 185 mi. SW of Chicago; 100 mi. NW of St. Louis; on U.S. Hwys. 36, I-55, I-72; State Hwys. 4, 29, 54, 97, 124, & 125.

2 - TRANSPORTATION: Railroads-Illinois Central; CM&W; N&W; Chicago & Northwestern; Amtrak.

Motor Freight Carriers-107 intrastate & interstate lines.

Intercity Bus Line-Greyhound.

Airlines-Continental Express; Midway; Braniff; American Eagle; TW Express.

3 - POPULATION:

Corp. City 90 Cen. 105,227; E&P 92 Est. 106,367
CZ-ABC: (80) 127,393
RTZ-ABC: (80) 341,906
MSA 90 Cen. 189,550; E&P 92 Est. 192,000
County 90 Cen. 178,386; E&P 92 Est. 180,955
City & RTZ-ABC: (80) 469,299

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 40,472; E&P 92 Est. 40,911
County 90 Cen. 60,462; E&P 92 Est. 61,332
MSA 90 Cen. 64,535; E&P 92 Est. 65,363
CZ-ABC: (80) 51,661
RTZ-ABC: (80) 124,217
City & RTZ-ABC: (80) 175,878

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	$1,415,000,000
Savings & Loan	5	$425,000,000

6 - PASSENGER AUTOS: Sangamon County 110,307

7 - ELECTRIC METERS: 56,500

8 - GAS METERS: 50,012

9 - PRINCIPAL INDUSTRIES: Farm Equip.; Flour & Feed Mills; Boilers (Fab. Metal Prods.); Ins.; Health Care; Finance; Gov't; Tourism. Total Av. Employment 100,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-62; Summer 64-87; Fall 44-69; Winter 21-37. First killing frost, Oct. 10; last killing frost, Apr. 16.

11 - TAP WATER: Neutral, soft. Lake Springfield.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Capital City(23)	4	
Fairhill's(20)	2	Jewel-Osco
K mart Plaza	3	K mart
Sangamon(7)	4	Bergner
Town & Country (24)	3	Venture, National
White Oaks Mall(115)	5	Famous-Barr, Sears, Bergner's, Mont. Ward

Principal Shopping Days-Mon., Fri., Sat.

Stores Open Evenings-Shopping ctrs. & discount stores-nightly.

Stores Open Sundays-Supermarkets, shopping ctrs., discount stores.

13 - RETAIL OUTLETS: Department Stores-Bergner's; Sears; JCPenney; Famous-Barr; Montgomery Ward; Kohl's.

Discount Stores-K mart 2; Venture.

Chain Drug Stores-Walgreens 3; SupeRx/Thrifty 11; Osco 3; Phar-Mor.

Chain Supermarkets-Jewel 4; Shop 'n Save 3; National Food Stores 3; IGA 2; Red Fox 2; Eagle 3; Cub.

Other Chain Stores-Firestone; Goodyear; General Tire; Western Auto; Midas Mufflers & Transmission; Black & Co.; Coast-to-Coast; Ace; Thom McAn; Kenney's; Nobils; Lobers; Payless Shoes; Scholl's; Neumode; Fannie May; Kirlin's Candies; Sherwin-Williams; Kay's Jewelry; Singer; So-Fro; Leath Furniture; Carpetland; Newman Shoes; Brooks Fashions; Bakers Shoes; Bressler's 33 Flavors; Bottom Half; Casual Corner; Claire's Boutique; Carousel Snack Bar; Circus World Toys; County Seat; Earring Tree; Florsheim Shoes; Foxmoor; Gordon's Jewelers; Gingess International; General Nutrition Centers; Helzberg's Diamond Shop; Hickory Farms; Just Pants; Jo Ann Fabrics; Kinney Shoes; Kay Campbell; The Limited; Malings Shoes; Butler Shoes; Musicland; Murray's Shoes; Motherhood Maternity; MCL Cafeteria; Jean Nicole; National Shirt; Printers Ink; Park Lane Hosiery; Lerner Shop; Silverman's; Spencer Gifts; Service Optical; Swiss Pretzel; Stuart's; Susie Casual's; Tinderbox Int.; Waldenbooks; Zales Jewelers; Cookie Factory; Ms. Limited; Orange Julius; Hot Dog On a Stick; Union Clothing; Kirlin's Sycamore Shop; S.G. Adams; Baskin-Robbins 3.

14 - NEWSPAPERS: THE STATE JOURNAL-REGISTER (m) 68,930; (S) 77,735; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: J.E. Fitzgerald, Adv. Mgr., THE STATE JOURNAL-REGISTER, One Copley Plz.; PO Box 219, Springfield, IL 62705-0219; Tel. (217) 788-1353; FAX (217) 788-1372.

National Representative: Branham/Newspaper Sales.

STERLING-ROCK FALLS

1 - LOCATION: Whiteside County, E&P Map C-2. Industrial and agricultural center on Rock River, 50 mi. NE of Rock Island and 110 mi. W of Chicago. On Hwys. 5, 2, 30, 88.

2 - TRANSPORTATION: Railroad-C&NW.

Motor Freight Carriers-5.

Intercity Bus Line-Greyhound.

Airline-Britt.

3 - POPULATION:

Corp. Cities 90 Cen. 24,786; E&P 92 Est. 24,352
  Sterling 90 Cen. 15,132; E&P 92 Est. 14,898
  Rock Falls 90 Cen. 9,654; E&P 92 Est. 9,454
CZ-ABC: (80) 33,154
RTZ-ABC: (80) 50,071
County 90 Cen. 60,186; E&P 92 Est. 59,484
City & RTZ-ABC: (80) 83,225

4 - HOUSEHOLDS:

Cities 90 Cen. 9,533; E&P 92 Est. 9,366
  Sterling 90 Cen. 5,820; E&P 92 Est. 5,730
  Rock Falls 90 Cen. 3,713; E&P 92 Est. 3,636
County 90 Cen. 26,168; E&P 92 Est. 25,863
CZ-ABC: (80) 11,990
RTZ-ABC: (80) 17,280
City & RTZ-ABC: (80) 29,270

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$329,776,930
Savings & Loan	2	$141,762,640

6 - PASSENGER AUTOS: Whiteside County 35,049

7 - ELECTRIC METERS: Residence 10,600

8 - GAS METERS: Residence 9,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Steel, Steel Prods. 2,500 ($300); Builder's Hdwe. 1,200 ($200); Bolts & Nuts 400 ($200); Barber Supplies 170; Foundries 100; Food Proc. 100.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-90; Summer 64-93; Fall 30-75; Winter 6-59. First killing frost, Oct. 12; last killing frost, May 1.

11 - TAP WATER: Neutral, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-18 blocks in Sterling; 5 in Rock Falls; Sterling Northland Shopping Center (39 stores-Bergner's, JCPenney, Woolworth).

Neighborhood Shopping Centers: Sterling-4 blocks on 4th St.; 2 on Locust St.; Rock Falls-5 blocks on 1st. Ave. and vicinity.

Principal Shopping Days-Downtown-Mon., Fri; Northland Mall Sat., Sun.

Stores Open Evenings-Downtown-Fri.; Northland Mall-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Harlan's; Kline's; Bergner's; JCPenney.

Discount Stores-K mart; Farm & Fleet; Osco; Wal-Mart.

Chain Drug Stores-Walgreens; Osco.

Variety Store-Woolworth.

Chain Supermarkets-Kroger's; Eagle; Super Valu; Aldi.

Other Chain Stores-Leslie's (shoes); Goodyear; Coast-to-Coast (hdwe. and auto supplies); Ace Hdwe.; D&E (furn. & appliances); True Value.

14 - NEWSPAPERS: DAILY GAZETTE (e) 14,798; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Barbara Swam, Adv. Dir., DAILY GAZETTE, 312 Second Ave., Sterling, IL 61081; Tel. (815) 625-3600.

National Representative: Landon Associates.

STREATOR

1 - LOCATION: La Salle County, E&P Map C-2. South end, LaSalle County. Agric. area. Diversified mfg. 100 mi. SW of Chicago; 225 mi. NE of St. Louis on State Hwys. 18, 23; I-55, I-80.

2 - TRANSPORTATION: Railroads-Santa Fe; Amtrak; Conrail.

Motor Freight Carriers-19.

3 - POPULATION:

Corp. City 90 Cen. 14,121; E&P 92 Est. 13,984
CZ-ABC: (80) 19,473
RTZ-ABC: (80) 30,557
County 90 Cen. 106,913; E&P 92 Est. 106,459
City & RTZ-ABC: (80) 50,030

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 5,431; E&P 92 Est. 5,379
County 90 Cen. 39,989; E&P 92 Est. 39,819
CZ-ABC: (80) 7,300
RTZ-ABC: (80) 10,568
City & RTZ-ABC: (80) 17,868

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$257,000,000
Savings & Loan	3	$67,000,000

6 - PASSENGER AUTOS: La Salle County 62,194

7 - ELECTRIC METERS: Residence 8,200

8 - GAS METERS: Residence 6,974

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass 1,700 ($400); Pollution Equip. 200 ($380); Farm Equip. 280 ($371).

Principal Industrial Pay Days-Thur. and Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-72; Summer 60-88; Fall 40-62; Winter 20-38. First killing frost, Oct. 13; last killing frost, Apr. 26.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-6 blocks on Main St., 1 block N & S on Bloomington, Park, Monroe, Vermillion & Sterling Sts.; Westgate Plz.; Northtown; Northpoint.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northpoint Ctr.	NA	SupeRx, JCPenney, Spurgeons, Kroger
Westgate Plz.	NA	Klines, Streator Food

Stores Open Evenings-Most on Fri.

13 - RETAIL OUTLETS: Department Stores-Spurgeons; JCPenney; Klines.

Variety Store-Ben Franklin.

Chain Supermarkets-Streator Food; Meadow-King; Food Expo; Kroger; Novotneys Bi-Rite; Red Fox.

14 - NEWSPAPERS: TIMES-PRESS (e) 9,405; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Bur Edwards, Adv. Gen. Mgr., TIMES-PRESS, 115 Oak St., Streator, IL 61364; Tel. (815) 673-3771; FAX (815) 672-9332.

National Representative: Landon Associates.

TAYLORVILLE

1 - LOCATION: Christian County, E&P Map C-4. County Seat. 26 mi. SE of Springfield. 26 mi. SW of Decatur. On State Hwys. 29, 48, 104.

2 - TRANSPORTATION: Railroads-Norfolk and Western; C&IM.

3 - POPULATION:
Corp. City 90 Cen. 11,133; E&P 92 Est. 11,081
CZ-ABC: (80) 13,042
RTZ-ABC: (80) 27,030
County 90 Cen. 34,418; E&P 92 Est. 34,227
City & RTZ-ABC: (80) 40,072

4 - HOUSEHOLDS:
City 90 Cen. 4,282; E&P 92 Est. 4,262
County 90 Cen. 13,767; E&P 92 Est. 13,690
CZ-ABC: (80) 5,089
RTZ-ABC: (80) 9,854
City & RTZ-ABC: (80) 14,943

5 - BANKS	NUMBER	DEPOSITS
Savings	5	N.A.

6 - PASSENGER AUTOS: Christian County 19,057

7 - ELECTRIC METERS: Residence 5,424

8 - GAS METERS: Residence 4,800

9 - PRINCIPAL INDUSTRIES: Industry. No. of Wage Earners-Farm Equip. 420; Grain & Seed Proc. 133; Mining Mach. 200; Coal Mining 1,000; Greeting Cards 225; Paper Mfg. 200; Electricity 30; Telephone 50; Newspaper 60.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-85; Summer 65-100; Fall 35-85; Winter 0-50.

11 - TAP WATER: Alkaline.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Wal-Mart Plz. (5)	1	Wal-Mart, Kroger, SupeRx, Sycamore, Payless
Jewell(9)	1	Sherwin-Williams, True Value Hdwe.
Grand Plz.(12)	1	Pamida, County Mkt., Reliable Drugs

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Thur. & Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney (catalog); Sears (catolog).

Discount Stores-Pamida; Wal-Mart; Dollar General.

Chain Drug Stores-Reliable; SupeRx; Medicine Shoppe.

Chain Supermarkets-Kroger; IGA; County Mkt.; Aldi.

14 - NEWSPAPERS: BREEZE-COURIER (e-mon to fri) 7,067; (S) 7,105; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Marylee Lasswell, Gen. Mgr., BREEZE-COURIER, 212 S. Main St.; PO Box 440, Taylorville, IL 62568; Tel. (217) 824-2233.

National Representative: Landon Associates.

URBANA
See CHAMPAIGN

WAMAC
See CENTRALIA

WATSEKA

1 - LOCATION: Iroquois County, E&P Map D-2. County Seat. 38 mi. SE of Kankakee; 50 mi. N of Danville. On Rte. 24, E and W and Rte. 1, N and S, also on Iroquois River.

2 - TRANSPORTATION: Railroads-TP&W; Missouri Pacific.

Intercity Bus Line-Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 5,424; E&P 92 Est. 5,509
County 90 Cen. 30,787; E&P 92 Est. 30,361

4 - HOUSEHOLDS:
City 90 Cen. 2,086; E&P 92 Est. 2,119
County 90 Cen. 11,290; E&P 92 Est. 11,134

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$36,000,000
Savings & Loan	2	$45,000,000

6 - PASSENGER AUTOS: Iroquois County 17,035

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Spice Packaging, Lockers-Tool Boxes; Electronic Auto Parts; Aluminum Doors; Electro-Mech. Devices; Metal Boxes; Agric. Hdwe.; Business Forms.

10 - CLIMATE: Av. Temp.-Winter 24; Summer 76.

11 - TAP WATER: N.A.

12 - RETAILING: Shopping Centers-K mart; Wal-Mart.

Principal Shopping Days-Sun., Wed., Fri.

Stores Open Evening-Fri.

13 - RETAIL OUTLETS: Discount Stores-Wal-Mart; K mart.

Variety Store-Ben Franklin.

Chain Supermarkets-Scotchman's; 6-12; Quality; E-Z Pickens.

Other Chain Stores-Sears (catalog); McCord's; Goodyear; True Value Hdwe.

14 - NEWSPAPERS: TIMES-REPUBLIC (e-mon to fri) 3,560; sworn Mar. 31, 1990.

Local Contact for Advertising and Merchandising Data: Julie Gerber, Adv. Dir., TIMES-REPUBLIC, 1492 E. Walnut St., Watseka, IL 60970; Tel. (815) 432-5227.

National Representative: Nixon Newspapers.

WAUKEGAN-NORTH CHICAGO

1 - LOCATION: Lake County (In Lake County PMSA). E&P Map D-1; NE corner of Illinois; Waukegan County Seat. Industrial, research and development, medical supplies, railroad and trucking center. U.S. Naval Training Center; U.S. army base; Waukegan Port Authority operate lake & ocean-going freight facilities & docks, also operates Waukegan Regional Airport.

2 - TRANSPORTATION: Railroads-Commuter: Metro; Freight only: Soo Line; Chicago & Northwestern; Wisconsin Central; EJ&E; Wisconsin & Calumet.

Motor Freight Carriers-12.

Intercity Bus Lines-Pace Suburban, Greyhound.

3 - POPULATION:
Corp. Cities 90 Cen. 104,372; E&P 92 Est. 103,951
Waukegan 90 Cen. 69,392; E&P 92 Est. 69,747
N. Chicago 90 Cen. 34,978; E&P 92 Est. 34,204
CZ-ABC: (80) 81,580
RTZ-ABC: (80) 220,398
County/PMSA 90 Cen. 516,418; E&P 92 Est. 538,007
City & RTZ-ABC: (80) 301,978

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 90 Cen. 40,142; E&P 92 Est. 39,981
Waukegan 90 Cen. 26,689; E&P 92 Est. 26,826
N. Chicago 90 Cen. 13,453; E&P 92 Est. 13,155
County/PMSA 90 Cen. 199,152; E&P 92 Est. 207,478
CZ-ABC: (80) 28,929
RTZ-ABC: (80) 66,500
City & RTZ-ABC: (80) 95,429

5 - BANKS	NUMBER	DEPOSITS
Commercial	34	$3,177,001,000
Savings & Loan	21	$1,528,653,000

6 - PASSENGER AUTOS: Lake County 307,179

7 - ELECTRIC METERS: Residence 151,106

8 - GAS METERS: County Residence 135,537

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Pharmaceuticals/Hospital Supplies 15,700; Medical Services 6,500; Federal Gov't. (Military Civilians) 5,250; Printing/Office Supplies 4,650; Ins. 4,700; Electrical Prods. 4,850; Metal Prods. 4,850; Metal Prods. 4,450; Chemical 3,600; Motor Prods. 3,300; Glass, Bldg., Supplies & Materials 3,100; Plastics Prods. 2,800; Paper Prods. 1,150.

Principal Industrial Pay Days-Thurs. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-56; Summer 59-81; Fall 42-62; Winter 17-33. First killing frost, Oct. 10; last killing frost, May 7.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: (Central Business District)-5 blocks on Genesee St.; 2 blocks adjacent on Washington St; 6 blocks on Sheridan Rd.

Neighborhood Shopping Centers-3 blocks on Washington St.; 4 on 10th St.; 4 on Grand Ave.; 2 on Glen Flora Ave.; 2 on Greenwood Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Waukegan Plz.(28)	4	Dominick's, Sears, Polk Bros., Woolworth, Walgreens, Globe
Lakehurst(129)	NA	JCPenney, Mont. Ward, Carson Pirie Scott Service Mdse.
Lake Plz.(20)	NA	Venture, Trak Auto, Builder's Square
Belvidere Mall (27)	4	Walgreens, Giant Auto
Hawthorn Ctr.(190)	NA	Marshall Field's, Sears, Lord & Taylor, Chas. A. Stevens
Hawthorn Hills (37)	NA	Marshalls, Main Street
Rivertree Ct. (60)	NA	Highland Appl., Phar-Mor
Hawthorn Commons(38)	NA	Dominick's, Walgreens
Towline Sq.(30)	NA	Jewel/Osco, Venture
Deerbrook Mall (60)	NA	Venture, Jewel/Osco, Service Mdse., Marshalls, Spiegel
Bannockburn Green(47)	NA	Dominick's, Walgreens

Principal Shopping Days-Thur., Fri., Sat., Sun.

Stores Open Evenings-Mon. Through Fri.

Stores Open Sundays-Shopping centers, discount & chain drug and grocery stores.

13 - RETAIL OUTLETS: Department Stores-Globe; Sears; Montgomery Ward; JCPenney; Polk Bros.; Carson Pirie Scott & Co.; Lord & Taylor; Marshall Field; Main Street; Service Mdse. 2.

Variety Stores-Woolworth; Ben Franklin 2.

Discount Stores-Venture 3; K mart 5; Wal-Mart.

Chain Drug Stores-Osco 10; Walgreens 8; Phar-Mor; F&M; Perry Drug 2.

Chain Supermarkets-Jewel 12; Dominick's 4; Eagle 4; Cub Foods 2.

Other Chain Stores-Ace Hdwe 12; True Value Hdwe. 6; Color Tile; Radio Shack 6; Trak Auto 3; Builder's Sq.; Handy Andy; Highland Appl.; TJ Maxx; Marshalls; Frank's Nursery 2; Firestone 4; Goodyear; Autoworks; Sears Paint & Hdwe.; Pacific Stereo; Kinney Shoes 3; Florsheim Shoes 2; Freeter Appliance; Computerland; Musicland; Chas. A. Stevens 2; County Seat; The Gap; The Limited; Video Concepts; Lerner Shops; Giant Auto; Fannie May Candy; United Audio Ctr.; B. Dalton Bookseller 2; Kroch & Bretano Books; Waldenbooks; Hickory Farms 2; Crate & Barrel; Baskin; J. Riggins; Just Pants 2; Richman Bros. 2; Toys 'R' Us; Child World.

14 - NEWSPAPERS: NEWS-SUN (e-mon to fri) 39,545; (wknd) 43,766; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Paul Seveska, Asst. To Pub., NEWS-SUN, 100 W. Madison St., Waukegan, IL 60085; Tel. (312) 336-7000; FAX (312) 249-7246.

National Representative: Sawyer-Ferguson-Walker.

WEST FRANKFORT

1 - LOCATION: Franklin County, E&P Map C-5. Industrial center. Situated 305 mi. S of Chicago; 100 mi. SE of St. Louis.

2 - TRANSPORTATION: Railroads-Served by C&E; Illinois Central; OB&Q.

Motor Freight Carriers-3.

Intercity Bus Line-Greyhound.

Airline-Britt.

3 - POPULATION:
Corp. City 90 Cen. 8,526; E&P 92 Est. 8,514
County 90 Cen. 40,319; E&P 92 Est. 39,719

4 - HOUSEHOLDS:
City 90 Cen. 3,279; E&P 92 Est. 3,275
County 90 Cen. 14,158; E&P 92 Est. 13,948

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$127,000,000

6 - PASSENGER AUTOS: Franklin County 21,514

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry. No. of Wage Earners (Av. Wkly. Wage)-Mining 2,318 ($200-$400); Pleasure Boat Mfg. 260 ($200); Other Mfg. 550 ($150-$220).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-78; Summer 65-94; Fall 37-84; Winter 28-51.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-W. Frankfort Plaza (8 stores).

Principal Shopping Days-Fri., Sat.

Stores Open Evenings-Mon. through Sat., & Sun.

13 - RETAIL OUTLETS: Discount Store-K mart.

Variety Store-Dollar General.

Chain Drug Store-SupeRx.

Chain Supermarkets-Kroger; Excel; West Frankfort Food Ctr.

Other Chain Stores-Fashion Shop; Sears (catalog); Fashion Bug; Coast-to-Coast.

14 - NEWSPAPERS: AMERICAN (e) 3,875; sworn Oct. 1, 1990.

Local Contact for Advertising and Merchandising Data: Diann Walthes, Adv. Mgr., AMERICAN, 111-15 S. Emma St., West Frankfort, IL 62896; Tel. (618) 932-2146.

National Representative: Landon Associates.

WHEATON

1 - LOCATION: Du Page County (In Chicago PMSA). E&P Map D-1. County Seat. 25 mi. W of Chicago. Educational center. On U.S. Hwy. 64; 2 mi. from Illinois Tollway (E & W).

2 - TRANSPORTATION: Railroads-Chicago & Northwestern.

Intercity Bus Line-Pace.

Motor Freight Carriers-3.

Airport-O'Hare Intl. Airport (Chicago); Du Page County Airport; Midway (Chicago).

3 - POPULATION:
Corp. City 90 Cen. 51,464; E&P 92 Est. 53,182
CZ-ABC: (80) 43,043
RTZ-ABC: (80) 146,479
PMSA 90 Cen. 5,886,733; E&P 92 Est. 6,022,249
County 90 Cen. 781,666; E&P 92 Est. 814,793
City & RTZ-ABC: (80) 189,522

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 19,794; E&P 92 Est. 20,455
County 90 Cen. 299,585; E&P 92 Est. 312,281
PMSA 90 Cen. 2,169,771; E&P 92 Est. 2,219,977
CZ-ABC: (80) 14,379
RTZ-ABC: (80) 47,630
City & RTZ-ABC: (80) 62,009

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$372,420,000
Savings & Loan	4	$235,215,121

6 - PASSENGER AUTOS: Du Page County 521,730

7 - ELECTRIC METERS: Residence 19,240

8 - GAS METERS: Residence 13,440

9 - PRINCIPAL INDUSTRIES: Ins.; Printing & Pub.; Engineering; Plastic Prods.; Windows; Chem.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-55; Summer 66-81; Fall 47-62; Winter 18-32. First killing frost, Oct. 11; last killing frost, May 6.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Center-20 blocks on Wesley, Front, Willow, Hale, Wheaton, Hawthorne Sts.; Downtown Glen Ellyn; Glen Ellyn Market Plaza; Northland Shopping Center.

Nearby Shopping Center-Stratford Sq. (1 mi.); Oakbrook (10 mi.); Yorktown (8 mi.); Fox Valley (8 mi.); Marshall Field; Sears; Kresge's; Woodfield Mall; Bloomingdale Court-Danada Sq. West & East.

Principal Shopping Days-Thur. through Sun.
Stores Open Evenings-Mon., Thur.

13 - RETAIL OUTLETS: Department Stores-Colson's; Venture; Marshall Field; Carson Pirie Scott; Main Street; TJ. Maxx; JCPenney; Montgomery Ward; Kohl's.
Discount Stores-K mart; Venture.
Chain Drug Stores-Walgreens; Rexall; Osco.
Chain Supermarkets-Jewel 4; IGA; Walt's; Convenient Food Marts; Frank's 2; Open Pantry; White Hen 3; Dominick's 2; Eagle 3; Jewel 3.
Other Chain Stores-Goodyear; Firestone; Sears (catalog surplus).

14 - NEWSPAPERS: DAILY JOURNAL (e-mon to fri) 8,609; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Richard Ballschmiede, Mktg. Dir., DAILY JOURNAL, 362 S. Schmale Rd.; PO Box 360, Carol Stream, IL 60188; Tel. (312) 462-5344.
National Representative: Sawyer-Ferguson-Walker.

WOOD RIVER
See ALTON

INDIANA SURVEYS

METROPOLITAN STATISTICAL AREAS

Anderson-Madison County.
Bloomington-Monroe County.
Elkhart-Goshen-Elkhart County.
Evansville, IN-KY-Posey, Vanderburgh and Warrick Counties, IN; Henderson County, KY.
Fort Wayne-Allen, De Kalb and Whitley Counties.
Indianapolis-Boone, Hamilton, Hancock, Hendricks, Johnson, Marion, Morgan and Shelby Counties.
Kokomo-Howard and Tipton Counties.
Lafayette-West Lafayette-Tippecanoe County.
Louisville, KY-IN-Bullitt, Jefferson, Oldham and Shelby Counties, KY; Clark, Floyd and Harrison Counties, IN.
Muncie-Delaware County.
South Bend-Mishawaka-St. Joseph County.
Terre Haute-Clay and Vigo Counties.

PRIMARY METROPOLITAN STATISTICAL AREAS

Gary-Hammond-Lake and Porter Counties.
Cincinnati, OH-KY-IN-Clermont, Hamilton and Warren Counties, OH; Boone, Campbell and Kenton Counties, KY; Dearborn County, IN.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Chicago-Gary-Lake County, IL-IN-WI-Includes Aurora-Elgin, IL PMSA; Chicago, IL PMSA; Gary-Hammond, IN PMSA; Joliet, IL PMSA; Kenosha, WI PMSA; and Lake County, IL PMSA.
Cincinnati-Hamilton, OH-KY-IN-Includes Cincinnati, OH-KY-IN PMSA; Hamilton-Middletown, OH PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	**1980**	**1990**	**1992**
Under 5 Years	419	498	501
5-14 Years	888	857	862
15-24 Years	1,048	854	859
25-44 Years	1,488	1,807	1,807
45-64 Years	1,061	1,807	1,010
65 and Over	585	555	558
TOTAL	5,489	5,574	5,607

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1977 Census**	**1982 Census**	**1992 Est.**
Bldg. Mat./Hdwr	994	1,141	2,418
General Mdse	2,393	2,666	5,048
Food	3,665	5,176	7,021
Automobiles	4,168	4,346	9,182
Gasoline Stations	1,702	2,725	3,197
Apparel	737	1,059	1,842
Furniture	787	864	1,828
Eat-Drink Places	1,520	2,2387	3,761
Drugs	640	981	1,778
TOTAL SALES	18,266	23,724	41,765

ANDERSON

1 - LOCATION: Madison County (MSA), E&P Map C-3, County Seat. Mfg. center, agricultural area, college town 35 mi. from Indianapolis.

2 - TRANSPORTATION: Railroad-Conrail (freight).
Motor Freight Carriers-27.
Intercity Bus Lines-Greyhound, Trailways, ABC.

3 - POPULATION:
Corp. City 90 Cen. 59,459; E&P 92 Est. 60,188
CZ-ABC: (80) 67,109
RTZ-ABC: (80) 84,411
County/MSA 90 Cen. 130,669; E&P 92 Est. 132,553
City & RTZ-ABC: (80) 151,520

4 - HOUSEHOLDS:
City 90 Cen. 22,394; E&P 92 Est. 22,669
County/MSA 90 Cen. 46,854; E&P 92 Est. 47,530
CZ-ABC: (80) 25,535
RTZ-ABC: (80) 28,736
City & RTZ-ABC: (80) 54,271

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$566,725,556
Savings & loan	2	$487,912,358

6 - PASSENGER AUTOS: Madison County 77,625

7 - ELECTRIC METERS: Residence 32,960

8 - GAS METERS: Residence 28,905

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Automotive 13,500 ($606); Corrugated Containers 173 ($399); Meat Pkg. 393 ($389); Periodical Pub. 225 ($387).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-60; Summer 60-97; Fall 15-60; Winter 5-50. First killing frost, Oct. 15; last killing frost, May 15.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-Meadowbrook, 38th & Main St., Cross St. & Broadway, E. 10th St. & Lennox Sts., 29th & Main Sts., Edgewood Shops, 3639 Nichol Ave., Park Rd. & Nichol Ave., Broadway & Ames-K mart West & K mart North.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Mounds Mall(43)	2	JCPenney, Sears, Elder-Beerman, Hoyt Wright Co.
Holiday Plz.(12)	2	Hills, JoAnn Fabric, Eavey's Supermarket
Kohls Plz.(11)	2	Video Superstores, Bedroom One
Applewood Ctr. (16)	5	So-Fro Fabrics, Fashion Bug
Edgewood Plz. (12)	3	Odd Lots, Hook's, Aldi Foods
Target(8)	5	Payless, Target
Southdale Plz. (12)	4	K mart, Marsh, Guarantee Auto

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Mounds Mall, Holiday Plz., Target, Southdale Plz., all K mart Center Kohls Plz., Applewood Ctr. and food stores.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Elder-Beerman; Kohls.
Variety Store-Woolworth.
Discount Stores-K mart 3; Thrift Dollar Store; Odd Lots; Target; Hills.
Chain Drug Stores-Hook 6; Peoples 3; Marsh 2.
Chain Supermarkets-Marsh Supermarkets 3; Payless 5; Harvest Mkt. 3.
Other Chain Stores-Zales Jewelers; Shane Jewelers; Paul Harris; Bottom Half; Jean Nicole; Brooks Fashions; Kinney Shoes; Connie Shoes; Musicland; So-Fro Fabric; JoAnn Fabrics; Fashion Bug; The Carnival; Radio Shack; Lazy-Bones Shoes; Goodyear; H.H. Gregg Appliances; Rex Appliances; Furrows Bldg. Materials; Carter Lumber; Wickes.

14 - NEWSPAPERS: HERALD-BULLETIN (m) 33,352; (S) 34,885; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Anne Cothran, Adv. Dir., HERALD-BULLETIN, 1133 Jackson St., Anderson, IN 46016; Tel. (317) 643-5371.
National Representative: Landon Associates.

AUBURN

1 - LOCATION: De Kalb County (In Fort Wayne MSA), E&P Map C-2, County Seat. 23 mi. N by E of Fort Wayne on I-69; 20 mi. S of Indiana Toll Road.

2 - TRANSPORTATION: Railroads-B&O; Conrail; Penn Central; Norfolk Southern.

3 - POPULATION:
Corp. City 90 Cen. 9,379; E&P 92 Est. 9,923
NDM-ABC: (80) 34,385
MSA 90 Cen. 363,811; E&P 92 Est. 368,517
County 90 Cen. 35,324; E&P 92 Est. 36,652

4 - HOUSEHOLDS:
City 90 Cen. 3,532; E&P 92 Est. 3,737
County 90 Cen. 13,920; E&P 92 Est. 14,443
MSA 90 Cen. 136,849; E&P 92 Est. 138,625
NDM-ABC: (80) 11,713

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$144,000,000
Savings & Loan	2	$134,000,000

6 - PASSENGER AUTOS: De Kalb County 21,535

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: Residence 3,041

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Auto Parts 1,020; Metal Parts 250; Printing 175; Rubber Prods. 350; Utilities 150; Glass 150; Electronics 200; Plastic Prods. 305; Welded Assm. 300. —

10 - CLIMATE: Min. & Max. Temp.-Spring 35-65; Summer 52-95; Fall 25-65; Winter 0-35. First killing frost, Oct. 10; last killing frost, May 5.

11 - TAP WATER: 19 grains hard.

12 - RETAILING: Principal Shopping Centers-2 blocks on Cedar, 3 on Main, 3 on 7th and 3 on 9th.

Nearby Shopping Centers -Auburn Plaza (1 mile west); 2nd West Edge Mall (1 mile west).

13 - RETAIL OUTLETS: Department Stores-JCPenney; Blackwell's.
Variety Store-Gower's.
Chain Supermarkets-IGA; Super Dollar; Kroger.
Other Chain Stores-Heck's; Radio Shack; Murphy's Mart; Sears; Auto Works; Hooks; Revco.

14 - NEWSPAPERS: STAR (e) 7,363; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Martin P. Alexander, Adv. Mgr., STAR, 118 W. Ninth St., Auburn, IN 46706; Tel. (219) 925-2611.
National Representative: None.

BEDFORD

1 - LOCATION: Lawrence County, E&P Map B-4, County Seat. Limestone center of the world; 73 mi. NW of Louisville; 72 mi. SW of Indianapolis. On U.S. Hwy. 50; State Hwys. 37, 51, 58, 450.

2 - TRANSPORTATION: Railroads-L&N; Chicago, Milwaukee, St. Paul & Pacific.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; (City Bus)-Transit Bus Authority of Stone City.

3 - POPULATION:
Corp. City 90 Cen. 13,817; E&P 92 Est. 14,115
CZ-ABC: (80) 20,569
Bal. in NDM-ABC: (80) 44,633
County 90 Cen. 42,836; E&P 92 Est. 44,093
Total NDM-ABC: (80) 65,202

4 - HOUSEHOLDS:
City 90 Cen. 5,204; E&P 92 Est. 5,316
County 90 Cen. 15,857; E&P 92 Est. 16,323
CZ-ABC: (80) 7,978
Bal. in NDM-ABC: (80) 15,684
Total NDM-ABC: (80) 23,662

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$330,611,545
Credit Union	1	$25,185,547
Savings & Loan	1	$43,891,921

6 - PASSENGER AUTOS: Lawrence County 23,264

7 - ELECTRIC METERS: Residence 15,500

8 - GAS METERS: Residence 8,295

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Foundry 1,273 ($700); Limestone 332 ($470); Textile 165 ($190); Naval Weapons Support Ctr. 4,000 ($475); Electronics 800 ($530); Trans. Equip. 516 ($450); Cement 155 ($525); Fabricated Metals & Mach. Mfg. 835 ($380).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-81; Summer 56-102; Fall 26-87; Winter 20-72. First killing frost, Oct. 20; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Public Square; also 2 blocks on 15th and 16th Sts.; I and J Sts.
Neighborhood Shopping Centers-Bedford Shpg. Plz. Hwy. 50 at 25th St.; Fifth St. Englewood, Oolitic; Stone City Plz., W. 16th St.; Danner's Shopping Ctr., W. 16th St.; Sycamore Sq., W. 16th St.; Lincoln Plz., Lincoln Ave.

Nearby Shopping Centers (No. of Stores)-Mitchell; Paoli; Bedford Plz. (7); Big Lots Shpg. Ctr. (3); Stone City Mall (35); Wal-Mart Ctr. (10).

Principal Shopping Days-Fri., Sat.

Stores Open Evenings-Dept.-Mon., Fri., Food-Nightly.

Stores Open Sunday-Food, Discount & Variety.

13 - RETAIL OUTLETS: Department Store-JCPenney.

Discount Stores-Wal-Mart; Big Lots; George's; K mart.

Variety Store-Big Blue.

Chain Drug Stores-Hook's 3; Taylor's; Crowder's 2; The Medicine Shoppe.

Chain Supermarkets-Jay C; Mill's 3; I.G.A. Foodliner; Kroger.

Other Chain Stores-Maurice's; Payless Shoe Store; The Fly; Diana Shop; Merle Norman; JoAnn Fabrics; Sears (catalog); Western Auto; Goodyear; Radio Shack; Waldenbooks; Regis Beauty Salons; The Sound Shop; Smith Jewelers; Autoworks; Union Optical.

14 - NEWSPAPERS: TIMES-MAIL (e) 14,666; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Ellen Turgi, Adv. Dir., TIMES-MAIL, 813 16th St., Bedford, IN 47421; Tel. (812) 275-3355.

National Representative: Branham/Newspaper Sales.

BICKNELL

1 - LOCATION: Knox County, E&P Map B-4. 14 mi. NE of Vincennes; 100 mi. SW of Indianapolis; 60 mi. from Terre Haute; 70 mi. from Evansville.

2 - TRANSPORTATION: Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 90 Cen. 3,357; E&P 92 Est. 3,180
County 90 Cen. 39,884; E&P 92 Est. 40,574

4 - HOUSEHOLDS:
City 90 Cen. 1,264; E&P 92 Est. 1,198
County 90 Cen. 15,011; E&P 92 Est. 15,271

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	N.A.

6 - PASSENGER AUTOS: Knox County 20,470

7 - ELECTRIC METERS: Residence 1,797

8 - GAS METERS: Residence 1,439

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Coil 75; Alloys 125; Coal Mining 360.

Principal Pay Days-Sat., Wkly.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-63; Summer 66-89; Fall 42-65; Winter 26-44. First killing frost, Oct. 21; last killing frost, Apr. 19.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St.; 2 blocks on Second St.; 6 blocks on Hwy. 67.

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Chain Stores-Hook's Drugs; Mayfair; Bicknell Shoes; Risley & Son Furn.; Stremming Jewelry; Pieper's Carpets; Sport Center; Family Pharmacy; Mackey's.

Discount Store-Bicknell.

Chain Supermarkets-IGA; Mike's Red & White.

14 - NEWSPAPERS: KNOX COUNTY NEWS (m) 1,200; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: William V. Menke, Editor, KNOX COUNTY NEWS, 310 N. Main St., Bicknell, IN 47512; Tel. (812) 735-2230; or (800) 832-1480.

National Representative: None.

BLOOMFIELD

1 - LOCATION: Greene County, E&P Map B-4, County Seat. 44 mi. SE of Terre Haute; 25 mi. W of Bloomington and 80 mi. SW of Indianapolis.

2 - TRANSPORTATION: Railroads-Conrail Railroad Company.

Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 90 Cen. 2,592; E&P 92 Est. 2,648
County 90 Cen. 30,410; E&P 92 Est. 31,249

4 - HOUSEHOLDS:
City 90 Cen. 976; E&P 92 Est. 997
County 90 Cen. 11,017; E&P 92 Est. 11,321

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$188,127,000
Savings & Loan	1	$61,039,995

6 - PASSENGER AUTOS: Greene County 16,215

7 - ELECTRIC METERS: Residence & Commercial 6,054

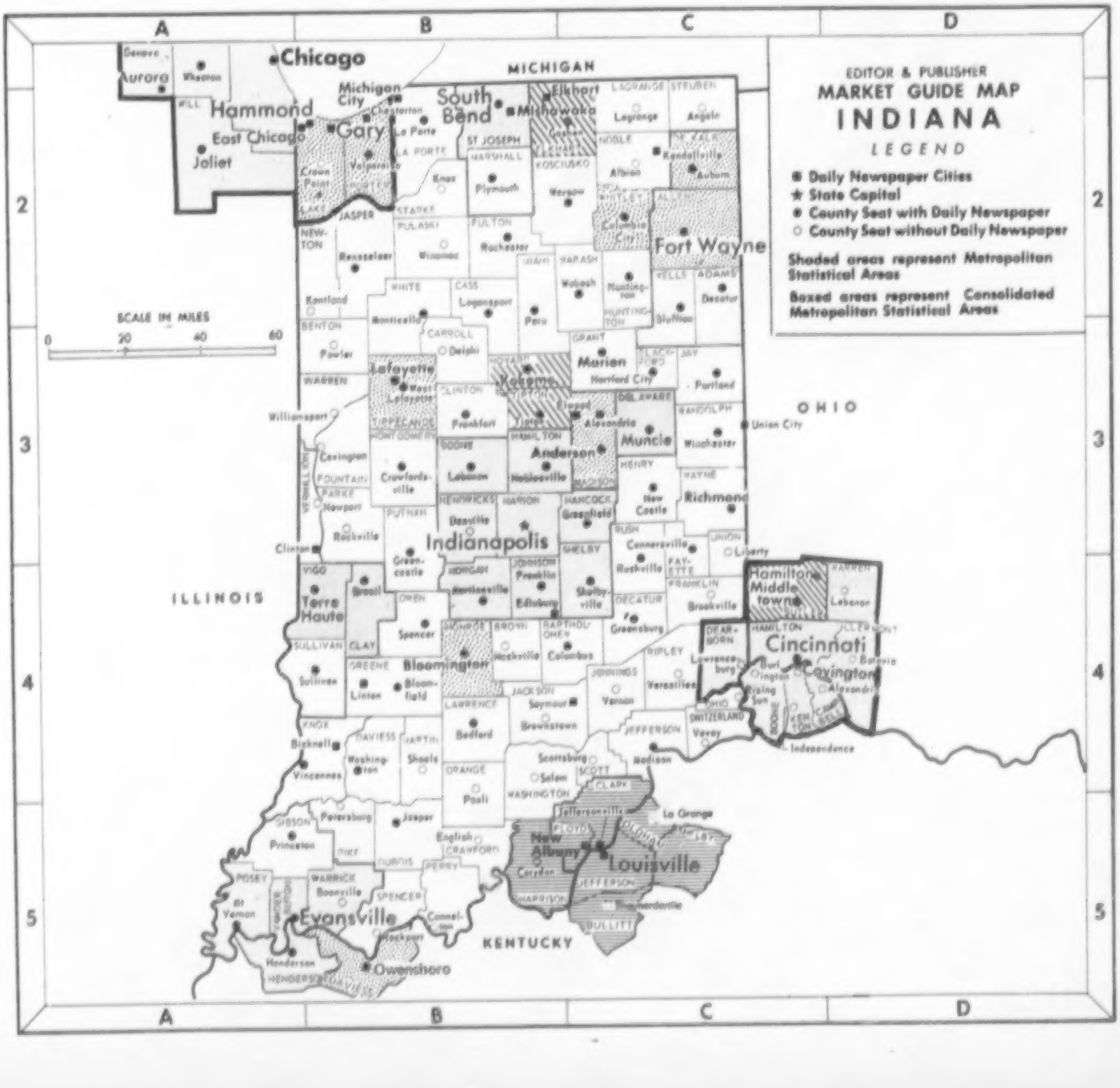
8 - GAS METERS: 1,698

9 - PRINCIPAL INDUSTRIES: Mechanical Lifting Jacks; Ceramic Tiles; Pickup Trucks; Concrete Blocks.

Principal Pay Days-Fri., Sat.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-65; Summer 74-103; Fall 64-87; Winter 10-50. First killing frost, Oct. 13; last killing frost, Apr. 22.

11 - TAP WATER: Alkaline, hard; fluoridated.


EDITOR & PUBLISHER
MARKET GUIDE MAP
INDIANA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Areas
SCALE IN MILES
0
20
40
60
A
B
C
D
2
3
4
5
MICHIGAN
OHIO
ILLINOIS
KENTUCKY
Chicago
Hammond
East Chicago
Gary
Joliet
Aurora
Michigan City
South Bend
Mishawaka
Elkhart
Fort Wayne
Lafayette
Kokomo
Marion
Muncie
Anderson
Indianapolis
Richmond
Terre Haute
Bloomington
Hamilton
Middletown
Cincinnati
Covington
New Albany
Louisville
Evansville
Owensboro
Henderson
Bicknell
Bloomfield
Vincennes
Bedford

12 - RETAILING: Principal Shopping Center-4 blocks on town sq.

Neighborhood Shopping Centers-S. Washington St.; Hwy. 231 S.; S. Seminary & Mill Sts.; E. Main St.

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri. & Sat.

13 - RETAIL OUTLETS: Department Store-Sears (catalog).
Variety Store-Dollar General.
Chain Drug Stores-Hook's; Pielemeier; Family.
Chain Supermarkets-IGA Foodliner; White's Regal.
Other Chain Stores-Delite; True Value Hdwe.; Ace Hdwe.; Russ Tire Serv.; Bloomfield Furn.; Bloomfield Liquors; Auto Pro; Picnic Basket; Dairy Queen; Pizza Villa; Jeni's Boutique; Pittman's Home Service Ctr.; TJ's Video; Joe Pizza; Hunter's Drive-In; The Landing; Bonham Appliance; Tucker Appliance.

14 - NEWSPAPERS: WORLD (e-mon to fri) 3,395; sworn Sept. 27, 1990.
Local Contact for Advertising and Merchandising Data: William C. Miles, Ed. & Pub., WORLD, 29 W. Main St.; PO Box 311, Bloomfield, IN 47424; Tel. (812) 384-3501; FAX (812) 384-3741.
National Representative: None.

BLOOMINGTON

1 - LOCATION: Monroe County (MSA). E&P Map B-4. County Seat. Limestone shipping, misc. mfg., recreational and education center. S central part of state; 51 mi. from Indianapolis; 90 mi. from Louisville; 220 mi. from Chicago.

2 - TRANSPORTATION: Railroads-Illinois Central (freight); CSX Seaboard Systems.
Motor Freight Carriers-6 terminals, 9 moving & storage.
Intercity Bus Line-Greyhound.
Airline-Exec. Express II.

3 - POPULATION:
Corp. City 90 Cen. 60,633; E&P 92 Est. 64,247
County/MSA 90 Cen. 108,978; E&P 92 Est. 114,155
Herald-Times:
CZ-ABC: (80) 73,811
Bal. in NDM-ABC: (80) 48,604
Total NDM-ABC: (80) 122,415
Sunday Herald-Times:
Total NDM-ABC: (80) 186,289
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 22,837; E&P 92 Est. 24,198
County/MSA 90 Cen. 45,407; E&P 92 Est. 47,564
Herald-Times:
CZ-ABC: (80) 25,498
Bal. in NDM-ABC: (80) 17,104
Total NDM-ABC: (80) 42,602
Sunday Herald-Times:
Total NDM-ABC: (80) 65,796

5 - BANKS	NUMBER	DEPOSITS
Savings	6	$789,036,057
Credit Union	2	$157,699,865

6 - PASSENGER AUTOS: Monroe County 51,185

7 - ELECTRIC METERS: Residence County 40,853

8 - GAS METERS: Residence (City Zone) 21,268

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Elect., Mach., Medical, TV & Appliances 9,797 ($439); Stone Quarries & Mills 555 ($476); Educ. 6,869 ($424).
Principal Pay Days-1st, 15th, 30th; Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-64; Summer 63-85; Fall 44-63; Winter 20-36. First killing frost, Oct. 15; last killing frost, Apr. 22.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-70 blocks Central City including Downtown Square, Fountain Square Mall, Colstone Square, Dunkirk Square and Seminary Square; College Mall; Eastland Plaza; Jackson Creek; K mart; Walnut Park; Whitehall Plaza; Whitehall Square.
Neighborhood Shopping Centers (No. of Stores)-Cascades (10); Crosstown (20); Highland Village (8); Southgate (3); Tenth & Bypass (6); Williamsburg Village (22); Winslow Square (10).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
College Mall (100)	3	L.S. Ayres, Lazarus, JCPenney, Sears, Target
Eastland Plz.(32)	3	Hook's, Mr. D's, Osco, Service Merchandise
Jackson Creek(14)	3	Hills, Kroger
K mart(6)	3	K mart, Lowell's Foods
Walnut Park(8)	4	Marsh
Whitehall Plz. (21)	4	Osco, K mart, IGA
Whitehall Sq.(6)	4	Marsh, Big Lots

Principal Shopping Days-Dept. Stores-Sat., Fri., Sun.; Food-Fri., Sat.
Stores Open Evenings-Dept., Disc., Food, Drugs and Shopping Centers every evening except Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Lazarus; L.S. Ayres.
Variety Store-Ben Franklin.
Discount Stores-Target; K mart 2; Service Merchandise; Big Lots; Hills Dept. Store.
Chain Drug Stores-Hook's 3; Reliance 2; Osco 2.
Chain Supermarkets-Mr. D's; Kroger 2; Marsh Foodliner 2; Lowell's Discount; IGA 3; 7-Eleven 5; Village Pantry 5.
Other Chain Stores-Firestone; Auto Works; Guarantee Auto; Computerland; JoAnn Fabrics; So-Fro Fabrics; Brooks; Casual Corner; Claire's Boutique; Chess King; The Gap; The Fashion Shop; Paul Harris; The Limited; Maurice's; Jean Nicole; Tenz the Limit; Sycamore Shop; Worths; Harry Levinson; Sieferts; Mark Henri; Deb Shop; Webster's Men's Wear; Bee Gee Shoes; Butler; Hanover; Kinney's; Naturalizer; Payless; Shoe Works; Finish Line; Marjax; Carpetland U.S.A.; Hoosier Photo; Circus World; Radio Shack; General Nutrition; B. Dalton; Waldenbooks; Printer's Ink; Disc Jockey Records; Musicland; Mothercare; Parklane Hosiery; Koenig's Art Emporium; Gordon's; Rost; Shane; Zales; Berman Leather; Kay Bee Toys.

14 - NEWSPAPERS: HERALD-TIMES (m-mon to sat) 30,500; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Marvin J. Lewis, Adv. Dir., HERALD-TIMES, 1900 S. Walnut St., Bloomington, IN 47401; Tel. (812) 332-4401.
National Representative: Branham/Newspaper Sales.

BLUFFTON

1 - LOCATION: Wells County. E&P Map C-2. County Seat. In ENE part of state. 25 mi. from Fort Wayne; 100 mi. from Indianapolis.

2 - TRANSPORTATION: Railroads-Norfolk & Southern.
Intercity Bus Lines-Trailways; Indiana Railroad Line.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 90 Cen. 9,020; E&P 92 Est. 9,359
County 90 Cen. 25,948; E&P 92 Est. 26,793

4 - HOUSEHOLDS:
City 90 Cen. 3,397; E&P 92 Est. 3,525
County 90 Cen. 10,101; E&P 92 Est. 10,430

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$120,000,000

6 - PASSENGER AUTOS: Wells County 15,105

7 - ELECTRIC METERS: Residence 3,720

8 - GAS METERS: Residence 2,890

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Small Electric Motors 1,000 ($300); Gray Iron Casting 100 ($300); Farm Mach. 110 ($250); Rubber 400 ($250); Food Proc. 300 ($250); Warehousing 400 ($250).
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 60-98; Fall 30-70; Winter 0-50. First killing frost, Oct. 8; last killing frost, May 6.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Main St.; 3 on Market St.; 2 on Johnson St.

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Store-JCPenney.
Variety Stores-G.C. Murphy; Progress.
Discount Stores-K mart; Ames.
Chain Drug Stores-Hook's; Walgreens.
Chain Supermarkets-Heyerley's; Gerber Bros.; Super Valu; Scott's.
Other Chain Stores-True Value Hdwe.; Ace Hdwe.

14 - NEWSPAPERS: NEWS-BANNER (e) 5,128; sworn Oct. 1, 1990.
Local Contact for Advertising and Merchandising Data: Connie Edington, Adv. Dir., NEWS-BANNER, 125 N. Johnson St.; PO Box 436, Bluffton, IN 46714; Tel. (219) 824-0224.
National Representative: None.

BRAZIL

1 - LOCATION: Clay County. E&P Map B-4 (In Terre Haute MSA). County Seat. Western Central part of state. 16 mi. NE of Terre Haute; 55 mi. SE of Indianapolis.

2 - TRANSPORTATION: Motor Freight Carriers-23.
Airlines-Continental Express; TW Express; Allegheny Commuter.
Railroads-North/South-CSXT; East/West-Terre Haute-Brazil & Eastern Railroad.

3 - POPULATION:
Corp. City 90 Cen. 7,640; E&P 92 Est. 7,829
MSA 90 Cen. 130,812; E&P 92 Est. 130,498
County 90 Cen. 24,705; E&P 92 Est. 25,359

4 - HOUSEHOLDS:
City 90 Cen. 2,877; E&P 92 Est. 2,949
County 90 Cen. 9,168; E&P 92 Est. 9,411
MSA 90 Cen. 45,606; E&P 92 Est. 45,503

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$48,000,000
Commercial	3	$200,000,000
Credit Unions	1	$1,000,000

6 - PASSENGER AUTOS: Clay County 13,444

7 - ELECTRIC METERS: Residence 8,053 (Corp. limits)

8 - GAS METERS: Residence 3,715

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mining 300 (708); Ret. & Clerical 1,295 ($186); Manufacturing 1,534 ($449); Trans. Communications & Utilities 325 ($395); Wholesale Trade 153 ($352); Services 681 ($200).
Principal Pay Days-Fri.; 10th, 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-75; Summer 68-100; Fall 42-80; Winter 0-50. First killing frost, Nov. 1; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, medium soft.

12 - RETAILING: Principal Shopping Centers-Downtown, 2 mi., along U.S. 40 (National Ave.), 2 blocks depth. Also Brazil Shpg. Plz. at E. edge of Brazil has 15 retail outlets, including restaurants, etc.

Principal Shopping Days-Thur.; Fri., Sat.
Stores Open Evenings-Dept.-Daily except Sunday; Food-Nightly.

13 - RETAIL OUTLETS: Discount Store- Wal-Mart.
Chain Drug Stores-Rexall; Hook's; Reliable.
Chain Supermarkets-Kroger; Page's Super Valu; Lowell's Discount; Aldi.
Other Chain Stores-MAB Paints; Sherwin-Williams; Guarantee Auto; Nationwise Auto; Radio Shack; Hallmark; Pell's Bargain Mart; Timberland Ace Hardware; Palmby's HWI; Western Auto.

14 - NEWSPAPERS: TIMES (e) 5,611; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: D. Joseph Redenbarger, TIMES, 100 Times Sq., Brazil, IN 47834; Tel. (812) 446-2216.
National Representative: Nixon Newspapers.

CHESTERTON

1 - LOCATION: Porter County, E&P Map B-2 (In Gary-Hammond PMSA). Northern part of state.

2 - TRANSPORTATION: Railroads-Amtrak; C&O.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 90 Cen. 9,124; E&P 92 Est. 9,524
PMSA 90 Cen. 604,526; E&P 92 Est. 601,592
County 90 Cen. 128,932; E&P 92 Est. 134,171

4 - HOUSEHOLDS:
City 90 Cen. 3,436; E&P 92 Est. 3,587
County 90 Cen. 49,305; E&P 92 Est. 51,308
PMSA 90 Cen. 239,950; E&P 92 Est. 238,726

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$81,081,000
Savings & Loan	1	$85,000,000

6 - PASSENGER AUTOS: Porter County 76,735

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Steel Fabrication.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Hard.

12 - RETAILING: Shopping Districts - Calumet Rd. & Broadway; Indian Oak Mall; IN 49 Bypass.

13 - RETAIL OUTLETS: Variety Stores-Ben Franklin; K mart.
Chain Drug Store-Hook's.
Chain Supermarkets-Smedman's; Economart; Costas; Jewel-Osco.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 4,761; sworn Oct. 1, 1990.
Local Contact for Advertising and Merchandising Data: Warren H. Canright, Pub., TRIBUNE, 143 S. Calumet Rd., Chesterton, IN 46304; Tel. (219) 926-1131.
National Representative: None.

CLINTON

1 - LOCATION: Vermillion County. E&P Map B-3. Agricultural, manufacturing, chemical and coal mining area. 160 mi. S of Chicago; 74 mi. W of Indianapolis.

2 - TRANSPORTATION: Railroad-L&N.
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 90 Cen. 5,040; E&P 92 Est. 5,146
County 90 Cen. 16,773; E&P 92 Est. 16,933

4 - HOUSEHOLDS:
City 90 Cen. 1,898; E&P 92 Est. 1,938
County 90 Cen. 6,143; E&P 92 Est. 6,202

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$354,416,000

6 - PASSENGER AUTOS: Vermillion County 9,397

7 - ELECTRIC METERS: Residence 3,910; County 4,878

8 - GAS METERS: County Residence 3,018

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Clothing 215 (N.A.); Collieries 70 ($320); Phonograph Records 173 ($180); Aluminum Fabrication 72 ($235); Chem. 41 ($280); Plastics 75 (N.A.); Printing ($198).
Principal Pay Days-Fri., Sat.; 8th & 23rd.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-60; Summer 60-103; Fall 45-70; Winter 0-40. First killing frost, Oct. 15; last killing frost, May 8.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St.; 5 on N. 9th St.; 6 on side sts. off Main.

Principal Shopping Days-Mon., Fri., Sat.

Stores Open Evenings-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Rosenblatt; G.C. Murphy.

Variety Store-Horney's.

Discount Store-Wal-Mart.

Chain Supermarkets-Bag 'n Save; IGA; Magnabosco's; Columbus Co-op.

14 - NEWSPAPERS: CLINTONIAN (e-mon to fri) 5,670; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: George L. Carey, Pub., CLINTONIAN, 422 S. Main; PO Box 309, Clinton, IN 47842-0309; Tel. (317) 832-2443.

National Representative: None.

COLUMBIA CITY

1 - LOCATION: Whitley County, (In Fort Wayne MSA). E&P Map C-2, County Seat. Small mfg. center. 150 mi. from Chicago; 110 mi. from Indianapolis.

2 - TRANSPORTATION: Railroad-Conrail.

Intercity Bus Line-Greyhound.

Motor Freight Carriers-5.

3 - POPULATION:

Corp. City 90 Cen. 5,706; E&P 92 Est. 6,006
County 90 Cen. 27,651; E&P 92 Est. 28,706
MSA 90 Cen. 363,811; E&P 92 Est. 368,517

4 - HOUSEHOLDS:

City 90 Cen. 2,149; E&P 92 Est. 2,262
County 90 Cen. 10,798; E&P 92 Est. 11,210
MSA 90 Cen. 136,849; E&P 92 Est. 138,625

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$57,000,000

6 - PASSENGER AUTOS: Whitley County 16,038

7 - ELECTRIC METERS: Residence 3,457

8 - GAS METERS: Residence 2,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Metal Working 541 ($275); Textile 275; Electronics 100.

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 16-92; Summer 46-99; Fall 12-[illegible]; Winter -15-59. First killing frost, Oct. 27; last killing frost, May 27.

11 - TAP WATER: Very hard; fluoridated naturally.

12 - RETAILING: Principal Shopping Centers-Downtown, 3 blocks on Van Buren; 2 on Main St.; 1 on Market St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Columbia Plz.(10)	NA	Sears, Aldi, True Value Hdwe., Dollar General
N. Main Plaza	NA	Scott's Discount Foods
Columbia Sq.	NA	Ames, Kroger, Reliable, Nationwise

Principal Shopping Days-Fri., Sat.

Stores Open Evenings-Downtown Fri., Shopping centers every evening except Sun.

13 - RETAIL OUTLETS:

Variety Stores-Ames; Wal-Mart, Dollar General.

Chain Drug Stores-Hook's; Reliable.

Chain Supermarkets-Kroger; Scott's Discount Foods; Aldi.

Other Chain Stores-True Value; Sears (catalog); Ace Hdwe.; Nationwise.

14 - NEWSPAPERS: POST & MAIL (e) 4,648; sworn Sept. 24, 1990.

Local Contact for Advertising and Merchandising Data: Loretta Strack, Adv. Dir., POST & MAIL, 116 N. Chauncey St., Columbia City, IN 46725; Tel. (219) 244-5153.

National Representative: Landon Associates.

COLUMBUS

1 - LOCATION: Bartholomew County, E&P Map C-4, County Seat. Industrial, agricultural center, architectural showplace.

2 - TRANSPORTATION: Railroad-Conrail.

Motor Freight Carriers-8.

Intercity Bus Lines-Greyhound; Columbus Municipal Transit System.

3 - POPULATION:

Corp. City 90 Cen. 31,802; E&P 92 Est. 33,014
CZ-ABC: (80) 37,012
RTZ-ABC: (80) 84,206
County 90 Cen. 63,657; E&P 92 Est. 65,091
City & RTZ-ABC: (80) 121,218

4 - HOUSEHOLDS:

City 90 Cen. 11,978; E&P 92 Est. 12,434
County 90 Cen. 23,822; E&P 92 Est. 24,359
CZ-ABC: (80) 13,867
RTZ-ABC: (80) 27,645
City & RTZ-ABC: (80) 41,512

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$397,387,378
Savings & Loan	4	$214,161,853

6 - PASSENGER AUTOS: Bartholomew County 39,612

7 - ELECTRIC METERS: Residence 14,000

8 - GAS METERS: Residence 12,358

9 - PRINCIPAL INDUSTRIES: Total employment: 10,875. (Av. Wkly. Wage $300).

Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 52-77; Summer 67-88; Fall 54-78; Winter 32-53. First killing frost, Oct. 13, last killing frost, May 1.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Washington St. including Courthouse Center Mall.

Neighborhood Shopping Centers-4 blocks on State St.; 4 blocks at 25th and Central Sts.; U.S. 31 and Road 46, U.S. 31 and Beam Road; SR 46 and I-65; Clifty Crossing U.S. 31 at Taylor Rd.; Fair Oaks Mall, 25th & Central Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
25th Street	3	Auto Works
E. State St.	1	Hook's Drugs, Jay C Grocery
Eastbrook Plz. (21)	3	Hook's
Columbus(25)	3	Hills, Big Blue
Northern Vlg.	3	Franks Nursery, Target, Radio Shack, Big 'O' Tires
Holiday Ctr.(28)	5	Holiday Drugs, Steinbergs
Courthouse Ctr. (34)	NA	Sears, Osco Paul Harris, Stuarts
West Hill(15)	2	Hook's, Jay C Grocery, Coast-to-Coast Hdwe.
Clifty Crossing (5)	NA	Wal-Mart, Karma
Clover Ctr.	4	Osco, Marsh
Fair Oaks Mall	3	Elder-Beerman, JCPenney, Footlocker, Allied Sporting Goods, Kay Bee Toys, K mart

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney, Sears; Elder-Beerman.

Discount Stores-Target; Hills; Wal-Mart; K mart.

Chain Drug Stores-Hook's 3; Taylor's; Osco 2; Value-Rite.

Chain Supermarkets-Kroger; Sav-On; Jay C. 3; Marsh 2; IGA 2.

Other Chain Stores-Goodyear; Sherwin-Williams; Nationwide Auto; Radio Shack; Auto Works; Nationwise; Big 'O' Tires.

14 - NEWSPAPERS: THE REPUBLIC (e) 21,767; (S) 24,475; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Carolyn Wentz, Adv. Dir., THE REPUBLIC, 333 Second St., Columbus, IN 47201; Tel. (812) 372-7811.

National Representative: Branham/Newspaper Sales.

CONNERSVILLE

1 - LOCATION: Fayette County, E&P Map C-3, County Seat. Trade ctr. for 3 counties. Industrial city. 60 mi. equidistant from Cincinnati, Indianapolis & Dayton.

2 - TRANSPORTATION: Railroads-Chessie System; Norfolk Western (frt. only).

Motor Freight Carriers-11.

3 - POPULATION:

Corp. City 90 Cen. 15,550; E&P 92 Est. 15,719
County 90 Cen. 26,015; E&P 92 Est. 26,269

4 - HOUSEHOLDS:

City 90 Cen. 5,857; E&P 92 Est. 5,920
County 90 Cen. 9,828; E&P 92 Est. 9,924

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$151,338,000
Savings & Loan	2	$105,532,172

6 - PASSENGER AUTOS: Fayette County 14,556

7 - ELECTRIC METERS: Residence 6,500

8 - GAS METERS: Residence 5,000

9 - PRINCIPAL INDUSTRIES: Fab. Metal 10,400 emp. Av. Wkly. Wage-$345.

Principal Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Summer 70-76; Winter 20-41. First killing frost, Oct. 7; last killing frost, May 3.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Center-5 blocks on Central Ave., connecting sts.

Neighborhood Shopping Centers-Connersville Plz., 30th St.; K mart; 3-D; Grandview Ctr., 30th St.

Principal Shopping Days-Sat., Thur., Fri., Mon.

Stores Open Evenings-Grandview Ctr.; Connersville Plz., 2 Discount Stores & Chain Drug Stores; Val Corp. All downtown Fri. eve.

13 - RETAIL OUTLETS: Department Stores-JCPenney; 3D; K mart; Dollar General.

Chain Supermarkets-Cox; Mace; IGA; Marsh.

Other Chain Stores-Guarantee Auto; Sears (catalog); Val Corp.; Sycamore; Fashion Bug; Pic Way Shoes; Radio Shack; Bea's Hallmark; Maurice's.

14 - NEWSPAPERS: NEWS-EXAMINER (e) 9,010; sworn Oct. 1, 1990.

Local Contact for Advertising and Merchandising Data: Inez L. Maple, Adv. Mgr., NEWS-EXAMINER, 406 Central Ave.; PO Box 287, Connersville, IN 47331-0287; Tel. (317) 825-0581.

National Representative: None.

CRAWFORDSVILLE

1 - LOCATION: Montgomery County, E&P Map B-3, County Seat. Industrial, printing, agriculture, college center. WC part of state. 170 mi. to Chicago; 45 mi. to Indianapolis.

2 - TRANSPORTATION: Railroads-Conrail; L&N.

Motor Freight Carriers-4.

Intercity Bus Lines-Illini-Swallow; American Stages.

3 - POPULATION:

Corp. City 90 Cen. 13,584; E&P 92 Est. 14,050
CZ-ABC: (80) 13,325
RTZ-ABC: (80) 45,358
County 90 Cen. 34,436; E&P 92 Est. 35,185
City & RTZ-ABC: (80) 58,683

4 - HOUSEHOLDS:

City 90 Cen. 5,116; E&P 92 Est. 5,292
County 90 Cen. 12,184; E&P 92 Est. 12,449
CZ-ABC: (80) 5,204
RTZ-ABC: (80) 15,950
City & RTZ-ABC: (80) 21,154

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$274,018,811
Savings & Loan	3	$201,474,874

6 - PASSENGER AUTOS: Montgomery County 19,420

7 - ELECTRIC METERS: Residence 6,804

8 - GAS METERS: Residence 5,042

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Steel/Metal Mfg. 1,885 ($396); Printing/Paper Prods. 2,595 ($300); Plastics Mfg. 391 ($270); Warehouse/Shipping 208 ($330).

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-65; Summer 68-100; Fall 28-70; Winter -2-50. First killing frost, Oct. 20; last killing frost, May 12.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Washington; 3 on Main; 3 on Market; 3 on Green.

Neigborhood Shopping Centers-S. Washington St.; W. and E. on U.S. Hwy. 136; Boulevard Mall (Enclosed Mall with 27 stores); Shelly Square, east on SR47 (3 stores-offices); Countryside Plaza (10 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Blvd. Mall(21)	2	JCPenney, Kroger, Big Lot, Radio Shack
Countryside Plz.(5)	2	3-D, Kroger, People's

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Most to 9, Sun. to 5.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Town & Country Home Center.

Discount Stores-Pool's; Target; Big Lots.

Chain Drug Stores-Hook's 3; People's.

Chain Supermarkets-Kroger 2; Shopwright; Crawford's 2.

Other Chain Stores-Goodyear; Sherwin-Williams; Sears (catalog); Radio Shack.

14 - NEWSPAPERS: JOURNAL-REVIEW (e) 10,640; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Randy List, Sales & Mktg. Mgr., JOURNAL-REVIEW, 119 N. Green, PO Box 512, Crawfordsville, IN 47933-0512; Tel. (317) 362-1200.

National Representative: Papert Companies.

DECATUR

1 - LOCATION: Adams County, E&P Map C-2, County Seat. Residential center. 22 mi. SSE of Fort Wayne; 6 mi. from the Ohio state line. U.S. Hwys. 27, 33 & 224.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Conrail.

Motor Freight Carriers-3.

3 - POPULATION:

Corp. City 90 Cen. 8,644; E&P 92 Est. 8,906
County 90 Cen. 31,095; E&P 92 Est. 32,259

4 - HOUSEHOLDS:

City 90 Cen. 3,256; E&P 92 Est. 3,354
County 90 Cen. 11,307; E&P 92 Est. 11,731

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$110,000,000
Commercial	2	$140,000,000

6 - PASSENGER AUTOS: Adams County 16,253

7 - ELECTRIC METERS: Residence 4,920

8 - GAS METERS: Residence 3,100

9 - PRINCIPAL INDUSTRIES: Industry-Motors; Soybean Proc.; Iron Casting; Novelties; Boats; Cement; Ornamental Iron; Modular Homes; Motor Homes; Packing Cases; Recreational Vehicles; Paint; Concrete Prods. & Vaults; Tools & Dies; Edible Oil.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-93; Summer 42-100; Fall 15-100; Winter 22-70. First killing frost, Oct. 14; last killing frost, May 15.

11 - TAP WATER: Softened to 9 grains.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Decatur Plz.(11)	NA	Ames, Revco
Gerber Ctr.(4)	NA	Hook's Drugs
Village Green(4)	NA	Scotts Mkt.

Principal Shopping Days-Wed. & Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Niblick; Dollar General.
Discount Store-K mart.
Chain Supermarkets-Gerber's 2; Scott's.
Chain Drug Stores-Revco; Hook's; Keltsch Phcy.
Other Chain Stores-TSC; Sherwin-Williams; Ream Steckback; Coast-to-Coast; Radio Shack.

14 - NEWSPAPERS: DEMOCRAT (e) 5,942; sworn Sept. 28, 1990.
Local Contact for Advertising and Merchandising Data: Ron Platt, Adv. Mgr., DEMOCRAT, 141 S. Second St.; PO Box 1001, Decatur, IN 46733-5001; Tel. (219) 724-2121.
National Representative: None.

EAST CHICAGO
See MUNSTER

ELKHART

1 - LOCATION: Elkhart County (In Elkhart-Goshen MSA). E&P Map B-2. In North central part of state, 4 mi. S of Indiana-Michigan state line; 101 mi. E of Chicago. Mfg. center for diversified products such as recreational trans. vehicles, drug prod. & musical instruments. Agric., dairy & fruit area. Metal products, electronic parts.

2 - TRANSPORTATION: Railroads-Conrail; Amtrak.
Motor Freight Carriers-16 terminals; 39 carriers.
Intercity Passenger Bus Lines-Greyhound; United Limo; Cardinal Charters & Tours; Indiana Motor Bus.

3 - POPULATION:
Corp. City 90 Cen. 43,627; E&P 92 Est. 45,432
CZ-ABC: (80) 78,973
RTZ-ABC: (80) 86,849
County/MSA 90 Cen. 156,198; E&P 92 Est. 164,389
City & RTZ-ABC: (80) 165,822
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 16,431; E&P 92 Est. 17,111
County/MSA 90 Cen. 59,180; E&P 92 Est. 62,284
CZ-ABC: (80) 28,363
RTZ-ABC: (80) 29,679
City & RTZ-ABC: (80) 58,042

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$3,868,422,230

6 - PASSENGER AUTOS: Elkhart County 88,812

7 - ELECTRIC METERS: Residence: Elkhart 38,946; Goshen 34,800; Total 73,746

8 - GAS METERS: Residence (District) 60,720

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fab. Metals 4,898 ($246); Musical Instruments 1,624 ($263); Chem. & Allied Prods. (N.A.); Elect. Mach. 2,918 ($214); Non-Elect. Mach. 2,364 ($280); Trans. Equip. ($215); Furn. & Fixtures 1,727 ($161); Lumber & Wood Prods. 5,073 ($264); Rubber & Plastics 2,813 ($236); Apparel 889 ($134).

10 - CLIMATE: Min. & Max. Temp.-Spring 60-75; Summer 69-94; Fall 30-62; Winter 15-35. First killing frost, Oct. 10; last killing frost, May 23.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-10 blocks on Main St.

Neighborhood Shopping Centers-No. of Stores: Nappanee St. 22.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Concord Mall(80)	3	Elder-Beerman, Mont. Ward, JCPenney
Strip Mall(28)	NA	Ace Hardware, Bristol Commons, Plz. West
Parkmor Plz(28)	NA	
Pierre Moran(52)	2	Kroger, Sears, Target, Kline, Hook's Drug, G.L. Perry
Easy Shopping	1	
Easy Shopping South(2)	NA	Martins, Hook's, G.L. Perry
North Pointe Plaza(3)	NA	Felpausch Foods, K mart, Hook's, Radio Shack
Goshen	12	Kline's
Nappanee	19	Pletcher's
Middlebury	15	Harding's
Bristol	9	Harding's
Edwardsburg	8	Raab's
Bacon Hill(8)	5	Wilt Food Ctr., Judd's Drugs
K mart(2)	3	K mart
Summit Ridge Plaza(2)	NA	
University Pk. Mall(107)	14	Sears, JCPenney, J.L. Hudson, L.S. Ayres

Principal Shopping Days-Thur. through Sun.
Stores Open Evenings-Most shpg. ctrs. every evening until 9 p.m.; Sunday until 6 p.m.

13 - RETAIL OUTLETS: Department Stores-Kline's; Elder-Beerman; Sears; JCPenney; Montgomery Ward.
Discount Stores-K mart 2; Target; Wal-Mart 2, Sam's Wholesale.
Variety Stores-Perry 2; McCrory.
Chain Drug Stores-Judd's 5; Hook's 6; Osco 2; Alick's 4.
Chain Supermarkets-W.W. Wilt's; Kroger 3; Martin's 5; Maurek's IGA; Felpausch Supermarkets 2.
Other Chain Stores-Goodrich; Firestone; Goodyear; Pic-Way; GNC; JoAnn Fabrics; Milady Shop; Spencer Gift; Parklane Hosiery; Bresler's; Auto works; Karmel Korn Shoppe; Hot Sam's Pretzels; Radio Shack; Thom McAn; Gallenkamp; Big R; Wig Fair; So-Fro Fabrics; Waldenbooks; Baskin-Robbins; Fox Jewelers; Merle Norman Cosmetics; Kinney Shoes; Big 'n' Little; Nationwide Auto; Musicland; True Value.

14 - NEWSPAPERS: TRUTH (e) 27,671; (S) 31,345; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Ron Schmanske, Mktg. Services/Res. Dir., TRUTH, 421 S. Second St., Elkhart, IN 46516; Tel. (219) 294-1661.
National Representative: Branham/Newspaper Sales.

ELWOOD

1 - LOCATION: Madison County, E&P Map C-3 (In Anderson MSA). 39 mi. NE of Indianapolis. On State Hwys. 13, 28, 37.

2 - TRANSPORTATION: Railroads-Norfolk & Western.

3 - POPULATION:
Corp. City 90 Cen. 9,494; E&P 92 Est. 9,500
County/MSA 90 Cen. 130,669; E&P 92 Est. 132,553

4 - HOUSEHOLDS:
City 90 Cen. 3,576; E&P 92 Est. 3,578
County/MSA 90 Cen. 46,854; E&P 92 Est. 47,530

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$70,000,000
Savings & Loan	1	$31,000,000

6 - PASSENGER AUTOS: Madison County 77,625

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Jet Engine Blades 750; Buffing Wheels and Custom Jewelry 220; Wire Harnesses 350; Metal Plating 300; Slitting 165; Plastic Painting 150.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plaza	2	K mart, Carters, Hook's

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-7 days.

13 - RETAIL OUTLETS: Discount Store-K mart.
Variety Stores-Dollar General; Family Dollar.
Chain Drug Stores-Hook's 2.
Chain Supermarkets-Marsh Foodliner; Carters Super Mkt.; Harvest Mkt.
Other Chain Stores-Goodyear; Falvey's Men's Store; Wickes Lumber; Burger's Dairy; Nationwise Auto; Hardees; Jim Dandy; Fox TV & Appliances; Pizza Hut; Pizza King; McDonald's; Spurgeon's.

14 - NEWSPAPERS: CALL-LEADER (e) 3,253; sworn Oct. 9, 1990.
Local Contact for Advertising and Merchandising Data: Robert Nash, Adv. Dir., CALL-LEADER, 317 S. Anderson St.; PO Box 85, Elwood, IN 46036; Tel. (317) 552-3355.
National Representative: None.

EVANSVILLE

1 - LOCATION: Vanderburgh County, (In Evansville, IN-KY MSA). E&P Map A-5. 176 mi. S of Indianapolis; 174 mi. E of St. Louis; 151 mi. NW of Nashville; 112 mi. SW of Louisville; at SW tip of Indiana on Ohio River. On U.S. Hwys. 41, 460, I-64; State Hwys. 57, 62, 65, 66. River freight terminal points on Ohio and Mississippi Rivers.

2 - TRANSPORTATION: Railroads-CSX-Indiana Hi-rail; Norfolk Southern; Conrail.
Motor Freight Carriers-27.
Intercity Bus Lines-Greyhound; Evansville & Ohio Valley Ry.; I-V Coach.
River Barge Line-1.
Airlines-USAir; ComAir; Midwest; Republic; American Eagle; Northwest Airlink; Transworld Express.

3 - POPULATION:
Corp. City 90 Cen. 126,272; E&P 92 Est. 129,242
CZ-ABC: (80) 160,753
RTZ-ABC: (80) 341,125
MSA 90 Cen. 272,129; E&P 92 Est. 275,365
County 90 Cen. 165,058; E&P 92 Est. 169,139
City & RTZ-ABC: (80) 501,878

4 - HOUSEHOLDS:
City 90 Cen. 47,559; E&P 92 Est. 48,677
County 90 Cen. 56,347; E&P 92 Est. 57,740
MSA 90 Cen. 97,395; E&P 92 Est. 98,595
CZ-ABC: (80) 61,837
RTZ-ABC: (80) 120,200
City & RTZ-ABC: (80) 182,037

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	6	$1,179,906,779
Commercial	3	$1,982,517,000

6 - PASSENGER AUTOS: Vanderburgh County 95,436

7 - ELECTRIC METERS: 81,836

8 - GAS METERS: 58,315

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Fab. Metals 1,800; Food 1,500; Mining 2,100; Constr. 7,800; Trans., Comm., and Utilities 6,900; Wholesale/Retail Trade 35,100; Fin.; Ins. & R.E. 5,400; Services 33,100; Govt. 12,000; Primary Metals 5,100; Industry Machines & Computers 1,500; Chemicals 5,500. Average Weekly Wage $390.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-86; Summer 42-97; Fall 15-88; Winter 1-77. First killing frost, Oct. 23; last killing frost, Apr. 7.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-(No. of Stores)-Eastland Mall (136); Washington Sq. (49); North Park (50).
Neighborhood Shopping Centers (No. of Stores)-Covert & Lodge (11); Fairlawn (8); Franklin Ctr. (7); K mart East (5); K mart West (4); Mt. Vernon Ave. (13); Parrett St. (16); Ross Ctr. (15); Target North (10); Village Courtyard (5); Weinbach Center (11); Southlane (5); Green River Plaza (18); West Side (7); West Gate (4); First Ave. (10); Woodland (18).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastland Place (36)	6	Children's Palace
Lawndale(37)	6	Target, Allied Sports
North Brook(24)	6	Schnuck's
Plaza East(11)	5	Hills, Great Scot
Plaza West	4	Hills, Great Scot
Town Center(29)	6	Kuesters, Allied Sports
Eastland Shoppes (11)	NA	Phar-Mor, Office Depot
Village Commons (12)	NA	Wal-Mart
University Vlg. (9)	NA	Wal-Mart

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Shpg. Ctrs. Mon.-Sat. until 9 p.m.; Sunday until 6 p.m.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Lazarus; Hess's; DeJongs; L.S. Ayres.
Discount Stores-Target; Hills 2; K mart 3; Wal-Mart.
Chain Drug Stores-Schnuck's 3; Osco 3; Hook's 6; Reliable 8.
Chain Supermarkets-Wesselman's 6; Great Scot 4; Simpson's; Spaldings 4, Schnucks 3; Royal 2; Bi-Lo 2.
Other Chain Stores-Shoes: Baynham's, Riecken's, Kinney's; Women's Apparel: Jean Nicole, Brooks, Casual Corner; Men's Apparel: Bachrach's, Levinson's; Fabric: JoAnn, Cloth World; Hardware: Builder's Square Furrow, Kuester's, Heyden-Steber; Misc.: Kay Jewelers, Zales Jewelers, Waldenbooks, Radio Shack, Red Spot, Dollar General, Children's Palace, Nutri-System; Tires: Firestone, Raben, United; Furniture: Ethan Allen, Finke's.

14 - NEWSPAPERS: COURIER (m) 63,926; PRESS (e) 34,495; COURIER (S) 118,400; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Bob Savage, Display Adv. Mgr., COURIER & PRESS, 300 E. Walnut St.; PO Box 268, Evansville, IN 47702-0268; Tel. (812) 424-7711.
National Representative: Sawyer-Ferguson-Walker.

FORT WAYNE

1 - LOCATION: Allen County (In Fort Wayne MSA). E&P Map C-2, County Seat. Industrial, agricultural, wholesale, distributing center. On U.S. Hwys. 24, 27, 30, 33; I-69; State Hwys. 1, 3, 14, 37, 327. 154 mi. to Chicago; 156 mi. to Detroit; 105 mi. to Toledo; 116 mi. to Indianapolis.

2 - TRANSPORTATION: Railroads-Conrail, Norfolk & Western.
Motor Freight Carriers-73.
Air Freight-Burlington Northern.
Intercity Bus Lines-ABC; Greyhound.
Airlines-Delta; USAir; American; ComAir; Midway; American Eagle; Jet Stream; United Express; Northwest.

3 - POPULATION:
Corp. City 90 Cen. 173,072; E&P 92 Est. 178,516
NDM-ABC: (80) 264,703
Bal. in RTZ-ABC: (80) 496,896
County 90 Cen. 300,836; E&P 92 Est. 310,531
MSA 90 Cen. 363,811; E&P 92 Est. 368,517
Total NDM & Bal. in RTZ-ABC: (80) 761,599

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 65,185; E&P 92 Est. 67,235
County 90 Cen. 112,131; E&P 92 Est. 115,745
MSA 90 Cen. 136,849; E&P 92 Est. 138,625
NDM-ABC: (80) 95,316
Bal. in RTZ-ABC: (80): 168,892
Total NDM & Bal. in RTZ-ABC: (80) 264,208

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$7,050,143,000

6 - PASSENGER AUTOS: Allen County 187,074

7 - ELECTRIC METERS: Residence City & Suburbs 147,000

8 - GAS METERS: Residence & Commercial County 90,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Constr. 9,100; Mfg. 52,800; Elect. Mach. 11,800; Trans. & Util. 12,700; Fin. 12,400; Ret. Trade 35,900; Whol. Trade 12,600; Service 39,400, Gov't. 18,400.

10 - CLIMATE: Av. yearly Min. & Max. Temp.-20-85. Precipitation 34 annually. First killing frost, Oct. 17; last killing frost, Apr. 26.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-12 blocks on Calhoun St.; 3 blocks on Main, Berry, Wayne, Washington & Jefferson Sts.

Neighborhood Shopping Centers-Washington Blvd. & Broadway; Calhoun & Pontiac Sts.; Wells & Fourth Sts.; Huestis Ave. & Broadway; Calhoun & Williams Sts.; State Blvd. & Crescent Ave.; Main & Osage Sts.; Calhoun St. & Rudisill Blvd.; Williams St. & Fairfield Ave.; Waynedale.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Anthony Wayne Village(13)	3	Chronister
Broadway-Taylor	1	Rogers Mkts.
Canterbury(25)	4	Revco
Casselwood(5)	4	Lynn's
Clinton Corners (14)	NA	Summit Bank, Sports Shop
Covington Plz. (55)	4	Roger's, Hook's
Del Mart Plz.(7)	6	White Swan, Hook's
Dupont Crossing	8	Rogers, Keltch
East State	3	Hook's
Georgetown Sq. (70)	5	Rogers Mkts.,
Glenbrook Commons(8)	3 NA	Kids 'R' Us, Toys 'R' Us, S&K Famous Brands
Glenbrook Sq. (194)	3	L.S. Ayres, Sears, JCPenney, Target, J.L. Hudson
Hazelwood Plz.	3	Nobbson Vlg.
Homewood	3	Leath Furn.
K mart North(14)	3	K mart, Radio Shack
K mart South	5	K mart, JoAnn Fabrics
K mart East	3	K mart
K mart West	2	K mart
Lincoln Plz.(10)	5	Kroger
Maplewood Plz. (30)	5	Lynn's, Radio Shack
New Haven Plz.	7	Lynn's
North S. Anthony (41)	3	Roger Mkts., True Value Herdware
Northcrest(24)	3	Value City Furn., Kohl's
Northwood Plz. (23)	5	Kroger, Target, Revco,
Oakbrook & Quimby Vlg.	2	Value City
Park West(20)	2	Scott's
Pinevalley Mall	9	Scott's
Riviera Plz.	4	Coast-to-Coast
Rogers S. Anthony	4	Rogers Mkts.
Rudisill(3)	2	Hook's
Stellhorn Vlg. (5)	NA	Scott's
Southgate Plz. (33)	3	Kroger, Radio Shack, Walgreens
Southtown Mall(105)	5	L.S. Ayres, JCPenney, Sears, Service Mdse., Kohls
Statewood Plz.(8)	3	Scott's
Time Corners(21)	4	Rogers Mkts., Keltsch
Washington Sq. (15)	4	Rogers Mkts., Trustworthy
Village at Coventry(24)	7	Scotts, Walgreens
Wayne Plaza	NA	Hook's
West State	2	Woolworth, Rogers
Coldwater Crossing	NA	Wal-Mart, Cubs, Serv. Merch., Ben Franklin, Fabric Warehouse
White Swan Plz.	8	White Swan Mkt.

Principal Shopping Days-Wed., Fri., Sat.; Drug & Discount stores open Sun.

Stores Open Evenings-Dept., Food, Discount & Shopping Centers-every evening.

13 - RETAIL OUTLETS: Department Stores-L.S. Ayres 2; J.L. Hudson; Sears 2; JCPenney 2; Kohl's 2.

Variety Stores-Belmont 6; Woolworth; Dollar General 2.

Chain Drug Stores-Hook's 14; Revco 5; Walgreens 12; Keltsch 14; Phar-Mor; Drug Castle 2.

Discount Stores-Target 3; K mart 4; TSC; Big R; Value City 2; Service Merchandise; T.J. Maxx; Big Lots 3; Wal-Mart.

Chain Supermarkets-Kroger 4; Rogers Mkts. 11; Lynn's 3; Scott's 12; White Swan 2; Cub Foods.

Other Chain Stores-Shoes: Buster Brown, Florsheim, Shoeland, Connie Chandler, Baker's, Wild Pair, Joyce Selby, Hardy, 9 West, Naturalizer, G.H. Bass, Hush Puppies, Thom McAn, Kinney's, Baker, Regal, Hill Bros., Hanover, Fisher, Gallenkamp, Father & Son, Sole Hole, Jarman, Red Wing, Red Cross, Stride Rite, Payless, Pic Way Shoe Mart, Hide Park, Foot Locker; Clothing: Eddie Bauer; Redwood & Ross, Chess King, Richman Bros., County Seat, Boston Shirt Yard, Bachrach, Rodirick, St. John's, The Clothes Horse, J. Riggins, The Gap, Benetton; Jewelers: Kay, Rost, JB Robinson, Gordon, Armstrong, Phoenix, Fox, Shane; Auto Supplies: Goodrich, Goodyear, Firestone, NAPA, Nationwide, Hires Auto Parts; Women's Apparel: Casual Corner, Foxmoor, Jean Nicole, Petite Sophisticates, The Limited, Susie's Casuals, L. Strauss, Paul Harris, Nobbsons, Lerner, Brook's, Hit or Miss, Gantos, Lady Madonna Maternity, Lane Bryant, Stuart's, Ups 'n Downs, Deb Shop, Maurices, Parklane Hosiery, Yard goods: Northwest Fabrics, JoAnn Fabrics, So-Fro Fabrics, Ben Franklin; Other: Hallmark, Fannie May Candy, Hickory Farms, Spencer Gifts, Radio Shack, Tandy Leather Goods, Bresslers, Baskin-Robbins, Coast-to-Coast Hdwe., True Value Hdwe., TSC Stores, Frank's Nursery, Cutlery World, Waldenbooks, World Bazaar, Circus World, Musicland, GNC, B. Dalton Booksellers, Kay Bee Toys, Readers World, The Children's Place, Children's Palace, Fretter, Highland; Bldg. Mats.: Furrows, Wickes, Wolohan, Builder's Square, Sutherland, 84 Lumber.

14 - NEWSPAPERS: JOURNAL-GAZETTE (m) 63,243; NEWS-SENTINEL (e) 55,405; JOURNAL-GAZETTE (S) 137,691; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Andrew Candor, Mktg. Dir., Fort Wayne Data: Andrew Candor, Mktg. Dir., Fort Wayne Newspapers, Inc., 600 Main St., PO Box 100, Fort Wayne, IN 46801; Tel. (219) 461-8271.

National Representative: Newspapers First.

FRANKFORT

1 - LOCATION: Clinton County. E&P Map B-3. County Seat. 45 mi. from Indianapolis; 240 mi. from St. Louis; 175 mi. from Chicago.

2 - TRANSPORTATION: Railroads-Norfolk & Southern; Conrail; CSX Trans. (Seaboard).

Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 90 Cen. 14,754; E&P 92 Est. 15,117
County 90 Cen. 30,974; E&P 92 Est. 31,722

4 - HOUSEHOLDS:
City 90 Cen. 5,557; E&P 92 Est. 5,694
County 90 Cen. 11,455; E&P 92 Est. 11,731

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$282,791,000
Savings & Loan	2	$135,230,000

6 - PASSENGER AUTOS: Clinton County 17,204

7 - ELECTRIC METERS: Residence 5,300

8 - GAS METERS: Residence 6,100

9 - PRINCIPAL INDUSTRIES: Brass Fixtures; Resistors; Foods; Cigars; Candy; Batteries; Oil Seals; Grain Dryers; Plastic Products; Printers Ink; Electric Wire Harness; Aluminum & Steel Fabrication; Filters; Feeds; Snack Foods; Car Seats.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-60; Summer 50-100; Fall 30-75; Winter 0-60. First killing frost, Oct. 13; last killing frost, Apr. 27.

11 - TAP WATER: Alkaline.

12 - RETAILING: Principal Shopping Centers-4 sides of town square and 2 on all streets leading off Square; Frankfort Plaza (12 stores); Clinton County Plaza (10 stores); East Wabash Commercial Strip (30 stores).

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Store-JCPenney.

Discount Stores-K mart; Wal-Mart.

Chain Drug Stores-Hook's; Reliable Drugs.

Chain Supermarkets-Marsh Foods; Shopwright Mkt; Schulz Mkts.; Aldis.

Other Chain Stores-Goodyear; Sherwin-Williams; Family Dollar; Sycamore; Auto Works; Radio Shack; Dr. Tavel.

14 - NEWSPAPERS: TIMES (e) 7,586; sworn Oct. 1, 1990.

Local Contact for Advertising and Merchandising Data: Gregory A. Ludlow, Adv. Dir., TIMES, 251 Clinton St.; PO Box 9, Frankfort, IN 46041; Tel. (317) 659-4622; FAX (317) 654-7031.

National Representative: Nixon Newspapers.

FRANKLIN

1 - LOCATION: Johnson County (In Indianapolis MSA). E&P Map B-4. 20 mi. S of Indianapolis. Educ. & retail center.

2 - TRANSPORTATION: Railroad-Conrail.

Motor Freight Carriers-5.

Intercity Bus Line-Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 12,907; E&P 92 Est. 13,576
NDM-ABC: (80) 77,240
MSA 90 Cen. 1,249,822; E&P 92 Est. 1,276,002
County 90 Cen. 88,109; E&P 92 Est. 92,698

4 - HOUSEHOLDS:
City 90 Cen. 4,861; E&P 92 Est. 5,113
NDM-ABC: (80) 25,345
County 90 Cen. 33,706; E&P 92 Est. 35,461
MSA 90 Cen. 446,855; E&P 92 Est. 456,242

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	5	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: Johnson County 58,440

7 - ELECTRIC METERS: Residence 28,000

8 - GAS METERS: Residence 26,500

9 - PRINCIPAL INDUSTRIES: Auto Parts; Elect. Components; Ladies Garments; Tools & Dies; Laminated Panels; Gas Engines; Compressors; School Systems Plus College.

10 - CLIMATE: Min. & Max. Temp.-Spring 52-75; Summer 58-82; Fall 31-52; Winter 28-47. First killing frost, Oct. 12; last killing frost, Mar. 31.

11 - TAP WATER: Alkaline, med. hard.

12 - RETAILING: Principal Shopping Centers-25 blocks on 8 sts.; Greenwood Park Mall (144 units); North wood Ctr. (23 units).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Wilgro(14)	8	Reliable Drug
Greenwood Park(140)	9	Sears, L.S. Ayres, JCPenney, Lazarus
Northwood(23)	NA	Kroger, Hook's Drug
County Line	NA	Target, Kroger

Principal Shopping Days-Wed., Thurs., Fri., Sat.

Stores Open Evenings-All Fri.; Shpg. ctrs. nightly.

13 - RETAIL OUTLETS: Department Stores-Lazarus; L.S. Ayres; Sears; JCPenney; Service Mdse.; Montgomery Ward.

Discount Stores-Franklin; Wal-Mart; Greenwood, K mart; Value City; Target; Kohl's.

Chain Drug Stores-Hook's; Reliable.

Chain Supermarkets-Franklin; Kroger; Brown's; Marsh; Greenwood; Preston Safeway; Cub Foods; Mr. D's; Marsh; Kroger.

Other Chain Stores-Guarantee Auto; Firestone; Radio Shack; 84 Lumber; Furrow; Lowe's; Goodyear; Toys 'R' Us.

14 - NEWSPAPERS: JOURNAL (e) 15,849; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Howard Herron, Pub., DAILY JOURNAL, PO Box 699, Franklin, IN 46131; Tel. (317) 736-7101.

National Representative: Branham/Newspaper Sales.

GARY

1 - LOCATION: Lake County. E&P Map B-2 (In Gary-Hammond PMSA). Steel manufacturing center at extreme southern end of Lake Michigan. 31 mi. S of Chicago. U.S. Hwys. 6, 12, 20, 30, 80, 90; I-65 (Ind. Toll Road), 94; State Hwys. 51, 53, 55, 65 & 912 end in Gary.

2 - TRANSPORTATION: Railroads-Main lines of Conrail; Baltimore & Ohio; Grand Truck Western; Tri-State Coach Lines; The Indiana Harbor Belt Line; Elgin; Joliet and Eastern; Chicago, South Shore and South Bend.

Motor Freight Carriers-62.

Intercity Bus Lines-Greyhound; National Trailways; Gary Inter-City.

Airlines-Served by Chicago Airport.

3 - POPULATION:
Corp. City 90 Cen. 116,646; E&P 92 Est. 112,917
CZ-ABC: (80) 277,079
Bal. in NDM-ABC: (80) 173,340
County 90 Cen. 475,594; E&P 92 Est. 479,455
PMSA 90 Cen. 604,526; E&P 92 Est. 601,592
Total NDM-ABC: (80) 450,419

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 43,933; E&P 92 Est. 42,529
County 90 Cen. 190,645; E&P 92 Est. 192,193
PMSA 90 Cen. 239,950; E&P 92 Est. 238,726
CZ-ABC: (80) 90,229
Bal. in NDM-ABC: (80) 55,894
Total NDM-ABC: (80) 146,123

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	15	N.A.
Savings & Loan	18	N.A.

6 - PASSENGER AUTOS: Lake County 262,995

7 - ELECTRIC METERS: Residence 64,600

8 - GAS METERS: Residence 56,845

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Steel and related industries 96,000 ($450); Cement Prods. 185 ($375); Men's & Women's Apparel 575 ($350).

10 - CLIMATE: Min. & Max. Temp.-Spring 21-90; Summer 46-96; Fall 12-94; Winter -8-67. First killing frost, Oct. 18; last killing frost, Apr. 21.

11 - TAP WATER: Soft; filtered; fluoridated.

12 - RETAILING: Principal Shopping Center-U.S. 30 and Mississippi St.

Downtown-B'way, 4th to 9th Ave., Washington St.; 4th Ave. to 9th Ave.; 5th Ave. West 14 blocks; 5th Ave., East 7; 6th Ave., 2 East and 2 West of B'way; 7th Ave., 2 East and 2 West of B'way; 8th Ave. 1 East and 2 West of B'way. Total blocks-38.

Neighborhood Shopping Centers: Midtown B'way; 9th Ave. to 26th Ave.; Tolleston; 11th Ave., Grant St. to Rutledge and 10th Ave. Roosevelt to Taft. Total-12 blocks. Ambridge: 2600 to 2800 blocks on West 5th Ave. Total-2 blocks. Brunswick: 4,400 to 5,700 blocks on West 15th Ave. Total-13 blocks. Glen Park: B'way, 35th Ave. to 55th Ave. Ridge Road, one East of B'way and nine West. Total blocks-30. Grant St., 30th Ave. to 37 Ave. Total blocks-7. Miller-Aetna; 2 on Aetna St.; Melton Rd.; Benton to Howard Sts. Dunes Hwy.; Benton to Lake Sts.; 5 on Lake St.; 2 on Shelby St.; 2 on Miller Ave. Total-46. Following township areas: Ross Center; Portage; Hobart; Griffith; Black Oak.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Tri-City Plz.(9)	NA	Jewel
Turkey Creek(2)	NA	Venture
Crossroads(15)	NA	
Village(34)	NA	JCPenney, Kresge, Goldblatts
12/20 Plz.(3)	NA	K mart, Basic
Southlake(126)	NA	Sears, JCPenney, Carson Pirie, L.S. Ayres
Dunes Plz.(4)	NA	K mart
Broadway(9)	NA	Wiseway
Liberty Sq.(12)	NA	Jacobsons
80th Place(10)	NA	Ivy Tree, Video King
Century Mall(40)	NA	Mont. Ward, Service Mdse., Burlington Coat Factory
Griffith Park (16)	NA	Venture, Service Mdsc.
Portage Mall(40)	NA	Coast-to-Coast, McCrory
County Seat(36)	NA	K mart
Marquette(59)	NA	JCPenney, Sears, C.P. Scott
Indian Oak(26)	NA	Hook's

Principal Shopping Days-Mon., Thur., Fri., Sat.

Stores Open Evenings-Shopping Centers Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores-In Valparaiso: Lowenstine's, Miller's.

Leading Variety Stores-Kresge; Harvey's Mart; McCrory; Family Dollar.

Discount Stores-Venture; K mart.

Chain Drug Stores-Walgreens 4; Walgreens Agency 19; Scott's 4; Hick's 3; Belles 3; Arthur's 2; Dunes 3; 11th Avenue 2; Hook's.

Chain Supermarkets-Jewel 3; Wiseway 4; Basics; Country Market; Save-A-Lot; Buy Low 7; Thriftimart 6; Tip Top; Save More 3; Wilco; Candiano's 2; Eagle; Strack & Van Til.

Other Chain Stores-Richman Bros; Danners; Aldies; Thom McAn; Dr. Scholl; Kinney's; Sax Shoes; Firestone; Goodyear; General Tire; Goodrich Tire; Western Tire; Blue Star Auto; Fannie May; Dutch Mill Candies; Buschs Jewelry; Singer Co.; Wickes Furniture; Sherwin-Williams; Pittsburgh Paints; Neumode Hosiery; Builder's Square.

14 - NEWSPAPERS: POST-TRIBUNE (m) 70,411; (S) 83,840; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Thomas Sanders, Natl. Adv. Mgr., POST-TRIBUNE, 1065 Broadway, Gary, IN 46402; Tel. (219) 881-3000.

National Representative: Newspapers First.

GOSHEN

1 - LOCATION: Elkhart County, (In Elkhart-Goshen MSA). E&P Map C-2, County Seat. On U.S. Hwy. 33; State Hwy. 15. 9 mi. S of E-W Indiana toll road.

2 - TRANSPORTATION: Railroads-Conrail; B&O.

Motor Freight Carriers-30 Truck lines; 1 Terminal.

Intercity Bus Lines-Middlebury; Indiana Motor Bus.

3 - POPULATION:

Corp. City 90 Cen. 23,797; E&P 92 Est. 25,372

CZ-ABC: (80) 23,420

RTZ-ABC: (80) 58,167

County/MSA 90 Cen. 156,198; E&P 92 Est. 164,389

City & RTZ-ABC: (80) 81,587

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 8,963; E&P 92 Est. 9,556

County/MSA 90 Cen. 59,180; E&P 92 Est. 62,284

CZ-ABC: (80) 8,531

RTZ-ABC: (80) 18,876

City & RTZ-ABC: (80) 27,407

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$1,116,364,242
Savings & Loan	1	$295,598,000

6 - PASSENGER AUTOS: Elkhart County 88,812

7 - ELECTRIC METERS: Residence 7,700

8 - GAS METERS: Residence 6,600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Rubber Plants 1,316 ($304); Electronics 1,350 ($344); Farm Equip. 220 ($290); Recreation Vehicles 1,200 ($320); Plastics 200 ($312); Wood Working 600 ($260); RV Suppliers 320 ($275).

10 - CLIMATE: Min. & Max. Temp.-Spring 21-75; Summer 60-98; Fall 15-82; Winter 5-50. First killing frost, Oct. 10; last killing frost, May 10.

11 - TAP WATER: Alkaline, hard; fluoridated. Filtered & rust removed.

12 - RETAILING: Principal Shopping Centers-21 blocks on 6 sts.

Downtown Shopping Centers-Chicago Pike Plaza; Peddler's Village; Linway Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Concord Mall(80)	NA	JCPenney, Meis, Mont. Ward
Pierre Moran Mall(51)	12	Sears, Target, Krogers, Zeisel's

Principal Shopping Days-Thur., Fri., Sat., Sun.

Stores Open Evenings-Mon., Thur., Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Meis; Kline's; Spurgeon's; JCPenney; Sears; Fisher's Big Wheel.

Variety Stores-G.L. Perry; G.C. Murphy; Maley's; McCrory; Dollar General.

Chain Drug Stores-Judd's; Hook's; Osco; Perry.

Chain Supermarkets-Kroger; Family Fare.

Other Chain Stores-K mart; Guarantee Auto; Sherwin-Williams; Payless Shoes; Coast-to-Coast; True Value Hardware; Ace Hardware; TSC; Quality Farm & Fleet; HWI Do It Center.

14 - NEWSPAPERS: NEWS (e) 15,461; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: James A. Young, Adv. Mgr., NEWS, PO Box 569, Goshen, IN 46526; Tel. (219) 533-2151.

National Representative: Landon Associates.

GREENCASTLE

1 - LOCATION: Putnam County, E&P Map B-3, County Seat. 40 mi. W by S of Indianapolis. On State Hwy. 43 between U.S. Hwys. 36 & 40, and I-70.

2 - TRANSPORTATION: Railroads-Conrail; Louisville & Nashville.

3 - POPULATION:

Corp. City 90 Cen. 8,984; E&P 92 Est. 9,377

County 90 Cen. 30,315; E&P 92 Est. 31,373

4 - HOUSEHOLDS:

City 90 Cen. 3,384; E&P 92 Est. 3,532

County 90 Cen. 11,660; E&P 92 Est. 12,067

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$173,000,000

6 - PASSENGER AUTOS: Putnam County 15,128

7 - ELECTRIC METERS: Residence 2,903

8 - GAS METERS: Residence 3,108

9 - PRINCIPAL INDUSTRIES: Industry-Crushed Stone and Agric. Limestone; Capacitors; Foundry; Cement; Automotive Parts Mfg., Distribution Centers.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Hard.

12 - RETAILING: Principal Shopping Days-Thur., Fri.

Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Store-Prevo's.

Variety Stores-Pool's; Wal-Mart.

Chain Drug Stores-Hook's; Reliable Drugs.

Chain Supermarkets-Kroger; Marsh; Aldi.

14 - NEWSPAPERS: BANNER-GRAPHIC (e) 5,990; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Steve Hendershot, Adv. Dir., BANNER-GRAPHIC, 100 N. Jackson St., Greencastle, IN 46135; Tel. (317) 653-5151.

National Representative: None.

GREENFIELD

1 - LOCATION: Hancock County (In Indianapolis MSA). E&P Map C-3. County Seat. Mostly residential.

2 - TRANSPORTATION: Motor Freight Carriers-4.

3 - POPULATION:

Corp. City 90 Cen. 11,657; E&P 92 Est. 12,056

CZ-ABC: (80) 11,293

RTZ-ABC: (80) 32,646

County 90 Cen. 45,527; E&P 92 Est. 47,075

MSA 90 Cen. 1,249,822; E&P 92 Est. 1,276,002

City & RTZ-ABC: (80) 43,939

4 - HOUSEHOLDS:

City 90 Cen. 4,390; E&P 92 Est. 4,541

CZ-ABC: (80) 3,954

RTZ-ABC: (80) 10,518

County 90 Cen. 16,555; E&P 92 Est. 17,118

MSA 90 Cen. 446,855; E&P 92 Est. 456,242

City & RTZ-ABC: (80) 14,472

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$200,000,000
Savings & Loan	1	$196,109,505

6 - PASSENGER AUTOS: Hancock County 28,731

7 - ELECTRIC METERS: Residence 3,600

8 - GAS METERS: Residence 3,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Pharmaceuticals 900 ($325); Textiles 250 ($175); Mach. 595 ($250).

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 60-98; Fall 40-65; Winter 0-45.

11 - TAP WATER: Hard; naturally fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St.; 3 on State; 2 on East; 1 on North; Northgate, 10 blocks north downtown; 2 on N. State. 3 Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Green Meadows (20)	NA	Kroger, Big Lots, Aldi Foods
Northgate(15)	NA	Seven Seas Imports, Reasner Drugs
McKenzie Plz.	NA	Reliable Drugs
Weston Vlg.(12)	NA	Schulz IGA, Hook's, K mart

Principal Shopping Days-Fri., Sat., Sun.

Stores Open Evenings-Downtown Fri.; Shopping Centers, Mon. through Sat.

13 - RETAIL OUTLETS: Discount Stores-K mart; Big Lots; Wal-Mart.

Chain Drug Stores-Hook's; Reasner's; Wal-Mart; Reliable Drugs.

Chain Supermarkets-Marsh; Harvest Mkt.; Kroger; Schulz IGA; Aldi Foods.

Other Chain Stores-Radio Shack; Big-Blue; True Value Hardware; Ace Hardware.

14 - NEWSPAPERS: DAILY REPORTER (e) 7,849; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Jeff Fawbush, Adv. Dir., DAILY REPORTER, 22 W. New Road, PO Box 279, Greenfield, IN 46140; Tel. (317) 462-5528.

National Representatives: Branham/Newspaper Sales.

GREENSBURG

1 - LOCATION: Decatur County, E&P Map C-4, County Seat. 48 mi. from Indianapolis; 62 mi. from Cincinnati; 85 mi. from Louisville; on State Hwys. 3, 46; U.S. Hwys. 421, I-74.

2 - TRANSPORTATION: Railroads-CCC&StL; Conrail.

Motor Freight Carriers-3.

Intercity Bus Lines-Southeastern Trailways.

3 - POPULATION:

Corp. City 90 Cen. 9,286; E&P 92 Est. 9,575

County 90 Cen. 23,645; E&P 92 Est. 24,272

Demographic Information (partial) available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 3,497; E&P 92 Est. 3,606

County 90 Cen. 9,449; E&P 92 Est. 9,700

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$274,690,062
Savings & Loan	2	$35,736,600

6 - PASSENGER AUTOS: Decatur County 12,568

7 - ELECTRIC METERS: Residence County 14,040

8 - GAS METERS: Residence County 3,732

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A) (Hydraulic Lifts) American Manufacturing 98; Blasdel Enterprises (infra-red ovens) 16; Bohn Engine and Foundry (pistons, brushings, bearings) 255; Delta Faucet (Faucets) 1,011; Dry Clime (industrial infra-red ovens) 25; Federal Mogul BCA (ball bearings) 492; GECOM Inc. (auto parts) 173; Houck Industries (drawer slides) 60; Indiana Wire (wire particians, fences) 14; James River Corp. (paper & related products) 574; KB Specialty (salad & deli items) 230; Randall-Textron (auto products) 149; Rust Wholesale 87; STI, Inc. (auto parts) 98; Blackstone Corp. (auto parts) 250.

10 - CLIMATE: Average Temp.-Jan. 39; July 77.

11 - TAP WATER: Softened; fluoridated.

12 - RETAILING: Nearby Shopping Centers-Greensburg Plaza, 10 blocks from downtown; Ranch Plz., 7 blocks from downtown; North Bend Plaza, 8 blocks from downtown; Greensburg Crossing, 14 blocks from downtown.

Principal Shopping Days-Mon., Fri., Sat.

Stores Open Evening-Fri.

13 - RETAIL OUTLETS: Department Stores-Minear's, Inc.; Fashion World; Stewart's Dress Shop.

Variety Stores-Dollar General; County Supply; Pleak's Hdwe.; Family Dollar; Moores Hardware.

Discount Stores-Wal-Mart; K mart.

Chain Supermarkets-Marsh; Mace's Supermarket; Harvest Supermarket; Sav-a-lot; Mr. Ed's.
Other Chain Stores-Furn: Taff's, Holthouse, Furniture World.

14 - NEWSPAPERS: NEWS (e) 6,800; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: Bonnie Motz, Adv. Dir., NEWS, 135 S. Franklin St., Greensburg, IN 47240; Tel (812) 663-3111.
National Representative: None.

HARTFORD CITY

1 - LOCATION: Blackford County, E&P Map C-3, County Seat. Agricultural and manufacturing center. NE part of state.

2 - TRANSPORTATION: Railroads-Conrail; N&W (freight).
Intercity Bus Line-Trailways Bus.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 90 Cen. 6,960; E&P 92 Est. 7,035
County 90 Cen. 14,067; E&P 92 Est. 14,153

4 - HOUSEHOLDS:
City 90 Cen. 2,621; E&P 92 Est. 2,650
County 90 Cen. 5,136; E&P 92 Est. 5,167

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$52,000,000
Savings & Loan	2	$16,000,000

6 - PASSENGER AUTOS: Blackford County 8,172

7 - ELECTRIC METERS: Residence-County 6,350 (1982)

8 - GAS METERS: Residence 2,858

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Paper 370; Glass 163; Thermo-Fax 758; Plastics 272; Rubber Prods. 276.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-92; Summer 50-101; Fall 12-91; Winter 4-68. First killing frost, Oct. 7; last killing frost, Apr. 12.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-Public Square and 1 block in each direction.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Marsh(4)	1	Marsh, Reliable
N. Walnut St.(2)	1	Hook's Drugs, Dollar Family
McCrory Ctr.(1)	1	McCrory

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Val's Discount; Nancy's Shoppe; Leo's Men's Wear; Spurgoons.
Chain Drug Stores-Hook's; Reliable.
Chain Supermarkets-Marsh; Joe's IGA 3.
Other Chain Stores-Goodyear; TG&Y Family Ctr.; Fashion Crossroads; Progressive Hallmark; Hoover-Needler Furn.; Henry's Shoes; PU's Sport Hut.

14 - NEWSPAPERS: NEWS-TIMES (e) 3,100; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: Mae Mcllwain, Adv. Mgr., NEWS-TIMES, 123 S. Jefferson, Hartford City, IN 47348-0268; Tel. (317) 348-0110.
National Representative: None.

HUNTINGTON

1 - LOCATION: Huntington County, E&P Map C-2, County Seat. 94 mi. NE of Indianapolis; 22 mi. SW of Fort Wayne. NE part of state, 160 mi. from Chicago.

2 - TRANSPORTATION: Railroads-Norfolk & Southern.
Intercity Bus Line-Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 16,389; E&P 92 Est. 16,926
County 90 Cen. 35,427; E&P 92 Est. 36,387

4 - HOUSEHOLDS:
City 90 Cen. 6,173; E&P 92 Est. 6,375
County 90 Cen. 12,952; E&P 92 Est. 13,303

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$338,426,000

6 - PASSENGER AUTOS: Huntington County 20,026

7 - ELECTRIC METERS: Residence 8,600

8 - GAS METERS: Residence 5,128

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electronics 1,447; Publishing 435; Heating & Air Cond. 350; Chem. 125; Fireplaces 558; Automotive 1,124; Av. hourly wage $7.99.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-65; Summer 47-101; Fall 32-100; Winter 10-60. First killing frost, Oct. 11; last killing frost, May 4.

11 - TAP WATER: Neutral, softened; fluoridated.

12 - RETAILING: Principal Shopping Centers (No. of Stores)-6 blocks on Jefferson St. (25); 3 on Warren St. 2 each on Cherry, Franklin, Market and Washington Sts. (18).
Neighborhood Shopping Centers-(No. of Stores)-E. Market St. (32); N. Jefferson St. & S. Jefferson St. (14); N. Jefferson at McGahn (8).

Principal Shopping Days-Thur., Fri., Sat. & Sun.
Stores Open Evenings-Dept. & food nightly.

13 - RETAIL OUTLETS: Department Store-JCPenney.
Discount Stores-K mart; Target.
Variety Stores-Spurgeon; Dollar General.
Chain Drug Stores-Hook's; Walgreens.
Chain Supermarkets-Owen's; Bechsteins; Valuland.
Other Chain Stores-Burger Dairy; Sears; Guarantee Auto; Coast-to-Coast; Sycamore.

14 - NEWSPAPERS: HERALD-PRESS (e-mon to fri) 8,433; (S) 8,433; sworn Oct. 1, 1990.
Local Contact for Advertising and Merchandising Data: Mark Saddler, Adv. Mgr., HERALD-PRESS, 7 N. Jefferson St., Huntington, IN 46750; Tel. (219) 356-6700.
National Representative: None.

INDIANAPOLIS

1 - LOCATION: Marion County (In Indianapolis MSA). E&P Map B-3. State capital, County Seat. Indust., whol., retail, cultural, medical and educ. center. On White River in geographical ctr. of state. 184 mi. from Chicago; 110 mi. from Cincinnati.

2 - TRANSPORTATION: Railroads-Amtrak; Conrail; Norfolk Southern; Indiana Rail Road; CSX.
Intercity Bus Lines-Greyhound; Indiana Motor Bus; Trailways.
Airlines-American; American Trans Air; Air Canada; USAir; Braniff; Continental; Delta; Eastern; Midway; Northwest; Pan American; Piedmont; TWA; United; American Eagle; Allegheny Commuter; Contineltal Express; ComAir; Northwest Airlink; Piedmont Commuter.

3 - POPULATION:
Corp. City 90 Cen. 731,327; E&P 92 Est. 759,857
County 90 Cen. 797,159; E&P 92 Est. 826,242
MSA 90 Cen. 1,249,822; E&P 92 Est. 1,276,002
NDM-ABC: (80) 1,166,575
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 275,444; E&P 92 Est. 286,189
County 90 Cen. 279,639; E&P 92 Est. 289,841
MSA 90 Cen. 446,855; E&P 92 Est. 456,242
NDM-ABC: (80) 418,485

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$9,924,748,000
Savings & Loan	7	$2,405,187,000

6 - PASSENGER AUTOS: Marion County 480,054

7 - ELECTRIC METERS: County 356,348

8 - GAS METERS: County 220,809

9 - PRINCIPAL INDUSTRIES: Industry, No. of Earners (Av. Wkly. Wage)-Stone, clay & glass prods. 3,067 ($410); Primary Metals 2,583 ($565); Fab. Metals 9,658 ($355); Non-elect. Mach. 12,700 ($417); Elect. Mach. 8,183 ($342); Trans. Equip. 25,800 ($701); Food Prods. 6,175 ($426); Paper & Allied Prods. 2,800 ($420); Printing & Pub. 10,558 ($414); Chem. 11,158 ($527); Rubber & Plastic Prods. 3,600 ($319); Other Trans., Commun. & Util. 36,375 (N.A.); Whol. trade 39,317 (N.A.); Ret. Trade 114,308 (N.A.); Finance 44,875 (N.A.); Constr. 32,017 (N.A.); Service 136,750 (N.A.); Gov't. 89,592 (N.A.).

10 - CLIMATE: Min. & Max. Temp. (30-yr. av.)-Spring 41-62; Summer 63-84; Fall 44-65; Winter 21-37. First killing frost, Oct. 22; last killing frost, Apr. 23.

11 - TAP WATER: Alkaline, hard, fluoridated. Three separate systems with separate sources, separate purification plants.

12 - RETAILING: Principal Shopping Centers-Downtown-4 blocks on Washington St.; 5 on Market St.; 5 on Ohio St.; 7 on Illinois St.; 7 on Meridian St.; 6 on Pennsylvania St.; 4 on Maryland St.; 3 on Georgia St.; 6 on Delaware St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
North:		
Castleton Sq.(118)	13	Lazarus, JCPenney, Sears, Kohl's
Keystone at the Crossing(54)	10	Brooks Bros., Gidding-Jenny, Jacobson's
Glendale(103)	7	L.S. Ayres, Lazarus
East:		
Eastgate Consumer(60)	6	Burlington Coat Factory, Front Row, F.W. Woolworth
Washington Sq.(132)	10	Lazarus, L.S. Ayres, Mont. Ward, Sears, Serv. Mdse., JCPenney
South:		
Southern Plz.(35)	5	Kroger, Hook's, Woolworth
Greenwood Park Mall(145)	9	L.S. Ayres, Sears, Lazarus, Mont. Ward, JCPenney
West:		
Speedway(60)	6	Kohl's, Kroger
Lafayette Sq.(101)	6	Ayres, Sears, Mont. Ward, JCPenney, Lazarus

13 - RETAIL OUTLETS: Department Stores-L.S. Ayres 5; Lazarus 6; JCPenney 5; Montgomery Ward 3; Sears 5.
Discount Stores-Big Lots 7; Dollar General 9; Hills 4; K mart 11; Kohl's 5; Service Merchandise 5; Target 10; Value City 3.
Variety Stores-G.C. Murphy 2; Woolworth 3.
Chain Drug Stores-Drug Emporium 3; F & M Dist. 2; Hook's 75; Osco 15; People's 42; Phar-Mor 2; Toler 4.
Chain Supermarkets-Aldi 4; Cub Foods 4; IGA 4; Kroger 34; Marsh 29; Mr. D's 5; O'Malia 9; Preston Safeway 23.
Convenience Food Stores-Big Foot; Convenient 6; Crystal Flash 7; Friendly Foods 7; Lindner's 37; Super 7 Food Stores 7; Village Pantry 83.
Other Chain Stores-Auto Suppliers: Aamco 10; Auto Works 25, Bandy's 7, Big A Auto Parts 14, Carquest 16, Car-X Muffler & Brake 7, Firestone 10; Goodyear 13, Hiway Parts 7, Midas Muffler 10, NAPA 22, Nationwise 34, Scheid Tire Co. 8, State Auto 3; Bakeries: Dunkin Donuts 6, Roselyn 37, T.J. Cinnamon's 4; Candy: Fannie May 4; Electronics: Fretter Appliances 3, H.H. Gregg 4, Highland 4, Luskins 4, Mister Clark's 5, Radio Shack 30; Furniture Stores: Kittle's 4, Emrich 4, Frazier's 3, Gerdt 2, Richard Bennett 4, Scandinavian Design 3, Value City 3; Hardware: Ace 17, Central 5, Furrow 5, HWI 8, Lowe's 3, True Value 12; Ice Cream: Baskin-Robbins 12, Bresler's 4, Dairy Queen 30, Strawberry Hill 3; Jewelers: Goodman 6, Hunt's 2, Kay 4, Osterman 4, Rost 4, Shane Company 4, Smith's Diamond Brokers 2, Zales 3; Men's Apparel: Arnold's 2, Bachrach's 2, Chess King 3, Ednch 3, The Gap 4, Kuppenheimer 2, Redwood & Ross 2, Richman 3, J. Riggings 3, L. Strauss 4, The Style Store for Big & Tall 5; Women's Apparel: Abigail's 2, Arzella 3, The Answer, B.J.'s Stout World 4, Brooks Fashions 4, Casual Corner 6, Catherine's 5, Clothes Out Junction 9, Foxmoor Casuals 3, Hit or Miss 3, Jean Lauder's 2, Jean Nicole 4, Lane Bryant 2, Lerner 6, The Limited 6, Paul Harris 5, Sportime 4, Stuarts 4, Sycamore 12; Shoe Stores: Baker's 3, Buster Brown 2, Florsheim 5, Hanover 4, Kinney's 6, Marott's 2, Naturalizer 5, Payless 16, Red Cross 5, Shoe Carnival 3, The Shoe Works 5, Stride Rite 4.

14 - NEWSPAPERS: STAR (m) 231,892; NEWS (e) 103,455; STAR (S) 416,752; Mar. 30, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Alan Judkins, Adv. Dir., STAR & NEWS, 307 N. Pennsylvania St., Indianapolis, IN 46204; Tel. (317) 633-1240; FAX (317) 633-1152.
National Representatives: Newspapers First.

JASPER

1 - LOCATION: Dubois County, E&P Map B-5, County Seat. Industrial, agricultural, and retail center. In Southern part of state on Patoka River, 120 mi. S of Indianapolis; 57 mi. NE of Evansville; 79 mi. W of Louisville on U.S. Hwy. 231.

2 - TRANSPORTATION: Railroad-Southern (freight).
Motor Freight Carriers-8.
Intercity Bus Line-Eastern Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 10,030; E&P 92 Est. 10,527
County 90 Cen. 36,616; E&P 92 Est. 38,103
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 3,778; E&P 92 Est. 3,965
County 90 Cen. 12,980; E&P 92 Est. 13,507

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$730,816,836
Savings	2	$1,511,783,034

6 - PASSENGER AUTOS: Dubois County 20,193

7 - ELECTRIC METERS: Residence 5,028

8 - GAS METERS: Residence 3,640

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food, bakery, dairy stores 359; Printing & Pub. 165; Ret. trade 2,242; Furn. Lumber, Wood Prods. 3,836; Mach. (not electric) 77; Chem. 34; Mining 271; Constr. 964; Agric. 1,179; Rubber 225.

10 - CLIMATE: Min. & Max. Temp.-Spring 27-99; Summer 42-105; Fall 4-99; Winter -4-70

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Areas-Downtown, vicinity of courthouse square.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Southgate Center (34)	1	Big Lots, Hook's, Ashleys Outlet
Germantown Ctr. (16)	2	Wal-Mart, Watsons, Reliable Drugs, Sears
Jasper Manor	2	K mart, Goody's, JCPenny, Hook's Drugs, Maurice's (Fashions)

Principal Shopping Days-Seven days a week.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Sieberts; Watsons; Ashleys Outlet; JCPenney.
Discount Stores-Big Lots, K mart; Wal-Mart.
Variety Store-Ben Franklin.
Chain Drug Stores-Hook's; Reliable Drugs.
Chain Supermarkets-IGA 2; Holiday Foods.
Other Chain Stores-Sears; Sherwin-Williams; Cato; Hallmark; Nationwise Auto; Radio Shack; True Value Hdwe.; Rogers Jewelers; Auto Works; Shoe Show; Sycamore; Fashion Bug/Fashion Bug Plus; Central Tractor Farm & Family Center; Sentry Hardware.

14 - NEWSPAPERS: HERALD (e) 12,920; sworn Sept. 28, 1990.

Local Contact for Advertising and Merchandising Data: Edwin Rumbach, Adv. Mgr., HERALD, 216 E. 4th St.; PO Box 31, Jasper, IN 47546; Tel. (812) 482-2424; FAX (812) 482-4104.
National Representative: Papert Companies.

JEFFERSONVILLE

1 - LOCATION: Clark County (In Louisville, KY-IN MSA). E&P Map C-5. County Seat. On Ohio River opp. Louisville, KY.

2 - TRANSPORTATION: Railroads-Conrail; B&O.
Motor Freight Carriers-10.

3 - POPULATION:
Corp. City 90 Cen. 21,841; E&P 92 Est. 22,633
County 90 Cen. 87,777; E&P 92 Est. 89,997
MSA 90 Cen. 952,662; E&P 92 Est. 959,317

4 - HOUSEHOLDS:
City 90 Cen. 8,226; E&P 92 Est. 8,524
County 90 Cen. 33,340; E&P 92 Est. 34,183
MSA 90 Cen. 341,980; E&P 92 Est. 344,578

5 - BANKS	NUMBER	DEPOSITS
Saving & Loan	2	$134,280,000
Commercial	3	$270,416,000

6 - PASSENGER AUTOS: Clark County 51,263

7 - ELECTRIC METERS: Residence County 26,000

8 - GAS METERS: Residence County 17,487

9 - PRINCIPAL INDUSTRIES: Chem.; Textiles; Ordnance; Foundries; Wood Prods.; U.S. Census Bureau; Jeff Boat Works; Colgate.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Conner's(11)	3	General Store
Gateway Plz.(6)	3	Gateway
Grant Plz.(7)	3	Winn-Dixie
Greentree(42)	5	JCPenney, Sears
Youngstown(30)	4	Bacon's
K mart Plz.(9)	4	K mart
Value City(3)	4	Value City
Wyckshire(7)	5	Schmidt's
Eastgate(3)	3	K mart, Kroger

Stores Open Evenings-In Shopping Centers.

Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Bacon's; JCPenney; Sears; Ben Snyders.
Variety Stores-Woolworth; Thrift Dollar Store.
Discount Stores-K mart; Target; Value City.
Chain Drug Stores-Taylors; Bills Discount; Walgreens; County Drugs; Clarksville Pharmacy; Freeman & Grimm; Revco; SupeRx.
Chain Supermarkets-Key Market; Kroger; Gateway; IGA; Winn-Dixie; Convenient; Bob's Quality Foods; Sav-A-Step; Valu Warehouse of Groceries.
Other Chain Stores-Goodyear; Russell Stovers; Allen Shoes; Chess King; Fashion Shop; Fleischers; Hardy Shoes; Kinney Shoes; Motherhood Maternity Shop; Park Lane Hosiery; Paul Harris; So-Fro Fabrics; Spencer Gifts; Singer Co.; Firestone; Sherwin-Williams; Cloth World; Kay Jewelers; Child World; Service Merchandise; Furrow; Lowe's; Wolohan; 84 Lumber; G/Auto; Levy's.

14 - NEWSPAPERS: NEWS (e) 17,144; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: Marc Louthart, Adv. Mgr., NEWS, 221 Spring St.; PO Box 867, Jeffersonville, IN 47130; Tel. (812) 283-6636.
National Representative: Landon Associates.

KENDALLVILLE

1 - LOCATION: Noble County. E&P Map C-2. Miscellaneous manufacturing and agricultural center. NE part of state. 150 mi. SE of Chicago; 150 NE of Indianapolis. On U.S. Hwy. 6; State Hwy. 3.

2 - TRANSPORTATION: Railroad-Conrail.
Motor Freight Carriers-8.
Airlines-Out of Ft. Wayne; United; Delta; Air Wisconsin; Piedmont; Northwest; American; Allegheny.

3 - POPULATION:
Corp. City 90 Cen. 7,773; E&P 92 Est. 8,107
County 90 Cen. 37,877; E&P 92 Est. 39,411
NDM-ABC: (80) 36,864

4 - HOUSEHOLDS:
City 90 Cen. 2,928; E&P 92 Est. 3,053
County 90 Cen. 14,686; E&P 92 Est. 15,281
NDM-ABC: (80) 12,501

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$339,000,000
Savings & Loan	1	$27,000,000

6 - PASSENGER AUTOS: Noble County 20,774
7 - ELECTRIC METERS: Residence 2,772
8 - GAS METERS: Residence 1,900

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 525 ($250); Water System 275 ($290); Metal Foundries 800 ($320); Furniture Spring 90 ($270); Machine Shops 280 ($240); Elect. Parts 650 ($180); Gen. Mfg. 550 ($300); Printing 170 ($300).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-65; Summer 52-95; Fall 28-62; Winter 0-28. First killing frost, Oct. 11; last killing frost, May 5.

11 - TAP WATER: Softened; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Main St.; 2 on Mitchall; 2 on William.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Foodtown(5)	1	Val's Discount
Publix(10)	1	Dollar General, Roger's, Coast-to-Coast
Kendallville	NA	Ames
Fairview Plz.	2	Wal-Mart

Principal Shopping Days-Mon. through Sun.
Stores Close-Jewelry stores Wed. afternoon.
Stores Open Evenings-All stores Fri. night; shopping centers 6 nights; chain supermarkets 7 nights.
Stores Open Sunday-Chain supermarkets; Shopping Centers; JCPenney; Ames; Belmonts; Dollar General; Wal-Mart.

13 - RETAIL OUTLETS: Department Stores-Wal-Mart; JCPenney; Dollar General; Ames; Belmonts.
Chain Drug Stores-Hook's; Fischer's Rexall; Chronister's.
Chain Supermarkets-Roger's (Super Valu); Kendallville IGA.
Other Chain Stores-Hallmark; Sears (catalog); Coast-to-Coast; Goodyear; Carquest; NAPA; Fashion Crossroads Wisman's Appliance & TV; Firestone; B.F. Goodrich.

14 - NEWSPAPERS: NEWS-SUN (e) 7,028; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Ron Ensley, Adv. Dir., NEWS-SUN, 112 N. Main St.; PO Box 39, Kendallville, IN 46755; Tel. (219) 347-0400.
National Representative: None.

KOKOMO

1 - LOCATION: Howard County, (MSA). E&P Map B-3. County Seat. North central Indiana on Indiana Hwys. 22, 31, 35; 50 mi. N of Indianapolis; 150 mi. from Chicago and 157 mi. from Cincinnati. Automotive parts, steel and miscellaneous manufacturing center.

2 - TRANSPORTATION: Railroads-Amtrak (Cinn.-Chi. Div.); Norfolk & Western; Conrail.
Motor Freight Carriers-21.
Interstate Bus Lines-Trailways; Indiana Motor Bus.

3 - POPULATION:
Corp. City 90 Cen. 44,962; E&P 92 Est. 45,743
CZ-ABC: (80) 53,769
RTZ-ABC: (80) 76,480
County 90 Cen. 80,827; E&P 92 Est. 81,854
MSA 90 Cen. 96,946; E&P 92 Est. 96,354
City & RTZ-ABC: (80) 130,249

4 - HOUSEHOLDS:
City 90 Cen. 16,934; E&P 92 Est. 17,228
County 90 Cen. 30,014; E&P 92 Est. 30,396
MSA 90 Cen. 36,214; E&P 92 Est. 35,994
CZ-ABC: (80) 20,344
RTZ-ABC: (80) 25,362
City & RTZ-ABC: (80) 45,706

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$306,002,730
Savings & Loan	4	$271,848,123

6 - PASSENGER AUTOS: Howard County 49,973

7 - ELECTRIC METERS: Residence 42,359

8 - GAS METERS: Residence 27,771

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Stone, Clay, Glass 250; Primary Metals 5,313; Fab. Metals 587; Mach. (ex. Elect.) 434; Electric Mach. 11,000; Trans. Equip. 3,800; Av. Wkly. Wage-Mfg. $520.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 60-95; Fall 35-70; Winter 10-40. First killing frost, Oct. 10, last killing frost, May 10.

11 - TAP WATER: Acid, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St.; 3 on Walnut St.; 3 on Sycamore; 3 on Buckeye.

Neighborhood Shopping Centers-2 blocks on Main & Markland; 1 block at North & Webster. Terrace Plaza-15 shops, bank & restaurant; T-way Plaza-11 units; Olds Plaza-15 units; Northwest Plz.-9 units. Proposed: Westgate Shopping Center, southwest edge of city; Essex Square, east edge of city; Northgate, northeast edge of city; Westbrook Plaza, southwest of city.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Colonial(18)	NA	Hook's Drugs
Forest Park(18)	NA	Ben Franklin, People's
Kokomo Mall(16)	NA	Tire America, JCPenney Meis, Phar-Mor
Maplecrest(27)	NA	Ben Franklin, Hills, Kroger
Markland Mall (48)	NA	Hook's, Lazarus, Sears, Target
Markland Plz. (16)	NA	Radio Shack, Service Merchandise
Regency Plz.(11)	NA	

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Dept.-Fri.; Food Chains-every eve., Sun. to 6; Shopping Ctrs.-every eve.

13 - RETAIL OUTLETS: Department Stores-Lazarus; Maher's; Sears; JCPenney; Target; Service Mdse.
Variety Stores-Ben Franklin 2; Schultz Bros.
Discount Stores-K mart 2; Hill's.
Chain Drug Stores-Hook's 6; Reliable 3; Rexall 2; Hutto 2.
Chain Supermarkets-Kroger 3; Marsh Food Liner 2; Wallman's 3; County Market.
Other Chain Stores-Goodyear; Father & Son Shoes; House of Fabrics; Musicland; Roger's Jewelry; Three Sisters; Webster Clothes; A&G Millinery; Royce Shoes; Gallenkamp Shoes; Nobil Shoes; Major Mills; Singer Co.; Western Auto; Pittsburgh Plate Glass; Wickes; Cashway Lumber; Auto Works; Coast-to-Coast Hdwe.; Ace Hdwe.; Greggs Inc.; 84 Lumber; Furrow; Carpetland U.S.A.; Sherwin-Williams; Pic-Way; Fabrific; Radio Shack; Zales Jewelers; Fabric World; Playback; Fashion Barn.

14 - NEWSPAPERS: TRIBUNE (e) 27,146; (S) 29,284; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Dale D. Andreasen, Adv. Dir., TRIBUNE, 300 N. Union, Kokomo, IN 46901; Tel. (317) 459-3121.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

LAFAYETTE-WEST LAFAYETTE

1 - LOCATION: Tippecanoe County (In Lafayette MSA). E&P Map B-3. County Seat. 125 mi. SE of Chicago, 62 mi. NW of Indianapolis. On Wabash River. Home of Purdue University. Agricultural, industrial, educational, cultural and medical center.

2 - TRANSPORTATION: Railroads-Amtrak; Norfolk & Southern; Consolidated Rail Corp.; CSX Transportation; Kaukakee; Beaverville and Southern.
Motor Freight Carriers-31.
Intercity Bus Lines-Greyhound; Trailways; Greater Lafayette Public Trans. Corp.
Airlines-American Eagle; USAir Express.

3 - POPULATION:
Corp. Cities 90 Cen. 69,671; E&P 92 Est. 72,905
Lafayette 90 Cen. 43,764; E&P 92 Est. 45,250
West Lafayette 90 Cen. 25,907; E&P 92 Est. 27,655
CZ-ABC: (80) 64,258
RTZ-ABC: (80) 187,232
County/MSA 90 Cen. 130,598; E&P 92 Est. 136,033
City & RTZ-ABC: (80) 251,490
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 90 Cen. 26,240; E&P 92 Est. 27,459
Lafayette 90 Cen. 16,483; E&P 92 Est. 17,043
West Lafayette 90 Cen. 9,757; E&P 92 Est. 10,416
County/MSA 90 Cen. 52,239; E&P 92 Est. 54,413
CZ-ABC: (80) 24,328
RTZ-ABC: (80) 62,869
City & RTZ-ABC: (80) 87,197

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$1,199,112,820
Commercial	5	(incl. above)

6 - PASSENGER AUTOS: Tippecanoe County 65,195

7 - ELECTRIC METERS: Residence 42,855

8 - GAS METERS: Residence 26,893

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Educational Services 17,721; Whol. and Ret. Trade 12,916; Mfg. 12,006; Services 11,369; Fin., Ins., and R.E. 3,101; Fabricated Metals 739; Non-Elect. Mach. 1,676; Elect. Mach. 642; All other Durable Goods 7,911; Food and Kindred Prods. 1,213; Printing and Publishing 493; All other Non-Durable Goods 4,155; Constr. 2,684; Trans., Commun. and Util. 1,968; Gov't 2,768. Av. Wkly. Wage $339.
Principal Pay Days-1st & 15th; Wed. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-83; Summer 53-88; Fall 19-75; Winter 15-51. First killing frost, Oct. 30; last killing frost, Apr. 17.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-11 blocks on Main; 4 blocks on Main at 16th and South; 2 blocks at 16th and Kossuth; 6 blocks on Earl from Union to Main; 4 blocks on Elmwood; 4 blocks on Teal; 3 blocks on U.S. 52 in West Lafayette; 5 blocks at State and Northwestern in West Lafayette.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Three Sons(5)	2	G.T. Distributing
Jefferson Sq.(15)	3	Jewel Foods, Reliable Drug, M.A.B. Paints
K mart(5)	4	K mart, Payless Supermkt., Service Mdse.
Wal-Mart Plz.	NA	Wal-Mart, Sam's

Lafayette Sq.(20)	3	Hills, Marsh Supermarket, Big Lots
Market Sq.(38)	3	L.S. Ayres, Jewel Foods, Osco, Fannie May, Casual Corner, Smith's Shoes
Purdue Service Center(16)	3	Nichol Thriftway Market, Osco
Tippecanoe Mall (65)	5	JCPenney, Firestone, Lazarus, Wal-Mart, Kohl's, Osco
The Vlg. at Sagamore Pkwy.(15)	3	Marsh Supermarket, K mart, So-Fro Fabrics, Osco, Jewel Foods
Target Plz.(15)	2	Target, Cloth World, Gussini Shoes, Book World, El-Bee Shoes, Blockbuster Video
Sagamore Park Centre(25)	3	Payless, Hook's, Computerland
Brown St. Levee (15)	1	Hodson's Bay, Smitty's Supermkt.
Lafayette Plz. South(14)	4	Payless, Hook's
Eastway Plaza	4	Videoland
K mart Plaza	3	K mart, Frank's, Nursery and Crafts

Principal Shopping Days-Thur. through Sat.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Sear's; JCPenney; L.S. Ayres; Lazarus.
Chain Drug Stores-Hook's 5; Arth 4; Reliable; Marsh 2; Osco 3; Wells-Yeager-Best 2.
Chain Supermarkets-Jewel 3; Marsh Foodliner 2; Payless 4.
Discount Stores-K mart 2; Target; Hills; Service Mdse.; Kohl's; Big Lots.
Other Chain Stores-Clothing: Stuart's, Paul Harris, Brook's, Sycamore Shop, Hodson's Bay, Casual Corner, County Seat, Richman Brothers, The Limited, Just Pants, Mr. Penguin, T.J. Maxx, Worth's, Ups & Downs, Lerner; Shoes: Fayva, Butler, Connie, El-Bee, Endicott Johnson-Nobil, Kinney, Red Wing, Thom McAn, Gussini, Englin's; Fabrics: So-Fro, JoAnn, Cloth World; Books: Book World, Waldenbooks; Home and Hardware: Ace, Furrows, Wickes Lumber, True Value, Carpetland, Color Tile, Farm and Fleet, HWI Superstore; Harry Levinson; Jewelry: Zales, Shane Co.; Auto-related: Unit Parts, Car X, Midas, Firestone, Fleenors, Guarantee Auto, Scheid Tires; Electronics: Computerland, Radio Shack 3, H.H. Gregg, Good Vibes, General Micro, Entre Computer Center, ProAudio; Food: Shoney's, Dog-N-Suds, Mr. Steak, Noble Roman's Pizza 2, RAX 2, Steak 'n' Shake, White Castle, Wendy's 3, Baskin-Robbins 2, Dairy Queen 4, McDonald's 8, Burger King 3, Pizza King 2, Pizza Hut 3, Arby's 3, Village Pantry 14, Taco Bell 3, Bob Evans, Kentucky Fried Chicken 4, Long John Silver's 2, Garcia's Pizza, Domino's Pizza 4, Hardee's 2, Chi-Chi's, Toogie's Cookies, TCBY Yogurt, Karmelkorn Shoppe, Fannie May, I Can't Believe It's Yogurt, Hot 'n' Now, Pepe's, Denny's, Cracker Barrel.

14 - NEWSPAPERS: JOURNAL & COURIER (m) 38,117; (S) 42,569; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Arvid Olson, Mktg. Serv. Dir., JOURNAL & COURIER, 217 N. Sixth St., Lafayette, IN 47901; Tel. (317) 423-5511; FAX (317) 423-2613.
National Representative: Gannett National Newspaper Sales.

LA PORTE

1 - LOCATION: La Porte County, E&P Map B-2, County Seat. Industrial, agricultural center, vacation resort. In northern part of Indiana. 2 mi. from I-80, I-90; 8 mi. from I-94; 55 mi. SE of Chicago; 23 mi. W of South Bend, IN; On U.S. Hwys. 35; State Hwys. 2, 4, 39.

2 - TRANSPORTATION: Railroads-Conrail; Norfolk & Southern.

3 - POPULATION:
Corp. City 90 Cen. 21,507; E&P 92 Est. 22,101
CZ-ABC: (80) 23,472
RTZ-ABC: (80) 99,450
County 90 Cen. 107,066; E&P 92 Est. 109,747
City & RTZ-ABC: (80) 122,922
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 8,100; E&P 92 Est. 8,324
County 90 Cen. 40,261; E&P 92 Est. 41,269
CZ-ABC: (80) 9,152
RTZ-ABC: (80) 33,164
City & RTZ-ABC: (80) 42,316

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$357,403,815
Savings	1	$83,324,000
Savings & Loan	2	$118,163,195

6 - PASSENGER AUTOS: La Porte County 61,529

7 - ELECTRIC METERS: Residence 10,226

8 - GAS METERS: Residence 8,798

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Sponge Rubber and Urethane Foam Prods. 350; Gray Iron and Semi-Steel Casting 270; Furniture 125; Food Slicing & Packaging Machines 200; Industrial Castings 920; Home Appl. Service Parts 600; Industrial Ventilating 140; Automotive Radiator and Unit Heaters 156; Machine Shops 100; Corrugated Cartons 100; Bread & Chips 165; Ind. Containers 160; Caskets 100.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Lincoln Way plus side streets.
Neighborhood Shopping Center-One Stop Shop Center (8 units); Westside, 3 blocks on State Road 2.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Maple Lane Mall (24)	2	K mart
Pine Lake Comm. Ctr.(10)	1	Ames, Kroger
Marquette	12	JCPenney, Sears
Dunes Plaza(35)	12	K mart

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.; shopping centers, every night.

13 - RETAIL OUTLETS: Department Stores-Levine's; JCPenney.
Discount Stores-K mart; Ames; Dollar General; Family Dollar.
Chain Drug Stores-Hook's 3; Walgreens.
Chain Supermarkets-Kroger; Five Star; Al's 2; Aldi.
Other Chain Stores-M.A.B.; Radio Shack; Newman's; Pic Way Shoes; Quality Farm & Fleet; Nationwise Auto; Sycamore; 16 Plus; JR's Music Land; Stuarts; Majerek's Hallmark Reader's World; Fashion Bug/Fashion Plus; Payless Shoe Source; Minnesota Fabrics; Eyeglass Emporium.

14 - NEWSPAPERS: HERALD-ARGUS (e) 13,402; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: T.P. Avery, Nat'l. Adv. Mgr., HERALD-ARGUS, 701 State St., La Porte, IN 46350; Tel. (219) 362-2161.
National Representative: Landon Associates.

LEBANON

1 - LOCATION: Boone County, E&P Map B-3, (In Indianapolis MSA). County Seat. 24 mi. NW of Indianapolis; 165 mi. SE of Chicago. At intersection of U.S. Hwys. 52, I-65 and State Hwys. 32 and 39. Light manufacturing center. Rich agriculture.

2 - TRANSPORTATION: Motor Freight Carrier-1.

3 - POPULATION:
Corp. City 90 Cen. 12,059; E&P 92 Est. 12,550
County 90 Cen. 38,147; E&P 92 Est. 39,509
MSA 90 Cen. 1,276,002; E&P 92 Est. 1,249,822

4 - HOUSEHOLDS:
City 90 Cen. 4,542; E&P 92 Est. 4,727
County 90 Cen. 14,495; E&P 92 Est. 15,013
MSA 90 Cen. 446,855; E&P 92 Est. 456,242

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$365,161,789
Savings & Loan	1	$75,880,963

6 - PASSENGER AUTOS: Boone County 23,292

7 - ELECTRIC METERS: Residence 6,201

8 - GAS METERS: Residence 7,118

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Filters 211 ($270); Industrial Blowers 120 ($240); Business Forms 134 ($260); Plastics 250 ($175).

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 70-98; Fall 40-76; Winter 15-62. First killing frost, Oct. 25; last killing frost, May 2.

11 - TAP WATER: Alkaline.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main, Lebanon, Washington & Meridian (around square); 2 blocks on Indianapolis Ave.; State Road 39 N. at city limits; 14 on W. South St. at city limits.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lebanon Plz.(6)	2	K mart, Sargent Paint, Giant TV, Cafe Mozart, Robertsons
Northfield(10)	2	Hook's, Marott Shoes, Auto Works, Hallmark
Village North(6)	3	Wal-Mart, Sycamore Shop, Radio Shack, Fashion Bug, Video Land, Shoe World, Little Caesars

13 - RETAIL OUTLETS: Department Stores-K mart; Big Lots; Wal-Mart; Big R.
Chain Supermarkets-Preston Safeway; IGA; Kroger.
Chain Drug Store-Hook's.
Other Chain Stores-Ace Hdwe.; Brunt's (men's clothing); Adler's; Richard Bennett Furniture; Kern Bros.; Marott; Sycamore Shop; Fashion Bug; Shoe World; Big R.

14 - NEWSPAPERS: REPORTER (e) 7,096; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: James R. Mossman, Pub., REPORTER, 117 E. Washington St., Lebanon, IN 46052; Tel. (317) 482-4650.
National Representative: U.S. Suburban Press.

LINTON

1 - LOCATION: Greene County, E&P Map B-4. In western part of county; 43 mi. SE of Terre Haute; 90 mi. SW of Indianapolis.

2 - TRANSPORTATION: Railroads-Illinois Central; Chicago, Milwaukee & St. Paul; branches of the CI&L (Monon); Conrail.
Motor Freight Carriers-2.
Intercity Bus Lines-Blue Bird & Wabash Valley.

3 - POPULATION:
Corp. City 90 Cen. 5,814; E&P 92 Est. 5,888
County 90 Cen. 30,410; E&P 92 Est. 31,249
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 2,190; E&P 92 Est. 2,217
County 90 Cen. 11,017; E&P 92 Est. 11,321

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$123,439,000

6 - PASSENGER AUTOS: Greene County 16,215

7 - ELECTRIC METERS: Residence 2,730

8 - GAS METERS: Residence 2,445

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electrical 500; Textile 350; Mining 800; Machine Shops 120.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-85; Summer 70-102; Fall 20-85; Winter 5-55.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-3-D Shopping Center, 7 units open every night; Westside Shopping Area, 8 units.

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Hook's; Sears; Rhodenbeck's; Danners 3-D; General Dollar; JJ's Dress Shop; Faye's Closet; Lad-n-Lassie.
Variety Stores-G.C. Murphy; Thrift Dollar.
Chain Supermarkets-IGA 3; Shurway; Red & White.
Other Chain Stores-The Wooden Spool; Wicker-n-Whims; The Sampler Shoppe; The Lantern Shop; Linton Sporting Goods; Shirt Rack; Pages Hallmark Shop; Shepards Love Book; Guarantee Auto.

14 - NEWSPAPERS: CITIZEN (e-mon to fri) 6,700; sworn Sept. 30, 1390.
Local Contact for Advertising and Merchandising Data: Ron Dietz, Pub., CITIZEN, 795 S. Main St., Linton, IN 47441; Tel. (812) 847-4487.
National Representative: None.

LOGANSPORT

1 - LOCATION: Cass County, E&P Map B-2, County Seat. Shipping, agricultural, livestock, dairy, meat processing, industrial railroad, and trucking center; Wholesale center for north central part of state. 117 mi. to Chicago, 70 mi. S of South Bend and 72 mi. N of Indianapolis.

2 - TRANSPORTATION: Railroads-Conrail; Norfolk & Western.
Motor Freight Carriers-7.
Intercity Passenger Busy Days-Indiana Motor Bus.
Airline-Municipal Airport.

3 - POPULATION:
Corp. City 90 Cen. 16,812; E&P 92 Est. 17,099
CZ-ABC: (80) 19,348
RTZ-ABC: (80) 54,898
County 90 Cen. 38,413; E&P 92 Est. 38,951
City & RTZ-ABC: (80) 74,246
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 6,332; E&P 92 Est. 6,440
County 90 Cen. 13,810; E&P 92 Est. 14,003
CZ-ABC: (80) 7,570
RTZ-ABC: (80) 19,042
City & RTZ-ABC: (80) 26,612

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$366,542,000
Savings & Loan	2	$137,565,000

6 - PASSENGER AUTOS: Cass County 21,645

7 - ELECTRIC METERS: Residence 6,385

8 - GAS METERS: Residence 6,085

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Elect. Controls Mfg. 700 ($325); Meat Proc. 1,250 ($355); Air & Hydraulic Operated Machine Tools 55 ($275); Mech. Springs 289 ($390); Rubber Prods.-Automotive 242 ($320); Aluminum Dye Cast, Heat Treating & Machine Shop 102 ($270); Electric Storage Batteries 25 ($290); Cement Mfg. 100 ($325); Switches & Relays Automotive Elect. Components 265 ($255); Custom Stamping Press & Slide 580 ($325); Friction Prods. Mfg. 185 ($345); Conrail, Norfolk & Western R.R. 160 ($490).
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-95; Summer 47-104; Fall 11-84; Winter 18-25. First killing frost, Nov. 10; last killing frost, April 26.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Areas-4 blocks on Broadway; 2 on Market St.; 1 on North St.; 7 on intersecting sts.
Neighborhood Shopping Areas-1 block at 13th and Broadway; 2 on North 3rd St.; 1 at Wilk-

inson and West Market; 1 at Burlington Ave. and Colfax.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Logansport Mall(38)	3	Radio Shack, Woolworth, Sears, JCPenney, Aldi
Eastgate(8)	2	Hook's
Cass Plaza(6)	3	K mart, IGA, Reliable Drugs, People's

Principal Shopping Days-Dept. Stores-Mon., Fri.; Food-Thur., Fri., Sat.

Stores Open Evenings-Downtown Shopping Area Fri.; All shopping centers.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears.

Discount Stores-K mart; Wal-Mart.

Variety Stores-Woolworth; Total Discount; Wal-Mart.

Chain Drug Stores-Hook's 3; Reliable.

Chain Supermarkets-Marsh 2; Corral; IGA; Valuland.

Other Chain Stores-Payless Shoes; Aldi; Man Alive Men's Wear; Musicland; Radio Shack; Fox's Jewelry; JoAnn Fabrics; Waldenbooks; Clothes-Out Junction; Regis Beauty Salon; Hang-Up; Waterbed Room; Ms. Today; Fashion Crossroads; Sycamore Shop; First Impressions; Auto Works; Big R.

14 - NEWSPAPERS: PHAROS-TRIBUNE (e-mon to fri) 14,618; (S) 15,260; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Jim Burton, Adv. Dir., PHARUS-TRIBUNE, 517 E. Broadway, Logansport, IN 46947; Tel. (219) 722-5000.

National Representative: Landon Associates.

MADISON

1 - LOCATION: Jefferson County, E&P Map C-4, County Seat. Residential center. On Ohio River; 44 mi. NE of Louisville; 90 mi. SW of Cincinnati; 105 mi. SE of Indianapolis. Free bridge over Ohio River connects Indiana Hwy. 7; U.S. Hwys. 56, 62, 71; 421; Kentucky Hwys. 36, 42.

2 - TRANSPORTATION: (Charter Bus Line)-White Star.

Motor Freight Carriers-3.

Freight Steamship Lines-Barges 2.

3 - POPULATION:

Corp. City 90 Cen. 12,006; E&P 92 Est. 12,275

County 90 Cen. 29,797; E&P 92 Est. 30,481

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 4,522; E&P 92 Est. 4,623

County 90 Cen. 10,751; E&P 92 Est. 10,998

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$164,592,070
Savings & Loan	2	$88,303,375

6 - PASSENGER AUTOS: Jefferson County 15,358

7 - ELECTRIC METERS: Residence City 4,552; County 9,875

8 - GAS METERS: Residence 3,675

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Work Clothes 45; Shoes 550; Metal Heating Equip. 110; Hydraulic Lifts 290; Electric. Motors Fractional 519; Heavy Road Mach. 170; Auto Parts 1,121; Silicones 34; Electric Generation 371; Diesel Turbo 345; Leather Fabrication 99; Aluminum 171; Chem. 58; Government Proving Ground 394; Plastics 200; Nails 41.

10 - CLIMATE: Av. Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Clifty Plz.(14)	5	Dollar General, American Rental
Madison Plz.(4)	4	Sears, Reliable, Furniture Liquidators
Jefferson Court (4)	5	Kroger, Hook's
Village Sq.(12)	4	Dominos Pizza, Papa Johns Pizza
River Pointe(17)	5	JCPenneys, Wal-Mart, Maurices, Sycamore

Principal Shopping Days-Fri., Sat., and Sun.

Stores Open Evenings-Shopping Centers Mon. through Sat. until 9 and Sun. until 6. Downtown weekdays until 5 and Fri. until 8.

13 - RETAIL OUTLETS: Department Stores-K mart; Wal-Mart; JCPenney.

Variety Store-Dollar General.

Discount Stores-Big Lots; K mart; Wal-Mart.

Chain Drug Stores-Hook's 3; Rite Aid; Reliable.

Chain Supermarkets-Kroger; Jay C Store; Harvest; Foods Plus; Save-A-Lot.

Other Chain Stores-Goodyear; Paris Style; Sears; Big Blue; Nationwise; Payless Shoes; Furniture Liquidators; Sycamore; Ace Hardware; Mister Hardware; Wolohan Lumber; Shoe Sensation; Maurice's; Cato; Kirlin's Hallmark; Napa; Indy Auto.

14 - NEWSPAPERS: COURIER (e) 9,472; sworn Oct. 1, 1990.

Local Contact for Advertising and Merchandising Data: Patrick Lanman, COURIER, 310 Courier Sq., Madison, IN 47250; Tel. (812) 265-3641.

National Representative: Papert Companies.

MARION

1 - LOCATION: Grant County, E&P Map B-3, County Seat. Industrial and agricultural center. NE of Indianapolis, midway between Chicago, Columbus and Cincinnati (136 mi.), Detroit and St. Louis (250 mi.) and Indianapolis and Fort Wayne (65 mi.).

2 - TRANSPORTATION: Railroads-C&O; Norfolk-Southern; Conrail; Chessie System; Norfolk & Southern; Amtrak.

Motor Freight Carriers-23.

Intercity Bus Lines-Greyhound; Indiana Motor Bus.

3 - POPULATION:

Corp. City 90 Cen. 32,618; E&P 92 Est. 32,939

NDM-ABC: (80) 110,431

County 90 Cen. 74,169; E&P 92 Est. 74,890

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 12,285; E&P 92 Est. 12,406

County 90 Cen. 26,313; E&P 92 Est. 26,569

NDM-ABC: (80) 38,175

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$517,779,196
Savings & Loan	2	$230,618,318

6 - PASSENGER AUTOS: Grant County 42,662

7 - ELECTRIC METERS: Residence 25,328

8 - GAS METERS: Residence 18,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-All Mfg. 11,357 (Av. Wkly. Wage-N.A.) Automotive 4,936; Radio & TV 2,300; Glass 893; Wire 803; Paper Prods. 645; Iron Foundry 130; Plastics 899; Misc. 1,615; Agric. & Services 4,807; Retail Sales 5,443; Constr. 642.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-61; Summer 58-86; Fall 17-72; Winter 6-65. First killing frost, Sept.; last killing frost, Apr.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-First through Seventh Sts.; Washington and Adams Sts.

Neighborhood Shopping Centers-K mart; K mart Center; Marion Plaza; Northgate; North Park Mall; Panorama; S. Marion Plaza; Gas City; Wal-Mart Plaza; Raintree Plaza.

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Every evening ex. Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Elder-Beerman.

Discount Stores-K mart 2; Hills; Dollar General; Family Dollar; Wal-Mart.

Chain Drug Stores-Hook's 5; Reliable 6; Marsh 2.

Chain Supermarkets-Marsh 2; Mace's; County Market; Hank's 2; Ed Country Mkt.; Lances.

Other Chain Stores-Firestone; Goodyear; Nationwise; Big Lots; Autoworks; Computerland; The Computer Store; Musicland; MVP Sporting; Dillman Furniture; Autoworks; Pic Way Shoes; Hart's Shoes; Coast-to-Coast; Sherwin-Williams; Wickes Lumber; Big R, Cashway Lumber; Carter Lumber.

14 - NEWSPAPERS: CHRONICLE-TRIBUNE (m) 21,292; (S) 25,455; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Michael C. Casuscelli, Adv. Dir., CHRONICLE-TRIBUNE, 610 S. Adams, Marion, IN 46952; Tel. (317) 664-5111.

National Representative: Gannett National Newspaper Sales.

MARTINSVILLE

1 - LOCATION: Morgan County, (In Indianapolis MSA). E&P Map B-4, County Seat. Situated 30 mi. SW of Indianapolis. State Hwys. 37, 39, 44, 67, 252.

2 - TRANSPORTATION: Railroads-Amtrak, Conrail.

Intercity Bus Lines-Greyhound; Vincennes.

3 - POPULATION:

Corp. City 90 Cen. 16,677; E&P 92 Est. 18,290

CZ-ABC: (80) 11,311

RTZ-ABC: (80) 26,113

MSA 90 Cen. 1,249,822; E&P 92 Est. 1,276,002

County 90 Cen. 55,920; E&P 92 Est. 58,250

City & RTZ-ABC: (80) 37,424

4 - HOUSEHOLDS:

City 90 Cen. 6,281; E&P 92 Est. 6,889

CZ-ABC: (80) 4,082

RTZ-ABC: (80) 8,319

County 90 Cen. 20,298; E&P 92 Est. 21,144

MSA 90 Cen. 446,855; E&P 92 Est. 456,242

City & RTZ-ABC: (80) 12,401

5 - BANKS	NUMBER	DEPOSITS
Savings	5	$29,939,801

6 - PASSENGER AUTOS: Morgan County 31,889

7 - ELECTRIC METERS: Residence 7,332

8 - GAS METERS: County 8,253

9 - PRINCIPAL INDUSTRIES: Wood Prods.; Fisheries and Fish Hatcheries; Automotive Electronics and Sound Equip.; Plastic Injection Molds; Aircraft Components; Formed Packaging; Tool Design.

10 - CLIMATE: Min.-22 Jan.; Max.-88 July.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: Shopping Centers-Martinsville Plz. on 37 Bypass; Morton Sq.; Artesian Square.

Principal Shopping Days-Fri., Sat.

Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; K mart; Wal-Mart.

Discount Stores-Dollar General; K mart; Wal-Mart; Family Dollar Store.

Chain Drug Stores-Hook's; Reliable Drugs; Medicine Shoppe.

Chain Supermarkets-Kroger; Schwab's IGA; Marsh.

14 - NEWSPAPERS: REPORTER (e) 8,059; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: R. Kay Selch, Adv. Dir., REPORTER, 60 S. Jefferson, Martinsville, IN 46151; Tel. (317) 342-3311.

National Representative: U.S. Suburban Press.

MICHIGAN CITY

1 - LOCATION: LaPorte County, E&P Map B-2. Agricultural and manufacturing center. 55 mi. from Chicago.

2 - TRANSPORTATION: Railroads-CI & LRR Co.; Amtrak; Monon (freight); Chesapeake and Ohio (Pere Marquette Dist); Chicago South Shore and South Bend; Conrail; Nickel Plate Road (freight); Norfolk & Western.

Motor Freight Carriers-4.

Intercity Bus Lines-Greyhound; Michigan City Municipal Coach Lines.

3 - POPULATION:

Corp. City 90 Cen. 33,822; E&P 92 Est. 34,227

County 90 Cen. 107,066; E&P 92 Est. 109,747

4 - HOUSEHOLDS:

City 90 Cen. 12,739; E&P 92 Est. 12,891

County 90 Cen. 40,261; E&P 92 Est. 41,269

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	1	$329,171,118
Savings & Loan	4	$163,752,620

6 - PASSENGER AUTOS: La Porte County 61,529

7 - ELECTRIC METERS: Residence 26,753

8 - GAS METERS: Residence 22,583

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Instrumentation & Compressors 2,070; Heating & Furn. 795; Auto Access. 550; Curled Hair & Furn. 675; Garment 600; Plumbing Prods. 400; Drugs, Pharm. 100; Feb. Welding 150; Pkg., Boxes 190.

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-60; Summer 60-84; Fall 40-64; Winter 16-38. First killing frost, Oct. 10; last killing frost, May 4.

11 - TAP WATER: Hard (133 ppm.)

12 - RETAILING: Principal Shopping Center-Lighthouse Place, Factory Outlet Mall (32 stores).

Neighborhood Shopping Centers-Franklin Square Professional Services, and variety of local retailers and restaurants; 3 on E. Michigan St.; 2 on W. 10th St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park & Shop(7)	2	Hook's, Color Tile, King Richards
East Side(9)	1	Hook's, Ace Hdwe., K&M Foods
Marquette Mall(63)	3	Sears, JCPenney, Carson, Pirie & Scott
Dunes Plaza(35)	NA	K mart, Michaels Furn., JoAnn Fabrics
Karwick Plaza	2	Al's, Hook's
Evergreen Plz. (35)	3	Bernacchis, Hook's

Principal Shopping Days-Mon., Fri., Sat.

Stores Open Evenings-Mon., Sat.; Marquette Mall, Chain Food, Drugs and Discounts open Mon. through Sat. evenings, Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Carson, Pirie & Scott.

Variety Store-Harvey's.

Discount Stores-Hwy. 212 Bargain Center; K mart; Big Lots; Aldi; Eagle; Valueland.

Chain Drug Stores-Hook's 4; Walgreens; Revco.

Chain Supermarkets-Al's Thrift-Market 4; Jewel Tea; Eagle.

Other Chain Stores-Singer Co.; Goodyear; Firestone; Rowley's; Baker Shoe; Ace Hardware; Kinney Shoe; Fox Jewelry; Lerner Shops; Fashion Bug; Fayva Shoes; So-Fro Fabrics; Floor to Ceiling; Fannie May Candies; Foxmoor; Chess King; Motherhood Maternity; Paul Harris; Casual Corner; General Nutrition; Kay Bee Toys; Maurice's; Kabe-lin.

14 - NEWSPAPERS: NEWS-DISPATCH (e-mon to fri) 15,000; (m-sat) 17,000; (S) 16,000; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Rob Reyher, Adv. Dir., NEWS-DISPATCH, 121 W. Michigan Blvd., Michigan City, IN 46360; Tel. (219) 874-7211.

National Representative: Nixon Newspapers.

MISHAWAKA

See SOUTH BEND

MONTICELLO

1 - LOCATION: White County, E&P Map B-2, County Seat. 84 mi. NW of Indianapolis; 107 mi. SE of Chicago. On U.S. Hwys. 24 & 421; State Hwys. 39 & 119. 23 mi. NE of I-65.

2 - TRANSPORTATION: Railroads-L&N. Effner branch of Penna.

Intercity Bus Line-Indiana Motor.

3 - POPULATION:

Corp. City 90 Cen. 5,237; E&P 92 Est. 5,412
County 90 Cen. 23,265; E&P 92 Est. 23,776

4 - HOUSEHOLDS:

City 90 Cen. 1,072; E&P 92 Est. 2,038
County 90 Cen. 8,562; E&P 92 Est. 8,750

5 - BANKS	**NUMBER**	**DEPOSITS**
Community	2	$90,000,000
Savings & Loan	1	$40,000,000

6 - PASSENGER AUTOS: White County 13,551

7 - ELECTRIC METERS: Residence 2,996

8 - GAS METERS: Residence 2,468

9 - PRINCIPAL INDUSTRIES: Automotive Supplies; Textiles; Paper Prods.; Machinery; Welding; Cosmetics; Rotary Tools; Ball Bearings; Electrodes; Recreation & Tourism (Indiana's largest summer resort-Lakes Shafer and Freeman).

10 - CLIMATE: Annual Av. Min. & Max. Temp.-42-57. Last killing frost, Mar. 15.

11 - TAP WATER: Hard; fluoridated.

12 - RETAILING: Shopping Centers-Downtown, 5 blocks on Main, 3 blocks on Broadway, Northgate (Kroger, Hook's).

13 - RETAIL OUTLETS: Department Stores-Miller's; M-B; Schultz, Family Store; Fashion Bug; Alex's.

Variety Store-Ben Franklin.

Chain Drug Stores-Don's Rexall; Hook's; Hively's.

Chain Supermarkets-Briney's; Sixbey's; Kroger Super Store; Wallmanns Food Stores.

Other Chain Stores-Men's: Muller & Muller, King's; Women's: The Clothes Chest, Clothesline, Goody's Sports Centers.

14 - NEWSPAPERS: HERALD-JOURNAL (e) 5,101; sworn Sept. 28, 1990.

Local Contact for Advertising and Merchandising Data: Kevin Lashbrook, Adv. Dir., HERALD-JOURNAL, 114 S. Main St., Monticello, IN 47960; Tel. (219) 583-5121.

National Representative: Branham/Newspaper Sales.

MUNCIE

1 - LOCATION: Delaware County (MSA), E&P Map C-3, County Seat. Industrial and agricultural center. 55 mi. from Indianapolis; 210 mi. from Chicago.

2 - TRANSPORTATION: Railroads-Norfolk & Western; C&O (freight); Conrail.

Motor Freight Carriers-44.

Intercity Bus Lines-ABC Coach; Trailways; Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 71,035; E&P 92 Est. 71,921
CZ-ABC: (80) 80,012
Bal. in NDM-ABC: (80) 139,183
County/MSA 90 Cen. 119,659; E&P 92 Est. 121,209
Total NDM-ABC: (80) 219,195

4 - HOUSEHOLDS:

City 90 Cen. 26,754; E&P 92 Est. 27,088
County/MSA 90 Cen. 45,154; E&P 92 Est. 45,739
CZ-ABC: (80) 28,268
Bal. in NDM-ABC: (80) 48,748
Total NDM-ABC: (80) 77,016

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$838,046,301
Savings & Loan	2	$419,053,806

6 - PASSENGER AUTOS: Delaware County 65,373

7 - ELECTRIC METERS: Residence 45,202

8 - GAS METERS: Residence 27,959

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Automotive; Batteries Transmissions, etc. 3,612; Electrical 1,095; Packaging 823.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-72; Summer 70-100; Fall 56-78; Winter 0-48. First killing frost, Oct. 5; last killing frost, May 1.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-14 blocks on Walnut St.; 7 blocks on Main St.; 5 blocks on Mulberry St.; Muncie Mall, N. Broadway and McGalliard.

Neighborhood Shopping Centers-Madison St., 28 blocks along S. Madison St.; Suburban Centre, 2500 block on Wheeling Ave.; 600 Court, 600 on Tillotson Ave., Bethel & Chadam Lane.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Muncie Mall(60)	3	Sears, L.S. Ayres, JCPenney, Elder-Beerman
Village(15)	2	
Northwest Plz (23)	2	Marsh, Reliable Drug
Southway Plz.(21)	3	Marsh, Hook's
Northgate Ctr. (10)	3	Deep Discount
S. Walnut St.	2	K mart, Eavey's
Tillotson	2	Marsh, Ross
Meadows(12)	1	Ross
Broadway	3	K mart
Country Vlg.(10)	5	Leath's
Westside(17)	3	
Bethel & Chadam Lane(2)	4	Target, Marsh

Principal Shopping Days-Fri., Sat., Mon.

Stores Open Evenings-Dept.-Fri.; Food-Nightly; Downtown-Fri.

Stores Open Sundays-Food, Drug, Shpg. Ctrs.

13 - RETAIL OUTLETS: Department Stores-Elder-Beerman; JCPenney; Sears; L.S. Ayres.

Variety Store-McCrory.

Chain Drug Stores-Osco 2; Owl; Haney; Spartan West; Marsh 4; Reliable 5; Hook's; Rite Aid.

Discount Stores-Hills; K mart 2; Target; Off Price World; Wal-Mart.

Chain Supermarkets-Ross 4; Wise 2; Eavey; Marsh 11.

Other Chain Stores-Kinney Shoes; Zales Jewelers; Paul Harris; So-Fro Fabrics; Berman's Leather Shop; Musicland; Brooks; Goodyear Tire & Rubber; MCL; Big Lots; Athlete's Foot; Reader's World; Things Remembered; Nationwise; Payless Shoes; Shoe Works; Rex Appliances; H.H. Gregg Appliance; Ed's Warehouse.

14 - NEWSPAPERS: STAR (m) 29,728; PRESS (e) 14,110; STAR (S) 36,987; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Michael F. Grimes, Adv. Dir., STAR and PRESS, PO Box 2408, Muncie, IN 47307; Tel. (317) 747-5745.

National Representative: Newspapers First.

MUNSTER-EAST CHICAGO

1 - LOCATION: Lake County (in Gary-Hammond PMSA). E&P Map B-2. Steel, oil refinery and college center. In extreme NW corner of Indiana; 20 mi. SE of Chicago; 145 mi. NW of Indianapolis. On U.S. Hwys. 6, 12, 20, 41, 80, 90, I-65, I-90; W end of Indiana toll road.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio (freight); Amtrak (freight); Indiana Harbor Belt Terminal (freight); Elgin, Joliet & Eastern (freight); Chicago, South Shore & South Bend.

Motor Freight Carriers-104.

Intercity Bus Lines-Greyhound; Trailways; Tri-State; Cardinal.

Lake Shipping-East Chicago harbors and docks handle over 20,000,000 tons of Great Lake Shipping annually, principally ore and coal shipments to steel mills, and oil tanker shipments to and from refineries. New World Port, Lake Calumet Harbor is 4 mi. NW of downtown Hammond.

Airlines-Gary Municipal Airport; 45 minutes drive to Chicago's O'hare Intl. Airport; 30 minutes to Midway Airport, commercial and private.

3 - POPULATION:

Corp Cities 90 Cen. 53,841; E&P 92 Est. 53,618
Munster 90 Cen. 19,949; E&P 92 Est. 19,910
E. Chicago 90 Cen. 33,892; E&P 92 Est. 33,708
County 90 Cen. 475,594; E&P 92 Est. 479,455
PMSA 90 Cen. 604,526; E&P 92 Est. 601,592
CZ-ABC: (80) 302,266
Bal. in NDM-ABC: (80) 179,340
Total NDM-ABC: (80) 481,606

4 - HOUSEHOLDS:

Cities 90 Cen. 20,293; E&P 92 Est 20,209
Munster 90 Cen. 7,528; E&P 92 Est. 7,513
E. Chicago 90 Cen. 12,765; E&P 92 Est. 12,696
County 90 Cen. 190,645; E&P 92 Est. 192,193
PMSA 90 Cen. 239,950; E&P 92 Est. 238,726
CZ-ABC: (80) 107,557
Bal. in NDM-ABC: (80) 56,270
Total NDM-ABC: (80) 163,827

5 - BANKS	**NUMBER**	**EST. DEP.**
Hammond	4	$1,287,800,000
East Chicago	3	$236,800,000

6 - PASSENGER AUTOS: Lake County 262,995

7 - ELECTRIC METERS: County Residence 191,078

8 - GAS METERS: County 165,940

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Steel Mills 39,800 ($582); Fabricators, Foundries 2,600 ($583); Refineries 2,600 ($629); Chemical 1,900 ($630); Constr. 9,300 ($652).

10 - CLIMATE: Min. & Max. Temp.-Spring 20-90; Summer 45-100; Fall 12-94; Winter -15-68. First killing frost, Oct. 20; last killing frost, Apr. 16.

11 - TAP WATER: Alkaline, medium hard, fluoridated; source: Lake Michigan.

12 - RETAILING: Principal Shopping Centers-Downtown Hammond-8 blocks on Hohman Ave.; 3 blocks on State St., 2 blocks on Sibley; Downtown Hammond, Hohman Ave.

Neighborhood Shopping Centers-Woodmar, 8 blocks on Indianapolis Boulevard; Calumet Avenue 10 blocks; Hessville, 5 blocks on Kennedy Avenue; River Oaks, River Oaks West; corner River Oaks Dr.; Highland Plaza, 5 blocks on Indianapolis.

Other City Zone Shopping Areas-East Chicago: 4 blocks on Michigan Ave., 5 on Main St., 6 on Indianapolis Blvd., 6 on Chicago Ave.; Whiting-Burham Griffith: 3 blocks on Broad St., 2 blocks on Main St., 5 blocks on 119th St., 4 blocks on Indianapolis Blvd.; Griffith: Corner of Clark Ave. & Ridge Rd.; Lansing: 6 blocks on Ridge Rd., 6 on Torrence; Munster: 2 blocks on Ridge Rd., 2 on Calumet; Highland: 6 blocks on 45th Ave., 4 blocks on Wicker Park Blvd.; 4 blocks on Highway Ave., 4 on Kennedy Ave.; Calumet City: 6 blocks on Burnham Ave., 4 on Wentworth Ave., 2 on Pulaski Rd., 3 on River Oaks Drive; 2 blocks on Torrence Ave.; Schereville: 2 blocks on U.S. 30; Merrillville: U.S. 30-Southlake Mall, Century Consumer Mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Griffith Plz.	7	Venture, Service Mdse.
Crossroads Plz.	13	
River Oaks West	5	Venture, Marshalls, Mainstreet
River Oaks (Cal. City)	5	Sears, Carson Pirie Scott, JCPenney, Marshall Field
The Landings	6	Handy Andy, Toys 'R' Us, Cub Foods, Service Mdse.
Woodmar (Ham'd)	4	Carson Pirie Scott, Walgreens
Merrillville Crossings	14	Wal-Mart
Wentworth Woods (Cal. City)	3	Woolworth, Perry Drugs
Columbia (Ham'd)	2	
Highland Plz.	6	Marshalls, Ultra
Calumet (Munster)	4	Mont. Ward, Hook Drugs, Sterks
S. Lake Mall (Merrillville)	14	Sears, Carson's, JCPenney, L.S. Ayres
Century Consumer Mall (Merrillville)	13	Mont. Ward, Burlington Coat Factory, Service Mdse.

Principal Shopping Days-Mon., Thur., Fri., Sat.

Stores Open Sundays-Discount, drug, some food and dept. stores, major malls.

Stores Open Evenings-Downtown Hammond: Mon., Thur., Fri.; Woodmar: Mon. through Fri.; River Oaks: Mon. through Fri.; K mart, Saxon: Mon. through Fri.; S. Lake: Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Montgomery Ward; Carson Pirie Scott; Marshalls; Service Mdse.; Highland Dept. Store; Marshall Field & Co.; L.S. Ayres.

Discount Stores-K mart 5; Wal-Mart 2; TJ Maxx; Venture 3; Saxon 2; Toys 'R' Us 2.

Variety Store-Woolworth.

Chain Drug Stores-Walgreens 16; Osco 4; Perry; Physician's 3; Hook's Drugs; Family 2; Scot Lad.

Chain Supermarkets-Wiseway 3; Reliable 2; Strack & Van Til 4; Ultra; Aldi's 2; Jewel 4; Banners; Sterks 6; Key 4; Dominics 2; Cub.

Other Chain Stores-Apparel: Baskin, County Seat, Burlington Coat Factory, Evans Fur, Henry C. Lytton, Lane Bryant, Albert K., Off The Rax, Stuart's, Lerner, Chas. A. Stevens, Red Robin; Shoes: The Limited, Famous Footwear, Thom McAn, Kinney's 3, O'Connor & Goldberg 2, Florsheim, Baker's, Chandler's, Rosalee, Kaplan Shoes, Hush Puppies, Cover Girl, Joseph Salon, Dr. Scholl, Fayva; Furniture: L. Fish, Wickes; Automotive: Goodyear, Goodrich, Firestone, Midas Muffler, Car X, Rayco, Mr. Rusty; Music: Pacific Stereo, Radio Shack 8, Schaak Electric; Paint: Gliddens, Pittsburgh Plate Glass, Sherwin-Williams; Candy: Fanny May 3; Jewelry: Lebolt, C. D. Peacock, J.B. Robinson's; Others: Kroch & Brentano Books, Page Boy Maternity, Singer Co., Watland Camera, Color Tile, Ace Hardware 4, True Value Hardware 3, Frank's Nursery 3, Lee Wards 3, Handy Andy 3, Warehouse Club, Builder's Square.

14 - NEWSPAPERS: TIMES (m) 64,279; (S) 71,131; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: William Lostoski, Adv. Dir., TIMES, 601 45th Ave., Munster, IN 46321; Tel. (219) 933-3254.

National Representative: Branham/Newspaper Sales.

NEW ALBANY

1 - LOCATION: Floyd County, E&P Map C-5 (In Louisville, KY-IN MSA). Indust. ctr. On N bank of Ohio River; 112 mi. S of Indianapolis; 7 mi. NW of Louisville, KY. On U.S. Hwys. 31W, 150, 460M, I-64, I-265; State Hwys. 62, 64, 111, 231.

2 - TRANSPORTATION: Railroads-B&O; L&N; K&IT; Southern; Illinois Central; C&O; Conrail.

Motor Freight Carriers-6.

Intercity Bus Lines-Home Transit; Greyhound; Salem Coach.

Airlines-American; Eastern; Piedmont; Ozark, TWA and Delta at Standiford Field, Louisville, KY.

3 - POPULATION:

Corp. City 90 Cen. 36,322; E&P 92 Est. 37,266
MSA 90 Cen. 952,662; E&P 92 Est. 959,317
County 90 Cen. 64,404; E&P 92 Est. 66,812

4 - HOUSEHOLDS:

City 90 Cen. 13,680; E&P 92 Est. 14,036
County 90 Cen. 24,952; E&P 92 Est. 25,885
MSA 90 Cen. 341,980; E&P 92 Est. 344,578

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$155,000,000
Savings & Loan	2	$138,225,000

6 - PASSENGER AUTOS: Floyd County 37,445

7 - ELECTRIC METERS: Residence 14,850

8 - GAS METERS: Residence 10,044

9 - PRINCIPAL INDUSTRIES: Industry-Agric. Lumbering; Shipping; Plywood; Veneer; Furn.; Clothing; Fertilizer; Mach.; Baskets; Stoves; Refrigerated Dough Prods.; 58 establishments, 3,700 employees; $30,184,000 wages annually.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-65; Sumnier 69-88; Fall 50-69; Winter 28-46.

11 - TAP WATER: Aklaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Colonial Manor(7)	NA	Kroger
New Albany Plaza(18)	NA	Winn-Dixie, Kroger, Target
Twin Daisy(8)	NA	Furn. Liquidators
University Mall	NA	
Highlander Point	NA	Otto Drugs, Jay-C Groc.

Principal Shopping Days-Mon., Fri., Sat.

Stores Open Evenings-Mon., Fri; Shpg. ctr. every evening & Sun.

13 - RETAIL OUTLETS: Department Stores-Fair; JCPenney; Montgomery Ward.

Discount Stores-Shop & Save; C.P. Sales; Target; K mart; Value City.

Chain Drug Stores-T P Taylor; Walgreens; Mill Discount; Medicine Shoppe; Otto Drugs.

Chain Supermarkets-Krogers 3; Winn-Dixie 3; Gateway; Convenient 4; Save-A-Step; Key Market 3; Jay-C Grocery.

Other Chain Stores-Ace Hdwe.; Furniture Liquidators; Cloth World; Goodyear; Firestone; Evans Furn.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 11,700; LEDGER-TRIBUNE (S) 12,200; sworn Aug. 1, 1991.

Local Contact for Advertising and Merchandising Data: Tony Arnold, Adv. Mgr., TRIBUNE, 303 Scribner Dr., New Albany, IN 47150; Tel. (812) 944-6481.

National Representative: Thomson Newspapers.

NEW CASTLE

1 - LOCATION: Henry County, E&P Map C-3. County Seat. 50 mi. E of Indianapolis; On I-70; State Hwys. 3, 38, 103, 234.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Conrail.

Motor Freight Carriers-9.

Intercity Bus Line-ABC.

3 - POPULATION:

Corp. City 90 Cen. 17,753; E&P 92 Est. 17,818

County 90 Cen. 48,139; E&P 92 Est. 48,434

4 - HOUSEHOLDS:

City 90 Cen. 6,686; E&P 92 Est. 6,711

County 90 Cen. 17,505; E&P 92 Est. 17,612

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$160,000,000
Savings & Loan	2	$239,000,000

6 - PASSENGER AUTOS: Henry County 29,342

7 - ELECTRIC METERS: Residence 7,639

8 - GAS METERS: Residence 7,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Steel Prods. 2,000 ($400); Folding Doors 500 ($300); Brake Linings 300 ($300) (1981).

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-62; Summer 59-83; Fall 42-64; Winter 20-37. First killing frost, Oct. 8; last killing frost, May 5.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Broad St.; 2 on Main St.; 2 on 14th St.; and about 4 other blocks.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hills Plaza	NA	Hills Dept. Store
New Castle(10)	NA	Big & Small Lots, Hook's
Payne Vlg.(5)	NA	Ben Franklin, Hook's, Marsh, Ace Hdwe.
Trojan Plaza	NA	Kroger, Sav-On

Principal Shopping Days-Fri., Mon.

Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Store-Hill's.

Variety Store-Ben Franklin.

Discount Stores-Val's Discount; Dollar Stores; K mart; Ames.

Chain Drug Stores-Hook 3.

Chain Supermarkets-Marsh Foodliner; Kroger; Sav-On.

Other Chain Stores-Goodyear; MAB Paint; Sherwin-Williams; Radio Shack; Auto Works.

14 - NEWSPAPERS: COURIER-TIMES (e) 12,289; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: J. Wesley Rowe, Jr., Pub., COURIER-TIMES, PO Box 369, New Castle, IN 47362; Tel. (317) 529-1111.

National Representative: Nixon Newspapers.

NOBLESVILLE

1 - LOCATION: Hamilton County, (In Indianapolis MSA). E&P Map B-3. County Seat. Agricultural Center 22 mi. N of Indianapolis. On State Hwys. 32, 37, 38.

2 - TRANSPORTATION: Railroads-Norfolk & Western.

Motor Freight Carriers-3.

Intercity Bus Line-ABC.

3 - POPULATION:

Corp. City 90 Cen. 17,655; E&P 92 Est. 19,346

MSA 90 Cen. 1,249,822; E&P 92 Est. 1,276,002

County 90 Cen. 108,936; E&P 92 Est. 117,284

4 - HOUSEHOLDS:

City 90 Cen. 6,650; E&P 92 Est. 7,286

County 90 Cen. 38,906; E&P 92 Est. 41,887

MSA 90 Cen. 446,855; E&P 92 Est. 456,242

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$476,000,000
Savings & Loan	1	$200,000,000

6 - PASSENGER AUTOS: Hamilton County 73,594

7 - ELECTRIC METERS: Residence 5,728

8 - GAS METERS: Residence 5,228

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Rubber Prods. 930 ($350); Plastics 100 ($260); Castings 160 ($350).

Principal Industrial Pay Days-Mon., Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-75; Summer 60-100; Fall 40-75; Winter -10-50. First killing frost, Oct. 16; last killing frost, May 1.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Center-Noblesville Square; Wal-Mart Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Plaza	NA	Kenley's, Peoples Drug, Hook's Drug
Castleton	12	Lazarus, JCPenney, Sears
Wal-Mart Plz.	NA	Wal-Mart, Nu-Vision, Auto Works
Western Plaza (11)	NA	O'Malia Mkt., Sherwin-Williams, Reasner Drugs
Noblesville Sq.	NA	Marsh Super Mkt., Peoples Drug, 3-D, Mitee Handy

Principal Shopping Days-Fri., Sat.

Stores Open Evenings-Fri.; Food-every evening and Sunday.

13 - RETAIL OUTLETS: Department Store-JCPenney.

Variety Store-3-D.

Chain Drug Stores-Corner; Hook's; Reasner; Peoples.

Chain Supermarkets-O'Malia's; Marsh; Stop & Shop.

Other Chain Stores-Firestone; Goodyear; True Value; Smith's Jewelry; Guarantee Auto; Mister Clark's Appliances; Roselyn Bakery; Lindner's; Sherwin-Williams; Quality Farm; Wickes Lumber; Carter Lumber.

14 - NEWSPAPERS: LEDGER (e) 8,750; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Sylvia Funk, Adv. Ret. Mgr., LEDGER, 957 Logan St.; PO Box 378, Noblesville, IN 46060; Tel. (317) 773-1210.

National Representative: None.

PERU

1 - LOCATION: Miami County, E&P Map B-2, County Seat. Railroad, agricultural and industrial center. Division point with switching yards for 3 railroads. 74 mi. N of Indianapolis; 70 mi. S of South Bend; 146 mi. from Chicago. In ctr. of north half of Indiana on U.S. Hwy. 24 (E to Fort Wayne, W to Illinois), U.S. 31 (N to South Bend, S to Indianapolis). On State Hwy. 19. Important motor freight terminal.

2 - TRANSPORTATION: Railroad-Norfolk Southern.

Motor Freight Carriers-7.

Intercity Bus Lines-Cardinal; United Limo.

Airlines-Indianapolis International-19 Major Airlines with 1,100 Flights Per Day.

3 - POPULATION:

Corp. City 90 Cen. 12,843; E&P 92 Est. 13,044

County 90 Cen. 36,897; E&P 92 Est. 37,348

4 - HOUSEHOLDS:

City 90 Cen. 4,837; E&P 92 Est. 4,913

County 90 Cen. 13,672; E&P 92 Est. 13,839

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$259,448,396
Savings & Loan	2	$96,538,545

6 - PASSENGER AUTOS: Miami County 20,686

7 - ELECTRIC METERS: Residence 10,000

8 - GAS METERS: Residence County 8,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Furn. Mfg. 280 ($255) Heating Equip. 150 ($340); Plastics 50 ($210); Metals & Metal Prods. 737 ($255); Paper Prods. 35 ($170); Elect. Mach. & Equip. 700 ($265); Printing 215 ($255); Automotive 320 ($340); Recreational Equipment 155 ($255); Wood Products 15 ($240).

10 - CLIMATE: Min. & Max. Temp.-Spring 32-75; Summer 50-90; Fall 45-75; Winter 10-45. First killing frost, Oct. 25; last killing frost, Apr. 1. Avg. Temp. 48.9; Avg. High 72.9; Avg Low 21.1; Precip. 34.66; Avg. Snowfall 39.2; Days Under 32, 53; Days Over 90, 8.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-9 blocks on Broadway; 2 on Wabash; 2 on Miami; 2 on Second; 2 on Third; 2 on Main; 2 on Fifth; 1 on Sixth.

Neighboring Shopping Centeray Days-Main & Grant; Main & Benton.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadway(17)	NA	JCPenney, Hook's
Peru(3)	NA	Five Star, Walgreens
Sherwood Sq.(5)	NA	Hook's, K mart
Eastwood Sq.(4)	NA	

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Ames.

Discount Stores-K mart; Big R.

Chain Drug Stores-Hook's 2; Walgreens.

Chain Supermarkets-Kroger; Maces; Five Star; Aldi.

Other Chain Stores-Goodrich; Payless Shoes; Sycamore Shops; Radio Shack.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri, m-sat) 8,010; sworn Oct. 1, 1990.

Local Contact for Advertising and Merchandising Data: Steve Leininger, Adv. Mgr., TRIBUNE, 26 W. Third St.; PO Box 87, Peru, IN 46970; Tel. (317) 473-6641.

National Representative: Nixon Newspapers.

PLYMOUTH

1 - LOCATION: Marshall County. E&P Map B-2, County Seat. Central northern Indiana at junction of U.S. Hwys. 30, 31; 90 mi. to Chicago; 65 mi. to Ft. Wayne; 24 mi. to South Bend; 116 mi. to Indianapolis. Diversified agricultural community with misc. small mfg.

2 - TRANSPORTATION; Railroads-(freight only)-Conrail; Norfolk & Western (br.).

Motor Freight Carriers-22.

Intercity Bus Lines-Greyhound; Indiana Motor Bus.

3 - POPULATION:

Corp. City 90 Cen. 8,303; E&P 92 Est. 8,681

County 90 Cen. 42,182; E&P 92 Est. 43,967

Demographic Information available from Newspaper. See paragraph 14

City 90 Cen. 3,127; E&P 92 Est. 3,270

County 90 Cen. 16,265; E&P 92 Est. 16,953

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$206,800,395
Savings & Loan	2	$11,581,219

6 - PASSENGER AUTOS: Marshall County 22,844

7 - ELECTRIC METERS: Residence 3,570

8 - GAS METERS: Residence 2,874

9 - PRINCIPAL INDUSTRIES: Industry-Radiators; Dairy Products; Foundry; Door Mfg.; Pre-Fab Homes; Wax Paper; TV Towers; Boat Stabilizers; Tool Mfg.; Elect. Wiring; Elect. Converters; Canning; Plastics; Corrugated Boxes; Soft Drink Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-68; Summer 65-90; Fall 29-53; Winter 15-40. First killing frost, Oct. 8; last killing frost, May 6.

11 - TAP WATER: Neutral, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 1/2 blocks on Michigan; 3 on LaPorte; 1 on Water; 2 on Garro; 2 on Washington.

Shopping Areaay Days-North on Business #31, 5 stores; East on Jefferson & Kingston, 25 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Plymouth Plz (2)	NA	G.L. Perry
Plymouth Ctr (7)	1	Ames, Kroger

Principal Shopping Days-Fri., Sat., Sun.

Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Bosworth's; Treats; Ames; Treat's for Her; Fashion Crossroads; Jo-Lyn; Jennifer's Labels for Less; Clothes Closet; G.L. Perry.

Variety Stores-Harvey's; G.L. Perry.

Chain Drug Stores-Peoples; Revco; Hook's.

Chain Supermarkets-Super Value; Kroger; Family Fare.

Other Chain Stores-Firestone; Sherwin-Williams; Goodyear; Arvensen's Hdwe.; Carl Sheets Elect.; Kline's Appliance; Radio Shack; Youngs Appliances; Coast-to-Coast; Eckerd; Sears (catalog).

14 - NEWSPAPERS: PILOT-NEWS (e) 7,505; sworn Oct. 1, 1990.

Local Contact for Advertising and Merchandising Data: Terri Ferch, Adv. Mgr., PILOT-NEWS, 217-223 N. Center St.; PO Box 220, Plymouth, IN 46563; Tel. (219) 936-3101.

National Representative: Landon Associates.

PORTLAND

1 - LOCATION: Jay County, E&P Map C-3, County Seat. Residential & industrial center. 42 mi. N of Richmond; 50 mi. S of Fort Wayne; On U.S. Hwy. 27; State Hwys. 26 & 67.

2 - TRANSPORTATION: Railroads-Served by Lake Erie & Western branch of Norfolk & Southern.
Motor Freight Carriers-6.
Airlines-Charter Service at Municipal Airport.

3 - POPULATION:
Corp. City 90 Cen. 6,483; E&P 92 Est. 6,558
County 90 Cen. 21,512; E&P 92 Est. 21,777

4 - HOUSEHOLDS:
City 90 Cen. 2,442; E&P 92 Est. 2,470
County 90 Cen. 7,940; E&P 92 Est. 8,038

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	1	$14,817,000
Commercial	3	$133,782,000

6 - PASSENGER AUTOS: Jay County 12,506

7 - ELECTRIC METERS: Residence 4,187

8 - GAS METERS: Residence 2,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Drop Forgings 465; Work Garments 500; Wire Assembly 400; Soybean Proc. 125; Brooms 100; Food 125; Feed Milling 100; Paint Auto Parts 100; Av. Wkly. Wage (Mfg.)-$206.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-67; Summer 63-82; Fall 40-55; Winter 24-39.

11 - TAP WATER: Alkaline, very hard; city has water softening plant.

12 - RETAILING: Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Variety Store-G.C. Murphy.
Discount Store-Big Wheel.
Chain Drug Stores-Hook's; Reliable.
Chain Supermarkets-Marsh; Ludwig; Gene's.
Other Chain Stores-Western Auto Associate; Sears (catalog); Holthouse Furn.; Goodyear; Rodefeld's Auto; True Value Hardware; Carquest.

14 - NEWSPAPERS: COMMERCIAL-REVIEW (e) 5,982; sworn Oct. 1, 1990.
Local Contact for Advertising and Merchandising Data: Don Gillespie, Ret. Adv. Mgr., COMMERCIAL-REVIEW, 309 W. Main St., Portland, IN 47371; Tel. (219) 726-8141.
National Representative: None.

PRINCETON

1 - LOCATION: Gibson County, E&P Map A-5, County Seat. 28 mi. N of Evansville; 116 mi. W of Louisville, KY; 156 mi. SW of Indianapolis; 160 mi. E of St. Louis. On U.S. Hwy. 41; State Hwy. 64.

2 - TRANSPORTATION: Railroads-L&N and Norfolk Southern.
Motor Freight Carriers-8.
Intercity Bus Lines-Central Greyhound; Southeastern Trailways; Suburban Lines; Wabash Valley.
Airlines-USAir; American; TWA Express; United Express. (Evansville airport).

3 - POPULATION:
Corp. City 90 Cen. 8,127; E&P 92 Est. 8,199
County 90 Cen. 31,913; E&P 92 Est. 32,538

4 - HOUSEHOLDS:
City 90 Cen. 3,061; E&P 92 Est. 3,088
County 90 Cen. 11,797; E&P 92 Est. 12,027

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	9	$176,564,692
Savings & Loan	6	$32,877,271

6 - PASSENGER AUTOS: Gibson County 17,647

7 - ELECTRIC METERS: Residence 4,157

8 - GAS METERS: Residence 3,473

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Electronics 834; Electric Clocks 404; Tools & Die 147; Rubber Prods. 145; Plastics 320.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-80; Summer 80-95; Fall 60-80; Winter 20-60.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Shopping Center-3-D Plaza (13 stores).
Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Discounts, Grocery & Drug Mon.-Sat.; Downtown Mon.-Fri.

13 - RETAIL OUTLETS: Department Stores-K mart; Big Wheel; Dollar General; Schultz's; Tulip Tree; Frank's; Eve's.
Variety Stores-B&B; Big Wheel.
Chain Drug Stores-Rexall 3; Hook's.
Chain Supermarkets-Key Mkt.; Buehlers; IGA; Super Valu.
Other Chain Stores-Goodyear; Sherwin-Williams; Firestone.

14 - NEWSPAPERS: CLARION (m-mon to fri) 5,780; sworn Oct. 1, 1990.
Local Contact for Advertising and Merchandising Data: Gary Blackburn, Pub., CLARION, 100 N. Gibson St.; Box 321, Princeton, IN 47670; Tel. (812) 385-2525.
National Representative: None.

RENSSELAER

1 - LOCATION: Jasper County, E&P Map B-2, County Seat. In Northwestern Indiana, 72 mi. SE of Chicago. On U.S. Hwy. 231 and Indiana 114; 3 mi. E of I-65.

2 - TRANSPORTATION: Railroads-L&N; Amtrak.
Bus Lines-Greyhound; Yellow Freight.

3 - POPULATION:
Corp. City 90 Cen. 5,045; E&P 92 Est. 5,219
County 90 Cen. 24,960; E&P 92 Est. 25,374

4 - HOUSEHOLDS:
City 90 Cen. 1,900; E&P 92 Est. 1,966
County 90 Cen. 9,726; E&P 92 Est. 9,887

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$122,420,634
Savings & Loan	1	$315,000,000

6 - PASSENGER AUTOS: Jasper County 14,265

7 - ELECTRIC METERS: Residence 2,061

8 - GAS METERS: Residence 1,827

9 - PRINCIPAL INDUSTRIES: Crushed Stone; Grain Elevators; Cement; Spring & Coil Mfg.; Trailers for Road Equip.; Plastic Table Tops; Casework; Bakery; Plastic Pipe; Battery Chargers.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, softened to 4 grains of hardness.

12 - RETAILING: Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Harvey's; Sears & Roebuck-Retail/Catalog.
Discount Stores-Family Dollar; Sycamore.
Variety Stores-Ames; Coast-to-Coast.
Chain Drug Stores-Hook's; Walgreens; Fagan.
Chain Supermarkets-Wilco; Wallmann's; Pick-N-Save.

14 - NEWSPAPERS: REPUBLICAN (e) 3,489; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: Joe McKay, Adv. Mgr., REPUBLICAN, 117 N. Van Rensselaer St., Rensselaer, IN 47978; Tel. (219) 866-5111.
National Representative: None.

RICHMOND

1 - LOCATION: Wayne County, E&P Map C-3, County Seat. Mfg. center; Agricultural area, 3 mi. W of Ohio state line; 250 mi. SE of Chicago; 69 mi. E of Indianapolis; 40 mi. W of Dayton; 63 mi. NW of Cincinnati; on U.S. Hwys. I-70, 40, 27 & 35; State Hwys. 21, 38, 121, 227, & 627.

2 - TRANSPORTATION: Railroads-Conrail; Chesapeake & Ohio; Norfolk & Southern; Amtrak.
Motor Freight Carriers-29, with 9 terminals.
Intercity Bus Lines-ABC Coach; Continental Trailways; Greyhound.
Airlines-TWA; United; Delta; USAir; Piedmont; Wright; American; Eastern; ComAir; Republic; Simmons; Pan American; Midstate; Ozark; Britt; Midway; Florida Express; Trans Midwest; Tennessee (Dayton, Ohio Airport; Indianapolis International Airport; Greater Cincinnati Airport). (Local: Richmond Municipal Airport.)

3 - POPULATION:
Corp. City 90 Cen. 38,705; E&P 92 Est. 39,337
NDM-ABC: (80) 99,004
County 90 Cen. 71,951; E&P 92 Est. 73,141
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 14,578; E&P 92 Est. 14,816
County 90 Cen. 25,481; E&P 92 Est. 25,902
NDM-ABC: (80) 35,705

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$414,366,164
Savings & Loan	3	$174,371,880

6 - PASSENGER AUTOS: Wayne County 40,755

7 - ELECTRIC METERS: Residence 17,485

8 - GAS METERS: Residence 12,067

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. ex. Elect. 2,992 ($272); Trans. Equip. 1,301 ($256); Elect. Mach. 687 ($168); Fab. Metal Parts 951 ($287).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-92; Summer 48-98; Fall 33-94; Winter 0-72.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Center-4 block promenade on Main St.
Neighborhood Shopping Centers-16th & E Main; NW 5th & Main; 3400 E Main; U.S. 40 E Garwood Rd.; SW 18th and National Rd. W; Salisbury Rd. & U.S. 40 W; 2400 National Rd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
West Side(6)	2	Long's, Berman Drugs
East End	1	Reliable Drug
Ravinia-Plaza	2	Famous Footwear
Gateway(25)	3	Big Lots, Target
Richmond Sq.(36)	3	Sears, JCPenney
Kings Plaza(8)	4	Nationwise, JoAnns, Reliable Drug, County Mkt.
Kroger Plaza	3	Kroger Sav-On, Fashion Bug

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Downtown-Mon., Fri.; Sprmkts. nightly; Shopping Centers nightly except Sun.

13 - RETAIL OUTLETS: Department Stores-Knollenberg's; JCPenney; Sears; Elder-Beerman.
Discount Stores-Target; K mart 2.
Variety Stores-Woolworth; L.M. Veach; Family Dollar.
Chain Drug Stores-Hook's 4; Reliable; Thrift; Phillips; Thrift.
Chain Supermarkets-Thornburgs Super Valu; Kroger Sav-On; Village Pantry (Marsh) 3; Cox's IGA 4; Long's; Lawson Milk; County Market; Eavey's.
Other Chain Stores-Thom McAn; Gallenkamp Shoe; Goodrich; Mab Paints; Sherwin-Williams; Payless Shoes; Hanover Shoes; Radio Shack; Zales Jewelers; Stuart's; Spencer Gifts; JoAnn Fabrics; Roger Jewelers; Brooks Fashions; TSC; 84 Lumber; Big Blue.

14 - NEWSPAPERS: PALLADIUM-ITEM (e) 20,477; (S) 25,156; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Al Bonner, Adv. Dir., PALLADIUM-ITEM, 1175 North A St., Richmond, IN 47374; Tel. (317) 962-1575.
National Representative: Gannett National Newspaper Sales.

ROCHESTER

1 - LOCATION: Fulton County, E&P Map B-2, County Seat. Lake resort town. Small manufacturing plants. Rich agricultural center. 120 mi. from Chicago; 95 mi. from Indianapolis.

2 - TRANSPORTATION: Railroads-Norfolk and Southern (freight).
Intercity Bus Line-Indiana Motor.

3 - POPULATION:
Corp. City 90 Cen. 5,969; E&P 92 Est. 6,340
County 90 Cen. 18,840; E&P 92 Est. 19,260
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 2,248; E&P 92 Est. 2,388
County 90 Cen. 7,536; E&P 92 Est. 7,704

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$176,000,000
Savings & Loan	1	$75,000,000

6 - PASSENGER AUTOS: Fulton County 10,702

7 - ELECTRIC METERS: Residence 3,745

8 - GAS METERS: Residence 2,090

9 - PRINCIPAL INDUSTRIES: Food; Metal Prods.; Dairy Prods.; Men's Clothing; Bus. Forms; Auto Parts.
Principal Industrial Pay Days-Tues., Fri.

10 - CLIMATE: First killing frost, Oct. 9; last killing frost, May 1.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Main St.; 9 on 9th St.; 1 on 8th St.; Rochester Plaza Shpg. Ctr. (south edge); Peach Tree Plaza (south edge).

13 - RETAIL OUTLETS: Department Stores-Spurgeon's; Dollar General.
Discount Store-Wal-Mart.
Chain Drug Stores-Hook's; Walgreens.
Chain Supermarkets-Kroger; IGA; Lynn's.
Other Chain Stores-Ace; True Value.

14 - NEWSPAPERS: SENTINEL (e) 4,735; sworn Sept. 28, 1990.
Local Contact for Advertising and Merchandising Data: Arthur L. Hoffman, Adv. Mgr., SENTINEL, 118 E. 8th St., Rochester, IN 46975; Tel. (219) 223-2111.
National Representative: None.

RUSHVILLE

1 - LOCATION: Rush County, E&P Map C-4, County Seat. Manufacturing center. 40 mi. from Indianapolis; 72 mi. from Cincinnati; on U.S. Hwy. 52; State Hwys. 3, 44.

2 - TRANSPORTATION: Railroads-B&O; Norfolk & Southern; (all freight lines).
Motor Freight Carriers-2.
Intercity Bus Line-Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 5,533; E&P 92 Est. 5,582
County 90 Cen. 18,129; E&P 92 Est. 18,354

4 - HOUSEHOLDS:
City 90 Cen. 2,084; E&P 92 Est. 2,102
County 90 Cen. 7,080; E&P 92 Est. 7,168

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$75,000,000
Savings & Loan	1	$26,000,000

6 - PASSENGER AUTOS: Rush County 9,591

7 - ELECTRIC METERS: Residence 6,464

8 - GAS METERS: Residence 2,450

9 - PRINCIPAL INDUSTRIES: Auto Foundry; Air Conditioning; School Supplies; Compressors; Machine Shops; Radio Mfg.; Furniture.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 60-100; Fall 50-80; Winter 10-50.

11 - TAP WATER: Neutral (pH 6.5); 10 grains hard; fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on two streets.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Northwood(5)	NA	Marsh Foods, Hook's, Dollar General
Rushville(5)	NA	Kroger, Reliable

Flat Rock Vlg. Shoppees	NA	Wal-Mart

Principal Shopping Days-Fri., Sat.

Stores Close-Wed. afternoon.

Stores Open Evenings-Dept. Stores-Fri.; Food-Daily & Sunday.

13 - RETAIL OUTLETS: Department Store-Minear's.

Variety Stores-Dollar General, Big Lots.

Chain Drug Stores-Hook's; Revco; Rushville Phcy.

Chain Supermarkets-Kroger; Marsh.

14 - NEWSPAPERS: REPUBLICAN (e) 3,910; sworn Sept. 14, 1990.

Local Contact for Advertising and Merchandising Data: Norman Voiles, Pub., REPUBLICAN, 219 N. Perkins St.; PO Box 189, Rushville, IN 46173; Tel. (317) 932-2222.

National Representative: None.

SEYMOUR

1 - LOCATION: Jackson County, E&P Map C-4. Situated 60 mi. S of Indianapolis; 50 mi. N of Louisville; 80 mi. W of Cincinnati. Crossing of U.S. Hwys. 50, 31; I-65.

2 - TRANSPORTATION: Railroads-Conrail; B&O main line (freight); Milwaukee Road (freight).

Interstate Bus Line-Greyhound.

Motor Freight Carriers-23.

3 - POPULATION:

Corp. City 90 Cen. 15,576; E&P 92 Est. 16,158
CZ-ABC: (80) 15,050
RTZ-ABC: (80) 24,550
County 90 Cen. 37,730; E&P 92 Est. 39,002
City & RTZ-ABC: (80) 39,600

4 - HOUSEHOLDS:

City 90 Cen. 5,866; E&P 92 Est. 6,086
County 90 Cen. 14,527; E&P 92 Est. 15,017
CZ-ABC: (80) 5,665
RTZ-ABC: (80) 8,251
City & RTZ-ABC: (80) 13,916

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$174,548,000
Savings & Loan	2	$516,900,000

6 - PASSENGER AUTOS: Jackson County 20,804

7 - ELECTRIC METERS: Residence 5,703

8 - GAS METERS: Residence 4,866

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Heavy Mach. 950 ($400); Light Mfg. 1,500 ($370); Paper & Pkg. 280 ($350); Woodworking 120 ($330).

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Av. Min. & Max. Temp.-Spring 20-70; Summer 60-90; Fall 30-70; Winter 0-50. First killing frost, Oct. 15; last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks N. & S. on Chestnut St.; 6 E. & W. on St. Louis Ave.; Tipton St.; 2nd & 3rd St.; several smaller shopping centers adjoining city's main section of business.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
E. Tipton(3)	3	Big Lots
Jackson Park(24)	2	JCPenney
West Towne Plz. (9)	1	IGA, Reliable Drug
Westwind(3)	3	
Village Ctr.(12)	NA	Wal-Mart, Jay C Food

Principal Shopping Days-Fri., Sat., Sun.

Stores Open Evenings-Mon., Fri.; Center open nightly.

13 - RETAIL OUTLETS: Department Store-JCPenney.

Discount Stores-K mart; Big Lots; Wal-Mart.

Chain Drug Stores-Hook's 2; Reliable Drug 2.

Chain Supermarkets-Jay C 2; IGA; Noltings Super Valu 3; Aldi; Convenient Food Mart 2.

Other Chain Stores-Goodyear; Paris Style; Farm Bureau Co-op; Auto Pro; Sears (catalog); Nationwise; Big Blue Store; Radio Shack; True Value; Hdwe.; M.A.B. Paint; Bass Pro Shop; Sycamore.

14 - NEWSPAPERS: TRIBUNE (e) 9,579, Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: George Main, Adv. Dir., TRIBUNE, 1215 E. Tipton; PO Box 447, Seymour, IN 47274; Tel. (812) 522-4871.

National Representative: Papert Companies.

SHELBYVILLE

1 - LOCATION: Shelby County (In Indianapolis MSA). E&P Map C-4. County Seat. 27 mi. SE of Indianapolis; U.S. Hwys. 421, I-74, I-65; State Hwys. 9, 44, 52, 244, 252.

2 - TRANSPORTATION: Railroad-Conrail.

Intercity Bus Line-Trailways.

3 - POPULATION:

Corp. City 90 Cen. 15,336; E&P 92 Est. 15,874
CZ-ABC: (80) 15,003
RTZ-ABC: (80) 25,534
MSA 90 Cen. 1,249,822; E&P 92 Est. 1,275,002
County 90 Cen. 40,307; E&P 92 Est. 41,518
City & RTZ-ABC: (80) 40,537

4 - HOUSEHOLDS:

City 90 Cen. 5,776; E&P 92 Est. 5,979
County 90 Cen. 15,723; E&P 92 Est. 16,195
MSA 90 Cen. 446,855; E&P 92 Est. 456,242
CZ-ABC: (80) 5,639
RTZ-ABC: (80) 8,407
City & RTZ-ABC: (80) 14,046

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$274,681,677
Savings & Loan	2	$49,565,028

6 - PASSENGER AUTOS: Shelby County 22,979

7 - ELECTRIC METERS: Residence 18,872

8 - GAS METERS: Residence 5,702

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Fiber Glass 650; Paper-Plastics 580; Furn. 275; Industrial Heating and Wire Coating 800; Radio-TV Parts 200; Auto-Aircraft Seals 600; Alum. Doors-Windows 250; Business Forms 100; Camper Parts 150; Auto Transmissions 180. Av. Wkly. Wage $317.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Belaire(14)	2	JCPenney
Junction(10)	2	Kroger
Rivergate(10)	2	Wal-Mart

Principal Shopping Days-Fri., Sat.

Stores Open Evenings-Fri.; Shopping centers nightly.

Stores Open Sundays-Most supermarkets, shopping centers, and downtown.

13 - RETAIL OUTLETS: Department Store-JCPenney.

Discount Stores-K mart; Wal-Mart.

Chain Drug Stores-Reliable; Hook's 2.

Chain Supermarkets-Kroger; Marsh; IGA; Aldi.

Other Chain Stores-Paul Harris; Big Blue; Jo-Ann; Radio Shack; Goodyear; Nationwise Auto; Sycamore; Cato.

14 - NEWSPAPERS: NEWS (e) 11,394, Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Dennis J. Bonner, Adv. Dir., NEWS, 123 E. Washington St., Shelbyville, IN 46176; Tel. (317) 398-6631.

National Representatives: Papert Companies; U.S. Suburban Press.

SOUTH BEND-MISHAWAKA

1 - LOCATION: St. Joseph County (In South Bend-Mishawaka MSA). E&P Map B-2. Indust., whol., retail and educational center NW part of state, 4 mi. S of Michigan state line; 96 mi. E of Chicago; 135 mi. N of Indianapolis on Northern Indiana Toll Rd.

2 - TRANSPORTATION: Railroads-Passenger-Amtrak; Chicago South Shore/South Bend Elect. Rd. Freight-Conrail; Grand Trunk Western; Norfolk & Western.

Motor Freight Carriers-45.

Intercity Bus Lines-Indian Trails; Greyhound; Indiana Motor Bus; United Limo; Trailways; ABC.

Intracity Bus Line-Transpo (South Bend Public Transportation Corp.).

Airlines-American Eagle; Allegheny; Continental Express; ComAir; Piedmont; Midway Connection; Northwest; Trans World Express; United Express.

3 - POPULATION:

Corp. Cities 90 Cen. 148,119; E&P 92 Est. 152,251
South Bend 90 Cen. 105,511; E&P 92 Est. 107,851
Mishawaka 90 Cen. 42,608; E&P 92 Est. 44,400
CZ-ABC: (80) 222,598
RTZ-ABC: (80) 387,957
County/MSA 90 Cen. 247,052; E&P 92 Est. 255,089
City & RTZ-ABC: (80) 610,555

4 - HOUSEHOLDS:

Cities 90 Cen. 55,787; E&P 92 Est. 57,343
South Bend 90 Cen. 39,739; E&P 92 Est. 40,620
Mishawaka 90 Cen. 16,048; E&P 92 Est. 16,723
County/MSA 90 Cen. 86,944; E&P 92 Est. 89,772
CZ-ABC: (80) 81,440
RTZ-ABC: (80) 133,974
City & RTZ-ABC: (80) 215,414

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	9	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: St. Joseph County 144,372

7 - ELECTRIC METERS: Residence 79,000

8 - GAS METERS: Residence 36,500

9 - PRINCIPAL INDUSTRIES: (St. Joseph County)-Industry, No. of Wage Earners; Total Mfg. 23,900; Trans. Equip. 6,200; Non-Elect. Mach. 3,600; Elect. Mach. 1,900; Primary Metals 900; Nondurable Goods 7,800; Non-mfg. 87,200.

10 - CLIMATE: Av. Temp.-Summer 71; Winter 31. Normal an. precipitation 36 inches. Normal an. snowfall, 72 inches.

11 - TAP WATER: Neutral, hard, fluoridated.

12 - RETAILING: Principal Shopping Centers-South Bend: 4 blocks on Michigan St.; 5 on Main; 5 on Lafayette Blvd.; 2 on LaSalle and 2 on Colfax Ave.; 2 on Washington; 2 on Jefferson; 2 on Wayne, Western and Monroe Sts.; 2 on Lincoln Way. Mishawaka: 7 blocks on Main; 4 blocks on Lincoln Way; 2 blocks on Mishawaka Ave.; 12 blocks on McKinley.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
North Vlg.(27)	NA	Walgreens
Scottsdale(100)	NA	L.S. Ayres, Target, Mont. Ward
University Park(107)	NA	L.S. Ayres, Sears, JCPenney, J.L. Hudson
Buyer's Mkt. Pl.(35)	NA	County Mkt.

Neighborhood Shopping Centers-100 Ctr., Lincolnway W. at Ctr. St., Mishawaka; Greenwoods, Ironwood Dr. & Rte. 23; Broadmoor, Ireland Rd. and Miami St.; Town and Country, E. McKinley & Hickory Rd., Mishawaka; McKinley Sq., Logan and McKinley, South Bend; Hartman Plz., Lincolnway W. at Sheridan; Georgetown, Emmons Rd. off Cleveland; Belleville, Western Ave. at Lombardy; Southland Plz., Ireland & Ironwood Rds.; LaSalle Sq., Bendix Dr. & Ardmore; College Sq., Logan & McKinley, Mishawaka; Univ. Ctr., Grape at Rte. 23, Mishawaka; Univ. Commons, Rte. 23 & Cleveland, South Bend; Belleville, Western Ave. betw. Lombardy & Summit Drives, Broadmoor & Ireland, E. on Ireland Rd. from U.S. Hwy. 31 S. to Scottsdale Mall; Phoenix Plz. N.E. side of Western Ave. & Lombardy Dr. 100 Center Complex, Lincoln Way E. near downtown Mishawaka; Indian Ridge Shpg. Ctr., Grape at Douglas, Mishawaka.

Store Hours- South Bend, Downtown daily 10-6, Thurs. 10-9, closed Sun.; Mishawaka, open Fri. eves.; Some Tues. eves.; Self-Service Dept. Stores in Shpg. Ctrs. open to 10 p.m. Some open 24 hours, daily & varying hrs. Sun.; Super Mkts., South Bend and Mishawaka open to 9 p.m., Mon. through Sat., and to 4 p.m. Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; L.S. Ayres 2; Montgomery Ward; J.L. Hudson.

Discount Stores-Brite Way; K mart 4; Target 3; T.J. Maxx; Big Lots; Wholesale Club; Service Merchandise; Tepe's; Venture 2.

Variety Stores-Ben Franklin 2; Perry's Variety Store 3.

Chain Drug Stores-Hook's 7; Osco 7; Don's 3; Vita Fair; Darnell's; Merricks; Medicine Shoppe; Walgreens 5.

Chain Supermarkets-Kroger 7; Wilts; Martin's 8; Park N' Shop 4; Cira's 2.

Other Chain Stores-Clothing: Richman Bros., Redwood & Ross; Women's Apparel: Lerner, Lane Bryant, Gantos, Just Jeans, Brooks Fashions, Marianne Shops, Claire's Boutique, Foxmoor Casuals, Motherhood Maternity Shops, Parklane Hosiery, Paul Harris, The Vlg. Scene, 5, 7 & 9 Shop; Shoes: Mary Jane, Maling, Baldwin, Gallenkamp's, Hardy's, Del's, Florsheim, Kinney's, Morse, Regal, J. Riggings, Stride Rite, Thom McAn, Foot Locker, Father & Sons, Naturalizer; Jewelry: Fox's, Gordon's, Rost, Shifrin Willens, J.B. Robinson, Zales; Candies: Fannie Mae; Bakeries: Weber, Nickles, Kreamo; Tire Stores: Goodrich, Goodyear, Firestone.

14 - NEWSPAPERS: TRIBUNE (e) 89,580; (m-sat) 101,462; (S) 129,214, Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Richard K. Schmidt, Display Adv. Mgr., TRIBUNE, 225 W. Colfax, South Bend, IN 46626; Tel. (219) 233-6161.

National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

SPENCER

1 - LOCATIUN: Owen County, E&P Map B-4. County Seat. 25 mi. from Greencastle; 55 mi. SW of Indianapolis; 17 mi. from Bloomington. On U.S. Hwy. 231; State Hwys. 46, 67.

2 - TRANSPORTATION: Railroad-Conrail.

Motor Freight Carriers-9.

Airlines-Britt at Bloomington; American, Eastern, TWA, United, Delta at Indianapolis.

3 - POPULATION:

Corp. City 90 Cen. 2,609; E&P 92 Est. 2,663
County 90 Cen. 17,281; E&P 92 Est. 18,049

4 - HOUSEHOLDS:

City 90 Cen. 983; E&P 92 Est. 1,003
County 90 Cen. 6,543; E&P 92 Est. 6,834

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	1	$72,105,000
Savings & Loan	1	$18,237,000

6 - PASSENGER AUTOS: Owen County 9,171

7 - ELECTRIC METERS: Residence 1,575

8 - GAS METERS: Residence 814

9 - PRINCIPAL INDUSTRIES: Agricultural & Highway Stone; Printing; Metal Signs; Tarpaulins; Canvas Products; Tents; Boat Covers; Camping Equip.; Chem. Toilets; Surgical Supplies; TV Cable Converter Service; Furn.; Kitchen Cabinets.

10 - CLIMATE: Min. & Max. Temp.-Spring 16-86; Summer 50-107; Fall 27-93; Winter 4-60. First killing frost, Oct. 15; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-2 block radius of Hillside and Vandalia Avenues. Wal-Mart, Hook's, Pell in that area.

Principal Shopping Days-Thur., Fri.
Stores Open Evenings-Food nightly, Sun.

13 - RETAIL OUTLETS: Discount Store-Wal-Mart.
Chain Drug Stores-Spartan; Hook's.
Chain Supermarkets-IGA; Shur-Fine; Super Valu.
Other Chain Stores-Pell's; Windors; Hanlon Bros. Hdwe.; Kentucky Fried Chicken; McDonald's; Dairy Queen; Chicago's Pizza.

14 - NEWSPAPERS: WORLD (e-mon to fri) 3,800, sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: John T. Gillaspy, Pub., WORLD, 114 E. Franklin, Spencer, IN 47460; Tel. (812) 829-2255.
National Representative: None.

SULLIVAN

1 - LOCATION: Sullivan County. E&P Map B-4. County Seat. 27 mi. S of Terre Haute; 32 mi. from Vincennes. On U.S. Hwy. 41; State Hwys. 54 & 154.

2 - TRANSPORTATION: Railroads-L&N, Indiana.
Motor Freight Carriers-6.
Intercity Bus Lines-Wabash Valley; Arrow; Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 4,663; E&P 92 Est. 4,782
County 90 Cen. 18,993; E&P 92 Est. 19,087

4 - HOUSEHOLDS:
City 90 Cen. 1,756; E&P 92 Est. 1,801
County 90 Cen. 6,912; E&P 92 Est. 6,946

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$38,500,000
Federal Savings	1	$5,000,000

6 - PASSENGER AUTOS: Sullivan County 10,173

7 - ELECTRIC METERS: Residence 3,022 (city), 7,889 (county)

8 - GAS METERS: Residence 1,875 (city); 3,767 (county)

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Plastic 290; Coal Mining 300; Elect. Power Generation 250; Pharmaceuticals 200; Agriculture 500; Construction 300; Prison 300.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-80; Summer 55-100; Fall 30-80; Winter 0-50. 1st freeze Oct. 10; last freeze Apr. 30.

11 - TAP WATER: Neutral, hard, not fluoridated.

12 - RETAILING: Shopping Center for County open Fri. to 8 p.m.

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Tindall's; Vanze's.
Discount Store-Wal-Mart.
Variety Store-Bonham.
Chain Drug Stores-Rexall; Hook's.
Chain Supermarkets-Red & White 2; Shurway; Sav-a-Lot; IGA; Lucky Dollar 2.
Other Chain Stores-True Value 2; Sears (catalog); McDonald's; Hardee's; Druther's; Dairy Queen.

14 - NEWSPAPERS: TIMES (e-mon to fri) 4,700, sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: B.J. White, Ret. Adv. Mgr., TIMES, 115 W. Jackson St.; PO Box 130, Sullivan, IN 47882; Tel. (812) 268-6356; FAX (812) 268-3110.
National Representative: None.

TERRE HAUTE

1 - LOCATION: Vigo County (MSA) E&P Map B-4. County Seat. Industrial center. Shipping center for nine-county industrial mining and agricultural area. Wholesale center for W Central Indiana and E Illinois. College center. 10 mi. E of Illinois State line; 180 mi. S of Chicago; 168 mi. E of St. Louis; 111 mi. N of Ohio River; 70 mi. SW of Indianapolis.

2 - TRANSPORTATION: Railroads-Conrail, L&N, CM&StP (freight); Seaboard Soo Line.
Motor Freight Carriers-36.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Britt (Continental Express); Allegheny Commuter (USAir).

3 - POPULATION:
Corp. City 90 Cen. 57,483; E&P 92 Est. 58,481
CZ-ABC: (80) 69,315
RTZ-ABC: (80) 174,071
County 90 Cen. 106,107; E&P 92 Est. 107,750
MSA 90 Cen. 130,812; E&P 92 Est. 130,498
City & RTZ-ABC: (80) 243,386
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 21,650; E&P 92 Est. 22,026
CZ-ABC: (80) 26,059
RTZ-ABC: (80) 64,136
County 90 Cen. 36,438; E&P 92 Est. 37,002
MSA 90 Cen. 45,606; E&P 92 Est. 45,503
City & RTZ-ABC: (80) 90,195

5 - BANKS	NUMBER	DEPOSITS
Saving	2	$106,320,000
Savings & Loan	5	$174,900,000
Commercial	3	$491,320,000

6 - PASSENGER AUTOS: Vigo County 56,212

7 - ELECTRIC METERS: Residence 35,831

8 - GAS METERS: Residence 30,002

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 1,982 ($201); Mining 140 ($210); Beverages 428 ($201); Chem. and Allied Prods. and Plastics 1,625 ($260); Metals 1,250 ($320); Truck and Trans. 6,869 ($245); Paper Prods. and Printing 2,030 ($205).

10 - CLIMATE: Min. & Max. Temp.-Spring 18-50; Summer 50-95; Fall 30-60; Winter 0-50. First killing frost, Oct. 15; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, 240 to 325 ppm.; fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Wabash Ave.; 2 on 7th St.; 2 on 6th St.; 1 on 5th.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
12 Points	2	Super Valu, Hook's
Meadows(30)	2	Woolworth, Kroger, Osco, Elder Beerman
Southland(14)	3	No Frills, Hook's
North Plz.	3	Hills, No Frills, Elder-Beerman, Kroger
K mart Plz (10)	2	K mart, No Frills
Honey Creek Sq (90)	4	Sears, Roots, G.C. Murphy, Meis, JCPenney
S. 3rd St.	4	K mart
Riverside Plz (16)	4	Hills, Paul Harris
Towne S. Plz.	5	Service Mdse., Cloth World, Kroger, Radio Shack

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Mon., Thur.

13 - RETAIL OUTLETS: Department Stores-Roots; Elder Beerman; Sears; JCPenney.
Variety Stores-Woolworth; G.C. Murphy.
Chain Drug Stores-Hook's 5; Osco 2; Peoples 3.
Discount Stores-K mart 2; Hills 2; Service Merchandise.
Chain Supermarkets-Kroger 4; Pick 'n Save; Super Valu 2; Great Scot 2.
Other Chain Stores-Fannie May (candy); Firestone; Naturalizer Shoes; Brook's; Bottom Half; Nobil's Shoes; JoAnn Fabrics; General Tire; Sherwin-Williams Paint; Pittsburgh P&G; M.A.B. Inc. (paint); Bachrach's; Qualicraft Shoes; Hallmark Cards; Radio Shack; Cloth World; H.H. Gregg; Starr Jewelry; Toys 'R' US.

14 - NEWSPAPERS: TRIBUNE-STAR (m) 36,360, (S) 45,052, Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Mark Cohen, Ret. Adv. Dir., TRIBUNE-STAR, 721 Wabash Ave., Terre Haute, IN 47808-0149; Tel. (812) 231-4200.
National Representatives: Landon Associates; Branham/Newspaper Sales.

TIPTON

1 - LOCATION: Tipton County (In Kokomo MSA); County Seat. E&P Map B-3.

2 - TRANSPORTATION: Railroads-Norfolk & Western.
Motor Freight Carrier-1.
Intercity Bus Lines-Indiana R.R.; Hines Coach.

3 - POPULATION:
Corp. City 90 Cen. 4,751; E&P 92 Est. 4,843
County 90 Cen. 16,119; E&P 92 Est. 16,427
MSA 90 Cen. 96,946; E&P 92 Est. 96,354

4 - HOUSEHOLDS:
City 90 Cen. 1,789; E&P 92 Est. 1,824
County 90 Cen. 6,200; E&P 92 Est. 6,318
MSA 90 Cen. 36,214; E&P 92 Est. 35,994

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$74,986,000
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: Tipton County 9,634

7 - ELECTRIC METERS: Residence 3,295

8 - GAS METERS: Residence 1,848

9 - PRINCIPAL INDUSTRIES: Steel Parts Mfg.; Food Canning; Poultry & Livestock Equip.; Seed Corn; Fire engines.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: First killing frost, Oct. 13; last killing frost, Apr. 27.

11 - TAP WATER: Neutral, very hard, fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Jefferson St.; 2 S. on Main; 2 N. on Main.
Principal Shopping Days-Fri., Sat., Mon.
Stores Close-Wed. afternoon.
Stores Open Evenings-Dept. Stores, Fri.; Food, Fri. & Sat.

13 - RETAIL OUTLETS: Variety Stores-Val-U Center; Ben Franklin; Horton's; True Value Hdwe.; Home Center.
Chain Drug Stores-Marsh; Hook's.
Chain Supermarkets-Marsh Foodliners; Carter's; Wisher's.
Other Chain Stores-Adler's Style Shop; Coast-to-Coast; Village Pantry.

14 - NEWSPAPERS: TRIBUNE (e) 2,812, sworn Oct. 9, 1990.
Local Contact for Advertising and Merchandising Data: Ron Boyland, Ret. Adv. Mgr., TRIBUNE, 110 W. Madison St.; PO Box 248, Tipton, IN 46072; Tel. (317) 675-2115.
National Representative: None.

VALPARAISO

1 - LOCATION: Porter County. E&P Map B-2 (In Gary-Hammond PMSA). County Seat. Agricultural, dairy and manufacturing center, college city. NW part of state; 55 mi. from Chicago; 145 mi. from Indianapolis.

2 - TRANSPORTATION: Railroads-Conrail, CN, Norfolk and Western.
Motor Freight Carriers-13.
Intercity Bus Lines-Greyhound; Trailways; Tri-State.

3 - POPULATION:
Corp. City 90 Cen. 24,414; E&P 92 Est. 25,603
CZ-ABC: (80) 22,247
Bal. in NDM-ABC: (80) 97,227
PMSA 90 Cen. 604,526; E&P 92 Est. 601,592
County 90 Cen. 128,932; E&P 92 Est. 134,171
Total NDM-ABC: (80) 119,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 9,195; E&P 92 Est. 9,643
CZ-ABC: (80) 7,468
Bal. in NDM-ABC: (80) 30,918
County 90 Cen. 49,305; E&P 92 Est. 51,308
PMSA 90 Cen. 239,950; E&P 92 Est. 238,726
Total NDM-ABC: (80) 38,404

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$2,196,000,000
Savings & Loan	3	$1,645,000,000

6 - PASSENGER AUTOS: Porter County 76,735

7 - ELECTRIC METERS: Residence 10,764; County 43,731

8 - GAS METERS: Residence 8,743, County 38,216

9 - PRINCIPAL INDUSTRIES: Ball Roller Bearings; Permanent Magnets; Elect. Specialties; Novelty Aprons; Food Proc. Mach.; Extruded Aluminum Prods.; Bearing Screws; Fiberglass Tanks; Can Mfg.; Resin Mfg.; Fire Equipment; Forged Steel Rolls.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 7-87; Summer 36-104; Fall 16-90; Winter -20-67. First killing frost, Oct. 25; last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Lincolnway; 3 on Franklin St.; 3 on Washington St.; 2 on Lafayette; 2 on Michigan; 4 on Indiana; 2 on Jefferson; 83-store mall 15 mi. NE; 122-store mall 15 mi. W.
Neighborhood Shopping Centers-7 blocks on Lincolnway near Roosevelt; 8 on Calumet, Bush to Glendale; 31-store plaza 2 mi. N.; Strip Mall bypass 49.

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Highland Dept. Store; Fetla's; Miller's Mart.
Variety Stores-Wal-Mart; K mart.
Chain Drug Stores-Sievers (Rexall); Gil's; Hook's 3; Medicine Shoppe; Walgreens 4.
Chain Supermarkets-Certified 3; Spartan; Eagle; Scot Lad; Town & Country.
Other Chain Stores-Firestone; Sherwin-Williams; Goodyear; Falvey's; Paramount Shoes; Owens Auto Supplies; Valpo Paint & Wallpaper (Smith-Alsop); TSC; Fayva; Paul Harris; Minn Fabrics; Ace Hdwe. 2; Sycamore; Guarantee Auto; The Village Scene; Radio Shack.

14 - NEWSPAPERS: VIDETTE-MESSENGER (e-mon to sat) 15,538; (S) 15,386, Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Daniel R. Harrington, Adv. Dir., VIDETTE-MESSENGER, 1111 Glendale Blvd.; PO Box 2350, Valparaiso, IN 46383; Tel. (219) 462-5151; FAX (219) 465-7298.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee.

VINCENNES

1 - LOCATION: Knox County. E&P Map B-4. County Seat. Agricultural and industrial center. 115 mi. SW of Indianapolis; 120 mi. NW of Louisville; 211 mi. W of Cincinnati; 150 mi. E of St. Louis; 62 mi. S of Terre Haute; 52 mi. N of Evansville. On U.S. Hwys. 41, 50 & 150; IN Hwys. 61 & 67.

2 - TRANSPORTATION: Railroads-B&O, CSX.
Motor Freight Carriers-18.
Intercity Bus Lines-Greyhound; Indianapolis-Vincennes; Vincennes Transit (charter only).

3 - POPULATION:
Corp City 90 Cen. 19,859; E&P 92 Est. 20,257
CZ-ABC: (80) 24,617
RTZ-ABC: (80) 50,806
County 90 Cen. 39,884; E&P 92 Est. 40,574
City & RTZ-ABC: (80) 75,423

4 - HOUSEHOLDS:
City 90 Cen. 7,480; E&P 92 Est. 7,630
County 90 Cen. 15,011; E&P 92 Est. 15,271
CZ-ABC: (80) 9,053
RTZ-ABC: (80) 19,098
City & RTZ-ABC: (80) 28,151

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$759,715,000

6 - PASSENGER AUTOS: Knox County 20,470

7 - ELECTRIC METERS: Residence 10,372

8 - GAS METERS: County 9,615

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper Prods. 100 ($218); Glass Fab. 275 ($350); Auto Seat Assembly 220 ($240); Steel Fab. 115 ($465); Magnet Wire 250 ($300).

10 - CLIMATE: Av. Temp. Winter 34, Summer 79; Rainfall 42 in. annual.

11 - TAP WATER: Alkaline, very hard, fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plz.	NA	K mart, Kroger
Knox Plaza	NA	Hook's Drugs, Rogers Jewelers
Vincennes Plz. (16)	NA	JCPenney, Walgreens, Wal-Mart

Principal Shopping Days-Sun., Thur., Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Store-JCPenney.
Chain Drug Stores-Walgreens; Hook's 2.
Discount Stores-K mart; Wal-Mart; Big Blue.
Chain Supermarkets-Kroger; Harold's; Buehler's; Lowell's; Sav-A-Lot.

14 - NEWSPAPERS: SUN-COMMERCIAL (e-mon to fri) 14,206; (S) 16,065; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Veronica A. Kopp, Adv. Mgr., SUN-COMMERCIAL, 702 Main St., PO Box 396, Vincennes, IN 47591; Tel. (812) 886-9955 or (800) 876-9955; FAX (812) 885-2235.
National Representative: Papert Companies.

WABASH

1 - LOCATION: Wabash County, E&P Map C-2. County Seat. Industrial, agricultural & residential center. On Wabash River. 45 mi. WSW of Ft. Wayne. On U.S. Hwy. 24; State hwys. 15 & 13.

2 - TRANSPORTATION: Railroads-Norfolk & Southern; Conrail.

3 - POPULATION:
Corp. City 90 Cen. 12,127; E&P 92 Est. 12,319
County 90 Cen. 35,069; E&P 92 Est. 35,707
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 4,567; E&P 92 Est. 4,640
County 90 Cen. 12,195; E&P 92 Est. 12,417

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$400,000,000
Savings & Loan	2	$52,000,000

6 - PASSENGER AUTOS: Wabash County 19,289

7 - ELECTRIC METERS: County 14,427

8 - GAS METERS: County 7,785

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Rubber 550 ($400); Electronics 2,000 ($220); Rock Wool 750 ($220); Paperboard Containers 750 ($210); Metals 400 ($220); T-Shirts 200 ($250); Water Meters 600 ($300).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-80; Summer 50-95; Fall 15-75; Winter 5-60. First killing frost, Sept. 15; last killing frost, Apr. 30.

11 - TAP WATER: Neutral, hard, fluoridated.

12 - RETAILING: Principal Shopping Centers-2 blocks each on Wabash, Canal, Miami and Market Sts.; Wabash Vlg. Shopping Ctr. on U.S. Hwy. 24; The Shoppers Mart on Hwy. 15.
Principal Shopping Days-Dept. stores-Thur., Fri. Sat.; Food stores-Thur., Fri., Sat., Sun.
Stores Open Evenings-Food, Hardware, Drug, Variety and Dept.-every evening.

13 - RETAIL OUTLETS: Department Stores-Ames; Robin Hood; Spurgeon.
Discount Stores-K mart; Dollar General; Wal-Mart.
Chain Drug Stores-Hook's; Walgreens.
Chain Supermarkets-Kroger; Marsh.
Other Chain Stores-Coast-to-Coast; Ream-Steckbeck (paint); Tractor Supply Co.; Firestone; Goodyear; Farm Bureau.

14 - NEWSPAPERS: PLAIN DEALER (e) 6,688, sworn Oct. 1, 1990.
Local Contact for Advertising and Merchandising Data: Phil Cramer, Adv. Mgr., PLAIN DEALER, PO Box 379, Wabash, IN 46992; Tel. (219) 563-2131.
National Representative: None.

WARSAW

1 - LOCATION: Kosciusko County, E&P Map C-2. County Seat. Agriculture, manufacturing, and center of Northern Indiana lake resort area. 42 mi. W of Fort Wayne; 40 mi. S of South Bend. On National Yellowstone Hwy. U.S. Hwy. 30; State Hwys. 15, 25.

2 - TRANSPORTATION: Railroad-Conrail.
Motor Freight Carriers-34.
Intercity Bus Lines-Greyhound; Indiana Motor; KABS.
Airports-Charter Flights, Warsaw Municipal.

3 - POPULATION:
Corp. City 90 Cen. 10,968; E&P 92 Est. 11,368
County 90 Cen. 65,294; E&P 92 Est. 68,244
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 4,131; E&P 92 Est. 4,281
County 90 Cen. 24,369; E&P 92 Est. 25,470

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$987,498,075
Commercial Savings & Loan	NA	(Incl. in above)

6 - PASSENGER AUTOS: Kosciusko County 38,213

7 - ELECTRIC METERS: Residence 4,625 (city); 27,987 (county)

8 - GAS METERS: Residence 4,329 (city); 16,896 (county)

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage) -Mfg. (incl. food and kindred prods.); Furn. & Fixtures; Printing & Pub.; Chem. and Allied Prods.; Rubber & Plastics Prods.; Stone, Clay & Glass Prods.; Primary Metal (Iron, Steel and Grey Iron Foundries); Fabricated Metal and Wood Prods. Mach.; Trans. Equip.; Orthopedic Instruments; Implants & Related Prods.; Trans & Other Public Util.; Financial, Insurance & Related Servs. Mfg. 13,824 ($542); Ret. 4,378 ($217); Finance 846 ($385); Utilities 672 ($702); Food N/A; Gov't 2,498 ($347); Services 3,572 ($296); All others 1,943 ($238).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-74; Summer 59-98; Fall 27-78; Winter 15-52. First killing frost, Oct. 13; last killing frost, May 5.

11 - TAP WATER: Neutral, hard, fluoridated.

12 - RETAILING: Principal Shopping Centers-30 blocks on Center, Indiana, Market, Buffalo, Lake St. and E. Winona Ave.
Neighborhood Shopping Centers-E. Center, E. Market, S. Buffalo; E. Winona Ave.; N. Lake St.; U.S. 30 East, Old 30 W.; N. Detroit St.; S.R. 15.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Downtown(24)	NA	Kline's, Reinholt's, Compton Furn., Sears, The Party Shops
Old 30 W. Ctr.(4)	2	Big Lots, Hook's
Lake Vlg.(15)	1	K mart, Fashion Bug, Dollar General, Maurice's, Sycamore
Lakeview(13)	2	Curtis Mathes
Lowery(3)	NA	Marsh Super Mkt., Harvey's Mart, Hook's
Marketplace(14)	2	Uhlman's, Radio Shack
Woodland Plz.(14)	3	Wal-Mart
Northgate(8)	3	Video Works, Domino's
U.S. 30 east(10)	4	Quality Farm & Fleet, TSC, American Home Ctr.

13 - RETAIL OUTLETS: Department Store-JCPenney.
Variety Store-Harvey's.
Discount Stores-Big Lots; K mart; Wal-Mart.
Chain Drug Store-Hook's.
Chain Supermarkets-Kroger, Marsh, Owens.
Other Chain Stores-Guarantee Auto (Nationwise) Autoworks, Sears, Ream-Steckbeck, Ace Hdwe., Goodyear, Firestone, Quality Farm & Fleet, TSC, Kline's, Radio Shack, Wickes, Fashion Plus, Fashion Bug/Fashion Bug Plus, Maurices, El-Bee Shoes, Payless, Dollar General, Uhlman's, Ankersen's, Curtis Mathes.

14 - NEWSPAPERS: TIMES-UNION (e-mon to fri; m-sat) 13,956; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: H. Dean Tucker, Adv. Mgr., TIMES-UNION, Times Bldg.; PO Box 1448, Warsaw, IN 46581-1448; Tel. (219) 267-3111; FAX (219) 267-7784.
National Representative: None.

WASHINGTON

1 - LOCATION: Daviess County, E&P Map B-4. County Seat. Agricultural center halfway (170 mi.) between Cincinnati & St. Louis; 90 mi. NW of Louisville, KY; 100 mi. S of Indianapolis; 250 mi. S of Chicago; 57 mi. NE of Evansville. On U.S. Hwys. 50, 150; State Hwys. 57, 257.

2 - TRANSPORTATION: Railroads-Big Four Freight; Conrail (N & S); Chessie System (E & W).
Motor Freight Carriers-3.
Intercity Bus Line-Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 10,838; E&P 92 Est. 11,067
CZ-ABC: (80) 11,325
RTZ-ABC: (80) 39,937
County 90 Cen. 27,533; E&P 92 Est. 28,218
City & RTZ-ABC: (80) 51,262
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 4,082; E&P 92 Est. 4,168
County 90 Cen. 10,666; E&P 92 Est. 10,931
CZ-ABC: (80) 4,552
RTZ-ABC: (80) 13,831
City & RTZ-ABC: (80) 18,383

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$211,140,605
Savings & Loan	2	$57,629,000

6 - PASSENGER AUTOS: Daviess County 13,358

7 - ELECTRIC METERS: Residence 5,928

8 - GAS METERS: Residence 3,924

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Ball Bearings 119 ($320); Food Proc. 459 ($210); B&O R.R. 150 ($400); Mining 730 ($500).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-50; Summer 46-96; Fall 45-80; Winter 0-42. First killing frost, Oct. 23; last killing frost, Apr. 17.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Main St.; 4 on Vantrees; 4 on S. St.; East 50 Shopping ctr.; K mart.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
East 50(3)	NA	Williams Rexall, Sav-A-Lot
Washington Plz. (14)	1	Big Lot, Buehlers
Cherry Tree Plz.(12)	2	Wal-Mart, Joy C

Stores Open Evenings-Fri.
Stores Open Sundays-Drugs, Grocery, Discount.

13 - RETAIL OUTLETS: Department Store-Sears.
Variety Stores-Big Lot, Dollar General, Dollar General, Greenwood's, Main Street Pharmacy, True Value.
Discount Stores-K mart; Big Lots; Wal-Mart.
Chain Supermarkets-IGA, Joy C; Red & White 2, Lucky Dollar; Buehlers Buy Low.
Other Chain Stores-Paris Style; MAB Paints; Sherwin-Williams; Big Blue Stores; Home Outfitters; Nationwise Tire; Cato; Sycamore.

14 - NEWSPAPERS: TIMES-HERALD (e) 10,224; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Don Brown, Adv. Dir., TIMES-HERALD, 102 E. Vantrees St., Washington, IN 47501; Tel. (812) 254-0480.
National Representative: Papert Companies.

WEST LAFAYETTE
See LAFAYETTE

WINCHESTER, IN-UNION CITY, OH

1 - LOCATION: Randolph County, IN and Darke County, OH, E&P Map C-3. 32 mi. E of Muncie; 52 mi. from Dayton. On State Hwys. 28, 32, 277; OH Hwys. 47 and 71; IN and U.S. Hwy. 27.

2 - TRANSPORTATION: Railroad-Conrail.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. Cities 90 Cen. 14,208; E&P 92 Est. 15,053
Winchester, IN 90 Cen. 5,095; E&P 92 Est. 5,134
Union City, OH 90 Cen. 5,501; E&P 92 Est. 6,258
Union City, IN 90 Cen. 3,612; E&P 92 Est. 3,661
Counties 90 Cen. 80,767; E&P 92 Est. 80,725
Randolph, IN 90 Cen. 27,148; E&P 92 Est. 27,316
Darke, OH 90 Cen. 53,619; E&P 92 Est. 53,409

4 - HOUSEHOLDS:
Cities 90 Cen. 5,395; E&P 92 Est. 5,720
Winchester, IN 90 Cen. 1,919; E&P 92 Est. 1,934
Union City, OH 90 Cen. 2,116; E&P 92 Est. 2,407
Union City, IN 90 Cen. 1,360; E&P 92 Est. 1,379
Counties 90 Cen. 30,579; E&F 92 Est. 30,561
Randolph, IN 90 Cen. 10,087; E&P 92 Est. 10,150
Darke, OH 90 Cen. 18,864; E&P 92 Est. 20,714

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$231,000,000
Savings & Loan	2	$15,000,000

6 - PASSENGER AUTOS: Counties: Randolph, IN 15,717; Darke, OH 33,887.

7 - ELECTRIC METERS: Residence 8,838

8 - GAS METERS: Residence 4,816

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Body Co. 1,000 Furn. 200; Leather 200; Metal Supplies 1,200; Glass 2,128.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-62; Summer 67-84; Fall 53-60; Winter 12-55.

11 - TAP WATER: Hard, fluoridated.

12 - RETAILING: Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri., many daily.

13 - RETAIL OUTLETS: Discount Stores-Val's Discount; Donner's 3-D.
Variety Store-Ben Franklin.
Chain Drug Stores-Hook's 2; People's.
Chain Supermarkets-Marsh; Troutwine's; Aldi Foods.

14 - NEWSPAPERS: NEWS-GAZETTE (e) 4,356; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: Debbie Fulton, Adv. Mgr., NEWS-GAZETTE, 224 W. Franklin St., Winchester IN 47394; Tel. (317) 584-4501.
National Representative: None.

IOWA SURVEYS

METROPOLITAN STATISTICAL AREAS

Cedar Rapids-Linn County.
Davenport-Rock Island-Moline, IA-IL-Scott County, IA; Henry and Rock Island Counties, IL.
Des Moines-Dallas, Polk and Warren Counties.
Dubuque-Dubuque County.
Iowa City-Johnson County.
Omaha, NE-IA-Douglas, Sarpy and Washington Counties, NE; Pottawattamie County, IA.
Sioux City, IA-NE-Woodbury County, IA; Dakota County, NE.
Waterloo-Cedar Falls-Black Hawk and Bremer Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	1980	1990	1992
Under 5 Years	222	240	239
5-14 Years	443	412	411
15-24 Years	549	419	418
25-44 Years	752	876	873
45-64 Years	560	505	504
65 and Over	387	336	335
TOTAL	2,913	2,787	2,780

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1992 Est.
Bldg. Mat./Hdwr	800	784	1,486
General Mdse	1,164	1,362	2,247
Food	1,965	2,937	4,146
Automobiles	2,231	2,336	4,783
Gasoline Stations	954	1,378	1,430
Apparel	408	606	942
Furniture	450	463	929
Eat-Drink Places	806	1,109	1,821
Drugs	275	388	611
TOTAL SALES	9,833	12,646	19,985

AMES

1 - LOCATION: Story County, E&P Map C-2. On Hwy. 30 (E&W), Hwy. 69 (N&S), I-35 (N&S).

2 - TRANSPORTATION: Railroads-Chicago & Northwestern.
Intercity Bus Lines-Greyhound, Jefferson Transportation.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 90 Cen. 47,198; E&P 92 Est. 48,000
County 90 Cen. 74,252; E&P 92 Est. 75,420
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 18,153; E&P 92 Est. [illegible],461
County 90 Cen. 22,820; E&P 92 Est. 22,940

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$479,044,356
Savings & Loan	2	$25,365,276

6 - PASSENGER AUTOS: Story County 41,938

7 - ELECTRIC METERS: Residence 14,080

8 - GAS METERS: Residence 12,587

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Educ. 7,500; Iowa DOT HQ 500; Sports Clothing 120; Grain Equip. 10; Trans. Center/Abrasives Mfg. 550; Equipment Mfg. 400; Chem. 165.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-56; Summer 66-87; Fall 40-56; Winter 12-30. First killing frost, Oct. 5; last killing frost, May 1.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St.; 2 on 5th St.; 3 on Kellogg.

Shopping Centers-K mart Plaza, 4 blocks on Lincoln Way 4 mi. W.; Save U More Center, South Duff, 1 1/2 mi. S.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ames Aura(14)	NA	Hy-Vee, K mart
Lincoln Plz.(9)	NA	Target, Radio Shack
North Grand(60)	2	Younker's, JCPenney, Sears, Wal-Mart
Campustown	3	
West Ames	4	K mart, Hy-Vee, Drugtown

Principal Shopping Days-Sat., Sun., Thur.
Stores Open Evenings-Dept.-Mon. through Fri.; Food-every evening; Campustown-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney, Younker's, Sears, Target, K mart, Wal-Mart.
Chain Supermarkets-Fareway, Hy-Vee, Save-U-More; Cub's Super Valu.
Other Chain Stores-Goodyear, Firestone, Fastco Drug, A.J. August; Musicland; Baskin-Robbins; Maurice's; Earl May; Big Bear; Drug Town; Radio Shack; So-Fro Fabrics.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 9,398; Mar. 31, 1990 VAC.
Local Contact for Advertising and Merchandising Data: Janette Antisdel, Adv. Dir., TRIBUNE, PO Box 380, Ames, IA 50010; Tel. (515) 232-2160.
National Representatives: Iowa Newspaper Association; Papert Companies.

ATLANTIC

1 - LOCATION: Cass County, E&P Map B-3, County Seat. Agricultural area of 40 mi. radius. SW part of state; 50 mi. to Omaha; 82 mi. to Des Moines; 418 mi. to Chicago.

2 - TRANSPORTATION: Railroad-Iowa Interstate.
Motor Freight Carriers-10.
Intercity Bus Line-Overland Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 7,432; E&P 92 Est. 7,441
County 90 Cen. 15,128; E&P 92 Est. 14,936

4 - HOUSEHOLDS:
City 90 Cen. 2,858; E&P 92 Est. 2,862
County 90 Cen. 5,704; E&P 92 Est. 5,573

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$18,500,000
Commercial	4	$192,500,000

6 - PASSENGER AUTOS: Cass County 10,434

7 - ELECTRIC METERS: Residence 3,161

8 - GAS METERS: Residence 2,859

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Feed Mfg. 240 ($327); Street & Road Constr. 185 ($253); Engine Bearings 420 ($462).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 17-97; Summer 42-92; Fall -10-85; Winter -10-73. First killing frost, Nov. 11; last killing frost, Apr. 12.

11 - TAP WATER: Alkaline, med. soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Chestnut St.; 4 blocks on Walnut.
Neighborhood Shopping Centers-East and West Seventh Sts.; highway 6; Atlantic Plaza (14 units).

Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Thur.; grocery & discount stores nightly.

13 - RETAIL OUTLETS: Department Store-Spurgeon's.
Variety Stores-Ben Franklin; Bonnesen's.
Discount Stores-Orschein's; Coppel; Pamida; Alco; K mart.
Chain Supermarkets-Hy-Vee; Easter Foods.
Other Chain Stores-Earl May Seed & Nursery; Brown's Shoe Fit; Bair's Firestone; McAfee Tire; Singer Co.; Seifert's; Tober's; Sears (catalog); Western Auto; Atlantic Cashway Lumber; JCPenney (catalog).

14 - NEWSPAPERS: NEWS-TELEGRAPH (e) 6,164; sworn Mar. 31, 1990.
Local Contact for Advertising and Merchandising Data: Mark D. Griggs, Adv. Mgr., NEWS-TELEGRAPH, 410 Walnut St., Atlantic, IA 50022; Tel. (712) 243-2624; FAX (712) 243-4988.
National Representative: Iowa Newspaper Association.

BETTENDORF
See DAVENPORT

BOONE

1 - LOCATION: Boone County, E&P Map B-2, County Seat. 42 mi. N of Des Moines. On U.S. Hwy. 30.

2 - TRANSPORTATION: Railroads-Chicago & North Western.
Motor Freight Carriers-3.
Intercity Bus Line-Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 12,392; E&P 92 Est. 12,484
County 90 Cen. 25,186; E&P 92 Est. 25,263
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 4,766; E&P 92 Est. 4,802
County 90 Cen. 9,142; E&P 92 Est. 9,075

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$99,750,000
Commercial	2	$119,539,000

6 - PASSENGER AUTOS: Boone County 16,938

7 - ELECTRIC METERS: Residence 7,547

8 - GAS METERS: Residence 5,640

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-R.R. 600 ($400); Wire & Iron 150 ($210); Misc. 225 ($165).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: First killing frost, Oct. 4; last killing frost, May 6.

11 - TAP WATER: Hard.

12 - RETAILING: Principal Shopping Centers-21 blocks on Story, 11th St., 10th, 9th, 8th, 7th and 6th Sts.; also 9 blocks on Arden, Keeler, Allen and Runyan (30 blocks total).
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's.
Variety Store-Ben Franklin.
Discount Stores-Pamida; Wal-Mart.
Chain Drug Store-Snyder.
Chain Supermarkets-Fareway; Hy-Vee; Randalls.
Other Chain Stores-Big Bear; Sherwin Williams; Orschein's; Coast-to-Coast.

14 - NEWSPAPERS: NEWS-REPUBLICAN (e) 4,321; sworn Oct. 1, 1990.
Local Contact for Advertising and Merchandising Data: David Silverthorn, Adv. Mgr., NEWS-REPUBLICAN, 812 Keeler St., PO Box 100, Boone, IA 50036; Tel. (515) 432-1234.
National Representative: Iowa Newspaper Association.

BURLINGTON

1 - LOCATION: Des Moines County, E&P Map D-3, County Seat. Agricultural, dairy area, mfg. & wholesale ctr., 206 mi. W of Chicago; 227 mi. N of St. Louis; 290 mi. E of Omaha; 165 mi. SE of Des Moines. On U.S. Hwys. 34, 61.

2 - TRANSPORTATION: Railroads-Burlington-Northern; Rock Island; Amtrak.
Motor Freight Carriers-16.
Intercity Bus Line-Trailways.
Airlines-American Eagle; Trans World Express.
Water-Mississippi River Barge Lines.

3 - POPULATION:
Corp. City 90 Cen. 27,208; E&P 92 Est. 27,035
CZ-ABC: (80) 32,900
RTZ-ABC: (80) 113,126
County 90 Cen. 42,614; E&P 92 Est. 42,346
City & RTZ-ABC: (80) 146,026

4 - HOUSEHOLDS:
City 90 Cen. 10,465; E&P 92 Est. 10,398
County 90 Cen. 16,191; E&P 92 Est. 15,923
CZ-ABC: (80) 12,734
RTZ-ABC: (80) 40,722
City & RTZ-ABC: (80) 53,456

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	1	$79,227,669
Commercial	5	$406,226,398

6 - PASSENGER AUTOS: Des Moines County 29,344

7 - ELECTRIC METERS: Residence 11,083

8 - GAS METERS: Residence 11,136

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Ordnance 1,469; Elect. 2,000; Food Prods. 350; Heavy Mach. 2,290; Furn. Ret. Trade 3,950; Whol. Trade 1,110.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-61; Summer 63-84; Fall 43-64; Winter 17-35. First killing frost, Oct. 18; last killing frost, Apr. 20.

11 - TAP WATER: Alkaline; moderately hard av. 10 grains; fluoridated.

12 - RETAILING: Principal Shopping Center-7 blocks on Jefferson St.; 5 on Main St.; 2 on 3rd & 4th Sts.; Hwys. 34 & 61.
Neighborhood Shopping Areas-Osborn & Oak Sts., 2 blocks; Maple at 8th & 9th Sts., 2 blocks; Roosevelt Rd., 5 blocks.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairway(33)	3	Mont. Ward
Burlington Plz. West(8)	3	Western Auto, FoodSaver, Jack's
K mart Plaza(8)	3	K mart
Westland Mall(61)	6	JCPenney, Younker's

Principal Shopping Days-Mon., Fri.
Stores Open Evenings-Dept.-Mon.-Fri. Food-Every night.Hy-Vee open 24 hrs.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; JCPenney; J.S. Schramm; Jack's; Younkers; K mart; Wal-Mart; Walgreens.
Discount Stores-Jack's; K mart; Wal-Mart; Family Dollar.
Chain Drug Stores-Osco; Peoples Drug Fair; Walgreens.
Chain Supermarkets-Eagle; Hy-Vee 2; Nafieh's; Aldi Food 2; FoodSaver.
Other Chain Stores-Karmelcorn; Kinney's; Holmes Shoes; Brown Shoe; Firestone; Goodyear; Singer Ctr.; Kay Jewelers; County Seat; The Closet; Coast-to-Coast; Payless; Kirlins; Radio Shack; So-Fro Fabrics; General Nutrition; Fullerton Lumber; Orschelin; Farm King; Video Warehouse; Maurices; Disc Jockey; The Limited; Seifert's; Spencer's; Stars & Stripes Video; B. Dalton; Stuarts; Western Auto; Kay Bee Toys; Center; Cost Cutters; Menards; Zales; Pearl Vision Express; Athletic Fitters; Belden Jewelers.

14 - NEWSPAPERS: HAWK EYE (e-mon to fri) 18,281; (S) 20,159; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Nelson H. Showalter, Adv. Dir., HAWK EYE, 800 S. Main, PO Box 10, Burlington, IA 52601; Tel. (319) 754-8461.
National Representatives: Iowa Newspaper Association; Papert Companies.

CARROLL

1 - LOCATION: Carroll County, E&P Map B-2, County Seat. 100 mi. NW of Des Moines; 85 mi. SW of Sioux City; 100 mi. NE of Omaha. On U.S. Hwys. 30, 71.

2 - TRANSPORTATION: Railroads-Chicago & North Western.
Motor Freight Carriers-4.
Intercity Bus Line-Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 9,579; E&P 92 Est. 9,658

County 90 Cen. 21,423; E&P 92 Est. 21,351

4 - HOUSEHOLDS:

City 90 Cen. 3,684; E&P 92 Est. 3,715

County 90 Cen. 8,841; E&P 92 Est. 8,720

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$109,835,440
Savings & Loan	2	$118,500,000

6 - PASSENGER AUTOS: Carroll County 13,686

7 - ELECTRIC METERS: Residence 3,800

8 - GAS METERS: Residence 3,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Elect. Control Mfg. 269; Window Mfg. 218; Refrigeration 63; Farm Equip. N.A.

Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-75; Summer 55-103; Fall 38-85; Winter 20-70. First killing frost, Oct. 10; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on 2 sts.; 2 suburban areas: Westgate Mall and Old Alley Mall-Downtown.

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Discount, Variety, Food-every evening to 9; Others-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's.

Discount Stores-Pamida; K mart; Wal-Mart.

Chain Supermarkets-Hy-Vee; Fareway; Food-4-Less.

Other Chain Stores-Coast-to-Coast; Star Walgreens Drug; S&S Store; Earl May Garden Center; Tractor Supply Co.; Bauer Built Tire Center; Sears (catalog); Tradehome Shoe; Brass Buckle; Stevenson's; Maurice's; Seifest's; Fashion Crossroads; Ben Franklin; Radio Shack.

14 - NEWSPAPERS: TIMES-HERALD (e-mon to fri) 6,332; sworn Sept. 27, 1990.

Local Contact for Advertising and Merchandising Data: James B. Wilson, Pub., TIMES-HERALD, 508 N. Court, Carroll, IA 51401; Tel. (712) 792-3573.

National Representative: Iowa Newspaper Association

CEDAR FALLS
See WATERLOO

CEDAR RAPIDS-MARION

1 - LOCATION: Linn County, (In Cedar Rapids MSA). E&P Map D-2, County Seat. Industrial, wholesale center. Chicago 219 mi. SE; St. Louis 291 mi. S; Kansas City 296 mi. SW; Omaha 269 mi. SW; Minneapolis & St. Paul 266 mi. N on U.S. Hwys. I-380, 30, 151, 218; State Hwys. 1, 13, 94, 100, 149, 150.

2 - TRANSPORTATION: Railroads-Cedar Rapids & Iowa City; CMStP&P; Chicago & Northwestern; Chicago Central & Pacific Railroad.

Motor Freight Carriers-24.

Intercity Bus Lines-Greyhound; Trailways.

Airlines-United; TWA; America West; United Express; Northwest Orient; Air Midwest; Braniff; American Eagle; Enterprise Airline; Transworld Express; Northwest Airlink.

3 - POPULATION:

Corp. Cities 90 Cen. 129,154; E&P 92 Est. 130,447

Cedar Rapids 90 Cen. 108,751; E&P 92 Est. 109,634

Marion 90 Cen. 20,403; E&P 92 Est. 20,813

CZ-ABC: (80) 169,775

RTZ-ABC: (80) 218,269

County/MSA 90 Cen. 168,767; E&P 92 Est. 170,333

City & RTZ-ABC: (80) 388,044

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:

Cities 90 Cen. 49,674; E&P 92 Est. 50,172

Cedar Rapids 90 Cen. 41,827; E&P 92 Est. 42,167

Marion 90 Cen. 7,847; E&P 92 Est. 8,005

CZ-ABC: (80) 61,770

RTZ-ABC: (80) 78,716

County/MSA 90 Cen. 63,518; E&P 92 Est. 63,445

City & RTZ-ABC: (80) 140,486

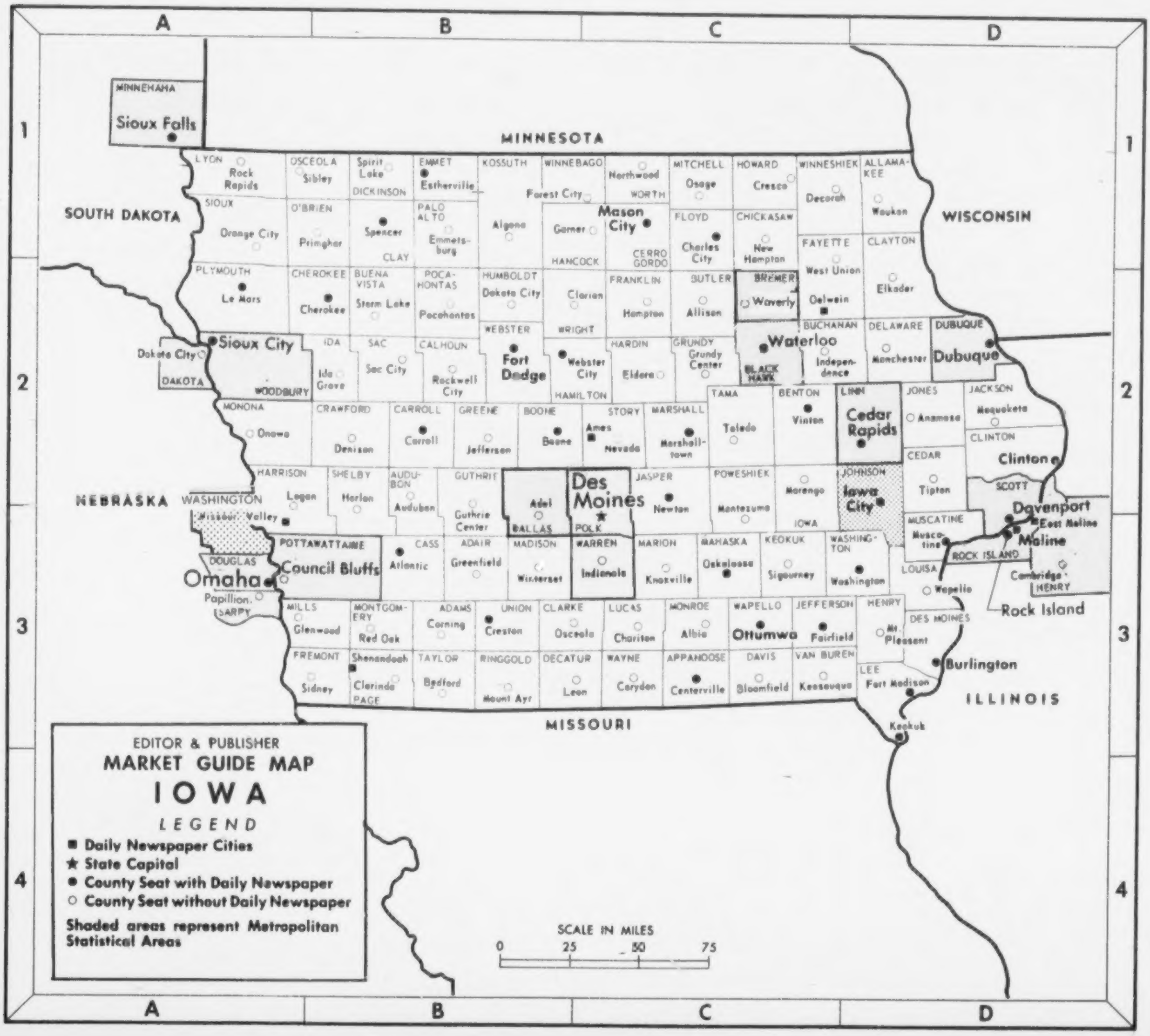
5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$1,406,564,791
Commercial	8	$1,582,000,000

6 - PASSENGER AUTOS: Linn County 117,698

7 - ELECTRIC METERS: Residence 48,769

8 - GAS METERS: Residence 44,636

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Durable Goods 14,800 (N.A.); Fab. Metal 500 (N.A.); Mach. 13,500 (N.A.); Trans. 4,100 (N.A.); Non-Durable 7,500 (N.A.); Food 5,400 (N.A.). Mfg. 22,300 ($527).


A
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MINNEHAHA
Sioux Falls
MINNESOTA
SOUTH DAKOTA
WISCONSIN
NEBRASKA
ILLINOIS
MISSOURI
LYON
Rock Rapids
OSCEOLA
Sibley
Spirit Lake
DICKINSON
EMMET
Estherville
KOSSUTH
WINNEBAGO
Forest City
Northwood
WORTH
MITCHELL
Osage
HOWARD
Cresco
WINNESHIEK
Decorah
ALLAMAKEE
Waukon
SIOUX
Orange City
O'BRIEN
Primghar
Spencer
CLAY
PALO ALTO
Emmetsburg
Algona
Garner
HANCOCK
Mason City
CERRO GORDO
FLOYD
Charles City
CHICKASAW
New Hampton
FAYETTE
West Union
CLAYTON
Elkader
PLYMOUTH
Le Mars
CHEROKEE
Cherokee
BUENA VISTA
Storm Lake
POCAHONTAS
Pocahontas
HUMBOLDT
Dakota City
Clarion
WRIGHT
FRANKLIN
Hampton
BUTLER
Allison
BREMER
Waverly
Oelwein
BUCHANAN
Independence
DELAWARE
Manchester
DUBUQUE
Dubuque
Dakota City
DAKOTA
Sioux City
WOODBURY
IDA
Ida Grove
SAC
Sac City
CALHOUN
Rockwell City
WEBSTER
Fort Dodge
Webster City
HAMILTON
HARDIN
Eldora
GRUNDY
Grundy Center
Waterloo
BLACK HAWK
MONONA
Onawa
CRAWFORD
Denison
CARROLL
Carroll
GREENE
Jefferson
BOONE
Boone
STORY
Ames
Nevada
MARSHALL
Marshalltown
TAMA
Toledo
BENTON
Vinton
LINN
Cedar Rapids
JONES
Anamosa
JACKSON
Maquoketa
CLINTON
Clinton
HARRISON
Logan
SHELBY
Harlan
AUDUBON
Audubon
GUTHRIE
Guthrie Center
Adel
DALLAS
Des Moines
POLK
JASPER
Newton
POWESHIEK
Montezuma
Marengo
IOWA
JOHNSON
Iowa City
CEDAR
Tipton
SCOTT
Davenport
East Moline
Moline
WASHINGTON
Missouri Valley
POTTAWATTAMIE
Council Bluffs
CASS
Atlantic
ADAIR
Greenfield
MADISON
Winterset
WARREN
Indianola
MARION
Knoxville
MAHASKA
Oskaloosa
KEOKUK
Sigourney
WASHINGTON
Washington
MUSCATINE
Muscatine
ROCK ISLAND
LOUISA
Wapello
Cambridge
HENRY
Rock Island
DOUGLAS
Omaha
Papillion
SARPY
MILLS
Glenwood
MONTGOMERY
Red Oak
ADAMS
Corning
UNION
Creston
CLARKE
Osceola
LUCAS
Chariton
MONROE
Albia
WAPELLO
Ottumwa
JEFFERSON
Fairfield
HENRY
Mt. Pleasant
DES MOINES
Burlington
FREMONT
Sidney
Shenandoah
Clarinda
PAGE
TAYLOR
Bedford
RINGGOLD
Mount Ayr
DECATUR
Leon
WAYNE
Corydon
APPANOOSE
Centerville
DAVIS
Bloomfield
VAN BUREN
Keosauqua
LEE
Fort Madison
Keokuk
EDITOR & PUBLISHER
MARKET GUIDE MAP
IOWA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0
25
50
75

10 - CLIMATE: Min. & Max. Temp.-Spring -6-88; Summer 40-94; Fall 2-87; Winter -20-43. First killing frost, Oct. 14; last killing frost, Apr. 22.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Downtown Shopping District-5 blks. on 1st, 2nd, 3rd and 4th Ave., East; 4 blks. on 1st, 2nd, 3rd, 4th and 5th Sts., East.

Shopping Centers (No. of Stores)-First Ave. East at 36th St and 44th St.; Cedar Hills (6); Johnson Ave. at Jacolyn Dr. N.W. (5); Park Towne Square (10) 42nd St. and Center Pt. Rd.

Neighborhood Shopping Areas-2 blocks at 15th St. & 1st Ave. E.; 2 at 32nd St. & 1st Ave. E.; 2 on 16th Ave. S.W.; 2 on 3rd Ave. S.W. from 1st to 3rd St.; 2 on 3rd Ave. S.W. from 8th to 10th St.; 4 on 3rd St. S.E. from 10th to 14th Aves.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Town & Country (40)	2	True Value Hdwe.
Kenwood	2	Kenwood House
Lindale Mall(108)	3	Sears, Younkers, Petersen's
Jack's Plaza(10)	2	Jack's, Revco
Collins Rd. Sq.	2	Best Buy
16th Ave.(20)	1	
Vernon(9)	2	Village Market
Target(4)	3	Target Discount
Cedar Hills(11)	3	Me Too Mkt.
K mart/Cedar Mall	3	K mart
Westdale(125)	4	JCPenney, Younkers, Mont. Ward, Petersen's
Park Town Sq.	2	Revco

Stores Open Evenings-Downtown, Mon. & Thur. Shopping centers & supermarkets every evening.

13 - RETAIL OUTLETS: Department Stores-Younkers; Armstrong's; Sears; Montgomery Ward; JCPenney; Smulekoff's; Kiecks; Von Maur.

Discount Stores-K mart; Target; Jack's.

Chain Drug Stores-Drugtown 4; Paramount 6; Osco 3; Revco 6.

Chain Supermarkets-Sun Mart 4; Hy-Vee 7; Econo Foods 2.

Other Chain Stores-Auto Supplies: Goodrich, Goodyear, Firestone. Coast-to-Coast; Shoes: Barker's, Baker's, Kinney's; Women's Apparel: Seifert's, Brook's, Braun's Fashions, Casual Corner, The Closet, Foxmoor Casuals, Jean Nicole, The Limited, Maurices, Paul Harris; Paint: Allied Glass, Sherwin-Williams, Iowa Paint, Pittsburgh Plate Glass; Misc.: Earl May, Northwest Fabrics, So-Fro Fabrics.

14 - NEWSPAPERS: THE GAZETTE (m) 70,208; (S) 83,196; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Nancy Wagner, Natl. Sales Mgr., THE GAZETTE, 500 3rd Ave. S.E., Cedar Rapids, IA 52401; Tel. (319) 398-8211.

National Representatives: Branham/Newspaper Sales; Iowa Newspaper Association.

CENTERVILLE

1 - LOCATION: Appanoose County, E&P Map C-3, County Seat. Agricultural, industrial, residential; 90 mi. S and E of Des Moines; 100 mi. W of Burlington. State Hwys. 2, 5.

2 - TRANSPORTATION: Railroads-ACCR; N&S.

Motor Freight Carriers-4.

3 - POPULATION:

Corp. City 90 Cen. 5,936; E&P 92 Est. 5,875
County 90 Cen. 13,743; E&P 92 Est. 13,532

4 - HOUSEHOLDS:

City 90 Cen. 2,283; E&P 92 Est. 2,260
County 90 Cen. 5,123; E&P 92 Est. 4,993

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$115,647,328

6 - PASSENGER AUTOS: Appanoose County 8,867

7 - ELECTRIC METERS: Residence 3,384

8 - GAS METERS: Residence 2,441

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Utility 175 ($295); Plastic Food Pkg. 400 ($225); Radiators 136 ($240); Auto Parts Dist. 225 ($225); Commercial Plastic Mfg. 100 ($240).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-59; Summer 65-88; Fall 36-60; Winter 22-43.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Moulton	15	Woods Bros.
Moravia	13	Turner & Son
Mystic	6	Clark & Son
Corydon	25	Rexall, Hy-Vee
Unionville, MO	25	Ace Hdwe., Hy-Vee

Principal Shopping Days-Wed., Fri., Sat.

Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-True Value; Spurgeons; JCPenney; Bostwicks; Fashion Crossroads.

Variety Store-Ben Franklin.

Discount Stores-Places; Pamida; Dollar General.

Chain Drug Stores-Owl Rexall; Med-Cap; Easter's Phcy.

Chain Supermarkets-Hy-Vee; Super Valu; Fareway; Aldi.

Other Chain Stores-Coast-to-Coast; Western Auto; Brown Shoe-Fit; Sears (catalog); Orchelyn Farm & Home; Merle Norman.

14 - NEWSPAPERS: AD EXPRESS/IOWEGIAN (m-mon to fri) 3,437; sworn Sept. 26, 1990.

Local Contact for Advertising and Merchandising Data: John C. Arnold, Pub., AD EXPRESS/IOWEGIAN, 105 N. Main St., Centerville, IA 52544; Tel. (515) 856-6336.

National Representative: Iowa Newspaper Association.

CHARLES CITY

1 - LOCATION: Floyd County, E&P Map C-1, County Seat. Wholesale center. NE part of state; 313 mi. from Chicago; 135 mi. from Des Moines; 130 mi. from Minneapolis.

2 - TRANSPORTATION: Railroads-Illinois Central; Milwaukee; Iowa Terminal RR.

Motor Freight Carriers-8.

Intercity Bus Line-Jefferson.

3 - POPULATION:

Corp. City 90 Cen. 7,878; E&P 92 Est. 7,782
County 90 Cen. 17,058; E&P 92 Est. 16,737

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 3,030; E&P 92 Est. 2,993
County 90 Cen. 6,474; E&P 92 Est. 6,287

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	1	N.A.
Commercial	3	$166,500,000

6 - PASSENGER AUTOS: Floyd County 11,824

7 - ELECTRIC METERS: Residence 3,559

8 - GAS METERS: Residence 3,139

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Farm Mach. 750 ($310); Animal Health Prods. 402 ($285); Poultry Proc. 500 ($285); Educ. 500 ($300).

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-57; Summer 60-82; Fall 39-60; Winter 11-28. First killing frost, Oct. 2; last killing frost, Apr. 26.

11 - TAP WATER: Neutral, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Main St.; 2 on Clark; 2 on Kelly; 2 on Blunt; 1 on 2nd St.; 1 on Gilbert St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cendar Mall(31)	NA	Hy-Vee
Easter's	NA	Super Mkt.; Super Valu

Principal Shopping Days-Mon., Fri., Sat.

Stores Open Evenings-Dept.-Mon., Thur.; Food-6 nights.

13 - RETAIL OUTLETS: Department Store-Spurgeon's.

Discount Stores-Pamida; K mart.

Variety Stores-Ben Franklin; Dollar General.

Chain Drug Stores-Easter's; Medicap; Family Pharmacy.

Chain Supermarkets-Easter's Super Valu; Fareway; Hy-Vee.

Other Chain Stores-Sears (order store); Brown's Shoe Fit Co.; Stevenson's; Trade Home; Coach House; Roberts; Dorfman Auto Supply; Sieg Co.; McGregor Furn.; NAPA Auto Parts; Coast-to-Coast; Great Plains Supply.

14 - NEWSPAPERS: PRESS (e-mon to sat) 3,570; Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Rich Gifford, Adv. Mgr., PRESS, 100 Main St., Charles City, IA 50616; Tel. (515) 228-3211.

National Representatives: American Newspaper Representatives; Iowa Newspaper Association.

CHEROKEE

1 - LOCATION: Cherokee County, E&P Map B-2, County Seat.

2 - TRANSPORTATION: Railroad-Illinois Central.

Motor Freight Carriers-7.

Intercity Bus Line-Iowa Coaches.

3 - POPULATION:

Corp. City 90 Cen. 6,026; E&P 92 Est. 5,894
County 90 Cen. 14,098; E&P 92 Est. 13,830

4 - HOUSEHOLDS:

City 90 Cen. 2,318; E&P 92 Est. 2,267
County 90 Cen. 5,247; E&P 92 Est. 5,094

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$99,643,000
Savings & Loan	2	$106,415,813
Credit Union	1	$3,800,000

6 - PASSENGER AUTOS: Cherokee County 9,594

7 - ELECTRIC METERS: Residence 2,687

8 - GAS METERS: Residence 2,610

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Farm Imp. 280 ($247); Meat Packing 800 ($404); Mental Health Institute 250.

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 18-68; Summer 55-79; Fall 26-79; Winter 0-38. First killing frost, Oct. 8; last killing frost, May 20.

11 - TAP WATER: Neutral; not fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks on Main and Second St., North Star Plaza (8 stores-grocery, variety, discount, furniture, women's clothing).

Principal Shopping Days-Wed., Thur., Fri.

Stores Open Evenings-Thur.; Food and discount-nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney Catalog Outlet; Hawley Allison; Bomgaar's; Sears Catalog.

Discount Stores-Alco; K mart; Drug Town.

Chain Drug Store-Drug Town.

Chain Supermarkets-Fareway; Hy-Vee.

Other Chain Stores-Brown Shoe; Earl May; Casey's General Store; Kum & Go; The Clothes Peddler; Thermo Gas Co.; Stevenson's; Coast-to-Coast.

14 - NEWSPAPERS: DAILY TIMES (m) 3,300; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Troy Valentine, Adv. Mgr., DAILY TIMES, 111 South, 2nd, IA 51012; Tel. (712) 225-5111.

National Representative: Iowa Newspaper Association.

CLINTON

1 - LOCATION: Clinton County, E&P Map D-2, County Seat. Manufacturing & agricultural ctr. Extreme E point in IA; 138 mi. W of Chicago; 300 mi. S of Minneapolis; 300 mi. N of St. Louis.

2 - TRANSPORTATION: Railroads-Burlington Northern; Soo; C&NW; CRI&P. Mississippi River Municipal Barge Terminal.

Motor Freight Carriers-6.

Intercity Bus Lines-Greyhound; Clinton Municipal Transit Authority.

Airline-Great Lakes.

3 - POPULATION:

Corp. City 90 Cen. 29,201; E&P 92 Est. 28,786
CZ-ABC: (80) 32,828
RTZ-ABC: (80) 92,815
County 90 Cen. 51,040; E&P 92 Est. 50,401
City & RTZ-ABC: (80) 125,643

4 - HOUSEHOLDS:

City 90 Cen. 11,231; E&P 92 Est. 11,071
County 90 Cen. 20,183; E&P 92 Est. 19,725
CZ-ABC: (80) 12,261
RTZ-ABC: (80) 32,370
City & RTZ-ABC: (80) 44,631

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$126,417,491
Commercial	4	$227,261,000

6 - PASSENGER AUTOS: Clinton County 32,714

7 - ELECTRIC METERS: Residence 12,566

8 - GAS METERS: Residence 10,371

9 - PRINCIPAL INDUSTRIES: No. of Wage Earners (Av. Wkly. Wage)-Corn Proc. 400 ($320); Clysar Mfg. 350 ($360); R.R. & Car Repair 400 ($320); Ladies Garments 179 ($220); Paper Cartons & Labels 861 ($275); Chem. Prods. 495 ($330); Coupon Clearing 600 ($224); Wire Prods. 285 ($220); Plastic Pipe 323 ($300); Automotive Parts 191 ($220); Sheet Metal 112 ($250); Plastic Forming 111 ($260).

Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-82; Summer 55-92; Fall 21-84; Winter 8-38. First killing frost, Oct. 19; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on S. 2nd St.; 2 on S. 3rd St.; 3 on 5th Ave. S.; 3 on 6th Ave. S.; 2 on 4th Ave. S.

Neighborhood Shopping Centers-8 blocks on Main Ave.; 4 on S. 4th St.; 2 on Camanche Ave.; 100 Block N. & S. on 2nd St.

Principal Shopping Days-Mon., Fri., Sat.

Stores Open Evenings-Dept., chain & variety, Mon. & Fri.; food, nightly.

13 - RETAIL OUTLETS: Department Stores-Kline's; JCPenney; Sears.

Discount Stores-Paul's Discount; Target; K mart.

Variety Stores-Woolworth, Main Ave.

Chain Drug Stores-Bond-Walgreens; Osco.

Chain Supermarkets-Eagle 3; Jewel; Kopp's 3; Aldi; Food Bonanza.

Other Chain Stores-Firestone; Diamond Paint; Sherwin-Williams; Cobb Optical Co.; Kinney Shoe; Brown's Shoe-Fit; Fullerton Lumber; Eclipse Lumber; Radio Shack; Farm & Fleet.

14 - NEWSPAPERS: HERALD (e) 18,848; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Daniel J. Waters, Adv. Dir., HERALD, 221 6th Ave. S., Clinton, IA 52732; Tel. (319) 242-7101.

National Representative: Papert Companies.

COUNCIL BLUFFS

1 - LOCATION: Pottawattamie County, (In Omaha, NE-IA MSA). E&P Map A-3, County Seat. Railroad center. Miscellaneous light manufacturing, greyhound, race track, food processing. Western edge of Iowa overlooking Missouri River.

2 - TRANSPORTATION: Railroads-Burlington Northern; Chicago & Northwestern; Union Pacific; Chicago Central & Pacific; Colorado & Eastern; Iowa Interstate Railroad Co.

Motor Freight Carriers-75.

Airlines-United; Northwest Orient; Eastern; TWA; AAA Commuter; Continental; American; America West; GP Express; Iowa Airways; Delta; Midway.

3 - POPULATION:

Corp. City 90 Cen. 54,315; E&P 92 Est. 54,475
CZ-ABC: (80) 56,449
RTZ-ABC: (80) 75,743
County 90 Cen. 82,628; E&P 92 Est. 82,755
MSA 90 Cen. 618,262; E&P 92 Est. 637,825
City & RTZ-ABC: (80) 132,192

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 20,890; E&P 92 Est. 20,592
County 90 Cen. 30,922; E&P 92 Est. 30,650
MSA 90 Cen. 243,925; E&P 92 Est. 251,812
CZ-ABC: (80) 20,872
RTZ-ABC: (80) 25,965
City & RTZ-ABC: (80) 46,837

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$442,438,000
Savings & Loan	2	$212,446,000

6 - PASSENGER AUTOS: Pottawattamie County 56,648

7 - ELECTRIC METERS: Residence 21,058

8 - GAS METERS: Residence 20,203

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Trans., Commun. & Public Util. 2,000; Mfg. 1,500; Fin., Ins., R.E. 900; Whol. Trade 1,300; Ret. Trade 6,000; Gov't 4,700; Constr. 900; Service 6,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 52-72; Summer 68-100; Fall 31-72; Winter 20-38. First killing frost, Oct. 20; last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, moderately soft.

12 - RETAILING: Principal Shopping Center-Malls of Bluffs I-80 Madison Ave.

Neighborhood Shopping Centers-5 blocks on Broadway near 20th & 25th Sts.; Broadway, 28th to 35th St.; 16th Ave. bet. 7th & 8th Sts.; Bluffs Plaza-3 stores; Sundel Plaza-14 stores.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bluff Plz.(3)	2	Bluff's, Super Foods
Bluffs Northway (4)	2	Richman-Gordman, Hy-Vee, Drug Town
Madison Mall(4)	2	Drugtown, Hy-Vee
Midland Mall(35)	NA	Younkers, Sears
Sherwood Plz.(10)	3	K mart, Payless Shoes
Sundel Plz.(14)	1	Medi Cop Pharm.
Twin City	4	
Ogden Place(10)	NA	Sherwin-Williams, Nutri System
Mall of the Bluffs(110)	2	Target, Dillard's, Penney's
Woodbury Hills (2)	NA	Worwest Bank

Principal Shopping Days-Mon., Fri., Sat., Sun.

Stores Open Evenings-Dept. Mon. and Thur.; Mall of the Bluffs and Centre Point Mall every evening.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Richman-Gordman; Sears; Younkers; Dillard's.

Discount Stores-K mart; Target.

Chain Drug Stores-Walgreens 3; Osco; Drug Town 2.

Chain Supermarkets-Super Valu 2; Hy-Vee 2.

Other Chain Stores-Firestone; Goodrich; Goodyear; Tractor Supply; Payless Shoes; Kinney's; So-Fro Fabrics; Zales Jewelry; Sutherlands; Northwest Fabrics; Earl May Garden Center; Peoples True Value; West Lake Ace Hardware.

14 - NEWSPAPERS: THE DAILY NONPAREIL (m) 17,887; (S) 20,558; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Tom Kean, Adv. Mgr., THE DAILY NONPAREIL, 117 Pearl St., Council Bluffs, IA 51503; Tel. (712) 328-1811.

National Representatives: Cresmer, Woodward, O'Mara & Ormsbee Inc.; Thomson Newspapers; Iowa Newspaper Association.

CRESTON

1 - LOCATION: Union County, E&P Map B-3, County Seat. Farm area in S central Iowa; livestock, 75 mi. SW of Des Moines, 100 mi. E of Omaha. On U.S. Hwy. 34; State Hwy. 25.

2 - TRANSPORTATION: Railroads-Burlington Northern; Amtrak Passenger Service.

Motor Freight Carriers-2.

3 - POPULATION:

Corp. City 90 Cen. 7,911; E&P 92 Est. 7,892
County 90 Cen. 12,750; E&P 92 Est. 12,667

4 - HOUSEHOLDS:

City 90 Cen. 3,043; E&P 92 Est. 3,036
County 90 Cen. 4,752; E&P 92 Est. 4,673

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	2	$135,303,000
Savings & Loan	2	$75,639,000

6 - PASSENGER AUTOS: Union County 8,498

7 - ELECTRIC METERS: Residence 4,140

8 - GAS METERS: Residence 2,940

9 - PRINCIPAL INDUSTRIES: R.R. Shop & Operating Personnel; Light Mach.; Feed Mixing; Concrete Block; Elect. Generation; Precision Magnesium and Aluminum Casting (Valves & Fittings, Aero-Space Parts); Anhydrous Ammonia Mfg.; Plastics Molding and Plastic Piping; Coffee Making Appliances.

Principal Industrial Pay Days-Fri., Sat.; 17th and last day of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 18-101; Summer 47-101; Fall 15-84; Winter 10-55. First killing frost, Oct. 10; last killing frost, May 2.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on Maple, Montgomery, Pine, Adams, Elm and Union Sts.

Neighborhood Shopping Centers-Hwy. 34 & Summer; Hwy. 25 & Townline; Hwy. 25 and Sheldon.

Principal Shopping Days-Mon., Fri., Sat.

Stores Open Evenings-Mon.; Shopping Centers every evening except Sun.

13 - RETAIL OUTLETS: Department Stores-Spurgeon Merc.; Sernett's.

Variety Stores-Dollar General; Easter's.

Discount Stores-Farm & Home Store; K mart, Wal-Mart.

Chain Supermarkets-Hy-Vee; Fareway; Super Valu.

Other Chain Stores-Goodyear; Sears (catalog); Radio Shack; Pella Window; True Value.

14 - NEWSPAPERS: NEWS-ADVERTISER (e-mon to fri) 5,575; sworn Sept. 25 1990.

Local Contact for Advertising and Merchandising Data: Arvid E. Huisman, Pub. or Mark Oliverius, Adv. Dir., NEWS-ADVERTISER, 503 W. Adams St.; PO Box 126, Creston, IA 50801; Tel. (515) 782-2141.

National Representative: Iowa Newspaper Association.

DAVENPORT-BETTENDORF

1 - LOCATION: Scott County, (In Davenport-Rock Island-Moline, IA-IL MSA) E&P Map D-3. County Seat. Small mfg. On E & W bank of Mississippi River, 183 mi. W by S of Chicago. On U.S. Hwys. 6, 61, 67; State Hwys. 122, 22 and 74; I-80.

2 - TRANSPORTATION: Railroads-(MSA) Davenport; Rock Island; Northwestern; Burlington Northern; Soo Lines; Iowa Interstate.

Motor Freight Carriers-38.

Intercity Bus Lines-Continental Trailways; Greyhound; River Trails Transit; Scenic Stage; Bettendorf Mass. Transit; Davenport City Lines.

Airlines-American Eagle; Britt; United; United Express; Air Midwest; TWA; Northwest Orient.

3 - POPULATION:

Corp. Cities 90 Cen. 123,465; E&P 92 Est. 123,358
  Davenport 90 Cen. 95,333; E&P 92 Est. 94,768
  Bettendorf 90 Cen. 28,132; E&P 92 Est. 28,590
CZ-ABC: (80) 286,405
Iowa CZ-ABC: (80) 131,252
Ill. CZ-ABC: (80) 155,153
RTZ-ABC: (80) 393,441
County 90 Cen. 150,979; E&P 92 Est. 150,756
MSA 90 Cen. 350,861; E&P 92 Est. 348,288
City & RTZ-ABC: (80) 679,846

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

Cities 90 Cen. 47,487; E&P 92 Est. 47,445
  Davenport 90 Cen. 36,667; E&P 92 Est. 36,449
  Bettendorf 90 Cen. 10,820; E&P 92 Est. 10,996
County 90 Cen. 57,568; E&P 92 Est. 56,889
MSA 90 Cen. 129,548; E&P 92; Est. 128,603
CZ-ABC: (80) 105,268
Iowa CZ-ABC: (80) 47,583
Ill. CZ-ABC: (80) 57,685
RTZ-ABC: (80) 139,130
City & RTZ-ABC: (80) 244,398

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	36	$2,154,893,000
Savings & Loan	8	$2,555,582,000

6 - PASSENGER AUTOS: Scott County 103,022

7 - ELECTRIC METERS: Residence 111,085

8 - GAS METERS: Residence 161,860

9 - PRINCIPAL INDUSTRIES: Type of Industry, No. of Wage Earners-(MSA) Total Mfg. Employment 31,445 (Farm & Constr. Equip., Alum. Milling); Non-Mfg. 84,635; Public Sector 27,150. Av. Wkly. Wage $329.

Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 7-93; Summer 40-92; Fall 13-42; Winter 7-63. An. rainfall 33.7 in.

11 - TAP WATER: From Mississippi River. Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-Davenport-4 blocks on 2nd St., 4 on 3rd St., 3 on Brady-Main Harrison; N. Brady between 30th St. & Kimberly Rd. Northpark, between Harrison and Brady on West Kimberly; Northgate Eastern & Kimberly. Spring Vlg. on E. Kimberly & Spring Sts. Bettendorf-State St., from 14th to 19th Sts.; Duck Creek Plz.

Neighborhood Shopping Centers-Davenport-6 blocks on North Harrison St., 8 near Locust & Division Sts. in N.W. Davenport, Midtown Plz., Paul Revere Sq., Kimberly & Jersey Ridgs., Brady & Locust Vlg. 27 units; Venture shopping area on N 18th in Bettendorf, Westfair, 9 units.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
N.W. Davenport	3	
W. Locust	5	
Midtown Plz.(15)	2	Walgreens
Northgate	4	Interstate Book Store, Strum
Spring Village	4	Eagles, Walgreens
Northpark(90)	3	JCPenney, Younker's, Mont. Ward
Cumberland Sq.(40)	4	Jewel, Osco
East Locust	3	Eagles
Venture	3	Jewel, Osco, Venture
Bettendorf Plz. (6)	2	K mart
Old Town Mall (26)	3	Peoples, Playback, Sherwin-Williams
Duck Creek Plaza(38)	5	Younker's, Petersen, Harned Von Maur
Westfair	4	

Principal Shopping Days-Dept. Stores-Mon., Fri. and Sat.; Food: Thur., Fri., Sat. & Sun.

Stores Open Evenings-Dept.-Mon. & Fri. Supermkts.-Every evening, Mon. through Sun.

Stores Close-Mon. morning and Sat. evenings.

Stores Open Sundays-Discount, Supermkts., Drug, Shopping Malls.

13 - RETAIL OUTLETS: Department Stores-Younker's 3; Von Maur 3; JCPenney 2; Sears 2; Montgomery Ward 2.

Discount Stores-Venture 2; Target 2; K mart 4; Best Buy.

Variety Stores-Ben Franklin; Woolworth.

Chain Drug Stores-Peoples 8; Osco; Main at Locust Phcy.; Medicine Shoppe; Stewart; Walgreens 6.

Chain Supermarkets-Eagle 5; Hy-Vee 2; Jewel 3; 7-Eleven 14; Convenient; Food-4-Less; Easter Foods; Casey's; Econo Foods.

Independent Buying Groups-Royal Blue; Jack & Jill 5; Super Valu 2; Certified.

Other Chain Stores-Fannie May 4; Firestone 2; Thom McAn; Goodyear; Bakers; Kinney's 2; Fashion; Singer Co. 2; Seiferts; Paul Harris 2; Waldenbooks 2; Coach House Gifts; So-Fro Fabrics 2; Glidden; Interstate Bookstore; Richman Bros.; Wallpaper to Go; Radio Shack 4.

14 - NEWSPAPERS: QUAD-CITY TIMES (all day-mon to fri) 54,550; (m-sat) 68,404; (S) 82,459; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: William Johnston, Gen. Mgr., QUAD-CITY TIMES, 500 E. 3rd St.; PO Box 3828, Davenport, IA 52808; Tel. (319) 383-2200.

National Representative: Landon Associates.

DES MOINES

1 - LOCATION: Polk County, (In Des Moines MSA). E&P Map C-2, Capital and County Seat. Insurance, publishing, commercial, farm and industrial center. 358 mi. from Chicago; 206 mi. from Kansas City; 240 mi. from Minneapolis.

2 - TRANSPORTATION: Railroads-Chicago & North Western; Burlington Northern; Norfolk & Western; Des Moines Union; Iowa; Amtrak; Norfolk Southern; Sante Fe; Union Pacific.

Motor Freight Carriers-82.

Intercity Bus Lines-Trailways; Greyhound. Greyhound; Jefferson.

Airlines-United; TWA; American; America West; Northwest; Great Lakes; Midway; USAir; Skyway.

3 - POPULATION:

Corp. City 90 Cen. 193,187; E&P 92 Est. 195,732
NDM ABC: (80) 754,047
MSA 90 Cen. 392,928; E&P 92 Est. 402,262
County 90 Cen. 327,140; E&P 92 Est. 335,531
City & RTZ-ABC: (80) 1,192,575

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 74,303; E&P 92 Est. 75,282
County 90 Cen. 132,222; E&P 92 Est. 134,212
MSA 90 Cen. 156,942; E&P 92 Est. 160,673
INDM-ABC: (80) 277,078

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$2,216,680,000
Savings & Loan	7	$2,551,000,000

6 - PASSENGER AUTOS: Polk County 228,496

7 - ELECTRIC METERS: 165,586

8 - GAS METERS: 106,358

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 25,800 ($496); Trans. 7,800 (NA); Food 4,300 ($407); Printing 6,600 ($608).

10 - CLIMATE: Min. & Max. Temp.-Spring 20-90; Summer 47-101; Fall 20-88; Winter -10-73. First killing Frost, Oct. 3; last killing frost, Apr. 5.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-4th to 9th on Walnut and Locust.

Neighborhood Shopping Centers-Apple Valley Shopping Ctr., (73rd & University), Beaverdale (Beaver & Urbandale), Cedar Ridge Shopping Ctr. (7517 Douglas), Franklin Plaza (49th & Franklin Ave.), Harding Hills Shopping Ctr. (3303 Harding Rd.), Highland Park Mall (100 E. Euclid), Indian Hills Shopping Ctr. (100 St. & University), Kaleidoscope at the Hub (555 Walnut), Locust Mall (7th &

Locust), **Merle Hay Mall (Merle Hay & Douglas)**, **Park Fair (2nd & Euclid)**, **Roosevelt (42nd & Chamberlain)**, **Sherwood Forest (73rd & Hickman)**, **Southridge Mall (S.E. 14th & Army Post Rd.)**, **UpTown (42nd & University)**, **Valley West Mall (I-235 & 35th St. WDM)**, **Value Mall (4100 Merle Hay Rd.)**; **Village Sq. Shopping Ctr. (5800 Merle Hay Rd.)**, **The Wakonda Shopping Ctr. (4200 Fleur Dr.)**, **Windsor Heights (66th & University)**, **Valley Junction (Downtown WDM)**, **Hay Market Mall (4247 Merle Hay Rd.)**, **Eastgate (1550 E. Euclid)**, **Clocktower Square (2900 University, WDM)**, **Governor Square (2700 University, WDM)**, **Jacobson Plaza (2250 Ave. FM Hubbell)**; **Normandy Plaza (Railroad Ave. & Grand Ave., WDM)**; **Old Orchard Plaza (1800 86th St.)**, **Park Fair (2nd & Euclid)**, **Stefon Plaza (200 Army Post Rd.)**, **CrossRoads Shopping Ctr. (1821 22nd St. WDM)**.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastgate(24)	NA	Younker's
Merle Hay Mall(129)	NA	Mont. Ward, Sears, Younker's
Park Fair(15)	NA	Sun Park Fair Phcy.
Southridge(127)	NA	Mont. Ward, Sears, Younker's
Valley West(119)	NA	Younker's

Principal Shopping Days-Dept. Stores-Fri., Sat., Sun.; Food Stores-Thur., Fri., Sat.

Stores Open Evenings-Neighborhood Fri.; Shopping Centers Mon.-Fri.; Food every night until 10 or later and most of Sun.

13 - RETAIL OUTLETS: Department Stores-Younker's 5; Sears 2; JCPenney 2; Montgomery Ward 2; Petersen Harned Von Maur; Richman Gordman 3; Marshalls.

Discount Stores-K mart 4; Service Mdse.; Target 3; Half Price 2.

Variety Store-Place's.

Chain Drug Stores-Walgreens 6; Drug Mart 5; Medicap Pharmacy 11; Drug Town 4; Union Prescription Center 2; Sun Drug 2; Dot Drug 3; (Phar-Mor.

Chain Supermarkets-Hy-Vee 12; Super Valu 8; Dahl's 10; Sav-U-More; Food-4-Less 3; Superamerica 2; Aldi 3; Fareway 2.

Other Chain Stores-Kwik Shop 16; Quik Trip 29; Git-N-Go 8; 7-Eleven 11; Casey's 5; Helzberg 3; Ginsbergs; Joseph's 2; Zales 3; Radio Shack 7; Waldenbooks 3; B. Dalton Booksellers 2; Bakers 3; Fanfare 2; Florsheim 2; Kinney's 3; Payless Shoes 3; Naturalizers 4; Roosevelt Bootery 3; K-G Mens 3; County Seat 3; The Gap 3; Brooks 3; Casual Corner 3; The Limited 3; Maurice's 3; Paul Harris 3; Seiferts 4; Firestone 5; Goodyear 3; Sherwin-Williams 3; Famous Footwear 2; Burlington Coat Factory; T.J. Maxx 2; Peck & Peck 2; Susie's Casuals 3; Benetton 3; Brauns 4; Mark Henri 3; Jean Nicole 2; Hit or Miss 3; Lerner Shops 4; Foxmoor Casuals 3; World Radio 4; Menards 2; Payless Cashway 3; True Value 3; Best Buy 2.

14 - NEWSPAPERS: REGISTER (m) 206,204; (S) 344,522; Mar. 1, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Henry C. Phillips, Adv. Dir., REGISTER, 715 Locust St.; PO Box 957, Des Moines, IA 50304; Tel. (515) 284-8070.

National Representative: Gannett National Newspaper Sales.

DUBUQUE, IA-EAST DUBUQUE, IL

1 - LOCATION: Dubuque County in Iowa, Jo Daviess County in Illinois. (In Dubuque, MSA). E&P Map D-2. Rail and transportation center. On U.S. Hwy. 20, 52, 61, 67 and 151; State Hwy. 3. Manufacturing and secondary wholesale center. 159 air mi. from Chicago; 162 mi. from Des Moines; 209 mi. from Minneapolis-St. Paul.

2 - TRANSPORTATION: Railroads-Burlington Northern; Illinois Central Gulf; Milwaukee; Chicago Central & Pacific.

Motor Freight Carriers-11.

Intercity Bus Lines-Greyhound; Iowa Coaches.

Airlines-American Eagle; Northwest.

3 - POPULATION:

Corp. Cities 90 Cen. 59,460; E&P 92 Est. 59,103
Dubuque, IA 90 Cen. 57,546; E&P 92 Est. 57,207
E. Dubuque, IL 90 Cen. 1,914; E&P 92 Est. 1,896
CZ-ABC: (80) 64,568
RTZ-ABC: (80) 148,505
Counties 90 Cen. 108,224; E&P 92 Est. 107,323
Dubuque, IA 90 Cen. 86,403; E&P 92 Est. 85,858
Jo Daviess, IL 90 Cen. 21,821; E&P 92 Est. 21,465
MSA 90 Cen. 86,403; E&P 92 Est. 85,858
City & RTZ-ABC: (80) 213,073

4 - HOUSEHOLDS:

Cities 90 Cen. 22,869; E&P 92 Est. 22,732
Dubuque, IA 90 Cen. 22,133; E&P 92 Est. 22,003
E. Dubuque, IL 90 Cen. 736; E&P 92 Est. 729
CZ-ABC: (80) 21,862
RTZ-ABC: (80) 48,364
Counties 90 Cen. 43,568; E&P 92 Est. 42,847
Dubuque, IA 90 Cen. 35,459; E&P 92 Est. 34,871
Jo Daviess, IL 90 Cen. 8,109; E&P 92 Est. 7,976
MSA 90 Cen. 35,093; E&P 92 Est. 34,871
City & RTZ-ABC: (80) 70,226

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$763,642,005
Savings & Loan	2	$164,427,245
Credit Union	15	$175,623,608

6 - PASSENGER AUTOS: Counties: Dubuque, IA 53,979; Jo Daviess, IL 12,481

7 - ELECTRIC METERS: Residence 23,129

8 - GAS METERS: Residence 20,632

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Durable Goods 7,800; Non-Durable Goods 4,800; Av. Industrial Wage Per Hour $12.75.

Principal Pay Days-Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-58; Summer 61-81; Fall 42-60; Winter 14-30. First killing frost, Oct. 28; last killing frost, Apr. 13.

11 - TAP WATER: Alkaline (pH 8.8), soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Kennedy Mall; Town Clock Plaza; Asbury Square; Inn Plaza; Century Plaza; Warren Plaza; Plaza 20; Wacker Plaza.

Neighborhood Shopping Areas-University (Alpine to Delhi); Central Ave. (4th to 25th); University (Loras to Asbury); Rhomburg Ave. (Kniest to Windsor); First St. (Locust to Main); Dodge St. (Bluff to Alpine); Intersection (Carter & Asbury); Intersection (Hill & West 5th); S. Locust (Dodge to Railroad); Hwy. 52 North.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Plaza 20(25)	3	K mart, Aldi
Kennedy(75)	4	Sears, Younker's, Woolworth, JCPenney
Wacker(9)	5	Western Auto, Blockbuster Video, Ben Franklin Crafts
Warren	5	Target, Hy-Vee, Arby's, Prekin's

Principal Shopping Days-Dept.-Mon., Fri., Sat.; Food-Fri., Sat.

Stores Open Evenings-Central Ave. Stores Mon. through Fri.; Food nightly. Most stores open Sun. noon to 5.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Younker's; Menards.

Discount Stores-K mart; Target; Venture.

Variety Stores-Woolworth; Theisen.

Chain Drug Stores-Hartig-Rexall 4; Walgreens; Reliable Drugs; Union Prescription.

Chain Supermarkets-Eagle Food 3; Oky-Doky 8; Hy-Vee; Econo Foods; Aldi.

Other Chain Stores-Leath Furniture; Goodyear; Blockbuster Videos; Ben Franklin Crafts; Rex Stereos; Firestone; Sherwin-Williams; Shoes: Kinney's, Payless, Hot Line, Fan Fare; Women's Apparel: Lerner Shops, Seiferts, Maurice's, Fashion Gal, Fashion Crossroads, Brooks, Deb's, Fashion Bug, Lane Bryant; Men's Apparel: Gildner's; Misc.: Singer Co., Zales Jewelry, Musicland, So-Fro Fabrics, Northwest Fabric; Chi Chi's; Perkin's.

14 - NEWSPAPERS: TELEGRAPH-HERALD (e) 33,963; (S) 38,579; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Jandell Herum, Adv. Dir., TELEGRAPH-HERALD, 8th & Bluff, Dubuque, IA 52001; Tel. (319) 588-5723.

National Representatives: Papert Companies; Iowa Newspaper Association.

ESTHERVILLE

1 - LOCATION: Emmet County, E&P Map B-1. On W fork of Des Moines River, 186 mi. NW of Des Moines; 125 mi. NE of Sioux City; 170 mi. SW of Minneapolis. On State Hwys. 4, 9.

2 - TRANSPORTATION: Railroads-Northwestern.

Motor Freight Carriers-5.

3 - POPULATION:

Corp. City 90 Cen. 6,720; E&P 92 Est. 6,632
County 90 Cen. 11,569; E&P 92 Est. 11,349

4 - HOUSEHOLDS:

City 90 Cen. 2,585; E&P 92 Est. 2,551
County 90 Cen. 4,518; E&P 92 Est. 4,386

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$130,000,000
Savings & Loan	2	$50,000,000

6 - PASSENGER AUTOS: Emmet County 7,646

7 - ELECTRIC METERS: Residence 2,473

8 - GAS METERS: Residence 2,700

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Egg Proc. 170; Produce 110; Livestock Feeds 125.

Principal Pay Days-Tues., Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-84; Summer 35-94; Fall 12-90; Winter 20-55. First killing frost, Oct. 29.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on 4 Sts.

Neighborhood Shopping Centers-E. Central Ave.; Plaza-7 stores.

Principal Shopping Days-Tues., Fri., Sat.

Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Damon's; Anthony's; Spurgeon's.

Variety Stores-Alco; Pamida.

Chain Drug Stores-Hoye Super Rexall 3; Snyder.

Chain Supermarkets-Hy-Vee; Fareway, Inc.; Harold's Red Owl.

Other Chain Stores-Firestone; Coast-to-Coast; Sears (catalog).

14 - NEWSPAPERS: DAILY NEWS (m-mon to fri) 2,330; sworn Aug. 16, 1990.

Local Contact for Advertising and Merchandising Data: Peggy Brasher, Adv. Dir., DAILY NEWS, 10 N 7th St., Estherville, IA 51334; Tel. (712) 362-2622; FAX (712) 362-2260.

National Representatives: American Newspaper Representatives; Iowa Newspaper Association.

EVANSDALE

See WATERLOO

FAIRFIELD

1 - LOCATION: Jefferson County, E&P Map D-3. Educational and manufacturing center. County Seat. 120 mi. SE of Des Moines; 260 mi. E of Omaha; 285 mi. W of Chicago. On U.S. Hwy. 34; State Hwy. 1.

2 - TRANSPORTATION: Railroads-Burlington.

Motor Freight Carriers-4.

Intercity Bus Line-Trailways.

3 - POPULATION:

Corp. City 90 Cen. 9,768; E&P 92 Est. 9,943
County 90 Cen. 16,310; E&P 92 Est. 16,482

4 - HOUSEHOLDS:

City 90 Cen. 3,757; E&P 92 Est. 3,824
County 90 Cen. 5,591; E&P 92 Est. 5,591

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.

6 - PASSENGER AUTOS: Jefferson County 11,380

7 - ELECTRIC METERS: Residence 5,551

8 - GAS METERS: Residence 3,994

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Foundry 772; Automotive 310; Heavy Equip. 45; Textiles 200; Plastics 220; Mfg. 150; (Av. Wkly. Wage industrial $329; Av. Wkly. Wage all other employment $247).

10 - CLIMATE: Min. & Max. Temp.-Spring 20-80; Summer 55-100; Fall 10-75; Winter -20-50. First killing frost, Oct. 7; last killing frost, Apr. 27.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks on Central Square.

Neighborhood Shopping Center-5 blocks on Hwy. 34 W.

Principal Shopping Days-Mon., Fri., Sat.

Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's.

Discount Stores-Pamida; Wal-Mart.

Chain Supermarkets-Hy-Vee; AGI; Easter's; Jack and Jill.

Other Chain Stores-Brown Shoe; Western Auto; Coast-to-Coast; TSC; Martha Brown; Seiferts; Orscheln; Farm & Home Supply.

14 - NEWSPAPERS: LEDGER (e) 4,910; sworn Sept. 28, 1990.

Local Contact for Advertising and Merchandising Data: Byron F. Kimble, Pub., LEDGER, 112 E. Broadway, Fairfield, IA 52556; Tel. (515) 472-4129.

National Representatives: Iowa Newspaper Association; & National Newspaper Association.

FORT DODGE

1 - LOCATION: Webster County, E&P Map B-2, County Seat. Farming, electronics; 385 mi. to Chicago.

2 - TRANSPORTATION: Railroads-Illinois Central (freight); Chicago Northwestern (freight).

Motor Freight Carriers-20.

Intercity Bus Line-Sioux.

Airlines-Great Lakes; Northwest Airlink.

3 - POPULATION:

Corp. City 90 Cen. 25,894; E&P 92 Est. 25,462
CZ-ABC: (80) 29,423
RTZ-ABC: (80) 93,403
County 90 Cen. 40,342; E&P 92 Est. 39,663
City & RTZ-ABC: (80) 122,826

4 - HOUSEHOLDS:

City 90 Cen. 9,959; E&P 92 Est. 9,793
County 90 Cen. 14,841; E&P 92 Est. 14,441
CZ-ABC: (80) 11,120
RTZ-ABC: (80) 34,170
City & RTZ-ABC: (80) 45,290

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$341,397,398
Savings & Loan	3	$138,472,329

6 - PASSENGER AUTOS: Webster County 27,308

7 - ELECTRIC METERS: Residence 12,025

8 - GAS METERS: Residence 12,079

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Farm Mach. 212; Gypsum 691; Animal Vaccines 319.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-85; Summer 40-100; Fall 10-80; Winter 20-45. First killing frost, Oct. 3; last killing frost, May 4.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Central Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crossroads(70)	NA	Sears, JCPenney, Younker's
Wood Plaza(10)	NA	Target
K mart(1)	NA	K mart

Principal Shopping Days-Dept. Stores-Mon., Fri., Sat., Sun.; Food-Thur., Fri., Sat.

Stores Open Evenings-Downtown-Mon., Thur.; Shpg. Ctr. 5 nights; Food every night.

13 - RETAIL OUTLETS: Department Stores-Younker's; Sears; JCPenney.

Discount Stores-K mart; Target; Pay Less Cashway; Wal-Mart.

Chain Drug Stores-Walgreens; Drug Town.

Chain Supermarkets-Fareway; Randalls; Hy-Vee.

Other Chain Stores-Shoes: Kinney's, Payless, Thom McAn; Auto: Firestone, Goodyear, Western Auto; Jewelry: Zales, Gordon; Fabrics: So-Fro, Northwest; Hardware: Coast-to-Coast; Misc.: Earl May Seed, Lerner, Seifert's, Maurice's, Radio Shack, Musicland, Brooks Fashions, Coach House, County Seat, Stevensons, Aladdin's Castle, General Nutrition Center, Sherwin-Williams, Nutrition World, Cato, Hal's, Fashion Bug.

14 - NEWSPAPERS: MESSENGER (m) 20,436; (S) 21,490; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Denis Crotty, Adv. Dir., MESSENGER, 713 Central Ave.; PO Box 659, Fort Dodge, IA 50501; Tel. (515) 573-2141.

National Representatives: Papert Companies; Iowa Newspaper Association.

FORT MADISON

1 - LOCATION: Lee County, E&P Map D-3, County Seat. 20 mi. SW of Burlington on Mississippi River; in SE part of the state. On U.S. Hwy. 61; State Hwy. 103.

2 - TRANSPORTATION: Railroads-Santa Fe; Burlington-Northern.

Motor Freight Carriers-21.

Intercity Bus Line-Continental Trailways.

3 - POPULATION:

Corp. City 90 Cen. 11,618; E&P 92 Est. 11,360
County 90 Cen. 38,687; E&P 92 Est. 38,236

4 - HOUSEHOLDS:

City 90 Cen. 4,468; E&P 92 Est. 4,369
County 90 Cen. 14,910; E&P 92 Est. 14,584

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$107,381,000
Savings & Loan	1	$295,367,000

6 - PASSENGER AUTOS: Lee County 25,439

7 - ELECTRIC METERS: Residence 5,654

8 - GAS METERS: Residence 4,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Sterile Canned Meat Products 475; Paper Corrugating Medium 145; Decorating and Protective Finish Paints 242; Van Trailers 299; Wheels, Hand Trucks, Automotive Safety Equip. 114; Pens, Pencils, Marking Instruments 691; Ammonium Molybdate Products, Molybdic Oxide, Sulfuric Acid, Tungsten 124; Waxpaper Prods. 52; Aluminum Cans 81.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-92; Summer 52-99; Fall 28-93; Winter 1-59.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Fort Plz.(20)	NA	Hy-Vee

Principal Shopping Days-Fri., Sat.

Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Store-Jack's.

Variety Store-Dollar General.

Chain Drug Stores-Your Drug; Rashid Rexall; Lampe Drug.

Chain Supermarkets-Easter Foods; Aldi; Hy-Vee.

Other Stores-Sears (catalog); Lou Marise; Colony Shoppe; Glasgow Ltd.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 6,900; July 25, 1990 Publisher's Statement.

Local Contact for Advertising and Merchandising Data: Wayne Hemstreet, Pub., DEMOCRAT, 1226 Ave. H; PO Box 160, Ft. Madison, IA 52627; Tel. (319) 372-6421.

National Representative: Iowa Newspaper Association.

IOWA CITY

1 - LOCATION: Johnson County (MSA), E&P Map D-2, County Seat. Medical and educational center. SE center of state; 55 mi. W of Davenport on U.S. Hwys. 6, 218; State Hwy. 1; I-80 and I-380. 25 mi. S of Cedar Rapids on I-380.

2 - TRANSPORTATION: Railroads-(freight only) Crandic; Iowa Interstate.

Motor Freight Carriers-3.

Intercity Bus Lines-Greyhound; Trailways; Jefferson Lines.

Airlines-TWA; United; American Eagle; America West; Mesaba; NW Orient; United Express; Braniff Express; (Cedar Rapids Airport 20 mi.).

3 - POPULATION:

Corp. City 90 Cen. 59,734; E&P 92 Est. 62,250
CZ-ABC: (80) 59,264
RTZ-ABC: (80) 38,618
County/MSA 90 Cen. 96,119; E&P 92 Est. 100,013
City & RTZ-ABC: (80) 97,882

4 - HOUSEHOLDS:

City 90 Cen. 22,975; E&P 92 Est. 23,942
County/MSA 90 Cen. 32,374; E&P 92 Est. 33,337
CZ-ABC: (80) 22,537
RTZ-ABC: (80) 13,314
City & RTZ-ABC: (80) 35,851

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$676,329,000
Savings & Loan	3	$43,578,922
Credit Union	4	$55,335,400

6 - PASSENGER AUTOS: Johnson County 52,539

7 - ELECTRIC METERS: Residence 34,595

8 - GAS METERS: Residence 26,714

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Univ. 16,276; Veterans Adm. Medical Ctr. 1,314; Automotive Prod. 1,050; City 726; Data Processing Systems 705; Mercy Hosp. 677; Research Services 618; Manufacturing 447.

Principal Industrial Pay Days-1st & 16th.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-50; Summer 50-100; Fall 5-50; Winter 20-25. First killing frost, Oct. 10; last killing frost, Apr. 28.

11 - TAP WATER: Neutral, very hard; fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks on Clinton, Dubuque, Washington College, Iowa & Linn Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Old Capitol(61)	NA	Younker's, Osco, JCPenney
Sycamore Mall(35)	3	Walgreens, Sears, Von Maur
Lantern Park Plaza(8)	5	Hy-Vee Foods, Reliable Drug, Target
Towncrest	4	Reliable Drug
Wardway Plaza(6)	3	Eagle's Mkt., Jack's Discount
K mart	3	K mart

Principal Shopping Days-Thur., Fri., Sat., Sun.

Stores Open Evenings-All Shopping Centers; Food, every eve. and Sun.

Stores open Sundays-All drug; food; Sycamore Mall; Old Capitol Center; K mart; Target; Reliable Drug.

Department Stores-Younker's; JCPenney; Sears; Von Maur..

Discount Stores-K mart; Target; Jack's; Paul's; Wal-Mart.

Variety Store-Ben Franklin.

Chain Drug Stores-Osco; Reliable 3; Walgreens; Drug Town 2.

Chain Supermarkets-Randall's; Super Valu 2; Hy-Vee 4; Eagle 3; Econo Foods; Aldi's.

Other Chain Stores-Firestone; Goodyear; Quik Trip; Paul Harris; Seiferts; Brooks; Braun's; Wardrobe; Kinney Shoes; A.J. August; Musicland; Maurice's; Radio Shack; Kirlin's; Susie Casuals; Record Bar; Benetton; Athletes Foot; Best Buy.

14 - NEWSPAPERS: PRESS-CITIZEN (e) 16,012; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Kim Finnerty, Adv. Dir., PRESS-CITIZEN, 1725 N. Dodge St., Iowa City, IA 52245; Tel. (319) 337-3181.

National Representatives: Iowa Newspaper Association; Gannett National Newspaper Sales.

KEOKUK

1 - LOCATION: Lee County, E&P Map D-3, County Seat. Diversified mfg. ctr. surrounded by rich farming area. Extreme SE corner of Iowa. 171 mi. N of St. Louis; 180 mi. SE of Des Moines; 240 mi. SW of Chicago. On W bank of Mississippi; on U.S. Hwys. 61 & 218; Hwy. 136 across MS to IL.

2 - TRANSPORTATION: Railroads-Chicago; Burlington & Quincy; Santa Fe; Burlington Northern.

Motor Freight Carriers-20.

Bus Line-Continental Trailways.

3 - POPULATION:

Corp. City 90 Cen. 12,451; E&P 92 Est. 12,367
County 90 Cen. 38,687; E&P 92 Est. 38,236

4 - HOUSEHOLDS:

City 90 Cen. 4,789; E&P 92 Est. 4,757
County 90 Cen. 14,910; E&P 92 Est. 14,584

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$164,853,761
Savings & Loan	2	$311,531,693

6 - PASSENGER AUTOS: Lee County 25,439

7 - ELECTRIC METERS: Residence 10,021

8 - GAS METERS: Residence 5,104

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Steel Castings 562; Iron Alloys 450; Corn Prods. 600; Rubber Prods. 1300; Industrial Cast Parts 150; Fiber Boxes 200; Food 200.

Principal Industrial Pay Days-Fri. & Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 52-71; Summer 63-84; Fall 36-54; Winter 19-33. First killing frost, Nov.; last killing frost, Mar.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-14 blocks on Main; Keosippi Mall (32 stores, including Spurgeon's, Woolworth and JCPenney); Discount Shopping Ctr. 3 blocks, 20th & Main to 23rd & Main includes K mart, Jack's, County Market.

Principal Shopping Days-Mon., Fri., Sat., Sun.

Stores Open Evenings-Mon., Fri.; Food nightly; Mall, discounts & grocers half-day Sun.; shopping ctrs. nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's.

Discount Stores-Big Bear; Jack's; K mart.

Variety Store-Woolworth.

Chain Drug Stores-Osco; J&S Walgreens; Baker's Rexall.

Chain Supermarkets-Hy-Vee; County Market; Jack & Jill; Aldi Foods.

Other Chain Stores-Sears (catalog); Maurices; Payless Shoes; Endicott & Johnson; Radio Shack; Parts Place; NAPA Auto Parts; McLaughlin True Value; Sherwin-Williams; Chanen's; Goodyear; Stevenson's; Kirlin's Candies.

14 - NEWSPAPERS: GATE CITY (e-mon to fri) 6,300; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Lou Sumner, Adv. Dir., GATE CITY, 1016 Main St., Keokuk, IA 52632; Tel. (319) 524-8300.

National Representative: Iowa Newspaper Association.

LE MARS

1 - LOCATION: Plymouth County, E&P Map A-2, County Seat. Agricultural area; in NW Iowa; 25 mi. NE of Sioux City; 250 mi. SW of Minneapolis; 500 mi. W of Chicago. On U.S. Hwy. 75; State Hwys. 60 & 3.

2 - TRANSPORTATION: Railroads-Chicago & Northwestern; Illinois Central.

Motor Freight Carriers-4.

Airlines-Local airport; charter service available.

3 - POPULATION:

Corp. City 90 Cen. 8,454; E&P 92 Est. 8,582
County 90 Cen. 23,388; E&P 92 Est. 23,377

4 - HOUSEHOLDS:

City 90 Cen. 3,252; E&P 92 Est. 3,301
County 90 Cen. 9,615; E&P 92 Est. 9,512

5 - BANKS	NUMBER	DEPOSITS
Commercial	1	$50,307,000
Savings	1	$79,664,000
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: Plymouth County 14,777

7 - ELECTRIC METERS: Residence & Commercial 6,384

8 - GAS METERS: Residence & Commercial 5,061

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Ice Cream 300 ($300); Overalls 112 ($210); Packing Plant 120 ($330); Food Proc. 250 ($300).

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-95; Summer 34-106; Fall 5-95; Winter 6-65. First killing frost, Oct. 10; last killing frost, Apr. 28.

11 - TAP WATER: Neutral; medium hardness.

12 - RETAILING: Principal Shopping Center-14 blks. on 4 sts.

Neighborhood Shopping Centers-3 on Hwy. 75 S.; 3 on Hwy. 75 N.

Principal Shopping Days-Wed., Thur., Fri., Sat.

Stores Open Evenings-Thur.; Supermarkets: Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's.

Chain Supermarkets-Hy-Vee; Fareway.

Other Chain Stores- Bomgaars (farm supplies); Sears; Pamida; Alco; Browns Shoe Fit; Wal-Mart.

14 - NEWSPAPERS: SENTINEL (e-mon to fri) 4,612; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Harris Mammen, Adv. Dir., SENTINEL, 41 First Ave., N.E., Le Mars, IA 51031; Tel. (712) 546-7301.

National Representatives: Iowa Newspaper Association; Papert Companies.

MARION

See CEDAR RAPIDS

MARSHALLTOWN

1 - LOCATION: Marshall County, E&P Map C-2, County Seat. Residential, agricultural and industrial center. 60 mi. SW of Waterloo; 50 mi. to Des Moines; 300 mi. to Chicago; 200 mi. to Omaha; 250 mi. to Minneapolis & Kansas City. On U.S. Hwys. 30 & 330; IA 14.

2 - TRANSPORTATION: Railroad-C&NW.

Motor Freight Carriers-8.

Intercity Bus Line-Greyhound.

Airport-State/Municipal.

3 - POPULATION:

Corp. City 90 Cen. 25,178; E&P 92 Est. 25,096
CZ-ABC: (80) 26,938
RTZ-ABC: (80) 64,025
County 90 Cen. 38,276; E&P 92 Est. 38,033
City & RTZ-ABC: (80) 90,963

4 - HOUSEHOLDS:
City 90 Cen. 9,684; E&P 92 Est. 9,652
County 90 Cen. 13,887; E&P 92 Est. 13,656
CZ-ABC: (80) 10,244
RTZ-ABC: (80) 23,307
City & RTZ-ABC: (80) 33,551

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & State	3	$340,757,208
Savings & Loan	3	$183,953,378

6 - PASSENGER AUTOS: Marshall County 26,584

7 - ELECTRIC METERS: Residence 12,237

8 - GAS METERS: Residence 10,404

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Heating Equip. 723; Oil & Gas Controls 2,679; Meatpacking 355; Foundry 80; Die-Casting 213.

Principal Industrial Pay Days-1st & 15th; Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-97; Summer 34-97; Fall 8-97; Winter 20-65. First killing frost, Oct. 9; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-11 blocks on Main St. & intersecting streets, open Mon. evenings, some on Sun. & Thur.

Shopping Centers-N. 13th St.; S. 3rd Ave. and Olive St.; Center & Olive Sts.; Center & Southridge.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Marshalltown(53)	NA	JCPenney, Walgreens, Younker's, Sears, Wal-Mart
Meadow Ln.(6)	NA	K mart, Hy-Vee

Principal Shopping Days-Mon., Thur., Sat. & Sun.

Stores Open Evenings-Mon., Thur., Sun. afternoon; supermarkets open each evening.

13 - RETAIL OUTLETS: Department Stores-Younker's; Fantle's; Spurgeon's; JCPenney.

Variety Store-Ben Franklin.

Chain Drug Stores-Osco; Drug Town; Gregor's; Walgreens; Medicine Store.

Discount Stores-K mart; Wal-Mart.

Chain Supermarkets-Fareway; Cliftons; Econo-Foods; Hy-Vee.

Other Chain Stores-Kinney Shoes; Sears Roebuck; Firestone; Newton's (jewelry); Seiferts; Matt Furn.; Nichols & Green; Musicland; Stuart's; Baskin-Robbins; Gallenkamp Shoes; Coach House; Waldenbooks; General Nutrition Center; Kay Bee Toys; Maurice's; McGregor Furn.; Flowerama; Hal's; Karmel Korn; Radio Shack; Stevensons; Tobers; Zales; As You Like It; Gildner's; So-Fro Fabrics; Athlete's Foot; Donutland; Long John Silver; Fanny Farmer; Payless Shoes; Pearle Vision Center; Jewelry Hut; Sports-A-Foot; Waterbed Boutique; Braun's Women's Fashions.

14 - NEWSPAPERS: TIMES-REPUBLICAN (e) 12,752; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Denis Crotty, Adv. Dir., TIMES-REPUBLICAN, 135 W. Main St., Marshalltown, IA 51058; Tel. (515) 753-6611.

National Representatives: Papert Companies; Iowa Newspaper Association.

MASON CITY

1 - LOCATION: Cerro Gordo County, E&P Map C-1, County Seat. Wholesale and shipping center for rich agricultural area. 350 mi. from Chicago; 120 mi. from Des Moines; 130 mi. from Minneapolis.

2 - TRANSPORTATION: Railroads-Chicago, Milwaukee, St. Paul & Pacific; Chicago Northwestern; Iowa Terminal R.R.

Motor Freight Carriers-31.

Intercity Bus Lines-Scenic Hawkeye Stages; Jefferson Trans.; Public Transit Co.

Airlines-Great Lakes Airline; Northwest Airlink.

3 - POPULATION:
Corp. City 90 Cen. 29,040; E&P 92 Est. 29,133
CZ-ABC: (80) 38,349
RTZ-ABC: (80) 90,989
County 90 Cen. 45,733; E&P 92 Est. 46,904
City & RTZ-ABC: (80) 129,338

4 - HOUSEHOLDS:
City 90 Cen. 11,169; E&P 92 Est. 11,205
County 90 Cen. 17,038; E&P 92 Est. 16,924
CZ-ABC: (80) 15,064
RTZ-ABC: (80) 33,455
City & RTZ-ABC: (80) 48,519

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	4	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: Cerro Gordo County 32,338

7 - ELECTRIC METERS: Residence 12,405

8 - GAS METERS: Residence 11,368

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Total, 22,170; Mfg. 3,410; Non-Mfg. 18,760.

Principal Pay Days-Fri.; 3rd, 4th, 5th; 15th through 19th.

10 - CLIMATE: Min. & Max. Temp.-Spring 16-99; Summer 40-102; Fall 13-98; Winter 20-64.

11 - TAP WATER: Very hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-14 blocks on Federal Ave.; 4 each on 6 side streets.

Neighborhood Shopping Centers-1300 to 1500 N. Federal; 1400-1700 S. Federal; Southbridge Mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Plaza West	NA	Wal-Mart, Cashwise
K mart Plaza	NA	K mart
Sears Mason City(17)	NA	Sears, Target
Willowbrook(24)	NA	Spurgeon's, Floor to Ceiling
Regency(20)	NA	Drug Town, Hy-Vee

Principal Shopping Days-Mon., Thur., Fri.

Stores Open Evenings-All Mon.; Thur.; shopping centers every night.

Stores Open Sundays-Supermarkets, Sears, K mart, Target, Wal-Mart, Shopko, JCPenney, Younkers.

13 - RETAIL OUTLETS: Department Stores-Younker's; JCPenney; Sears.

Discount Stores-K mart; Target; Wal-Mart; Shopko.

Chain Drug Stores-Drug Town; Walgreens.

Chain Supermarkets-Fareway; Hy-Vee; County Market; Cashwise.

Other Chain Stores-Shoes: Tradehome, Kinney's, Payless, Walkers; Auto: Goodyear, J&L, Tires Plus, Western Auto, Bauer Built; Paint: Diamond Vogel, Sherwin Williams; Clothing: Gildner's, The Closet, Dahl House, Deb Shop, Fashion Bug, Lundbergs, Lancer, Hal's Sportswear, Brass Buckle, Brauns, Brooks; Misc.: McGregor, Radio Shack, Fanny Farmer Candy, Earl May, TSC.

14 - NEWSPAPERS: GLOBE-GAZETTE (m) 19,912; (S) 22,270; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Martha Wells, Adv. Dir., GLOBE-GAZETTE, 300 N. Washington; PO Box 271, Mason City, IA 50401; Tel (515) 421-0500.

National Representatives: Landon Associates; Iowa Newspaper Association.

MOUNT PLEASANT

1 - LOCATION: Henry County, E&P Map D-3, County Seat. Industrial Whse. Distribution; Agric.; Tourism & Shopping Ctr. Situated 28 mi. NW of Burlington. Junction of U.S. 34 & 218.

2 - TRANSPORTATION: Railroads-Burlington Northern; Amtrak.

Motor Freight Carriers-85.

Intercity Bus Line-Trailways.

3 - POPULATION:
Corp. City 90 Cen. 8,027; E&P 92 Est. 8,257
County 90 Cen. 19,226; E&P 92 Est. 19,505

4 - HOUSEHOLDS:
City 90 Cen. 3,087; E&P 92 Est. 3,176
County 90 Cen. 7,130; E&P 92 Est. 7,159

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$100,000,000
Savings & Loan	1	$200,000,000

6 - PASSENGER AUTOS: Henry County 11,479

7 - ELECTRIC METERS: Residence 3,211

8 - GAS METERS: Residence 3,141

9 - PRINCIPAL INDUSTRIES: Engineering & Mfg.; Bus Bodies; Electronics-Metal & Prefabrication; Direct Mail Advertising; Envelope Mfg.; Rubber Hose; Fireplace Inserts; Plastic Moldings; Envelopes; Hybrid Seeds; Commun. Radios; Award Ribbons.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Days-Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores-Spurgeons.

Discount Stores-Wal-Mart; Pamida.

Chain Drug Stores-Drug Town; Medicap.

Chain Supermarkets-Hy-Vee; Super Valu; Fosters; Jack & Jill.

14 - NEWSPAPERS: NEWS (e) 4,333; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Larry Marlow, Adv. Dir., NEWS, PO Box 240, Mount Pleasant, IA 52641; Tel. (319) 385-3131; FAX (319) 385-8048.

National Representatives: Landon Associates; Iowa Newspaper Association.

MUSCATINE

1 - LOCATION: Muscatine County, E&P Map D-3. On the Mississippi in Iowa, near most interior Iowa points. On U.S. Hwy. 61; State Hwys. 22 & 38.

2 - TRANSPORTATION: Railroads-CMStP&P; Illinois Central Gulf; Milwaukee Road.

Motor Freight Carriers-6.

Intercity Bus Lines-Hawkeye Express; Trailways.

Barge Lines-Barge transportation on the Mississippi hauls coal, petroleum products, grain, iron, steel and miscellaneous lines.

3 - POPULATION:
Corp. City 90 Cen. 22,881; E&P 92 Est. 23,012
CZ-ABC: (80) 23,467
RTZ-ABC: (80) 53,834
County 90 Cen. 39,907; E&P 92 Est. 40,236
City & RTZ-ABC: (80) 77,301

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 8,800; E&P 92 Est. 8,851
County 90 Cen. 16,266; E&P 92 Est. 16,231
CZ-ABC: (80) 8,517
RTZ-ABC: (80) 18,867
City & RTZ-ABC: (80) 27,384

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$299,299,000
Savings & Loan	2	$64,000,000

6 - PASSENGER AUTOS: Muscatine County 26,135

7 - ELECTRIC METERS: Residence 8,933

8 - GAS METERS: Residence 9,612

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-54 diversified industries including: Chem. & allied industries 2,500 ($325); Food Proc. 1,000 ($215); Fab. Metal Prods. 1,000 ($325); Heavy Constr.; Util. 200 ($300); Consulting Engin. 300 ($500); Mach. 250 ($240); Button Mfg. 140 ($525); Mining, Sand & Gravel 250 ($200); Grain & Feed Proc. 1,000 ($450).

Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Av. Temp.-Spring 61; Summer 74; Fall 54; Winter 26. First killing frost, Oct.; last killing frost, late Apr.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Second St.; 5 on Third St.; 11 on Sts. connecting Second & Third Sts.

Neighborhood Shopping Centers-Muscatine Mall; Wal-Mart on Park Ave. (Walgreens, Hy-Vee Foods); 5 blocks on Mulberry Ave.; 3 on Hershey Ave.; 6 on Grandview Ave.; 2 on Park Ave.; 4 mini malls.

Principal Shopping Days-Thur., Fri., Sat., Sun.

Stores Open Evenings-Mon. through Fri. Food every night.

Stores Open Sundays-Some food, drug & hdwe.; Muscatine Mall evenings to 9 & Sun. until 5 p.m.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Wal-Mart; Petersen's; Spurgeons.

Discount Stores-Jacks; Wal-Mart.

Chain Supermarkets-Sun-Mart 3; Hy-Vee; Aldi; Econo Foods.

Chain Drug Stores-Walgreens, Downtown Drug.

Other Chain Stores-Sieg (auto supplies); Sherwin-Williams; Goodrich; Firestone; Western Auto; Sears (catalog).

14 - NEWSPAPERS: JOURNAL (e) 10,854; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Nancy Kleuver, Adv. Dir., JOURNAL, 301 E. 3rd St., Muscatine, IA 52761; Tel. (319) 263-2331.

National Representatives: Branham/Newspaper Sales; Iowa Newspaper Association.

NEWTON

1 - LOCATION: Jasper County, E&P Map C-2, County Seat. Residential center. 35 mi. NE of Des Moines; 320 mi. W of Chicago. On I-80.

2 - TRANSPORTATION: Railroads-CRI&P.

Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 90 Cen. 14,789; E&P 92 Est. 14,848
County 90 Cen. 34,795; E&P 92 Est. 34,852

4 - HOUSEHOLDS:
City 90 Cen. 5,688; E&P 92 Est. 5,711
County 90 Cen. 13,365; E&P 92 Est. 13,429

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$100,000,000
Savings & Loan	2	$60,000,000

6 - PASSENGER AUTOS: Jasper County 23,919

7 - ELECTRIC METERS: Residence 7,300

8 - GAS METERS: Residence 4,526

9 - PRINCIPAL INDUSTRIES: Washing Machines; Dryers; Heavy Mach.; Advertising; Novelties; Cheese.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 75-100; Fall 32-75; Winter -20-40. First killing frost, Oct. 15; last killing frost, Apr. 1.

11 - TAP WATER: Softened.

12 - RETAILING: Principal Shopping Center-Downtown Newton.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Newton Plz.(5)	NA	
Newton Ctr.(28)	2	Younker's, Spurgeon's

Principal Shopping Days-Mon., Fri. & Sat.

Stores Open Evenings-Dept.-Mon.; Food-Mon. through Sat.; Drug-nightly.

Stores Open Sundays-Grocery, discount & department.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's; Younker's; K mart; Big Bear; Farm & Home Store; Wal-Mart.

Variety Store-Woolworth.

Chain Drug Stores-Powers Rexall; Nollen 3; Drugtown.

Chain Supermarkets-Hy-Vee; Fareway.

Other Chain Stores-Goodyear; Earl May Seed; Firestone; Radio Shack.

14 - NEWSPAPERS: DAILY NEWS (e-mon to fri) 6,890; sworn Sept. 25, 1990.

Local Contact for Advertising and Merchandising Data: Dave Stanley, Adv. Mgr., DAILY NEWS, 200 First Ave. E, Newton, IA 50208; Tel. (515) 792-3121.

National Representative: Iowa Newspaper Association.

OELWEIN

1 - LOCATION: Fayette County, E&P Map C-2. Retail and industrial center (19 industries); NE part of state; 250 mi. to Chicago; 200 mi. to Minneapolis; 350 mi. to Omaha; 400 mi. to Kansas City.

2 - TRANSPORTATION: Railroad-Chicago Northwestern (division point).
Motor Freight Carriers-16.
Intercity Bus Lines-Scenic Hawkeye Stages; Jefferson Blue Lines.

3 - POPULATION:
Corp. City 90 Cen. 6,493; E&P 92 Est. 6,347
CZ-ABC: (80) 7,564
RTZ-ABC: (80) 50,739
County 90 Cen. 21,843; E&P 92 Est. 21,352
City & RTZ-ABC: (80) 58,303

4 - HOUSEHOLDS:
City 90 Cen. 2,497; E&P 92 Est. 2,441
CZ-ABC: (80) 2,890
RTZ-ABC: (80) 17,574
County 90 Cen. 8,704; E&P 92 Est. 8,420
City & RTZ-ABC: (80) 20,464

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$157,429,182

6 - PASSENGER AUTOS: Fayette County 14,463

7 - ELECTRIC METERS: Residence 3,570

8 - GAS METERS: Residence 3,083

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-R.R. 84 ($500); Air Cleaners 101 ($500).
Principal Industrial Pay Days-Air Cleaners Thur.; Railroad 10th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 65-109; Fall 45-83; Winter 36-59. First killing frost, Oct. 15; last killing frost, May 1.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Frederick; 2 on Charles; 3 on 1st St.; 2 on 1st Ave. E.
Neighborhood Shopping Centers-1 block at Frederick & 10th S. & N.; E. Charles at 8th Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairbank	7	Cranston Hardware
Maynard	8	Maynard Co-Op
Arlington	18	Arlington Co-Op
Fayette	17	Dahlke IGA

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's; Connor's; Pamida; K mart; Meyer Lincoln.
Farm Stores-Big Bear; Farm Fleet.
Variety Store-Ben Franklin.
Chain Supermarkets-Fareway; IGA; Super Valu.
Other Chain Store-True Value.

14 - NEWSPAPERS: REGISTER (e) 6,015; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Monty Murphy, Adv. Mgr., REGISTER, 25 1st St. S.E.; PO Box 511, Oelwein, IA 50662; Tel. (319) 283-2144.
National Representative: Iowa Newspaper Association.

OSKALOOSA

1 - LOCATION: Mahaska County, E&P Map C-3. County Seat. Residential ctr. 60 mi. SE of Des Moines. On U.S. Hwys. 163, 63; Iowa Hwys. 92, 137. 30 mi. S of I-80.

2 - TRANSPORTATION: Railroad-Branch line of Chicago & Northwestern.
Motor Freight Carriers-11.
Intercity Bus Lines-Burlington Trailways; Kinkaid.

3 - POPULATION:
Corp. City 90 Cen. 10,632; E&P 92 Est. 10,676
County 90 Cen. 21,522; E&P 92 Est. 21,570

4 - HOUSEHOLDS:
City 90 Cen. 4,089; E&P 92 Est. 4,106
County 90 Cen. 7,931; E&P 92 Est. 7,866

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$171,825,932
Savings & Loan	2	$63,076,143

6 - PASSENGER AUTOS: Mahaska County 13,672

7 - ELECTRIC METERS: Residence County 10,500; City 5,132

8 - GAS METERS: Residence County 10,000; City 4,365

9 - PRINCIPAL INDUSTRIES: No. of Wage Earners-900.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-60; Summer 61-83; Fall 41-63; Winter 13-32.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-Downtown District; Atpic Mall, 18 blocks E of downtown district-14. Penn Central Regional Mall, downtown-24.

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Alsop's; JCPenney; Spurgeon's; Sernett's.
Discount Stores-Pamida; K mart; Wal-Mart
Chain Drug Stores - People's 2.
Chain Supermarkets-Hy-Vee; Easters Super Valu; Fareway; Econo Foods; Aldi.
Chain Food Stores-McDonalds; Wendys; Taco John; Pizza Hut; Happy Joe's Pizza; Kentucky Fried Chicken; Bonanza; Happy Chef; Country Kitchen; Dominos Pizza; Dairy Queen; Breadeaux Pisa; Hardees; Baskin-Robbins.
Other Chain Stores-Firestone; Goodyear; Western Auto; Coast-to-Coast; Brown Shoe Fit; Big Bear; Siefert's; Earl May; Orschlien; Radio Shack; Sherwin-Williams; McGregor Furn.; World of Fabrics; Sears (catalog); The Closet; Merle Norman; Regis; Tradehome Shoes; Casey's General; Ma & Pa Stores; Medicap Pharmacy; Hammer Medical Supply; Brass Buckle; Holub's Greenhouse & Garden Center; Hawkeye Lumber; C.J.'s Hallmark.

14 - NEWSPAPERS: HERALD (e) 5,238; sworn Mar. 31, 1990.
Local Contact for Advertising and Merchandising Data: Evie Vos, Adv. Dir., HERALD, 1901 A Ave E.; PO Box 530, Oskaloosa, IA 52577-0530; Tel. (515) 672-2581.
National Representative: Papert Companies.

OTTUMWA

1 - LOCATION: Wapello County, E&P Map C-3. SE Iowa. Industrial and agricultural center, 75 mi. W of Mississippi River, 42 mi. N of Missouri state line.

2 - TRANSPORTATION: Railroads-Burlington Northern; Soo Line.
Motor Freight Carriers-10.
Intercity Bus Lines-Continental Trailways; Kincade.
Airline-Great Lakes.

3 - POPULATION:
Corp. City 90 Cen. 24,488; E&P 92 Est. 24,170
CZ-ABC: (80) 27,381
RTZ-ABC: (80) 96,552
County 90 Cen. 35,687; E&P 92 Est. 35,163
City & RTZ-ABC: (80) 123,933

4 - HOUSEHOLDS:
City 90 Cen. 9,418; E&P 92 Est. 9,296
County 90 Cen. 12,860; E&P 92 Est. 12,540
CZ-ABC: (80) 10,914
RTZ-ABC: (80) 36,076
City & RTZ-ABC: (80) 46,990

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	N.A.
Commercial	3	$281,997,000

6 - PASSENGER AUTOS: Wapello County 23,674

7 - ELECTRIC METERS: Residence (City) 10,447

8 - GAS METERS: Residence (City) 10,323

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Meats 350; Farm Mach. 1,300; Gen. Constr. 120; Auto Parts 500; Bathroom Fixt. 100; Grain & Livestock Feed Proc. 240.
Principal Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-62; Summer 63-86; Fall 42-65; Winter 17-35. First killing frost, Oct. 12; last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-Quincy Mall 300,000 sq. ft. Downtown shopping center, 26 blocks in area of Main and Second; Church St., 8 blocks.
Neighborhood Shopping Areas-Jefferson & Pennsylvania, Southgate Shopping Center (Hwy. 34), Richmond-Albia Road.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Quincy Mall(1)	NA	JCPenney, Wal-Mart, Herberger's, Maurice's, Seifert's
Ottuma Plz.(10)	NA	Easter Foods, K mart
Northgate	4	Target, Hy-Vee

Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Department-Mon., Thur., Fri.; Food, supermarkets & discount-every night.
Stores Open Sundays-Supermarkets, drug & discount.

13 - RETAIL OUTLETS: Department Stores-Sears (catalog & auto appl.); JCPenney; Big Bear; Herberger's Dept. Store.
Chain Drug Stores-Revco; McWilliams.
Discount Stores-Target; Pamida; K mart.
Variety Stores-Ben Franklin; Wal-Mart.
Chain Supermarkets-Aldi; Cal's Jack & Jill; Hy-Vee 2; Easters; Fareway.
Other Chain Stores-Goodyear; Kay Bee; Sherwin-Williams; McGregor Furn.; Seifert's (women's apparel); Brown's Shoe Fit; Tractor Supply Co.; Radio Shack; Firestone; Maurice's; Payless Shoes.

14 - NEWSPAPERS: COURIER (m) 18,138; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Tim McGonegle, Adv. Mgr., COURIER, 213 E. Second St., Ottumwa, IA 52501; Tel. (515) 684-4611.
National Representatives: Landon Associates; Iowa Newspaper Association.

SHENANDOAH

1 - LOCATION: Page County, E&P Map B-3. Agricultural center, 65 mi. SE of Omaha, 95 mi. N of St. Joseph, MO, 145 mi. SW of Des Moines. On State Hwys. 2, 48; U.S. Hwy. 59.

2 - TRANSPORTATION: Railroads-On branch of Burlington Northern and Omaha-St. Louis line of Norfolk & Western.
Intercity Bus Line-Trailways.

3 - POPULATION:
Corp. City 90 Cen. 5,572; E&P 92 Est. 5,491
County 90 Cen. 16,870; E&P 92 Est. 16,617
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 2,143; E&P 92 Est. 2,112
County 90 Cen. 5,868; E&P 92 Est. 5,720

5 - BANKS	**NUMBER**	**DEPOSITS**
Comm. & Savings	2	$74,339,000
Savings & Loan	1	$19,172,804

6 - PASSENGER AUTOS: Page County 11,013

7 - ELECTRIC METERS: Residence 2,698

8 - GAS METERS: Residence 2,560

9 - PRINCIPAL INDUSTRIES: Industry-Seeds; Nurseries; Hybrid Corn; Farm Equip.; Agric. Chem.; Aluminum & Steel Gates; Eaton Corp. (Trans. Div.) 700.

10 - CLIMATE: Min. & Max. Temps.-An. 25-105.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Orchard Corners, Hwy. 59 (8 stores).
Stores Open Evenings-Thur.
Stores Open Sunday-Discount, Grocery; Woolworth; Spurgeon; Pamida.

13 - RETAIL OUTLETS: Department Stores-Gamble's; Spurgeon's.
Discount Stores-Farm Supply; Pamida.
Variety Stores-Woolworth; Dollar General.
Chain Supermarkets-Pak-N-Save; Hy-Vee.

14 - NEWSPAPERS: THE EVENING SENTINEL (e-mon to fri) 2,707; sworn Sept. 21, 1990.
Local Contact for Advertising and Merchandising Data: Denny Koenders, Adv. Mgr., THE EVENING SENTINEL, 118 S. Elm, Shenandoah, IA 51601; Tel. (712) 246-1100.
National Representatives: Papert Companies; Iowa Newspaper Association.

SIOUX CITY

1 - LOCATION: Woodbury County, (In Sioux City IA-NE MSA). E&P Map A-2. Trading center of 20 county agricultural areas. 494 mi. from Chicago; 96 mi. from Omaha; 188 mi. from Des Moines; 282 mi. from Minneapolis.

2 - TRANSPORTATION: Railroads-Chicago & Northwestern; Burlington Northern; Chicago Central Pacific; Dakota & Iowa.
Motor Freight Carriers-1,293.
Intercity Bus Lines-Arrow; Greyhound.
Airlines-TWA; Eastern Air Midwest; United; America West; Northwest Airlink.
River Barge Lines-3 Sioux City/New Orleans; Huffman Towing Co.; Blaske Marine Co.

3 - POPULATION:
Corp. City 90 Cen. 80,505; E&P 92 Est. 81,079
CZ-ABC: (80) 97,190
RTZ-ABC: (80) 172,844
County 90 Cen. 98,276; E&P 92 Est. 98,913
MSA 90 Cen. 115,018; E&P 92 Est. 115,902
City & RTZ-ABC: (80) 270,034
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 30,963; E&P 92 Est. 31,184
County 90 Cen. 37,964; E&P 92 Est. 37,815
MSA 90 Cen. 44,511; E&P 92 Est. 44,857
CZ-ABC: (80) 35,459
RTZ-ABC: (80) 59,467
City & RTZ-ABC: (80) 94,926

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	4	N.A.
Commercial	12	N.A.

6 - PASSENGER AUTOS: Woodbury County 63,111

7 - ELECTRIC METERS: 39,932 (Sioux City, S. Sioux City)

8 - GAS METERS: 36,882 (Sioux City, S. Sioux City)

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Meat Packing 4,600 (N.A.); Food Proc. 1,100 (N.A.); Durable Goods 2,000 (N.A.); Other Mfg. 2,000 (N.A.).
Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 19-105; Summer 44-111; Fall 5-108; Winter 35-89. First killing frost, Oct. 27; last killing frost, Apr. 27.

11 - TAP WATER: Fluoridation, disinfection, removal of iron manganese.

12 - RETAILING: Principal Shopping Centers-10 blocks on 4th and 5th Sts.; 6 on 6th St.; and 6 on West 7th St.; Southern Hills Mall; Marketplace; Mayfair; Southern Sq.; Cornhusker Plz.
Neighborhood Shopping Areas-S. St. Aubin and Morningside Ave.; 27th and Pierce Sts.; 20th and Pierce Sts.; Riverside Blvd. and Military Road; Floyd Blvd. & 41 St.; Indian Hills Shpg. Ctr.; Transit Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southern Hills (135)	5	Target, Sears, Younker's
Marketplace(25)	5	Shopko, Boulevard Foodstore, Scheels
K mart Plaza(1)	5	K mart
Downtown	NA	JCPenney, Younker's, Bomgaars
Peters Park(25)	4	
Transit Plz.(11)	3	Half-Price

Principal Shopping Days-Department: Fri., Sat., Sun., Mon.; Food: Fri., Sat. -
Stores Open Evenings-Food Mon. through Sat.; Downtown Mon.; Shopping Centers Mon. through Sat.; Furniture Mon.

13 - RETAIL OUTLETS: Department Stores-Younker's 2; Sears; JCPenney.
Discount Stores-Shopko; K mart; Half-Price; Target; Wal-Mart 2.
Chain Drug Stores-Walgreens 3; Phar-Mor.
Chain Supermarkets-Sunshine Food 4; Fareway 2; IGA 4; Food-4-Less; Econofoods; Hy-Vee 3.
Other Chain Stores-Barker's Shoe; Firestone; Kinney Shoes; Walker's (shoes); Zales Jewelers; Radio Shack; Northwest Fabrics; National Payless Shoes; House of Fabrics; Braun's Fashions; GNC; Nobil Shoes; Athlete's Foot; Menard's; Payless Cashways; Earl May; Musicland; B. Dalton Booksellers; Footlocker; Gigi's; Closet; Chess King; Waldenbooks; Thom McAn; Scheels; Stevenson's; Paul Harris; Belden Jewelers.

14 - NEWSPAPERS: JOURNAL (m-mon to fri) 49,388; (e-sat, hols) 49,006; (S) 49,768; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Steve Griffith, Adv. Mgr., JOURNAL, 6th & Pavonia, Sioux City, IA 51105; Tel. (712) 279-5019; FAX (712) 279-5099.
National Representative: Branham Newspaper Sales.

SPENCER

1 - LOCATION: Clay County, E&P Map B-1. County Seat. Distributing point of NW Iowa; S edge of Iowa's Great Lakes; 180 mi. NW of Des Moines; 180 mi. SW of Minneapolis. Little Sioux & Ocheyedan Rivers merge within city limits.

2 - TRANSPORTATION: Railroad-Milwaukee Road.
Motor Freight Carriers-5.
Intercity Bus Line-Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 11,066; E&P 92 Est. 11,053
County 90 Cen. 17,585; E&P 92 Est. 17,371

4 - HOUSEHOLDS:
City 90 Cen. 4,256; E&P 92 Est. 4,251
County 90 Cen. 6,666; E&P 92 Est. 6,517

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$230,681,000
Commercial	3	$152,512,120

6 - PASSENGER AUTOS: Clay County 12,086

7 - ELECTRIC METERS: Residence 3,540

8 - GAS METERS: Residence 3,425

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Hydrostatic Engines 325 ($250); Metal Fab. 275 (N.A.); Metal Assembly 125 ($154); Wood Fab. 150 (N.A.); Apparel 135 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 22-42; Summer 40-85; Fall 30-60; Winter 20-52. First killing frost, Oct. 3; last killing frost, May 9.

11 - TAP WATER: Softness-16 PPM.

12 - RETAILING: Shopping Center-7 blocks on Grand Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gateway North(18)	NA	Younker's
Southpark Mall (40)	NA	JCPenney

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-All stores Mon.; Shopping Center, Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Younker's; Sernett's.
Discount Stores-K mart; Shopko.
Chain Drug Store-White.
Chain Supermarkets-Hy-Vee; Super Valu; Fareway.
Other Chain Stores-Sears; Kinney Shoes; Brown's Shoe Fit; Sieferts.

14 - NEWSPAPERS: THE DAILY REPORTER (m-tues to sat) 3,396; sworn Sept. 29, 1990.
Local Contact for Advertising and Merchandising Data: Jerry Edwards, Pub., THE DAILY REPORTER, 416 1st Ave. W, Spencer, IA 51301; Tel. (712) 262-6610; FAX (712) 262-3044.
National Representatives: American Newspaper Representatives; Iowa Newspaper Association.

VINTON

1 - LOCATION: Benton County, E&P Map C-2. County Seat. Agricultural center; 32 mi. NW of Cedar Rapids; 34 mi. SE of Waterloo. On U.S. Hwy. 218.

2 - TRANSPORTATION: Railroad-CRI&P.

3 - POPULATION:
Corp. City 90 Cen. 5,103; E&P 92 Est. 5,171
County 90 Cen. 22,429; E&P 92 Est. 22,421

4 - HOUSEHOLDS:
City 90 Cen. 1,963; E&P 92 Est. 1,989
County 90 Cen. 9,006; E&P 92 Est. 8,909

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$64,854,000

6 - PASSENGER AUTOS: Benton County 14,782

7 - ELECTRIC METERS: Residence 2,011

8 - GAS METERS: Residence 1,673

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food Proc. 60 ($180).

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Stores Open Evenings - Thur.

Principal Shopping Days-Thur., Sat.

13 - RETAIL OUTLETS: Variety Store - Theissen.
Chain Supermarkets-Fareway; Family Food.
Other Chain Stores-Western Auto; Goodyear; True Value; Radio Shack.

14 - NEWSPAPERS: CEDAR VALLEY TIMES (e-mon to fri) 2,757; sworn Sept. 6, 1990.
Local Contact for Advertising and Merchandising Data: Merlin Alpers, Adv. Mgr., CEDAR VALLEY TIMES, 108 E. 5th, Vinton, IA 52349; Tel. (319) 472-2311.
National Representative: American Newspaper Representatives.

WASHINGTON

1 - LOCATION: Washington County, E&P Map D-3, County Seat. In SE part of state, 248 rail mi. from Chicago.

2 - TRANSPORTATION: Railroad-Soo Lines.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 90 Cen. 7,074; E&P 92 Est. 7,250
County 90 Cen. 19,612; E&P 92 Est. 19,718
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 2,721; E&P 92 Est. 2,789
County 90 Cen. 7,668; E&P 92 Est. 7,630

5 - BANKS	NUMBER	EST. DEP.
Savings	2	$93,000,000
Savings & Loan	2	$35,500,000

6 - PASSENGER AUTOS: Washington County 12,562

7 - ELECTRIC METERS: Residence 3,295

8 - GAS METERS: Residence 2,751

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Valves Foundry & Machine Shop 271 ($200); Calendars 400 ($180); Seedcorn, Agronomy Research 38 ($240) (more than 150 detasselers in season); Industrial Valves 100.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 0-98; Summer 53-100; Fall 0-95; Winter 12-61. First killing frost, Sept. 20; last killing frost, Mar. 25.

11 - TAP WATER: Alkaline, very hard; naturally fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Square and 8 blocks surrounding, Strip Hwy. 92 E.

Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Dept.-Thur.; Food-7 days; Discount-daily.

13 - RETAIL OUTLETS: Department Store-Spurgeons.
Discount Stores-Oershlein Distributing; Pamida.
Chain Supermarkets-Fareway; Hy-Vee.

14 - NEWSPAPERS: EVENING JOURNAL (e) 4,664; sworn Oct. 1, 1990.
Local Contact for Advertising and Merchandising Data: Darwin Sherman, Pub., JOURNAL, 111 N. Marion Ave.; PO Box 471, Washington, IA 52353; Tel. (319) 653-2191; FAX (319) 653-7524.
National Representative: Iowa Newspaper Association.

WATERLOO-CEDAR FALLS-EVANSDALE

1 - LOCATION: Black Hawk County (In Waterloo-Cedar Falls MSA). E&P Map C-2. Agriculture, manufacturing and dairy center. NE part of state. 300 mi. to Chicago; U.S. Hwys. 20, 63, 218; State Hwys. 57 & 58.

2 - TRANSPORTATION: Railroads-Illinois Central; Chicago & North Western; Waterloo.
Motor Freight Carriers-18.
Intercity Bus Lines-Greyhound; Jefferson; Iowa Coach; Waterloo & Cedar Falls.
Airlines-Ozark; American Central; Midstate; Britt.

3 - POPULATION:
Corp. Cities 90 Cen. 105,403; E&P 92 Est. 104,184
Waterloo 90 Cen. 66,467; E&P 92 Est. 65,266
Cedar Falls 90 Cen. 34,298; E&P 92 Est. 34,262
Evansdale 90 Cen. 4,638; E&P 92 Est. 4,656
CZ-ABC: (80) 118,946
RTZ-ABC: (80) 175,458
County 90 Cen. 123,798; E&P 92 Est. 122,230
MSA 90 Cen. 146,611; E&P 92; Est. 144,863
City & RTZ-ABC: (80) 294,404
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 90 Cen. 40,540; E&P 92 Est. 40,071
Waterloo 90 Cen. 25,564; E&P 92 Est. 25,102
Cedar Falls 90 Cen. 13,192 E&P 92 Est. 13,178
Evansdale 90 Cen. 1,784; E&P 92 Est. 1,791
County 90 Cen. 46,917; E&P 92 Est. 45,844
MSA 90 Cen. 55,212; E&P 92 Est. 54,555
CZ-ABC: (80) 42,235
RTZ-ABC: (80) 61,311
City & RTZ-ABC: (80) 103,546

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$420,131,684
Savings & Loan	4	$493,843,529

6 - PASSENGER AUTOS: Black Hawk County 81,398

7 - ELECTRIC METERS: Residence 32,603

8 - GAS METERS: Residence 28,565

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Farm Equip. 13,300; Ordnance 325.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-59; Summer 60-100; Fall 36-63; Winter 23-34. First killing frost, Oct. 4; last killing frost, May 5.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-Crossroads, SE edge of Waterloo; College Square Shopping Center, Cedar Falls.
Neighborhood Shopping Centers-W. 9th and Mitchell; La Porte Rd. and Mitchell; Kimball and Ridgeway; Logan Ave. and Donald.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crossroads Center(80)	NA	Sears, JCPenney, Donaldson's
College Sq.(64)	2	Younker's
Kimball(8)	NA	Ben Franklin, S&S Meats
Logan Plz.(7)	NA	Revco, Eagle Food
Villa(12)	NA	Ben Franklin

Principal Shopping Days-Department: Mon., Thur., Fri., Sat.; Shopping Centers: daily; Food: Thur., Fri., Sat.
Stores Open Sundays-Shopping centers, drug, discount and food.
Stores Open Evenings-Food chains-every night; Shopping centers-nightly ex. Sat. & Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Donaldson's; Younker's; Petersen Harned Von Maur.
Discount Stores-K mart 2; Target; Wal-Mart.
Variety Stores-Woolworth 2; Ben Franklin 4.
Chain Drug Stores-Osco 3; May 2; Walgreens 2.
Chain Supermarkets-Super Valu 6; Hy-Vee 5; Jack & Jill; Food-4-Less; County Market.
Other Chain Stores-Endicott Johnson Shoes; Kinney Shoes 2.

14 - NEWSPAPERS: COURIER (e-mon to fri) 48,240; (S) 54,264; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: David E. Tansey, Adv. Dir., COURIER, 501 Commercial St., Waterloo, IA 50704; Tel. (319) 291-1400.
National Representatives: Branham/Newspaper Sales; Iowa Newspaper Association.

WEBSTER CITY

1 - LOCATION: Hamilton County, E&P Map B-2. County Seat. Agricultural & residential center. 70 mi. NW of Des Moines; 20 mi. E of Ft. Dodge. On U.S. Hwy. 20; State Hwy. 17; 9 mi. to U.S. Hwy. 69; 12 mi. to I-35.

2 - TRANSPORTATION: Motor Freight Carriers-6.
Intercity Bus Line-Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 7,894; E&P 92 Est. 7,843
CZ-ABC: (80) 8,572
RTZ-ABC: (80) 22,529
County 90 Cen. 16,071; E&P 92 Est. 15,890
City & RTZ-ABC: (80) 31,101

4 - HOUSEHOLDS:
City 90 Cen. 3,036; E&P 92 Est. 3,016
County 90 Cen. 6,209; E&P 92 Est. 6,075
CZ-ABC: (80) 3,243
RTZ-ABC: (80) 8,433
City & RTZ-ABC: (80) 11,676

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$157,583,000
Savings & Loan	2	$90,159,615

6 - PASSENGER AUTOS: Hamilton County 11,340

7 - ELECTRIC METERS: Residence 3,410

8 - GAS METERS: Residence 3,165

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Washer Mfg. 1,533 ($320); Metal Castings 100 ($175); Packing Plant 125 ($200); Printing ($180).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-60; Summer 70-95; Fall 40-78; Winter 20-45. First killing frost, Nov. 1; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Cen-

ters-8 blocks on 2nd St.; 4 blocks along side streets.

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept.-Thur.; Food-nightly; Discount-nightly except Sun.
Stores Open Sundays-Discount and Food.

13 - RETAIL OUTLETS: Department Stores-Osweilers; Lubbers; Home Appliance.
Discount Stores-K mart; Dollar General.
Chain Drug Stores-Williams-Snyder Drugs; Olson Pharmacy.
Chain Supermarkets-Fareway; Hy-Vee Foods; Steve's Super Valu.
Other Chain Stores-Coastal Mart; Goodyear; OK Hardware; Casey's; McDonald's; Hardees; Kum & Go; Handy Shop; Pizza Hut; Dairy Queen; 2001 Video; GodFathers Pizza; Video Place; Cashway Lumber; Spahn & Rose Lumber.

14 - NEWSPAPERS: FREEMAN-JOURNAL (e) 3,975; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: R. Scott Koon, Pub., FREEMAN-JOURNAL, 720 Second St., Webster City, IA 50595; Tel. (515) 832-4350; FAX (515) 832-2314.
National Representatives: Papert Companies; Iowa Newspaper Association.

KANSAS SURVEYS

METROPOLITAN STATISTICAL AREAS

Kansas City, MO-KS-Cass, Clay, Jackson, Lafayette, Platte, Ray Counties, MO; Johnson, Leavenworth, Miami, Wyandotte Counties, KS
Lawrence-Douglas County.
Topeka-Shawnee County.
Wichita-Butler and Sedgwick Counties.

POPULATION ESTIMATES

(Thousands)

Age Group	1980	1990	1992
Under 5 Years	181	213	216
5-14 Years	344	353	359
15-24 Years	451	398	404
25-44 Years	624	799	813
45-64 Years	457	439	447
65 and Over	306	283	287
TOTAL	2,363	2,485	2,827

Based on U.S. Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1977 Census	1982 Census	1992 Est.
Bldg. Mat./Hdwr	517	624	1,217
General Mdse	991	1,280	2,137
Food	1,522	2,335	3,403
Automobiles	1,839	2,186	4,614
Gasoline Stations	661	1,069	1,143
Apparel	369	533	857
Furniture	365	446	910
Eat-Drink Places	596	931	1,569
Drugs	192	286	468
TOTAL SALES	7,696	10,842	17,751

ABILENE

1 - LOCATION: Dickinson County, E&P Map C-2, County Seat. Milling, screen printing, agriculture, and tourist center. 160 mi. W of Kansas City, MO.

2 - TRANSPORTATION: Railroads-Union Pacific; Santa Fe.
Motor Freight Carriers-5.
Intercity Bus Lines-Continental; Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 6,242; E&P 92 Est. 6,247
County 90 Cen. 18,958; E&P 92 Est. 18,955

4 - HOUSEHOLDS:
City 90 Cen. 2,355; E&P 92 Est. 2,357
County 90 Cen. 7,583; E&P 92 Est. 7,582

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$96,563,000

6 - PASSENGER AUTOS: Dickinson County 12,903

7 - ELECTRIC METERS: Residence 2,800

8 - GAS METERS: Residence 2,800

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Milling 100; Machine Shop 200; Tourism.
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-65; Summer 75-105; Fall 40-70; Winter 0-40. First killing frost, Oct. 13; last killing frost, May 10.

11 - TAP WATER: Alkaline, medium hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on 4 sts.
Neighborhood Shopping Centers-N. Buckeye; S. Cedar; S. First St. & W. Third; S. Buckeye.

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Hamburg's; Shockey and Landes Furn. & Hdwe.; Kansas Home Furnishings; Steinhauser's; Banke's; Fashionmaker.
Variety Store-Ben Franklin.
Discount Store-Alco.
Chain Supermarkets-Zey's; IGA; Boogaarts; KD's Country Mart.
Other Chain Stores-Sears; True Value; Gambles.

14 - NEWSPAPERS: REFLECTOR-CHRONICLE (e) 4,409; sworn Oct. 1, 1990.
Local Contact for Advertising and Merchandising Data: Janelle Gantenbein, Adv. Mgr., REFLECTOR-CHRONICLE, 303 Broadway; PO Box 8, Abilene, KS 67410; Tel. (913) 263-1000.
National Representative: None.

ARKANSAS CITY

1 - LOCATION: Cowley County, E&P Map C-3. S central part of state on Arkansas River. 285 mi. SW of Kansas City. U.S. Hwys. 77, 166; I-35.

2 - TRANSPORTATION: Railroad-Santa Fe.
Intercity Bus Line-Trailways.
Motor Freight Carriers-16.

3 - POPULATION:
Corp. City 90 Cen. 12,762; E&P 92 Est. 12,820
County 90 Cen. 36,915; E&P 92 Est. 37,307

4 - HOUSEHOLDS:
City 90 Cen. 4,816; E&P 92 Est. 4,838
County 90 Cen. 14,766; E&P 92 Est. 14,923

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$150,000,000
Savings & Loan	2	$132,000,000

6 - PASSENGER AUTOS: Cowley County 21,876

7 - ELECTRIC METERS: City 5,942

8 - GAS METERS: Residence 6,085

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Refining 345 ($300); Flour Milling 220 ($200); R.R. 300 ($250); Jet Engine Overhaul 750 ($250); Mobile Homes Mfg. 152 ($200).
Principal Industrial Pay Days-Fri., 1st, 15th.

10 - CLIMATE: Av. Annual Temp. 58; Jan. 33; July 80; Av. an. precipitation 33 in.; snow 9 in.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Center-6 blocks on Summit St.; 2 on 6 cross streets.
Neighborhood Shopping Centers-The Plaza, 2 mi. N. on Summit St.

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Sears; C.R. Anthony's; Litwin's.
Variety Store-Bargain Time.
Discount Stores-K mart; Wal-Mart.
Chain Drug Stores-Graves; Dillons; Wal-Mart.
Chain Supermarkets-Homeland; Dillons; Food Fair; Boogaarts.
Other Chain Store-Cato.

14 - NEWSPAPERS: TRAVELER (e) 6,635; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: Marlanea Foust, Adv. Mgr., TRAVELER, 200 E. Fifth Ave., Arkansas City, KS 67005; Tel. (316) 442-4200.
National Representative: Papert Companies.

ATCHISON

1 - LOCATION: Atchison County, E&P Map D-1, County Seat. 22 mi. SW of St. Joseph, MO; 50 mi. NW of Kansas City, MO. On U.S. Hwys. 59, 73; State Hwys. 4, 7, 9, 45.

2 - TRANSPORTATION: Railroads-Santa Fe; Missouri/Union Pacific; Burlington-Northern.
Motor Freight Carriers-13.
Freight Steamship Lines-2.

3 - POPULATION:
Corp. City 90 Cen. 10,656; E&P 92 Est. 10,626
County 90 Cen. 16,932; E&P 92 Est. 16,825

4 - HOUSEHOLDS:
City 90 Cen. 4,021; E&P 92 Est. 4,010
County 90 Cen. 6,271; E&P 92 Est. 6,232

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$129,917,007
Savings & Loan	2	$77,000,000

6 - PASSENGER AUTOS: Atchison County 10,123

7 - ELECTRIC METERS: Residence 4,725

8 - GAS METERS: Residence 4,700

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Foundry and Machine Shop 997 ($360); Milling 160 ($320); Alcohol 349 ($335).

10 - CLIMATE: Min. & Max. Temp.-Spring 26-99; Summer 46-102; Fall 9-103; Winter 9-77. First killing frost, Oct. 18; last killing frost, May 11.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Commercial and Main Sts. (3 1/2 blocks, Mall area); W. Main St., E. Atchison, MO; 10th & Sky Way.
Shopping Center-Atchison Mall (43 stores-Sears; Litwin's Dept.; The Hardware Store; Domann Drug).

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Store-Sears.
Variety Store-Wal-Mart.
Discount Store-Pamida.
Chain Supermarkets-Food Barn; Arensberg Foods 2; Price Chopper; Country Mart.
Other Chain Stores-Litwin's; Firestone.

14 - NEWSPAPERS: GLOBE (e-mon to fri) 5,878; (S) 6,069; sworn Oct. 19, 1990.
Local Contact for Advertising and Merchandising Data: Chris Ortwerth, Adv. Mgr., GLOBE, 1015-25 Main St., Atchison, KS 66002; Tel. (913) 367-0583.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

AUGUSTA

1 - LOCATION: Butler County, E&P Map C-3 (In Wichita MSA). Residential center; 20 mi. E of Wichita, KS; 200 mi. SW of Kansas City. On U.S. Hwys. 54 & 77; State Hwy. 96. On fork of Whitewater and Walnut Rivers.

2 - TRANSPORTATION: Railroads-Burlington-Northern; Santa Fe.
Intercity Bus Lines-Continental; Greyhound; KMO.

3 - POPULATION:
Corp. City 90 Cen. 7,876; E&P 92 Est. 8,150
County 90 Cen. 50,580; E&P 92 Est. 52,240
MSA 90 Cen. 485,270; E&P 92 Est. 499,276

4 - HOUSEHOLDS:
City 90 Cen. 2,972; E&P 92 Est. 3,075
County 90 Cen. 18,733; E&P 92 Est. 19,348
MSA 90 Cen. 185,922; E&P 92 Est. 191,285

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$77,000,000

6 - PASSENGER AUTOS: Butler County 28,544

7 - ELECTRIC METERS: Residence 3,455

8 - GAS METERS: Residence 2,813

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Constr. 300; Aircraft Inst. 95; Plastics Mfg. 32; Petroleum Prods. 35.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-68; Summer 68-91; Fall 42-60; Winter 26-42. First killing frost, Oct. 26; last killing frost, Apr. 7.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Shopping Center-Augusta Plaza (12 stores, IGA).

Principal Shopping Days-Mon., Wed., Fri., Sat.

Stores Open Evenings-All on Thur.

13 - RETAIL OUTLETS: Chain Drug Store-Healthmart.

Chain Supermarkets-IGA; Dillons.
Other Chain Stores-Mode O'Day; The Style Shop; Wal-Mart; Family Dollar Store.

14 - NEWSPAPERS: GAZETTE (e-mon to fri) 2,976; sworn Sept. 28, 1990.
Local Contact for Advertising and Merchandising Data: Len Hudson, Adv. Dir., GAZETTE, 204 E. 5th St., Augusta, KS 67010; Tel. (316) 775-2218; FAX (316) 775-3220.
National Representative: None.

BELOIT

1 - LOCATION: Mitchell County, E&P Map B-1, County Seat. On Solomon River, in North-Central Kansas. On U.S. Hwy. 24, State Hwys. 9, 14.

2 - TRANSPORTATION: Railroads-Union Pacific and Missouri Pacific branches.
Intercity Bus Line-Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 4,066; E&P 92 Est. 4,052
County 90 Cen. 7,203; E&P 92 Est. 7,096

4 - HOUSEHOLDS:
City 90 Cen. 1,534; E&P 92 Est. 1,529
County 90 Cen. 2,881; E&P 92 Est. 2,839

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$60,085,000
Savings & Loan	3	$211,500,000

6 - PASSENGER AUTOS: Mitchell County 4,214

7 - ELECTRIC METERS: Residence 1,961

8 - GAS METERS: Residence 1,775

9 - PRINCIPAL INDUSTRIES: Agric.; Livestock Feed Mills & Yards; Concrete Prods.; Farm Implement Mfg.; Photography Development.

10 - CLIMATE: Min. & Max. Temp.-Summer 50-110; Winter-10-75.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Mill Street Emporium.
Variety Stores-Beloit 5 & 10; Dollar General.
Chain Drug Stores-S&S; Rexall.
Chain Supermarkets-Boogaarts; Catlin's Friendly IGA; D & K's Hy-Clas.
Other Chain Stores-Sears (catalog); Zachary Ace Hardware; Ackerman's; True Value; Coast-to-Coast.

14 - NEWSPAPERS: CALL (e-mon to fri) 3,000; sworn Feb. 13, 1991.
Local Contact for Advertising and Merchandising Data: Gary W. Hilt, Adv. Mgr., CALL, 122 E. Court St., Beloit, KS 67420; Tel. (913) 738-5728.
National Representative: Landon Associates.

CHANUTE

1 - LOCATION: Neosho County. E&P Map D-3. 117 mi. SW of Kansas City; 106 mi. E of Wichita; 120 mi. N of Tulsa. On U.S. Hwy. 169; State Hwy. 39.

2 - TRANSPORTATION: Railroads-SKO; MKT (freight only).

Motor Freight Carriers-4.

Intercity Bus Line-Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 9,488; E&P 92 Est. 9,391

County 90 Cen. 17,035; E&P 92 Est. 16,846

4 - HOUSEHOLDS:

City 90 Cen. 3,580; E&P 92 Est. 3,544

County 90 Cen. 6,814; E&P 92 Est. 6,739

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$126,300,000
Savings & Loan	1	$52,400,000

6 - PASSENGER AUTOS: Neosho County 10,669

7 - ELECTRIC METERS: Residence 6,200

8 - GAS METERS: Residence 4,800

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Cement Plant 150; Heavy Equip. Mfg. 375; Garment Mfg. 230; Electronics Assembly 250; Recreational Vehicle Mfg. 400; Oil Servs. 650.

Principal Industrial Pay Days-Every other week.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-90; Summer 65-103; Fall 30-90; Winter 0-63. First killing frost, Oct. 20; last killing frost, Apr. 2.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks on Main; 2 on Lincoln; 2 on Grant; 2 on Highland.

Neighborhood Shopping Centers-14th and Santa Fe; and on West Cherry.

Principal Shopping Days-Tues., Thur., Fri.

Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Store-JCPenney.

Discount Stores-Wal-Mart; Reliable Drug.

Chain Supermarkets-Self-Service Town & Country; Rooster's Thriftway; Plaza IGA.

Other Chain Stores-Sears (catalog); Sherwin-Williams; Coast-to-Coast; Family Dollar; Ace Hardware;

14 - NEWSPAPERS: TRIBUNE (e) 4,905; sworn Oct. 1, 1990.

Local Contact for Advertising and Merchandising Data: Tish Nelson, Adv. Mgr., TRIBUNE, 15 N. Evergreen, Chanute, KS 66720; Tel. (316) 431-4100.

National Representative: Papert Companies.

CLAY CENTER

1 - LOCATION: Clay County, E&P Map C-2, County Seat. NE part of state. 160 mi. from Kansas City. 130 mi. from Wichita.

2 - TRANSPORTATION: Motor Freight Carriers-3.

3 - POPULATION:

Corp. City 90 Cen. 4,613; E&P 92 Est. 4,598

County 90 Cen. 9,158; E&P 92 Est. 9,133

4 - HOUSEHOLDS:

City 90 Cen. 1,741; E&P 92 Est. 1,735

County 90 Cen. 3,663; E&P 92 Est. 3,653

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$103,065,228
Savings & Loan	1	$354,835,782

6 - PASSENGER AUTOS: Clay County 6,034

7 - ELECTRIC METERS: Residence 2,124

8 - GAS METERS: Residence 2,175

9 - PRINCIPAL INDUSTRIES: Farming; Farm Equip.; Feed Mfg.; House Bldg.; (Av. Wkly. Wage): Skilled-$452; Semi-skilled-$406; Unskilled-$351. Total Employment: 5,080.

Principal Pay Days-1st, 15th; Sat.

10 - CLIMATE: First killing frost, Oct. 15; last killing frost, Apr. 26.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-30 blocks on 4th, 5th, 6th; Grant; Lincoln; Court; Dexter.

Neighborhood Shopping Centers-West Crawford; Clay Ctr. Plz.

Stores Open Evenings-Thur.

Principal Shopping Days-Tues., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Browne's; JCPenney; Mayo's.

Variety Stores-Banner; Gibson's; McCrory.

Chain Supermarkets-Thriftway; Boogaart's; Clay Ctr.; IGA.

Other Chain Store-Plainsman Supply.

14 - NEWSPAPERS: DISPATCH (e) 3,400; sworn Aug. 16, 1991.

Local Contact for Advertising and Merchandising Data: Ginger Jensen, Adv. Dir., DISPATCH, 805 5th St.; Box 519, Clay Center, KS 67432; Tel. (913) 632-2127.

National Representative: Landon Associates.

COFFEYVILLE

1 - LOCATION: Montgomery County. E&P Map D-3. Mfg. ctr. 3 mi. N of OK Line; 60 mi. W of MO Line; 135 mi. from Wichita; 75 mi. from Tulsa; 171 mi. from Kansas City. On Hwys. 166, 169.

2 - TRANSPORTATION: Railroads-MK&T; MP; AT&SF.

Motor Freight Carriers-7.

Intercity Bus Lines-Continental; Greyhound; M. K. & O. Trailways; Kansas Trails.

3 - POPULATION:

Corp. City 90 Cen. 12,917; E&P 92 Est. 12,606

CZ-ABC: (80) 17,252

RTZ-ABC: (80) 30,743

County 90 Cen. 38,816; E&P 92 Est 38,534

City & RTZ-ABC: (80) 47,995

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 4,874; E&P 92 Est. 4,757

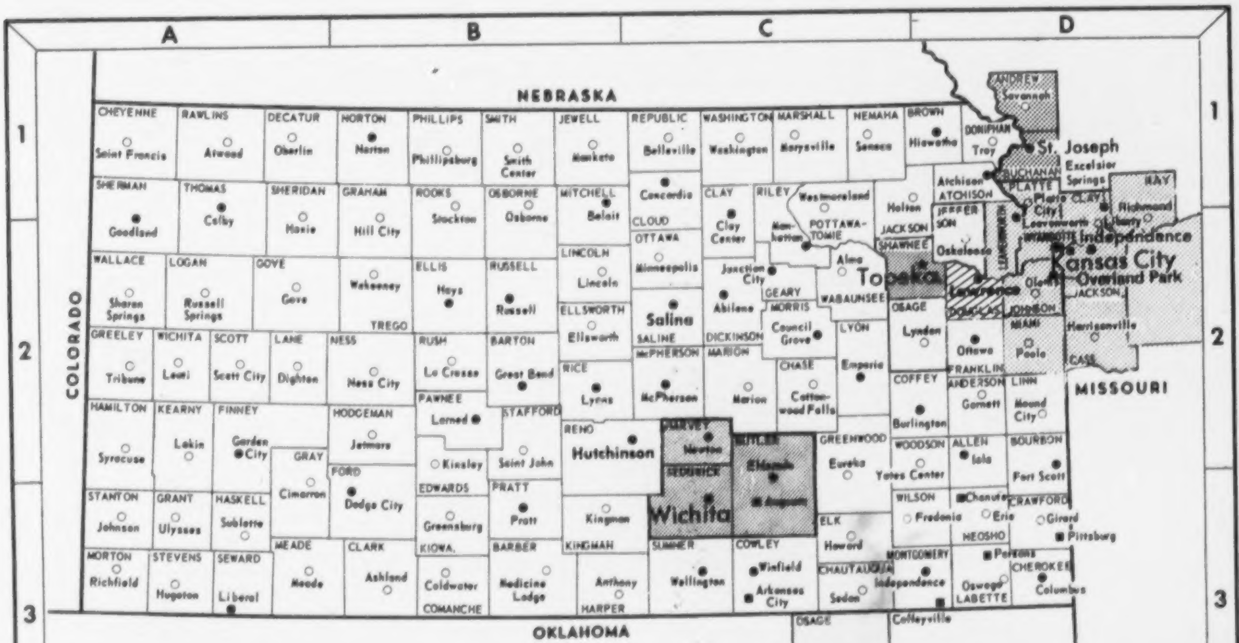
County 90 Cen. 15,526; E&P 92 Est. 15,414

CZ-ABC: (80) 6,738

RTZ-ABC: (80) 11,618

City & RTZ-ABC: (80) 18,356

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$186,284,572
Savings & Loan	1	$138,027,801



6 - PASSENGER AUTOS: Montgomery County 20,939

7 - ELECTRIC METERS: Residence 8,376

8 - GAS METERS: Residence 6,463

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Power Transmissions 600; Pattern Shops & Foundries 655; Refinery 425; Waste Incineration 305; Oil Field Equip. 200; Recreational Vehicles & Furnishings 51; Printing & Pub. 53; Machine Shops 110; Riding Mowers 90; Printed Assembly 60; Flour Mills 69.

10 - CLIMATE: First killing frost, Nov. 1; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, semi-hard.

12 - RETAILING: Principal Shopping Centers-3 blocks on 8th St.; 3 on 9th St.; 2 on Maple; 5 on Walnut. (105 units).

Neighborhood Shopping Centers-7 on 11th St. Mall; 16 on East 8th Shop Area; 6 on Centerville.

Principal Shopping Days-Sat., Thur., Fri., Mon.

Stores Open Evenings-Thur.

Stores Open Sundays-Grocery, Variety and Discount.

13 - RETAIL OUTLETS: Department Stores-H.W. Read's; JCPenney; Westco.

Discount Stores-Wal-Mart; McCrory; Gibson's.

Chain Drug Stores-Rexall; Revco.

Chain Supermarkets-Nu Way; Safeway; Elmore's IGA.

Other Chain Stores-Otasco; Litwin's; Singer Co.; Bailly Farm; Sears; Coast-to-Coast.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 6,800; (S) 8,500; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Charles R. Pullins, Asst. Adv. Dir., JOURNAL, Eighth & Elm Sts., PO Box 849, Coffeyville, KS 67337-0849; Tel. (316) 251-3300; FAX (316) 251-1905.

National Representative: None.

COLBY

1 - LOCATION: Thomas County, County Seat. Manufacturing, agricultural, medical and military reserve center for nine NW counties. Colby Community College. NW corner of state. 230 mi. E of Denver, 110 mi. W of Hays. On U.S. Hwys. 24, I-70; State Hwy. 25.

2 - TRANSPORTATION: Railroads-Union Pacific; Kyle.

Motor Freight Carriers-8.

Intercity Bus Line-Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 5,396; E&P 92 Est. 5,428
County 90 Cen. 8,258; E&P 92 Est. 8,313

4 - HOUSEHOLDS:

City 90 Cen. 2,036; E&P 92 Est. 2,048
County 90 Cen. 3,176; E&P 92 Est. 3,197

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	$2,175,000,000
Commercial	2	$120,000,000

6 - PASSENGER AUTOS: Thomas County 4,732

7 - ELECTRIC METERS: Residence 2,085

8 - GAS METERS: Residence 2,237

9 - PRINCIPAL INDUSTRIES: Farm Mach.; Grain Elevator (distribution); Oil Field Supplies; Sigco Sunflower Plant.

Principal Pay Days-Fri., Mon.

10 - CLIMATE: Average annual temperature-51; Jan.-28; July-77.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main, Colby Plaza (3 stores) and South Range (to I-70, 3/4 mi. of stores).

13 - RETAIL OUTLETS: Department Stores-Conrad's; Caldwells; Legends; Clothes Garden; Nook & Cranny; Stuff & Boots; His Shop.

Discount Stores-Gibson's; Wal-Mart.

Chain Drug Stores-Rexall; Health Mart.

Chain Supermarkets-IGA; AG; Boogaart's.

Other Chain Stores-Goodyear; Someplace Special (Florist); Anthony's; Fashion Crossroads; Shoe Closet; Hershbergers Music; B&L Furniture; Julie & Dolph Interiors; Donelan's Jewelry; Horlacher's Jewelry; Gamble's; Western Auto; Loves; Butterfields; Stop 'N Shop; Radio Shack; Sears; Big A; Napa; Car Quest; True Value.

14 - NEWSPAPERS: FREE PRESS (m-tues to sat) 3,250; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Vicky Harshbarger, Adv. Mgr., FREE PRESS, 155 W. 5th; PO Box 806, Colby, KS 67701; Tel. (913) 462-3963.

National Representative: None.

COLUMBUS

1 - LOCATION: Cherokee County, E&P Map D-3. County Seat. SE section of state, 25 mi. from Pittsburg. On U.S. Hwy. 69; State Hwys. 7, 96.

2 - TRANSPORTATION: Railroads-Burlington Northern; Union Pacific.

Motor Freight Carriers-7.

3 - POPULATION:

Corp. City 90 Cen. 3,268; E&P 92 Est. 3,274
County 90 Cen. 21,374; E&P 92 Est. 21,424

4 - HOUSEHOLDS:

City 90 Cen. 1,233; E&P 92 Est. 1,235
County 90 Cen. 8,550; E&P 92 Est. 8,570

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$139,000,000

6 - PASSENGER AUTOS: Cherokee County 10,647

7 - ELECTRIC METERS: Residence 1,480

8 - GAS METERS: Residence & Comm. 1,610

9 - PRINCIPAL INDUSTRIES: Bldg. Constr.; Chem.; Auto Parts Mfg.; Form Printing; Interior Decoration.

10 - CLIMATE: Min. & Max. Temp.-Spring 18-80; Summer 50-117; Fall 12-102; Winter 3-60. First killing frost, Oct. 24; last killing frost, Apr. 9.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-Central sq. & adjoining streets.

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Variety Stores-Dollar General; Bill's Dollar Store; Evans Health Mart; Penn Square Clothiers; True Value; Ace Hdwe.; Bill's Dollar Store.

Chain Supermarkets-Town & Country; IGA.

Other Chain Stores-Sears (catalog); Westco Furniture.

14 - NEWSPAPERS: ADVOCATE (e-mon to fri) 2,627; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Jay Lacy, Adv. Mgr., ADVOCATE, 215 S. Kansas, Columbus, KS 66725; Tel. (316) 429-2773.

National Representative: Kansas Press Service.

CONCORDIA

1 - LOCATION: Cloud County, E&P Map C-1. County Seat. Agricultural, wholesale & retail health center. 210 mi. W of Kansas City on U.S. Hwy. 81; State Hwys. 9, 28.

2 - TRANSPORTATION: Railroads - AT&SF Union Pacific.

Motor Freight Carriers-5.

Intercity Bus Line-Continental Trailways.

3 - POPULATION:

Corp. City 90 Cen. 6,167; E&P 92 Est. 6,100
County 90 Cen. 11,023; E&P 92 Est. 10,853

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 2,327; E&P 92 Est. 2,302
County 90 Cen. 4,409; E&P 92 Est. 4,341

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$80,000,000
Savings & Loan	3	$224,000,000

6 - PASSENGER AUTOS: Cloud County 6,820

7 - ELECTRIC METERS: Residence 3,409

8 - GAS METERS: Residence 3,900

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food 192; Feed N.A.; Concrete Prods. 9; Brick 60; Metal 200; Hospital 200; Playground Equip. 27.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-74; Summer 62-92; Fall 30-81; Winter 17-42.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alco Plz.	NA	Alco, Boogaart's
Concordia Plz. (4)	NA	TG&Y, Meller's

Principal Shopping Days-Thur., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Dreiling's; Bon Marche.

Variety Stores-Alco; TG&Y.

Chain Drug Stores-Rexall; Walgreens.

Chain Supermarkets-Boogaart's 2; Affiliated Foods.

Other Chain Stores-True Value; Fashion Crossroads; Goodyear; Loves Country Store; E-Z Shop; Ace Hardware; Sears; Browns Shoes; Radio Shack; Sherwin-Williams; Hardee's.

14 - NEWSPAPERS: BLADE-EMPIRE (e-mon to fri) 3,500; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Brad Lowell, Pres., BLADE-EMPIRE, 510 Washington St., Concordia, KS 66901; Tel. (913) 243-2424.

National Representative: None.

COUNCIL GROVE

1 - LOCATION: Morris County, E&P Map C-2. County Seat. 40 mi. NW of Emporia, 40 mi. S. of Manhattan on U.S. Hwy. 56; State Hwys. 177 (57).

2 - TRANSPORTATION: Railroad-Union Pacific.

3 - POPULATION:

Corp. City 90 Cen. 2,228; E&P 92 Est. 2,223
County 90 Cen. 6,198; E&P 92 Est. 6,226

4 - HOUSEHOLDS:

City 90 Cen. 841; E&P 92 Est. 839
County 90 Cen. 2,479; E&P 92 Est. 2,490

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$78,000,000

6 - PASSENGER AUTOS: Morris County 4,159

7 - ELECTRIC METERS: Residence 840

8 - GAS METERS: Residence 796

9 - PRINCIPAL INDUSTRIES: R.R.; Milling; Dairying; Sporting Goods; Concrete Prods.; Plastic Items; Sheetmetal Prods.; Automotive Cleaning & Rebuilding Prods.; High Temperature Insulation Prods.; R.R. Track Construction & Reconditioning.

10 - CLIMATE: Average Annual Temp.-52; Jan.-28; July-97.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Days-Wed., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Variety Store-Duckwall's.

Chain Supermarkets-IGA; Thriftway; Super Saver.

Other Chain Stores-True Value; Sears (catalog); Auto Dealers: Chevrolet, Chrysler-Plymouth-Dodge, Ford.

14 - NEWSPAPERS: REPUBLICAN (e-mon to fri) 2,594; sworn Oct. 1, 1990.

Local Contact for Advertising and Merchandising Data: Craig A. McNeal, Publisher, REPUBLICAN, 208 W. Main St., Council Grove, KS 66846; Tel. (316) 767-5123.

National Representative: Kansas Press Service.

DODGE CITY

1 - LOCATION: Ford County, E&P B-3. County Seat. Wholesale, educational center. 350 railroad mi. W of Kansas City, MO and same E of Denver, CO.

2 - TRANSPORTATION: Railroad-Santa Fe.

Motor Freight Carriers-14.

Intercity Bus Lines-Greyhound; Bickel; Green Diamond.

Airline-USAir.

3 - POPULATION:

Corp. City 90 Cen. 21,129; E&P 92 Est. 22,004
County 90 Cen. 27,463; E&P 92 Est. 28,405

4 - HOUSEHOLDS:

City 90 Cen. 7,973; E&P 92 Est. 8,303
County 90 Cen. 10,563; E&P 92 Est. 10,925

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$178,864,327
Savings & Loan	3	$457,345,282
Fed. Credit Union	1	$16,000,000

6 - PASSENGER AUTOS: Ford County 14,331

7 - ELECTRIC METERS: Residence 7,561

8 - GAS METERS: Residence 7,384

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 600 ($180); Mach. 250 ($250); Power 200 ($300); Cattle Feeding & Sales 115 ($180); Meat Packing 800 ($200).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-66; Summer 64-88; Fall 44-69; Winter 20-44. First killing frost, Oct. 25; last killing frost, Apr. 15.

11 - TAP WATER: Hard; not fluoridated; chlorinated.

12 - RETAILING: Principal Shopping Center-Wyatt Earp Blvd. W from Central 5 blocks; 2nd Ave. from river bridge 6 blocks N; Gunsmoke St. from Central Ave. to 3rd St. Important business district S of river bridge to city limits.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northridge(4)	1	Long's Dept.
Village Sq-(37)	1	Kline's, JCPenney
Comanche Plz.	1	Reliable, Anthony's, IGA, Godfather's
High Plains	1	Wal-Mart

Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Kline's; JCPenney; Anthony's.

Discount Stores-Gibson's; Alco; Wal-Mart; Reliable.

Chain Drug Stores-Prescription Center; Reliable.

Chain Supermarkets-Dillons 2; Homeland; Pay Day; IGA 2.

Other Chain Stores-Sears; Firestone; Goodyear.

14 - NEWSPAPERS: GLOBE (e) 8,838; sworn Oct. 1, 1990.

Local Contact for Advertising and Merchandising Data: Terry Cochran, Mktg. Dir., GLOBE, 705 Second, Dodge City, KS 67801; Tel. (316) 225-4151.

National Representative: Papert Companies.

EL DORADO

1 - LOCATION: Butler County, E&P Map C-3 (In Wichita MSA). County Seat. Agric., oil, small mfg. 166 mi. from Kansas City; 21 mi. from Wichita on Tpke. On U.S. Hwys. 54, 77; State Hwys. 13, 196; Kansas Tpke.

2 - TRANSPORTATION: Railroads-Santa Fe; Missouri Pacific.

Motor Freight Carriers-15; interstate carriers 15

Intercity Bus Line-Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 11,504; E&P 92 Est. 11,837
MSA 90 Cen. 485,270; E&P 92 Est. 499,276
County 90 Cen. 50,580; E&P 92 Est. 52,240

4 - HOUSEHOLDS:

City 90 Cen. 4,341; E&P 92 Est. 4,467

County 90 Cen. 18,733; E&P 92 Est. 19,348
MSA 90 Cen. 185,922; E&P 92 Est. 191,285

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$160,670,693
Savings & Loan	3	$749,212,061

6 - PASSENGER AUTOS: Butler County 28,544

7 - ELECTRIC METERS: Residence 8,942

8 - GAS METERS: Residence 4,761

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Refinery 956 ($275); Kansas Aluminum 100 ($200); Union Tankcar 69 ($225); Pioneer Balloon 200 ($295).
Principal Pay Days-1st, 10th, 15th, 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 60-109; Fall 30-70; Winter 7-50. First killing frost, Oct. 8; last killing frost, Apr. 12.

11 - TAP WATER: Alkaline, moderately soft; fluoridated.

12 - RETAILING: Principal Shopping Center-16 blocks on 6 streets.
Neighborhood Shopping Centers-600 N. Main; 2300-2600 W. Central.

Principal Shopping Days-Wed., Thur., Sat.
Stores Open Evenings-Dept.-Thur.; Food-nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Litwins; Farm n' Home.
Discount Stores-Bargain Time; Wal-Mart.
Variety Store-Family Center.
Chain Drug Stores-Graves; Revco.
Chain Supermarkets-Thriftway; Safeway; Dillons; Boogaart's.
Other Chain Stores-Sears (catalog); Bostwicks.

14 - NEWSPAPERS: TIMES (e) 4,395; sworn Sept. 29, 1990.
Local Contact for Advertising and Merchandising Data: Jim Clements, Adv. Mgr., TIMES, 114 N. Vine, El Dorado, KS 67042; Tel. (316) 321-1120.
National Representative: None.

EMPORIA

1 - LOCATION: Lyon County, E&P Map C-2. County Seat. On Cottonwood and Neosho Rivers, 50 mi. SW of Topeka; 100 mi. SW of Kansas City.

2 - TRANSPORTATION: Railroads-Santa Fe; Amtrak.
Motor Freight Carriers-9.
Intercity Bus Line-Continental Trailways.

3 - POPULATION:
Corp. City 90 Cen. 25,512; E&P 92 Est. 25,850
CZ-ABC: (80) 25,287
Bal. in NDM-ABC: (80) 34,529
County 90 Cen. 34,732; E&P 92 Est. 35,035
Total NDM-ABC: (80) 59,816
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 9,627; E&P 92 Est. 9,755
County 90 Cen. 13,893; E&P 92 Est. 14,014
CZ-ABC: (80) 9,524
Bal. in NDM-ABC: (80) 13,236
Total NDM-ABC: (80) 22,760

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$221,677,166
Savings & Loan	3	$2,370,545,998

6 - PASSENGER AUTOS: Lyon County 18,719

7 - ELECTRIC METERS: Residence & Bus. 11,807

8 - GAS METERS: Residence & Bus. 9,334

9 - PRINCIPAL INDUSTRIES: Mfg.; Food Proc.; Hospitals; Banking; Meat Packing; Educ.; Trans.; Agric.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-65; Summer 65-100; Fall 40-85; Winter 0-40. First killing frost, Oct. 18; last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-30 blocks on Sixth Ave. and Hwy. 50; 13 on Commercial St.; 2 on Merchant St.; 7 on Twelfth Ave.; 2 on Fifth Ave.; 2 on 7th Ave.
Shopping Centers-Flint Hills Mall, 23 stores; Emporia West Plaza, 14 stores.
Principal Shopping Day-Fri.
Stores Open Evenings-Wed.; Flint Hills-nightly & Sun.

13 - RETAIL OUTLETS: Department Stores-Newman's; JCPenney.
Variety Stores-Wal-Mart; K mart; McCrory; Bluestem farm & Ranch.
Drug Stores-Berg & Frost; Graves; Prescription Center; Hills Apothecary; Revco; Wal-Mart; Dillons.
Chain Supermarkets-Reeble's 2; Dillons 2; Price Chopper; Food-4-Less.

14 - NEWSPAPERS: GAZETTE (e) 10,544; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: R. Bruce Knaak, Natl. Adv. Mgr., GAZETTE, 517 Merchant St., Emporia, KS 66801; Tel. (316) 342-4800.
National Representative: Landon Associates.

FORT SCOTT

1 - LOCATION: Bourbon County, E&P Map D-3. County Seat. Agricultural center & small manufacturing center; SE part of state. 96 mi. S of Kansas City, MO. On U.S. Hwys. 54, 69; State Hwys. 7, 39.

2 - TRANSPORTATION: Railroads-Burlington Northern; Missouri Kansas-Texas.
Motor Freight Carriers-9.
Intercity Bus Line-Trailways.

3 - POPULATION:
Corp. City 90 Cen. 8,362; E&P 92 Est. 8,350
County 90 Cen. 14,966; E&P 92 Est. 14,925

4 - HOUSEHOLDS:
City 90 Cen. 3,155; E&P 92 Est. 3,151
County 90 Cen. 6,236; E&P 92 Est. 6,219

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$134,066,779
Savings & Loan	2	$50,000,000

6 - PASSENGER AUTOS: Bourbon County 9,087

7 - ELECTRIC METERS: Residence 3,774

8 - GAS METERS: Residence 3,832

9 - PRINCIPAL INDUSTRIES: Work Clothes; Cement; Marble and Granite; Aluminum Windows & Doors; Business Forms; Calendars; Aluminum Extrusions; Insurance Companies; Midwestern Distribution; Rubber Prods.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-87; Summer 55-110; Fall 31-83; Winter -3-72. First killing frost, Oct. 20; last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on five sts.
Shopping Center-Wal-Mart (Discount); Price Chopper.

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Thur.
Stores Open Sundays-Groceries, Drugs & Discount.

13 - RETAIL OUTLETS: Department Stores-Sears; Litwin's.
Discount Store-Wal-Mart.
Chain Supermarkets-K mart; 7-Eleven; Price Chopper; Consumers; Whitesides 2; Hall's Food Markets 2.
Other Chain Stores-Sherwin-Williams; Otasco; Ace Hdwe.; True Value Hdwe.; Pro Hdwe.; Ace Hdwe.; Big Sugar Lumber; Baxter Tire & Automotive.

14 - NEWSPAPERS: TRIBUNE (e) 5,055; sworn Oct. 1, 1990.
Local Contact for Advertising and Merchandising Data: David Watkins, Adv. Dir., TRIBUNE, 6 E. Wall St., Fort Scott, KS 66801; Tel. (316) 223-1460.
National Representative: Papert Companies.

GARDEN CITY

1 - LOCATION: Finney County, E&P Map A-2. 324 mi. SE of Denver, CO; 400 mi. SW of Kansas City on U.S. Hwys. 50, 83, 156.

2 - TRANSPORTATION: Railroads-Santa Fe; Amtrak; Garden City Western.
Motor Freight Carrier-1.
Intercity Bus Line-Continental.
Airline-Air Midwest.

3 - POPULATION:
Corp. City 90 Cen. 24,097; E&P 92 Est. 25,555
County 90 Cen. 33,070; E&P 92 Est. 35,297
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 9,093; E&P 92 Est. 9,643
County 90 Cen. 11,811; E&P 92 Est. 12,606

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$249,853,379
Savings	NA	(incl above)

6 - PASSENGER AUTOS: Finney County 17,029

7 - ELECTRIC METERS: Residence 8,000

8 - GAS METERS: Residence 9,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Constr. 675; Beef Packing 370; Irrigation 210; Agricultural Mach. 150; Cattle Feeding 200; Plastic Pipe 70.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 60-107; Fall 20-70; Winter 0-45.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Days-Mon., Thur., Sat.

13 - RETAIL OUTLETS: Department Stores-Anthony's; JCPenney; Sears.
Discount Store-Gibson's.
Variety Stores-Alco; Woolworth; K mart; Wal-Mart.
Chain Drug Store-Prescription Center.
Chain Supermarkets-Dillon's 2; Wall's IGA; Dart 12; Dart-In 3; Kwik Shop 2; Loves 2; 7-Eleven 2; Garden City; IGA.
Other Chain Stores-Mode O'Day; Dairy Queen; Coast-to-Coast; Firestone; Baillys Big R.

14 - NEWSPAPERS: TELEGRAM (e) 11,500; sworn Aug. 31, 1991.
Local Contact for Advertising and Merchandising Data: Kent O'Toole, Adv. Mgr., TELEGRAM, 310 N. 7th St., Garden City, KS 67846; Tel. (316) 275-8500.
National Representatives: None.

GOODLAND

1 - LOCATION: Sherman County, E&P Map A-2. County Seat. Residential Center. 200 mi. E of Denver; State Hwy. 27; I-70.

2 - TRANSPORTATION: Railroad-Kyle.
Intercity Bus Lines-Greyhound; Continental.
Airline-Air Midwest.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 90 Cen. 4,983; E&P 92 Est. 4,893
County 90 Cen. 6,926; E&P 92 Est. 6,847

4 - HOUSEHOLDS:
City 90 Cen. 1,880; E&P 92 Est. 1,847
County 90 Cen. 2,664; E&P 92 Est. 2,634

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$72,544,000
Savings & Loan	1	$22,000,000

6 - PASSENGER AUTOS: Sherman County 3,954

7 - ELECTRIC METERS: Residence 3,000

8 - GAS METERS: Residence 2,230

9 - PRINCIPAL INDUSTRIES: Farming Building Materials; Laundry; Concrete; Rubber Welding; Pump Mfg.; 3 Feed Mills; Constr.; 4 Livestock Feedlots; Sunflower Processing.

10 - CLIMATE: N.A.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Days-Mon-Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Schneider's; Elliott's; Collage; Atens; Mr. Jims.
Discount Stores-Alco; Gibson's.
Chain Supermarkets-Safeway; Boogaart's; IGA.
Other Chain Stores-Sears; Fitz Gibbons Hdwe.; Jacobs Appliance; Malper Drug; Plainsman Supply; Fixsen's TV-Appliance; Price Right Meat Mkt.; Caldwell's; J&L Drug.

14 - NEWSPAPERS: NEWS (e-mon to fri; S) 2,358; sworn Oct. 1, 1990.
Local Contact for Advertising and Merchandising Data: Randy McCants, Pub., NEWS, 1205 Main, Goodland, KS 67735; Tel. (913) 899-2338.
National Representative: Kansas Press Service.

GREAT BEND

1 - LOCATION: Barton County, E&P Map B-2. County Seat. Industrial, oil and wheat center. 120 mi. NW of Wichita. On U.S. Hwys. 56, 281, 156; State Hwy. 96.

2 - TRANSPORTATION: Railroads-Atchison; Topeka; Santa Fe.
Motor Freight Carriers-13.
Intercity Bus Line-Tri-State.
Airlines-Eastern; Air Midwest.

3 - POPULATION:
Corp. City 90 Cen. 15,427; E&P 92 Est. 15,365
CZ-ABC: (80) 16,608
RTZ-ABC: (80) 38,556
County 90 Cen. 29,382; E&P 92 Est. 29,322
City & RTZ-ABC: (80) 55,164

4 - HOUSEHOLDS:
City 90 Cen. 5,822; E&P 92 Est. 5,798
County 90 Cen. 11,301; E&P 92 Est. 11,278
CZ-ABC: (80) 6,379
RTZ-ABC: (80) 14,781
City & RTZ-ABC: (80) 21,160

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$325,609,000
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: Barton County 20,707

7 - ELECTRIC METERS: Residence City 6,330

8 - GAS METERS: Residence 8,795

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Production 2,080; Great Bend Mfg. 100; Fuller Brush 460.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: First killing frost, Oct. 15; last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, hard, not fluoridated.

12 - RETAILING: Principal Shopping Center-30 blocks on Main, Lakin, Kansas, Broadway, Forest, Williams and Tenth.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Great Bend(3)	2	IGA
Westgate(10)	4	Water's True Value
Village Mall(8)	4	Food-4-Less, Reliable Drugs
Mini Mall(7)	NA	

Neighborhood Shopping Centers-Washington; Crescent Park; West Tenth; Westgate (West Broadway); Village Mall Plaza.
Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears.
Discount Stores-Wells Furniture Whse.; K mart; Wal-Mart.
Chain Drug Store-Reliable Drugs.
Chain Supermarkets-Dillons 2; Geat Bend IGA; Food-4-Less.
Other Chain Stores-McCoy's Shoes; Goodyear Tire Center; Brown's Shoes; Gibson's Hallmark Gifts; True Value Hdwe.; B.F. Goodrich; Home Lumber; Western Auto; Hastings Music & Video.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 9,870; (S) 10,281; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Debbie Piland, Adv. Mgr., TRIBUNE, 2012 Forest St., PO Box 228, Great Bend, KS 67530; Tel. (316) 792-1211.
National Representative. Papert Companies.

HAYS

1 - LOCATION: Ellis County. E&P Map B-2. County Seat. Shipping, shopping, wholesale center for NW Kansas. Hospital center. On U.S. Hwys. 40, 183; I-70.

2 - TRANSPORTATION: Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Trailways.
Airline-Air Midwest.

3 - POPULATION:
Corp. City 90 Cen. 17,767; E&P 92 Est. 18,267
County 90 Cen. 26,004; E&P 92 Est. 26,264

4 - HOUSEHOLDS:
City 90 Cen. 6,705; E&P 92 Est. 6,893
County 90 Cen. 10,002; E&P 92 Est. 10,102

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$195,463,237
Savings & Loan	4	$611,326,512

6 - PASSENGER AUTOS: Ellis County 16,801

7 - ELECTRIC METERS: Residence 12,824

8 - GAS METERS: Residence 8,442

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Trade Constr., Gov't, Mining, 6,000; University payroll over $18,000,000.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-76; Summer 61-89; Fall 29-57; Winter 20-48. First killing frost, Oct. 15; last killing frost, Apr. 29.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-18 blocks on Main and adjoining streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Country Club Plz.	NA	The Kiddie Shop
Hillcrest	NA	Dillons
The Mall(32)	NA	Klines Dept., K mart, JCPenney, Midwest Drug
Alco Plaza(2)	NA	Alco Discount, Food Bonanza

Principal Shopping Days-Thur.
Stores Open Evenings-Downtown-Thur.; Shopping Centers-every evening.

13 - RETAIL OUTLETS: Department Stores-Wiesner's; Klines; JCPenney.
Variety Store-Ben Franklin.
Discount Stores-Alco; K mart; Wal-Mart.
Chain Supermarkets-Dillons; Food Bonanza; Mini Mkts.
Other Chain Stores-Sears (catalog); Firestone; Brown Shoe Fit Co.; Western Auto; Oklahoma Tire; K.G. Men's Wear; Goodyear.

14 - NEWSPAPERS: NEWS (e-mon to fri) 13,674; (S) 13,674; sworn Sept. 21, 1990.
Local Contact for Advertising and Merchandising Data: Michael H. Haas, Adv. Mgr., NEWS, 507 Main St., Hays, KS 67601; Tel. (913) 628-1081.
National Representative. None.

HIAWATHA

1 - LOCATION: Brown County. E&P Map D-1. County Seat. Residential center. 100 mi. from Kansas City. 45 mi. from St. Joseph, MO. Hwys. 36, 73, 159.

2 - TRANSPORTATION: Railroads-Union Pacific; NEKM.
Motor Freight Carriers-6
Bus Line-Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 3,603; E&P 92 Est. 3,624
County 90 Cen. 11,128; E&P 92 Est. 11,082

4 - HOUSEHOLDS:
City 90 Cen. 1,360; E&P 92 Est. 1,368
County 90 Cen. 4,451; E&P 92 Est. 4,433

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$55,000,000

6 - PASSENGER AUTOS: Brown County 6,968

7 - ELECTRIC METERS: Residence 1,901

8 - GAS METERS: Residence 1,555

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Wood Mfg. 360 ($190); Hand Tools 137 ($180); Tool and Die 21 ($180); Agric. Mfg. 37 ($190).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 50-100; Fall 40-75; Winter 1-60. First killing frost, Oct. 15; last killing frost, May 15.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-Between 1st and 10th St. on Oregon St. (47 stores) and 16 blocks on 1st St. (18 stores). Wal-Mart one mile west on Oregon St.

Principal Shopping Days-Wed., Sat., Sun.
Stores Open Evenings-Discount until 9 pm; Grocery until 9 pm.

13 - RETAIL OUTLETS: Department Store-Family Fashions.
Discount Store-Wal-Mart.
Chain Supermarkets-Lindys Thriftway; Kasey's Gen. Store; Dave's IGA; H&H Super Market.
Other Chain Stores-Sonic; Sears (catalog); Hiawatha Farm and Home; Dairy Queen; Radio Shack; Hallmark Cards; True Value; Dollar General.

14 - NEWSPAPERS: DAILY WORLD (e-mon to fri) 2,500; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: Barry Stokes, Ed./Pub., DAILY WORLD, 607 Utah St.; PO Box 160, Hiawatha, KS 66434; Tel. (913) 742-2111.
National Representative. Kansas Press Association.

HUTCHINSON

1 - LOCATION: Reno County. E&P Map C-2. 240 mi. SW of Kansas City, MO. Wholesale center.

2 - TRANSPORTATION: Railroads-Southern Pacific; Missouri Pacific; Amtrak; Santa Fe.
Motor Freight Carriers-28.
Intercity Bus Lines-Continental Trailways; Hutchinson Shuttle Service.
Airline-Air Midwest.

3 - POPULATION:
Corp. City 90 Cen. 39,308; E&P 92 Est. 39,561
County 90 Cen. 62,389; E&P 92 Est. 62,555
CZ-ABC: (80) 48,528
RTZ-ABC: (80) 166,924
City & RTZ-ABC: (80) 215,452
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 14,833; E&P 92 Est. 14,929
County 90 Cen. 24,956; E&P 92 Est. 25,022
CZ-ABC: (80) 18,604
RTZ-ABC: (80) 62,668
City & RTZ-ABC: (80) 81,272

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$618,934,390
Savings & Loan	1	$125,575,320

6 - PASSENGER AUTOS: Reno County 38,309

7 - ELECTRIC METERS: Residence 28,198

8 - GAS METERS: Residence 19,975

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 6,808 ($378); Mining 224 ($409); Contract Constr. 971 ($315); Trans., Electric, Gas, etc. 1,144 ($520).
Principal Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-63; Summer 66-88; Fall 44-61; Winter 26-41. First killing frost, Oct. 20; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on both sides of Main St.; 2 blocks on First St. and Sherman St.
Neighborhood Shopping Centers-13th & Main Sts.; 27th & Main Sts.; 5th & Adams St.; South Hutchinson; 4th & Pershing; 30th & Plum.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hutchinson Mall	2	Dillard's, JCPenney, Wal-Mart, Newmans, Service Mdse., Sears
Alco Plz.(3)	NA	Alco
Larkland(11)	NA	Interstate Elect.
Northgate(12)	NA	Dillons

Principal Shopping Days-Dept. Mon., Thur. Food Wed., Fri., Sat.; Food open nightly & Sun.

13 - RETAIL OUTLETS: Department Stores-Peques; Anthony's; Meschke (men's); Long's; Sears; JCPenney; Biles & Long (men's).
Discount Stores-Alco 2; Osco; K mart.
Variety Stores-Ben Franklin 2.
Chain Drug Stores-Coberly; Fraese; Self-Service; Medicine Shoppe; Dillon's.
Chain Supermarkets-Dillons 4; Safeway; Karl's; IGA; Warehouse Mkt.
Other Chain Stores-Goodrich; Western Auto; Zales Jewelers; Seifert's; Maurice's Fashions (women's).

14 - NEWSPAPERS: NEWS (m) 38,512; (S) 41,320; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Bill Harner, Adv. Dir., NEWS, 300 W Second St., Hutchinson, KS 67501; Tel. (316) 662-3311; FAX (316) 662-4186.
National Representative. Landon Associates.

INDEPENDENCE

1 - LOCATION: Montgomery County. E&P Map D-3. County Seat. Agricultural, manufacturing, oil and gas area; SE part of state; 150 mi. from Kansas City; 86 mi. from Wichita; 103 mi. from Tulsa.

2 - TRANSPORTATION: Railroads-Santa Fe; Missouri Pacific.
Motor Freight Lines-11.
Intercity Bus Lines-Greyhound; Continental.
Airline-Air Midwest.

3 - POPULATION:
Corp. City 90 Cen. 9,942; E&P 92 Est. 9,923
CZ-ABC: (80) 10,598
RTZ-ABC: (80) 30,522
County 90 Cen. 38,816; E&P 92 Est. 38,534
City & RTZ-ABC: (80) 41,120

4 - HOUSEHOLDS:
City 90 Cen. 3,752; E&P 92 Est. 3,745
County 90 Cen. 15,526; E&P 92 Est. 15,414
CZ-ABC: (80) 4,323
RTZ-ABC: (80) 11,868
City & RTZ-ABC: (80) 16,191

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$115,326,000
Savings & Loan	1	$86,154,359

6 - PASSENGER AUTOS: Montgomery County 20,939

7 - ELECTRIC METERS: Residence 4,407

8 - GAS METERS: Residence 4,127

9 - PRINCIPAL INDUSTRIES: Oil Products and Movement 745; Cement Mfg. 330; Beverage Truck Body Mfg. 195; Electric Motor Mfg. 385; Farm Machinery Mfg. 52; Automotive Electrial Replacement Part Mfg. 940; Gas Light Mfg. 72; Oil Weil Pumps 40.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-68; Summer 66-87; Fall 47-73; Winter 24-47. First killing frost, Nov. 3; last killing frost, Apr. 17.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Penn. Ave.; 6 on Main St.; 4 on 8th St.; 2 on Myrtle; 3 on 6th St.; Gibson, 2 blocks, 5 stores plus medical ctr. K mart 20 blocks west on Hwy. 160.

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-C.R. Calvert; JCPenney; Litwin's; Westco Home Ctr.
Discount Stores-Gibson's; K mart.
Chain Drug Stores-Defever-Osborn Rexall.
Chain Supermarkets-Homeland; Nu-Ways; Food-4-Less.

14 - NEWSPAPERS: REPORTER (e-mon to fri) 7,342; (S) 8,307; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Michael L. Kadel, Adv. Mgr., REPORTER, 320 N. 6th St.; PO Box 869, Independence, KS 67301; Tel. (316) 331-3550.
National Representative. Papert Companies.

IOLA

1 - LOCATION: Allen County. E&P Map D-2. County Seat. Shipping and distribution center for farming area. 105 mi. S of Kansas City, MO and 115 mi. E of Wichita; at intersection of U.S. Hwys. 54 and 169.

2 - TRANSPORTATION: Railroads-Santa Fe; Missouri Pacific.
Motor Freight Carriers-3.
Intercity Bus Line-Jefferson.

3 - POPULATION:
Corp. City 90 Cen. 6,351; E&P 92 Est. 6,200
County 90 Cen. 14,638; E&P 92 Est. 14,602

4 - HOUSEHOLDS:
City 90 Cen. 2,919; E&P 92 Est. 2,850
County 90 Cen. 5,855; E&P 92 Est. 5,841

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$61,925,215
Savings & Loan	2	$124,432,000

6 - PASSENGER AUTOS: Allen County 8,492

7 - ELECTRIC METERS: Residence 3,951

8 - GAS METERS: Residence 2,858

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Clothing 240; Rubber 303; Mfg. 540; Printing & Pub. 190; Boat Mfg. 101.
Principal Pay Days-Fri., 10th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-70; Summer 60-110; Fall 40-75; Winter -10-65. First killing frost, Nov. 1; last killing frost, May 1.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks on Public Square & 3 Shopping Centers north edge of city.

Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Sears; Litwin's; McGinty-Whitworth; Dollar General; Saturdays; Town & Country Western; Fashion Crossroads; Emily's.
Variety Stores-Agri Farm & Home; Wal-Mart.
Chain Drug Store-Iola Pharmacy.
Chain Supermarkets-Farm Fresh; IGA; Greave's Market.
Other Chain Stores-Western Auto; Comstock Lumber & Home Center; Coast-to-Coast.

14 - NEWSPAPERS: REGISTER (e) 4,750; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: Jack Hastings, Adv. Mgr., REGISTER, 302 S. Washington, Iola, KS 66749; Tel. (316) 365-2111.
National Representative. Kansas Press Service.

JUNCTION CITY

1 - LOCATION: Geary County. E&P Map C-2. County Seat. N central part of state; 100 air mi. from Kansas City and Wichita. Mfg., farming, shipping, wholesale distributing ctr., adjacent to Fort Riley. On U.S. Hwys. 40 & 77; State Hwys. 18 & 57; I-70.

2 - TRANSPORTATION: Railroad-Union Pacific.
Motor Freight Carriers-14.
Intercity Bus Lines-Overland & Southwest Greyhound; Continental Motor Trails.
Airlines-Braniff; Eastern.

3 - POPULATION:
Corp. City 90 Cen. 20,604; E&P 92 Est. 21,103

CZ-ABC: (80) 20,494
RTZ-ABC: (80) 36,470
County 90 Cen. 30,453; E&P 92 Est. 30,963
City & RTZ-ABC: (80) 56,964

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 7,775; E&P 92 Est. 7,963
County 90 Cen. 11,279; E&P 92 Est. 11,468
CZ-ABC: (80) 7,775
RTZ-ABC: (80) 8,876
City & RTZ-ABC: (80) 16,651

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$168,222,397
Savings & Loan	1	$65,255,302

6 - PASSENGER AUTOS: Geary County 18,506

7 - ELECTRIC METERS: Residence 10,630

8 - GAS METERS: Residence 9,530

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fort Riley 22,616 ($280); Mfg. 300 ($240); Mobile Homes, Camper Mfg. 500 ($230); Auto Electronic Mfg. 300 ($235); Railcar N.A. ($240); F.W. Woolworth Distrib. Ctr. 200 ($250).

Principal Pay Days-Fri.; Military: 1st & 15th; Gov't: 1st and 15th; Industrial: Wkly.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-85; Summer 60-100; Fall 20-90; Winter 15-60. First killing frost, Oct. 15; last killing frost, Apr. 10.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks on N. Washington; 2 on 8th; 2 on 9th; 5 on 6th; 2 on 7th; 4 on Grant Ave.

Neighborhood Shopping Centers-North Washington, 1200 block to 1700 block; Grant Ave.; W. 6th, 300 block to 1000 block; South Washington, 700 to 1000 block.

Principal Shopping Days-Sat., Thur.
Stores Open Evenings-Thur., Mon.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Longs; Montgomery Ward.
Discount Stores-Gibson's; Ft. Riley (3 Post Exchanges); Commissary; Wal-Mart; Alco.
Variety Store-Woolworth.
Chain Supermarkets-Dillons; Falley's; Food-4-Less.
Other Chain Stores-Firestone; Sears (mail order); Goodyear; Payless Shoes; Sherwin-Williams; Western Auto.

14 - NEWSPAPERS: UNION (e-mon to fri) 7,235; (S) 8,201; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Mike Hellinger, Adv. Mgr., UNION, 222 W. Sixth St., Junction City, KS 66441; Tel. (913) 762-5000.
National Representative: Landon Associates.

KANSAS CITY

1 - LOCATION: Wyandotte County (In Kansas City, MO-KS MSA). E&P Map D-2. County Seat. In NE corner of state, varied industry. 508 mi. from Chicago; 492 mi. from Indianapolis. On U.S. Hwys. 24, 40, 50, 56, 69, 73, 169; I-70; State Hwys. 5, 10, 29, 32, 35, 58, 132, 435.

2 - TRANSPORTATION: Railroads-AT&SF; CB&Q; CGW; CM&StP; KC Southern; MKT; MP; CRI&P; Frisco; UP; Wabash; GM&P; K.C. Terminal; Norfolk & Western.
Motor Freight Carriers-204 Common Carriers.
Intercity Bus Lines-Greyhound; Trailways; ATA.
Airlines-TWA; Delta; United; Continental; Ozark; Central; Midwest; Northwest Orient.

3 - POPULATION:
Corp. City 90 Cen. 149,767; E&P 92 Est. 149,195
County 90 Cen. 161,993; E&P 92 Est. 161,809
MSA 90 Cen. 1,566,280; E&P 92 Est. 1,609,361

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 56,516; E&P 92 Est. 56,300
County 90 Cen. 62,305; E&P 92 Est. 62,234
MSA 90 Cen. 594,781; E&P 92 Est. 610,873

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	20	$1,790,679,499
Savings & Loan	5	$4,245,977,000

6 - PASSENGER AUTOS: Wyandotte County 86,870

7 - ELECTRIC METERS: Residence 63,700

8 - GAS METERS: Residence 49,632

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Food Proc. 3,400; Glass, Clay, Stone 4,200; GM Assembly 4,250; Equipment Mfg. 15,750; Chem. 5,400; Steel Fab. 1,650.

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-64; Summer 68-87; Fall 48-67; Winter 10-40. First killing frost, Oct. 2; last killing frost, Apr. 20.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-Indian Springs 95 stores.
Neighborhood Shopping Centers-6 blocks at 17th to 22nd on Quindaro Blvd.; 4 on 5th to 8th on Kansas Ave.; 3 on 6th on Central Ave.; 3 on 9th to 11th on Central Ave.; 6 on 14th to 19th on Central Ave.; 10 on 25th to 34th on Strong Ave.; 3 on 8th to 10th on Southwest Blvd.; 1 on S. 34th from Gibbs to Junction Roads; 3 on Brown Ave. from 27th to 30th; 3 on 18th from Armstrong to Nebraska; 2 on Leavenworth Road from 50th to 52nd; Sunset Plaza, 6000 Leavenworth Rd. 22 shops; Wyandotte Plaza, 78th & State 55 stores; Tower Plaza, 38th & State 18 stores; Indian Springs, 4800 State Ave. 60 shops.

Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Dillard's; Montgomery Ward; JCPenney; Sears.
Discount Stores-Venture; K mart; McCrory.
Variety Store-Wal-Mart.
Chain Drug Stores-De Goler's 2; ECO Discount 2; Treasury; Osco; Revco 3; Dot.
Chain Supermarkets-Milgram's 6; Thriftway 5; Ball's 5; Lipari's 2; Safeway 4; Foodbarn 2; United Super 3; C. Balls 2; Price Chopper 2; Aldi; Foodland.
Other Chain Stores-Auto: Western Auto. Dollar General, Firestone; Furniture: ABC, Economy; Paints: Cook, Great Western, Sherwin-Williams; Shoes: Baker's, McNichols, Robinson, Steve's, Kinney's, Butlers, Payless Shoe Source; Jewelry: Kreigles, Helzberg, Winklers; Others: Gateway Sporting Goods, Singer Co.

14 - NEWSPAPERS: KANSAN (e-mon to fri) 15,661; (S) 17,370; sworn Feb. 12, 1991.
Local Contact for Advertising and Merchandising Data: Linda Liss, Adv. Dir., KANSAN, 901 N. 8th St., Kansas City, KS 66101; Tel. (913) 371-4300; FAX (913) 342-8620.
National Representative: Papert Companies.

LARNED

1 - LOCATION: Pawnee County, E&P Map B-2. County Seat. On State Hwy. K-19; U.S. Hwys. 56 & 156.

2 - TRANSPORTATION: Railroad-AT&SF.
Motor Freight Carriers-4.
Intercity Bus Line-Trans-State.
Airline-Air Midwest (at Great Bend, 20 mi.).

3 - POPULATION:
Corp. City 90 Cen. 4,490; E&P 92 Est. 4,477
County 90 Cen. 7,555; E&P 92 Est. 7,550

4 - HOUSEHOLDS:
City 90 Cen. 1,694; E&P 92 Est. 1,689
County 90 Cen. 3,148; E&P 92 Est. 3,146

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$107,000,000
Savings & Loan	1	$12,000,000

6 - PASSENGER AUTOS: Pawnee County 4,759

7 - ELECTRIC METERS: Residence 1,986

8 - GAS METERS: Residence 1,775

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Metal Prods. 104 ($250); Combine Canvasses & Parts; Farming, Ranching, Feedlots; Oil, Natural Gas; Farm Equip. 20 ($275); State Hospital 700 (Av. monthly wage $1,000-$2,000); Doctors & Psychiatrists ($2,000-$5,000).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-70; Summer 62-89; Fall 42-69; Winter 20-44.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-4 blocks on Broadway; 2 on Main.

Principal Shopping Days-Tues., Thur., Sat.

13 - RETAIL OUTLETS: Department Stores-A.A. Doerr; Montgomery Ward.
Discount Store-Alco.
Chain Supermarkets-Dillons; Mammel; Uncle Bill's AG; D's; Jack & Jill.

14 - NEWSPAPERS: TILLER & TOILER (e-mon to fri) 3,000; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: John Settle, Adv. Mgr., TILLER & TOILER, 115 W. 5th, Larned, KS 67550; Tel. (316) 285-3111.
National Representative: None.

LAWRENCE

1 - LOCATION: Douglas County (MSA). E&P Map D-2. County Seat. Agriculture, insurance, educational, residential, distribution and manufacturing center. On Kansas River, 28 mi. E of Topeka, 37 mi. W of Kansas City. U.S. Hwys. 40, 24, 59 and State Hwys. 10, 32 and Kansas Tpke.; I-70.

2 - TRANSPORTATION: Railroads-AT & SF; Union Pacific; Amtrak.
Motor Freight Carriers-17.
Intercity Bus Lines-Greyhound; Continental Trailways; KG.

3 - POPULATION:
Corp. City 90 Cen. 65,608; E&P 92 Est. 68,964
CZ-ABC: (80) 52,738
RTZ-ABC: (80) 43,097
County/MSA 90 Cen. 81,798; E&P 92 Est. 85,545
City & RTZ-ABC: (80) 95,835

4 - HOUSEHOLDS:
City 90 Cen. 24,758; E&P 92 Est. 26,024
County/MSA 90 Cen. 34,083; E&P 92 Est. 35,644
CZ-ABC: (80) 18,773
RTZ-ABC: (80) 14,497
City & RTZ-ABC: (80) 33,270

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$356,267,000
Savings & Loan	5	$346,717,000

6 - PASSENGER AUTOS: Douglas County 40,792

7 - ELECTRIC METERS: Residence 29,110

8 - GAS METERS: Residence 23,690

9 - PRINCIPAL INDUSTRIES: Industry, No. Wage Earners-Corrugated Box Plant and Paper Mill 307; Food Prods. 17; Univ. of KS 4,175; Fertilizers 211; Chem. 205; Dehydrating 85; Organ Factory 30; Greeting Cards Ribbon 1,048; Serving Student Loans 375; Environmental Engineering 500; Distributing 370; Electronics 450; Printing 440; Plastics 500; Movie Film 25; Pharmacy-Research 60; Haskell Indian Junior College 175; Brakes/Gaskets 225; Electricity 204; Paper Prods. 230; Petroleum Wire Cable 100; Pet Food 165; Telemarketing 145.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-95; Summer 40-110; Fall 16-95; Winter 10-69. First killing frost, Oct. 15; last killing frost, May 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Massachusetts St.; 5 blocks on 2 parallel streets.
Neighborhood Shopping Centers-19th & Massachusetts; 9th & Iowa Sts.; 23rd & Louisiana; 25th & Iowa; 23rd & Iowa; Sixth & Kasold; 23rd & Ousdahl; 15th & Kasold.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Riverfront Factory Outlet	45	
Dillon Plz.(10)	1	Dillons
Hillcrest(20)	3	Alvins
The Malls(23)	3	Westlake Hardware
Westridge(9)	4	
SW Plaza(15)	4	Food Barn
Holiday Plz.(28)	5	Kief's Discount Records & Stereo Supply
Orchard's Corner (18)	3	
Dickinson Plz. (12)	4	Theatres
Park Plz. Ctr. (8)	4	Ed Marlin's Furn., Roach Hardware
Southern Hills (16)	4	Northwest Fabrics

Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Downtown Thur., Supermarkets, Sac's, Wal-Mart, K mart, JCPenney, McDuff's.

13 - RETAIL OUTLETS: Department Stores-Weaver's; JCPenney; Sears (catalog).
Discount Stores-Sac's; K mart; Wal-Mart.
Variety Store-Woolworth.
Chain Drug Stores-Raney's 3; Gibson Pharmacy; Medicine Shoppe; Wal-Mart Pharmacy; K mart Pharmacy; Dillon Pharmacy 3.
Chain Supermarkets-Food Barn; Alvin's; Dillons 3; Food-4-Less; Aldi; Checker's.
Other Chain Stores-Singer Co.; Sherwin-Williams; Coast-to-Coast; McCalls Shoes; Radio Shack 2; Mr. Guy Men's Wear; Hancock Fabrics; Northwest Fabrics; Hobby Lobby; So-Fro Fabrics; Whelan Lumber Co.; Gregg Tires (Goodyear); Ed Marlings; Town Crier; Saffees; Co-op Farm Store; Seifert's; Diamond International; Maupintour Travel; Pier 1 Imports; Ace Hardware; 84 Lumber; Kopp's interiors; Maurice's Ladies Wear; Computerland; Western Auto; Auto Works; Westlakes Hardware; McDuff's; Roach True Value; Hardware 2; Firestone; O'Reilly; Blockbuster Video.

14 - NEWSPAPERS: JOURNAL-WORLD (e) 19,417; (S) 20,382 Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Gene A. Armstrong, Adv. Dir., JOURNAL-WORLD, 609 New Hampshire, Lawrence, KS 66044; Tel. (913) 843-1000.
National Representative: Papert Companies.

LEAVENWORTH

1 - LOCATION: Leavenworth County, (In Kansas City, MO-KS MSA). E&P Map D-2. County Seat. 34 mi. NW of Kansas City. Extreme E part of state; on Missouri River. On U.S. Hwy. 73; State Hwys. 5, 7, 92.

2 - TRANSPORTATION: Railroad-Missouri Pacific.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 90 Cen. 38,495; E&P 92 Est. 39,915
CZ-ABC: (80) 33,656
RTZ-ABC: (80) 29,562
County 90 Cen. 64,371; E&P 92 Est. 67,016
MSA 90 Cen. 1,566,280; E&P 92 Est. 1,609,361
City & RTZ-ABC: (80) 63,218

4 - HOUSEHOLDS:
City 90 Cen. 14,526; E&P 92 Est. 15,062
County 90 Cen. 22,990; E&P 92 Est. 23,934
MSA 90 Cen. 594,781; E&P 92 Est. 610,873
CZ-ABC: (80) 10,480
RTZ-ABC: (80) 9,482
City & RTZ-ABC: (80) 19,962

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$250,043,000
Savings & Loan	2	$159,600,000

6 - PASSENGER AUTOS: Leavenworth County 32,013

7 - ELECTRIC METERS: Residence 15,703

8 - GAS METERS: Residence 11,667

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Batteries 160 ($420); Greeting Cards 750 ($400); Fed. Prison 420 ($440); State Prison 545 (N.A.); Ft. Leavenworth Civ. Emp. 2,384 (N.A.); Ft. Leavenworth Army Pers. 3,930 (N.A.); Veterans Adm. 1,100 ($440).

Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 3-91; Summer 49-98; Fall 32-89; Winter 4-67. First killing frost, Nov.; last killing frost, Apr.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-Downtown: 30 blocks on 3 parallel sts.; Leavenworth Plaza-1 block long enclosed mall; Westside Village, 1 block long.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Leavenworth Plz.	NA	JCPenney, Sears

Principal Shopping Days-Mon., Thur., Fri., Sat., Sun.

Stores Open Sundays-Leavenworth Plz., Food, Some Drug & Discount.

Stores Open Evenings-Leavenworth Plz.; Food; All Drug & Discount.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Bohm's.

Variety Store-Woolworth.

Discount Stores-Wal-Mart; K mart.

Chain Drug Store-Treasury Drugs.

Chain Supermarkets-Waymire's IGA 2; 7-Eleven 2; E-Z Shop; Food-4-Less; Ball's; Aldi.

Other Chain Stores-Firestone; Goodrich; Gallenkamp Shoes; Goodyear; Radio Shack 2; Payless Shoes.

14 - NEWSPAPERS: TIMES (e-mon to fri) 9,431; (S) 10,068; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Todd Frantz, Adv. Mgr., TIMES, 416-22 Seneca; PO Box 144, Leavenworth, KS 66048; Tel. (913) 682-0305.

National Representative: Thomson Newspapers.

LIBERAL

1 - LOCATION: Seward County, E&P Map A-3. County Seat. 200 mi. SW of Wichita; 170 mi. N of Amarillo, TX; 250 mi. NW of Oklahoma City, OK. On U.S. Hwys. 54, 83, 270.

2 - TRANSPORTATION: Railroad-Southern Pacific.

Intercity Bus Lines-Continental, Mid-Continent Coaches.

Airline-Braniff Express.

3 - POPULATION:
Corp. City 90 Cen. 16,573; E&P 92 Est. 17,099
County 90 Cen. 18,743; E&P 92 Est. 19,299

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 6,254; E&P 92 Est. 6,453
County 90 Cen. 6,942; E&P 92 Est. 7,148

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$310,185,566

6 - PASSENGER AUTOS: Seward County 10,667

7 - ELECTRIC METERS: Residence 7,947

8 - GAS METERS: Residence 7,030

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Whol. Grocers 152; Beef Packing 1,450; Oil & Gas 1,300.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, medium hard; not fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-Dillons Plaza, 15th & Kansas; Elk Center, 11th & Kansas Ave.; Western Center; Southgate Mall; Liberal Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southgate(26)	NA	Gibson's, IGA, K mart
Plaza(13)	NA	Boogaart's
New Liberal Plaza(10)	NA	Wal-Mart, JCPenney

Principal Shopping Days-Mon., Thur., Sat.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; JCPenney; Wood's.

Discount Stores-Gibson's; K mart; Wal-Mart.

Chain Drug Stores-Gibson's; H&R; Wal-Mart; Dillons.

Chain Supermarkets-Homeland; Super Store; Jack & Jill; Food Bonanza; Dillons.

Other Chain Stores-Kelley's; Western Shop; Kiddie Korner; Brown's Shoe; Payless Shoes; Sears; Uniroyal; Goodyear; Maurice's; Brass Buckle; Hallmark; Cato.

14 - NEWSPAPERS: SOUTHWEST DAILY TIMES (e-mon to fri; S) 7,682; sworn Oct. 1, 1990.

Local Contact for Advertising and Merchandising Data: James T. Elsberry, Pub., SOUTHWEST TIMES, 16 S. Kansas Ave., Liberal, KS 67901; Tel. (316) 624-2451.

National Representative: Papert Companies.

LYONS

1 - LOCATION: Rice County, E&P Map B-2. County Seat. 30 mi. E of Great Bend, 32 mi. NW of Hutchinson on U.S. Hwy. 56; State Hwys. 14, 96.

2 - TRANSPORTATION: Railroads-AT&SF; MP.

Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 90 Cen. 3,688; E&P 92 Est. 3,636
County 90 Cen. 10,610; E&P 92 Est. 10,478

4 - HOUSEHOLDS:
City 90 Cen. 1,392; E&P 92 Est. 1,372
County 90 Cen. 4,244; E&P 92 Est. 4,191

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$44,000,000
Savings & Loan	1	$47,000,000

6 - PASSENGER AUTOS: Rice County 6,960

7 - ELECTRIC METERS: Residence 1,995

8 - GAS METERS: Residence 1,700

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil, Salt 300 ($300); Airplane Parts 40 ($400); Concrete 10 ($300).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-80; Summer 50-100; Fall 25-88; Winter 10-70. First killing frost, Oct. 15; last killing frost, Apr. 25.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Days-Thur., Sat.

13 - RETAIL OUTLETS: Variety Store-Alco.

Chain Supermarkets-AF Super; IGA.

Other Chain Stores-Gamble's; Ace Hardware; True Value Hardware.

14 - NEWSPAPERS: NEWS (e) 2,745; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Paul E. Jones, Pub., NEWS, 210 W. Commercial; PO Box 560, Lyons, KS 67554; Tel. (316) 257-2368.

National Representative: Kansas Press Service.

MANHATTAN

1 - LOCATION: Riley County (County Seat), Pottawatomie County, E&P Map C-2. Home of Kansas State Univ. Permanent military reservation; 125 mi. W of Kansas City. On U.S. Hwy. 24; State Hwys. 18, 113, 117; 5 mi. from Tuttle Creek Dam and Reservoir; 6 mi. from I-70.

2 - TRANSPORTATION: Railroad-Union Pacific.

Motor Feight Carriers-12.

Intercity Bus Line-Greyhound.

Airline-Midwest Air.

3 - POPULATION:
Corp. City 90 Cen. 37,712; E&P 92 Est. 39,170
CZ-ABC: (80) 41,568
RTZ-ABC: (80) 37,834
Counties 90 Cen. 83,267; E&P 92 Est. 85,194
Riley 90 Cen. 67,139; E&P 92 Est. 68,623
Pottawatomie 90 Cen. 16,128; E&P 92 Est. 16,571
City & RTZ-ABC: (80) 79,402

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 90 Cen. 14,231; E&P 92 Est. 14,781
Counties 90 Cen. 33,059; E&P 92 Est. 33,822
Riley 90 Cen. 26,856; E&P 92 Est. 27,449
Pottawatomie 90 Cen. 6,203; E&P 92 Est. 6,373
CZ-ABC: (80) 14,660
RTZ-ABC: (80) 10,401
City & RTZ-ABC: (80) 25,061

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$335,000,000
Savings & Loan	4	$310,000,000

6 - PASSENGER AUTOS: Riley County 25,793; Pottawatomie County 11,104

7 - ELECTRIC METERS: Residence 16,755

8 - GAS METERS: Residence 10,961

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Constr. 700; Mfg. 1,050; Trans. 325; Whol. & Ret. 14,100; Trade 4,350; Fin., Ins. & R.E. 1,025; Servs. 2,925; Gov't (incl. schools) 7,750; All Other 1,300.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-77; Summer 63-92; Fall 32-82; Winter 18-47. First killing frost, Oct. 12; last killing frost, Apr. 24.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-3 blocks on Poyntz Ave.; 3 blocks on 4th St. between Pierre and Humboldt Streets and 400,000 square-foot Town Center Mall.

Neighborhood Shopping Centers-Moro St. (Aggieville); N. Manhattan (Aggieville); Anderson Ave. (West Loop); Tuttle Creek Blvd. (Blue Hills); Wal-Mart (Tuttle Creek Blvd.); K mart (East Poyntz); Village Plz. (Anderson Ave.).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Aggieville	NA	Ballards, Varney's
Blue Hills	3	Blue Hills Mkt.
Village Plz.	5	Alco, Food-4-Less, Revco
West Loop	5	Dillons, Water's
Wal-Mart	1	Wal-Mart, Dillons, K mart, Food-4-Less

Principal Shopping Days-Mon., Fri., Sat.

Stores Open Evenings-Thur.

Stores Open Sundays-Chain Grocery, Drug, Dept., K mart, Wal-Mart, Alco, Revco, Sears, JCPenney, Dillard's.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Dillard's.

Discount Stores-Alco; K mart; Wal-Mart.

Chain Drug Stores-Barry's; Revco.

Chain Supermarkets-Dillons 2; Dutch Maid 2; Food-4-Less 3.

Other Chain Stores-Coast-to-Coast; Firestone; Brown Shoe Fit; Burke's Shoes; McCall's Shoes; Seiferts; Waters Hardware.

14 - NEWSPAPERS: MERCURY (e-mon to fri) 10,747; (S) 11,096; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Stephen Stallwitz, Nat'l Adv. Mgr., MERCURY, 318 N. 5th, Manhattan, KS 66502; Tel. (913) 776-2200.

National Representative: Landon Associates.

McPHERSON

1 - LOCATION: McPherson County, E&P Map C-2. County Seat. 51 mi. NW of Wichita. U.S. Hwys. 56 and 81 intersect here; State Hwy. 61, I-35.

2 - TRANSPORTATION: Railroads-Cotton Belt; AT&SF; Missouri Pacific; UP (freight only).

Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 90 Cen. 12,422; E&P 92 Est. 12,700
County 90 Cen. 27,268; E&P 92 Est. 27,656

4 - HOUSEHOLDS:
City 90 Cen. 4,688; E&P 92 Est. 4,792
County 90 Cen. 10,907; E&P 92 Est. 11,063

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$200,000,000
Savings & Loan	3	$375,000,000

6 - PASSENGER AUTOS: McPherson County 17,301

7 - ELECTRIC METERS: Residence 4,656

8 - GAS METERS: Residence 4,798

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Milling 57; Oil Refining 1,300; Salt Bed Oil Storage 30; Mobil Homes 185; Fiberglas Insulation 400; Welding 110; Plastics 2,050; Concrete Prods. 25; Misc. Mfg. 285; Sterling Drug 600.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-99; Summer 57-111; Fall 24-106; Winter 2-69. First killing frost, Oct. 16; last killing frost, Apr. 22.

11 - TAP WATER: Neutral; hard.

12 - RETAILING: Principal Shopping Centers-11 blocks on Main and 12th just off Main.

Neighborhood Shopping Center-5 blocks North Main, 3 blocks on South Main; Plaza Shpg. Ctr.; Wal-Mart Shpg. Ctr. (22 blocks off Main); Dillons Shpg. Ctr. (1300 N. Main, 5 stores.)

Principal Shopping Days-Sat., Sun.

Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Store-Sears.

Discount Store-Wal-Mart.

Chain Drug Stores-Dillons; Wal-Mart.

Chain Supermarkets-J.S. Dillon; Buy for Less.

Other Chain Stores-Firestone; Radio Shack; Sherwin-Williams; Becker Tire; Payless Shoes; Brown's Shoes.

14 - NEWSPAPERS: SENTINEL (e) 5,850; sworn Sept. 13, 1990.

Local Contact for Advertising and Merchandising Data: Gary Mehl, Adv. Dir., SENTINEL, 301 S. Main St., McPherson, KS 67460; Tel. (316) 241-2422.

National Representative: None.

NEWTON

1 - LOCATION: Harvey County, E&P Map C-2 (In Wichita MSA). County Seat. Center for part of county agricultural area. Santa Fe division point. Mennonite religious college & publication headquarters. Just E & S of center of state, 27 mi. N of Wichita; 200 mi. SW of Kansas City. U.S. Hwys. 50, 81, I-35; State Hwys. 15 & 196.

2 - TRANSPORTATION: Railroads-Santa Fe; Missouri Pacific.

Motor Freight Carriers-8.

Intercity Bus Line-Continental Trailways.

Airlines-Municipal airport-charter service.

3 - POPULATION:
Corp. City 90 Cen. 16,700; E&P 92 Est. 16,966
County 90 Cen. 31,028; E&P 92 Est. 31,462
MSA 90 Cen. 485,270; E&P 92 Est. 499,276

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 6,302; E&P 92 Est. 6,402
County 90 Cen. 11,934; E&P 92 Est. 12,101
MSA 90 Cen. 185,922; E&P 92 Est. 191,285

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$125,394,000
Savings & Loan	2	$363,198,272

6 - PASSENGER AUTOS: Harvey County 19,610

7 - ELECTRIC METERS: Residence 7,644

8 - GAS METERS: Residence 6,722

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-R.R. 705 ($200); Milling 100 ($150); Mobile Homes 1,050 ($175); Aircraft 150 ($200); Agricultural Implements 3,150 ($175).

Principal Industrial Pay Days-R.R., 1st & 5th; Mfg., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 0-60; Summer 55-110; Fall 10-70; Winter 15-60. First killing frost, Nov. 1; last killing frost, Apr. 1.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-9 blocks on Main St.; 1 block each way off Main, third to Broadway (5 blocks).

Neighborhood Shopping Centers-S. 12th & Washington Rd.; 1100 block N. Main; Biz. Route Hwy. 81 & Anderson Ave.; S. 2nd to N. 5th & Meridian Ave. (Hwy. 50).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Dillon Plaza	1	Dillons
Alco Plaza	2	Alco
Meridian	1	K mart

Principal Shopping Days-Thur., Sat., 1st & 15th.

Stores Open Evenings-Dept. Thur.; Food nightly; Shpg. ctrs. and food stores open Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Cunningham's; McCall's Shoes; Guys 'n Gals.

Variety Stores-Davis Paint; Dillons.

Discount Stores-Alco (Duckwall's); K mart

Chain Supermarkets-Dillons 2; Super Food Barn; Food-4-Less.

Other Chain Stores-Sears (catalog); Sherwin-Williams; Bailly's; Sears; Ace Hardware; Triple A Builders; JCPenney (catalog).

14 - NEWSPAPERS: KANSAN (e) 7,877; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Dennis Garrison, Adv. Mgr., KANSAN, Box 268, Newton, KS 67114; Tel. (316) 283-1500.

National Representatives: Kansas Press Service; Papert Companies.

NORTON

1 - LOCATION: Norton County, E&P Map B-1, County Seat. 300 mi. E of Denver; 300 mi. W of Kansas City. On U.S. Hwys. 36, 283, 383.

2 - TRANSPORTATION: Railroads-Burlington Northern; Kyle.

Motor Freight Carriers-3.

Intercity Passenger Bus Lines-Interstate.

3 - POPULATION:

Corp. City 90 Cen. 3,017; E&P 92 Est. 2,974
County 90 Cen. 5,947; E&P 92 Est. 5,868

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 1,138; E&P 92 Est. 1,122
County 90 Cen. 2,379; E&P 92 Est. 2,347

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$48,000,000
Savings & Loan	2	$24,000,000

6 - PASSENGER AUTOS: Norton County 3,591

7 - ELECTRIC METERS: Residence 1,814

8 - GAS METERS: Residence 1,821

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Field Supply N.A.; Water Well Pipe N.A. ($125); Printing N.A.; Contracting 100 ($150); Truck Trans. 75 ($225); Hospital 300 ($200); Hwy. Shops 80 ($200); Aluminum Fabricating 40 ($200); Farm Mach. Mfg. ($200).

Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-64; Summer 64-98; Fall 34-56; Winter 30-50. First killing frost, Oct. 13; last killing frost, Apr. 30.

11 - TAP WATER: Soft from Bureau of Rec. Lake.

12 - RETAILING: Principal Shopping Centers-3 blocks on State; 6 on Main; 4 on Washington; 3 on Kansas; 3 on N. First; 4 on N. Second; 1 on W. Lincoln; 1 on S. First; 2 on S. Second; 1 on N. Norton.

Principal Shopping Days-Thur., Sat.

Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Browne; Lu Jon's; Hall's.

Variety Store-A.L. Duckwall.

Chain Drug Stores-Rexall; Stapleton.

Chain Supermarkets-Kelling Bestyet; Shop & Save; Sure Fine.

Other Chain Stores-Auto Parts; Sidles Auto Supply; Wheeler's Farm Supply; Pamida Discount; Coast-to-Coast; Napa; Radio Shack.

14 - NEWSPAPERS: TELEGRAM (e) 3,300; sworn Feb. 12, 1991.

Local Contact for Advertising and Merchandising Data: Richard D. Boyd, Pub., TELEGRAM, 215 S. Kansas St., Norton, KS 67654; Tel. (913) 877-3361.

National Representative: Landon Associates.

OLATHE

1 - LOCATION: Johnson County, E&P Map D-2 (In Kansas City, MO-KS MSA). County Seat. Industry, military, agriculture. 20 mi. SW of Kansas City, MO; 35 mi. S of Leavenworth, 55 mi. SE of Topeka. U.S. Hwys. 50, 56, 69, 169; State Hwys. 7, 58, 150; I-35.

2 - TRANSPORTATION: Railroads-AT&SF; Burlington Northern.

Motor Freight Carriers-9.

Airlines-Jo. Co. Executive; Jo. Co. Industrial.

3 - POPULATION:

Corp. City 90 Cen. 63,352; E&P 92 Est. 69,357
CZ-ABC: (80) 37,258
Bal. in NDM-ABC: (80) 16,275
MSA 90 Cen. 1,566,280; E&P 92 Est. 1,609,361
County 90 Cen. 355,054; E&P 92 Est. 375,946
Total NDM-ABC: (80) 53,533

4 - HOUSEHOLDS:

City 90 Cen. 23,906; E&P 92 Est. 26,173
County 90 Cen. 131,501; E&P 92 Est. 139,239
MSA 90 Cen. 594,781; E&P 92 Est. 610,873
CZ-ABC: (80) 12,021
Bal. in NDM-ABC: (80) 5,397
Total NDM-ABC: (80) 17,418

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	6	$57,000,000
Commercial	4	$386,745,000

6 - PASSENGER AUTOS: Johnson County 257,035

7 - ELECTRIC METERS: Residence 18,000

8 - GAS METERS: Residence 22,431

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Boots 337; Batteries 460; Wood Prods. 100; Farm Mach. 100; Lubricants 150; Healthcare 750; Manufacturing 4,497; Distribution 1,316; Aircraft Radio 1,250; Misc. Light Industry 500; Petroleum 200; School District 2,000; Johnson County Gov't 3,208; FAA 550; Hospital 550; Chemical 160. Av. Wkly. Wage-$350.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-70; Summer 60-100; Fall 30-90; Winter 0-65. First killing frost, Oct. 19; last killing frost, Apr. 15.

11 - TAP WATER: 10 grains, slightly hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-Blackbob Plz. U6; Crossroads Shopping Ctr. S10; Doubletree Ctr. P10; Eastgate Ctr. Q10; Indian Trail Plz. Q6; Ramsgate Plz. S11; Scarborough Shopping Ctr. S6; Townsquare Shopping Ctr. R10; West Market Ctr. L10.

Principal Shopping Days-Mon., Thur., Fri., Sat.

Stores Open Evenings-Supermarkets every night and Sun.; Others-Fri.

13 - RETAIL OUTLETS: Discount Stores-Wal-Mart; Sac's; K mart.

Chain Drug Stores-Osco; Reliable Drug; Treasury Drug.

Chain Supermarkets-Thriftway; Dillon's 2; Food Barn; Food-4-Less 2; Price Chopper.

Other Chain Stores-Western Auto; Firestone; Sears; Goodyear; Sutherland's; Radio Shack; Ace Hardware; World Bazaar; Ben Franklin; Earl May.

14 - NEWSPAPERS: OLATHE DAILY NEWS (m-tues to sat) 8,347; (S) 9,367; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Bruce Buchanan, Pub., NEWS, 514 S. Kansas, Olathe, KS 66061; Tel. (913) 764-2211; FAX (913) 764-3672.

National Representative: Kansas Press Association.

OTTAWA

1 - LOCATION: Franklin County, E&P Map D-2, County Seat. College ctr. (Ottawa Univ.) 60 mi. SW of Kansas City. On U.S. Hwys. 50S, 59; State Hwy. 68; I-35.

2 - TRANSPORTATION: Railroads-Sante Fe; Missouri Pacific.

Motor Freight Carriers-10.

Intercity Bus Lines-Continental; Greyhound.

Airline-Ottawa Flying (30 min. to Kansas City Intl.).

3 - POPULATION:

Corp. City 90 Cen. 10,667; E&P 92 Est. 10,719
County 90 Cen. 21,994; E&P 92 Est. 22,279

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:

City 90 Cen. 4,025; E&P 92 Est. 4,045
County 90 Cen. 8,459; E&P 92 Est. 8,569

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$102,250,000
Savings & Loan	2	$2,025,817,163

6 - PASSENGER AUTOS: Franklin County 13,780

7 - ELECTRIC METERS: Residence 5,235

8 - GAS METERS: Residence 4,500

9 - PRINCIPAL INDUSTRIES: Steel Prods.; Nursery Stock; Clothes; Plastic Frames for Work Glasses; Hwy. Signs; Mobile Homes; Sign Erection Cranes; Dog Food; Plastic Prods.; Electronics; Misc. Mfg.; Agric.; Avionics; Yard Tractors.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-64; Summer 70-100; Fall 40-65; Winter 15-45. First killing frost, Oct. 27; last killing frost, May 10.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on Main St.

Neighborhood Shopping Centers-4 blocks on S. Main St.; 3 blocks on N. Main St.

Principal Shopping Days-Wed., Fri., Sat.

Stores Open Evenings-Wed.

13 - RETAIL OUTLETS: Department Stores-Litwin's; Sears; Montgomery Ward; JCPenney; Town & Country.

Variety Store-Woolworth.

Discount Stores-Wal-Mart; Alco.

Chain Drug Stores-Alegre's Health Mart.

Chain Supermarkets-Safeway; Pence IGA 2; Waymire's; Aldi.

Other Chain Stores-Firestone; Oklahoma Tire & Supply; Davis Paint; Brown's Shoe Fit.

14 - NEWSPAPERS: HERALD (e) 5,650; sworn Aug. 21, 1991.

Local Contact for Advertising and Merchandising Data: Jim Hornbeck, Adv. Dir., HERALD, 104 S. Cedar St., Ottawa, KS 66067; Tel. (913) 242-4700.

National Representative: Kansas Press Service.

PARSONS

1 - LOCATION: Labette County, E&P Map D-3. In SE Kansas; 137 mi. from Kansas City; 143 mi. from Wichita; 125 mi. from Tulsa.

2 - TRANSPORTATION: Railroads-Union Pacific; Frisco.

Motor Freight Carriers-12.

Intercity Passenger Bus Line-Viking.

3 - POPULATION:

Corp. City 90 Cen. 11,924; E&P 92 Est. 11,864
County 90 Cen. 23,693; E&P 92 Est. 23,559

4 - HOUSEHOLDS:

City 90 Cen. 4,500; E&P 92 Est. 4,477
County 90 Cen. 9,477; E&P 92 Est. 9,424

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$220,409,000

6 - PASSENGER AUTOS: Labette County 14,088

7 - ELECTRIC METERS: Residence 6,292 (CZ)

8 - GAS METERS: Residence 5,486 (CZ)

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Ammunition Plant 1,400 ($336); State Hospital & Training Ctr. 606 ($251); Tec Tank 175 ($366).

Principal Pay Days-Fridays & 1st of Month.

10 - CLIMATE: First killing frost, Oct. 26; last killing frost, Apr. 11.

11 - TAP WATER: Alkaline.

12 - RETAILING: Principal Shopping Center-5 blocks of Parsons Plz.; Wal-Mart Ctr.; Belmont Sq.

Principal Shopping Days-Wed., Thur., Sat.

Stores Open Evenings-Thur., Shopping Ctrs. every evening.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Litwins.

Discount Stores-Wal-Mart 9; Family Dollar; Dollar General.

Chain Drug Stores-Reliable Drug; Wal-Mart.

Chain Supermarkets-Rooster's Thriftway; Homeland; Consumers Discount.

Other Chain Stores-Sears (catalog); Sherwin-Williams; Westco.

14 - NEWSPAPERS: SUN (e) 7,352; sworn Sept. 14, 1990.

Local Contact for Advertising and Merchandising Data: Carolyn Bryson, Adv. Dir., SUN, 220 S. 18th, Parsons, KS 67357; Tel. (316) 421-2000; FAX (316) 421-2217.

National Representative: Papert Companies.

PITTSBURG

1 - LOCATION: Crawford County, E&P Map D-3. 127 mi. S of Kansas City. On U.S. Hwys. 69, 160; State Hwys. 57, 126.

2 - TRANSPORTATION: Railroads-K.C. Southern; SF; Missouri Pacific; Burlington-Northern.

Motor Freight Carriers-6.

Bus Line-Continental Trailways.

Airlines-Commercial-25 miles.

3 - POPULATION:

Corp. City 90 Cen. 17,775; E&P 92 Est. 17,778
County 90 Cen. 35,568; E&P 92 Est. 35,494

4 - HOUSEHOLDS:

City 90 Cen. 6,708; E&P 92 Est. 6,709
County 90 Cen. 14,227; E&P 92 Est. 14,198

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$192,000,000
Savings & Loan	2	$243,000,000
Credit Union	1	$22,400,000

6 - PASSENGER AUTOS: Crawford County 19,361

7 - ELECTRIC METERS: Residence 13,566

8 - GAS METERS: Residence 9,512

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Pub. & Printing 408; Durable Goods 1,133; Nondurable Goods 439; Ret. Sales 420; Public Adm. 228; Educ. 650; Health Servs. 400.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-95; Summer 50-102; Fall 18-90; Winter 3-70. Av. Annual Temp-59; Av. Annual Rainfall-42 in.; First killing frost, Oct. 10; last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks on Broadway; 1 block each on 4th, 5th, 6th, 7th; 5 on Locust; 5 on Pine; Pittsburg Mall-25 stores; Wal-Mart Discount Center.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
The Mall(25)	2	JCPenney, Brass Buckle

Principal Shopping Days-Downtown Thur.; Shopping Centers every night except Sun.

Stores Open Sunday-Supermarkets, Drug, Discounts, Mall.

13 - RETAIL OUTLETS: Department Stores-Ramsay's; JCPenney; Sears (catalog).

Variety Store-Woolworth.

Discount Store-Wal-Mart.

Chain Drug Stores-Crowell 2; Vista; Dillons; Wal-Mart.

Chain Supermarkets-Consumer's; Dillons; IGA; Aldi's; Ramey's.

Other Chain Stores-Sherwin-Williams; True Value Home Ctr.; Norman Cosmetics; Baskin-Robbins; Lumberjack; Carpet & More; Sutherland Lumber; Bailly's of Kansas; Convenient Foods; 7-Eleven; Bob's Shoes; Ace Hdwe.; Radio Shack; Popingo Video; Fashion Crossroads; Dairy Queen; Hardee's; McDonald's; Taco Bell; Long John Silver's; Western Sizzlin; Domino's; Bonanza; Pizza Hut; Kentucky Fried Chicken; Sonic; Wendy's; C-Mart.

14 - NEWSPAPERS: SUN (m) 11,749; (S) 11,749; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: John Maddox, Adv. Mgr., SUN, 710 N. Locust, Pittsburg, KS 66762; Tel. (316) 231-2600.

National Representative: Papert Companies.

PRATT

1 - LOCATION: Pratt County, E&P Map B-3, County Seat. 80 mi. W of Wichita; 300 mi. SW of Kansas City. On U.S. Hwys. 54, 281.

2 - TRANSPORTATION: Railroad-Main line Cotton Belt (Sante Fe Spur).

Motor Freight Carriers-5.

Intercity Bus Line-Continental Trailways.

3 - POPULATION:

Corp. City 90 Cen. 6,687 E&P 92 Est. 6,724
County 90 Cen. 9,702; E&P 92 Est. 9,691

4 - HOUSEHOLDS:

City 90 Cen. 2,523; E&P 92 Est. 2,537
County 90 Cen. 3,881; E&P 92 Est. 3,876

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$80,654,000
Savings & Loan	2	$11,278,263

6 - PASSENGER AUTOS: Pratt County 6,801

7 - ELECTRIC METERS: Residence 2,665

8 - GAS METERS: Residence 2,900

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Petroleum Prods. & Equip. 85; Cotton Belt Div. Point 65; Farm Equip. Mfg. 98; Dairying 50; Mining Gypsum 55; Oil Feed Tanks 40; 35,000 Animal Capacity Feed Lot 45; Furn. N.A.; Area Hospital 66; State Headquarters, Forestry Fish & Game 75.

Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-94; Summer 54-108; Fall 36-92; Winter 4-76. First killing frost, Nov. 1-10; last killing frost, Mar. 20-30.

11 - TAP WATER: Alkaline.

12 - RETAILING: Principal Shopping Center-11 blocks on 3 streets.

Neighborhood Shopping Centers-N. Main; E. First and W. First.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
East End	1	Wal-Mart

Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Store-JCPenney.

Discount Stores-Wal-Mart; Alco.

Chain Supermarkets-Dillons; Homeland.

Other Chain Stores-Western Auto; Big A Auto Parts; Sears (catalog).

14 - NEWSPAPERS: TRIBUNE (e) 3,300; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Jim Phillips, Pub., TRIBUNE, 319 S. Ninnescah; PO Box 909, Pratt, KS 67124; Tel. (316) 672-5511.

National Representative: Landon Associates.

RUSSELL

1 - LOCATION: Russell County, E&P Map B-2, County Seat. 75 mi. from Salina; on U.S. Hwys. 40, 281; I-70.

2 - TRANSPORTATION: Railroad-UP.

Motor Freight Carriers-2.

Intercity Bus Line-Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 4,781; E&P 92 Est. 4,705
County 90 Cen. 7,835; E&P 92 Est. 7,710

4 - HOUSEHOLDS:

City 90 Cen. 1,804; E&P 92 Est. 1,776
County 90 Cen. 3,134; E&P 92 Est. 3,084

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$100,000,000
Savings & Loan	2	$38,000,000

6 - PASSENGER AUTOS: Russell County 5,226

7 - ELECTRIC METERS: Residence 2,919

8 - GAS METERS: Residence 2,435

9 - PRINCIPAL INDUSTRIES: Oil Prods.; Pipeline Constr.; Wheat; Cattle; Wire Mfg.; Mobile Home Mfg.; Venetian Blind Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80. Summer 65-115; Fall 50-85; Winter 10-55.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Days-Thur., Sat.

Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-L. Banker Mercantile; JCPenney; Kiltzke's; Anthony's.

Variety Store-TG&Y.

Chain Supermarkets-IGA 2; Boogaart's.

Other Chain Store-Coast-to-Coast.

14 - NEWSPAPERS: NEWS (e) 2,500; sworn Feb. 13, 1991.

Local Contact for Advertising and Merchandising Data: Allan D. Evans, Adv. Dir., NEWS, 802 N. Maple St., Russell, KS 67665; Tel. (913) 483-2116.

National Representative: Landon Associates.

SALINA

1 - LOCATION: Saline County, E&P Map C-2, County Seat. Agricultural, wholesale, residential & educational center. 112 mi. W of Topeka; 91 mi. NW of Wichita. On U.S. Hwys. 40 & 81; Interstate Hwys. 70 & 135.

2 - TRANSPORTATION: Railroads-Union Pacific/Missouri Pacific; Santa Fe.

Motor Freight Carriers-34.

Airline-USAir.

Bus Line-Greyhound-Trailways.

3 - POPULATION:

Corp. City 90 Cen. 42,303; E&P 92 Est. 42,881
CZ-ABC: (80) 41,843
RTZ-ABC: (80) 112,767
County 90 Cen. 49,301; E&P 92 Est. 49,957
City & RTZ-ABC: (80) 154,610

4 - HOUSEHOLDS:

City 90 Cen. 15,963; E&P 92 Est. 16,182
County 90 Cen. 19,720; E&P 92 Est. 19,983
CZ-ABC: (80) 16,216
RTZ-ABC: (80) 43,755
City & RTZ-ABC: (80) 59,971

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$512,707,000
Savings & Loan	2	$234,000,000

6 - PASSENGER AUTOS: Saline County 30,733

7 - ELECTRIC METERS: Residence 21,019

8 - GAS METERS: Residence 18,099

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electricity 213; Sheet Metal 150; Constr. 200; Mills 243; Feed 134; Dairy Prods. 131; Aircraft 300; Fluorescent Lamps 800; Food Proc. 2,100; Battery Mfg. 500; Agricultural Equip. 200.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-72; Summer 65-91; Fall 45-71; Winter 23-46.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Elmore Ctr.(11)	1	Ashtons
Kraft Manor(13)	2	Del's Electronics, Headley's
Mid-State Mall(13)	3	Hancock Fabrics, Food-4-Less
Southview(2)	2	Alco
Sunset Plz.(14)	NA	Rexall, Dillons, Payless Shoes, Rusty's
Southgate(3)	3	Rexall, Dillons
Galaxy Ctr.(13)	3	Fashion Company, Nutri-System
Central Mall(37)	3	JCPenney, Dillard's, Beall-Ladymon, Sears
Park West	2	K mart

Principal Shopping Days-Wed., Fri., Sat., Sun.

Stores Open Evenings-Thur.-Downtown, Kraft Manor; Mon.-Sat.-Mid-State Mall, Sunset Plz., Central Mall.

13 - RETAIL OUTLETS: Department Stores-Kline's; Sears; JCPenney; Long's; Dillard's; Beall-Ladyman.

Discount Stores-Gibson's; Alco; K mart; Wal-Mart.

Chain Drug Store-Rexall.

Chain Supermarkets-Dillons 4; Food-4-Less 2.

Other Chain Stores-Zales; Goodyear; Western Auto; Tractor Supply; Payless Cashways; Sherwin-Williams; Maurice's; Seiferts; Cato; Royal Optical; Kay Bee Toys; K G Men's; So-Fro Fabrics.

14 - NEWSPAPERS: JOURNAL (m) 29,671; (S) 30,590; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Jane Glenn, Adv. Mgr., JOURNAL, 333 S. 4th St., Salina, KS 67401; Tel. (913) 823-6363.

National Representative: Branham/Newspaper Sales.

TOPEKA

1 - LOCATION: Shawnee County (In Topeka MSA). E&P Map D-2, State Capital, County Seat. U.S. Hwys. junction 24, 40, 75. On State Hwys. 4, 10; on Kansas Tpke. (I-70), 70 mi. W of Kansas City; 175 mi. NE of Wichita.

2 - TRANSPORTATION: Railroads-Santa Fe; Union Pacific; Missouri Pacific; Rock Island.

Motor Freight Carriers-26.

Intercity Bus Lines-Continental; Greyhound.

Airlines-TW Express; USAir Express.

3 - POPULATION:

Corp. City 90 Cen. 119,883; E&P 92 Est. 122,192
CZ-ABC: (80) 154,916
RTZ-ABC: (80) 395,620
County/MSA 90 Cen. 160,976; E&P 92 Est. 163,993
City & RTZ-ABC: (80) 550,536

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 45,239; E&P 92 Est. 46,110
County/MSA 90 Cen. 64,390; E&P 92 Est. 65,597
CZ-ABC: (80) 58,832
RTZ-ABC: (80) 141,014
City & RTZ-ABC: (80) 199,846

5 - BANKS	NUMBER	DEPOSITS
Commercial	14	$1,357,188,000
Savings & Loan	2	$3,529,883,000

6 - PASSENGER AUTOS: Shawnee County 96,919

7 - ELECTRIC METERS: 70,000

8 - GAS METERS: Residence 52,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Gov't 22,300; Servs. 22,600; Mfg. 9,700; Fin. 6,300; Contract Constr. & Mining 3,100; Whol. & Ret. 18,900; Trans & Pub. Util. 6,700.

Principal Industrial Pay Days-1st, 15th, 16th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-97; Summer 43-98; Fall 20-90; Winter 9-68. First killing frost, Oct. 20; last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-10 blocks on 3 sts.

Neighborhood Shopping Centers-20 neighborhood centers spread throughout city.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Barrington Vlg.(10)	7	Swenson's
Brookwood(27)	6	Dillons
Campus North(14)	5	
Eastboro(18)	3	Food-4-Less
Fairlawn Plz.	6	Venture, Harry's IGA, Ben Franklin
Gage Ctr.(48)	4	
Gage Vlg.(30)	4	
Highland Crest (40)	4	K mart, IGA, Westlake Hdwe.
Highland Vlg.(25)	6	IGA
Hillsdale(20)	6	Midwestern Music
Holliday Sq.(29)	4	Harry's IGA
Huntoon & Wannamaker	5	Food-4-Less, K mart
Indian Hills	5	Food Barn, Westlake Hdwe.
Market Pl.(8)	5	IGA
North Plz.(4)	5	Suttons
N. Topeka Bus. District	5	
Northland(11)	8	Falleys
Seabrook(4)	4	Falleys
South City Plz.(12)	2	Western Auto
Southwest Ctr.	5	S.W. Bowl, Sherwin-Williams
University Vlg. (6)	4	
Villa West	8	Bauersfeld's
Washburn View(13)	3	Roachs, Harry's, IGA
Westboro	3	Porterfields
West Ridge Mall(100)	NA	Dillard's, Penney's, Jones Store, Sears, Mont. Ward
West Ridge Plz.(17)	NA	Target, Cloth World, Toys 'R' Us, T.J. Maxx
White Lakes(63)	3	Builder's Express, Walgreens

Principal Shopping Days-Mon., Fri., Sat.

Stores Open Evenings-Department Stores-Mon. & Thur. Supermarkets-Every evening.

Stores Open Sundays-Grocery, Supermarkets, Discount Houses, Dept. Stores.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; JCPenney; Dillard's; Richman-Gordman; The Jones Store.

Discount Stores-Osco; K mart 3, Venture; Target; Hyper Mart; Wal-Mart.

Variety Store-Woolworth.

Chain Drug Stores-Walgreens 5; Blaylock 2; Medical Arts 2; Super D; Northside Revco 2.

Chain Supermarkets-IGA 4; Falley's 3; Dillons 4; Tilton's 3; Thriftway 3; Food-4-Less; EZ Shops 9; Kwik Shops 8; 7-Eleven 3; Town & Country 4.

Other Chain Stores-American Handicrafts; Athletes Foot; B. Dalton; Carpet Center; Cloth World; Color Tile; Cook Paint; Firestone; Flowerama; Foot Locker; Glidden Paint; Goodyear Service; Hancock Fabrics; Harding Glass; Jenkins Music; Kay Bee Toys; Kinney Shoes; Lee Optical; Leeds; Lerner Shop; Maaco Auto Painting; Merle Norman; Payless Lumber; Payless Shoes; Pay 'N Pak; Pittsburgh Paint; Pier 1 Imports; Pro Am Partstop; Radio Shack; Sherwin-Williams; So-Fro Fabrics; Russell Stover; Susie's Casuals; Sutherland Lumber; Tandy Leather; Team Electronics; Zales Jewelry; Fashion Company.

14 - NEWSPAPERS: CAPITAL-JOURNAL (m) 67,706; (S) 74,829; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: William Osborne, III, Adv. Dir., CAPITAL-JOURNAL, Sixth & Jefferson Sts., Topeka, KS 66607; Tel. (913) 295-1159.

National Representative: Cresmer, Woodward, O'mara & Ormsbee.

WELLINGTON

1 - LOCATION: Sumner County, E&P Map C-3, County Seat. S central Kansas near Oklahoma; 33 mi. S of Wichita. On U.S. Hwys. 81, 160; Kansas Tpke.

2 - TRANSPORTATION: Railroads-Oklahoma; Kansas; Texas; Sante Fe.
Intercity Bus Line-Continental Trailways.
Motor Freight Carriers-13.

3 - POPULATION:
Corp. City 90 Cen. 8,411; E&P 92 Est. 8,548
County 90 Cen. 25,841; E&P 92 Est. 26,307

4 - HOUSEHOLDS:
City 90 Cen. 3,174; E&P 92 Est. 3,226
County 90 Cen. 9,939; E&P 92 Est. 10,118

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$103,000,000
Savings & Loan	1	$35,000,000

6 - PASSENGER AUTOS: Sumner County 15,766

7 - ELECTRIC METERS: Residence 4,700

8 - GAS METERS: Residence 3,500

9 - PRINCIPAL INDUSTRIES: Railroad; Aircraft Parts; Mobile Homes; Grain Elevators; Mills; Sheet Metal and Machine Shops.

10 - CLIMATE: Av. Temp.-Spring 60; Summer 81; Fall 57; Winter 21. Annual Precip.-32 in.

11 - TAP WATER: Slightly acid, fluoridated; Hardness 162 ppm.

12 - RETAILING: Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Store-Sears.
Discount Store-Wal-Mart.
Chain Supermarkets-Dillons; Hometown Foods.
Other Chain Stores-B.F. Goodrich; Revco; Pizza Hut; Big Cheese Pizza.

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14 - NEWSPAPERS: NEWS (e-mon to fri) 4,289; sworn Oct. 2, 1990.
Local Contact for Advertising and Merchandising Data: Bill Newland, Adv. Dir., NEWS, 113 W. Harvey; PO Box 368, Wellington, KS 67152; Tel. (316) 326-3326.
National Representatives: Landon Associates; Kansas Press Service.

WICHITA

1 - LOCATION: Sedgwick County, E&P Map C-3 (MSA), County Seat. 161 mi. SE of the geographical center of the continental U.S.; 190 mi. SW of Kansas City, MO. On I-35, 135, 235; Kansas Tpke.; U.S. Hwys. 54, 81; State Hwys. 15, 42, 96, 254.

2 - TRANSPORTATION: Railroads-(Freight service only) Atchison, Topeka and Santa Fe; Burlington-Northern.
Motor Freight Carriers-63 regular, 68 special commodity servs.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-TWA; American; America West; Continental; Air Midwest; United; Delta; Northwest; USAir.

3 - POPULATION:
Corp. City 90 Cen. 304,011; E&P 92 Est. 312,503
County 90 Cen. 403,662; E&P 92 Est. 415,574
MSA 90 Cen. 485,270; E&P 92 Est. 499,276
NDM-ABC: (80) 367,088
Bal. in RTZ-ABC: (80) 284,750
Total NDM & Bal. in RTZ-ABC: (80) 651,888
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 114,721; E&P 92 Est. 117,925
County 90 Cen. 155,255; E&P 92 Est. 159,836
MSA 90 Cen. 185,922; E&P 92 Est. 191,285
NDM-ABC: (80) 137,744
Bal. in RTZ-ABC: (80) 106,621
Total NDM & Bal. in RTZ-ABC: (80) 244,364

5 - BANKS	NUMBER	DEPOSITS
Commercial	13	$3,290,049,000
Savings & Loan	6	$1,450,640,000

6 - PASSENGER AUTOS: Sedgwick County 258,082

7 - ELECTRIC METERS: Residence 130,625 (city); 164,467 (metro area)

8 - GAS METERS: Residence 105,000 (city), 129,000 (metro area)

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Civilian Labor Force 263,406; Manufacturing 63,900; Mining (oil & gas) 2,000; Constr. 9,800; Trans. & Public Util. 11,600; Whol. & Ret. Trade 57,100; Fin., Ins. & R.E. 11,500; Services 59,900; Gov't. 30,000; Aviation (commercial, general & military) 38,000; Health care 20,000. (av. wkly. wage)-for Mfg. ($509); Food & Kindred prod. ($436).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-68; Summer 68-91; Fall 42-60; Winter 26-42. First killing frost, Oct. 26; last killing frost, Apr. 7.

11 - TAP WATER: Soft.

12 - RETAILING: Downtown Shopping Area-8 blocks on Douglas Ave.; Topeka Ave.; Emporia Ave. and St. Francis Ave.; 2 N and 2 S on Main St.; Market St. and Broadway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Amidon Plz.(5)	4	Food Barn
Brittany Ctr.(32)	6	Food Barn, Reliable
Carriage Pk(19)	4	J.P. Weigand
Cedar Cove Plz. (12)	6	ABC Baby Furn.
Central Hgts.(19)	NA	Toys Plus, Hancock Fabrics
Cherry Creek(26)	6	Checkers
Crossroads(21)	6	Food-4-Less,
Eastgate(27)	5	Dillons, T.J. Maxx, Blockbuster
Indian Hills(12)	3	Cummings Pharmacy
Ken-Mar(20)	4	Woolworth
Lincoln Hgts.(10)	3	Gessler Drugs
Maple Ridge(16)	5	Vernon's School of Cosmetology
Marina Lakes(28)	4	Dot Drugs, Furr's, Western Auto
Mini Mall(12)	3	Jerry Leonard, Sound Whse.
Normandie(28)	4	Gessler's Drugs, Food Barn
Northwest Ctr.	8	Albertson's, J.P. Weigand
Oxford Sq.(17)	6	Fashions Gal, Spangles
Parklane(41)	4	Cloth World, Rent-A-Center
Pawnee Plaza(21)	2	Wal-Mart, Furr's
Plaza del Sol(17)	4	Chi Chi's, Entre Comp.
Prairie Vlg.(18)	5	Dillons
Seneca Sq.(27)	4	Albertson's, Dot Drug
Sweetbriar(36)	4	Osco
Tallgrass Ctr.(17)	7	Albertson's
The Market Pl. (12)	4	Food Barn, Reliable
Towne East (124)	5	Dillard's, Sears, JCPenney, Henry's,
Towne West(118)	4	Dillard's, Mont. Ward, JCPenney
Village Fashion Centre(5)	NA	Richman-Gordman, Lens Crafters
Village Market Place(6)	2	Food-4-Less
Westlink(28)	6	Gesslers
Westway(18)	4	Food Barn, Whitlock
Wichita Mall(40)	3	Osco, Biz Mart

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Shopping Ctrs. every evening to 9.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward 2; Sears 2; JCPenney 2; Dillard's 2.
Discount Stores-K mart 4; TG&Y Family Ctrs. 2; Target 2; T.J. Maxx; Wal-Mart 3; Sam's; Richmond-Gordman; Half Price.
Chain Drug Stores-Hart; Osco 5; Gesslers 5; Cummings 5; Dot Discount 2; Reliable 7.
Chain Supermarkets-Dillons 15; Food Barn 8; Albertson's 4; Food-4-Less 4.
Convenience Stores-Quick Trip 45; Town & Country 27; Kwik Shops 11; Johnson's 5; 7-Eleven 9.
Other Chain Stores-Baker's Shoes 2; Bernina Sewing Ctrs.; Casual Corner 2; Cloth World 3; Garnett Auto Supply 7; Gordon's Jewelers 2; JoAnn Fabrics 2; Kinney Shoes 3; Lerner 2; Blockbuster Video 2; Payless Shoes 9; Royal Optical 3; Radio Shack 10; Silo 2; Whitlock Auto Supply 3; Service Mdse. 2; World Bazaar 2; Zales; Women's World 2; Western Auto 4; Biz-Mart; Best Buy; Star Lumber 3.

14 - NEWSPAPERS: THE WICHITA EAGLE (m) 122,324; (S) 198,771; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Gary Nickel, Adv. Projects Mgr., THE WICHITA EAGLE, 825 E. Douglas Ave.; PO Box 820, Wichita, KS 67201-0820; Tel. (316) 268-6000; Telecopier (316) 268-6234.
National Representative: Newspapers First.

WINFIELD

1 - LOCATION: Cowley County, E&P Map C-3, County Seat. Educ., medical ctr. 50 mi. SE of Wichita; 150 mi. N of Oklahoma City. On U.S. Hwys. 77 & 160; State Hwy. 15.

2 - TRANSPORTATION: Railroads-AT&SF; Frisco.
Motor Freight Carriers-2.
Intercity Bus Line-Continental Trailways.

3 - POPULATION:
Corp. City 90 Cen. 11,931; E&P 92 Est. 12,310
CZ-ABC: (80) 11,877
RTZ-ABC: (80) 24,206
County 90 Cen. 36,915; E&P 92 Est. 37,307
City & RTZ-ABC: (80) 36,083

4 - HOUSEHOLDS:
City 90 Cen. 4,502; E&P 92 Est. 4,645
County 90 Cen. 14,766; E&P 92 Est. 14,923
CZ-ABC: (80) 4,172
RTZ-ABC: (80) 8,592
City & RTZ-ABC: (80) 12,764

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$93,347,000
Savings & Loan	3	$85,000,000

6 - PASSENGER AUTOS: Cowley County 21,876

7 - ELECTRIC METERS: Residence 5,708

8 - GAS METERS: Residence 4,521

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil 500 ($400); Food Proc. 250 ($270); Metal Prods. 450 ($350); Aircraft 600 ($300); Medical 200 ($275); Plastics 550 ($275).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: First killing frost, Oct. 20; last killing frost, Apr. 15.

11 - TAP WATER: Lake water, fairly soft.

12 - RETAILING: Principal Shopping Center-7 blocks on 2 sts.
Shopping Centers-Wal-Mart; Winfield Plz.
Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Thur.; Shopping Centers 7 days.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Litwin's; C.R. Anthony.
Discount Stores-Wal-Mart; Bargain Time.
Chain Drug Stores-Graves; Wal-Mart Pharmacy (True Quality)
Chain Supermarkets-Dillons; Boogaarts; Checker's.
Other Chain Stores-Western Auto; Maurices; Ace Hardware.

14 - NEWSPAPERS: COURIER (e) 6,500; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Lloyd Craig, Adv. Mgr., COURIER, 201 E. 9th St., Winfield, KS 67156; Tel. (316) 221-1050.
National Representative: Landon Associates.

KENTUCKY SURVEYS

METROPOLITAN STATISTICAL AREAS

Clarksville-Hopkinsville, TN-KY-Montgomery County, TN; Christian County, KY.
Evansville, IN-KY-Posey, Vanderburgh and Warrick Counties, IN; Henderson County, KY.
Huntington-Ashland, WV-KY-OH-Cabell and Wayne Counties, WV; Boyd, Carter and Greenup Counties, KY; Lawrence County, OH.
Lexington-Fayette-Bourbon, Clark, Fayette, Jessamine, Scott and Woodford Counties.
Louisville, KY-IN-Bullit, Jefferson, Oldham and Shelby Counties, KY; Clark, Floyd and Harrison Counties, IN.
Owensboro-Daviess County.

PRIMARY METROPOLITAN STATISTICAL AREA

Cincinnati, OH-KY-IN-Clermont, Hamilton and Warren Counties, OH; Boone, Campbell and Kenton Counties, KY; Dearborn County, IN.

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CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Cincinnati-Hamilton OH-KY-IN CMSA: includes Cincinnati, OH-KY-IN PMSA Hamilton-Middletown, OH PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1980	1990	1992
Under 5 Years	283	331	336
5-14 Years	591	566	576
15-24 Years	701	585	595
25-44 Years	991	1,187	1,208
45-64 Years	686	644	655
65 and Over	410	386	393
TOTAL	3,662	3,699	3,762

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1992 Est.
Bldg. Mat./Hdwr	656	729	1,531
General Mdse	1,192	1,743	3,136
Food	2,490	3,521	5,440
Automobiles	2,292	2,434	5,548
Gasoline Stations	1,021	1,553	1,800
Apparel	438	619	1,068
Furniture	456	494	1,082
Eat-Drink Places	772	1,222	2,230
Drugs	354	534	922
TOTAL SALES	10,492	14,572	25,360

ASHLAND

1 - LOCATION: Boyd County, E&P Map F-1 (In Huntington-Ashland, WV-KY-OH MSA). On Ohio River at mouth of Big Sandy River. On U.S. Hwys. I-64, 60, 23, 52, State Hwys. 168, 5.

2 - TRANSPORTATION: Railroads-CSX System; Norfolk & Southern; Barge Lines.
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Tri-State Airport, 10 mi. from Ashland; USAir; Piedmont; ComAir; Tri-State Aviation.

3 - POPULATION:
Corp. City 90 Cen. 23,622; E&P 92 Est. 22,934
CZ-ABC: (80) 65,500
RTZ-ABC: (80) 138,056
MSA 90 Cen. 312,529; E&P 92 Est. 311,675
County 90 Cen. 51,150; E&P 92 Est. 51,421
City & RTZ-ABC: (80) 203,556

4 - HOUSEHOLDS:
City 90 Cen. 9,372; E&P 92 Est. 9,099
County 90 Cen. 18,685; E&P 92 Est. 18,784
MSA 90 Cen. 114,288; E&P 92 Est. 114,020
CZ-ABC: (80) 23,424
RTZ-ABC: (80) 45,373
City & RTZ-ABC: (80) 68,797

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$639,819,972
Savings & Loan	4	$235,729,127

6 - PASSENGER AUTOS: Boyd County 27,381

7 - ELECTRIC METERS: Residence 19,897

8 - GAS METERS: Residence 11,273

9 - PRINCIPAL INDUSTRIES: Steel Sheets, Cals & Bars; Mine Equip.; Chems.; Brick & Firebrick; Air Prods.; Activated Carbon; Nickel Prods.; Leather; Garments; Oil Refining; Railroading; R.R. Car Repair; Coke Mfg.; Show Case and Store Fixt.
Principal Industrial Pay Days-Fri.; 1st, 5th, 15th, 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-75; Summer 82-104; Fall 46-92; Winter 0-43. First killing frost, Oct. 31; last killing frost, May 1.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Winchester Ave. bet. 12th & 18th Sts.; Greenup Ave. bet. 13th & 19th Sts.; Carter Ave. bet. 15th & 17th Sts.; 13th St. bet. Winchester & Central; 15th bet. Greenup & Central; 16th St. bet. Front & Central; 17th St. bet. Front & Central; 35th and Winchester; Russell Road.
Neighborhood Shopping Centers-Winchester Ave., 25th to 30th Sts.; 29th St., Greenup to Carter; 29th St., Holt to Moore 4 blocks; 13th St., Lexington to Oakview 3 blocks; 17th St. at Blackburn Ave.; 13th St. and Oakview Rd.; South 29th St.; 2 on 29th St. & Blackburn; 2 on 13th St. Winchester to Central.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Greenup Mall(16)	4	Ames, K mart, Krogers
Ashland Plz.(10)	4	Hill's
Midtown Mall(12)	1	Krogers,
Oakview	2	Thrift Drug
Town Ctr. Mall(84)	4	JCPenney, Hess's, Wal-Mart
Cedar Knoll Galleria(70)	6	K mart, Sears, Stone & Thomas, Phar-Mor
Hamer Vlg.(21)	5	Southwest Stores

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Downtown Mon., Thur.; Food every night.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Star Store; K mart.
Variety Store-Ames.
Discount Stores-Hill's; Value City.
Chain Drug Stores-Thrift 2; SupeRx; Rite Aid 3; Rite Aid 3; Reliable Drugs 2.
Chain Supermarkets-Kroger 2; Co-ops; Key Mkts.; Foodland 6; Cardinal 4; Piggly Wiggly 4.
Other Chain Stores-Firestone; Pic-Way Shoes; Fashion Bug; JoAnn Fabrics; Pic-N-Pay; Shoe World; Big Lots; Nationwide; Auto Works; Sherwin-Williams; Wolohan; 84 Lumber; Piecegoods; Radio Shack; Family Dollar; Dollar General; Wolohan Lumber Co.

14 - NEWSPAPERS: INDEPENDENT (e) 23,114; (S) 25,888; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Paula Cornette, Adv. Mgr., INDEPENDENT, 224 17th St., Ashland, KY 41101; Tel. (606) 329-1717.
National Representative: Branham/Newspaper Sales.

BOWLING GREEN

1 - LOCATION: Warren County, E&P Map C-3. County Seat. Agricultural section. University town; tourist center; 60 mi. N of Nashville; 115 mi. S of Louisville; 40 mi. S of Mammoth Cave Natl. Park. On U.S. Hwys. 31W, 68 & 231. State Hwys. 67, 71, 80, 234; I-65 and Green River Pkwy.

2 - TRANSPORTATION: Railroads-Louisville & Nashville; freight & piggyback service.
Motor Freight Carriers-22.
Intercity Bus Line-Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 40,641; E&P 92 Est. 40,679
CZ-ABC: (80) 40,450
RTZ-ABC: (80) 154,754
County 90 Cen. 76,673; E&P 92 Est. 80,103
City & RTZ-ABC: (80) 195,204

4 - HOUSEHOLDS:
City 90 Cen. 16,116; E&P 92 Est. 16,131
County 90 Cen. 29,923; E&P 92 Est. 31,262
CZ-ABC: (80) 14,313
RTZ-ABC: (80) 54,355
City & RTZ-ABC: (80) 68,668

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$506,901,556
Savings & Loan	2	$266,186,568

6 - PASSENGER AUTOS: Warren County 39,486

7 - ELECTRIC METERS: Residence 16,431

8 - GAS METERS: Residence 14,395

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Garments 883; Auto Parts 1,125; Laundry Equip. 307; Controls 600; Auto Assembly 1,426; Bakery 285; Portable Heaters 350; Heavy Equip. Parts 155; Lead Wheel Weights 65; Directors Chairs 120; Bonded Rubber 142; Polyethylene Bags 75; Twist Tobacco 99; Automatic Welding Wire 166; Corrugated Shipping Containers 100; Tobacco Redrying 97; Portable Air Compressors 45; Plastic Bottles 100; Mattresses 50; Shock Control System 140.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-85; Summer 58-89; Fall 28-71; Winter 25-57. First killing frost, Oct. 20; last killing frost, Mar. 26.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Parts of State, College and Main Sts. & Public Sq.; 31 W. Bypass, Nashville, Russellville & Scottsville-Louisville Rds.; Fairview Ave., Broadway.
Neighborhood Shopping Centers-Broadway; Bypass-31 W. Alternate; Russellville Rd.; Scottsville Rd., 31 W. South, 31 W. North, Fairview Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairview Plaza (19)	NA	Houchers, K mart, SupeRx, Hallmark
Western Gtwy.(15)	NA	Roses, Houchen's, Taylor Drug
Bowling Green Ctr.(11)	NA	Kroger, Big Lots Dollar General, Heilig-Meyers Furn.
Kings Plaza(15)	NA	Revco, Hancocks, His Factory Outlet
Northgate Ctr.	NA	Houchens
Greenwood	NA	C&H Rauch, JCPenney, Caster-Knott, Osco, Wal-Mart, Hess's, Sears
Brite Center	NA	Winn-Dixie
Scottsville Sq.	NA	Goody's Kroger, Singer, SupeRx, Hallmark
Greenwood Sq.	NA	Carnival, K mart, Houchens Sports Ctr., Kidsport, Atlantis, Hayes Shoes

Principal Shopping Days-Mon., Fri. through Sun.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Caster-Knott; Roses; K mart; Hess's; Wal-Mart.
Discount Stores-Big Lots; Dollar General; His Factory Disc; Family Dollar.
Chain Drug Stores-SupeRx 2; Taylor's 2; Carpenter-Dent-Sublett 3; Osco; Revco; Nation's Medicines; Medicine Shoppe.
Chain Supermarkets-Kroger; Houchins 2; Minit Mkts. 2; Jr. Foods; Winn-Dixie; D&F; Garrett's.
Other Chain Stores-Firestone; Singer Co.; Dollar Bros. (shoes); Sherwin-Williams; Pittsburgh Paint; S&H Green Stamps; Goodyear; Zales Jewelers; Radio Shack; Western Auto; Adams Shoes; Payless; Golden Farley; Behr's; Connie Shoes; B. Dalton Bookseller; Naturalizer; Hallmark; Merle Norman; Casual Corner; Dairy Queen; Chick-fil-A; General Nutrition Center; Ormand; Musicland; Gallenkamp Shoes; Clifford's Jewelry; Brook; Command Performance; Kinney Shoes; Earring Tree; Waldenbooks; World Bazaar; Embrys; Clifford's Keepsake; Kay Bee Toys; Benjamin Moore Paint; Glidden Paint; Baskin-Robbins; Piecegoods; Kay's Jewelry; C&H Rausch; Chop Sticks; Bresslers; Zondervan's; Lovemotes; Auto Zone; Computerland; JoAnn Fabrics; Smokestop; Winners; Nutri-System; Regis Hair Salon; Petland; Royal Optical; Video Squares; Record Bar; Audio Center; Clothes Works; Claire's Boutique; The Pierced Ear; Long John Silvers; Wendy's; Peanut Shack; Pic' A Pair; The Junction; Goody's; Chief Auto; Arby's; Payless Shoes; Toys 'R' Us.; Canary & The Elephant; County Seat; Deb's; Lane Bryants; The Closet; Id; The Limited; Ups & Downs.

14 - NEWSPAPERS: DAILY NEWS (e-mon to fri) 21,741; (S) 24,647; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Julie Myers, Natl. Adv. Mgr., DAILY NEWS, 813 College St.; PO Box 90012, Bowling Green, KY 42102-9012; Tel. (502) 781-1700.
National Representative: Branham/Newspaper Sales.

CORBIN

1 - LOCATION: Whitley & Knox Counties, E&P Map E-3. Junction of Whitley-Knox, Laurel Counties. Lexington, KY, 87 mi. N; Knoxville, TN, 100 mi. S. On U.S. Hwys. 25, 25-E, 25-W. State Hwys. 6, 90, 26, 312, I-75.

2 - TRANSPORTATION: Railroads-Louisville & Nashville.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound; Trailways.
Airline-Tennessee Air.

3 - POPULATION:
Corp. City 90 Cen. 7,419; E&P 92 Est. 7,288
Counties 90 Cen. 63,002; E&P 92 Est. 64,278
  Whitley 90 Cen. 33,326; E&P 92 Est. 34,054
  Knox 90 Cen. 29,676; E&P 92 Est. 30,224

4 - HOUSEHOLDS:
City 90 Cen. 2,950; E&P 92 Est. 2,898
Counties 90 Cen. 24,717; E&P 92 Est. 25,216
  Whitley 90 Cen. 12,587; E&P 92 Est. 12,862
  Knox 90 Cen. 12,130; E&P 92 Est. 12,354

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$179,373,672

6 - PASSENGER AUTOS: Knox 10,198; Whitley 16,344

7 - ELECTRIC METERS: Residence 3,192

8 - GAS METERS: Residence 5,009

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Railroad (shops, yards, offices) 1,121 ($300); Coal Cleaning Plant 67 ($354); Bricks 60 ($198); Elect. Prods. 325 ($189); Woven Wire Prods. 279 ($210); Greeting Cards 1,157 ($201); Cash Registers N.A. ($223).
Principal Industrial Pay Days-Sat., 14th & 29th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 60-90; Fall 30-70; Winter 20-60. First killing frost, Oct. 3; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Main St., 2 on Center St.; and a 4 block area in South Corbin and Trademart Shopping Center.
Neighborhood Shopping Centers-In East, North and West Corbin.

Principal Shopping Days-Sat., Mon., Fri., and Railroad pay days, twice monthly.
Stores Open Sundays-Drug; Grocers; Department; Discount Stores.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Belk-Simpson; Daniel's; Heavy Equipment; Whayne Supply.
Variety Stores-Dollar Stores; Southern Dollar Stores.
Discount Stores-K mart; Lowe's; Roses; Wal-Mart.
Chain Drug Stores-Rexall; Rite Aid 2.
Chain Supermarkets-IGA 2; Convenient Super 2; Piggly Wiggly; Krogers; Winn-Dixie; Food Fair.

14 - NEWSPAPERS: TIMES-TRIBUNE (e) 8,398; sworn Sept. 29, 1990.
Local Contact for Advertising and Merchandising Data: Charles F. DeVane, Pub., TIMES-TRIBUNE, Kentucky & Monroe Sts., Corbin, KY 40701; Tel. (606) 528-2464.
National Representative: Thomson Newspapers.

COVINGTON

1 - LOCATION: Kenton County, E&P Map D-1 (In Cincinnati, OH-KY-IN PMSA). N Kentucky across Ohio River from Cincinnati, OH. U.S. Hwys. 25, 27, 42, 127, I-75, I-71. Manufacturing & agricultural center.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio; Louisville & Nashville; Southern.
Airlines-American; Delta; Eastern; North Central; TWA; United; USAir.

Bus Lines-Greyhound-Trailways; Transit Authority of Northern Kentucky.

3 - POPULATION:
Corp. City 90 Cen. 43,264; E&P 92 Est. 42,004
County 90 Cen. 142,031; E&P 92 Est. 146,195
PMSA 90 Cen. 1,452,645; E&P 92 Est. 1,474,145
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 17,156; E&P 92 Est. 16,656
County 90 Cen. 56,178; E&P 92 Est. 57,824
PMSA 90 Cen. 579,141; E&P 92 Est. 587,747

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	40	N.A.
Savings & Loan	35	N.A.

6 - PASSENGER AUTOS: Kenton County 76,851

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Centers-Kenton County: Covington 15 blocks; Erlarger & Elsmere 6 blocks; Ludlow 4 blocks; Campbell County: Newport 10 blocks; Bellevue & Dayton 6 blocks; Fort Thomas 6 blocks; Boone County: Burlington 4 blocks; Florence 6 blocks; Hebron 3 blocks; Walton 4 blocks.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crestview Hill Mall	10	McAlpins
Edgewood(8)	9	K mart, SupeRx
Expressway(11)	7	Kroger
Florence Mall	12	JCPenney, Lazarus, Hess's, SupeRx, Sears
Latonia(10)	4	Value City, Walgreens
Newport(42)	1	JCPenney, Kroger, Walgreens
Newport Mall(9)	1	Thriftway Mkt., Becker Drugs

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-All in shpg. ctrs., Mon. through Sat. Downtown Covington, Newport, Erianger, Fort Thomas, Bellevue & Dayton open Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; McAlpins; Covington & Newport; Lazarus; Hess's; Sears.
Discount Stores-Van Leunens; K mart; Value City; Wal-Mart; Sams Wholesale Club.
Variety Stores-Kresge; Woolworth.
Chain Drug Stores-SupeRx; Walgreens; Becker; Sav-All.
Chain Supermarkets-Kroger 8; Thriftway 3; IGA 7; Stop-N-Go 9; Remke's 6; King Kwik 8; U-Tote-M Foods 7.
Other Chain Stores-Goodrich; Goodyear; Firestone; Western Auto; Thom McAn; Hill Bros.; Schiff Shoes; Martin's; Spiegel (catalog); Nobil Shoes; Sherwin-Williams; Harolde's; Gallenkamp Shoes.

14 - NEWSPAPERS: KENTUCKY POST (e) 45,707; sworn Oct. 13, 1990.

Local Contact for Advertising and Merchandising Data: George McIlveen, Adv. Dir., KENTUCKY POST, 309 Garrard St., Covington, KY 41011; Tel. (606) 292-7104.

National Representative: Gannett National Newspaper Sales.

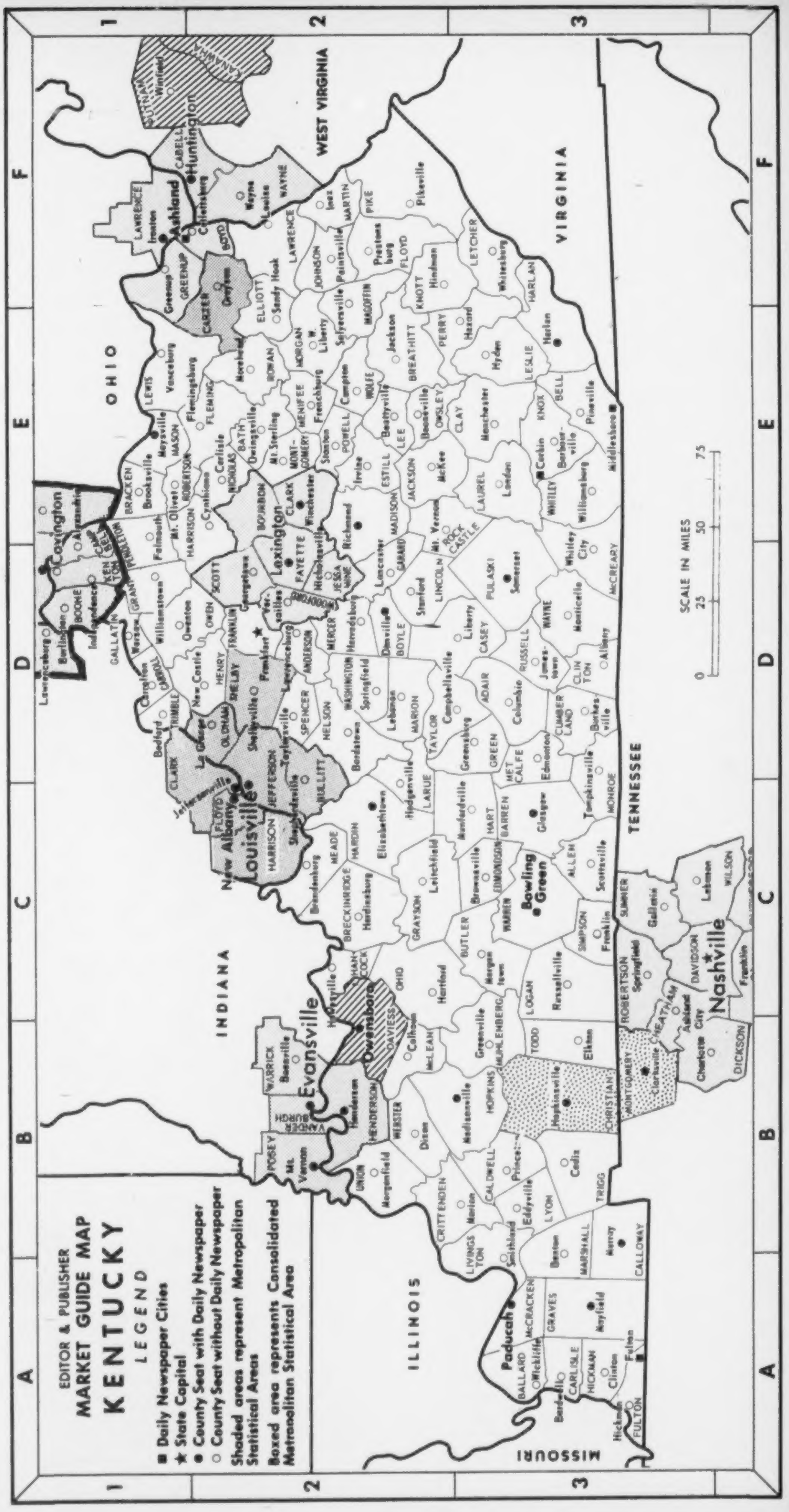
DANVILLE

1 - LOCATION: Boyle County, E&P Map D-2, County Seat. 36 mi. SSW of Lexington.

2 - TRANSPORTATION: Railroad-Southern.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 90 Cen. 12,420; E&P 92 Est. 12,316
CZ-ABC: (80) 12,942
RTZ-ABC: (80) 66,718
County 90 Cen. 25,641; E&P 92 Est. 26,336
City & RTZ-ABC: (80) 79,660

4 - HOUSEHOLDS:
City 90 Cen. 4,933; E&P 92 Est. 4,891
County 90 Cen. 8,815; E&P 92 Est. 9,054


EDITOR & PUBLISHER
MARKET GUIDE MAP
KENTUCKY
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed area represents Consolidated Metropolitan Statistical Area
SCALE IN MILES
0 25 50 75
OHIO
INDIANA
ILLINOIS
MISSOURI
TENNESSEE
VIRGINIA
WEST VIRGINIA
Louisville
Lexington
Covington
Frankfort
Evansville
Owensboro
Paducah
Bowling Green
Nashville
Ashland
Huntington
New Albany
Danville
A
B
C
D
E
F
1
2
3

CZ-ABC: (80) 4,750
RTZ-ABC: (80) 23,441
City & RTZ-ABC: (80) 28,191

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$165,369,000
Savings & Loan	2	$70,209,607

6 - PASSENGER AUTOS: Boyle County 13,427

7 - ELECTRIC METERS: Residence 8,984

8 - GAS METERS: Residence County 7,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage of all mfg. employees $391). Textile 596; Glass 681; Shoe 215; Furn. 72; Distribution 1,006; Appliance 873; Auto 1,064; Conveyor 355; Plastic 36.
Principal Industrial Pay Days-Thur., Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-69; Summer 60-97; Fall 47-65; Winter 30-48. First killing frost, Oct. 10; last killing frost, Apr. 25.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Downtown Shopping Center-4 blocks on Main; 1 on N. 4th; 1 on S. 4th; 1 on N. 3rd; 1 on S. 3rd.
Neighborhood Shopping Centers-1 block on S. 4th (4 Units); 1 block on Stanford Ave. (5 Units).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Greenleaf	2	Greenleaf Furn.,
Danville Manor	2	Roses, Winn-Dixie, Watson's, Rite Aid, Radio Shack
Danville Sq.	2	Wal-Mart
Heritage Pl.	2	IGA
Ridgefield	3	Kroger, K mart, Goody's, Taylor Drug

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Downtown Fri.; Danville Manor, Danville Sq. & Ridgefield every weekday night and Sun.

13 - RETAIL OUTLETS: Department Stores-Hub-Frankels; Louisville; Roses; Wal-Mart; K mart; Watson's.
Chain Supermarkets-Kroger; Save-a-Lot; IGA; Winn-Dixie; Foodtown.
Other Chain Stores-Goodyear; Sherwin-Williams; Pic 'N Pay Shoes; Behr's; Cato; Lowe's; Sears (catalog); JCPenney (catalog).

14 - NEWSPAPERS: ADVOCATE-MESSENGER (e-mon to fri) 11,861; KENTUCKY-ADVOCATE (S) 13,009; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Michael G. Elliott, Adv. Mgr., ADVOCATE-MESSENGER, 330 South Fourth St., Danville, KY 40422; Tel. (606) 236-2551.
National Representative: Papert Companie

ELIZABETHTOWN

1 - LOCATION: Hardin County, E&P Map C-2. County Seat. Military (Fort Knox), indust., agric. and tourist area; in central Kentucky at crossroads, I-65 (N & S), and Bluegrass and Western Pkwy. (Hwy. 62-E & W).

2 - TRANSPORTATION: Railroads-Illinois Central; Louisville & Nashville.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-All major lines at Louisville (40 mi.).

3 - POPULATION:
Corp. City 90 Cen. 18,167; E&P 92 Est. 18,724
NDM-ABC: (80) 98,731
County 90 Cen. 89,240; E&P 92 Est. 91,188

4 - HOUSEHOLDS:
City 90 Cen. 7,211; E&P 92 Est. 7,433
County 90 Cen. 29,003; E&P 92 Est. 29,636
NDM-ABC: (80) 28,098

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	2	$100,000,000
Commercial	7	$200,000,000

6 - PASSENGER AUTOS: Hardin County 44,773

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: 4,588 (City)

9 - PRINCIPAL INDUSTRIES: Rubber Belts; Elect. Cable; Magnets; Sealants; Ice Cream; Clothing; Business Forms; Printers Ink; Car Brakes.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-75; Summer 55-100; Fall 20-75; Winter 0-70. First killing frost, Nov. 7; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Nearby Shopping Centers-(No. of Stores)-Helmwood Plz. (23); Elizabethtown Plz. (22); North Mulberry (6); Redmar Plz. (20); Radcliff Plz. (15); Towne Mall (53); Governors Manor (16).

Principal Shopping Days-Thur., Fri., Sat.
Best Food Days-Mon., Thur.
Stores Open Evenings/Sundays-Discount and most Supermarkets open until 9 p.m. (Major discounters & Supermkts. open until 6 p.m. Sun.). Major Shpg. Ctrs. until 9 every evening. Some Supermkts. 24 hrs.

13 - RETAIL OUTLETS: Department Stores-The People's Store 2; Sears; JCPenney; Snyder's; Dawahares.
Discount Stores-Roses; K mart; Heck's; Wal-Mart; Big Lots.
Variety Stores-TG&Y; Murphy's Mart; Sears Surplus Store; Family Dollar; Dollar General.
Chain Drug Stores-Taylor; SupeRx; Begley's; Walgreens.
Chain Supermarkets-IGA; Kroger 2; Winn-Dixie 2; Houchein's 4; Convenient 2; Kwik Shop 4; Piggly Wiggly; Junior Food Stores 6; Minit Mart 3.
Other Chain Stores-Firestone; Goodrich; Goodyear; Western Auto; Ethan Allen Gallery; Montgomery Ward; True Value Hardware; Coast-to-Coast Hardware.

14 - NEWSPAPERS: NEWS-ENTERPRISE (e-mon to fri) 16,126; (S) 17,496; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Coleman Love, Adv. Mgr., NEWS-ENTERPRISE, 408 W. Dixie, Elizabethtown, KY 42701; Tel. (502) 769-2312.
National Representative: Landon Associates.

FRANKFORT

1 - LOCATION: Franklin County, E&P Map D-2. State capital. On the N and S sides of the Kentucky River, a tributary of the Ohio River, fully navigable. Floodwall protects part of city. On U.S. Hwys. 60, 127, 421 & I-64.

2 - TRANSPORTATION: Railroads-L&N; F&C.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Eastern; TWA; Delta; United U.S. Air; ComAir; all at Bluegrass Field, Lexington (17 miles from Frankfort).

3 - POPULATION:
Corp. City 90 Cen. 25,968; E&P 92 Est. 25,967
County 90 Cen. 43,781; E&P 92 Est. 43,156
Demographic Information Available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 10,302; E&P 92 Est. 10,301
County 90 Cen. 14,964; E&P 92 Est. 15,434

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$836,000,000
Savings & Loan	2	$143,000,000

6 - PASSENGER AUTOS: Franklin County 25,359

7 - ELECTRIC METERS: Residence 17,097

8 - GAS METERS: Residence 10,764

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Distilling 515 ($367); State Gov't 11,000 ($300); Clothing 1,348 ($300); Auto Mach. 1,306 ($375).

10 - CLIMATE: Min. & Max. Temp.-Spring 44-80; Summer 65-95; Fall 47-80; Winter 20-42.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Franklin Sq.(25)	3	Kroger, JCPenney, Taylor Drug, Wal-Mart
Century Plaza(9)	3	Biglots
Eastwood(19)	3	Sears, Gateway, Family Dollar
Frankfort Plaza(7)	1	Radio Shack, Yagel Howe.
PicPac Shpg.(9) Ctr.	3	Pic 'N Pac
K mart Plz.(6)	3	Winn-Dixie, K mart
Brighton Park Mall(10)	4	Taylor Drug, Kroger, Shoe Carnival
Mare Manor(4)	3	Winn-Dixie, Revco

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney.
Variety Store-Wal-Mart.
Discount Stores-K mart; Big Lots.
Chain Drug Stores-Rexall; Taylor 2; Rite Aid 2; Revco; Value Rite 2.
Chain Supermarkets-Kroger 2; Winn-Dixie 2; Gateway; Pic 'N Pac 2; Save-A-Lot.
Other Chain Stores-Singer; Goodyear; Sherwin-Williams; LeRoy's; Midas; Firestone; Lowe's; Family Dollar; Behr's; Fashion Bug; Big O Tires; Payless Shoes; Piece Goods; Concord Liquidators.

14 - NEWSPAPERS: STATE JOURNAL (e-mon to fri) 10,152; (S) 11,458; sworn Sept. 31, 1990.
Local Contact for Advertising and Merchandising Data: Wayne Dominick, Adv. Dir., STATE JOURNAL, 321 W. Main St., Frankfort, KY 40601; Tel. (502) 227-4556.
National Representative: Branham/Newspaper Sales.

GLASGOW

1 - LOCATION: Barren County, E&P Map C-3. County Seat. Agricultural & manufacturing area. S central portion of state. 90 mi. S of Louisville on U.S. Hwy. 31-E, 68; State Hwys. 35, 63, 80, 90 & 249; 9 mi. via direct connection East of I-65. Glasgow Airport is 2 mi. from city limits; East/West Cumberland Parkway, 2 exits into city.

2 - TRANSPORTATION: Railroad-L&N.
Motor Freight Carriers-2.
Intercity Bus Line-Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 12,351; E&P 92 Est. 12,230
County 90 Cen. 34,001; E&P 92 Est. 34,754
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 4,905; E&P 92 Est. 4,856
County 90 Cen. 12,429; E&P 92 Est. 12,704

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$170,612,000
Savings	5	$155,612,000
Savings & Loan	3	$63,828,550

6 - PASSENGER AUTOS: Barren County 17,083

7 - ELECTRIC METERS: Residence 4,632

8 - GAS METERS: Residence 3,661

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Automotive 1,450; Axle 335; Bldg. Materials 70; Electronics 620; Feed, Meal, Fertilizers 62; Food Proc. 218; Printing 400; Textiles 575; Woodworking 65.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-85; Summer 58-100; Fall 35-95; Winter -10-43. First killing frost, mid Oct.; last killing frost, late Mar.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Barren River Plz.		Watson's Winn-Dixie, Goody's, Wal-Mart
Happy Valley(65)	2	Houchen's
Park Ave.(12)	1	Houchen's, Park Avenue Furn.
Central Ctr.	3	K mart, Houchen's, Watsons, Outlet Store
Glasgow Sq.(6)	2	Bud's Wholesale, Radio Shack
South Gate(6)	1	Rite Aid, Houchen's

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Fri., downtown; nightly at shpg. ctrs.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Bernards; Ira Watson Stores; Goody's; Golden Farley.
Variety Stores-Dollar General; Family Dollar.
Discount Stores-Wal-Mart; K mart; Bud's Wholesale.
Chain Drug Stores-Ely's Walgreens 4; Rite Aid, Begley's; Geo. J. Ellis Riteway Drugs; Glasgow Prescription; Towne & Country.
Chain Supermarkets-Houchen's 4; IGA; Jr. Foods; Mint Mart; Winn-Dixie.

14 - NEWSPAPERS: TIMES (e-mon to fri; S) 9,807; sworn Sept. 29, 1990.
Local Contact for Advertising and Merchandising Data: Harold Spear, Adv. Dir., TIMES, 100 Commerce Dr., Glasgow, KY 42141; Tel. (502) 678-5171.
National Representative: Papert Companies.

HARLAN

1 - LOCATION: Harlan County, E&P Map E-3. County Seat. In extreme SE part of the state at the headwaters of the Cumberland River. On State Hwys. 72, 38; U.S. Hwys. 119, 421.

2 - TRANSPORTATION: Railroad-CSX.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 90 Cen. 2,686; E&P 92 Est. 2,618
CZ-ABC: (80) 4,557
RTZ-ABC: (80) 37,332
County 90 Cen. 36,574; E&P 92 Est. 36,349
City & RTZ-ABC: (80) 41,889
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 1,075; E&P 92 Est. 1,048
CZ-ABC: (80) 1,607
RTZ-ABC: (80) 12,242
County 90 Cen. 15,403; E&P 92 Est. 15,308
City & RTZ-ABC: (80) 13,849

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$105,000,000

6 - PASSENGER AUTOS: Harlan County 15,523

7 - ELECTRIC METERS: Residence 1,975

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Coal Mining 4,000 ($400); Lumber 1,650 ($150); Railroad 400 ($250).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 60-95; Fall 45-75; Winter 0-65. First killing frost, Oct. 18; last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St.; 1 on Second; 3 on Central; 2 on First; 1 on Cumberland Ave.
Shopping Centers-3 mi. S. of town on U.S. 421; Shopping Center 4 miles S. on U.S. 421, Kroger, K mart.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Mack's Family Center(7)	2	Mack's, Ben Franklin
Village Ctr.	3	Radio Shack, K mart, Kroger, Belk, Magic Mart, SupeRx
Woodland Plz. (15)	1	A&P, Sears,

Principal Shopping Days-Mon., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Powers & Horton; Collins; Belk; Alex; Sears; Pope & Cawood; Kregar's; K mart.
Discount Stores-Dixie; Dollar General; Mack's Family Center; Southern Dollar; Save-Rite; Super Dollar.

Variety Stores-Newberry; Majic Mart.
Chain Drug Stores-Lee (Rexall); Creech (Walgreens); SupeRx.
Chain Supermarkets-A&P; Mack's; Kroger, Pic Pac; Sav-A-Lot; Piggly Wiggly.
Other Chain Stores-Fuller's; Harlan Farmers Supply; Star Furniture; McComb Supply Co.; Lee Furniture; Cato.

14 - NEWSPAPERS: ENTERPRISE (e-mon to sat) 6,690; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Bob McDonald, Gen. Mgr., ENTERPRISE, PO Drawer E, Harlan, KY 40831; Tel. (606) 573-4510.
National Representative: Landon Associates.

HENDERSON

1 - LOCATION: Henderson County (In Evansville IN-KY MSA). E&P Map B-2. County Seat. 300 mi. from Chicago; 140 mi. from Louisville; 160 mi. from St. Louis.

2 - TRANSPORTATION: Railroads-L&N and IC.
Intercity Bus Lines-Greyhound; Evansville and Ohio Valley.
Airlines-Eastern; American; Piedmont; USAir; Evansville. Loc. Airport for pvt. planes.

3 - POPULATION:
Corp. City 90 Cen. 25,945; E&P 92 Est. 26,167
CZ-ABC: (80) 24,834
RTZ-ABC: (80) 34,904
MSA 90 Cen. 272,129; E&P 92 Est. 275,365
County 90 Cen. 43,044; E&P 92 Est. 44,426
City & RTZ-ABC: (80) 59,738
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 10,292; E&P 92 Est. 10,381
County 90 Cen. 16,060; E&P 92 Est. 16,576
MSA 90 Cen. 97,395; E&P 92 Est. 98,595
CZ-ABC: (80) 9,453
RTZ-ABC: (80) 10,879
City & RTZ-ABC: (80) 20,332

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	$240,000,000
Savings & Loan	3	$310,000,000

6 - PASSENGER AUTOS: Henderson County 21,148

7 - ELECTRIC METERS: Residence 10,214

8 - GAS METERS: Residence 7,812

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Furn. Mfg. 317; Needles 30; Plastics 900; Aluminum Rendering 1,276 ($185); Axle Assembly 312 ($165) Steel Prods. (wheel rims) 970 ($165); Av. wkly. wage for all mfg.-$428.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 70-95; Fall 40-70; Winter 18-70. First killing frost, Oct. 15; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-4 block sq. bounded by Water, Green, Washington and Third; Eastgate Shpg. Ctr.; Audubon Village; Garden Gate Shopping Ctr.

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Dept.-Mon., Fri.; Food, Supermarkets-Daily.

13 - RETAIL OUTLETS: Variety Stores-Ben Franklin.
Discount Stores-K mart; Wal-Mart; Big Lots; Hick's Dollar; Family Dollar.
Chain Drug Stores-Revco; Reliable.
Chain Supermarkets-Sureway 3; Keith's Key Market; Behler's Burlow.
Other Chain Stores-Goodyear; Ewing Tire Ctr.; Mac's Apparel; Young's Family Ctr. (clothing); Radio Shack; Fashion Bug; Movie Warehouse.

14 - NEWSPAPERS: THE GLEANER (m-tues to sat) 11,450; (S) 13,660; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Nancy Pippin, Adv. Dir., THE GLEANER, 455 Klutey Park Plaza, Henderson, KY 42420; Tel. (502) 827-2000.
National Representative: Branham/Newspaper Sales.

HOPKINSVILLE

1 - LOCATION: Christian County, E&P Map B-3 (In Clarksville-Hopkinsville, TN-KY MSA). Located within a 300 mi. radius of Indianapolis, Evansville, Knoxville, Louisville, Nashville, and St. Louis. At junction of Pennyrile Pkwy. & U.S. Hwy. 68, 41, 41A; State Hwys. 80, 91, 107, 109.

2 - TRANSPORTATION: Railroads-Illinois Central; Louisville & Nashville.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Bowling Green-Hopkinsville.

3 - POPULATION:
Corp. City 90 Cen. 29,809; E&P 92 Est. 30,307
NDM-ABC: (80) 46,777
Bal. in. RTZ-ABC: (80) 52,585
County 90 Cen. 68,941; E&P 92 Est. 70,960
MSA 90 Cen. 169,439; E&P 92 Est.-176,920
Total NDM-ABC & Bal. in. RTZ-ABC: (80) 99,362
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 11,827; E&P 92 Est. 12,024
County 90 Cen. 22,517; E&P 92 Est. 23,177
MSA 90 Cen. 57,821; E&P 92 Est. 60,415
NDM-ABC: (80) 16,261
Bal. in. RTZ-ABC: (80) 15,119
Total NDM-ABC & BAl. in. RTZ-ABC: (80) 31,880

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$396,253,880
Savings & Loan	2	$209,457,530

6 - PASSENGER AUTOS: Christian County 23,347

7 - ELECTRIC METERS: Residence 24,061

8 - GAS METERS: Residence 10,449

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lighting 400; Clothing 1,600; Milling 72; Springs 170; Wire 480; Plastic 158; Rivets 110; Bowling Balls 249; Furn.-Hardware 115; Synthetic Graphite 59; Non-Woven Textiles 130; Metal Extrusion 44; Auto Fascias 500; Paper Prods. 106; Hydraulics 111; Printing & Publishing 750; Carbonated Beverages 103; Speciality Machinery 115; Stone, Paving & Concrete 150; Tobacco Processing 234; Independent Radiators 85; Heat Exchanges 50.

10 - CLIMATE: Av. Temp.-Winter 32-40; Summer 74-79.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Days-Mon., Fri., Sat.
Nearby Shopping Areas-Skyline, N. Main, Indian Hills and Fort Campbell Blvd., Park Plaza, Pennyrile Mall; Brick Yard Plaza.
Stores Open Evenings-Mon. through Sat. 9-9; Sun. 1-6.

13 - RETAIL OUTLETS: Department Stores-Peeble's; JCPenney; Cayce Yost; Dollar Store.
Discount Stores-Wal-Mart; K mart.
Variety Stores-Kress; Dollar Store 2.
Chain Drug Stores-Walgreens; Thrif-T 2; Rite Aid 2; Wood's Rexall; Revco; Medicine Shoppe; Begley; Sav-More.
Chain Supermarkets-Kroger; IGA 3; Houchen's; Drury Bros.; Minit-Mkts. 6; Piggly Wiggly; Sav-A-Lot; Winn-Dixie; Giles.
Other Chain Stores-Auto: Firestone; Furniture: Herb Hays, A-1 Furniture, Boulevard, Furniture Outlet, Bill Beliles; Women's Wear: Maurice's, Stuart's, Buck's, Brooks, Social Butterfly, Cato, Occasions, Men's Wear: Wade's, DB & Co., Golden-Farley, Suit City; Shoes: Burnett, Nobil, Pic-Way, Other: Sears (catalog), JoAnn Fabrics, Radio Shack, Sherwin-Williams, S & J Paints, Arbor Books, Carr's Books, Tiffany's.

14 - NEWSPAPERS: KENTUCKY NEW ERA (e) 14,033; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Taylor Hayes, Adv. Mgr., KENTUCKY NEW ERA, 1618 E. 9th St., Hopkinsville, KY 42240; Tel. (502) 886-4444.
National Representatives: Branham/Newspaper Sales; Landon Associates.

LEXINGTON

1 - LOCATION: Fayette County. E&P Map D-2. (In Lexington-Fayette MSA). Merged City/County Government. Second largest city in KY. Shipping and wholesale center for central and E Kentucky. Livestock and general farming; horse breeding and sales; loose leaf tobacco; education; medical; tourist; small manufacturing; army depot. 84 mi. S of Cincinnati; 80 mi. E of Louisville; 140 mi. W of Huntington; 194 mi. N of Knoxville. On U.S. Hwys. 25, 27, 60, 68 & 421; State Hwys. 75, 922, 956; I-64; Blue Grass Pkwy.

2 - TRANSPORTATION: Railroads-CSX; Norfolk Southern; TTI Systems; Trans Kentucky.
Motor Freight Carriers-56.
Intercity Bus Lines-Greyhound/Trailways.
Airlines-Delta; Piedmont; USAir; ComAir; American Eagle; Eastern Metro; TWA; Air Wisconsin/United Express.

3 - POPULATION:
Corp. City 90 Cen. 225,366; E&P 92 Est. 229,606
CZ-ABC: (80) 204,165
RTZ-ABC: (80) 344,027
MSA 90 Cen. 348,428; E&P 92 Est. 362,369
County 90 Cen. 225,366; E&P 92 Est. 234,708
City & RTZ-ABC: (80) 548,192
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 89,322; E&P 92 Est. 91,002
County 90 Cen. 72,433; E&P 92 Est. 75,436
CZ-ABC: (80) 75,440
RTZ-ABC: (80) 118,161
MSA 90 Cen. 115,693; E&P 92 Est. 120,292
City & RTZ-ABC: (80) 193,601

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$2,331,730,000
Savings & Loan	6	$355,920,000

6 - PASSENGER AUTOS: Fayette County 121,719

7 - ELECTRIC METERS: Residence 86,198

8 - GAS METERS: Residence 56,367

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Services and Mining 42,900; Mfg. 31,700; Constr. 11,500; Commun., Util. 4,100; Agric. 8,300; Gov't 44,000; Retail 34,200; Fin., Ins, Real Estate 9,200; Transportation 4,200; Wholesale 8,100.
Principal Industrial Pay Days-Mon., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-79; Summer 48-95; Fall 26-83; Winter 6-62. First killing frost, Oct. 14; last killing frost, May 4.

11 - TAP WATER: Alkaline, medium; fluoridated.

12 - RETAILING: Principal Shopping Centers-9 blocks on Main St.; 5 on Short St.; 3 on Limestone St.; 3 on Upper St.; 2 on Broadway; 2 on Mill St.; 1 on Walnut St.; 1 on Esplanade.
Neighborhood Shopping Centers-3 blocks at Idle Hour; 3 blocks at Gardenside; 5 blocks on Euclid, High St. & Tates Creek Rd.; 1 block on Harrodsburg Rd. Lafayette Centers; 5 blocks on Winchester Rd.; 1 block on S. Limestone; 2 blocks on N. Broadway; 2 blocks on Harrodsburg Rd. at old city limits; 3 blocks on Zandale; 1 block on Versailles Rd.; 8 blocks on Southland Dr.; 3 blocks on Northern Belt-Line; 3 blocks on Leestown Rd. 5 blocks on Eastland, New Circle Rd. & Winchester Rd.; 3 blocks on Gardenside Dr.; 4 blocks on Second & Deweese Sts.; 2 blocks on Georgetown St.; 1 block on Hi Acres; 3 blocks in Northland Shopping Center; 2 blocks on E. Third St. at Race & on Waller Ave., Crossroads, 2 blocks on Nicholasville Rd.; N. Park on New Circle Rd.; S. Park on Nicholasville and New Circle Rds.; 3 blocks on Woodhill Dr.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
N. Broadway	2	Rite Aid, Winn-Dixie
Landsdowne(30)	3	Foodtown, Rite Aid
Southland(125)	3	Welgo, Foodtown, Rite Aid
Chevy Chase(40)	1	Kroger
Meadowthorpe(40)	2	
Idle Hour	3	Winn-Dixie
Eastland(62)	2	Woolworth, Kroger, Rite Aid
Lakeview Plz. (15)	3	K mart, Kroger
Zandale(21)	4	Walgreens
Gainesway(8)	4	
Gardenside(32)	4	Kroger
Imperial(12)	3	Rite Aid
Hi-Acres(7)	4	
Turfland(44)	3	Mont. Ward, McAlpin's, JCPenney
Romany Rd.(12)	2	Randall's
Lexington(53)	2	McAlpin's, County Mkt.
Fayette(78)	4	Lazarus, Sears, Hess's
Crossroads	4	Randall's
N. Park(26)	3	Hills, Kroger,
S. Park(25)	4	Hills, Toys 'R' Us
Woodhill(30)	4	Service Mdse., Steinmart
Park Hills(20)	6	Foodtown, Rite Aid
Chinoe Vlg.(15)	4	Winn-Dixie
Stonewall Ctr. (15)	4	Foodtown, Rite Aid
Regency Ctr.(15)	3	Childrens Palace, Kroger
Tates Creek(25) Ctr.	5	Kroger, Rite Aid
Man O'War Pl.(8)	3	Megamarket
French Quarter Sq.(8)	2	
Meadowthorpe(4) Plz.	2	Winn-Dixie
Lexington(15) Green	4	Joseph-Beth Booksellers
Festival Mkt. (30)	NA	
Victorian Sq. (20)	NA	Talbot's, Laura Ashley
Civic Center	NA	
Fayette Pl.(10)	5	Marshalls

Principal Shopping Days-Dept. Stores: Mon. & Sat.; Food: Wed., Fri. & Sat.

Stores Open Evenings-Civic Ctr. Shops: every night ex. Sat. & Sun.; Victorian Sq: Thur., Fri. All other centers open every night except Sun., Food Stores open every night.

13 - RETAIL OUTLETS: Department Stores-Wolf Wile's; Hess's; Montgomery Ward; Sears; Welgo; Lazarus; McAlpin's 2; JCPenney.

Discount Stores-K mart 3; Target; Service Merchandise 2; Hill's 2.

Variety Stores-Woolworth 2; Ben Franklin; Big Lots.

Chain Drug Stores-Walgreens 3; Rite Aid 15; Taylor Drugs 4.

Chain Supermarkets-Kroger 7; Winn-Dixie 5; Mini-Marts 5; Convenient 22; Randall's 5; Foodtown 6; PDQ 2; Pic Pac; Megamarket; Super America 13.

Other Chain Stores-Thom McAn; Baker Shoes; Western Auto; B.F. Goodrich; Singer Co. 2; Porter Paint Service; Sherwin-Williams; Firestone; Midas; Richman Bros. (clothing); S&T Stores; Florsheim Shoes; Piece Goods Shop, Inc. 3; The Limited; Pier 1 Imports; Benetton; Talbot; Laura Ashley.

14 - NEWSPAPERS: HERALD-LEADER (m) 124,050; (S) 161,114; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Fred Hull, Adv. Dir., HERALD-LEADER, 100 Midland Ave., Lexington, KY 40508-1999; Tel. (606) 231-3100.

National Representative: Newspapers First.

LOUISVILLE

1 - LOCATION: Jefferson County, (In Louisville KY-IN MSA). E&P Map C-2 and D-2. Industrial and wholesale ctr. Fort Knox (Army) Training Ctr., and Ohio River. 113 mi. SW of Cincinnati; 114 mi. S of Indianapolis; 180 mi. N of Nashville; 264 mi. E of St. Louis. On U.S. Hwys. 31, 31-E, 31-W, 42, 62, 69, 150, 460, I-64, I-65 (Kentucky Tpke.), I-71, I-264.

2 - TRANSPORTATION: Railroads-CSX Trans.; Norfolk Southern; Conrail.

Freight Carriers-Ohio River Freight (Tonnage 195,618,402); Port of Louisville (Tonnage 9,869,409).

Intercity Bus Lines-Greyhound; Continental Trailways.

Airlines-Air Toronto; TWA; Delta; United; USAir; Northwest; American, American Eagle; ComAir; Continental; Midway.

3 - POPULATION:

Corp. City 90 Cen. 269,063; E&P 92 Est. 268,975
CZ-ABC: (80) 781,065
Bal. in NDM-ABC: (80) 175,371
County 90 Cen. 664,937; E&P 92 Est. 664,890
MSA 90 Cen. 952,662; E&P 92 Est. 959,317
Total NDM-ABC: (80) 956,436

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 106,638; E&P 92 Est. 106,603
County 90 Cen. 237,489; E&P 92 Est. 237,472
MSA 90 Cen. 341,980; E&P 92 Est. 344,578
CZ-ABC: (80) 285,758
Bal. in NDM-ABC: (80) 55,205
Total NDM-ABC: (80) 340,963

5 - BANKS	**NUMBER**	**DEPOSITS**
Banks	179	$9,316,599,325
Savings & Loan	3	$1,951,020,319

6 - PASSENGER AUTOS: Jefferson County 368,458

7 - ELECTRIC METERS: 324,529

8 - GAS METERS: 246,556

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food Prods. 9,800; Fab. Metal Prods. 8,500; Mach. Elect. & Non-Elect. 20,700; Tobacco Prods. 4,500; Chem. Prods. 7,500; Constr. 21,600; Trans., Commun. & Util. 28,500; Trans. Equip. 7,500; Whol. & Ret. Trade 112,100; Printing & Pub. 7,900; Lumber & Wood Prods. 4,000.

Principal Industrial Pay Days-Tues., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-66; Summer 65-87; Fall 46-68; Winter 27-45. First killing frost, Nov. 7; last killing frost, Apr. 1.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Broadway, Chestnut, Muhammed Ali, Liberty, Jefferson, Market, Main; Shelbyville Rd., betw. Chenoweth Lane & Hurstbourne Lane; Dixie Hwy. betw. Waterson Expwy. & Page's Lane.

Neighborhood Shopping Areas-Beechmont; Bonnycastle; Churchill Downs; Crescent Hill; Dixie Hwy.; Fairgrounds; Highlands; St. Matthews; Shelby St.; Shively; Southside; Taylor Blvd.; Buechel; Valley Station; Southern Pkwy.; Berry Blvd.; Westport Road; West Broadway; Hikes Lane; Bon Air; Lyndon; Brownsboro Rd.; Eastern Pkwy.; Poplar Level Rd.; Preston; Bardstown Rd.; Taylorsville Rd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Algonquin Manor (23)	NA	Winn-Dixie, Roses, Walgreens
Auburndale(17)	NA	Big Lots, SupeRx
Bacon's Shively (6)	8	Bacon's, Chi-Chi's
Bashford Manor (70)	7	Bacon's, Target, Hess's
Bittersweet(16)	NA	Doll's Mkt., Taylor's
Bluegrass Manor (6)	6	Drug Emporium, Blows, Toys 'R' Us
Bon Air Manor (17)	NA	Pic-Pac
Breckinridge(20)	NA	Winn-Dixie, Taylor's
Brownsboro Rd. (37)	NA	Kountry IGA
Camelot(10)	NA	Winn-Dixie, Walgreens
Chenoweth Plz. (19)	NA	Red Giraffe Video, Citizens Fidelity
Charleston(10)	NA	Radio Shack, Pizza Hut
Cliftboro(4)	NA	Kroger, SupeRx
Crestwood Station(22)	NA	Winn-Dixie, Wal-Mart
Dahlem(5)	NA	Cumberland Bank
Dixie Manor(32)	8	Walgreens, Service Mdse.
DuPont Vlg.(80)	NA	Levy Lumber
Eastland(16)	NA	Pic-Pac, Living Well Fitness Ctr.
Forum Ctr.(19)	NA	Herman's
Galleria(80)	NA	Bacon's, Byck's, SupeRx
Gardiner Lane (19)	5	Pic-Pac, Taylor Drugs
Gateway Plz.(16)	NA	Gateway/Mkt., Country Drugs
Glengarry(8)	NA	Dollar General, IGA
Grantline Plz. (17)	NA	K mart, Winn-Dixie
Green Tree Mall(110)	5	JCPenney, Sears, Hess's, Target
Hikes Point Plz.(16)	7	T.J. Maxx
Holiday Manor (36)	7	Kroger, SupeRx, Bittners
Hurstbourne(24)	NA	Valu, Walgreens
Indian Trail(28)	8	Winn-Dixie, Walgreens
Iroquois Manor (22)	6	Walgreens, Valu Whse. of Groceries
J-Town Center (27)	14	Gateway/Mkt., Winn-Dixie, Target
Jeffersontown Vlg.(22)	NA	Kroger, Walgreens
Jefferson Mall (110)	12	JCPenney, Sears, Lazarus, Hess's, Walgreens
K mart Plz.(23)	5	K mart, Po Folks
Knob View(8)	NA	Taylors, Kroger
LaGrange Sq.(10)	NA	Gateway/Key Mkt.
Louisville's First(7)	NA	Kroger, Walgreens
Lynnview(25)	NA	Foodland, Lox's Drugs
The Mall(75)	8	JCPenney, Bacon's
Maryville(18)	NA	
McMahan Ctr.(18)	NA	Pic Pac, Taylors
McMahan Plz.(61)	NA	Warehouse Drugs, Kroger, Cumberland Bank
Medical Plz.(6)	NA	Computer Bay, Colonel Quick Formal Wear
Mid-City Mall (30)	3	Taylors, Winn-Dixie
Middletown Plz. (28)	NA	Walgreens, Goodyear
Middletown Station	NA	Biggs, Benetton
New Albany Plz.(18)	NA	Winn-Dixie, Taylor Drugs
Okolona(12)	NA	Banquet Table
Outerloop(6)	NA	Valu Supermarket
Outlets Ltd.(24)	NA	Linens 'N Things, Handmacher, Famous Footwear
Oxmoor Ctr.(120)	8	Sears, Lazarus, Hess's
Park Pl.(26)	NA	Target, Valu City
Plainview Ctr. (44)	NA	Kroger, Taylor Drugs
Poplar Level(29)	NA	
Poplar Plz.(10)	NA	Pizza Hut, Buy Low Foods, Thrift Store
Preston Ctr.(7)	NA	Dollar General
Preston Park(7)	NA	Target, Drug Emporium
Prospect Point (20)	NA	Winn-Dixie
Raceland Mall (34)	9	
Rockford Plz. (10)	NA	Gateway/Key Mkt.
Rolling Hills (10)	NA	Hancock Fabric, Shaheens
St. Denis(5)	NA	Winn-Dixie
St. Matthews(11) Triangle(13)	NA	Woolworth, Taylors
Shaker Heights	NA	Gateway/Key Mkt.
Shawnee(4)	NA	Winn-Dixie, Taylor's
Shelbyville Rd. (21)	7	Evans Furniture, Hawley-Cooke Book Store
Silver Hts.(19)	NA	IGA, Dollar General
Southland Terr. (35)	8	JCPenney, Kroger, Walgreens, Woolworth,
Southwick	NA	
Stonefield Sq. (20)	NA	Winn-Dixie, Taylors
Tradewinds(17)	NA	KFC, Kroger
Festival on Jefferson Court(19)	NA	Fashion Shop, Kroger, Service Mdse.
Tymberwood(9)	NA	SupeRx, T.J. Maxx
Value City(6)	3	Drug Emporium, Value City
Watts(6)	NA	Sav-A-Step, Citizens Fidelity
Westchester(15)	NA	Big Lots, Taylors
Valley Station (18)	NA	Winn-Dixie, Sears
Village Sq.(10)	NA	Buy Low, SupeRx
Village West(22)	NA	Gateway/Key Mkt.
Westport(38)	NA	Taylors, Winn-Dixie, K mart
Youngtown Ctr. (18)	2	Bacon's, Taylors

Principal Shopping Days-Mon., Fri., Sat.

Stores Open Evenings-Department Mon.-Sat.; Downtown Mon.

13 - RETAIL OUTLETS: Department Stores-Outlets Ltd. Mall 24; Bacon's 5; JCPenney 4; Sears 4; Lazarus 2; Hess's 4.

Discount Stores-Target 5; K mart 11; Value City 3; Zayre 5; Wal-Mart 8.

Variety Stores-Woolworth 4; Kresge; McCrory; Dollar General 13; Thrift 9.

Catalog Showroom Stores-Service Merchandise 4.

Chain Drug Stores-Taylor 42; Walgreens 24; SupeRx 10; Wish's; Cox's 6; Jones Apothecary 8; Louisville Apothecary; Mill Discount 4; Drug Emporium 4.

Chain Supermarkets-Kroger 28; Melton's Food Marts 8; Winn-Dixie 23; Pic-Pac 9; Convenient 86.

Voluntary Chain Supermarkets-IGA 6; Majik 24; Valu Warehouse of Groceries 4; Buy Low Foods 4, Rite Stop 2.

Other Chain Stores-Men's Apparel and Furnishings: Loevenhart's, Richman Bros., Schupp & Snyder, Fashion Post 2, Martin's, Rodes 2, Strauss 3; Shoes: Payless 11, Knotts 3, Lady Slipper 3, Pix Sample 2, Florsheim 3, Thom McAn 2, Kinney's 3; Women's Apparel: Fashion Bug 3, Casual Corner 3, Laura Ashley, Women's World 2, Foxmoor, Modern Ms., Brooks 3, Embry's 3, Lerner 3, Lane Bryant 2, Fashion Shop 6, Hytken's, Byck's 3, She, Donlevys, T.J. Maxx, Paint: Sherwin-Williams 6, Devoe 9, DeHart 3, Porter 11, Auto Supplies: Consolidated Tire 8; Goodyear 8, B.F. Goodrich 11, Michel Tires 5, Firestone 10, Midas Muffler 6, Auto Works 9, Big 'O' Tires 14, Nationwise 13, Gil Mueller 3, Autozone 4, Toohey's 5; Home Furnishing: Hubbuch in Kentucky, Carriage House, Crossroads 2, Evans 4, Furn. Liquidators 4, Furn. Showrooms, Heleringer's, Kinnaird & Francke 3, Rhodes -Burford, Smith 6; Other: Radio Shack 16, Circuit City 4; Toys: Toys 'R' Us 3, Children's Palace 2, Kay Bee; Home Improvement: Levy's 4, Wickes, Lowe's 3, H&S Hardware 3, Furrows 4, 84 Lumber 4.

14 - NEWSPAPERS: COURIER-JOURNAL (all day) 238,080; (S) 328,901; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: James D. Marchal, Adv. V.P., COURIER-JOURNAL, 525 W. Broadway, Louisville, KY 40202; Tel. (502) 582-4708.

National Representative: Gannett National Newspaper Sales.

MADISONVILLE

1 - LOCATION: Hopkins County, E&P Map B-2, County Seat. Audubon-Pennyrile area of Western KY. Six mi. from crossroads of Western KY Tpke. & Pennyrile Pkwy. On U.S. Hwys. 41, 41-A, 62; State Hwy. 85; 50 mi. S of Evansville; 100 mi. N of Nashville; 150 mi. SW of Louisville.

2 - TRANSPORTATION: Railroads-P&L; Seaboard/L & N.

Motor Freight Carriers-5.

Intercity Bus Lines-Greyhound; Kentucky.

3 - POPULATION:

Corp. City 90 Cen. 16,200; E&P 92 Est. 16,044
CZ-ABC: (80) 16,979
RTZ-ABC: (80) 33,898
County 90 Cen. 46,126; E&P 92 Est. 47,175
City & RTZ-ABC: (80) 50,877

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 6,430; E&P 92 Est. 6,368
County 90 Cen. 16,926; E&P 92 Est. 17,311
CZ-ABC: (80) 6,498
RTZ-ABC: (80) 11,881
City RTZ-ABC: (80) 18,379

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$312,531,209
Savings & Loan	2	$85,241,263

6 - PASSENGER AUTOS: Hopkins County 22,637

7 - ELECTRIC METERS: Residence 7,060

8 - GAS METERS: Residence County 10,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Clothing 375; Commercial Clothes Dryers 150; Coal Mining 3,741; Medical Center 1,410; Agric. 1,150; Aircraft Engines 800; Air Conditioning 1,100; Paper Filters 80.

Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 56-77; Summer 61-102; Fall 40-64; Winter 0-53. First killing frost, Nov. 5; last killing frost, Apr. 20.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on 2 streets.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Madison Square(26)	1	Revco, K mart, Watsons
Madisonville(5)	2	SupeRx, Wal-Mart
Brairwood(11)	NA	Kroger, SupeRx
Parkway(43)	1	Roses, JCPenney, Peebles

Principal Shopping Days-Fri., Sat.

Stores Open Evenings-Fri., Shopping Center-every night.

Stores Open Sundays-Supermarkets, drug, shopping centers.

13 - RETAIL OUTLETS: Department Stores-Peebles; JCPenney; Young's; Watson's; Service Store.

Chain Drug Stores-Robard's Walgreens; SupeRx; Revco.

Discount Stores-Wal-Mart; Revco; K mart; Roses.

Chain Supermarkets-Kroger; Foodtown; Sureway 2; IGA 2; Pantry 19.

Other Chain Stores-Goodyear; Singer Co.; Baynhams (shoes); Dollar General; The Vogue; Pic-Way Shoes; Sears (catalog); Kuesters; Furniture: Jordan's, McGary Bros., Legate.

14 - NEWSPAPERS: MESSENGER (e) 10,919; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Glen Porter, Adv. Dir., MESSENGER, 221 S. Main; PO Box 529, Madisonville, KY 42431; Tel. (502) 821-6833.

National Representative: None.

MAYFIELD

1 - LOCATION: Graves County, E&P Map A-3. 30 mi. S of Atomic Energy Plant. County Seat. Center of Purchase area of W Kentucky. 25 mi. W of Lake Tabacco; Dairy and Beef cattle center. About 200 mi. from St. Louis, Louisville, Nashville and Memphis.

2 - TRANSPORTATION: Railroad-Illinois Central.
Motor Freight Carriers-5.
Passenger Bus Line-Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 9,935; E&P 92 Est. 9,781
County 90 Cen. 33,550; E&P 92 Est. 34,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 3,950; E&P 92 Est. 3,888
County 90 Cen. 11,878; E&P 92 Est. 12,108

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$108,443,265
Savings & Loan	2	$121,730,098

6 - PASSENGER AUTOS: Graves County 16,879

7 - ELECTRIC METERS: Residence 4,839

8 - GAS METERS: Residence 5,352

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Clothing 700; Rubber 1,100; Clay Mining 57; Ceramics 400; Compressors 300; Other Industry 600.
Principal Industrial Pay Days-Clothing Manufacturers-Wed. Others-Fri.

10 - CLIMATE: First killing frost, Oct. 22; last killing frost, Apr. 7.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks around court house sq. and 4 W. on Broadway; 1 S. on 8th St.; At South End 4 S. on Paris Hwy.; Mayfield Plaza, South Mayfield; East Shpg. Ctr., E. Broadway.

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Anderson & Son; Vincent's; Wal-Mart; Gibson's; K mart; General Dollar; Wholesale Store.
Discount Stores-Gibson's; Young Blood.
Chain Drug Stores-Wilson Rexall; SupeRx.
Chain Supermarkets-Smith's 2; Watson's; Rogers; Burgess; Piggly Wiggly 2; Smith's No Frills.
Other Chain Stores-Michelson's; P&H General Tire Service; Howard D. Happy; Singer Co.; Family Shoe; Sears (catalog); Lindsey's; Goodyear; Mayfield Tire Center; Myers Lumber Co.; Dunn Furn.; Creative Interiors; Wendy's; Captain D's; McDonald's; Hardees; Kentucky Fried Chicken.

14 - NEWSPAPERS: MESSENGER (e) 7,094; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: Eric Hoffman, Adv. Dir., MESSENGER, 201 North 8th, Mayfield, KY 42066; Tel. (502) 247-5223.
National Representative: Papert Companies.

MAYSVILLE

1 - LOCATION: Mason County, E&P Map E-1. On the Ohio River, 60 mi. SE of Cincinnati, OH. On State Hwys. 8, 10, 11; U.S. Hwys. 68, 62, 52. 60 mi. NW of Lexington.

2 - TRANSPORTATION: Railroads-TTI.; Chesapeake & Ohio; Amtrak.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 90 Cen. 7,169; E&P 92 Est. 7,006
County 90 Cen. 16,666; E&P 92 Est. 16,826
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 2,851; E&P 92 Est. 2,786
County 90 Cen. 6,351; E&P 92 Est. 6,412

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$191,000,000
Savings & Loan	1	$46,000,000

6 - PASSENGER AUTOS: Mason County 8,465

7 - ELECTRIC METERS: Residence County 6,150

8 - GAS METERS: Residence 3,451

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 289 (250); Pulleys, Power Trans. 1,100 ($400); Bicycle, Auto Parts 475 ($325); Milk Condenser, Canning 100 (450); Limestone Mining 200 ($600); Power Plants 800 ($600); Hospital 230 ($350); Garment 440 (300); Auto Parts 260 ($300); Paper Handling 90 ($325).

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gateway Plz.	3	K mart, Reliable, Super Valu
Bluegrass Center(12)	2	Kroger, Sears, Goody's
Forest Ave.	1	Clyde's Super Valu, Rite Aide
Maysville Downtown(100)		Sundry Store
Maysville Market Square(7)	3	Wal-Mart, JCPenney

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Klines; JCPenney.
Variety Store-Dollar General.
Discount Stores-K mart; Ames; Wal-Mart; Goody's.
Chain Drug Stores-Rite Aid; Sundry; Reliable Drug.
Chain Supermarkets-Kroger; Clyde's Super Valu 5; IGA; Save-A-Lot.

14 - NEWSPAPERS: LEDGER-INDEPENDENT (m) 7,360; sworn Oct. 1, 1990.
Local Contact for Advertising and Merchandising Data: Patty Moore, Adv. Mgr., LEDGER-INDEPENDENT, 41-43 W. Second St.; PO Box 518, Maysville, KY 41056; Tel. (606) 564-9091.
National Representative: Landon Associates.

MIDDLESBORO

1 - LOCATION: Bell County, E&P Map E-3. SE part of county at junction of 3 states-KY, VA and TN. Center for light mfg., coal, lumber, tobacco and cattle. Rich agric. section. 230 mi. from Cincinnati; 110 mi. from Bristol, TN-VA; 45 air mi. from Knoxville. Gateway to America's largest federal historical park, 20,000 acre Cumberland Gap Historical National Park.

2 - TRANSPORTATION: Railroads-Southern (freight); Seaboard.
Motor Freight Carriers-4.
Intercity Bus Line-Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 11,328; E&P 92 Est. 11,143
CZ-ABC: (80) 12,251
RTZ-ABC: (80) 51,530
County 90 Cen. 31,506; E&P 92 Est. 31,652
City & RTZ-ABC: (80) 63,781

4 - HOUSEHOLDS:
City 90 Cen. 4,499; E&P 92 Est. 4,426
County 90 Cen. 12,466; E&P 92 Est. 12,523
CZ-ABC: (80) 4,452
RTZ-ABC: (80) 16,951
City & RTZ-ABC: (80) 21,403

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$380,000,000
Savings & Loan	3	$222,000,000

6 - PASSENGER AUTOS: Bell County 11,390

7 - ELECTRIC METERS: Residence 6,252

8 - GAS METERS: Residence 2,634

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Tanning 150 ($225); Mining 1,500 ($450); Garments 200; Food 200 ($225); Elastic 150 ($175); Plastic 100; Tourist 200; Metal Fab. 125 ($300); Bottling 130 ($325).

10 - CLIMATE: Min. & Max. Temp.-Spring 20-80; Summer 65-96; Fall 30-70; Winter -5-60. First killing frost, Oct. 18; last killing frost, Apr. 20.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-25 E- mile section N. of downtown and 4 block section of Cumberland Ave., downtown.
Neighborhood Shopping Centers-Cumberland Sq.; Vlg. Sq.; Manor; Middlesboro Mall.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Roses; Wal-Mart; Belk; K mart.
Variety Stores-Dollar General; Hallmark.
Chain Drug Stores-Lee's (Rexall); SupeRx; Kroger; K mart.
Chain Supermarkets-Kroger; A&P; Battles; Piggly Wiggly; Schneider's Food Basket.
Other Chain Stores-Heilig-Meyers (furn.); Pic 'N Pay Shoes; Cato; Radio Shack; Clifford's (jewelers); Shoe Show; C & H Rauch (jewelry); Fashion Bug (clothes); Goody's (clothes); Caylor Music; B&H Shoes; Kinney Shoes.

14 - NEWSPAPERS: DAILY NEWS (e-tues to sat) 7,084; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: J.T. Hurst, Pub., DAILY NEWS, 120 N. 11th St.; PO Box 579, Middlesboro, KY 40965; Tel. (606) 248-1010.
National Representative: Landon Associates.

MURRAY

1 - LOCATION: Calloway County, E&P Map B-3. In W part of state, 42 mi. from Paducah. On State Hwys. 94, 121; U.S. Hwy. 641, 35 mi. from I-24, 20 mi. from Purchase Pkwy. (toll road). Southern gateway to land between the Lakes Federal recreation area.

2 - TRANSPORTATION: Railroads-Louisville & Nashville.
Intercity Bus Line-Brooks Bus Lines.
Motor Freight Carrier-Paschall; Overnight; Yellow; McClain; Smith; Roadway and Consolidated.

3 - POPULATION:
Corp. City 90 Cen. 14,439; E&P 92 Est. 14,477
County 90 Cen. 30,735; E&P 92 Est. 31,553
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 5,734; E&P 92 Est. 5,749
County 90 Cen. 11,652; E&P 92 Est. 11,963

5 - BANKS	NUMBER	DEPOSITS
Banks	3	$386,073,114
Savings & Loan	2	$734,766,100

6 - PASSENGER AUTOS: Calloway County 14,282

7 - ELECTRIC METERS: Residence 6,610; County 8,481

8 - GAS METERS: Propane 2,425; Natural Gas 6,005

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Toys 800 ($225); Women's Designer Clothes 250 ($180); Textiles; Popcorn Proc.; Tobacco; Adhesives; Oil Filters; Educ. Center; Original Stock and Stockingnettes; Specialty Work Gloves 200 ($185); Engines 750 (N.A.); Food Prods. 120 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 75-100; Fall 45-70; Winter 25-50.

11 - TAP WATER: Alkaline, very soft, abundant.

12 - RETAILING: Principal Shopping Areas-7 block area in downtown business district (around court square); 9 blocks along S. 12th St. (U.S. 641); 10 block area extending from intersection of N. 12th St. (U.S. 641) and Chestnut St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belair(13)	NA	Storey's Food, Sears
Central(8)	NA	Wal-Mart, Kroger
Dixieland(20)	NA	
Northside(6)	NA	Adams IGA, Murray Home & Auto
Southside(8)	NA	Auto Shack, Adams IGA

Principal Shopping Days-Mon., Thur., Fri. (Stores Open)-Fri. evenings and Sun. Shopping Centers every evening.

13 - RETAIL OUTLETS: Department Stores-Brights; Behrs; JCPenney.
Discount Stores-K mart; Wal-Mart; Jo-An's Varieties.
Variety Stores-Murray Home & Auto Supply; Bold Liquidators.
Chain Drug Stores-Revco; Wal-Mart.
Chain Supermarkets-Kroger; Piggly Wiggly; Jim Adams; IGA.
Other Supermarkets-Storey's Food Giant; Owens Food Market; D&T Warehouse; Sav-A-Lot.
Other Chain Stores-Michelson's Jewelry; Pick 'N Pay Shoes; Movie World Home TV & Appliance; Holland Medical, Corn-Austin; Video Mart; Dennison Hunt; Boones Laundry; Singer Sewing Center; Big B Cleaners; Coast-to-Coast; Radio Shack.

14 - NEWSPAPERS: LEDGER & TIMES (e) 7,666; sworn Sept. 29, 1990.
Local Contact for Advertising and Merchandising Data: Walter L. Apperson, Pub., LEDGER & TIMES, 1001 Whitnell Ave.; PO Box 1040, Murray, KY 42071; Tel. (502) 753-1916.
National Representative: Papert Companies.

OWENSBORO

1 - LOCATION: Daviess County, E&P Map B-2, (In Owensboro MSA). County Seat. 4 Colleges. Farming, manufacturing, and industrial center in W Central part of state. 90 (air) mi. SW of Louisville; 28 mi. E of Evansville, IN. On U.S. Hwys. 60, 231, 431; State Hwys. 54, 56, 81; Audubon & Green River Pkwys.

2 - TRANSPORTATION: Railroad-L&N.
Motor Freight Carriers-37.
Intercity Bus Lines-Greyhound; Beck Bus (charter); United Coach; Audubon Trails Coach Lines; IV Coaches (charter).
Airlines-American Eagle; Northwest Airlink.
Water-American Barge Line; Federal Barge Line; Union Barge Line; Walker Towing Co.; Ohio Barge Line; Mississippi Valley Barge Lines; Owensboro Riverport Authority; Mid-America Terminals of Kentucky; Owensboro River Rail Terminal.

3 - POPULATION:
Corp. City 90 Cen. 53,549; E&P 92 Est. 53,369
CZ-ABC: (80) 55,464
RTZ-ABC: (80) 189,764
County/MSA 90 Cen. 87,189; E&P 92 Est. 89,376
City & RTZ-ABC: (80) 245,228

4 - HOUSEHOLDS:
City 90 Cen. 21,232; E&P 92 Est. 21,160
County/MSA 90 Cen. 32,128; E&P 92 Est. 32,934
CZ-ABC: (80) 20,557
RTZ-ABC: (80) 65,879
City & RTZ-ABC: (80) 86,436

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$1,837,628,565
Commercial	3	$669,387,840

6 - PASSENGER AUTOS: Daviess County 46,172

7 - ELECTRIC METERS: Residence 21,163

8 - GAS METERS: (City total) 25,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Health Servs. 1,742; MPD Tubes and Components 300; Chewing & Smoking Tobacco and Snuff 550; Meat Packing 475; Elect. Motors and Generators 455; Office Chairs/Furn. 335; Battery Separators, Latex Cellulosic Fibers 310; Coal 286; Fin. Servs. 250; Food Proc. 200; Natural Gas 573; Telephone Servs. 267; Distilleries 259; Services 1,025.
Principal Industrial Pay Days-Mon., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-67; Summer 65-88; Fall 46-69; Winter 27-44. First killing frost, Oct. 17; last killing frost, Apr. 11.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Downtown Shopping-3 blocks on Main St.; 2 on Frederica St.; 1 on Allen St.; 1 on St. Ann St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Audubon Plz.(6)	2	Kroger, Reliable Drug, K mart
Commerce Plz.(2)	2	Kroger, Hook's
Gabe's(9)	1	Foodland, Reliable Drug
Lincoln Mall(9)	2	Foodland
Shawnee Park(7)	3	Foodland, Taylor Drug, Dollar General
Sherwood Plz.(4)	3	Wetzel's Mkt., Big Lots, Auto Zone
Towne Sq. Mall (60)	3	Sears, JCPenney, Bacon's
Towne Sq. North	NA	Service Merchandise, Wal-Mart
Village West(10)	2	Wetzel's Mkt., Kuesters, Rite Aid, Dollar General
Villa Point(3)	3	Foodland, Hook's
Wesleyan Park (40)	2	Kroger, Hook's, K mart, Lazarus, Allied Sporting Goods
Wyndall's(9)	2	Foodland, Dollar General

Neighborhood Shopping Centers-2 blocks on Frederica St. at 10th; 2 on E 4th bet. Hathaway & Leitchfield Rd.; 1 at 8th & Leitchfield Rd.; 2 blocks on Parrish Ave. at Crabtree; 1 block on Crabtree at 9th; Mid-City Plaza, 18th & Sweeney (5 stores); 1 block on Daviess at 18th.

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Shopping Centers open 6 nights a week and Sun. afternoons.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Bacon's; Lazarus.
Variety Store-Dollar General.
Discount Stores-Wal-Mart; K mart; Service Merchandise.
Chain Drug Stores-Reliable 2; Hook's 3; Rite Aid; Osco.
Chain Supermarkets-Kroger 3; Foodland 9; Wetzel's 3; Convenient 3; Sav-a-lot; Pantry 15; Jumpin Jack's 5; Junior's Foodmart 2.
Other Chain Stores-Behr (women's); Baynham's (shoes); Pic-Way (shoes); Kuester's (hardware); Hancock Fabrics; Singer Co.; Radio Shack; Lowe's; Central Tractor; Gordon's Jewelry; Earring Tree; World Bazaar; Levinson's (men's wear); General Nutrition Center; Sherwin-Williams; Regis Beauty Salon; Waldenbooks; Kinney Shoes; Brooks; Jean Nicole; Spencer Gifts; Footlocker; Baskin-Robbins; Connie Shoes; Excursions; Grandy's; Mastercuts; Mothercare; Pearle Vision; Rogers; Ruby Tuesdays; Alrenco; Fashion Bug Plus; Horner-Rausch; The Shoe Carnival; Sycamore Shop; Great American Cookie Co.; County Seat; Kay Bee Toys; Payless Shoes.

14 - NEWSPAPERS: MESSENGER-INQUIRER (m) 32,754; (S) 34,304; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Ed Riney, V.P./Admn. & Finance, MESSENGER-INQUIRER, 1401 Frederica St., Owensboro, KY 42301; Tel. (502) 926-0123.
National Representative: Papert Companies.

PADUCAH

1 - LOCATION: McCracken County, E&P Map A-3. On Ohio River at the mouth of the Tennessee River; 48 mi. E by N from the Mississippi, 185 mi. from Memphis, 175 mi. S of St. Louis. On U.S. Hwys. 45, 60, 62, 68; I-24; State Hwys. 284, 358.

2 - TRANSPORTATION: Railroads-Gulf; CB&Q; Paducah and Illinois; L&N.
Motor Freight Carriers-9.
Intercity Bus Line-Greyhound.
Airlines-Allegheny Commuter; American Eagle; Northwest Airlink.

3 - POPULATION:
Corp. City 90 Cen. 27,256; E&P 92 Est. 26,844
CZ-ABC: (80) 48,700
RTZ-ABC: (80) 194,411
County 90 Cen. 62,879; E&P 92 Est. 64,630
City & RTZ-ABC: (80) 243,111

4 - HOUSEHOLDS:
City 90 Cen. 10,815; E&P 92 Est. 10,652
County 90 Cen. 22,069; E&P 92 Est. 22,683
CZ-ABC: (80) 19,135
RTZ-ABC: (80) 71,457
City & RTZ-ABC: (80) 90,592

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$480,000,000
Savings & Loan	2	$185,000,000

6 - PASSENGER AUTOS: McCracken County 34,141

7 - ELECTRIC METERS: Residence 17,195

8 - GAS METERS: Residence 18,158

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Uranium Separation 1,400; Dresses 120; TVA 545; Milk Prods. 113; Soft Drink Bottling 152; Aluminum and Zinc Castings 150; Wire Mfg. 149; Plastic Prods. 153.

10 - CLIMATE: First killing frost, Oct. 24; last killing frost, Apr. 7.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-30 blocks on 6 sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cardinal Point (8)	NA	Rexall
Hannan Plaza(3)	NA	Kroger, SupeRx
Paducah Mall(28)	NA	Radio Shack
Paducah Sq.(5)	NA	Wal-Mart
Kentucky Oaks Mall(60)	6	Sears, Wal-Mart, JCPenney, Hess's, Elder-Beerman, Venture, Service Mdse.

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Hess's; Elder-Beerman; Venture.
Variety Store-Woolworth.
Chain Drug Stores-SupeRx; Payless 8; Phar-Mor.
Discount Centers-K mart; Wal-Mart; Service Merchandise; Dollar General; Venture.
Chain Supermarkets-Kroger; Piggly-Wiggly; Gore's; Myrick's; Valu Mart; Super Valu.
Other Chain Stores-Goodyear; Pittsburgh Paint Glass; Sherwin-Williams; Singer Co.; Lowe's; S&H Green Stamps; Silo.

14 - NEWSPAPERS: PADUCAH SUN (m-mon to sat) 30,116; (S) 33,361; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Jana Thomasson, Adv. Mgr., PADUCAH SUN, 408 Kentucky Ave., Paducah, KY 402002-2300; Tel. (502) 443-1771.
National Representative: Branham/Newspaper Sales.

RICHMOND

1 - LOCATION: Madison County, E&P Map E-2. County Seat. Agricultural, residential and educational center. Home of Eastern Kentucky University.

2 - TRANSPORTATION: Railroad-L & N (freight).
Motor Freight Carriers-12.
Intercity Bus Line-Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 21,155; E&P 92 Est. 21,045
County 90 Cen. 57,508; E&P 92 Est. 59,607

4 - HOUSEHOLDS:
City 90 Cen. 8,394; E&P 92 Est. 8,351
County 90 Cen. 22,317; E&P 92 Est. 22,131

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$238,302,997
Savings & Loan	1	$81,570,362

6 - PASSENGER AUTOS: Madison County 25,142

7 - ELECTRIC METERS: Residence 19,100

8 - GAS METERS: Residence 6,650

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Foundry Equip. 113 ($275); Batteries 180 ($340); Tool & Stamping 136 ($220); Paint Coating 184 ($320); Army Depot 518 ($378); Miniature Lamps 365 ($325); Drugs & Dry Cleaning 130 ($285).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-64; Summer 72-90; Fall 44-68; Winter 0-35.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Main, First, Second and Third Sts.
Neighborhood Shopping Center-Big Hill Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
University(20)	1	Begley, Winn-Dixie, Roses
Shopper's Village(15)	1	Wal-Mart, IGA, Pic'N Pay
Waco	10	A&B Market
Kirksville	10	Click's Groc.
Berea	12	Purkeys, IGA, Heck's, TG&Y
Richmond Plz.(6)	2	Super Valu, Begley, K mart, S&T Hdwe.
College Park	2	Convenient, Singer

Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Roses.
Discount Stores-Furniture City; Heck's; K mart; Wal-Mart; TG&Y.
Chain Drug Stores-Begley 2; SupeRx; Medicine Shoppe.
Chain Supermarkets-Kroger; Super Valu; IGA; Gateway; Winn-Dixie.
Other Chain Stores-Firestone; Goodyear; Sears (catalog); Leroy's; Montgomery Ward; C&H Rauch; Radio Shack; Napa; Pic 'N Pay; Convenient; Minit Mart; Singer.

14 - NEWSPAPERS: REGISTER (e) 9,367; sworn Sept. 26, 1990.
Local Contact for Advertising and Merchandising Data: Lynne V. Bryant, Adv. Dir., REGISTER, 380 Big Hill Ave., Richmond, KY 40475; Tel. (606) 623-1669.
National Representative: Thomson Newspapers.

SOMERSET

1 - LOCATION: Pulaski County, E&P Map D-3. Agricultural, resort, manufacturing area; S central portion of state; On Lake Cumberland, 75 mi. S of Lexington; On U.S. Hwy. 27, Cumberland Parkway (toll road), Kentucky Hwy. 80, 26 mi. to I-75.

2 - TRANSPORTATION: Railroad-Southern.
Motor Freight Carriers-10.
Intercity Bus Line-Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 10,733; E&P 92 Est. 10,750
County 90 Cen. 49,489; E&P 92 Est. 51,339

4 - HOUSEHOLDS:
City 90 Cen. 4,265; E&P 92 Est. 4,271
County 90 Cen. 18,430; E&P 92 Est. 19,119

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$282,309,851
Savings & Loan	2	$267,714,982

6 - PASSENGER AUTOS: Pulaski County 26,734

7 - ELECTRIC METERS: County Residence 26,311

8 - GAS METERS: Residence 2,753

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass Plant 230 ($340); Clothing 1,150 ($240); Auto Parts 100 ($240); Plumbing Fixt. 235 ($325); Furn. 251 ($250); Coal 80 ($350); Groceries 75 ($200); Houseboats 100 ($250); Charcoal 168 ($260); Dairy Prods. 96 ($265); Air Conditioners 800 ($340).
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: An. Min. & Max. Temp.-28 + 88.

11 - TAP WATER: Soft, lake water.

12 - RETAILING: Principal Shopping Centers-Downtown Somerset Food Fair, True Value Hardware, Midway Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cumberland Square(4)	NA	K mart, Kroger, SupeRx
Somerset Mall (50)	NA	JCPenney, Belk
Somerset Plz. (12)	NA	Wal-Mart, Watson's
Tradewind(27)	NA	Roses, Winn-Dixie

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Tradewind Shopping Ctr., Somerset Mall, Somerset Plaza, Cumberland Square every night.

13 - RETAIL OUTLETS: Department Stores-Roses; Watson's; JCPenney; Belk-Simpson.
Discount Stores-Paul's Discount; Wal-Mart; Midway Discount; K mart.
Variety Stores-Roses; Dollar General.
Chain Drug Stores-SupeRx; Begley 3; Revco.
Chain Supermarkets-Kroger; Winn-Dixie; Food Fair 4; Convenient Mart 4; Mac's Village Pantry 4; IGA; Minit Mart.
Other Chain Stores-Goodyear; Sears; Montgomery Ward; S&T Hardware; Kentucky Food Stores; Singer Co.; Sherwin-Williams; Pic 'N Pay Shoes; Nationwise; Lowe's; Big Lot's.

14 - NEWSPAPERS: COMMONWEALTH-JOURNAL (e-mon to fri) 7,022; (S) 7,022; sworn Oct. 1, 1990.
Local Contact for Advertising and Merchandising Data: David Trimble, Adv. Mgr., COMMONWEALTH-JOURNAL, 110 E. Mt. Vernon St., PO Box 859, Somerset, KY 42501-0859; Tel. (606) 678-8191.
National Representative: Landon Associates.

WINCHESTER

1 - LOCATION: Clark County. (In Lexington-Fayette MSA). E&P Map E-2. County Seat. Agricultural center. 8 mi. N of Kentucky River; On U.S. Hwy. 60; I-64, I-75.

2 - TRANSPORTATION: Railroads-C&O; L&N.
Motor Freight Carriers-2.
Intercity Bus Line-Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 15,799; E&P 92 Est. 15,916
County 90 Cen. 29,496; E&P 92 Est. 30,404
MSA 90 Cen. 348,428; E&P 92 Est. 362,369

4 - HOUSEHOLDS:
City 90 Cen. 6,272; E&P 92 Est. 6,319
County 90 Cen. 11,411; E&P 92 Est. 11,762
MSA 90 Cen. 115,693; E&P 92 Est. 120,292

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$444,786,000
Savings & Loan	2	$82,630,484

6 - PASSENGER AUTOS: Clark County 15,460

7 - ELECTRIC METERS: Residence 10,210

8 - GAS METERS: Residence 5,821

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Constr. 453; Mfg. 3,267; Ins., R.E. 304; Fertilizers 100; Trans., Commun. & Public Util. 965; Whol., Ret. Trade 2,429; Servs. 1,340; Gov't 1,044.
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: First killing frost, Oct. 11; last killing frost, Apr. 6.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Center-10 blocks on four streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Boonesboro Plz. (2)	NA	IGA, Day Drugs
Meadowbrook(1)	NA	U-Save
Winchester Plaza(16)	NA	Winn-Dixie, Roses, Watson's, Begley's, Big Lots
Shopper's Village(12)	3	Foodtown,
Town & Country	3	K mart, Kroger

13 - RETAIL OUTLETS: Department Store-Watson's.

Variety Stores-Dollar General; Roses; Wal-Mart; K mart; Family Dollar.

Chain Drug Stores-SupeRx; Reliable; Rite Aid.

Chain Supermarkets-Kroger; Shopwise; U-Save; Winn-Dixie; Gaunce Maxi Mart; Foodtown; Convenient Food Mart; Jr. Food Mkt.; Super America; Save-A-Lot.

Other Chain Stores-Movie Warehouse; Leroy's Jewelers; C&H Rauch; Video Selection.

14 - NEWSPAPERS: SUN (e) 7,157; sworn Oct. 1, 1990.

Local Contact for Advertising and Merchandising Data: Sharon Tuminski, Adv. Dir., SUN, Wall & Cleveland, Winchester, KY 40391; Tel. (606) 744-3123.

National Representative: Papert Companies.

LOUISIANA SURVEY

METROPOLITAN STATISTICAL AREAS

Alexandria-Rapides Parish.
Baton Rouge-Ascension, East Baton Rouge, Livingston and West Baton Rouge Parishes.
Houma-Thibodaux-Lafourche and Terrebonne Parishes.
Lafayette-Lafayette and St. Martin Parishes.
Lake Charles-Calcasieu Parish.
Monroe-Ouachita Parish.
New Orleans-Jefferson, Orleans, St. Bernard, St. Charles, St. John the Baptist and St. Tammany Parishes.
Shreveport-Bossier and Caddo Parishes.

POPULATION ESTIMATES

(Thousands)

Age Group	1980	1990	1992
Under 5 Years	361	420	431
5-14 Years	717	697	715
15-24 Years	846	700	718
25-44 Years	1,131	1,380	1,415
45-64 Years	846	686	703
65 and Over	404	356	365
TOTAL	4,204	4,238	4,347

Based on U.S. Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1977 Census	1982 Census	1992 Est.
Bldg. Mat./Hdwr	663	1,147	2,047
General Mdse	1,669	2,314	4,271
Food	3,079	4,919	8,119
Automobiles	2,707	3,706	6,019
Gasoline Stations	858	1,538	1,554
Apparel	675	1,128	1,660
Furniture	553	895	1,253
Eat-Drink Places	997	1,797	2,760
Drugs	405	730	1,399
TOTAL SALES	12,417	19,986	29,909

ABBEVILLE

1 - LOCATION: Vermilion Parish, E&P Map B-4, Parish Seat. Oil & gaswells. Rice mills, sugar & syrup factories. Trapping, agriculture & livestock. On Vermilion River, 65 mi. SW of Baton Rouge; 20 mi. S of Lafayette.

2 - TRANSPORTATION: Railroad-Southern Pacific.

Motor Freight Carriers-SAIA; Southern Pacific.

3 - POPULATION:

Corp. City 90 Cen. 11,187; E&P 92 Est. 10,946
Parish 90 Cen. 50,055; E&P 92 Est. 51,666

4 - HOUSEHOLDS:

City 90 Cen. 4,182; E&P 92 Est. 4,092
Parish 90 Cen. 18,135; E&P 92 Est. 18,719

5 - BANKS	NUMBERS	EST. DEP.
Savings & Loan	5	N.A.
Commercial	7	$259,564,000

6 - PASSENGER AUTOS: Vermilion Parish 23,341

7 - ELECTRIC METERS: 4,814

8 - GAS METERS: 4,705

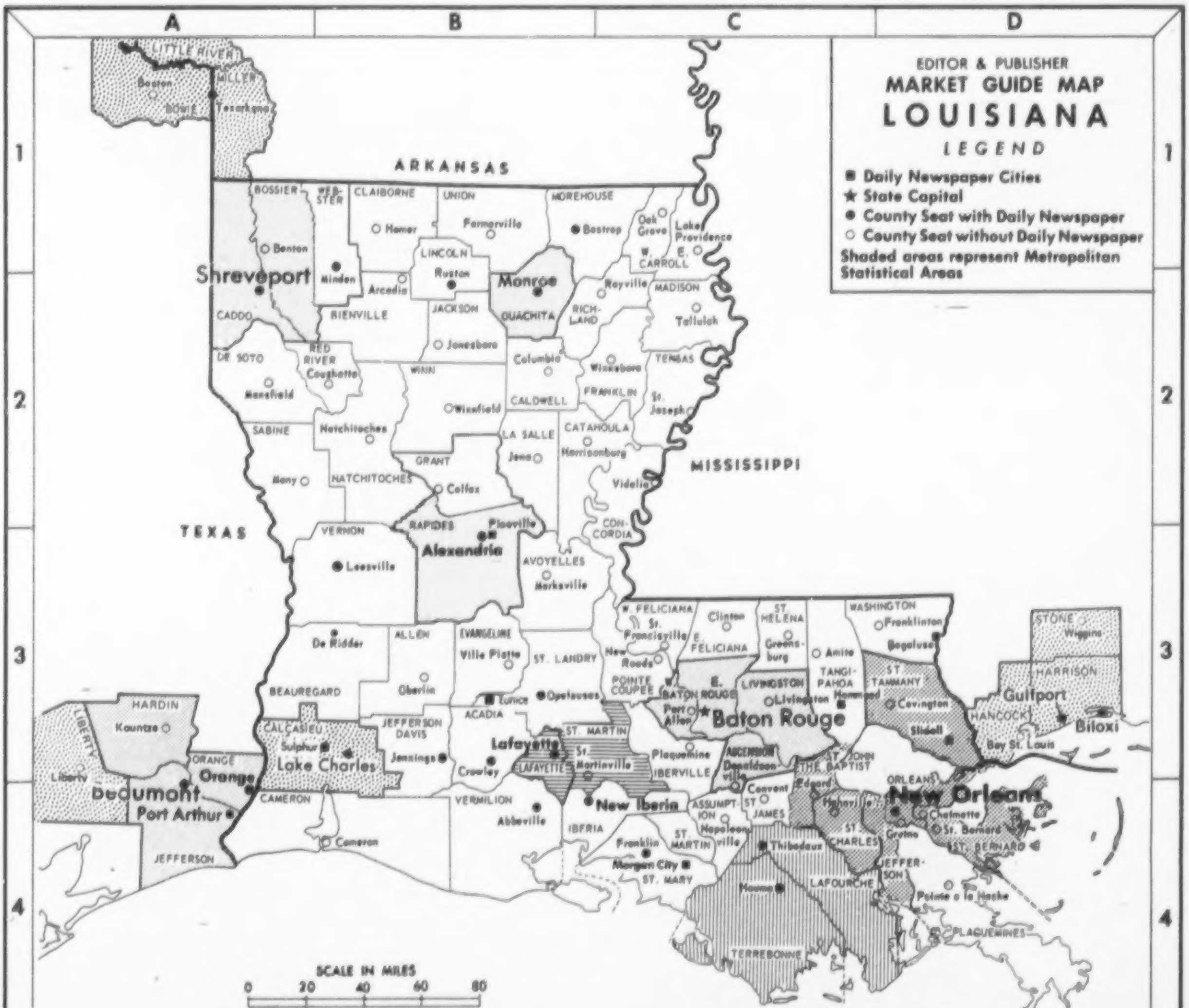
9 - PRINCIPAL INDUSTRIES: Industry-Rice Mills; Farming; Oil Producers; Textile Plant; Fishing Port.

Principal Industrial Pay Days-1st & 15th Monthly.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-70; Summer 80-90; Fall 60-70; Winter 30-70. First killing frost, Jan.; last killing frost, Mar.

11 - TAP WATER: Soft (City).

12 - RETAILING: Principal Shopping Centers-Abbeville By-Pass & Lyman St.; Veterans Memorial Dr.; By-Pass Hwy. 14; Main St.; Charity Street.


EDITOR & PUBLISHER
MARKET GUIDE MAP
LOUISIANA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
A
B
C
D
1
2
3
4
ARKANSAS
TEXAS
MISSISSIPPI
Shreveport
Monroe
Alexandria
Lake Charles
Lafayette
Baton Rouge
New Orleans
New Iberia
Houma
Thibodaux
Beaumont
Port Arthur
Orange
Gulfport
Biloxi
Abbeville
Texarkana
SCALE IN MILES
0
20
40
60
80

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Abbeville(2)	NA	Winn-Dixie, Family Dollar, K&B Drugs
Lafitte(6)	NA	Eckerd, Allied, Sears, Lafitte Supermarket, Curtis Mathis
Lastarmco(4)	NA	Movie Mart
Oaklawn	NA	Wal-Mart, K&B
Tiffany Plaza	NA	Delchamps, Otasco, Anthony's, Beall-Ladymon
Westgate(4)	NA	National, Burger Chef

Principal Shopping Days-Mon., Thur., Fri., Sat.

Stores Open Evenings-Shopping Ctrs.

13 - RETAIL OUTLETS: Department Stores-Beall-Ladymon; Anthonys; Dollar General; Wal-Mart; Hi-Lo.

Discount Store-Family Dollar.

Chain Drug Stores-Eckerd; K&B; Thrift-T-Way; Cashway; The Medicine Shop.

Chain Supermarkets-Winn-Dixie; National; AG; Delchamps; Piggly Wiggly.

Other Chain Stores-Green Light; Sears; 7-Eleven; Stop & Shop; Vermilion Auto Parts.

14 - NEWSPAPERS: MERIDIONAL (m-tues to fri) 5,246; (S) 5,893; sworn Mar. 31, 1990.

Local Contact for Advertising and Merchandising Data: Mike Hebert, Adv. Mgr., MERIDIONAL, PO Box 400, Abbeville, LA 70510; Tel. (318) 893-4223.

National Representative: None.

ALEXANDRIA-PINEVILLE

1 - LOCATION: Rapides Parish. (In Alexandria MSA). E&P Map B-3. Parish Seat. Agricultural and retail trade center. On the Red River; 200 mi. NW of New Orleans; 125 mi. SE of Shreveport. U.S. Hwys. 71, 165, 167; State Hwys. 1, 28; Interstate 49.

2 - TRANSPORTATION: Railroads-L&A; Kansas City Southern; Missouri Pacific; Texas & Pacific; Southern Pacific.

Motor Freight Carriers-14.

Intercity Bus Lines-Greyhound; Harlan.

Airlines-American Eagle; Northwest Airlink; ASA; Delta Connection; Continental Express; L'Express.

3 - POPULATION:

Corp. Cities 90 Cen. 61,439; E&P 92 Est. 61,007
  Alexandria 90 Cen. 49,188; E&P 92 Est. 48,713
  Pineville 90 Cen. 12,251; E&P 92 Est. 12,294
CZ-ABC: (80) 69,141
RTZ-ABC: (80) 226,771
Parish/MSA 90 Cen. 131,556; E&P 92 Est. 134,177
City & RTZ-ABC: (80) 295,912

4 - HOUSEHOLDS:

Cities 90 Cen. 22,968; E&P 92 Est. 22,806
  Alexandria 90 Cen. 18,388; E&P 92 Est. 18,210
  Pineville 90 Cen. 4,580; E&P 92 Est. 4,596
Parish/MSA 90 Cen. 46,984; E&P 92 Est. 47,920
CZ-ABC: (80) 24,452
RTZ-ABC: (80) 72,129
City & RTZ-ABC: (80) 96,581

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$754,339,000
Savings & Loan	4	$435,684,839

6 - PASSENGER AUTOS: Rapides Parish 65,936

7 - ELECTRIC METERS: Residence & Bus. 39,562

8 - GAS METERS: Residence & Bus. 27,573

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Bakery Prods. 450; Bottlers 175; Concrete Prods. 190; Lumber and Creosote Prods. 1,150; Furn. and Fixt. 300; Meat and Poultry Prods. 600; Steel and Metal Prods. 900; Wood Prods.-Millwork 300; Gov't Agencies 3,500; Detergents 200; Liner Board 500; Printing, Pub. and Allied 300.

Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-94; Summer 57-98; Fall 30-93; Winter 11-92. First killing frost, Dec. 1; last killing frost, Mar. 1.

11 - TAP WATER: Not fluoridated.

12 - RETAILING: Principal Shopping Centers-25 blocks on Main, Third and Fourth St.; Garden District Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alexandria(60)	NA	JCPenney, Sears, Dillard's, Mervyn's
MacArthur Vlg. (29)	NA	Kroger
Metrocenter Mall (3)	NA	Wal-Mart, Winn-Dixie, Montgomery Ward
Southside(11)	NA	Food Mart
Westgate(17)	NA	A&P, K mart
Edgewood Plz.	NA	Piggly Wiggly, Ben Franklin
Pineville Plz.	NA	Winn-Dixie Eckerd
Kings Country	NA	Wal-Mart, Delchamp's, K&B
The Pines Shpg. Ctr.	NA	K mart, Super One Foods

Principal Shopping Days-Mon., Thur., Sat.

Stores Open Evenings-Every night.

13 - RETAIL OUTLETS: Department Stores-Weiss & Goldring; Sears; JCPenney; Montgomery Ward; Gus Kaplan; Beall's; Dillard's.

Discount Stores-Wal-Mart 2; K mart 2; Target; Mervyn's; Service Merchandise; Sam's Wholesale Club.

Variety Store-Ben Franklin.

Chain Drug Stores-Red Cross; K&B 2; Eckerd 3.

Chain Supermarkets-A&P 3; Kroger 2; Albertson's; Salley's 3; Winn-Dixie 2; Piggly Wiggly; Delchamp's 2; Super One 2.

Other Chain Stores-Auto: Firestone, Goodyear, Goodrich; Sewing: Singer Co; Shoes: Hardy, Kinney, Gallenkamp; Jewelers: Gem; Gordon; Sweeney; Women's Apparel: Lerner; Music: Radio Shack, Newsom, Musicland; Building Materials: McCoys; Lowe's; Nutrition: General Nutrition Centers.

14 - NEWSPAPERS: TOWN TALK (m) 41,214; (S) 41,991; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: William Heirtzler, Natl. Adv. Mgr., TOWN TALK, PO Box 7558, Alexandria, LA 71306; Tel. (318) 487-6391.

National Representative: Branham/Newspaper Sales.

BASTROP

1 - LOCATION: Morehouse Parish. E&P Map B-1. Parish Seat. Pulp and paper center; sales area for agricultural products of Parish. 150 mi. N and W of Baton Rouge; 120 mi. E of Shreveport; 125 mi. W of Jackson, MS; 183 mi. S and E of Little Rock, AR. On U.S. Hwy. 165; State Hwys. 2 & 139.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Arkansas; Louisiana and Missouri.

Motor Freight Carriers - Red Ball; Steve Thompson; Great Western; Vernen Sawyer.

Airlines-Delta; Republic; Royal (Airport, 23 mi. at edge of Monroe, LA).

3 - POPULATION:

Corp. City 90 Cen. 13,916; E&P 92 Est. 13,594
Parish 90 Cen. 31,938; E&P 92 Est. 32,182

4 - HOUSEHOLDS:

City 90 Cen. 5,202; E&P 92 Est. 5,083
Parish 90 Cen. 11,358; E&P 92 Est. 11,444

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$175,000,000
Savings & Loan	1	$38,000,000

6 - PASSENGER AUTOS: Morehouse Parish 20,682

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper Making & Converting 1,200 ($293); Chem.; Trailer Mfg.; Wood Prods.; Paper Container Mfg.; Garment-700 ($148).

Principal Industrial Pay Days-Thur.; 1st & 15th.

10 - CLIMATE: Av. Min. & Max. Temp.-Winter 21-75; Summer 68-98.

11 - TAP WATER: Natural, soft.

12 - RETAILING: Principal Shopping District-3 blocks each on Madison, Jefferson, Washington, Cypress, Pine, Vine, Franklin; 2 Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Magnolia(13)	NA	Big Star
Washington Sq. (10)	NA	Collins Food, K&B, Western Auto

Neighborhood Shopping Centers-7 blocks W. of Center on W. Madison; 8 N. of center on N. Washington; 10 E. of center on E. Madison; 18 N. & E. at Cherry; Ridge & McCreight; 18 S. on S. Washington; 25 W. on Hwy. 165.

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Store-Seligman's.

Discount Stores-Fred's; Wal-Mart; K&B; Super 10; Revco.

Chain Supermarkets-Delchamps Super; Super 1.

Other Chain Stores-Western Auto; Bastrop Tire (Goodrich); Goodyear.

14 - NEWSPAPERS: ENTERPRISE (e-mon to fri) 5,831; sworn Sept. 28, 1990.

Local Contact for Advertising and Merchandising Data: Jim Shanks, Adv. Dir., ENTERPRISE, PO Box 311, Bastrop, LA 71220; Tel. (318) 281-4421.

National Representative. None.

BATON ROUGE

1 - LOCATION: East Baton Rouge Parish (MSA). E&P Map C-3. State Capital and Parish Seat. Deep water port, 4th largest in the U.S., 240 mi. inland from the Gulf of Mexico; lying along 11 mi of the first high land along the Mississippi River. On the eastern bank; 80 land mi. NW of New Orleans; 237 mi. SE of Shreveport. Heavy concentration of oil refining (2nd largest oil refinery in the U.S.) and chemical processing industries. Principal state offices and bureaus. Retail and wholesale marketing center. On U.S. Hwys. 61, 65, 71, 190, I-10, I-12.

2 - TRANSPORTATION: Railroads-Illinois Central; Kansas City Southern; Missouri Pacific; Texas and Pacific.

Motor Freight Carriers-43.

Intercity Bus Lines-Trailways; Greyhound.

Airlines-Delta; Continental; Northwest; American; Emerald Air.

3 - POPULATION:

Corp. City 90 Cen. 219,531; E&P 92 Est. 219,553
NDM-ABC: (80) 366,191
RTZ-ABC: (80) 317,840
Parish 90 Cen. 380,105; E&P 92 Est. 392,582
MSA 90 Cen. 528,264; E&P 92 Est. 548,529
NDM & RTZ-ABC: (80) 684,031

4 - HOUSEHOLDS:

City 90 Cen. 82,068; E&P 92 Est. 82,076
NDM-ABC: (80) 124,346
RTZ-ABC: (80) 97,437
Parish 90 Cen. 140,780; E&P 92 Est. 145,401
MSA 90 Cen. 191,055; E&P 92 Est. 198,328
NDM & RTZ-ABC: (80) 221,783

5 - BANKS	NUMBER	DEPOSITS
Commercial	17	$8,556,050,000
Savings & Loan	9	N.A.

6 - PASSENGER AUTOS: East Baton Rouge Parish 267,811

7 - ELECTRIC METERS: Residence 176,142

8 - GAS METERS: Residence 85,122

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Chem. & Petroleum 10,300 ($693); Mfg. 18,700 ($523); Constr. 20,200; Trans., Commun., Util. 10,500; Trade 51,900; Gov't 55,700.

Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 58-76; Summer 71-91; Fall 59-79; Winter 45-63. First killing frost, Nov. 15; last killing frost, Mar. 1.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Downtown Shopping Center-5 blocks on Third; 6 on Main; 4 on N. Blvd.; Main Suburban; Florida Blvd.

Neighborhood Shopping Area-Choctaw & Planks Rds.; Highland Rd. & Chimes St.; Weller Ave. and Scenic Hwy.; Main and N. 16th Sts.; Plank Rd. from 2,500 to 4,000; Government St. from 2,500 to 3,200; Florida Ave. at Cora Dr.; Florida Ave. at N. Foster Dr.; 7,100 to 7,500 Florida St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cortana Mall	6	Sears, Dillard's, Penney's
Bon Marche Mall(103)	5	Dillard's, Mont. Ward
Hammond-Aire(65)	NA	Marshalls, Steinmart, Home Depot, Michael's, Albertson's
Delmont Vlg.(19)	NA	Dillard's, JCPenney
Broadmoor(20)	5	National
University(15)	3	Super Fresh
Choctaw(13)	3	Super Fresh, McCrory
Twin Cedars	3	Winn-Dixie
Laurel Lea(18)	6	Laurel Lea Mkt.
Tynes	5	B.R. Furn.
Acadian Plz.	3	Rexall, National
Foster	4	National
Mid-City	4	7-Eleven
Goodwood	4	Sleep Shop
Greenway	8	McCrory
Plank Road Mall(4)	6	Super Fresh
Southdowns(15)	5	Duby Furn.
Central(16)	NA	McCrory
Claitors	NA	McCrory
Cloverleaf(19)	NA	
Coles Plaza	NA	Coles Florist
Colonial	NA	Natl. Food
Esplanade	NA	Todd Garland
Drusilla(7)	NA	Drusilla Seafood, Hancock's, Winn-Dixie
Florida Plz.(10)	NA	Red Wing Shoes
Broadwood	NA	New Generation
Highland South	NA	McCrory
Interstate	NA	Bargain Time, Winn-Dixie
Jefferson Plz.	NA	Super Fresh
Merrydale	NA	Super Fresh
Monterrey Vlg.(9)	NA	Super Fresh
Northpark	NA	Eckerd
Ogden Park	NA	
Perkins Road	NA	Natl. Food
Prescott	NA	McCrory
Rebel(4)	NA	
Quick and Handy	NA	Stop & Go
Scenic	NA	Natl. Food
Seneca(10)	NA	Phil-A-Sak
Sherwood Forest (11)	NA	Delchamps
Sherwood Plz.	NA	K&B
Sherwood South(11)	NA	Super Fresh, Eckerd
Stanford Ave.	NA	Lil General
Village Green(6)	NA	Winn-Dixie
Village Sq.(83)	NA	K&B, Super Fresh, Service Mdse.
Westmoreland(15)	NA	Super Fresh, K&B, Dillard's

13 - RETAIL OUTLETS: Department Stores-Maison Blanche 2; Sears; Montgomery Ward; JCPenney; Dillard's 4; Mervyn's.

Discount Stores-Service Mdse.; K mart 6; Wal-Mart 3; Sam's.

Variety Stores-Woolworth; McCrory; Dollar General; Family Dollar; Bargain Time.
Chain Drug Stores-Rexall 9; K&B 12; Eckerd 13; Griffon's 3; Kare 5; Medicine Shoppe 2.
Chain Supermarkets-Super Fresh (A&P) 16; Winn-Dixie 14; National Food 6; Delchamps 5; Circle K 56; Community 2; Cracker Barrel 15; Phil-A-Sak 14; Stop & Go 10; Albertson's 3; Acadiene; Schwegmanns; Assoc. Grocers 56; Blue Ribbon 4.
Other Chain Stores-Shoes: Thom McAn, Shoe Town, Baker; Women's Apparel: Lerner; Jewelry: Gordon's, Ryders, Zales.

14 - NEWSPAPERS: MORNING ADVOCATE (m-mon to fri) 84,480; STATE-TIMES (e-mon to fri) 26,633; (m-sat) 86,048; (e-sat) 23,305; ADVOCATE (S) 140,220; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Mike Nola, Nat'l. Adv. Mgr., STATE TIMES and ADVOCATE, 525 Lafayette St., Baton Rouge, LA 70802; Tel. (504) 383-1111.
National Representative: Branham/Newspaper Sales.

BOGALUSA

1 - LOCATION: Washington Parish, E&P Map D-3. 71 mi. NE of New Orleans. On State Hwys. 10, 21, 60 & 1075; 30 mi. to Lake Pontchartrain Causeway to New Orleans.

2 - TRANSPORTATION: Railroad-Illinois Central Gulf.
Intercity Bus Line-Greyhound.
Motor Freight Carriers-4.
Waterway-Pearl River Canal to Gulf of Mexico.

3 - POPULATION:
Corp. City 90 Cen. 14,280; E&P 92 Est. 13,741
Parish 90 Cen. 43,185; E&P 92 Est. 44,087

4 - HOUSEHOLDS:
City 90 Cen. 5,338; E&P 92 Est. 5,137
Parish 90 Cen. 15,994; E&P 92 Est. 16,329

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$306,000,000

6 - PASSENGER AUTOS: Washington Parish 21,523

7 - ELECTRIC METERS: Residence 8,426

8 - GAS METERS: Residence 8,518

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Papermaking, Box & Bag Mfg. 1,000 ($345); Lumbering 600 ($220); Agric. (Dairying, Grains, Soybeans, Tomatoes, Melons); Iron & Steel Foundry; Whol. Nursery; Freshwater Catfish Raising; Elect. Assembly Plant; Garment Factory; Pump-Valve Mfg.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-89; Summer 61-100; Fall 45-90; Winter 31-73.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pine Tree Plz.(12)	1	Winn-Dixie, Eckerd, Radio Shack
Pleasant Hill	2	Bogalusa Home Super
Northgate(12)	1	Hudson's Salvage Ctr., Bill's Dollar Store
Shopyard Sq.(9)	1	Katz & Besthoff, Wal-Mart, A&P, Western Auto, Legends Sports Ctr., Ace Hdwe.
Eastgate	20	Winn-Dixie, Goodyear
Riverside	22	Sunflower Groc. Sears, TG&Y

13 - RETAIL OUTLETS: Department Stores-JCPenney; Case Shoes; Rosenblum's; Cato; Dress for Less; Koolers of Bogalusa.
Discount Stores-Fred's; Dollar General; Hudson's Salvage Ctr.; Family Dollar.
Variety Stores-Bill's Dollar; Wal-Mart.
Chain Drug Stores-Walgreens; Rexall 2; Eckerd; Starns; Katz & Besthoff.
Chain Supermarkets-A&P; National Tea; Winn-Dixie; Bogalusa Home Super 3; Delchamps.
Other Chain Stores-Sears (catalog); Western Auto; Goodrich; Dixie Auto-Lec; Townsend Music; Radio Shack.

14 - NEWSPAPERS: NEWS (e-mon to fri; S) 7,086; June 30, 1990 VAC.
Local Contact for Advertising and Merchandising Data: Linda Clements, Adv. Dir., NEWS, 525 Ave. V; PO Box 820, Bogalusa, LA 70427; Tel. (504) 732-2565.
National Representative: None.

CROWLEY

1 - LOCATION: Acadia Parish, E&P Map B-3. Midway between New Orleans and Houston, TX. Baton Rouge 98 mi.; Alexandria, 80 mi. N Of U.S. Hwy. 90, Old Spanish Trail; State Hwy. 26.

2 - TRANSPORTATION: Railroads-Southern Pacific; Missouri Pacific.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Texas International; La Gros Airport.

3 - POPULATION:
Corp. City 90 Cen. 13,983; E&P 92 Est. 13,572
Parish 90 Cen. 55,882; E&P 92 Est. 57,194
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 5,227; E&P 92 Est. 5,074
Parish 90 Cen. 19,105; E&P 92 Est. 19,554

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$145,702,000
Commercial	3	$53,000,000

6 - PASSENGER AUTOS: Acadia Parish 33,344

7 - ELECTRIC METERS: Residence 5,750

8 - GAS METERS: Residence 4,857

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Food Proc. 869; Ret. 1,669; Personal Servs. 981; Gov't 881; Trans. & Util. 550; Oil Prods. & Refining 515; Agric. 3,050; Garment Mfg. 420.

10 - CLIMATE: Min. & Max. Temp.-10 year average, year-round Min. 57; Max. 85.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gateway	NA	
Northpark(9)	NA	Winn-Dixie
Wager's(4)	NA	Wager's Phcy., Sears

Principal Shopping Days-Mon., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Nichols; Family Dollar; Beall's; Mervine Kahn; Sears (catalog); Allied.
Discount Store-Wal-Mart.
Chain Drug Stores - Eckerd 2.
Chain Supermarkets-National Food; Winn-Dixie; ShopRite 2.
Other Chain Stores-Goodyear; Western Auto.

14 - NEWSPAPERS: POST-SIGNAL (e-tues to fri; S) 6,994; sworn Oct. 2, 1990.
Local Contact for Advertising and Merchandising Data: Milo A. Nickel, Pub., POST-SIGNAL, 602 N. Parkerson Ave., Crowley, LA 70526; Tel. (318) 783-3450.
National Representative: None.

DE RIDDER

1 - LOCATION: Beauregard Parish, E&P Map A-3, County Seat. Western part of the state, 45 mi. N. of Lake Charles. On U.S. Hwys. 171 & 190.

2 - TRANSPORTATION: Railroad-Kansas City Southern; Santa Fe.
Motor Freight Carriers-3.
Inter City Bus Line-Greyhound.

3 - POPULATION:
Corp City 90 Cen. 9,868; E&P 92 Est. 9,630
County 90 Cen. 30,083; E&P 92 Est. 30,944

4 - HOUSEHOLDS:
City 90 Cen. 3,689; E&P 92 Est. 3,600
County 90 Cen. 10,841; E&P 92 Est. 11,151

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: Beauregard County 17,307

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Boise Cascade (Paper Prods.) 1,000; Westvaco Chemical 350; Ampacete (Chem.) 300. Av. Wkly. Wage N.A.
Principal Industrial Pay Days- 1st & 15th.

10 - CLIMATE: Av. Temp.-Summer 85; Winter 60.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Neighborhood Shopping Center-Park Terrace on Hwy. 171 & Park Rd. on E. 1st.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Park Terrace(14)	NA	Beall's, Champion Jewelery

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Beall's; JCPenney.
Variety Stores-K mart; Wal-Mart; Family Dollar; Dollar General.
Chain Drug Stores-Thriftway; Ideal; Irvin.
Chain Food Supermarkets-Brookshire Bros.; Price-Lo.
Other Chain Stores-Payless Shoes; Allied Dept. Stores.

14 - NEWSPAPERS: BEAUREGARD DAILY NEWS (m-tues to fri; S) 9,000; (S) 13,800; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: George Jinks, Gen. Mgr., BEAUREGARD DAILY NEWS, 903 W. 1st.; PO Box 698, De Ridder, LA 70634; Tel. (318) 462-0616.
National Representative-Papert Companies.

EUNICE

1 - LOCATION: St. Landry Parish, E&P Map B-3. In South central part of state.

2 - TRANSPORTATION: Railroad-Missouri Pacific.
Motor Freight Carriers-Several.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 90 Cen. 11,162; E&P 92 Est. 10,899
County 90 Cen. 80,331; E&P 92 Est. 81,642

4 - HOUSEHOLDS:
City 90 Cen. 4,173; E&P 92 Est. 4,074
County 90 Cen. 26,777; E&P 92 Est. 27,214

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$270,000,000

6 - PASSENGER AUTOS: St. Landry County 39,067

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7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry-Gas; Farming.

Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Av. Annual Temp.-80.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Plaza Acadienne (9)	NA	Delchamps, Howard Bros.
Westgate	NA	Winn-Dixie

13 - RETAIL OUTLETS: Department Stores-Beall-Ladymon.

Discount Stores-Dollar General; Wal-Mart; Howard Bros.

Variety Stores-K mart; TG&Y.

Chain Drug Store-Eckerd.

Chain Supermarkets-A&P; Winn-Dixie; Delchamps.

14 - NEWSPAPERS: NEWS (m-tues to fri; S) 6,000; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Gary Miller, Adv. Dir., NEWS, 251 N Second St.; PO Box 989, Eunice, LA 70535; Tel (318) 457-3061.

National Representative: Papert Companies.

FRANKLIN

1 - LOCATION: St. Mary Parish. E&P Map C-4. County Seat. S part of state.

2 - TRANSPORTATION: Railroads-Southern Pacific; Missouri Pacific.

Intercity Bus Line-Greyhound.

Motor Freight Carriers-5.

3 - POPULATION:

Corp. City 90 Cen. 9,004; E&P 92 Est. 8,888
Parish 90 Cen. 58,086; E&P 92 Est. 58,310

4 - HOUSEHOLDS:

City 90 Cen. 3,366; E&P 92 Est. 3,323
Parish 90 Cen. 19,362; E&P 92 Est. 19,437

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$260,000,000
Savings & Loan	2	$330,000,000

6 - PASSENGER AUTOS: St. Mary Parish 27,551

7 - ELECTRIC METERS: Residence 3,290

8 - GAS METERS: Residence 3,762

9 - PRINCIPAL INDUSTRIES: Sugar Mfg.; Carbon Black Mfg.; Steel Fab.; Salt Mining; Gas & Oil Proc.; Elect. Power Plant; Water Trans.

10 - CLIMATE: Av. Min.-Max.-Summer 60-100; Winter 25-70; Av. Rainfall 66 in. an.

11 - TAP WATER: N.A.

12 - RETAILING: Shopping Center-Blakesley-Main St. St Brown Castille.

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Louis Wormser's; Marx Silverman; A. Friedman; Allied; Hill-Behan; Sears (catalog); Acme; Montgomery Ward; Murphy Mart.

Variety Store-Wal-Mart.

Chain Drug Stores-Eckerd; Cashway.

Chain Supermarkets-A&P; National; Gus's Big Star; IGA; Ledet's.

Other Chain Stores-White Bros.; Western Auto; Auto-Lec.

14 - NEWSPAPERS: BANNER TRIBUNE (e-mon to fri) 3,209; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Allan Von Werder, Pub., BANNER-TRIBUNE, 111 Wilson St.; PO Box 566, Franklin, LA 70538-0566; Tel. (318) 828-3707.

National Representative: Louisiana Press Association.

HAMMOND

1 - LOCATION: Tangipahoa Parish. E&P Map C-3. Dairy, poultry, strawberry, candy, plywood center, distribution warehouse center, home of Southeastern Louisiana University; SE portion of state. 55 mi. N of New Orleans; 40 mi. E of Baton Rouge. On U.S. Hwys. 51 and 190; I-12 and I-55.

2 - TRANSPORTATION: Railroad-Illinois Central.
Motor Freight Carriers-6.
Intercity Bus Line-Southern Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 15,871; E&P 92 Est. 16,037
NDM-ABC: (80) 83,156
Parish 90 Cen. 85,709; E&P 92 Est. 88,937

4 - HOUSEHOLDS:

City 90 Cen. 5,933; E&P 92 Est. 5,995
Parish 90 Cen. 30,217; E&P 92 Est. 31,355
NDM-ABC: (80) 26,674

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$445,823,000
Savings & Loan	4	$129,402,000

6 - PASSENGER AUTOS: Tangipahoa Parish 43,285

7 - ELECTRIC METERS: Residence 4,587

8 - GAS METERS: Residence 3,287

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 2,394; Ret. & Whol. Trade 5,318; Gov't 2,440; Agricultural 2,969; Constr. 651; Trans. 440; Mining 74; Fin., Ins. & Real Estate 475; Servs. & Misc. 952.

10 - CLIMATE: Ozone Belt-Av. low temp. 51; Av. high 82. First killing frost, Nov. 21; last killing frost, Mar. 6.

11 - TAP WATER: Alkaline, very soft; 99.8 pure; not fluoridated.

12 - RETAILING: Neighborhood Shopping Center-1100 W. Thomas to 1900 W. Thomas St. 2000 S.W. Railroad Ave., 400 W. Thomas to 300 E. Thomas, 400 W. Morris to 300 E. Morris.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ponchatoula(15)	6	Bargain Time, Winn-Dixie
Channel(20)	1	Sunflower
Hammond Sq. Mall(73)	1	Sears, JCPenney, Dillard's
Town & Country Plaza(31)	NA	Winn-Dixie, Bargain Time
West Gate(3)	1	Family Dollar, Fred's
Seville Plaza	NA	Wal-Mart, Albertson's
Westside	NA	K mart, K&B Drugs, Delchamps

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-All major dept. stores.
Principal Industrial Pay Days-1st & 15th.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Rosenblum's; Sears; Dillard's.
Discount Stores-Direct Factory, K mart; Wal-Mart; Dollar General; Family Dollar.
Variety Store-Fred's.
Chain Drug Stores-Rexall; Walgreens; Eckerd; K&B.
Chain Supermarkets-A&P; Winn-Dixie; Handi-Pak 2; Sunflower; Delchamps; Albertsons; Schwegmann; Associated Grocers.
Other Chain Stores-Auto Accessories: Goodyear, Firestone, General Tire; Bill's Dollar Stores (Walker Variety); Smart & Thrifty; Otasco; Radio Shack; Zales Jewelry; Sherwin-Williams; Lowe's; Auto Zone; Radio Shack; Shoe Town; Payless Shoe Source; Kinney Shoes; The Limited; Shoe City; Susies' Casuals; Lerner Shop; Lane Bryant; Kay Bee Toys.

14 - NEWSPAPERS: STAR (e-mon to fri) 11,727; (S) 12,809; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Liz Black, Adv. Mgr., STAR, 725 Morrison Blvd., PO Box 1149, Hammond, LA 70404; Tel. (504) 345-2333; FAX (504) 542-0242.
National Representative: Papert Companies.

HOUMA

1 - LOCATION: Terrebonne Parish. (In Houma-Thibodaux MSA). E&P Map C-4. Parish Seat. Southern part of state. Manufacturing, agriculture (sugar cane, soy beans), oil and gas exploration, seafood. 54 mi. SW of New Orleans. On U.S. Hwy. 90; State Hwy. 90.

2 - TRANSPORTATION: Railroad-Southern Pacific.
Intercity Bus Line-Greyhound.
Motor Freight Carriers-7.

3 - POPULATION:

Corp. City 90 Cen. 30,495; E&P 92 Est. 30,074
Parish 90 Cen. 96,982; E&P 92 Est. 99,986
NDM-ABC: (80) 94,393
MSA 90 Cen. 182,842; E&P 92 Est. 188,712

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 11,400; E&P 92 Est. 11,242
Parish 90 Cen. 32,327; E&P 92 Est. 33,329
NDM-ABC: (80) 29,285
MSA 90 Cen. 60,947; E&P 92 Est. 62,904

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$800,606,108
Savings & Loan	4	$169,092,976

6 - PASSENGER AUTOS: Terrebonne Parish 46,211

7 - ELECTRIC METERS: Residence 35,088

8 - GAS METERS: Residence 21,432

9 - PRINCIPAL INDUSTRIES: Sugar Mfg.; Gas & Oil Proc.; Agric.; Seafood. Average employment 34,500; Av. Wkly. Wage-$295.

10 - CLIMATE: Av. Temp. 69. Av. Rainfall 5.16 in.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-Downtown, 8 blocks on E. Main, 6 blocks off Main.
Neighborhood Shopping Centers-Grand Gaillou Road, 6; Tunnel Blvd., 5; Corner Bond and Barrow Sts.; West Main St., 4; West Park Ave., 5.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sundberry(4)	NA	Natl. Foods, Dollar General
Colonial Acres (17)	NA	Hancock
Lynn Park(9)	NA	Winn-Dixie, K&B, Beall's, McCrory
Tunnel Blvd.(5)	NA	Winn-Dixie
Grand Ciallou	NA	Family Dollar
Southland(45)	3	Sears, Woolworth, Dillard's, JCPenney, Zales
Concord Plaza	3	Winn-Dixie, Bealls, K&B
Southland Plaza	3	Delchamps, Revco
Caillou Plaza	4	Delchamps, Revco

Principal Shopping Days-Mon., Wed., Sat.
Stores Open Evenings-Southland Mall, Lynn Park, Concord Plaza.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Beall's.
Discount Stores - Dollar General; Wilson's; Hills Behan; K mart; Family Dollar; McCrory; Dillard's.
Variety Store-Woolworth.
Chain Drug Stores-K&B 3; Eckerd 2; Kare Pharmacy 2; Revco.
Chain Supermarkets-A&P 2; Winn-Dixie 4; That Stanley; IGA; Big Star 6; La Food Store 2; Rouses 3.
Other Chain Stores-Gordon's Jewelry; Singer Co.; Kinney Shoes; Butler Shoes; Thom McAn; Radio Shack; Shoe Town; Kay Bee Toys; The Limited; Bailey, Biddle, Banks Jewelers; Kay Jewelers; Zales; Service Mdse.; West Lumber.

14 - NEWSPAPERS: COURIER AND TERREBONNE PRESS (e-mon to fri) 20,035; (S) 22,025; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Lisa Ferrell, Ret. Adv. Dir., COURIER AND TERREBONNE PRESS, PO Box 2717, Houma, LA 70361; Tel. (504) 879-1557.

National Representative: Branham/Newspaper Sales.

JENNINGS

1 - LOCATION: Jefferson Davis Parish. E&P Map B-3. Parish Seat. Agriculture, wholesale and oil center. SW portion of state, 200 mi. W of New Orleans; 120 mi. SW of Baton Rouge; 30 mi. E of Lake Charles; 180 mi. E of Houston. On U.S. Hwy. 90; State 99, 108; I-10.

2 - TRANSPORTATION: Railroad-Southern Pacific.
Motor Freight Carriers-3.
Intercity Bus Lines-Teche Greyhound, Trailways.
Airline-TTA (Lake Charles Terminal).

3 - POPULATION:

Corp. City 90 Cen. 11,305; E&P 92 Est. 11,086
Parish 90 Cen. 30,722, E&P 92 Est. 31,217

4 - HOUSEHOLDS:

City 90 Cen. 4,226; E&P 92 Est. 4,144
Parish 90 Cen. 10,686; E&P 92 Est. 10,858

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$97,006,934
Savings & Loan	1	$30,133,192

6 - PASSENGER AUTOS: Jefferson Davis Parish 14,146

7 - ELECTRIC METERS: Residence 5,000

8 - GAS METERS: Residence 3,840

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Shipyard & River Trans. 300; Rice Driers (Seasonal) 30; Oil Field Service 453; Pipe Wrapping 40; Refinery 73; Bottling 80; Clothing 250.

10 - CLIMATE: Min. & Max. Temp.-Spring 51-85; Summer 71-92; Fall 48-89; Winter 44-67. First killing frost, Dec. 1; last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, soft; flouridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Main St.; 5 on N. Broadway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Zigler(5)	NA	Sears, Super Foods
Jennings(5)	NA	Winn-Dixie, Eckerd, Allied
Jennings Vlg.(4)	NA	A&P, K&B, Shoe Town

Principal Shopping Days-Mon., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Silverman's; Rachelle's; Parker's.
Variety Stores-Wal-Mart; Allied.
Chain Drug Stores-Phoenix Rexall; K&B; Thrifty Way; Medicine Shoppe.
Chain Supermarkets-A&P; Piggly Wiggly; Daleys; Winn-Dixie; Cash & Carry; Super Food.
Other Chain Stores-Sears (catalog), Penney's (catalog).

14 - NEWSPAPERS: DAILY NEWS (e) 5,336; sworn Sept. 29, 1990.
Local Contact for Advertising and Merchandising Data: Marc A. Richard, Pub., NEWS, 238 Market St., Jennings, LA 70546; Tel. (318) 824-3011.
National Representative: None.

LAFAYETTE

1 - LOCATION: Lafayette Parish. (In Lafayette MSA). E&P Map B-3. Wholesale, agricultural, oil, medical and educational center. On U.S. Hwys. 90, 167; I-10, I-49; State Hwys. 92, 93, 94, 96, 98, 182; 160 mi. W of New Orleans.

2 - TRANSPORTATION: Railroads-So. Pacific; Amtrak.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Lafayette; Trailways.
Airlines-Royale; Continental; Metro; American Eagle.

3 - POPULATION:

Corp. City 90 Cen. 94,440; E&P 92 Est. 96,936
CZ-ABC: (80) 110,751
RTZ-ABC: (80) 139,825
Parish 90 Cen. 164,762; E&P 92 Est. 171,944
MSA 90 Cen. 208,740; E&P 92 Est. 217,792
City & RTZ-ABC: (80) 250,576

4 - HOUSEHOLDS:
City 90 Cen. 35,305; E&P 92 Est. 36,238
Parish 90 Cen. 58,844; E&P 92 Est. 614096
MSA 90 Cen. 73,503; E&P 92 Est. 76,691
CZ-ABC: (80) 37,437
RTZ-ABC: (80) 45,428
City & RTZ-ABC (80) 82,865

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	4	$545,793,590
Commercial	9	$1,568,872,000

6 - PASSENGER AUTOS: Lafayette Parish 100,371

7 - ELECTRIC METERS: Residence (City) 39,201

8 - GAS METERS: Residence (City) 26,699

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Oil 5,350; Cordage 250; Corrugated Boxes 250; Heat Treating 50; Bakery Prods. 448; Meat Packing 182.
Principal Pay Days-Fri., Sat., 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-83; Summer 72-93; Fall 54-83; Winter 44-65. First kiliing frost, Nov. 14; last killing frost, Mar. 3.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-Oil Center, Johnston St., Acadiana Mall, Northgate Mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Acadian Vlg.(7)	NA	Old American Store, Eckerd
Acadiana Mall (83)	NA	Sears, Maison Blanche, Dillard's
Four Corners	NA	Piggly Wiggly
Fiesta Vlg.(11)	NA	Bed & Bath
Univ. Sq.	NA	Price-Lo, Radio Shack
Grande Marche (14)	NA	Wal-Mart, K&B
La Promenade(26)	NA	
Northgate(34)	NA	JCPenney, McCrory, Mont. Ward
Oil Center(20)	NA	Heymann's, Piggly Wiggly
South College(15)	NA	Landry's Young Fashions
Winn Wood(12)	NA	Hancock, Conn's
Woodland Vlg.(9)	NA	Elle's, Rattan Arts
Boulevard(20)	NA	Brothers
Ambassador Row	NA	Delchamps, K mart, Marshalls

Principal Shopping Days-Wed., Sat.

13 - RETAIL OUTLETS: Department Stores-Abdalla's; Heymann's; Montgomery Ward; JCPenney; Sears; Beall's; Maison Blanche; Dillard's.
Variety Stores-Woolworth; Murphy's; Michael's; McCrory; Old America Store; Katz & Beshtoff.
Discount Stores-Wal-Mart; K mart; Target.
Chain Drug Stores-Eckerd 6; Begneaud's 2; Medical Arts 2; Teche 3; Katz & Besthoff 5; Albertson's; Wal-Mart 2; Thrifty Way 3; Phar-Mor.
Chain Supermarkets-National Brand 15; Winn-Dixie 2; Heymann's; IGA 14; Adrian's 2; Serve-O-Save 7; Stop & Shop 8; Albertson's; Southco (7-Eleven stores); Delchamps 3; The Superstore; Piggly Wiggly 3; Price-Lo.

14 - NEWSPAPERS: ADVERTISER (m) 33,346; (S) 41,116; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: John Meche, Adv. Mgr., ADVERTISER, PO Box 3268, Lafayette, LA 70502; Tel. (318) 235-8511.
National Representatives: Thomson Newspapers; Papert Companies.

LAKE CHARLES

1 - LOCATION: Parish seat of Calcasieu Parish (MSA). E&P Map B-3. 245 mi. W of New Orleans. On Calcasieu River and Ship Channel which flows into Gulf of Mexico; 150 mi. E of Houston. On U.S. Hwys. 90, 171, 165; State Hwys. 14, 27; I-10, 210.

2 - TRANSPORTATION: Railroads-Southern Pacific; Union Pacific Systems; Kansas City Southern.
Motor Freight Carriers-13.
Intercity Bus Lines-Greyhound; Trailways.
Freight Steamship Lines-81 Call at Port.
Airlines-Metro Transit Aviation of Lake Charles; American Eagle; Continental Express; L'Express.

3 - POPULATION:
Corp. City 90 Cen. 70,580; E&P 92 Est. 69,651
CZ-ABC: (80) 116,650
RTZ-ABC: (80) 176,410
Parish/MSA 90 Cen. 168,134; E&P 92 Est. 172,587
City & RTZ-ABC: (80) 293,060
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 26,385; E&P 92 Est. 26,038
Parish/MSA 90 Cen. 59,892; E&P 92 Est. 61,478
CZ-ABC: (80) 40,331
RTZ-ABC: (80) 57,199
City & RTZ-ABC: (80) 97,530

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$742,905,541
Commercial	6	$1,092,538,877

6 - PASSENGER AUTOS: Calcasieu Parish 100,904

7 - ELECTRIC METERS: Residence 26,883

8 - GAS METERS: Residence 23,012

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Non-Farm Employees 57,900; Mining 2,100; Constr. 3,300; Mfg. 9,000; Trade 14,400; Fin. & Ins. 2,700; Services 10,900; Gov't. 11,200.
Principal Pay Day-Fri.

10 - CLIMATE: Mean Annual Av. Temp. of last 10 years, 68.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers- Ryan St.; Prien Lake Mall; Southgate, Ryan St.; 14 Park Plaza, Hwy. 14.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Central City	NA	
Downtown(68)	NA	Sears
East Town(6)	NA	
G.T. Northgate	NA	
Gulfway(5)	NA	Kroger
K mart Plz.	NA	K mart, Beall's
Mid City	NA	Pak-A-Sak Mkt.
Oak Park(6)	NA	Market Basket
Park Plz.(9)	NA	
Prien Lake(46)	NA	JCPenney, Mont. Ward, White House
Second Ave.	NA	
Southgate(21)	NA	Market Basket
Ryan St. Hwy. 14(13)	NA	Kroger, Sel-Mart

Principal Shopping Days-Tues., Thur., Sat.
Stores Open Evenings-Thur. until 9 p.m.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Beall-Ladymon, Inc.; White House; Montgomery, Ward.
Discount Stores-Sel-Mart; Men's Discount Shop; Shoe Town; K mart; Wal-Mart; Ambers; Sam's.
Variety Stores-Perry's 2; Cost Plus; McCrory 2.
Chain Drug Stores-Walgreens 2; Eckerd 3; K&B.
Chain Supermarkets-Market Basket 4; Kroger 3; Abe's 3; Delchamp's.
Other Chain Stores-Gordon's Jewelers; Thom McAn; Gem Jewelry; Western Auto; Shoe Town; United Jewelers; Firestone; Uniroyal; Goodyear; A-V Wilson.

14 - NEWSPAPERS: AMERICAN PRESS (m) 38,402; (S) 42,200; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Suzanne Beck, Adv. Dir., AMERICAN PRESS, 4900 Hwy. 90 E.; PO Box 2893, Lake Charles, LA 70602; Tel. (318) 433-3000.
National Representative: None.

LEESVILLE

1 - LOCATION: Vernon Parish, E&P Map A-3. County Seat. Leesville is called the Gateway to the Toledo Bend Reservoir (a lake between the LA and TX borders with many fishing camps and marinas).

2 - TRANSPORTATION: Railroad-KCS.

3 - POPULATION:
Corp. City 90 Cen. 7,638; E&P 92 Est. 7,355
County 90 Cen. 64,961; E&P 92 Est. 65,274

4 - HOUSEHOLDS:
City 90 Cen. 2,855; E&P 92 Est. 2,749
County 90 Cen. 20,287; E&P 92 Est. 21,372

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	N.A.
Savings & Loans	2	N.A.

6 - PASSENGER AUTOS: Vernon County 32,155

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Timber; Dairy; Cattle; Poultry; Egg Farming. Total No. of Wage Earners 20,000.
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 72-98; Fall 50-80; Winter 25-60. First killing frost, Dec.; last killing frost, Mar.

12 - RETAILING: Principal Shopping Center-Berry Town, Leesville Sq. and Lee Hills Shpg. Ctr.
Neighborhood Shopping Centers-Nichols; Wal-Mart.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Park Plz.(20)	15	Wal-Mart
K mart	15	K mart

Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Weekends.

13 - RETAIL OUTLETS: Department Stores-Beall-Ladymon; Wal-Mart; Nichols.
Discount Stores-Wal-Mart; Nichols.
Variety Store-Family Dollar.
Chain Supermarkets-Piggly-Wiggly; Stanley's Super D; Price-Lo.
Other Chain Store-Lowe's.

14 - NEWSPAPERS: LEESVILLE DAILY LEADER (m-tues to fri; S) 7,442; sworn Oct. 1, 1990.
Local Contact for Advertising and Merchandising Data: Cindy Petersen, Adv. Dir., LEADER, 206 E. Texas St., Leesville, LA 71446; Tel. (318) 239-3444.
National Representative: Papert Companies.

MINDEN

1 - LOCATION: Webster Parish, E&P Map B-1. County Seat. 30 mi. E of Shreveport.

2 - TRANSPORTATION: Railroads-LA & AR.
Intercity Bus Line-Greyhound.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 90 Cen. 13,661; E&P 92 Est. 13,376
Parish 90 Cen. 41,989; E&P 92 Est. 42,755
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 5,107; E&P 92 Est. 5,001
Parish 90 Cen. 16,150; E&P 92 Est. 16,444

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$267,000,000
Bldg.	2	$25,000,000

6 - PASSENGER AUTOS: Webster Parish 23,351

7 - ELECTRIC METERS: Residence Est. 15,830

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Oil Wells; Army Ammunition Plant; Tidecraft; FMC; Sidewinder; Rubber; Paper; Logging Equip.; Fishing Tackle; Portable Comm. Bldgs.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Center-6 blocks downtown on Main and Broadway; 30 stores.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Homer Road(22)	1	Shuler Dixie Dandy, Piggly Wiggly
Park City(12)	1	Beall's, Eckerd
Towne East Ctr.(8)	2	Wal-Mart, Behr's Shoe City, Cato, Radio Shack

13 - RETAIL OUTLETS: Department Stores-Beall's; TG&Y; Sears; Behr's.
Discount Stores-Wal-Mart; Dollar General; Cato; Family Dollar.
Chain Drug Stores-Eckerd; City Rexall; K&B.
Chain Supermarkets-Dixie Dandy; Piggly Wiggly; Harvest Foods; DJ's Super Valu.
Other Chain Stores-Goodyear; Payless Shoes; Shoe Town; Western Auto; Auto Zone; Dress for Less; Radio Shack; Toledo Tackle; Sherwin-Williams; Shoe City.

14 - NEWSPAPERS: PRESS-HERALD (e-tues to fri; S) 4,844; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: Clayton Jinks, Adv. Dir., PRESS-HERALD, 203 Gleason St., Minden, LA 71055; Tel. (318) 377-1866.
National Representative: Papert Companies.

MONROE

1 - LOCATION: Ouachita Parish, (In Monroe MSA). E&P Map B-2. Parish Seat. Northeast LA on Ouachita River; 74 mi. W of Vicksburg, MS; 100 mi. E of Shreveport. On U.S. Hwys. 80, 165, I-20; State Hwy. 15.

2 - TRANSPORTATION: Railroads-Illinois Central; Gulf; A&LM; Missouri Pacific; Union Pacific.
Motor Freight Carriers-18.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-Delta; Republic Express; Atlantic Southeast.

3 - POPULATION:
Corp. City 90 Cen. 54,909; E&P 92 Est. 54,800
NDM-ABC: (80) 188,239
Parish/MSA 90 Cen. 142,191; E&P 92 Est. 146,459

4 - HOUSEHOLDS:
City 90 Cen. 20,527; E&P 92 Est. 20,486
Parish/MSA 90 Cen. 50,783; E&P 92 Est. 52,307
NDM-ABC: (80) 61,620

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$1,322,000,000
Savings & Loan	4	$432,000,000

6 - PASSENGER AUTOS: Ouachita Parish 74,741

7 - ELECTRIC METERS: Monroe and W. Monroe 28,671

8 - GAS METERS: Monroe and W. Monroe 28,382

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 7,900; Servs. 7,900; Whol. 4,125; Constr. 3,775; Ret. 8,900; Fin., Ins. & R.E. 3,500; Trans., Commun. & Util. 2,550; Mining 425; Gov't 9,875.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-78; Summer 74-95; Fall 50-83; Winter 28-50; First killing frost, Nov. 2; last killing frost, Feb. 5.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Downtown Shopping Center-5 blocks on DeSiard.
Neighborhood Shopping Centers-No. of Blocks: DeSiard Rd., 5; Forsythe Ave., Monroe, 4; Trenton, W. Monroe, 2; Jackson St., 3; Louisville Ave., 24; McGuire, W. Monroe, 2; Westgate, W. Monroe, 1; Plum St., 1; Cypress St., W. Monroe, 10; McMillian Mall, 3; North; 18th St., 6; Oliver Rd., 3; N. 7th St.; W. Monroe, 4; Thomas Rd., 2.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastgate(18)	NA	Safeway, K&B, Fair
Northgate(12)	NA	Ackel Jewelers
Murray Pl. 18th St.(8)	NA	Quick Print, Goldring Jewelers
Sunshine Heights (7)	NA	K mart, Eckerd, Radio Shack
18th St.(4)	NA	A&P, Eckerd
Twin City Mall (33)	NA	Mont. Ward, Field's, Radio Shack
Louisville(7)	NA	County Mkt., Service Mdse.
Mid-City Plz.(4)	NA	Sears, Beall's
Lakeshore Plz.(8)	NA	A&P, Revco, Radio Shack
Pecanland Mall	NA	Dillard's, JCPenney, Mervyn's
Southside Plum St.(2)	NA	Safeway, West's
Southgate(3)	NA	Family Dollar
Highland(2)	NA	Otasco
Glenwood Mall (25)	NA	K&B, A&P, Beall-Ladymon

Principal Shopping Days-Mon., Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Sears; JCPenney; The Fair; Selber's; Wellan's; Dillard's; McRae's; Mervyn's; Beall-Ladymon.

Discount Stores-Howard Bros. 4; Dollar General; K mart; Geneva's 2; Wal-Mart; Service Mdse.

Chain Drug Stores-K&B 3; Howard Bros.; Rexall 2; D&E 3; Eckerd 3; Revco.

Chain Supermarkets-A&P; Safeway 6; Piggly Wiggly 2; Brookshire's 3; County Mkt.; Big Star 3; Budget Saver.

Other Chain Stores-Butler's Shoe; Firestone 2; Goodyear 3; Sherwin-Williams 2; Gordon's Jewelry; Peacock Jewelry; Zales Jewelry; Rhealee Millinery; Binswanger Glass; Singer; Color Tile; Otasco 3; Pittsburgh Plate Glass; Hiller's; Baker's Shoes; Cloth World; Wickes; Lowe's; Goldring Jewelers; The Pipe Shop; Ormond; Casual Corner; O.G. Wilson; Record Bar; Pier 1 Import; General Nutrition Ctr.; Footlocker; Chess King; B. Dalton Bookseller; The Limited; Miller's Outpost; Kay Bee Toys; Radio Shack 2; Waldenbooks; Hallmark; Helen's Artscrafts.

14 - NEWSPAPERS: NEWS-STAR-WORLD (m) 38,235; (S) 47,349; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Rolly Heatherly, Adv. Dir., NEWS-STAR-WORLD, 411 N. 4th St.; PO Box 1502, Monroe, LA 71201; Tel. (318) 322-5161.

National Representative: Gannett National Newspaper Sales.

MORGAN CITY

1 - LOCATION: St. Mary Parish, E&P Map C-4. 90 mi. W of New Orleans; 70 mi. S of Baton Rouge; On U.S. 90.

2 - TRANSPORTATION: Railroad-Southern Pacific.

Intercity Bus Line-Greyhound.

Airlines-Perry's Flying Service; Hammond Air.

3 - POPULATION:
Corp. City 90 Cen. 14,531; E&P 92 Est. 14,214
Parish 90 Cen. 58,086; E&P 92 Est. 58,310

4 - HOUSEHOLDS:
City 90 Cen. 5,432; E&P 92 Est. 5,314
Parish 90 Cen. 19,362; E&P 92 Est. 19,437

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$426,000,000
Savings & Loan	3	$515,000,000

6 - PASSENGER AUTOS: St. Mary Parish 27,551

7 - ELECTRIC METERS: Residence 5,396

8 - GAS METERS: Residence 5,176

9 - PRINCIPAL INDUSTRIES: Industry (No. of Plants)-Chem. 6; Food 17; Publishing & Printing 4; Lumber Prods. 4; Furn.; Metal Working 2; Mach. 12; Trans. Equip. 13; Offshore Oil Drilling; Stone, Clay, Glass; Shipyards 3; Fab. Yards 6. Av. Wkly. Wage $400 (all industries compete with offshore oil and base pay is constant).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 60-100; Fall 38-73; Winter 26-65.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Guarisco-Evans (14)	NA	Sears, Family Dollar
Colonial Plz.(8)	NA	TG&Y, Anthony's
Business Prof.(5)	NA	
Eastgate(8)	1	Winn-Dixie
Inglewood Mall	1	

Other Shopping Centers-Cannata's Shopping Ctr., Bay on Vista Pl.; Norman Shopping Vlg., Patterson; St. Mary Plz. Shpg. Ctr., Bayou Vista; National Shopping Center, Morgan City.

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-TG&Y; C.R. Anthony.

Discount Stores-Wal-Mart; Dollar General.

Chain Supermarkets-National; Winn-Dixie 2; Delchamps.

Chain Drug Stores-Eckerd; K&B 2.

Other Chain Stores-JCPenney (catalog); Sears (catalog); Singer Co.; Merle Norman Cosmetics; Philip-Morris Furn.; Radio Shack; Goodrich; Goodyear; Cato; Firestone; Sherwin-Williams; Bargain Time; Super 10.

14 - NEWSPAPERS: REVIEW (e-mon to fri) 5,496; sworn Sept. 28, 1990.

Local Contact for Advertising and Merchandising Data: Doyle Shirley, Ed./Pub., REVIEW, 1014 Front St.; PO Box 948, Morgan City, LA 70381; Tel. (504) 384-8370.

National Representative: None.

NEW IBERIA

1 - LOCATION: Iberia Parish (Gov't Seat). E&P Map B-4. Manufacturing commercial and cultural center in SW part of state. 142 mi. from New Orleans; 87 mi. from Baton Rouge. On U.S. Hwy. 90; State Hwy. 182; Interstate 10.

2 - TRANSPORTATION: Railroads-Southern Pacific; Missouri Pacific; Amtrak.

Motor Freight Carriers-7.

Intercity Bus Lines-Greyhound; LaPorte.

Airlines-Continental; American; Delta.

3 - POPULATION:
Corp. City 90 Cen. 31,828; E&P 92 Est. 31,640
CZ-ABC: (80) 32,766
RTZ-ABC: (80) 64,065
Parish 90 Cen. 68,297; E&P 92 Est. 71,015
City & RTZ-ABC: (80) 96,831

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 11,898; E&P 92 Est. 11,828
CZ-ABC: (80) 10,685
RTZ-ABC: (80) 19,053
Parish 90 Cen. 22,031; E&P 92 Est. 22,908
City & RTZ-ABC: (80) 29,738

5 - BANKS	NUMBER	DEPOSITS
Savings	5	$395,000,000
Savings & Loan	NA	$1,361,281,880

6 - PASSENGER AUTOS: Iberia Parish 38,766

7 - ELECTRIC METERS: City Residence 11,600; Parish 18,000

8 - GAS METERS: City Residence 11,121; Parish 16,866

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Petroleum 690 ($320); Food Processors 525; Sauce Plants 425; Supply House (Oil) 721 ($215); Salt Mines 754 ($275); Port of New Iberia 1,925 ($275); Aircraft/Charter Repair 395; Fabrication 250; Textiles (Fruit of the Loom) 1,200. Total laborers 25,625.

Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 56-91; Summer 71-93; Fall 38-77; Winter 39-69. First killing frost, Nov. 29; last killing frost, Apr. 3.

11 - TAP WATER: Slightly alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks on Main St.; 1 block on Julia St.; 2 blocks on Iberia St.; 6 blocks on S. Lewis St; 5 blocks on Adm. Doyle Dr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Jeanerette	10	Robie Star, Winn-Dixie
Shoptown	1	National, Hancock's, Western Auto, Broussard's
Torrido(4)	1	Sears, Conn's, Sherwin-Williams
Iberia Mall(9)	1	Old America, Merle Norman
K mart	2	K mart
Canal Villere	1	
(Natl.)	1	Beall's, Weiner's
Town & Country	1	A&P, Katz & Bestoff
Iberia Plz.(8)	2	Wal-Mart, Delchamps

Principal Shopping Days-Fri., Sat., Thur.

13 - RETAIL OUTLETS: Department Stores-Abdalla's; Weiner's; Gulotta's; Lewald's; Kenwin; Home Furniture; Anthony's; Cato (Ladies Wear); West; Beall's; Wormser.

Discount Stores-Handy Dan (Ace Hdwe.); Allied Tire; West; K mart; Wal-Mart; Allied Dept. Store; Paul's Wholesale Jewelry.

Variety Stores-Old America; Dollar Store.

Chain Drug Stores-Rexall; Eckerd 4; Kare's; Thrifty Way; Medicine Shoppes; K&B.

Chain Supermarkets-I.G. Stores (Co-Op) 10; National Brands 3; A&P; National Stores; Winn-Dixie 3; IGA; Delchamps; Piggly Wiggly; Bi-Lo.

14 - NEWSPAPERS: DAILY IBERIAN (e) 14,475; (S) 15,400; Sept. 30, 1990 VAC.

Local Contact for Advertising and Merchandising Data: Karen Scroggs, Adv. Mgr., DAILY IBERIAN, 926 E. Main St., New Iberia, LA 70562-9290; Tel. (318) 365-6773.

National Representatives: Papert Companies; Louisiana Press Association.

NEW ORLEANS

1 - LOCATION: Orleans Parish (In New Orleans MSA). E&P Map D-4, Parish Seat. Seaport. Wholesale, educational and medical center. 110 mi. up from mouth of Mississippi; 70 mi. to Gulf of Mexico via Mississippi River-Gulf Outlet channel, lying between river and Lake Pontchartrain; 957 mi. from Chicago; Atlanta 523 mi.; Dallas 506 mi.; On U.S. Hwys. 11, 51, 61, 90, 91; State Hwys. 1, 2, 30, 31, 33; I-10.

2 - TRANSPORTATION: Railroads-Amtrak; Kansas City Southern; Louisiana & Arkansas Railway Co.; Southern; Santa Fe; Southern Pacific; Union Pacific.

Intercity Bus Lines-Trailways; Greyhound.

Motor Freight Carriers-95.

Airlines-Emerald; American; Aviateca; Midway; Continental; Delta; Eastern; General Aviation; LACSA; Transworld; Northwest; Piedmont; Pan American; Sahsa-Honduras; Southwest; United; USAir.

Steamship Lines-61 regularly scheduled lines. Approx. 19 common carrier barge lines; numerous others on charter.

3 - POPULATION:
Corp. City 90 Cen. 496,938; E&P 92 Est. 512,750
Parish 90 Cen. 496,938; E&P 92 Est. 512,750
NDM-ABC: (80) 1,282,717
MSA 90 Cen. 1,238,816; E&P 92 Est. 1,282,166

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 192,986; E&P 92 Est. 199,126
Parish 90 Cen. 192,986; E&P 92 Est. 199,126
MSA 90 Cen. 450,952; E&P 92 Est. 466,513
NDM-ABC: (80) 446,948

5 - BANKS	NUMBER	EST. DEP.
Commercial	N.A.	N.A.
Savings & Loan	N.A.	N.A.

6 - PASSENGER AUTOS: Orleans Parish 248,904

7 - ELECTRIC METERS: Residence 195,591

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber & Wood Prods. 500 (N.A.); Durable Goods 22,700 ($383); Stone, Clay & Glass Prods. 1,300 ($435); Fab. Metal 2,100 ($345); Mach. 2,700 (N.A.); Trans. Equip. 14,100 (N.A.); Ship & Boat Bldg. 10,500 ($381); Other Durable Goods 2,000 (N.A.); Nondurable Goods 20,900 ($479); Food Prods. 6,000 ($319); Apparel & Textile Prods. 1,800 ($210); Paper Prods. 700 ($445); Printing & Pub. 3,700 ($390); Chemical Prods. 4,900 ($714); Petroleum Prods. 3,400 (N.A.); Other Nondurable Goods 400 (N.A.); Non-Agr. 520,500 (N.A.).

10 - CLIMATE: Average Temp. Spring 69; Summer 82; Fall 70; Winter 57.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-12 blocks adjacent to Canal Street.

Neighborhood Shopping Centers-Atlantic Thrift; Aurora Mall; Canal Center; Carolyn Park; Claiborne & Washington; Colonial; Continental Plaza; Crescent Airline; Lake Terrace; Lake Vista; Lakeshore; Metairie; Mid-City; Oak Street; Oakside; Parkchester; K mart; Trading Post; Village Square.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Airline Park	8	Woolworth, Winn-Dixie
Airline Village	4	Lionel Playworld
Bogue Falaya Plaza(40)	40	West, Beall's, National/Canal Villere
Belle Promenade	13	D.H. Holmes, JCPenney
Carrollton	1	JCPenney
Clearview	8	Sears, Maison Blanche
Donna Villa	7	TG&Y, Winn-Dixie
The Esplanade	15	Dillard's, Mervyn's, Macy's
Elmwood	10	K mart, Levitz, Home Depot, Marshalls, Solo Stores
East Lake	8	Solo, Marshalls
Gentilly-Elysian Fields	3	A&P, Maison Blanche, True Value,
Gentilly Woods Mall	4	Walgreens, National/Canal Villere
M.A. Green	10	TG&Y, Western Auto
Harrison Ave.	5	Winn-Dixie, K&B
Kenilworth Mall	6	A&P, K&B
Kenner Plz.	12	
Lakeside	7	Dillard's, JCPenney
North Side Plz.	45	Beall's, Eckerd, Winn-Dixie
North Shore	25	Dillard's, JCPenney, Sears, Mervyn's
Oakwood	2	Sears, Dillard's, Mervyn's
Canal Place	NA	Gucci, Brooks Bros., Kreeger's, Saks Fifth Ave.
Plaza Lake Forest	8	Maison Blanche, Dillard's, Sears, Mervyn's
Plaza La Place	26	K mart, K&B, Delchamps
Plaza 190	45	Roses, K&B
Ponchartrain Plz.	30	K mart
Riverlands Ctr.	26	K mart, TG&Y, Eckerd, Beall's, Winn-Dixie
St. Charles Plz.	20	K mart, K&B, Delchamps
St. Tammany Sq.	40	K mart, K&B, Delchamps
South Clairborne	1	Kent's, TG&Y

Uptown Sq.	5	Dillard's
Village Aurora	4	Walgreens
New Orleans Center	NA	Lord & Taylor, Macy's
Westside	2	Maison Blanche, Marshalls

Principal Shopping Days-Thur., Mon., Fri., Sat., Sun.

Stores Open Evenings-Mon., Sat.

13 - RETAIL OUTLETS: Department Stores-Maison Blanche; Dillard's; Sears; Krauss; JCPenney; Beall's; Howards; J.A. West; Kreegers; Brooks Bros.; Saks 5th Ave.; Rubenstein Bros.; Porter-Stevens; Mervyn's; Macy's; Lord & Taylor.

Variety Stores-McCrory; Murphy's 5; Woolworth 9; TG&Y 15; Kresge; Wal-Mart.

Discount Stores-K mart; Kent's; Service Merchandise.

Chain Drug Stores-Katz & Betshoff 38; Walgreens Louisiana 18; Rexall 2; Fasullo 4; Eckerd 26.

Chain Supermarkets-Breux Mart 4; Winn-Dixie 35; A&P 15; Schwegmann 11; National/Canal-Villere 19; 7-Eleven 31; Tenneco 7; Lil General 11; Time-Saver 82; Delchamps 9; Real Super Store 2.

Other Chain Stores-Goodrich; Firestone; Goodyear; Mangels; Singer Co.; Pittsburgh Plate Glass; Home Depot; Houseworks; Solo; Marshalls; J. Brannam; Western Auto; Thom McAn; Sherwin-Williams; National Shirts; Lerner; S&H Green Stamps; Top Value Stamps; One-Hour Martinizing; Gordon's; Zales; Kinney's; Chess King; The Limited; Baker's; Butler's; TJ. Maxx; Stein Mart.

14 - NEWSPAPERS: TIMES-PICAYUNE (all day-mon to fri) 272,280; (m-sat) 255,220; THE TIMES-PICAYUNE (S) 324,241; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Robert G. O'Neill, Adv. Dir., TIMES-PICAYUNE, 3800 Howard Ave., New Orleans, LA 70140; Tel. (504) 826-3279.

National Representative: Newhouse Newspapers/Metro Suburbia.

OPELOUSAS

1 - LOCATION: St. Landry Parish, E&P Map B-3. Parish Seat. Shipping, wholesale and small manufacturing center. South-central part of state; 135 mi. from New Orleans; 59 mi. W of Baton Rouge; 75 mi. from Lake Charles. On U.S. Hwy. 190; State Hwys. 5, 7, 22, 40, 45, 219; I-49.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Southern Pacific; Texas & Pacific.

Motor Freight Carriers-7.

Intercity Bus Lines-Continental Trailways; Greyhound; Opelousas.

Airlines-Charter Service; Texas International.

3 - POPULATION:

Corp. City 90 Cen. 18,151; E&P 92 Est. 18,001
Parish 90 Cen. 80,331; E&P 92 Est. 81,642
NDM-ABC: (80) 113,843

4 - HOUSEHOLDS:

City 90 Cen. 6,785; E&P 92 Est. 6,729
Parish 90 Cen. 26,777; E&P 92 Est. 27,214
NDM-ABC: (80) 36,580

5 - BANKS	**NUMBER**	**DEPOSITS**
City	3	$182,900
Parish	9	$258,800

6 - PASSENGER AUTOS: St. Landry Parish 39,067

7 - ELECTRIC METERS: Residence 6,800

8 - GAS METERS: Residence 6,987

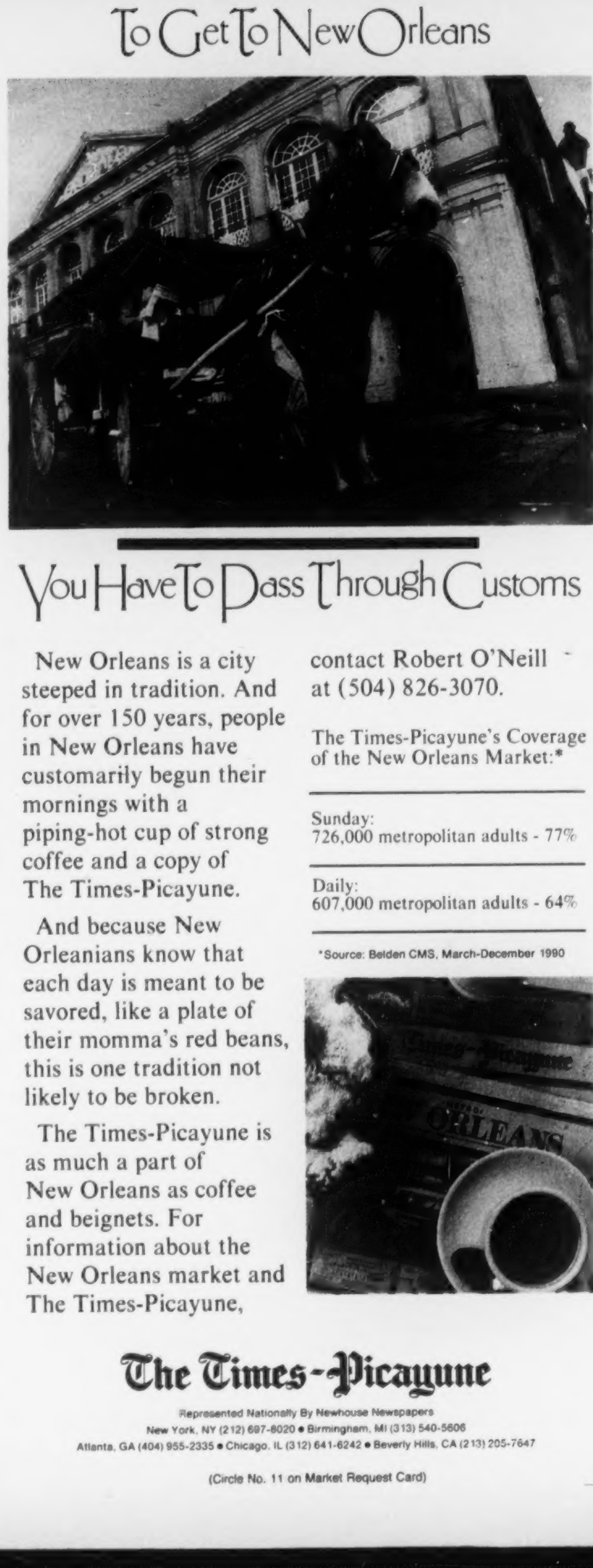
9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 800 ($200); Lumber & Wood Prods. 300 ($200); Drug Mfg. 200 ($200); Chem. (Fertilizer) 100 ($200); Natural Gas Refinery 125 ($240); Pipe Fittings & Valves 300 ($240); Oil 800 ($300).

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-90; Summer 53-101; Fall 34-90; Winter 22-80. First killing frost, Jan. 2; last killing frost, Mar. 31.

11 - TAP WATER: Alkaline; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St.; 5 on Landry St.; 3 on



To Get To New Orleans

You Have To Pass Through Customs

New Orleans is a city steeped in tradition. And for over 150 years, people in New Orleans have customarily begun their mornings with a piping-hot cup of strong coffee and a copy of The Times-Picayune.

And because New Orleanians know that each day is meant to be savored, like a plate of their momma's red beans, this is one tradition not likely to be broken.

The Times-Picayune is as much a part of New Orleans as coffee and beignets. For information about the New Orleans market and The Times-Picayune, contact Robert O'Neill at (504) 826-3070.

The Times-Picayune's Coverage of the New Orleans Market:*

Sunday:
726,000 metropolitan adults - 77%

Daily:
607,000 metropolitan adults - 64%

*Source: Belden CMS, March-December 1990

The Times-Picayune

Represented Nationally By Newhouse Newspapers
New York, NY (212) 697-8020 • Birmingham, MI (313) 540-5606
Atlanta, GA (404) 955-2335 • Chicago, IL (312) 641-6242 • Beverly Hills, CA (213) 205-7647

(Circle No. 11 on Market Request Card)

Court St.; 2 on Market St.; 2 on Bellevue; 2 on Union; Hwy. 167 & Heather; Hwy. 167 & Creswell.
Neighborhood Shopping Centers-3 blocks W. Landry; 2 S. Union; 2 Washington Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Indian Hill(7)	NA	Dixieland IGA
St. Landry	NA	Wal-Mart, K&B, Delchamps
Vista Vlg.(20)	NA	Winn-Dixie, McCrory, Anthony's

Principal Shopping Days-Department Stores: Fri., Sat.; Food: Sat., Mon., Wed.

13 - RETAIL OUTLETS: Department Stores-Sears (catalog); Anthony's; Allied; W.F. Beall-Ladymon.
Variety Stores-Vee's; McCrory.
Discount Stores-Dollar General; Wal-Mart.
Chain Drug Stores-Rexall; Ethical Pharmacies; Thrift-Way 2; Eckerd 3; Thrif-t-way; K&B.
Chain Supermarkets-A&P; Winn-Dixie; Delchamps; Piggly Wiggly.
Other Chain Stores-Mangel's (women's); Dimmick Auto Supply; Pope Auto Supply; Otasco.

14 - NEWSPAPERS: WORLD (e-mon to fri) 12,953; (S) 14,016; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Aaron Parsons, Pub., WORLD, Hwy. 167 South; PO Box 1179, Opelousas, LA 70571-1179; Tel. (318) 942-4971.
National Representative: Papert Companies.

PINEVILLE
See ALEXANDRIA

RUSTON

1 - LOCATION: Lincoln Parish, E&P Map B-2. 72 mi. E of Shreveport; 32 mi. W of Monroe; 97 mi. N of Alexandria; 175 mi. S of Little Rock, AR. At intersection of Interstate 20; U.S. 80, 167.

2 - TRANSPORTATION: Railroad-Illinois Central.
Motor Freight Carriers-4.
Intercity Bus Lines-Continental Trailways; Salter;

3 - POPULATION:
Corp. City 90 Cen. 20,027; E&P 92 Est. 19,915
Parish 90 Cen. 41,745; E&P 92 Est. 43,235
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 7,487; E&P 92 Est. 7,445
Parish 90 Cen. 15,461; E&P 92 Est. 16,013

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	12	$115,477,663
Commercial	5	$335,000,000

6 - PASSENGER AUTOS: Lincoln Parish 21,371

7 - ELECTRIC METERS: Residence 6,717

8 - GAS METERS: Residence 6,238

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Saw Mill & Related 155; Wood Proc. 320; Constr. 1,200; Petroleum Prods. 240; Gas & Oil 200; Glass 300; Soft Drink 60; Trans. 140; Agric. Prods. 54; Whol. Trade 250; Ret. Trade 2,300; Colleges 2,000; Ins. 300.

10 - CLIMATE: First killing frost, Nov. 15; last killing frost, Mar. 15.

11 - TAP WATER: Very soft.

12 - RETAILING: Principal Shopping Centers-2 blocks along W. Calif. Ave.; Vig. Plz. Shopping Ctr. (15 stores); North Park Mall; I-20 Shopping Ctr.; Ruston Shopping Ctr. (11 stores).

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Village Plz. Ctr. (Mon.-Fri.); North Park Mall & Safeway (Mon.-Sat.); Drive in Groceries; Harvest Foods; Auto Zone; Shoetown; Wal-Mart; K mart; Lewis; Beall's.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Lewis; Beall's.
Discount Stores-Wal-Mart; K mart; Family Dollar.
Chain Drug Stores-Rexall; K&B; Eckerd.
Chain Supermarkets-Harvest Foods; Jiffy Mart; Handee Mart; Cracker Barrel; County Market; E-Z Mart.
Other Chain Stores-Rose Oil; Sears (catalog); Goodyear; Goodrich; Ollinger Co.; Wickes Lumber; Sherwin-Williams; Radio Shack; Cato.

14 - NEWSPAPERS: LEADER (e-mon to fri; S) 6,795; sworn Oct. 1, 1990.
Local Contact for Advertising and Merchandising Data: Rick Hohlt, Adv. Dir., LEADER, 208 W. Park Ave.; PO Box 520, Ruston, LA 71270; Tel. (318) 255-4353; FAX (318) 255-4006.
National Representative: None.

SHREVEPORT

1 - LOCATION: Caddo Parish (In Shreveport MSA). E&P Map A-2; Parish Seat. Distributing, manufacturing and trading center. Headquarters for natural gas industry. Military air center. On Red River, 220 mi. NE of Houston; 190 mi. E of Dallas; 360 mi. SW of Memphis; 325 mi. NW of New Orleans.

2 - TRANSPORTATION: Railroads-Union Pacific; Southern Pacific; Mid-South; Kansas City Southern.
Airlines-American; Delta; Northwest; Continental Express; L'Express.
Motor Freight Carriers-50.
Intercity Bus Line-Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 198,525; E&P 92 Est. 198,200
MSA 90 Cen. 334,341; E&P 92 Est. 343,282
Parish 90 Cen. 248,253; E&P 92 Est. 253,875
NDM-ABC: (80) 333,158
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 74,215; E&P 92 Est. 74,093
Parish 90 Cen. 91,946; E&P 92 Est. 94,028
MSA 90 Cen. 122,968; E&P 92 Est. 126,247
NDM-ABC: (80) 117,391

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	5	$4,013,012,000
Commercial	12	$10,725,110,000

6 - PASSENGER AUTOS: Caddo Parish 175,673

7 - ELECTRIC METERS: Residence 117,943

8 - GAS METERS: Residence 92,958

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agric.; Oil; Gas; Lumber; Ret. Trade; Mfg.; Food Prods. 800 ($320); Lumber 400 ($390); Printing 1,400 ($345); Chem. & Petrol. 1,600 ($497); Metal Prods. 2,000; Mach. 5,000; Other 6,400.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-75; Summer 73-94; Fall 55-81; Winter 38-56.

11 - TAP WATER: Slightly alkaline, soft; fluoridated.

12 - RETAILING: Principal Downtown Area-5 blocks on Texas St., 4 on Milam; 1 each on McNeil, Marshall & Edwards; 3 on Market.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastgate(22)	NA	K Mart, Kroger, Service Merchandise
Heart O'Bossier(23)	NA	SR Superstore, Price-Lo
Huntington Park	NA	Wal-Mart, Kroger
Mall St. Vincent (70)	NA	Dillard's, Sears
Market Street Plz. (7)	NA	Tayco, Eckerd
North Market Sq.(14)	NA	Brookshires
Old River Market Place(5)	NA	WalMart
Pierre Bossier Mall (89)	NA	Dillard's, Penney's, Sears
Plantation	NA	Krogers
Shreve City	NA	Dillard's, Burlington Coat Factory
South Park Mall (84)	NA	Dillard's, Penney's, Montgomery Wards
Summer Grove Shpg. Ctr.(7)	NA	K mart
Uptown Shpg. Ctr. (14)	NA	Brookshire's

13 - RETAIL OUTLETS: Department Stores-Sears 2; JCPenney 2; Beall-Ladymon 6; Dillard's 4; Montgomery Ward.
Variety Store-Woolworth.
Discount Stores-Burlington; Service Merchandise 2; K mart 3; Wal-Mart 3; Fred's Discount Store 3; Sam's Wholesale.
Chain Drug Stores-Albertson's 2; Drug Emporium; Drug World 2; Eckerd 10; K&B Drugs; 7; Kroger 2; Medic 15; Phar-Mor 2.
Chain Supermarkets-Albertson's-Southco 2; Kroger 8; Brookshire's 11; Super One; County Market 2; Price-Lo 3; Circle K.
Other Chain Stores-Auto Zone 6; B. Dalton 3; Bailey, Banks & Biddle 2; Bakers; Casual Corner 2; Chess King 2; Ethan Allen; Firestone 5; Foot Locker; Foxmoor 2; The Gap; Glidden; Goodrich; Goodyear 10; Haverty's 2; Kinney's 3; Lane Bryant 2; Lerner 2; The Limited 3; Lowe's 2; Midas 2; Naturalizer; Payless 7; Pittsburgh Paint & Glass 2; Oxford Street; Radio Shack 9; Sherwin-Williams 2; Singer; T.J. Maxx; Toys 'R' Us; Waldenbooks 3; Western Auto 4.

14 - NEWSPAPERS: TIMES (m) 75,904; JOURNAL (e) 16,229; TIMES (S) 103,822; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Benoit Lynn, Gen. Adv. Mgr., JOURNAL and TIMES, 222 Lake St., Shreveport, LA 71130-0222; Tel. (318) 459-3200.
National Representative: Gannett National Newspaper Sales.

SLIDELL

1 - LOCATION: St. Tammany Parish, (In New Orleans MSA). E&P Map D-3. Agricultural area (strawberries & cotton). 22 mi SE of Covington. On U.S. Hwys. 11, 190 and Interstates 10, 12, 59; State Hwy. 433.

2 - TRANSPORTATION: Railroads-SOU; GM&O; Amtrak.
Intercity Bus Line-Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 24,124; E&P 92 Est. 23,605
Parish 90 Cen. 144,508; E&P 92 Est. 154,904
MSA 90 Cen. 1,238,816; E&P 92 Est. 1,282,166

4 - HOUSEHOLDS:
City 90 Cen. 9,018; E&P 92 Est. 8,824
Parish 90 Cen. 48,169; E&P 92 Est. 51,635
MSA 90 Cen. 450,952; E&P 92 Est. 466,513

5 - BANKS	NUMBER	DEPOSIT
Commercial & Savings & Loan	12	N.A.

6 - PASSENGER AUTOS: St. Tammany Parish 102,247

7 - ELECTRIC METERS: City 8,573

8 - GAS METERS: 5,675

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-83; Summer 72-94; Fall 53-81; Winter 42-64. First killing frost, Nov. 15; last killing frost, Mar. 2.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northshore Sq. (70)	5	JCPenney, D.H. Holmes, Mervyn's, Sears
Northside Plz. (11)	2	Winn Dixie, Beall's, Campo's, Eckerds
Plaza 190(6)	2	A&P, Beards, K&B
Wal-Mart(20)	3	Delchamps, Wal-Mart, Walgreens, Shoe Town
K mart(6)	3	K mart
County Club Plz.(6)	NA	Delchamps, Revco
Brown's Vlg. Sq.(4)	4	Delchamps, Eckerds
Tammany Mall(10)	2	D.H. Holmes/Last Resort, Firestone
Lauren Plz.(6)	2	Delchamps, Eckerds

13 - RETAIL OUTLETS: Department Stores-Sears; D.H. Holmes; Last Resort; Beards; JCPenney; Mervyn's.
Discount Stores-K mart; Wal-Mart; Walgreens.
Chain Supermarkets-A&P; Schwegmanns; Winn-Dixie; National; Delchamps; County Mkt.; IGA.

14 - NEWSPAPERS: SENTRY-NEWS (m-tues to sat) 5,670; (S) 27,650; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: Charles LaFerrara, Adv. Dir., SENTRY-NEWS, 3648 Pontchartrain Dr., Hwy. 11 South; PO Box 910, Slidell, LA 70459; Tel. (504) 643-4918.
National Representative: U.S. Suburban Press.

SULPHUR

1 - LOCATION: Calcasieu Parish, (In Lake Charles MSA). E&P Map B-3.

2 - TRANSPORTATION: Railroad-Missouri Pacific.
Airline-West Calcasieu Airport.

3 - POPULATION:
Corp. City 90 Cen. 20,125; E&P 92 Est. 20,208
Parish/MSA 90 Cen. 168,134; E&P 92 Est. 172,587

4 - HOUSEHOLDS:
City 90 Cen. 7,523; E&P 92 Est. 7,554
Parish/MSA 90 Cen. 59,892; E&P 92 Est. 61,478

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: Calcasieu County 100,904

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Citgo 1,552 (reg., f.t); Citcon N.A; Conoco 677 (reg.) 200 (contract); PPG 1605 N.A.; Olin Chemicals N.A.; W. R. Grace N.A.; Firestone 320; Himont 558 N.A.; Occidental Petroleum 133; Jupiter N.A.; Gulf States Utilities Nelson Sta N.A.

10 - CLIMATE: Min. & Max. Temp. N.A.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kenwood(8)	NA	K&B, TG&Y
Maplewood Plz.	NA	Delchamps
Parish Vlg.(8)	NA	Market Basket
Town & Country(3)	NA	Market Basket
Westpoint(18)	NA	Dollar General

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Discount Store-Wal-Mart.
Chain Drug Stores-Revco; Eckerd; K&B.
Chain Supermarkets-Delchamps; Brookshire Bros.; Kroger; Market Basket.

14 - NEWSPAPERS: SOUTHWEST DAILY NEWS (m-tues to fri; S) 6,824; sworn Jan. 1, 1990.
Local Contact for Advertising and Merchandising Data: Ophelia Hayes, Adv. Dir., SOUTHWEST DAILY NEWS, PO Box 1999, Sulphur, LA 70664; Tel. (318) 527-7075.
National Representative: Papert Companies.

THIBODAUX

1 - LOCATION: Lafourche Parish, (In Houma-Thibodaux MSA), E&P Map C-4, Parish Seat. Agriculture, commercial fishing and oil and gas production center; light industry. SE portion of state. 68 mi. SE of Baton Rouge; 58 mi. SW of New Orleans.

2 - TRANSPORTATION: Railroads-Southern Pacific; Texas and Pacific.

Motor Freight Carriers-5.
Intercity Bus Line-Teche-Greyhound Lines.

3 - POPULATION:
Corp. City 90 Cen. 14,035; E&P 92 Est. 13,680
NDM-ABC: (80) 50,065
Parish 90 Cen. 85,860; E&P 92 Est. 88,726
MSA 90 Cen. 182,842; E&P 92 Est. 188,712

4 - HOUSEHOLDS:
City 90 Cen. 5,247; E&P 92 Est. 5,114
NDM-ABC: (80) 15,491
Parish 90 Cen. 28,620; E&P 92 Est. 29,575
MSA 90 Cen. 60,947; E&P 92 Est. 62,904

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$698,258,634
Savings & Loan	4	$216,640,381

6 - PASSENGER AUTOS: Lafourche Parish 45,375

7 - ELECTRIC METERS: Residence 5,800

8 - GAS METERS: Residence 4,832

9 - PRINCIPAL INDUSTRIES: Industry-Steel Fab.; Agric. Mach.; Univ. Educ.; Candy; Fertilizer; Oil, Gas And Related Industries; Commercial Fishing; Sugar Cane; Shipbuilding.

10 - CLIMATE: Annual mean temp. 68. Highest av. temp. June-96; lowest av. temp. Dec.-27.

11 - TAP WATER: Alkaline; hard.

12 - RETAILING: Principal Shopping Centers-8 blocks on West 3rd St.; 3 blocks on Green and St. Philip Sts. (35 Stores).

Neighborhood Shopping Centers-Foodtown 4; Johnson 5; Nicholls 7; Peltier 11; Rienzi 12; Lafourche Plaza 2.

Nearby Shopping Centers-Southland Mall-Holmes; Kirschmann's; Sears; Woolworth; JCPenney; Katz & Besthoff; Winn-Dixie; Eckerd.

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Jake's; Sears (catalog); JCPenney (catalog).
Discount Stores-K mart; Wal-Mart.
Variety Store-National Dollar.
Chain Drug Stores-D&M 2; Lafourche; Eckerd; Katz & Besthoff; Southland Walgreens 2.
Chain Supermarkets-Rouses; L&N Food Stores; Winn-Dixie 2; IGA, Delchamps; Super Foods.
Other Chain Stores-Goodyear; Western Auto; Firestone; B.F. Goodrich; A to Z Rental; Lowes Lumber; Radio Shack; West Lumber; Auto Shack.

14 - NEWSPAPERS: COMET (e-mon to fri) 12,072; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Alan Rini, Adv. Dir., COMET, 705 W. 5th St.; PO Box 5238, Thibodaux, LA 70302; Tel. (504) 447-4055.
National Representative: Branham/Newspaper Sales.

MAINE SURVEYS

METROPOLITAN STATISTICAL AREAS

Bangor-Bangor, Brewer and Old Town cities; Eddington, Glenburn, Hampden, Hermon, Holden, Kenduskeag, Orono, Orrington and Veazie towns; Penobscot Indian Island Indian Reservation in Penobscot County; Winterport town in Waldo County.

Lewiston-Auburn-Auburn and Lewiston cities; Greene, Lisbon, Mechanic Falls, Poland and Sabattus towns in Androscoggin County.

Portland-Portland, South Portland and Westbrook cities; Cape Elizabeth, Cumberland, Falmouth, Freeport, Gorham, Gray, North Yarmouth, Raymond, Scarborough, Standish, Windham and Yarmouth towns in Cumberland County; Buxton, Hollis and Old Orchard Beach towns in York County.

Portsmouth-Dover-Rochester, NH-ME-Portsmouth city; Exeter, Greenland, Hampton, New Castle, Newfields, Newington, Newmarket, North Hampton, Rye and Stratham towns in Rockingham County, NH; Dover, Rochester and Somers-worth cities; Barrington, Durham, Farmington, Lee, Madbury, Milton and Rollinsford towns in Strafford County, NH; Berwick, Eliot, Kittery, North Berwick, Ogunquit, South Berwick, Wells and York towns in York County, ME

POPULATION ESTIMATES
(Thousands)

Age Group	**1980**	**1990**	**1992**
Under 5 Years	79	102	104
5-14 Years	178	186	188
15-24 Years	206	184	186
25-44 Years	302	391	396
45-64 Years	219	228	231
65 and Over	141	142	144
TOTAL	1,125	1,233	1,248

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1977 Census**	**1982 Census**	**1992 Est.**
Bldg. Mat./Hdwr	248	304	756
General Mdse	393	462	996
Food	872	1,275	2,423
Automobiles	724	914	2,518
Gasoline Stations	244	387	547
Apparel	132	210	435
Furniture	116	133	350
Eat-Drink Places	261	411	898
Drugs	103	161	337
TOTAL SALES	3,616	5,332	11,287

AUBURN
See LEWISTON

AUGUSTA

1 - LOCATION: Kennebec County, E&P Map B-4, Capital of the state; County Seat. On Kennebec River. 62 mi. from Portland; 74 mi. from Bangor and 170 mi. from Boston. Shopping and manufacturing center in agricultural area on Hwys. 11, 17, 104, 105, 200, 201, 202; Maine Tpke.; I-95.

2 - TRANSPORTATION: Railroad-Maine Central.
Intercity Bus Line-New England Transit.
Motor Freight Carriers-10.
Airlines-Bar Harbor; Eastern Express.

3 - POPULATION:
Corp. City 90 Cen. 21,325; E&P 92 Est. 21,226
CZ-ABC: (80) 24,321
RTZ-ABC: (80) 224,174
County 90 Cen. 115,904; E&P 92 Est. 117,053
City & RTZ-ABC: (80) 248,495

4 - HOUSEHOLDS:
City 90 Cen. 8,719; E&P 92 Est. 8,678
County 90 Cen. 44,783; E&P 92 Est. 45,227
CZ-ABC: (80) 9,378
RTZ-ABC: (80) 76,983
City & RTZ-ABC: (80) 86,361

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$122,576,000
Commercial	5	$211,576,000

6 - PASSENGER AUTOS: Kennebec County 80,365

7 - ELECTRIC METERS: Residence 53,528

8 - GAS METERS: Residence 27,000

9 - PRINCIPAL INDUSTRIES: Industry, No. Wage Earners (Av. Wkly. Wage N.A.)-Cotton 1,202; Paper Products 635; Publishers & Printers 225; Food Proc. 608; State Employees 8,014; Veterans Administration 1,080; City Employees 900; Teachers 1,107; Boots & Shoes 1,038; Elect. 267; Iron Fab. 245; Telephone 156; IRS 175.

10 - CLIMATE: Av. Temp.-Spring 42; Summer 65; Fall 45; Winter 23. First killing frost, Oct. 16; last killing frost, Apr. 23.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-Water St., 1,800 ft. both sides.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Augusta Plz.(15)	NA	K mart
Capitol(13)	NA	Service Mdse., Shaw's
Turnpike Mall(12)	NA	Sears, Zayre's, Shop 'N Save

Neighborhood Shopping Centers-Cony St., State St., Western Ave., Bangor St.

Principal Shopping Days-Wed., Thur., Fri.

Principal Shopping Night-Thur., Shpg. Ctrs. open every evening.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Chernowsky's; Frank X. Pomerleau; Farrell's.
Variety Store-McLellan's.
Discount Stores-Ames; K mart; Service Merchandise.
Chain Drug Stores-LaVerdiere's 2; CVS; Brooks Super Drug; Welby's.
Chain Supermarkets-Shop 'N Save 3; Mister Market; Barden's 2; Shaw's; Bernards; Maine Pride.
Other Chain Stores-Firestone; Goodrich; Bass Shoe; Beaconway Fabrics; Day's Jewelry; Sherwin-Williams; Lamey-Wellehan's; Augusta Supply Co.; Hit or Miss; Grossman's VIP.

14 - NEWSPAPERS: KENNEBEC JOURNAL (m) 19,439; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Gary Zemrak, Adv. Dir., KENNEBEC JOURNAL, 274 Western Ave., Augusta, ME 04330; Tel. (207) 623-3811.
National Representative: Landon Associates.

BANGOR

1 - LOCATION: Penobscot County (Bangor NECMA). E&P Map C-4. On Penobscot River; 60 mi. NE of Augusta; connected with city of Brewer by 3 bridges; 130 mi. NE of Portland. On U.S. Hwys. 1A-2; I-95; State Hwys. 9, 15, 100, 178, 222.

2 - TRANSPORTATION: Railroads-Maine Central; Bangor & Aroostook.
Motor Freight Carriers-29.
Intercity Bus Lines-Cyr; Citibus; Greyhound.
Airlines-Delta; Continental Express; United; Air Atlantic; Northeast Airlink.

3 - POPULATION:
Corp. City 90 Cen. 33,181; E&P 92 Est. 33,489
CZ-ABC: (80) 72,009
RTZ-ABC: (80) 357,132
County 90 Cen. 146,601; E&P 92 Est. 148,505
NECMA 90 Cen. 146,601; E&P 92 Est. 148,505
City & RTZ-ABC: (80) 429,141
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 13,043; E&P 92 Est. 13,164
County 90 Cen. 58,427; E&P 92 Est. 59,186
NECMA 90 Cen. 58,427; E&P 92 Est. 59,186
CZ-ABC: (80) 24,343
RTZ-ABC: (80) 122,272
City & RTZ-ABC: (80) 146,615

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	1	$270,733,000
Trust Co.	1	$26,126,000
Fed. Credit Unions	10	$39,928,000

6 - PASSENGER AUTOS: Penobscot County 97,633

7 - ELECTRIC METERS: Residence 28,838

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Leather/Leather Prods. 830; Paper & Allied Prods. 1,346; Mach./Elect. & Non-elect. 1,045; Food Proc. 318; Printing & Publishing 517; Textiles 81; Other Misc. Mfg. 1,085; Total Mfg. 5,222; Gov't 11,312; Servs. 12,393; Ret. & Whol. 13,474; Trans. & Public Util. 3,323; Fin. & Ins. 1,830; Contracting & Constr. 2,240; Total Non-mfg. 44,582; Total Non-Farm Labor Force 49,804 (Greater Bangor Area).

10 - CLIMATE: Min. & Max. Temp.-Spring 30-80; Summer 50-100; Fall 30-70; Winter -20-44. First killing frost, Sept. 8; last killing frost, May 15.

11 - TAP WATER: Alkaline, very soft; fluoridated.

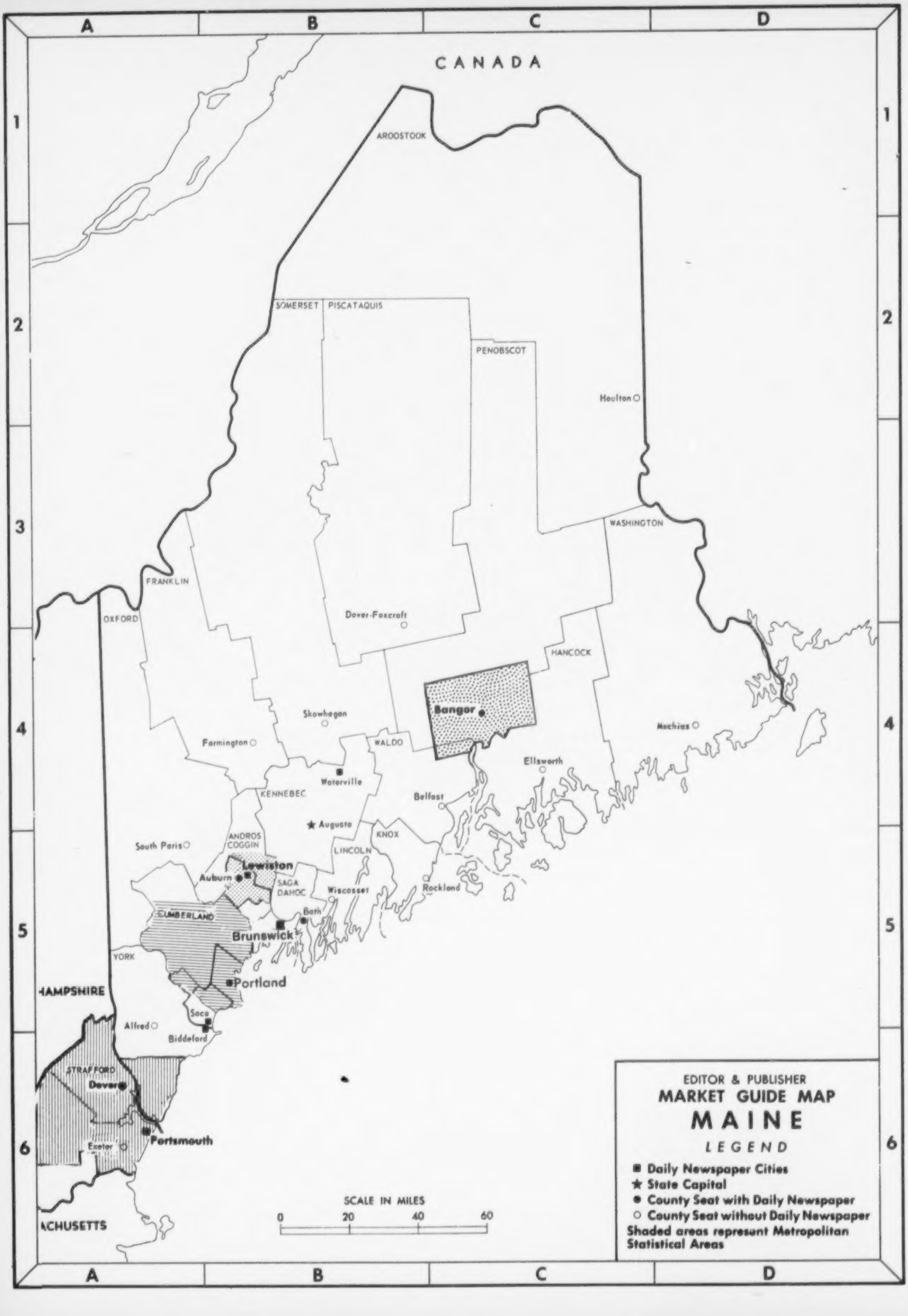
12 - RETAILING: Principal Shopping Centers-Bangor Shopping Ctr. 3 Blocks on Main St.; Westgate Mall-3 Blocks on Hammond St.; Airport Mall-6 Blocks on State St.; K mart-4 Blocks on Harlow St.; Shaw's Plz.; 2 Blocks on Exchange St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bangor Mall(80)	5	Sears, JCPenney, Porteous
Broadway Shpg. Ctr.(15)	3	Ames, TJ. Maxx, Sherwin-Williams, Shop 'N Save
Westgate Mall(8)	2	Westgate IGA, Wellby's, Wholesale Depot
Airport Mall(27)	3	Rich's, CVS, Doug's Shop 'N Save, Radio Shack, Thom McAn
Maine Sq. Mall (13)	5	Ski Rack, Radio Shack, Bass Shoe, Fayva Shoe
Mid Maine Mall (7)	5	Waterrest Waterbeds, GNC, Dorsey Furniture
Shaw's Plz.(5)	5	Shaw's Supermarket
Outer Broadway	4	Varney's, Trustworthy Hardware
The Avenue	5	
N. Brewer(3)	3	Marden's, IGA, LaVerdiere's
Brewer Mall(18)	4	Shop 'N Save, Wellby's, O'Brien's Hardware, Penobscot Appliances
Twin City Plz.(14)	4	
Stillwater Ave.	NA	
University Mall (10)	NA	Ames
Ellsworth Mall (11)	23	Ames, Wellby's, O'Brien's Hardware
Ellsworth Mill Mall(9)	23	Brown's, Bass Shoes, Ames, Aubochon's Hdwe., Doug's Shop 'N Save
Belfast Mall(3)	35	JCPenney, IGA

Principal Shopping Days-Fri., Sat., Mon.
Stores Close-Principal Stores & major holidays.
Stores Open Evenings-Shpg. Ctrs. evenings until 9.

13 - RETAIL OUTLETS: Department Stores-Sears; Porteous; JCPenney; Service Merchandise; K mart; Toys 'R' Us; Color Tile; Goodyear; Marden's.
Chain Drug Stores-Brooks; Miller's; Ohmart & Hinkley; LaVerdiere's 4; Wellby's 6; CVS 2.
Discount Stores-K mart; Rich's; Ames.
Outlets-Bass Shoe; Dexter Shoe; Hathaway Shirt; Quoddy Shoes; Ship 'N Shore; Eastland Shoes; Kidsport.
Chain Supermarkets-IGA Foodliner 2; Doug's Shop 'N Save 7; Shaw's.
Other Chain Stores-Thom McAn; Fayva; Standard Show; Kinney Shoe; Baker Shoe; Anderson Little; The Gap; Hit or Miss; Spencer Gifts; Radio Shack; Zales Jewelry; G.M. Pollack & Son; Gordon Jewlers; So-Fro Fabrics; TJ. Maxx; Marianne's; Brooks Fashion; B. Dalton; Designs by Levi's; Field's Hoisery; Mothercare; Weathervane; Chess King; Hickory Farms; GNC; Color Tile; Nutri-System; Service Mdse.; Sherwin-Williams; Trustworthy 2; Steego Auto Parts; CAP Auto; Goodyear; Waterrest Water Beds; Accentricity; Athletic Attic; Benetton; Cutlery World; Ilona's; Kay-Been Toy & Hobby; Lane Bryant; Lechters; Musicland; Naturalizer; Olympia Sports Ctr.; Ormond; Pearle Vision Express; J. Riggings; Sunglass Hut; Sweet Stuff; Tape World; Team Pride; The Earring Tree; The Limited; Things Remembered; This End Up.


A
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CANADA
AROOSTOOK
SOMERSET
PISCATAQUIS
PENOBSCOT
Houlton
WASHINGTON
FRANKLIN
OXFORD
Dover-Foxcroft
HANCOCK
Bangor
Skowhegan
Machias
Farmington
WALDO
Ellsworth
Waterville
KENNEBEC
Belfast
Augusta
KNOX
ANDROS COGGIN
South Paris
LINCOLN
Lewiston
Auburn
SAGA DAHOC
Wiscasset
Rockland
CUMBERLAND
Bath
Brunswick
YORK
Portland
HAMPSHIRE
Saco
Alfred
Biddeford
STRAFFORD
Dover
Portsmouth
Exeter
SCALE IN MILES
0
20
40
60
ACHUSETTS

EDITOR & PUBLISHER

MARKET GUIDE MAP

MAINE

LEGEND

- ■ Daily Newspaper Cities
- ★ State Capital
- ● County Seat with Daily Newspaper
- ○ County Seat without Daily Newspaper

Shaded areas represent Metropolitan Statistical Areas

14 - NEWSPAPERS: NEWS (m-mon to fri) 76,290; (wknd.) 92,640; Mar. 31, 1991 ABC.
Local Contact for Advertising and Marketing Data: Wayne Lawton, Adv. Dir., NEWS, 491 Main St., Bangor, ME 04401; Tel. (207) 990-8000.
National Representative: Sawyer-Ferguson-Walker.

BIDDEFORD-SACO

1 - LOCATION: York County. E&P Map B-5. Residential ctr. on Saco River, 6 mi. from its mouth; 15 mi. SW of Portland. On U.S. Hwy. 1 and Maine Tpke.

2 - TRANSPORTATION: Railroad-B & M.
Motor Freight Carriers-13.
Intercity Bus Lines-Biddeford & Saco; Brunswick Trans.

3 - POPULATION:
Corp. Cities 90 Cen. 35,891; E&P 92 Est. 36,557
Biddeford 90 Cen. 20,710; E&P 92 Est. 20,924
Saco 90 Cen. 15,181; E&P 92 Est. 15,633
CZ-ABC: (80) 32,559
RTZ-ABC: (80) 15,530
County 90 Cen. 164,587; E&P 92 Est. 169,454
City & RTZ-ABC: (80) 48,089

4 - HOUSEHOLDS:
Cities 90 Cen. 13,450; E&P 92 Est. 13,698
Biddeford 90 Cen. 7,832; E&P 92 Est. 7,913
Saco 90 Cen. 5,618; E&P 92 Est. 5,785
County 90 Cen. 60,899; E&P 92 Est. 62,700
CZ-ABC: (80) 11,633
RTZ-ABC: (80) 5,796
City & RTZ-ABC: (80) 17,429

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	4	$1,000,000,000
Commercial	5	(incl. above)

6 - PASSENGER AUTOS: York County 120,057

7 - ELECTRIC METERS: Residence: Biddeford and Saco 33,500

8 - GAS METERS: Bottled gas used.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textiles & Military Weapons Total 29,020; Av. Wkly Wage-N.A.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Average Temp.-Spring 42; Summer 65; Fall 48; Winter 22. First killing frost, Oct. 6; last killing frost, May 8.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Shop 'N Save(11)	1	Shop 'N Save
Saco Valley(17)	1	Ames, Shaw
5 Points(11)	2	Rich's
Maine Mall(130)	15	Jordan M., Sears, Filenes

Principal Shopping Days-Downtown-Sat.; Shopping Ctrs.-6 nights.

13 - RETAIL OUTLETS: Department Stores-R.H. Reny; Youlands.
Variety Stores-Bookland 2.
Chain Drug Stores-Laverdiere 2; Brooks 2; Wellby 2.
Discount Stores-Ames; Rich's; Stuarts.
Chain Supermarkets-Shop 'N Save 2; Shaw's.
Other Chain Stores-Dexter; Goodyear; Sherwin-Williams; Radio Shack, Bass Shoe; Fayva; Devoe Paint.

14 - NEWSPAPERS: JOURNAL-TRIBUNE (e) 14,125; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Donald Lauzier, Adv. Mgr., JOURNAL-TRIBUNE, P.O. Box 627, Biddeford, ME 04005; Tel. (207) 282-1535.
National Representative: Landon Associates.

BRUNSWICK

1 - LOCATION: Cumberland County, (In Portland NECMA). E&P Map B-5. 27 mi. E of Portland; Harbor, Port of entry. 12 mi. from mouth of Kennebec River. On U.S. Hwys. 1; I-95.

2 - TRANSPORTATION: Railroad-Maine Central (freight).
Intercity Bus Line-Coastal Trans.
Motor Freight Carriers-12.
Airlines-Delta; Continental; United; USAir; Valley; Bar Harbor.

3 - POPULATION:
Corp. City 90 Cen. 14,683; E&P 92 Est. 14,146
CZ-ABC: (80) 35,352
RTZ-ABC: (80) 20,671
Co./NECMA 90 Cen. 243,135; E&P 92 Est. 248,528
City & RTZ-ABC: (80) 56,023

4 - HOUSEHOLDS:
City 90 Cen. 5,829; E&P 92 Est. 5,616
Co./NECMA 90 Cen. 89,232; E&P 92 Est. 91,211
CZ-ABC: (80) 12,137
RTZ-ABC: (80) 7,395
City & RTZ-ABC: (80) 19,532

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	$136,000,000
Savings & Loan	2	$105,000,000
Savings	6	$193,000,000
Credit Unions	6	$48,000,000

6 - PASSENGER AUTOS: Cumberland County 170,897

7 - ELECTRIC METERS: Residence 6,850

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Shipbuilding; Papermaking; Artist Brushes; Wiring Devices; Fishing; Sports Clothing and Equipment; Military Installations (naval).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Av. Temp.-Spring 42; Summer 68; Fall 47; Winter 23. First killing frost, Oct. 18; last killing frost, Apr. 24.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Cook's Corner, 17 stores (Sears, Porteous); Bath Rd.-Topsham Fair Mall (Bradless, Shop 'N Save); L L Bean and 100 retailers and discount stores in Freeport.

Principal Shopping Days-Mon., Thurs., Fri., & Sat.
Stores Open Evenings-Mon. through Sat. 9 a.m. to 9 p.m.

13 - RETAIL OUTLETS: Department Stores-Senter's; Sears; Grand City; Bradlees; Ames; Porteous.
Chain Drug Stores-General Sales; Combined Sales; Welby Super Drug; CVS; Drapeau's; LaVerdiere's.
Variety Stores-Grand City; Newberry.
Discount Store-Ames.
Chain Supermarkets-Shaws; Shop 'N Save 2.
Other Chain Stores-G.M. Pollack & Sons; Singer Co.; Sherwin-Williams; Western Auto; Goodyear; VIP Auto Center; Lamey-Wellahan; So-Fro Fabrics; Radio Shack; Fayva; Bookland; Poore Simons; Perkin's Hallmark; Fashion Bug; Grossman's.

14 - NEWSPAPERS: TIMES RECORD (e-mon to fri) 14,607; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Marie Almy, Adv. Dir., TIMES RECORD, Industry Rd.; PO Box 10, Brunswick, ME 04011; Tel. (207) 729-3311.
National Representative: Landon Associates.

LEWISTON-AUBURN

1 - LOCATION: Androscoggin County, (NECMA). E&P Map B-5. County Seat. Industrial, wholesale and agricultural center. SW inland ME; 135 mi. from Boston, MA; 350 mi. from New York City, NY.

2 - TRANSPORTATION: Railroad-Maine Central.
Motor Freight Carriers-24.
Intercity Bus Lines-Greyhound; Hudson.

3 - POPULATION:
Corp. Cities 90 Cen. 64,066; E&P 92 Est. 64,157
Lewiston 90 Cen. 39,757; E&P 92 Est. 39,612
Auburn 90 Cen. 24,309; E&P 92 Est. 24,545
CZ-ABC: (80) 63,609
RTZ-ABC: (80) 199,529
Co./NECMA 90 Cen. 105,259; E&P 92 Est. 106,348
City & RTZ-ABC: (80) 263,138
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 90 Cen. 25,457; E&P 92 Est. 25,492
Lewiston 90 Cen. 15,837; E&P 92 Est. 15,779
Auburn 90 Cen. 9,620; E&P 92 Est. 9,713
Co./NECMA 90 Cen. 40,467; E&P 92 Est. 40,886
CZ-ABC: (80) 23,451
RTZ-ABC: (80) 69,281
City & RTZ-ABC: (80) 92,732

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	6	$165,514,614
Commercial	4	$73,099,000

6 - PASSENGER AUTOS: Androscoggin County 66,995

7 - ELECTRIC METERS: Residence 40,082

8 - GAS METERS: Residence 4,288

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Durable Goods 2,970; Nondurable Goods 7,480; Constr. 2,290; Trans. & Pub. Util. 1,430; Whol. Trade 2,150; Ret. Trade 7,880; Automotive Dealers & Service Stations 920; Apparel & Accessory Stores 420; Furn. & Home Furnishing 260; Eating & Drinking Places 2,500; Fin., Ins., & R.E. 2,270; Services & Mining 10,600; Gov't 3,710.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-70; Summer 50-90; Fall 27-75; Winter -6-50. First killing frost, Oct. 8; last killing frost, May 2.

11 - TAP WATER: Slightly acid, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers
Lewiston-Approx. 2 mi. on Lisbon St.; 2 mi. on Main St.; Lewiston Mall; Promenade Mall; Northwood Park.
Auburn-Main; N Main; Court; Turner; Center St. Plaza; Auburndale Ctr.; K mart Ctr.; Auburn Mall.

Principal Shopping Days-Dept.-Mon., Fri., Sat. Food-Mon., Fri.
Stores Open Evenings-Dept.-Mon. through Sun.; Food-Mon.-Sun.

13 - RETAIL OUTLETS: Department Stores-Sears; Bradlees; JCPenney; Porteous; Mitchell & Braun; Ames; K mart.
Variety Stores-Mac's, Laverdieres 3; McCroy's.
Discount Stores-K mart; Bradlees; Ames; Marden's; Service Mdse.
Chain Drug Stores-CVS 2; Welby 4.
Chain Supermarkets-Shop-N-Save 3; Shaw's 2; Borque's 2.
Other Chain Stores-Lamey-Wellehan (shoes) 2; Evergreen; Footloose; Fayva; Dexter; Thom McAn; Deering Ice Cream; Friendly Ice Cream; Frugals; So-Fro Fabrics; Bookland; Waldenbooks; Radio Shack 2; Hit or Miss; Athletic Attic; Brooks Fashion; Carlyle Jewelry; Chess King; Earring Tree; Little Caesar's; Subway Shop; Foxmoor; The Gap; General Nutrition; Kodak Photo; Pats Pizza; Domino's; Footlocker; My Store; Photo Finish; Strawberry's; Kay-Bee Toys; Kinney Shoes; Lady Paulines; Marianne; Mothercare; Musicland; Ormond; Pearl Vision; G.M. Pollack; Spencer Gifts; Weathervane; Carriage House 2; Anderson-Little; Poore Simon's; Deb; The Dog House; JoAnn's Nut House; Discount Martin; Wholesale Depot; Agway.

14 - NEWSPAPERS: SUN-JOURNAL (m) 40,634; SUN-JOURNAL (S) 42,860; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Stephen M. Costello, Mktg. Mgr., SUN-JOURNAL, 104 Park St., Lewiston, ME 04240; Tel. (207) 784-5411.
National Representative: Landon Associates.

PORTLAND

1 - LOCATION: Cumberland County, (NECMA). E&P Map B-5 (MSA). County Seat. 108 mi. E of Boston, MA. On U.S. Hwy. 1; Interstate Hwys. 9, 25, 100 and 302, I-295 & I-95.

2 - TRANSPORTATION: Railroads-Boston & Maine; Gilford Transportation.
Motor Freight Carriers-(Interstate) 20.
Freight Steamship Lines-7.
Intercity Bus Line-Vermont Transit.
Airlines-Delta; United; USAir; Continental; Northwest; Northeast Express, Business Express.

3 - POPULATION:
Corp. City 90 Cen. 64,358; E&P 92 Est. 64,915
CZ-ABC: (80) 113,951
RTZ-ABC: (80) 270,372
Co./NECMA 90 Cen. 243,135; E&P 92 Est. 248,528
City & RTZ-ABC: (80) 384,323
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 28,388; E&P 92 Est. 28,634
Co./NECMA 90 Cen. 89,232; E&P 92 Est. 91,211
CZ-ABC: (80) 44,222
RTZ-ABC: (80) 94,166
City & RTZ-ABC: (80) 138,388

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	3	$3,270,920,000
Credit Union	17	$164,641,000
Commercial	4	$3,904,609,000

6 - PASSENGER AUTOS: Cumberland County 170,897

7 - ELECTRIC METERS: Residence 86,000 (Greater Portland area)

8 - GAS METERS: Residential & Commercial 12,704; County 8,825 Portland

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Metals & Mach. 4,800; Food Prods. 2,500; Paper 2,600; Leather Prods. 1,400; Lumber & Wood Prods. 800.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-74; Summer 52-90; Fall 33-68; Winter 8-42.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Areas-Between Longfellow and Monument Squares; Maine Mall.
Neighborhood Shopping Areas-Woodford's Corner; Allen's Corner; Rosemont, Pond Cove; Westbrook.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Lunt's Plz.(5)	NA	Shop 'N Save
Maine Mall(134)	.5	Sears, JCPenney, Jordan Marsh, Filenes, Porteous, Filene's Basement
Mallside Plz. (15)	NA	Service Merchandise
Mall Plaza(10)	5	Ames, Hermans
Shop 'N Save Plz.(5)	5	Shop 'N Save T.J. Maxx
North Gate(11)	2	Shaw's Mkt.
Northport(6)	2	
Pine Tree(19)	4	Ames, Shaw's, Child World
West Gate(9)	3	Shaw's Mkt.
Mill Creek	4	Shaw's Mkt.
Falmouth	8	Shaw's Mkt., Riches, K mart
Westbrook(6)	4	Bradlees, Shop 'N Save
Clark's Pond(7)	5	Home Quarters, Marshalls

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Dept.-Mon. & Thur.; Supermarkets-nightly.

13 - RETAIL OUTLETS: Department Stores-Sears; Owen Moore; Porteous Mitchell & Braun; Jordan Marsh; JCPenney; Filene's.
Variety Stores-Woolworth; Newberrys.
Discount Stores-Ames; Bradlees; Romanow's; K mart; Child World; Marshalls; Toys 'R' Us; T.J. Maxx; Service Mdse; Rich's; Filenes Basement.
Chain Drug Stores-Wellby's 3; LaVerdiere's 3; Lovell's; CVS 5.
Chain Supermarkets-Shop 'N Save 7; Shaw's 7; IGA 2.

Other Chain Stores-Firestone; Thom McAn; Anderson-Little; Day's; Goodyear; Singer; Radio Shack; Lerner; Baker Shoes; Stowell's Jewelry; Foxmoor Casuals; Hanover Shoes; Spencer Gifts; Kinney Shoe; Casual Corner; Zales Jewelry; The Gap; A.S. Beck Shoes; Stride Rite; Lamey Wellehan Shoes.

14 - NEWSPAPERS: PRESS HERALD (m) 71,203; TELEGRAM (S) 139,160; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Gary R. Gagne, Adv. Dir., PRESS HERALD & TELEGRAM, 390 Congress St.; PO Box 1460, Portland, ME 04104; Tel. (207) 780-9000.

National Representative: Landon Associates.

SACO

See BIDDEFORD

WATERVILLE

1 - LOCATION: Kennebec County. E&P Map B-4. Shipping and wholesale center. Situated on U.S. Hwy. 201 and State Hwys. 11, 137; I-95. 18 mi. N of Augusta; 56 mi. E of Bangor.

2 - TRANSPORTATION: Railroad-Maine Central (freight).

Motor Freight Carriers-3.

Intercity Bus Line-New England Transit.

Airline-Eastern Express.

3 - POPULATION:

Corp. City 90 Cen. 17,173; E&P 92 Est. 17,052
CZ-ABC: (80) 26,851
RTZ-ABC: (80) 87,899
County 90 Cen. 115,904; E&P 92 Est. 117,053
City & RTZ-ABC: (80) 114,750

4 - HOUSEHOLDS:

City 90 Cen. 6,358; E&P 92 Est. 6,313
County 90 Cen. 44,783; E&P 92 Est. 45,227
CZ-ABC: (80) 9,456
RTZ-ABC: (80) 29,678
City & RTZ-ABC: (80) 39,134

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	N.A.
Savings & Loan	2	N.A.
Commercial	5	N.A.

6 - PASSENGER AUTOS: Kennebec County 80,365

7 - ELECTRIC METERS: Residence 14,250

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Pulp & Paper 1,325; Molded Wood Fibre Prods. 800; Woolen Fabric Mfg. 250; Shirt Makers 1,000; Medical Ctr. 1,100; Two colleges 585.

Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-72; Summer 54-100; Fall 33-78; Winter 30-42.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-Main St.; Silver St.; College Ave.; Kennedy Memorial Dr.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Elm Plz.(14)	1	Shop 'N Save, K mart, JCPenney
Concourse(17)	NA	Ames, Shop 'N Save
JFK Mall(14)	1	Trustworthy Hdwe., Rich's

Principal Shopping Days-Thur., Fri.

Stores Open Evenings-Fri., Shopping centers nightly.

13 - RETAIL OUTLETS: Department Stores-Butler's; Levine's; JCPenney.

Discount Stores-K mart; Ames; Rich's; Marden's.

Chain Drug Stores-LaVerdiere's 6; CVS 2.

Chain Supermarkets-Shop 'N Save; IGA; Shaw's.

Other Chain Stores-Radio Shack; Mr. Paperback; Consumer Auto Parts; Steego; Sherwin-Williams.

14 - NEWSPAPERS: SENTINEL (m) 25,607; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Ron Uecker, Adv. Mgr., SENTINEL, 25 Silver St., Waterville, ME 04901; Tel. (207) 873-3341.

National Representative: Landon Associates.

MARYLAND SURVEYS

METROPOLITAN STATISTICAL AREAS

Baltimore-Baltimore City; Anne Arundel, Baltimore, Carroll, Harford, Howard and Queen Anne's Counties.

Cumberland, MD-WV-Allegany County, MD; Mineral County, WV.

Hagerstown-Washington County.

Washington, DC-MD-VA-District of Columbia; Alexandria, Fairfax, Falls Church, Manassas and Manassas Park cities, VA; Arlington, Fairfax, Loudoun, Prince William and Stafford Counties, VA; Calvert, Charles, Frederick, Montgomery and Prince George's Counties, MD.

PRIMARY METROPOLITAN STATISTICAL AREA

Wilmington, DE-NJ-MD-New Castle County, DE; Cecil County, MD; Salem County, NJ.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Phildelphia-Wilmington-Trenton, PA-NJ-DE-MD-includes Phildelphia, PA-NJ PMSA; Trenton, NJ PMSA; Vineland-Millville-Bridgeton, NJ PMSA; Wilmington, DE-NJ-MD PMSA.

POPULATION ESTIMATES

(Thousands)

Age Group	**1980**	**1990**	**1992**
Under 5 Years	272	386	401
5-14 Years	649	709	735
15-24 Years	797	724	751
25-44 Years	1,252	1,678	1,741
45-64 Years	850	893	926
65 and Over	396	409	424
TOTAL	4,216	4,799	4,979

Based on U.S. Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	**1977 Census**	**1982 Census**	**1992 Est.**
Bldg. Mat./Hdwr	531	777	1,888
General Mdse	2,037	2,452	4,745
Food	3,198	4,624	7,618
Automobiles	2,825	3,743	8,711
Gasoline Stations	1,210	2,000	2,629
Apparel	687	1,115	2,071
Furniture	628	929	2,132
Eat-Drink Places	1,257	1,917	3,814
Drugs	516	737	1,458
TOTAL SALES	14,377	20,983	40,692

ANNAPOLIS

1 - LOCATION: Anne Arundel County (In Baltimore MSA). E&P Map C-2. State Capital. County Seat. U.S. Naval Academy; yachting and water sport center. 26 mi. S of Baltimore; 32 mi. NE of Washington. On U.S. Hwy. 2.

2 - TRANSPORTATION: Railroads-Chessie System; ConRail.

Motor Freight Carriers-4.

Intercity Bus Lines-Baltimore & Annapolis; Trailways; Greyhound.

Airlines-Delta; Eastern; American; TWA; Texas Intl.; USAir; United; British Airways.

3 - POPULATION:

Corp. City 90 Cen. 33,187; E&P 92 Est. 33,476
CZ-ABC: (80) 62,398
RTZ-ABC: (80) 40,789
County 90 Cen. 427,239; E&P 92 Est. 446,131
MSA 90 Cen. 2,382,172; E&P 92 Est. 2,461,528
City & RTZ-ABC: (80) 103,187

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 12,764; E&P 92 Est. 12,876
County 90 Cen. 158,501; E&P 92 Est. 165,510
MSA 90 Cen. 908,697; E&P 92 Est. 938,800
CZ-ABC: (80) 21,261
RTZ-ABC: (80) 12,988
City & RTZ-ABC: (80) 34,249

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	NA	$522,200,000
Savings & Loan	NA	$386,700,000

6 - PASSENGER AUTOS: Anne Arundel County 261,191

7 - ELECTRIC METERS: County Res. 126,880

8 - GAS METERS: County Res. 49,399

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Fort Meade 16,000; Radar & Electronics 15,000; USNA (including Middies) 6,000; U.S. Naval Station; U.S. Naval Security over 10,000; U.S. Dept. of Motor Vehicles over 1,000; U.S. Coast Guard; MD State Gov't; Synthetic Fibers 227; Undersea Warfare Equip. 950; Communications Research & Development 600; Copper Refining 163.

Principal Industrial Pay Days-Gov't 15th & 30th; Wkly. Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-75; Summer 60-97; Fall 55-72; Winter 8-63. First killing frost, late Nov.; last killing frost, Mar. 1.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-3 blocks on Main St.; 3 on West St.; 1 on Maryland Ave.; 1 on State Circle; Parole Plaza; Forest Plaza.

Neighborhood Shopping Centers-4 blocks on West St.; Stores in Eastport, W. Annapolis, Hillsmere.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Annapolis(85)	NA	Hecht, Mont. Ward, JCPenney
Colonial Parole (10)	NA	Kaleidoscope Fabric, Garfinkle
Eastport(12)	NA	Safeway, Drug Fair
Forest Plz.(16)	NA	Hechinger's, Giant Food
Parole(30)	NA	Sears, K mart, Woodward & Lothrop, W. Blair, Magruder's

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Mon., Thur., Fri.

Stores Open Sundays-Discount.

13 - RETAIL OUTLETS: Department Stores-Hecht's; Sears; Woodward & Lothrop; Kirson's; Montgomery Ward; Garfinkel's; JCPenney; Caldor.

Discount Stores-Murphy Mart; K mart.

Variety Store-G.C. Murphy.

Chain Drug Stores-Kitchin's; Rite Aid 2; Nationwide; Homewood; Giant Food Phcy.; Revco; Leader Drugfair.

Chain Supermarkets-A&P 2; Acme 3; Safeway 3; Food Fair; Giant 4; 7-Eleven 2; Convenient 3; Magruder's; Shopper's; Graul's.

Other Chain Stores-Firestone; Goodyear; Western Auto; Hi-Gear; Radio Shack; Best; Entre Corp; Ralph Lauren Polo Shop; Singer; Penn Jersey.

14 - NEWSPAPERS: CAPITAL (e) 44,457; (S) 45,030; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: George R. Cruze Jr., Bus. Mgr., CAPITAL, 2000 Capital Dr.; PO Box 911, Annapolis, MD 21404; Tel. (301) 268-5000.

National Representatives: Landon Associates; U.S. Suburban Press.

BALTIMORE

1 - LOCATION: Independent City in Baltimore MSA which includes Anne Arundel, Baltimore, Carroll, Harford, Howard and Queen Anne's counties. E&P Map C-1. Nation's èleventh city. On Patapsco River, 12 mi. NE of point where the river enters Chesapeake Bay. Second largest port on the Atlantic Coast, and most westerly seaport city on North Atlantic coast; transportation services center (water, land and air); 186 mi. S of New York; 96 mi. S of Philadelphia, and 40 mi. NE of Washington. Center of industrial, shipping and commercial activities; important banking, High-Tech industries, financial and insurance community. Nationally ranked as a certified test market.

2 - TRANSPORTATION: Railroads-Amtrak; CSX; Canton (freight); Conrail (freight); Norfolk Southern (freight); Metro System (8 mi. line).

Motor Freight Carriers-160 (Interstate).

Freight Steamship Lines-87 (Scheduled liner services).

Intercity Bus Lines-MTA (with bus lines); Greyhound/Trailways; Baltimore Motor Coach; Clyde's Charter; Baltimore & Annapolis; Rohrbaugh; Columbus; Annapolis.

Airlines-American; Delta; Eastern; TWA; United; USAir; Piedmont; Iceland Air; Allegheny; American Eagle; Braniff; BWIA; Continental; Northwest; Cumberland; Mexicana; Pan Am; Henson Aviation; America West. Also serviced by 45 Air Freight Lines.

3 - POPULATION:

Corp. City 90 Cen. 736,014; E&P 92 Est. 739,469
County 90 Cen. 692,134; E&P 92 Est. 711,638
MSA 90 Cen. 2,382,172; E&P 92 Est. 2,461,528
NDM-ABC: (80) 2,173,989

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 283,082; E&P 92 Est. 284,411
County 90 Cen. 266,205; E&P 92 Est. 273,707
MSA 90 Cen. 908,697; E&P 92 Est. 938,800
NDM-ABC: (80) 756,980

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	41	N.A.
Savings & Loan	115	N.A.

6 - PASSENGER AUTOS: Baltimore County 450,222

7 - ELECTRIC METERS: Residence 913,910

8 - GAS METERS: Residence 482,538

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Service Industries 377,740; Gov't. 233,310; Wholesale & Retail Trade 211,030; Mfg. 166,650; Constr. 66,660; Other 55,550.

Principal Pay Days-Thur., Fri.; 1st, 16th.

10 - CLIMATE: Min. & Max. Temp.-Spring 19-90; Summer 55-99; Fall 25-98; Winter 0-78. First killing frost, Oct. 27; last killing frost, Apr. 16.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Areas-Harborplace. Two pavilions. Downtown: Bounded on the South by Pratt St., St. Paul and Light St. on the East, Mulberry on the North and Eutaw on the West. An area 5 blocks from North to South, and 4 blocks East to West.

Shopping Centers-Village of Cross Keys, Mondawmin Mall, Reisterstown Road Plaza, The Gallery at Harborplace, Mt. Clare Junction.

Principal MSA Shopping Areas and Shopping Centers-

Anne Arundel County: Major shopping areas-Annapolis, Glen Burnie, Pasadena, Laurel.

Shopping Centers-Annapolis Mall, Glen Burnie Mall, Governor Plaza, Harundale Mall; Jumper's Mall; Prince George's Co., Parole Plz., Marley Station, Crofton Centre.

Baltimore County: Major Shopping Areas-Baltimore, Dundalk, Reisterstown, Towson, White Marsh, Owings Mills.

Shopping Centers-Dundalk Shopping Ctr., Eastpoint Mall, Towson Market Place, Golden Ring Mall, Hunt Valley Mall, Kenilworth Bazaar, Loch Raven Plz., Perring Plz., North Plz. Mall, Reisterstown, Security Sq. Mall; Towson Town Center, Westview Mall; White Marsh Mall, Owings Mills Mall.

Carroll County: Major Shopping Areas-Westminster, Eldersburg, Hampstead.

Shopping Centers-Carrolltowne Towne Center, Crossroad Square, Cranberry Mall.

Harford County: Major Shopping Areas-Edgewood, Bel Air, Fallston, Joppatowne.

Shopping Centers-Campus Hills, Edgewood, Harford Mall, Tollgate Mall, Festival at Bel Air.

Howard County: Major Shopping Areas-Ellicott City, Columbia.

Shopping Centers-Chatham Mall, Columbia Mall

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Annapolis Mall	15	Garfinckel's, Hecht, Mont. Ward, JCPenney
Carrolltowne	17	K mart, Jamesway
Chatham Mall	12	K mart, Caldor, Giant
Columbia Mall	15	Hecht's, Sears, Woodward & Lothrop
Cranberry Mall	30	Caldor, Leggett
Crofton Ctr.	NA	K mart
Eastpoint Mall	6	JCPenney, Ames
Towson Market Pl.	7	Mont. Ward, Marshalls, Toys 'R' Us
Glen Burnie Mall	9	Epstein's, Mont. Ward, Toys 'R' Us
Marley Station	10	Macy's, Hecht's
Glen Burnie Ctr.	8	Sears, Giant
Golden Ring	9	Mont. Ward, Hecht's, Caldor
Harford Mall	30	Mont. Ward, Hechts
Harundale Mall	8	
Hunt Valley	15	Macy's, Sears
Jumper's Mall	9	K mart
Kenilworth Bazaar	8	
Prince George's Co.	25	Hecht's, JCPenney, Mont. Ward
Marley Station	NA	Macy's, Hecht's
Northwood	4	Burlington Coat Factory
Owings Mills	15	Anchor's, Saks, Macy's, Hecht's
Parole Pl.	8	K mart, Sears, Woodward & Lothrup
Reisterstown Rd.	8	
Security Sq. Mall	8	Sears, JCPenney, Hecht's
Towson Town Ctr.	8	Hecht's, Nordstrom
Westview Mall	6	Caldor
White Marsh	15	Macy's, Sears, Woodward & Lothrop

Stores Open Evenings-Downtown-Mon. & Thur. Most suburban stores open six evenings. Some food chains open 24 hours.

Stores Open Sundays-Most.

13 - RETAIL OUTLETS: Department Stores-Macy's 4; Hecht's 8; JCPenney 4; Montgomery Ward 8; Sears 7; Woodward & Lothrop 3; Caldor 6; Marshalls 5; Saks.

Chain Discount Stores-Aid 28; Ames 10; Epstein's 10; K mart 11; Jamesway 4.

Variety Stores-Ben Franklin 5; G.C. Murphy 10; Woolworth 14; T.J. Maxx 4.

Chain Drug Stores-Giant 32; Howard and Morris 6; Revco 19; Rite Aid 147; People's 13.

Chain Supermarkets-A&P/Superfresh 26; Basics/Food A Rama 29; Giant 40; Mars 10; Safeway 16; 7-Eleven 66; Valu Food 10; Kash 'N Carry 5; Farm Fresh 16; Santoni's 6; B. Green/Big B 8.

Other Chain Stores-Auto Supplies: Firestone/Ezrine 25, Goodyear 12, Hi-Gear 6, Kimmel 12, Merchant's Tire 18, Midas Muffler 13, Mr. Tire 11, Papa 10, Pep Boys 7, Penn-Jersey 6, Fisher 13, Western Auto 10; Furniture: Garon's Ethan Allen 4, Levenson & Klein 3, Scan 3, IKEA, Shavitz 2, Shiller's, This End Up 7, Thomasville Galleries 3, Towne & Country 2; Appliances: Circuit City 4, Himelfarb's, Luskin's 12; Jewelry: Edward Arthur 4, Bailey, Banks & Biddle 4, Oscar Caplan & Sons 3, S & N Katz-Castelberg's 11, Kay Jewelers 6, Shaw's Keepsake Jewelers 7, Stieff-D.P. Paul 5, J. Brown 2; Shoes: Florsheim 7, Foot Locker 174, Gussini 9, Barrett 6, Fayva 8, Naturalizer 8, Hahn 7, Hanover 12, Hess's 15, Thom McAn 15; Health Clubs: Spa Lady 13, Holiday Spas 8; Misc. Clothing Stores: Finkelstein's 4, Hamburger's 9, Jos A. Bank 2, Kuppenheimer 3, Lane Bryant 10, Linda Lynn 5, Princess Shops 6, Briggs 4, Websters 8.

14 - NEWSPAPERS: SUN (m-mon to fri) 237,519; (e-mon to fri) 159,522; (m-sat) 368,725; (S) 491,924; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Diana Zinda, V.P., SUN, Calvert & Centre Sts., Baltimore, MD 21278; Tel. (301) 332-6000.

National Representative: Newspapers First.

CAMBRIDGE

1 - LOCATION: Dorchester County, E&P Map C-2, County Seat. Electronics, agric., sea food, timber, mfg. area. On Choptank River near Chesapeake Bay, U.S. Hwy. 50; State Hwy. 16.

2 - TRANSPORTATION: Railroad-Conrail.

Motor Freight Carriers-3.

Waterways-Cambridge Port Authority for deep-water import-export traffic.

3 - POPULATION:

Corp. City 90 Cen. 11,514; E&P 92 Est. 11,476
County 90 Cen. 30,236; E&P 92 Est. 30,709
CZ-ABC: (80) 11,703
RTZ-ABC: (80) 18,920
City & RTZ-ABC: (80) 30,623

4 - HOUSEHOLDS:

City 90 Cen. 4,428; E&P 92 Est. 4,414
County 90 Cen. 10,411; E&P 92 Est. 10,574
CZ-ABC: (80) 4,446
RTZ-ABC: (80) 6,883
City & RTZ-ABC: (80) 11,329

5 - BANKS	NUMBER	EST. DEP.
Saving & Loan	3	$88,000,000
Commercial	5	$189,000,000

6 - PASSENGER AUTOS: Dorchester County 15,690

7 - ELECTRIC METERS: Residence 10,750

8 - GAS METERS: Residence, 1,581

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Electronics 2,000 ($260); Wire Cloth 325 ($260); Shirts 600 ($195); Food Proc. 1,200 ($220); Printing 350 ($300); Total Co. Av. Wkly. Wage ($250).

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 60-90; Fall 35-70; Winter 30-55. First killing frost, Nov.; last killing frost, Apr.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Areas-Downtown-4 blocks on one st.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cambridge(20)	1	Ames, Drug Fair
Shoal Creek(10)	1	Sears, Acme, Revco
Dorchester Sq.	NA	Jamesway, Food City

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Downtown-Fri. to 8 p.m.; Shopping Ctrs.-every night to 9 p.m.

13 - RETAIL OUTLETS: Department Store-Sears.

Variety Stores-McCrory, Woolworth.

Chain Drug Stores-Rite Aid, Revco, Thrift Drug.

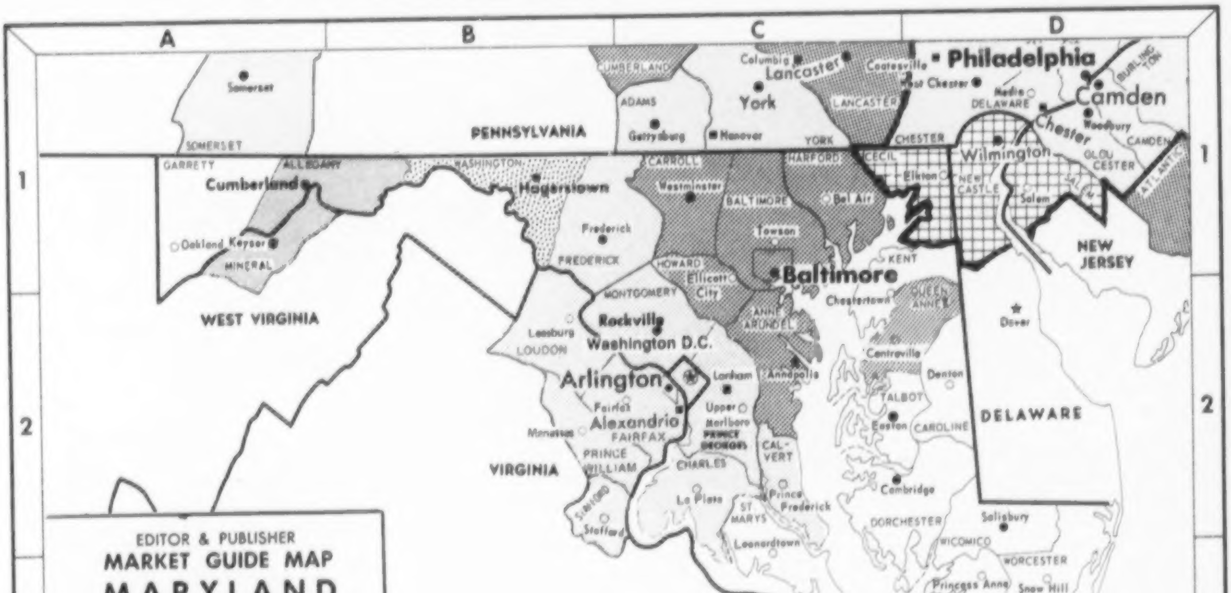
Discount Store-Ames.

Chain Supermarkets-Quick Shops 5; Acme; 7-Eleven; Meatland.

Other Chain Stores-Revco, Mor-Value, Fashion Bug; Accurate Optical.

14 - NEWSPAPERS: BANNER (e-mon to fri) 7,212; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Altamese L. Johnson, Adv. Mgr., BAN-


A
B
C
D
1
2
3
EDITOR & PUBLISHER
MARKET GUIDE MAP
MARYLAND
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed area represents Consolidated Metropolitan Statistical Area
SCALE IN MILES
0
20
40
60
PENNSYLVANIA
WEST VIRGINIA
VIRGINIA
DELAWARE
NEW JERSEY
Philadelphia
Camden
Chester
Wilmington
Lancaster
York
Cumberland
Hagerstown
Frederick
Baltimore
Towson
Bel Air
Ellicott City
Rockville
Washington D.C.
Arlington
Alexandria
Annapolis
Cambridge
Salisbury
Dover
Somerset
Oakland
Keyser
Gettysburg
Hanover
Westminster
Elkton
Chestertown
Centreville
Easton
Denton
Leesburg
Fairfax
Manassas
Stafford
La Plata
Prince Frederick
Leonardtown
Princess Anne
Snow Hill
Upper Marlboro
GARRETT
ALLEGANY
WASHINGTON
FREDERICK
CARROLL
BALTIMORE
HARFORD
CECIL
HOWARD
MONTGOMERY
ANNE ARUNDEL
KENT
QUEEN ANNE
TALBOT
CAROLINE
PRINCE GEORGES
CALVERT
CHARLES
ST MARYS
DORCHESTER
WICOMICO
WORCESTER
SOMERSET
LOUDON
FAIRFAX
PRINCE WILLIAM
MINERAL
CUMBERLAND
ADAMS
YORK
LANCASTER
CHESTER
DELAWARE
GLOUCESTER
SALEM
ATLANTIC

NER, 1000 Goodwill Rd.; PO Box 580, Cambridge, MD 21613; Tel. (301) 228-3131.
National Representative: Landon Associates.

CUMBERLAND

1 - LOCATION: Allegany County (In Cumberland, MD-WV MSA). E&P Map A-1. County Seat. Railroad and indust. ctr. of Western Maryland. On the Potomac River, 140 mi. W of Baltimore and Washington; 110 mi. SW of Pittsburgh; on U.S. 40, 48; Horseshoe Trail U.S. 220.

2 - TRANSPORTATION: Railroads-Chessie; Amtrak.
Motor Freight Carriers-29.
Intercity Bus Lines-Greyhound; Allegany County Transit Authority.

3 - POPULATION:
Corp. City 90 Cen. 23,706; E&P 92 Est. 23,261
CZ-ABC: (80) 45,296
RTZ-ABC: (80) 122,782
County 90 Cen. 74,946; E&P 92 Est. 73,250
MSA 90 Cen. 101,643; E&P 92 Est. 99,924
City & RTZ-ABC: (80) 168,078

4 - HOUSEHOLDS:
City 90 Cen. 9,118; E&P 92 Est. 8,946
County 90 Cen. 28,527; E&P 92 Est. 27,881
MSA 90 Cen. 38,581; E&P 92 Est. 37,926
CZ-ABC: (80) 17,597
RTZ-ABC: (80) 42,072
City & RTZ-ABC: (80) 59,669

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$5,373,413,212
Savings & Loan	1	$434,182,910
Credit Unions	2	$47,813,961

6 - PASSENGER AUTOS: Allegany County 40,140

7 - ELECTRIC METERS: Residence 31,120

8 - GAS METERS: Residence 27,570

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Tire Plant 450; PPG Industries 70; R.R. 1,700; Pulp & Paper 2,100; Ballistics Laboratory 835.

10 - CLIMATE: Min. & Max. Temp.-Spring 51-74; Summer 63-86; Fall 34-58; Winter 30-48. First killing frost, Oct. 10; last killing frost, Apr. 30.

11 - TAP WATER: Acid, hard, not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Country Club(70)	9	JCPenney, K mart, Bon Ton, Sears, McCrory
Cumberland(70)	NA	Gee Bee, Burtons, Dollar General
La Vale Plz.(26)	9	Martin's, People's Drug
Braddock Sq.(20)	9	Thrift Drug
White Oaks(7)	2	Acme, Thrift Drug
Hills Plz.(5)	3	Hills, A&P

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Mon., Thur. (Center City); Nearby shopping centers, Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Bon Ton; JCPenney.
Variety Stores-Murphy; McCrory.
Discount Stores-Hills; Gee Bee; K mart.
Chain Drug Stores-People's; Thrift 3; Revco 2; Drug Fair 2; Rite Aid 2.
Chain Supermarkets-A&P 4; Acme 1; Martin's; County Mkt.; Shop 'N Save.
Other Chain Stores-Shoes: Nobil, Hanover, Kinney, Super, Thom McAn; Lerner; Pearle Vision Ctr.; Camelot Music; Waldenbooks; Hickory Farms; Radio Shack; Chess King; Jewelers: Zales, Kay, Gordon, Royal; Fashion Bug; Foxmoor; General Nutrition; 16 Plus.

14 - NEWSPAPERS: TIMES-NEWS (m) 32,000; SUNDAY TIMES-NEWS; (S) 34,711; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: J.P. Buckley, Adv. Mgr., TIMES-NEWS, 19 Baltimore St.; PO Box 1662, Cumberland, MD 21502; Tel. (301) 722-4600.
National Representatives: Thomson Newspapers; Landon Associates for Central Penn Group.

EASTON

1 - LOCATION: Talbot County, E&P Map C-2, County Seat. On Tred Avon River; manufacturing and farming area. 38 mi. W of Salisbury. On State Hwys. 37, 328, 331 & 333; I-50.

2 - TRANSPORTATION: Railroads-Baltimore & Eastern; Conrail.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Carolina Trailways.
Airlines-American; Eastern; USAir.

3 - POPULATION:
Corp. City 90 Cen. 9,372; E&P 92 Est. 9,739
County 90 Cen. 30,549; E&P 92 Est. 32,095

4 - HOUSEHOLDS:
City 90 Cen. 3,605; E&P 92 Est. 3,746
County 90 Cen. 12,729; E&P 92 Est. 13,374

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	N.A.

6 - PASSENGER AUTOS: Talbot County 18,155

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Canning Fruits & Vegetables; Seafood Packing; Brick Mfg., Tile; Hosiery; Clothing; Furn.; Farming (tomatoes, corn, wheat); Nurseries; Printing.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 60-90; Fall 35-70; Winter 30-55. First killing frost, Nov. 1; last killing frost, Apr. 22.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Glebe Road	NA	A&P, Sears, Rite Aid
Talbottown	NA	JCPenney, Hess's
Tred Avon Sq.	NA	Acme, Peebles

Principal Shopping Days-Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Peebles.
Chain Drug Store-Rite Aid.
Chain Supermarkets-Superfresh, Acme; Safeway.

14 - NEWSPAPERS: STAR-DEMOCRAT (m-mon to fri) 15,594; (S) 14,974; Sept. 30, 1990 CAC.
Local Contact for Advertising and Merchandising Data: Andrea Mock, Div./Adv. Dir., STAR-DEMOCRAT, 1 Airpark Dr., Easton, MD 21601; Tel. (301) 822-1500.
National Representative: Landon Associates.

ELKTON

1 - LOCATION: Cecil County, E&P Map C-1. County Seat.

2 - TRANSPORTATION: Railroad-Amtrak.
Intercity Bus Line-Greyhound.
Airlines-At Baltimore Airport.

3 - POPULATION:
Corp. City 90 Cen. 9,073; E&P 92 Est. 9,335
County 90 Cen. 71,347; E&P 92 Est. 74,754

4 - HOUSEHOLDS:
City 90 Cen. 3,430; E&P 92 Est. 3,529
County 90 Cen. 27,078; E&P 92 Est. 28,371

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	NA	N.A.

6 - PASSENGER AUTOS: Cecil County 37,158

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Mfg. 1,000.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Av. Temp.-Summer 74; Winter 34. First killing frost Oct.; last killing frost Mar.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Centers-Chesapeake Mall; Big Elk Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Chesapeake Mall	NA	Liz Claiborne
Big Elk Mall	NA	K mart, Peebles
Vlg. at Elkton	NA	Jamesway

13 - RETAIL OUTLETS: Department Store-Peebles.
Discount Stores-K mart; Jamesway.
Chain Drug Store-Rite Aid.

14 - NEWSPAPERS: CECIL WHIG (m-mon to fri) 17,500; sworn Jan. 31, 1991.
Local Contact for Advertising and Merchandising Data: Melissa Bucklind, Adv. Mgr., CECIL WHIG, 601 Bridge St., Elkton, MD 21921; Tel. (301) 398-3311
National Representative: None.

FREDERICK

1 - LOCATION: Frederick County, (In Washington, DC-MD-VA MSA). E&P Map B-1, County Seat. At intersection of U.S. Hwys. 15, 40, 240, 340, I-70, I-270; 42 mi. NW of Washington, DC; 45 mi. W of Baltimore.

2 - TRANSPORTATION: Railroads-Chessie System; B&O; WM; Maryland Midland.
Motor Freight Carriers-8.
Intercity Bus Line-Greyhound.
Air Charter-Fred. Municipal Airport.

3 - POPULATION:
Corp. City 90 Cen. 40,148; E&P 92 Est. 42,560
CZ-ABC: (80) 28,086
RTZ-ABC: (80) 264,854
County 90 Cen. 150,208; E&P 92 Est. 159,995
MSA 90 Cen. 3,923,574; E&P 92 Est. 4,117,910
City & RTZ-ABC: (80) 292,940

4 - HOUSEHOLDS:
City 90 Cen. 15,442; E&P 92 Est. 16,369
County 90 Cen. 56,974; E&P 92 Est. 60,686
MSA 90 Cen. 1,519,507; E&P 92 Est. 1,593,597
CZ-ABC: (80) 10,647
RTZ-ABC: (80) 87,654
City & RTZ-ABC: (80) 98,301

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	19	$34,176,403,275
Savings & Loan	8	$2,100,156,500
Multi-Branch	9	N.A.

6 - PASSENGER AUTOS: Frederick County 94,555

7 - ELECTRIC METERS: 69,000

8 - GAS METERS: 6,375

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Biological Research 1,819 ($421); Cement Limestone 254 ($300); Clothing 772 ($135); Aluminum 910 ($510); Ins. 451 ($220); Conveying 372 ($240); Foods 210 ($175); Dairy Prods. 180 ($218); Commun. 303 ($170).
Principal Pay Days-1st & 15th; wkly.

10 - CLIMATE: Min. & Max. Temp.-Spring 31-55; Summer 59-84; Fall 54-79; Winter 24-42. First killing frost, Oct. 18; last killing frost, Apr. 20.

11 - TAP WATER: Nearly neutral; very soft.

12 - RETAILING: Principal Shopping Areas-Downtown: 8 blocks on 2 streets, 127 stores; Westridge Sq. Ctr.; Waverley Ctr.; Hillcrest Plz.; College Park Plz.; Fairview Ctr.; Eastgate; Willowtree Plz.; Westpointe Plz.; Weis Festival of Frederick 40 West Ctr.; Golden Mile Marketplace; McCain Ctr.; Hillcrest Corner; Rockledge Plz.; Amber Meadows; Amber Meadows; Rose Hill Shopping Ctr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Francis Scott Key Mall(95)	2	Woolworth, Hess's, Sears, Gee Bee's
Frederick Shoppers World(4)	2	Carmack-Jay's, Service Mdse., Revco
County Sq.(7)	1	K mart
Frederick Ctr. (32)	2	People's, Ames, Woolworth
Frederick Towne Mall(77)	3	JCPenney, McCrory, Mont. Ward, Bon Ton/Eyerly's
Patrick(4)	NA	
Prospect	NA	People's Drug, Safeway

Stores Open Evenings-Downtown-Fri.; Malls-Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores-Sears; Routzahn's; JCPenney; Bon Ton/Everly's; Montgomery Ward; Hess's; Gee Bees; Anderson Little; Ames; Pier 1 Imports.
Variety Stores-McCrory; Woolworth.
Discount Stores-Gee Bee's; K mart.
Chain Drug Stores-People's Service 4; Revco; Rite Aid.
Chain Supermarkets-Martins; Farm Fresh; Apple Valley; Safeway; Weis Mkt. 3; Giant; Carmack-Jay's 2; Shopper's Food Warehouse.
Other Chain Stores-Sherwin-Williams; Thom McAn; Kinney's; Melart; High's Dairy Prods.; 7-Eleven; Pants Corral; Radio Shack.

14 - NEWSPAPERS: POST (m) 27,242; NEWS (e) 14,768; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Edward Gaydos, Adv. Dir., POST, 438 West Patrick St.; PO Box 578, Frederick, MD 21701; Tel. (301) 662-1177.
National Representatives: Landon Associates; U.S. Suburban Press.

HAGERSTOWN

1 - LOCATION: Washington County (MSA). E&P Map B-1. County Seat. Fruit and agricultural belt; miscellaneous manufacturing. NW part of state. 72 mi. W of Baltimore; 70 mi. NW of Washington, DC; 73 mi. S of Harrisburg, PA; 64 mi. E of Cumberland. U.S. Hwys. 11, 40, I-70, I-81; State Hwys. 58, 60, 62, 64, 65, 66, 68, 494, 632.

2 - TRANSPORTATION: Railroads-Conrail; Chessie System (Western Maryland; Norfolk & Western; B&O; Reading).
Intercity Bus Lines-Greyhound; L & L Coach; Red Carpet Coach; Atlantic Coast Charters.
Airline-USAir Express; Dulles Express; Henson Aviation.

3 - POPULATION:
Corp. City 90 Cen. 35,445; E&P 92 Est. 35,708
CZ-ABC: (80) 72,638
RTZ-ABC: (80) 137,029
County/MSA 90 Cen. 121,393; E&P 92 Est. 125,215
City & RTZ-ABC: (80) 209,667
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 13,633; E&P 92 Est. 13,734
CZ-ABC: (80) 26,957
RTZ-ABC: (80) 47,357
County/MSA 90 Cen. 41,202; E&P 92 Est. 42,499
City & RTZ-ABC: (80) 74,314

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	47	$927,283,000
Commercial	3	$45,966,000
Savings & Loan	13	$373,914,000

6 - PASSENGER AUTOS: Washington County 65,549

7 - ELECTRIC METERS: County 53,991

8 - GAS METERS: County 10,035

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 9,469; Trans., Commun. & Util. (excl. railroads) 2,886; Contract Constr. 3,523; Whol. Trades 2,955; Ret. Trades 12,395; Fin., Ins. & R.E. 1,596; Services & Other (incl. State & local gov't) 16,872; Federal Gov't 1,542.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-62; Summer 62-85; Fall 42-66; Winter 21-40. First killing frost, Oct. 20; last killing frost, April 19.

11 - TAP WATER: Mountain source alkaline, very soft. River source alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping District-1 1/2 blocks on Washington St.; 2 on Potomac St.; 2 on Franklin St.; 1 on Summit Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Long Meadow(29)	2	Sears, Routzahns
K mart Plz.(3)	1	K mart
S. Hagerstown (24)	2	Family Dollar, Super Fresh, Peoples, Pharmhouse
Valley Mall(89)	2	JCPenney, Bon Ton, Mont. Wards, McCrory
Valley Plz.(8)	2	Color Tile, Pizza Hut

Principal Shopping Days-Thur., Fri., Sat., Sun.

Stores Open Evenings-Downtown-Mon., Fri.; Shopping center-Mon. through Sun. Food and drug stores open Sun.

13 - RETAIL OUTLETS: Department Stores-Bon Ton; Montgomery Ward; JCPenney; Routzahn's 2; Sears.

Variety Stores-McCrory 3; Dollar General; Family Dollar.

Discount Stores-K mart; Ames; Pharmhouse; Wal-Mart.

Chain Drug Stores-People's 5; Revco 3; Rite Aid; Pharmhouse; Medicine Shoppe.

Chain Supermarkets-Martin's 3; 7-Eleven 6; High's Dairy 6; Weis 2; County Mkt.; Super Fresh; Food Lion; Sheetz Convenience 7.

Other Chain Stores-Women's Clothing: Brooks; Shoes: Thom McAn, Kinney's, Hanover, Super Shoes, Payless, Pic N Pay; Auto Supplies: Goodyear, Firestone, HiGear, Best Auto Supply; Furniture & Appliances: Routzahn's, Grand Piano & Furniture; Jewelry: Kay's, Melarts 2; Miscellaneous: Lowe's Lumber & Appliances, Radio Shack, Lumber Yard, Channel Home Ctr., Moore's; Sherwin-Williams.

14 - NEWSPAPERS: HERALD (m-mon to fri) 22,116; MAIL (e-mon to fri) 20,287; (m-sat) 39,087; (S) 38,742; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Kimberly Combs, Adv. Res. Coord., HERALD-MAIL, 100 Summit Ave.; PO Box 439, Hagerstown, MD 21740; Tel. (301) 733-5131 or (800) 626-6397.

National Representative: Branham/Newspaper Sales.

LANHAM

1 - LOCATION: Prince George's County (In Washington DC-MD-VA MSA). E&P Map C-2. Suburban WA.

2 - TRANSPORTATION: Railroads-Conrail; Chessie.

Motor Freight Carriers-41 in MSA.

Intercity Bus Lines-Continental Trailways; Greyhound.

Airlines-Major airlines at Washington, DC.

3 - POPULATION:

Corp. City 90 Cen. 16,792; E&P 92 Est. 13,444
County 90 Cen. 729,268; E&P 92 Est. 755,375
MSA 90 Cen. 3,923,574; E&P 92 Est. 4,117,910
NDM-ABC: (80) 665,071

4 - HOUSEHOLDS:

City 90 Cen. 6,458; E&P 92 Est. 5,171
County 90 Cen. 270,785; E&P 92 Est. 280,479
MSA 90 Cen. 1,519,507; E&P 92 Est. 1,593,597
NDM-ABC: (80) 224,789

5 - BANKS	NUMBER	EST. DEP.
Comm. (MSA)	63	$13,000,000,000
Sav. & Loan (MSA)	53	$9,000,000,000

6 - PASSENGER AUTOS: Prince George's County 398,598

7 - ELECTRIC METERS: Residence 873,200 (MSA)

8 - GAS METERS: Residence 565,320 (MSA)

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Whol. & Ret. Trade 55,000; Services 30,000; State & Local Gov't 49,000; Federal Gov't 25,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 66-90; Fall 50-71; Winter 20-45. First killing frost, Nov. 27; last killing frost, Mar. 10.

11 - TAP WATER: Slightly alkaline, medium soft.

12 - RETAILING: Principal Shopping Center-Prince George's Plz.

Neighborhood Shopping Centers-Carrolton Mall; BelAir; Beltway Plz.; Capital Plz.; Dodge Park; Eastover; Iverson Mall; Freestate Mall; Langley Park; Laurel Plz.; Laurel Ctr.; Marlow Heights; Penn-Mar; Allentown Mall; Hampton Mall; Forestville Mall; Great Eastern Plz.

Principal Shopping Days-Mon., Thur., Fri., Sat.

Stores Open Evenings-Most.

13 - RETAIL OUTLETS: Department Stores-Hecht; Garfinckels; Woodward & Lothrup; Sears; Montgomery Ward.

Discount Stores-K mart; Zayre.

Chain Drug Stores-People's; Drug Fair; Dart; Revco.

Chain Supermarkets-Giant; Safeway; A&P.

14 - NEWSPAPERS: PRINCE GEORGE'S JOURNAL (m-mon to fri) 39,999; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Michael Veitch, V.P./Sales & Mktg., JOURNAL, 9410 Annapolis Rd., Lanham, MD 20706; Tel. (301) 459-3131.

National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

ROCKVILLE

1 - LOCATION: Montgomery County (In Washington DC-MD-VA MSA). E&P Map C-2. Suburban Washington.

2 - TRANSPORTATION: Railroad-Chessie.

Motor Freight Carriers-41 in MSA.

Intercity Bus Lines-Continental Trailways; Greyhound; Gold Line; Colonial Transit.

Airlines-Major airlines at Washington, DC.

3 - POPULATION:

Corp. City 90 Cen. 44,835; E&P 92 Est. 45,040
NDM-ABC: (80) 579,053
County 90 Cen. 757,027; E&P 92 Est. 806,781
MSA 90 Cen. 3,923,574; E&P 92 Est. 4,117,910

4 - HOUSEHOLDS:

City 90 Cen. 17,244; E&P 92 Est. 17,323
NDM-ABC: (80) 207,195
County 90 Cen. 291,164; E&P 92 Est. 310,300
MSA 90 Cen. 1,519,507; E&P 92 Est. 1,593,597

5 - BANKS	NUMBER	EST. DEP.
Comm. (MSA)	63	$13,000,000,000
Sav. & Loan (MSA)	53	$9,000,000,000

6 - PASSENGER AUTOS: Montgomery County 482,804

7 - ELECTRIC METERS: Residence (MSA) 873,200

8 - GAS METERS- Residence (MSA) 565,320

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Services 73,000; Whol. & Ret. Trade 61,000; Federal Gov't 44,000; State & Local Gov't 12,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 66-90; Fall 50-71; Winter 20-45. First killing frost, Nov. 27; last killing frost, Mar. 10.

11 - TAP WATER: Slightly alkaline, medium soft.

12 - RETAILING: Principal Shopping Center-White Flint Mall.

Neighborhood Shopping Centers-Congressional Plz.; Hillandale; Montgomery Mall; Potomac Vlg.; Rockville Mall; Twinbrook; Westwood; Wheaton Plz.; White Oak; Wildwood Manor; Huntly Sq.; Village Mall; Lake Forest Mall; Loehman Plz.

Principal Shopping Days-Mon., Fri., Sat.

Stores Open Evenings-Most.

13 - RETAIL OUTLETS: Department Stores-Hecht; Garfinckels; Woodward & Lothrup; Sears; Montgomery Ward.

Discount Store-K mart.

Chain Drug Stores-People's; Drug Fair; Dart.

Chain Supermarket-Giant.

14 - NEWSPAPERS: MONTGOMERY JOURNAL (m-mon to fri) 39,982; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Michael Veitch, V.P. Sales & Mktg., JOURNAL NEWSPAPERS #2 Research Court, Rockville, MD 20850; Tel. (301) 670-1400.

National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

SALISBURY

1 - LOCATION: Wicomico County, E&P Map D-2, County Seat. Agric. and poultry area; medical & wholesale ctr. Eastern part of state. 106 mi. from Baltimore; 101 mi. from Wilmington; 129 mi. from Philadelphia.

2 - TRANSPOPTATION: Railroad-Conrail.

Motor Freight Carriers-13.

Intercity Bus Lines-Greyhound; Trailways.

Airlines-Piedmont; USAir.

3 - POPULATION:

Corp. City 90 Cen. 20,592; E&P 92 Est. 21,425
CZ-ABC: (80) 32,369
RTZ-ABC: (80) 113,540
County 90 Cen. 74,339; E&P 92 Est. 77,618
City & RTZ-ABC: (80) 145,909

4 - HOUSEHOLDS:

City 90 Cen. 7,920; E&P 92 Est. 8,240
County 90 Cen. 25,378; E&P 92 Est. 26,497
CZ-ABC: (80) 11,642
RTZ-ABC: (80) 40,828
City & RTZ-ABC: (80) 52,470

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	$410,925,000
Savings & Loan	5	$201,608,000

6 - PASSENGER AUTOS: Wicomico County 39,565

7 - ELECTRIC METERS: Residence District 21,625

8 - GAS METERS: Residence 4,416

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Federal Gov't 209 ($440); State Gov't 1,967 ($199); Local Gov't 2,485 ($242); Private Sector 21,752 ($223); Contract Constr. 1,292 ($217); Mfg. 5,699 ($234); Durable 1,567 ($314); Non-durable 4,132 ($204); Trans. 1,537 ($335); Whol. 1,367 ($299); Ret. 5,208 ($165); Fin., Ins. & R.E. ($228); Servs. & other 5,728 ($215).

Principal Pay Days-Wed., Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-64; Summer 62-82; Fall 49-67; Winter 27-46. First killing frost, Oct. 21; last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, very soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blks. on Main St.; 2 on Division St.; 1 on Market St.; 10 on Salisbury Blvd.; 3 on Rt. 50, 55 acres Civic & Glen Aves., 3 blks. Shoppers World.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ames Plz.(5)	3	Ames Dept., A&P
Clairmont(6)	1	Drug Fair
Downtown Plz.(40)	NA	Hess's, JCPenney
Salisbury Mall(75)	2	Sears, Hecht, Hutzler's, Whse Food Mkt.
Waverly(16)	1	Super Giant Discount
Twilley(20)	2	Acme
Shopper's World(10)	3	K mart, Super Fresh

Principal Shopping Days-Fri., Sat.

Stores Open Evenings-Dept.-Mon., Fri.; Food, Salisbury Mall Stores, and K mart-nightly.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Hecht; Sears; Peebles.

Discount Stores-Super Giant; Moore's; Nichols; Ames; Lowe's; K mart; Service Mdse.

Variety Stores-Woolworth; McCrory.

Chain Drug Stores-Rite Aid 2; Eckerd; Drug Fair; Thrift.

Chain Supermarkets-Safeway; Acme; Super Fresh 2; Giant Super; Warehouse Food Mkt.

Other Chain Stores-Firestone; Goodrich; Barett Shoe; Castelberg's (jewelry); Penn-Jersey (auto parts); Pep Boys; Pic 'N Pay (shoes); Kinney's; Butler Shoes; Lerner Shops; Parkland Hosiery; Russell Stover; Hanover Shoe; Sherwin-Williams; Webster Clothes; Brooks Fashions; Philipsborn; Toys 'R Us; Hub Furn.

14 - NEWSPAPERS: TIMES (m) 26,329; (S) 29,185; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Barbara Bradley, Adv. Mgr., TIMES, Carroll St.; PO Box 1937, Salisbury, MD 21801; Tel. (301) 749-7171.

National Representative: Thomson Newspapers.

WESTMINSTER

1 - LOCATION: Carroll County, E&P Map C-1 (In Baltimore MSA). County Seat. Western Maryland College. Carroll County Farm museum. Mfg., warehousing & distribution center. Located in N central MD, 30 mi. W of Baltimore, 50 mi. N of Washington, DC. On MD Routes 26, 27, 30, 97, 140.

2 - TRANSPORTATION: Railroads-Chessie System (Maryland Midland & Motor Freight Carrier. No mass transportation).

Motor Freight Carriers-16.

Airline-Charter only.

3 - POPULATION:

Corp. City 90 Cen. 13,068; E&P 92 Est. 13,920
NDM-ABC: (80) 96,356
County 90 Cen. 123,372; E&P 92 Est. 130,908
MSA 90 Cen. 2,382,172; E&P 92 Est. 2,461,528

4 - HOUSEHOLDS:

City 90 Cen. 5,026; E&P 92 Est. 5,354
NDM-ABC: (80) 30,631
County 90 Cen. 47,274; E&P 92 Est. 50,162
MSA 90 Cen. 908,697; E&P 92 Est. 938,800

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	10	N.A.
Commercial	11	N.A.

6 - PASSENGER AUTOS: Carroll County 74,696

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Industrial Power Tools 2,041; Rain Ware & Outerware 591; Book Distribution 590; Rubber Footware 474; Electric Controls 374; Low Voltage Motor Control Ctr. 331; Industrial Heating Ultrasonic Cleaning 318.

Principal Industry Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Av. Year 54; Snow Fall 29. First killing frost, Oct. 18; last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-Cranberry Mall (96 stores); Westminster Ctr., U.S. Rte. 140 & Englar Rd. (29 stores).

Neighborhood Shopping Centers-Carroll Plaza; 140 Village (42 stores); Carrolltowne Mall (73 stores); Fairground Ctr. (6 stores); North Carroll Plaza (11 stores); Crossroad Sq.; Mount Airy Ctr. (14 stores).

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
North Hanover Mall(25)	NA	Sears, Bon Ton, K mart, Kinney's

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Leggetts, Hub, JCPenney.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Leggetts.

Discount Stores-K mart; Woolworth; Ames; Caldor.

Chain Drug Stores-Drug Fair; Rite Aid; Sentry.

Chain Supermarkets-Super Fresh; Martins Food; Weiss Markets; Safeway.

Other Chain Stores-Goodyear; RPS; Princess Shop; Fashion Bug.

14 - NEWSPAPERS: CARROLL COUNTY TIMES (m) 21,171; (S) 21,545; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Charles W. Baker, Adv. Mgr., CARROLL COUNTY TIMES, 201 Railroad Ave.; PO Box 346, Westminster, MD 21157; Tel. (301) 848-4400.

National Representatives: Landon Associates; U.S. Suburban Press.

MASSACHUSETTS SURVEYS

METROPOLITAN STATISTICAL AREAS

Fitchburg-Leominster-Ashby town in Middlesex County; Fitchburg and Leominster cities; Ashburnham, Lunenburg and Westminster towns in Worcester County.

New Bedford-New Bedford city; Acushnet, Dartmouth, Fairhaven and Freetown towns in Bristol County; Marion, Mattapoisett and Rochester towns in Plymouth County.

Pittsfield-Pittsfield city; Cheshire, Dalton, Hinsdale, Lanesborough, Lee, Lenox, Richmond and Stockbridge towns in Berkshire County.

Springfield-Chicopee, Holyoke, Springfield and Westfield cities; Agawam, East Longmeadow, Hampden, Longmeadow, Ludlow, Monson, Montgomery, Palmer, Russell, Southwick, West Springfield and Wilbraham towns in Hampden County; Northampton city; Belchertown, Easthampton, Granby, Huntington, Southampton and South Hadley towns in Hampshire County.

Worcester-Worcester city; Auburn, Barre, Boylston, Brookfield, Charlton, Clinton, Douglas, Dudley, East Brookfield, Grafton, Holden, Leicester, Millbury, Northborough, Northbridge, North Brookfield, Oxford, Paxton, Princeton, Rutland, Shrewsbury, Spencer, Sterling, Sutton, Uxbridge, Webster, Westborough and West Boylston towns in Worcester County.

PRIMARY METROPOLITAN STATISTICAL AREAS

Boston-Boston, Chelsea, Revere cities and Winthrop town in Suffolk County, Cambridge, Everett, Malden, Marlborough, Medford, Melrose, Newton, Somerville, Waltham and Woburn cities; Acton, Arlington, Ashland, Ayer, Bedford, Belmont, Boxborough, Burlington, Carlisle, Concord, Framingham, Groton, Holliston, Hopkinton, Hudson, Lexington, Lincoln, Littleton, Maynard, Natick, North Reading, Reading, Sherborn, Shirley, Stoneham, Stow, Sudbury, Townsend, Wakefield, Watertown, Wayland, Weston, Wilmington and Winchester towns in Middlesex County; Mansfield, Norton and Raynham towns in Bristol County; Lynn city; Lynnfield, Nahant and Saugus towns in Essex County; Quincy city; Bellingham, Braintree, Brookline, Canton, Cohasset, Dedham, Dover, Foxborough, Franklin, Holbrok, Medfield, Medway, Millis, Milton, Needham, Norfolk, Norwood, Randolph, Sharon, Stoughton, Walpole, Wellesley, Westwood, Weymouth and Wrentham towns in Norfolk County, Carver, Duxbury, Hanover, Hanson, Hingham, Hull, Kingston, Lakeville, Marshfield, Middleborough, Norwell, Pembroke, Plymouth, Plympton, Rockland and Scituate towns in Plymouth County; Berlin, Bolton, Harvard, Hopedale, Lancaster, Mendon, Milford, Southborough and Uptown towns in Worcester County.

Brockton-Brockton city; Abington, Bridgewater, East Bridgewater, West Bridgewater, Halifax and Whitman towns in Plymouth County; Avon town in Norfolk County; Easton town in Bristol County.

Fall River, MA-RI-Fall River city; Somerset, Swansea and Westport towns in Bristol County, MA; Little Compton and Tiverton towns in Newport County, RI

Lawrence-Haverhill, MA-NH-Lawrence, Haverhill and Newburyport cities; Amesbury, Andover, Boxford, Georgetown, Groveland, Merrimac, Methuen, Newbury, North Andover, Salisbury and West Newbury towns in Essex County, MA Atkinson, Brentwood, Danville, Derry, East Kingston, Hampstead, Kingston, Newton, Plaistow, Salem, Sandown, Seabrook and Windham towns in Rockingham County, NH

Lowell, MA-NH-Lowell city; Billerica Chelmsford, Dracut, Dunstable, Pepperell, Tewksbury, Tyngsborough and Westford towns in Middlesex County, MA; Pelham town in Hillsborough County, NH

Pawtucket-Woonsocket-Attleboro, RI-MA-Attleboro city; North Attleboro, Rehoboth and Seekonk towns in Bristol County, MA; Central Falls, Pawtucket and Woonsocket cities; Burrillville, Cumberland, Lincoln, North Smithfield and Smithfield towns in Providence County, RI; Plainville town in Norfolk County, MA, Blackstone and Millville towns in Worcester County, MA

Salem-Gloucester-Beverly, Gloucester, Peabody and Salem cities; Danvers, Essex, Hamilton, Ipswich, Manchester, Marblehead, Middleton, Rockport, Rowley, Swampscott, Topsfield and Wenham towns in Essex County.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

Boston-Lawrence-Salem, MA-NH-Includes Boston, MA PMSA; Brockton, MA PMSA; Lawrence-Haverhill, MA-NH PMSA; Lowell, MA-NH PMSA; Nashua, NH PMSA; and Salem-Gloucester, MA PMSA.

Providence-Pawtucket-Fall River, RI-MA-Includes Fall River, MA-RI PMSA; Pawtucket-Woonsocket-Attleboro, RI-MA PMSA; and Providence, RI PMSA.

POPULATION ESTIMATES

(Thousands)

Age Group	1980	1990	1992
Under 5 Years	337	452	455
5-14 Years	836	856	862
15-24 Years	1,101	920	927
25-44 Years	1,563	1,955	1,969
45-64 Years	1,173	1,175	1,183
65 and Over	727	670	675
TOTAL	5,737	6,029	6,072

Based on U.S. Census

POPULATION ESTIMATES

(Thousands)

Places of 50,000 or more and central cities of MSA's with 10% or more of Spanish Origin Population, according to the U.S. 1980 census.

Cities	Total Pop.	Spanish Origin	Percent
Lawrence	63	10	16.3

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1977 Census	1982 Census	1992 Est.
Bldg. Mat./Hdwr	776	1,149	2,767
General Mdse	2,361	2,987	5,314
Food	4,210	5,875	10,969
Automobiles	2,887	4,582	11,002
Gasoline Stations	1,290	2,319	3,069
Apparel	1,061	1,771	3,356
Furniture	729	1,129	2,817
Eat-Drink Places	1,828	3,059	6,588
Drugs	579	944	1,906
TOTAL SALES	18,474	28,816	56,437

ATHOL

1 - LOCATION: Worcester County, (In Worcester-Fitchburg-Leominster NECMA). E&P Map C-1. On Millers River, 15 mi. W of Gardner; 24 mi. E of Greenfield. On State Hwys. 2 and 32; U.S. Hwy. 202.

2 - TRANSPORTATION: Railroad-B&M.

Motor Freight Carriers-2.

Intercity Bus Line-Englander Coach.

3 - POPULATION:

Corp. City 90 Cen. 11,451; E&P 92 Est. 11,614

Co./NECMA 90 Cen. 709,705; E&P 92 Est. 722,376

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 4,404; E&P 92 Est. 4,467

Co./NECMA 90 Cen. 268,649; E&P 92 Est. 273,445

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$46,000,000
Savings & Loan	2	$68,483,327
Commercial	1	$24,000,000

6 - PASSENGER AUTOS: Worcester County 421,966

7 - ELECTRIC METERS: Residence 4,556

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Tools; Instruments; Toys; Plastics; Textile Mach.; Wood & Metal Furn.

Principal Industrial Pay Days-Thur.

10 - CLIMATE: First killing frost, Oct. 3; last killing frost, May 7.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Center-5 blocks on Main St.; 2 on Exchange St.

Neighborhood Shopping Centers-Upper Main St.; Lord Pond Plaza; Main & Freedom Sts.; Shop 'N Save Shopping Plaza, Rt. 2-A at Orange Town Line; Aubuchon Plaza, Rt. 2-A, Orange.

Principal Shopping Days-Dept. Stores-Thur., Fri., Sat.; Food-Thur. & Fri.

Stores Closed-Wed.

Stores Open Evenings-Dept.-Thur.; Food-Mon. through Sat.

13 - RETAIL OUTLETS: Discount Stores-Stuarts Dept. Store; Brooks Health & Beauty Aids; CVS.

Chain Supermarkets-Victory; Super Shop 'N Save.

Other Chain Stores-W.E. Aubuchon; Sears Roebuck; Agway; Sherwin-Williams Paint; Hamshaw Lumber, Inc.

14 - NEWSPAPERS: NEWS (e) 5,689; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Bernard C. Cunningham, Natl. Adv. Mgr., News, 225 Exchange St. Athol, MA 01331; Tel. (508) 249-3535.

National Representative: None.

ATTLEBORO

1 - LOCATION: Bristol County (In New Bedford-Fall River-Attleboro NECMA). E&P Map D-2, 32 mi. SW of Boston; 12 mi. N of Providence, RI. U.S. Hwy. 1; State Hwys. 123, 118, 152; I-95-295-495.

2 - TRANSPORTATION: Railroad-Amtrak.

Motor Freight Carriers-8.

Intercity Bus Line-Gatra.

Airlines-Mansfield Airport (6 mi.); No. Central Airport, RI (15 mi.); Green State, RI (30 mi.); Logan Intl. (40 mi.).

3 - POPULATION:

Corp. City 90 Cen. 38,383; E&P 92 Est. 39,220

CZ-ABC: (80) 34,196

RTZ-ABC: (80) 67,243

Co/NECMA 90 Cen. 506,325; E&P 92 Est. 512,662

City & RTZ-ABC: (80) 101,439

4 - HOUSEHOLDS:

City 90 Cen. 14,763; E&P 92 Est. 15,085

Co/NECMA 90 Cen. 195,069; E&P 92 Est. 197,506

CZ-ABC: (80) 11,898

RTZ-ABC: (80) 22,269

City & RTZ-ABC: (80) 34,167

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$194,370,000
Savings & Loan	2	$85,146,194
Commercial	3	$158,631,217

6 - PASSENGER AUTOS: Bristol County 310,814

7 - ELECTRIC METERS: Residence 16,860

8 - GAS METERS: Residence 9,181

9 - PRINCIPAL INDUSTRIES: Jewelry Findings; Jewelry and Silverware; Precious Metals; Tech. Instr.; Machine Tools; Fab. Metals; Paper Prods.; Electronics & Components; Computers; Rings; Plastic Prods.; Wage Earners 25,136; Av. Wkly. Wage $200-$225.

Principal Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 70-90; Fall 45-60; Winter 15-40. First killing frost, Nov. 1; last killing frost, Mar. 20.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Park St.; 2 on S. Main St.; 14 on Pleasant; 2 on Union St.; 2 on N. Main St.; Emerald Sq. Mall (150 stores) Rte. 1 & I-295.

Neighborhood Shopping Centers-Attleboro Falls; South Attleboro; Norton Center; Mansfield; Foxboro; Main St., Attleboro; Wilkins Cors., Plainville; Central Plaza; Seekonk; North Plaza, Kelley Blvd., N. Attleboro.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pleasant St.	1	Rojack's Food
N. Attleboro	4	JCPenney, G Fox, Sears
Swansea Mall(85)	17	Caldor's, Apex, Sears, Jordan Marsh
Tri-Boro Plz.	3	K mart, Almac's
Fox Field Plz.	14	Living Rooms For Less
Attleboro Crossing	3	Super Place, Big Value Outlet
Foxboro Plz.(15)	NA	Bradlees, Almac's, Fayva, Radio Shack
Walpole Mall(43)	20	Bradlees
Taunton Mall(15)	15	Bradlees, Cherry & Webb Rite Aid
Washington Plz.	5	Ames Dept., Radio Shack, T.J. Maxx, Thom McAn
Lincoln Mall(65)	15	Cherry & Webb, Anderson Little
Seekink Square	13	Lechmere, T.J. Maxx, Purity Supreme
Plainville Crossingrug	8	Super Place, Brooks Drug
Route 44	8	Valueland

Principal Shopping Days-Dept. stores-Thur., Fri., Sat., & Sun.; Food stores-Thur., Fri., Sat & Sun.

Stores Open Evenings-Wed., Thur.

13 - RETAIL OUTLETS: Department Stores-London's; Kidstown.

Discount Stores-Ann & Hope; K mart; Caldor's; ADAP's (automotive); Ames Dept. (So. Attleboro); Bradlees (Foxboro); Fashion Crossing (No. Attleboro); Filine's Basement, Marshalls; Liren's & Things.

Chain Drug Stores-Brooks; Thayer Pharmacy; Rite Aid; CVS Stores (No. Attleboro & Norton).

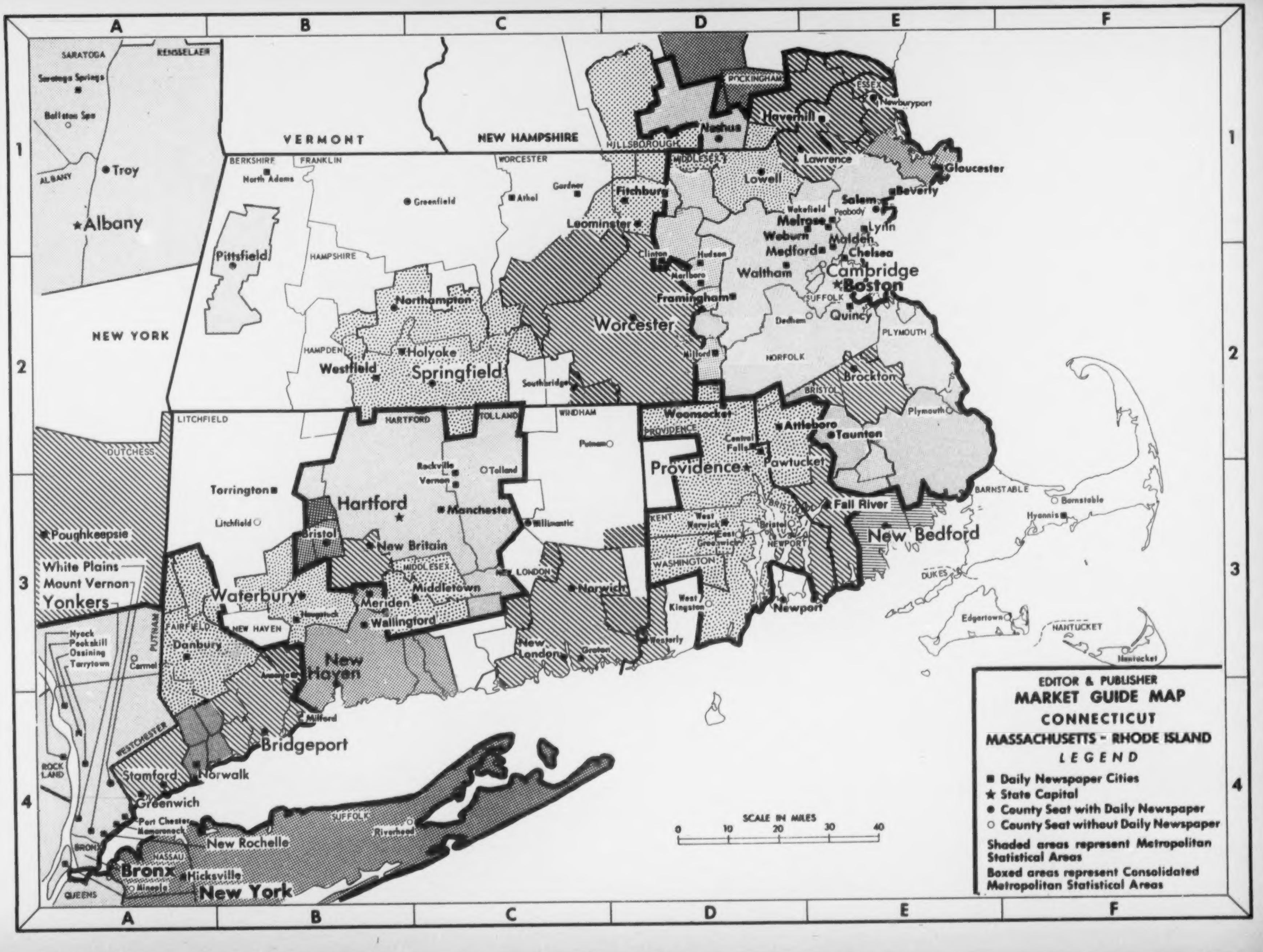
Chain Supermarkets-Almac 5; Stop 'N Shop; Superplace 4; Valueland; Shaw's; Purity Supreme.

Other Chain Stores-Benny's; Goodyear; Goodrich; Sherwin-Williams; Thom McAn; Alpine Ski Shop; Radio Shack; Grossman's; Somerville Lumber; Lechmere.

14 - NEWSPAPERS: SUN CHRONICLE (e-mon to sat) 24,212; (S) 22,712; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Paul Morrissey, Adv. Mgr., SUN CHRONICLE, 34 S. Main St.; PO Box 600, Attleboro, MA 02703; Tel. (508) 222-7000.

National Representative: Branham/Newspaper Sales.



A
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C
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SARATOGA
RENSSELAER
Saratoga Springs
Ballston Spa
Troy
ALBANY
Albany
VERMONT
NEW HAMPSHIRE
NEW YORK
ROCKINGHAM
ESSEX
Newburyport
Nashua
Haverhill
HILLSBOROUGH
MIDDLESEX
Lawrence
Gloucester
Lowell
Beverly
Salem
BERKSHIRE
FRANKLIN
North Adams
WORCESTER
Gardner
Athol
Greenfield
Fitchburg
Leominster
Wakefield
Peabody
Melrose
Lynn
Woburn
Malden
Medford
Chelsea
Pittsfield
HAMPSHIRE
Clinton
Hudson
Marlboro
Waltham
Cambridge
Boston
SUFFOLK
Framingham
Northampton
Dedham
Quincy
Worcester
PLYMOUTH
HAMPDEN
Holyoke
Milford
NORFOLK
Westfield
Springfield
Southbridge
Brockton
BRISTOL
LITCHFIELD
HARTFORD
TOLLAND
WINDHAM
Woonsocket
Attleboro
Plymouth
PROVIDENCE
Putnam
Taunton
Central Falls
DUTCHESS
Rockville
Vernon
Tolland
Providence
Pawtucket
Torrington
Hartford
Manchester
BARNSTABLE
Barnstable
Fall River
Hyannis
Litchfield
Willimantic
KENT
West Warwick
East Greenwich
Bristol
Poughkeepsie
Bristol
New Britain
NEWPORT
New Bedford
MIDDLESEX
NEW LONDON
WASHINGTON
White Plains
Mount Vernon
Yonkers
Waterbury
Middletown
Norwich
DUKES
Naugatuck
Meriden
West Kingston
Newport
FAIRFIELD
NEW HAVEN
Wallingford
PUTNAM
Nyack
Peekskill
Ossining
Tarrytown
Carmel
Danbury
Edgartown
NANTUCKET
New London
Groton
Westerly
Nantucket
New Haven
Ansonia
Milford
WESTCHESTER
Bridgeport
ROCKLAND
Stamford
Norwalk
Greenwich
SUFFOLK
Riverhead
Port Chester
Mamaroneck
New Rochelle
BRONX
NASSAU
Bronx
Hicksville
QUEENS
Mineola
New York
SCALE IN MILES
0
10
20
30
40

EDITOR & PUBLISHER
MARKET GUIDE MAP
CONNECTICUT
MASSACHUSETTS - RHODE ISLAND
LEGEND

- ■ Daily Newspaper Cities
- ★ State Capital
- ● County Seat with Daily Newspaper
- ○ County Seat without Daily Newspaper

Shaded areas represent Metropolitan Statistical Areas

Boxed areas represent Consolidated Metropolitan Statistical Areas

BEVERLY

1 - LOCATION: Essex County (In Boston-Lawrence-Salem-Lowell-Brockton NECMA). E&P Map E-1. Residential and industrial ctr. located in the northeastern part of the state on the N side of Massachusetts Bay, 18 mi. from Boston. U.S. Hwys. 62, 97, 127, 128 and 1A.

2 - TRANSPORTATION: Railroads-Boston and Maine.

Intercity Bus Line-Michaud.

Motor Freight Carriers-42.

Airlines-Irish International; Northeast; United; TWA; Eastern; 14 mi. from Logan International Airport.

3 - POPULATION:

Corp. City 90 Cen. 38,195; E&P 92 Est. 38,303
CZ-ABC: (80) 37,655
RTZ-ABC: (80) 27,439
NECMA 90 Cen. 3,783,817; E&P 92 Est. 3,808,003
County 90 Cen. 670,080; E&P 92 Est. 677,358
City & RTZ-ABC: (80) 65,094

4 - HOUSEHOLDS:

City 90 Cen. 14,690; E&P 92 Est. 14,732
County 90 Cen. 254,795; E&P 92 Est. 257,562
NECMA 90 Cen. 1,431,974; E&P 92 Est. 1,441,250
CZ-ABC: (80) 13,578
RTZ-ABC: (80) 9,336
City & RTZ-ABC: (80) 22,914

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	1	$260,297,000
National	1	$78,000,000
Co-op	1	$64,982,189
Bay Bank	1	$3,431,471,000

6 - PASSENGER AUTOS: Essex County 414,292

7 - ELECTRIC METERS: Residence 14,027

8 - GAS METERS: Residence 7,246

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Shoe Mach. 1,300; Electronics 720; Metal Hydrides 250; Industrial Mach. 518; Fishing 470. Av. Wkly. Wage $200.

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Av. Temp. Summer 71; Winter 34. An. rainfall 42 inches.

11 - TAP WATER: Very soft.

12 - RETAILING: Principal Shopping Centers-North Beverly Plz., 12 blocks on Cabot St. plus 3 on Rantoul St. and Gloucester Crossing. Dawson's Shopping Ctr., North Beverly and Beverly Farms.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
North Shore	5	Jordan Marsh
N. Beverly	1	
Endicott Plz. (22)	4	K mart
Liberty Tree (108)	4	Ann & Hope, Lechmere
Beverly Plz.	NA	Star
Cabot St.(6)	NA	

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-All shopping ctrs. & plzs.; Thur. for Bell Market, most downtown stores; Fri. all.

13 - RETAIL OUTLETS: Department Stores-Filene's; Jordan Marsh; Sears.

Discount Store-Ann & Hope.

Chain Drug Stores-Eaton's; General Sales; Brook's; CVS; Osco; Walgreens.

Chain Supermarkets-Star Market; Star; Purity-Supreme 2; Shaw's; DeMoulas.

14 - NEWSPAPERS: TIMES (e) 9,285; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: David B. Lodge, Adv. Mgr., TIMES, Dunham Road, Beverly, MA 01915; Tel. (508) 922-1234.

National Representative: U.S. Suburban Press.

BOSTON

1 - LOCATION: Suffolk County (In Boston-Lawrence-Salem-Lowell-Brockton NECMA). E&P Map E-2. State Capital, County Seat. Wholesale, medical, education and research center, principal marketplace of New England.

2 - TRANSPORTATION: Railroads-Amtrak; Boston & Maine; Conrail; NYNH&H; North Station (terminal on B&M); South Station (terminal on NYNH&H & B&A); District-owned Metropolitan Bay Transit Authority.

Motor Freight Carriers-More than 500 lines.

Intercity Bus Lines-Boston; Brush Hill; Camper Tours; MBTA; Michaud; Rapid Trans. Inc.; Greyhound; Hudson; Peter Pan; Plymouth & Brockton; Trailways of N.E.; Vermont Transit.

Airlines-Aerlingus; Air Canada; Air France; Alitalia; American; Braniff; British Airways; BWIA International; Catskill Airways; Continental; Continental Express; Delta; Eastern; El Al; Emery Worldwide (freight); Federal Express (freight); First Air; Flying Tiger (freight); Hub Express; Icelandair; Long Island Airlines; Lufthansa, Midway; Midwest Express; Northwest; Pan Am; Piedmont; Provincetown-Boston; Sabena; Swissair; T. Air Portugal; Trans-World; United; USAir.

Shipping-Port of Boston handles 25,944,000 tons of cargo.

Steamship Lines and Agents-Approximately 25-30 major steamship lines serving Boston, New York and Halifax.

3 - POPULATION:

Corp. City 90 Cen. 574,283; E&P 92 Est. 576,541
CZ-ABC: (80) 1,951,381
RTZ-ABC: (80) 1,848,455
NECMA 90 Cen. 3,783,817; E&P 92 Est. 3,808,003
County 90 Cen. 663,906; E&P 92 Est. 666,659
City & RTZ-ABC: (80) 3,799,836

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 220,878; E&P 92 Est. 221,746
County 90 Cen. 236,475; E&P 92 Est. 237,455
NECMA 90 Cen. 1,431,974; E&P 92 Est. 1,441,250
CZ-ABC: (80) 723,168
RTZ-ABC: (80) 616,097
City & RTZ-ABC: (80) 1,339,265

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	16	$18,344,439,000
Savings & Loans	12	$4,045,794,000
Trust Companies	5	$46,418,000
Credit Union	743	$558,000,000
Cooperatives	15	$872,588,000

6 - PASSENGER AUTOS: Suffolk County 321,019

7 - ELECTRIC METERS: Greater Boston 610,000

8 - GAS METERS: County (Residence) 163,157

9 - PRINCIPAL INDUSTRIES: industry, No. of Wage Earners-All Mfg. 608,000; Constr. 124,500; Trans., Util. & Commun. 126,800; Whol. & Ret. Trade 710,800; Fin., Ins. & R.E. 213,200; Servs. 859,200; Gov't 393,800; Mining 2,300.

10 - CLIMATE: Min. & Max. Temp.-Spring 31-78; Summer 59-98; Fall 37-78; Winter 4-45. First killing frost, Oct. 22; last killing frost, Apr. 13.

11 - TAP WATER: Metropolitan Water District (combined source, Quabbin Reservoir and Wachusett Reservoir) supplies municipal Boston and the ABC City Zone; Soft & slightly acid water. Total hardness 15 ppm. Calcium Carbonate. PH is 8.7 ppm.

12 - RETAILING: Central shopping district has over 2,746 million sq. feet of retail space, accounts for about 39% of retail sales in the metropolitan area. Principal Shopping Center is Downtown Crossing. Department Stores: Jordan Marsh, Filene's; Clothing Stores: Roots, Tello's, Sizes Unlimited, Lane-Bryant, Sumner's; Shoes: Regal, Florsheim, Richard's, Coward, Thom McAn, Flagg, Baker, Burt, Dr. Scholl's; Jewelry: Roger's, E. B. Horn, Stowell's, Homer's, Descenza, Deprisco, Kay's; Variety: Woolworth; Books: B. Dalton, Lauriat's, Barnes & Noble, Waldenbooks; Parklane Hosiery; Osco Drug; CVS.

Quincy Market & Faneuil Hall Marketplace: A major tourist attraction on the Boston waterfront with 165 stores & restaurants.

LaFayette Place: One of the newest shopping attractions located downtown with over 40 stores and restaurants. Opens into Jordan Marsh.

Back Bay: 402 Stores including Copley Place: Nieman-Marcus, Tiffany, Gucci, Casual Corner, Saint Laurent, Loews Theater Complex; Prudential Center: Louis Men's Elkins Shoe, Lord & Taylor; Saks Fifth Ave.; Wallachs; Bally Shoe; Star Market; Newbury St: Ludwig Furs; E.F. Kakas Furs; Charles Sumner's; Bonwit Teller; Brooks Bros., Stuart's Hurwitch Bros., Paine Furniture, Shreve, Crump & Low.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
In Burlington:		
Burlington Mall (100)	NA	Jordan Marsh, Sears, Filene's, Lord & Taylor
In Chestnut Hill:		
Mall at Chestnut Hill(67)	NA	Filene's, Bloomingdale's
In Dedham:		
Dedham Mall(50)	NA	Sears, Bradlees, Woolworth
In Medford:		
Fellsway Plz.(21)	NA	Woolworth
Meadow Glen Mall(60)	NA	Bradlees, Marshalls
In Hanover:		
Hanover Mall(100)	NA	Sears, Filene's, Jordan Marsh,
In Danvers:		
Liberty Tree(118)	NA	Ann & Hope, Lechmere
In Cambridge:		
Harvard Sq.(300)	NA	Harvard Coop., Crate & Barrel
In Natick:		
Natick Mall(56)	NA	Filene's, Sears, Woolworth
In Saugus:		
New England(27)	NA	Woolworth, Sears
In Revere:		
Northgate(31)	NA	
In Peabody:		
Northshore(102)	NA	Jordan Marsh, Sears, Filene's
In Stoneham:		
Redstone(28)	NA	Caldor, Woolworth
In Framingham:		
Shopper's World (56)	NA	Jordan Marsh, Bradlees
In Braintree:		
South Shore Plaza(130)	NA	Sears, Jordan Marsh, Lord & Taylor, Filene's
In Brockton:		
Westgate Mall(60)	NA	Jordan Marsh, Bradlees, Woolworth
In Walpole:		
Walpole Mall(38)	NA	Bradlees
In Watertown:		
Arsenal Mktpl. (106)	NA	Ann & Hope, Marshalls
Watertown Mall (38)	NA	Bradlees
In Somerville:		
Assembly Sq. Mall(62)	NA	Jordan Marsh, K mart

13 - RETAIL OUTLETS: Department Stores-Bloomingdale's; Filene's 8; Jordan Marsh 10; Sears 13; Lord & Taylor 3; Neiman Marcus; Harvard Coop 3.

Discount Stores-Ann & Hope 2; Bradlees 23; Caldor 14; Lechmere 5; Marshalls 18; K mart 12.

Men's Clothing-Brooks Brothers; Joseph Bank; Louis; Matini Carl; Milton's; J. Press; Wallach's.

Women's Clothing-AnnTaylor; Bonwit Teller; Casual Corner; Deerskin Trading; Leo Diutsh; Edward's Fur; Edward Kakas; Lane Bryant; Ludwig; Makanna; Roberts Furs; Anne Star; Charles Summer; The Talbots; Jaeger; Yolanda; Loehmann's; Hoffman's; Cherry Webb & Touraine; Saks Fifth Ave.

Family Clothing-Anderson-Little; Kennedy's; Simon & Sons; You & You; The Gap; Wrangler Ranch; Syms.

Chain Drug Stores-CVS; Brooks; Archer Kent; Osco; Walgreens; Rix; Thayer.

Chain Supermarkets-Stop & Shop 66; Demoulas 27; Purity Supreme 22; Star Mkt. 31; Shaw's 18; Angelos 19.

Furniture-Levitz 3; Paine Furniture 2; Allen Furn.; Ruderman's 3; Summerfield's; Ethan Allen Stores 9; Bradford 3; Cabot House 4; Hooper Ames 4; Crate & Barrel 7; Hitchcock 4; La-Z-Boy 3; Workbench 2.

Variety Stores-Woolworth; Paperama.

Shoes-Bally; Baker's; Pappagalo; Richard's; Florsheim; French Shriner; Hanlon's Regal; Coward; Dr. Scholl's; Fayva; Stride Rite; Thayer McNeil; Thom McAn; Taymor's; George Davis; Footwear House.

14 - NEWSPAPERS: THE CHRISTIAN SCIENCE MONITOR (m-mon to fri) 114,873; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Gary Thompson, Natl. Adv. Mgr., THE CHRISTIAN SCIENCE MONITOR, 300 5th Ave., Suite 3500, New York, NY 10110.

National Representative: None.

GLOBE (m-mon to fri) 516,981; (m-sat) 474,977; (S) 798,298; Mar. 30, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Oliver H.P. Rodman Jr., V.P./Adv., GLOBE, 135 Morrissey Blvd.; PO Box 2378, Boston, MA 02107-2378; Tel. (617) 929-2000.

National Representative: Newspapers First.

BOSTON HERALD (m-mon to fri) 351,947; (m-sat) 277,530; (S) 230,654; Mar. 30, 1991 ABC.

Local Contact for Advertising and Merchandising Data: John J. Breed, VP. Adv., BOSTON HERALD, One Herald Square, Boston, MA 02106; Tel. (617) 426-3000.

National Representatives: Branham/Newspaper Sales; Metropolitan Publishers Representatives.

BROCKTON

1 - LOCATION: Plymouth County, (In Boston-Lawrence-Salem-Lowell-Brockton NECMA). E&P Map E-2. Industrial center. SE part of the state; 19 mi. S of Boston on main route to Cape Cod from N and W.

2 - TRANSPORTATION: Railroad-Conrail.

Interstate Bus Lines-Mass. Bay Trans. Authority; Unda's; Brockton Area Trans. Authority; Plymouth Brockton Express Service to Boston; Brockton to Logan Bus Service.

Airlines-At Logan Airport, Boston; All major American, Canadian & European lines.

3 - POPULATION:

Corp. City 90 Cen. 92,788; E&P 92 Est. 92,311
CZ-ABC: (80) 198,026
RTZ-ABC: (80) 219,721
NECMA 90 Cen. 3,783,817; E&P 92 Est. 3,808,003
County 90 Cen. 435,276; E&P 92 Est. 441,244
City & RTZ-ABC: (80) 417,747

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 35,688; E&P 92 Est. 35,504
County 90 Cen. 177,856; E&P 92 Est. 180,294
NECMA 90 Cen. 1,431,974; E&P 92 Est. 1,441,250
CZ-ABC: (80) 65,367
RTZ-ABC: (80) 70,015
City & RTZ-ABC: (80) 135,382

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	2	$210,000,000
Savings & Loan	3	$113,031,600
Commercial	3	$50,608,370

6 - PASSENGER AUTOS: Plymouth County 260,424

7 - ELECTRIC METERS: Residence 29,283

8 - GAS METERS: Residence 14,265

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Leather Prods. 3,500 ($152); Clothing 1,692 ($156); Mfg. 15,200-Metro Area ($162).

Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-90; Summer 46-90; Fall 25-87; Winter -9-65. First killing frost, Sept. 30; last killing frost, Apr. 23.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: Principal Shopping Center-Westgate Mall; Downtown 12 blocks on Main St. and 12 side sts. off Main; West Shopping Ctr.; East Shopping Center; Eastway Plaza; Southgate Plaza, Oak St. Shopping Center; K mart Plaza; Points West Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brockton East Plaza(20)	NA	Caldor, Bradlees, Channel Lumber, Shaw's
East-Way(10)	NA	Ashmont
K mart Plaza(6)	NA	K mart
Park Plaza(9)	NA	T.J. Maxx, Service Merchandise
South(12)	NA	Ames, Shaw's
Tedeschi's	NA	
Westgate(99)	NA	Kennedy's, Jordan Marsh, Bradlees, Child World, Marshalls
West(15)	NA	Sears, Shaw's
Points West(10)	NA	
Taymore Plz.(7)	NA	
Stonehill Plz. (5)	NA	

Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Dept.-Wed., Fri.; Food & Shopping Centers nightly.

13 - RETAIL OUTLETS: Department Stores-Sears; Jordan Marsh.
Variety Store-Woolworth.
Discount Stores-Bradlees 2; K mart; Stuarts; Caldor; Ames.
Chain Drug Stores-Dunnington's 5; Brooks 3; CVS; Drug Mutual 8; Rix; Pharmacity 3; Osco; Easton.
Chain Supermarkets-Shaw's 3; Christy's 3; Fernandes 3; Columbia Farms; Purity-Supreme.
Other Chain Stores-Atherton's Furn.; Child World; Fanny Farmer; Fields Hosiery; Firestone; General Tire; Goodyear; Howard Clothes; Kay Jewelry; Kempton's Ladies; Kennedy's Clothing; Merchants Tire; Mr. Slacks 2; Nugent's Ladies; Radio Shack 2; Thom McAn; Spencer Gifts; Singer; Storey's Ladies; Touraine Ladies; Sherwin-Williams; Anderson-Little; Grossman's; Somerville Lumber; Marshalls.

14 - NEWSPAPERS: ENTERPRISE (e-mon to fri) 54,113; (m-sat) 53,604; (S) 63,485; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Roy Vallatini, Adv. Mgr., ENTERPRISE, 60 Main St.; PO Box 1450, Brockton, MA 02403; Tel. (508) 586-6200; FAX (508) 586-7903.
National Representative: Landon Associates.

CAPE COD

See HYANNIS

CLINTON

1 - LOCATION: Worcester County. (In Worcester-Fitchburg-Leominster NECMA). E&P Map D-2. 15 mi. N of Worcester on Routes 70 and 110.

2 - TRANSPORTATION: Railroads-Amtrak; Boston & Maine.
Intercity Bus Lines-Worcester, Regional Transit Authority.

3 - POPULATION:
Corp. City 90 Cen. 13,222; E&P 92 Est. 13,312
Co./NECMA 90 Cen. 709,705; E&P 92 Est. 722,376
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 5,085; E&P 92 Est. 5,120
Co./NECMA 90 Cen. 268,649; E&P 92 Est. 273,445

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$1,759,000,000
Co-op	1	$34,000,000
Savings	1	$97,642,000
Credit Union	1	$85,500,000

6 - PASSENGER AUTOS: Worcester County 421,966

7 - ELECTRIC METERS: Residence 4,700

8 - GAS METERS: Residence 2,410

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electronics 500; Cereal 200; Furn. 120; Plastics 2,000; Wire Insulations 800; Hwy. Signs 60.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 60-90; Fall 40-70; Winter 10-60. First killing frost, Oct. 1; last killing frost, Apr. 30.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-6 blocks on High St. (35 stores), 1 block on Main St. (15 stores), 1 block on Union St. (4 stores). Chestnut Hill Plaza, Woodruff Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Searstown(40)	12	Sears
Lincoln Plaza(28)	10	Zayre

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur. until 8:30 pm.

13 - RETAIL OUTLETS: Variety Store-Lincoln Drug.
Chain Drug Stores-CVS Drug; Brooks.

14 - NEWSPAPERS: ITEM (e) 4,689; sworn Oct. 1, 1990.
Local Contact for Advertising and Merchandising Data: Joan Marino, Adv. Mgr., ITEM, 156 Church St., Clinton, MA 01510; Tel. (508) 368-0176.
National Representative: Landon Associates.

DEDHAM

1 - LOCATION: Norfolk County (In Boston-Lawrence-Salem-Lowell-Brockton NECMA). E&P Map D-2/E-2. County Seat. Manufacturing and residential area; on the Charles River; 9 mi. SW of Boston. On U.S. Hwys. 1, I-95.

2 - TRANSPORTATION: Railroad-Conrail.
Motor Freight Carriers-27.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-TWA; Delta; Pan Am; Eastern; United; National; American; USAir; Republic.

3 - POPULATION:
Corp. City 90 Cen. 23,782; E&P 92 Est. 23,479
NDM-ABC: (80) 68,221
NECMA 90 Cen. 3,783,817; E&P 92 Est. 3,808,003
County 90 Cen. 616,087; E&P 92 Est. 617,987
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 9,147; E&P 92 Est. 9,030
NDM-ABC: (80) 22,866
NECMA 90 Cen. 1,431,974; E&P 92 Est. 1,441,250
County 90 Cen. 240,232; E&P 92 Est. 240,973

5 - BANKS	NUMBER	DEPOSITS
Commercial (Local)	6	N.A.
Savings	11	N.A.

6 - PASSENGER AUTOS: Norfolk County 386,778

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mfg. Envelopes; Corrugated Boxes; Dental & Surgical Instruments; Knit Goods (Sweaters, Garments); Electronic Parts; Hosiery; Printing Ink; Cloth for Books; Floor Covering; Printing & Binding of Books; Foundry Work; Controls; Distrib. & Warehousing; Food Proc.; Electronics.

10 - CLIMATE: Min. & Max. Temp.-Spring 58-78; Summer 75-85; Fall 45-62; Winter 26-41. First killing frost, Oct. 24; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Dedham Mall(48)	9	Sears, Bradlees, Radio Shack, Woolworth, Child World, Toys 'R' Us
Dedham Plz.(33)	10	Woolworth, Cherry, Webb & Touraine, Consumers Marketing
Lechmere Sales	10	Lechmere Sales
Walpole Mall(43)	16	Bradlees, Almy's, Stop & Shop

Principal Shopping Days-Wed. through Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Lechmere; Kline's.
Variety Store-Woolworth.
Discount Stores-Paperama; Bradlees; Almy's; Filene's Basement; Consumers Marketing.
Chain Supermarkets-Star Mkt.; Stop & Shop; Roche Bros.; Farm Stand.

14 - NEWSPAPERS: TRANSCRIPT (e-mon to fri) 9,048; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Susan Robinson, Adv. Dir., TRANSCRIPT, 420 Washington St.; PO Box 70, Dedham, MA 02026; Tel. (617) 329-5000.
National Representatives: Landon Associates; U.S. Suburban Press.

FALL RIVER

1 - LOCATION: Bristol County. (In New Bedford-Fall River-Attleboro NECMA). E&P Map E-3. At mouth of Taunton River and Mt. Hope Bay; part of Narragansett Bay; 20 mi. SE of Providence. On U.S. Hwys. 6; I-195; State Hwy. 138.

2 - TRANSPORTATION: Railroad-Conrail.
Motor Freight Carriers-25.
Intercity Bus Line-Bonanza.
Airlines-Delta; American; Eastern; Pan Am; TWA; United; USAir (via Providence or Boston).

3 - POPULATION:
Corp. City 90 Cen. 92,703; E&P 92 Est. 92,729
CZ-ABC: (80) 152,474
RTZ-ABC: (80) 20,194
Co./NECMA 90 Cen. 506,325; E&P 92 Est. 512,662
City & RTZ-ABC: (80) 172,668

4 - HOUSEHOLDS:
City 90 Cen. 35,655; E&P 92 Est. 35,665
Co./NECMA 90 Cen. 195,064; E&P 92 Est. 197,506
CZ-ABC: (80) 54,846
RTZ-ABC: (80) 6,519
City & RTZ-ABC: (80) 61,365

5 - BANKS	NUMBER	DEPOSITS
Savings	6	$726,052,435
Savings & Loan	1	$50,121,889
Commercial	4	$785,241,717

6 - PASSENGER AUTOS: Bristol County 310,814

7 - ELECTRIC METERS: Residence 54,434

8 - GAS METERS: Residence 40,718

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textiles 4,300 ($325); Garment 8,775 ($215); Gen. Mfg. 5,740 ($330).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-60; Summer 56-90; Fall 30-60; Winter 15-40. First killing frost, mid Oct.; last killing frost, early Apr.

11 - TAP WATER: Acid, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-7 blocks on Main, incl. S. Main Place, Academy Shpg. Ctr.; Flint-Pleasant St.; S. End-South Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fall River(12)	NA	Value Land
Harbour Mall(31)	NA	Bradlees, K mart
Indian Spring Plaza(13)	NA	Grand Central Mkt.
N. Dartmouth Mall(72)	10	Sears, JCPenney
Somerset Plz. (13)	NA	Bradlees, Stop & Shop
Swansea Mall(90)	NA	Sears, Caldor, Apex
K mart(14)	NA	K mart, Almac's

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Cherry & Webb 3; Sears 2; Caldor; Apex.
Discount Stores-Kerr Mills (Topps); Globe Mills; Bradlees 2; Nira Whol. 2; K mart 2; Ann & Hope; Stuart's.
Variety Stores-Woolworth; McCrory.
Chain Drug Stores-Brooks; CVS 4; Rite Aid 3.
Chain Supermarkets-Stop & Shop 2; Food Mart 3; Valueland; Almac's 3; Shaw's.
Other Chain Stores-Thom McAn; Liss Dept.; Morse Shoe; Firestone; Goodyear; Anderson Little; Zales Jewelers; So-Fro Fabrics; Fayva Shoes; Hickory Farms; Kay Jewelers.

14 - NEWSPAPERS: HERALD NEWS (e) 35,098; (S) 37,019; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Dan Goodrich, Mktg. Dir., HERALD NEWS, 207 Pocasset St., Fall River, MA 02722; Tel. (508) 676-8211.
National Representative: Landon Associates.

FITCHBURG

1 - LOCATION: Worcester County (In Worcester-Fitchburg-Leominster NECMA). E&P Map D-1. County Seat. Northern Worcester County. Industrial city with agricultural region surrounding. Fitchburg State College; 45 mi. NW of Boston.

2 - TRANSPORTATION: Railroads-B&M; Conrail.
Motor Freight Carriers-7.
Intercity Bus Lines-Englander; Johnson; Trailways; Short Line; Vermont Transit.

3 - POPULATION:
Corp. City 90 Cen. 41,194; E&P 92 Est. 41,517
CZ-ABC: (80) 74,088
RTZ-ABC: (80) 19,930
Co/NECMA 90 Cen. 709,705; E&P 92 Est. 722,376
City & RTZ-ABC: (80) 94,018
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 15,844; E&P 92 Est. 15,968
Co/NECMA 90 Cen. 268,649; E&P 92 Est. 273,445
CZ-ABC: (80) 26,846
RTZ-ABC: (80) 6,634
City & RTZ-ABC: (80) 33,480

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$264,597,000
Savings & Loan	1	$42,159,000
Co-operative	1	$59,211,000
Commercial	3	N.A.
Credit Unions	3	$119,644,000

6 - PASSENGER AUTOS: Worcester County 421,966

7 - ELECTRIC METERS: Residence 15,065

8 - GAS METERS: Residence 10,322

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Elect. Mach. 4,900; Paper Prods. 1,900; Leather Prods. 600; Textile 1,200; Clothing 700; Plastics 6,000.
Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-66; Summer 54-81; Fall 33-56; Winter 22-42. First killing frost, Oct. 16; last killing frost, Apr. 29.

11 - TAP WATER: Acid, very soft; fluoridated.

12 - RETAILING: Principal Shopping District-12 blocks on Main St. and several side sts. for one block from Main; 80 stores.
Neighborhood Shopping District-Cleghorn District: Fairmont and Daniel Sts.; Water St. District: Nos. 27 to 400 Water St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
John Fitch Plz. (18)	1	Heartland, Child World
Central Plz.(13)	1	DeMoula's, Stuart's
Parkhill Plz.(7)	2	Victory Mkt.
Searstown(30)	4	Sears, DeMoulas, Bradlees
N. Main St.	3	Farmers Whse., Marshall's
Twin City Plz.	1	K mart, Victory Mkt.
Wallace Plz.(6)	NA	DeMoulas, Rich's

Principal Shopping Days-Fri. & Sat.; Food Thur. & Fri.

Stores Open Evenings-Dept. Stores-Thur. & Fri.; Food Stores-Wed., Thur. & Fri.

13 - RETAIL OUTLETS: Department Store-Sears.

Variety Store-Woolworth.

Discount Stores-Marshalls; Stuart's; K mart; Bradlees.

Chain Drug Stores-Barone's 6; Freedom Drug 2; CVS 2.

Chain Supermarkets-Victory 6; DeMoulas 3.

Other Chain Stores-Firestone; Thom McAn 2; Fanny Farmer Candies; Grossman Sons; Child World; Anderson Little; Touraine; Radio Shack; Kay Jewelers; Piece Good Shops; Capitol Prime Value; Duffy's.

14 - NEWSPAPERS: FITCHBURG-LEOMINSTER SENTINEL AND ENTERPRISE (e) 20,268; (S) 18,497; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Janet Banville, Adv., FITCHBURG-LEOMINSTER SENTINEL & ENTERPRISE, 808 Main St.; PO Box 507, Fitchburg, MA 01420; Tel. (508) 343-6911.

National Representative: Thomson Newspapers.

FRAMINGHAM

1 - LOCATION: Middlesex County (In Boston-Lawrence-Salem-Lowell-Brockton NECMA). E&P Map D-2. 20 mi. W of Boston; 20 mi. E of Worcester; 200 mi. from NYC. On State Hwys. 9, 20, 27, 126, 135, 495. Two interchanges on U.S. 90 MA Turnpike.

2 - TRANSPORTATION: Railroad-Amtrak.

Intercity Bus Lines-Continental Trailways; Peter Pan; Greyhound; Milford Bus; Graylines.

3 - POPULATION:

Corp. City 90 Cen. 64,989; E&P 92 Est. 64,964
NDM-ABC: (80) 190,531
NECMA 90 Cen. 3,783,817; E&P 92 Est. 3,808,003
County 90 Cen. 1,398,468; E&P 92 Est. 1,404,755

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 24,996; E&P 92 Est. 24,986
County 90 Cen. 522,617; E&P 92 Est. 524,966
NECMA 90 Cen. 1,431,974; E&P 92 Est. 1,441,250
NDM-ABC: (80) 65,692

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$172,817,000
Savings	4	$285,732,000
Co-operative	2	$76,635,000

6 - PASSENGER AUTOS: Middlesex County 878,212

7 - ELECTRIC METERS: Residence 32,794

8 - GAS METERS: Residence 16,440

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper Prods. 3,200 ($190); Auto Assembly 2,000 ($235); Rubber 250 ($160).

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-59; Summer 57-90; Fall 40-63; Winter 19-41.

11 - TAP WATER: Neutral, soft and hard (2 sources).

12 - RETAILING: Principal Shopping Center-4 miles on Rt. 9 (400 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Colonial(10)	NA	Cumberland Farms
Deerskin Plz. (11)	NA	Unfinished Furn., Tony Roma's
Framingham Mall(28)	NA	Lechmere, Filene's
Nobscott(13)	NA	Wonder Mkt.
Pinefield(14)	NA	Purity Mkt.
Shopper's World(53)	NA	Jordan Marsh, Bradlees
Sherwood Plz. (26)	NA	Heartland
Mini Mall(9)	NA	Medi Shack, Papa Ginos
Natick Mall(38)	NA	Sears, Star Mkt., Filene's, Anderson Little
Temple Plz.(8)	NA	Stop & Shop, Medi-Mart, Aries
Cloverleaf Mktpl.(16)	NA	Burlington, Service Mdse., Paperama
Natick(12)	NA	Rix, Stop & Shop

Principal Shopping Days-Mon., Thur. & Fri.

Stores Open Evenings-Shpg. Ctrs. every evening except Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Jordan Marsh; Anderson-Little; Filene's; Lechmere.

Discount Stores-K mart; Caldor; Rich's; Bradlees; Marshalls; Service Mdse.; Consumers; Building 19.

Variety Store-Woolworth.

Chain Drug Stores-Liggett; Bond; Medi-Mart; Rix; Medi Shack; CVS; Brooks.

Chain Supermarkets-Stop & Shop 2; Purity 3; IGA 2; Wonder Mkt.; Star Mkt. 2; Farm Stand 2; Almac's 2; Roche Bros.; Iandoli's; Heartland.

Other Chain Stores-Herman's Sporting Goods; Levitz Furn.; Plywood Ranch; Diamond Intl.; Grossman's; Radio Shack; Tech Hi-Fi; Lerner Shops; Lane Bryant; Kennedy's; Thom McAn; Baker's; Ann Taylor; Stowell's; Fanny Farmer; Merchant's Tire; Firestone; Carvel; Garland; Wallach's; Roaman's; Fayva Shoes; Singer; Child World; Hickory Farms; Kinney Shoes; Windsor Button; Channel Homes; Somerville Lumber; Taymor's Shoes; Hoffman's; Toys 'R' Us; Liss; Cherry Webb & Touraine.

14 - NEWSPAPERS: MIDDLESEX NEWS (e) 36,184; (S) 46,040; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: David Tommassini, Adv. Dir., MIDDLESEX NEWS, 33 New York Ave.; PO Box 9157, Framingham, MA 01701-9157; Tel. (508) 626-3800.

National Representatives: Landon Associates; U.S. Suburban Press.

GARDNER

1 - LOCATION: Worcester County, (In Worcester-Fitchburg-Leominster NECMA) E&P Map C-2. Residential ctr. On Routes 2, 68, 101 & 140; 59 mi. W of Boston; 28 mi. from Worcester; 61 mi. to Springfield.

2 - TRANSPORTATION: Railroads-Boston and Maine; Transit Service to Boston.

Motor Freight Carriers-30.

Intercity Bus Lines-New England Trailways; Englander Coach; Wilson Bus; Vermont Transit; Mart.

3 - POPULATION:

Corp. City 90 Cen. 20,125; E&P 92 Est. 20,570
CZ-ABC: (80) 17,900
RTZ-ABC: (80) 25,055
Co/NECMA 90 Cen. 709,705; E&P 92 Est. 722,376
City & RTZ-ABC: (80) 42,955

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 7,740; E&P 92 Est. 7,912
CZ-ABC: (80) 7,038
RTZ-ABC: (80) 8,200
Co/NECMA 90 Cen. 268,649; E&P 92 Est. 273,445
City & RTZ-ABC: (80) 15,238

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$190,119,124
Co-Operative	2	$113,942,313
Savings & Loan	2	$15,270,277
Commercial	2	$560,467,000

6 - PASSENGER AUTOS: Worcester County 421,966

7 - ELECTRIC METERS: Residence 8,830

8 - GAS METERS: Residence 1,216

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Furn. & Fixtures 3,018; Mach. 728; Paper & Prods. 314; Misc. Mfg. 528.

Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-53; Summer 60-79; Fall 41-59; Winter 16-31. First killing frost, Oct. 1; last killing frost, May 30.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Main St.; 8 on Parker St.; 2 on Pleasant St.; 3 on S. Main St.; 2 on Central.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gardner Plz.(6)	NA	Brook's, JCPenney, The Fair, Donelans
Timpany Plz.(9)	NA	Rich's, Radio Shack, Stop & Shop, Brook's, Thom McAn, Hunts
Pearson Triangle (2)	NA	Big D
Pearson Blvd.(3)	NA	Grossman, R. Smith

Principal Shopping Days-Thur., Fri., Sat.

Stores Close-Some Wed. afternoons summer-downtown.

Stores Open Evenings-Downtown-Thur. until 9; Ctrs. daily until 9 or 10; Food daily until 9 or 10.

13 - RETAIL OUTLETS: Department Stores-Goodnow; Roses; J.A. LeBlanc; La Chance; Rome Sales.

Discount Stores-Rich, The Fair.

Chain Drug Stores-Rexall 2; Brook's 2.

Chain Supermarkets-Donelans; Stop & Shop; Atter; IGA; Victory; Lil' Peach; Cumberland 5; Xtra Mart.

Other Chain Stores-Aubuchon; Grossman's.

14 - NEWSPAPERS: NEWS (e) 8,564; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: C. Gordon Bell, Pub., NEWS, 309 Central St., Gardner, MA 01440; Tel. (508) 632-8000.

National Representative: Landon Associates.

GLOUCESTER

1 - LOCATION: Essex County (Boston-Lawrence-Salem-Lowell-Brockton NECMA). E&P Map E-1. Fishing, mfg., and resort ctr. On S side of Cape Ann Peninsula on State Hwys. 127, 128 & 133; 30 mi. NE of Boston.

2 - TRANSPORTATION: Railroads-Boston & Maine.

Motor Freight Carriers-10.

Intercity Bus Line-Communicty Bus Line.

3 - POPULATION:

Corp. City 90 Cen. 28,716; E&P 92 Est. 28,906
CZ-ABC: (80) 34,113
RTZ-ABC: (80) 8,422
County 90 Cen. 670,080; E&P 92 Est. 677,358
City & RTZ-ABC: (80) 42,535
NECMA 90 Cen. 3,783,817; E&P 92 Est. 3,808,003

4 - HOUSEHOLDS:

City 90 Cen. 11,045; E&P 92 Est. 11,118
CZ-ABC: (80) 13,307
RTZ-ABC: (80) 3,064
County 90 Cen. 254,795; E&P 92 Est. 257,562
NECMA 90 Cen. 1,431,974; E&P 92 Est. 1,441,250
City & RTZ-ABC: (80) 16,371

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$80,153,000
Cooperative	1	$38,200,000
Commercial	2	$95,188,000

6 - PASSENGER AUTOS: Essex County 414,292

7 - ELECTRIC METERS: Residence 12,055

8 - GAS METERS: Residence 5,884

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Food Proc. 1,386; Mach. Trades 596; Service 1,494.

Principal Industrial Pay Days-Fri. & Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-78; Summer 65-97; Fall 24-58; Winter 7-56.

11 - TAP WATER: Acid, soft; not fluoridated.

Principal Shopping Centers-12 blocks on Main St.

Neighborhood Shopping Centers-East Main St.; Washington St.; Bass Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northshore	18	Jordan Marsh, Stop & Shop
Beverly Plz.	12	Star Mkt.
Liberty Tree Mall(108)	15	Ann & Hope, Lechmere
K mart	15	K mart, DeMoulas
A&P Plz.(7)	NA	DeMoulas
Gloucester(6)	NA	Stop & Shop, Ames

Principal Shopping Days-Thur., Fri. & Sat.

Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Goldman's; Empire.

Discount Store-Ames.

Chain Drug Stores-Birch; Connor's 2; Brook's; CVS; Osco.

Chain Supermarkets-A&P; Stop & Shop; IGA; Cape Ann.

14 - NEWSPAPERS: TIMES (e) 11,526; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Brent Connolly, Adv. Dir., TIMES, Whittemore St., Gloucester, MA 01930; Tel. (508) 283-7000; FAX (508) 281-5748.

National Representative: U.S. Suburban Press.

GREENFIELD

1 - LOCATION: Franklin County, E&P Map G-1. County Seat. Industrial center on Conn. River 38 mi. N of Springfield; 100 mi. W of Boston; Terminus of Route 91, on Hwys. 2, 5 & 10.

2 - TRANSPORTATION: Railroad-B&M.

Motor Freight Carriers-10.

Intercity Bus Lines-Vermont Transit; Englander; Greenfield-Worcester; Boston.

3 - POPULATION:

Corp. City 90 Cen. 18,666; E&P 92 Est. 18,712
CZ-ABC: (80) 30,005
RTZ-ABC: (80) 34,312
County 90 Cen. 70,092; E&P 92 Est. 71,247
City & RTZ-ABC: (80) 64,317

4 - HOUSEHOLDS:

City 90 Cen. 7,179; E&P 92 Est. 7,197
County 90 Cen. 26,140; E&P 92 Est. 26,570
CZ-ABC: (80) 11,615
RTZ-ABC: (80) 12,613
City & RTZ-ABC: (80) 24,228

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$202,200,000
Savings & Loan	1	$31,213,605
Commercial	4	$89,300,000

6 - PASSENGER AUTOS: Franklin County 40,938

7 - ELECTRIC METERS: Residence 8,830; County 24,200

8 - GAS METERS: Residence 3,140

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Tap & Die 1,642; Silver 160; Machine Parts 407; Small Tools 1,622; Papermaking 580; Electrodes Components 250; Ins. 650.

Principal Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-75; Summer 60-90; Fall 59-80; Winter 0-50. First killing frost, Sept. 25; last killing frost, Apr. 15.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cherry Rum Plaza(3)	1	CVS, Tempo Fashions
Greenfield Plz. (9)	1	Rite Aid, Food Mart.
Ames Plaza(8)	1	Big Y, Ames, Rich's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Wilson's; Sears; JCPenney.
Variety Store-McClellan.
Chain Drug Stores-Rite Aid; Brooks; CVS.
Discount Stores-Railroad Salvage; Ames; Rich's.
Chain Supermarkets-IGA; Stop & Shop; Food Mart; Carroll's; Big Y.
Other Chain Stores-Kinney's; Western Auto; Sherwin-Williams; Goodyear; Bob Weiner Tires; Lodge Tire; Aubuchon.

14 - NEWSPAPERS: RECORDER (e) 15,115; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Rich Fahey, Ret. Adv. Mgr., RECORDER, 14 Hope St., Greenfield, MA 01301; Tel. (413) 772-0261.
National Representative: Landon Associates.

HAVERHILL

1 - LOCATION: Essex County (In Boston-Lawrence-Salem-Lowell-Brockton NECMA). E&P Map E-1. NE part of state on Merrimack River. 33 mi. N of Boston; 248 mi. to New York; 6 mi. E of U.S. No. 1 on State Hwys. 97, 108, 110, 113, 125; I-495.

2 - TRANSPORTATION: Railroads-Boston & Maine.
Motor Freight Carriers-17.
Water-7 ft., 15 mi. river channel to Atlantic at Newburyport.
Intercity Bus Lines-Mass.; Greyhound; Trailways of New England.
Airports-North Andover and Haverhill (Charter Service).

3 - POPULATION:
Corp. City 90 Cen. 51,418; E&P 92 Est. 52,329
CZ-ABC: (80) 46,865
Bal. in NDM-ABC: (80) 156,428
Total NDM-ABC: (80) 203,293
NECMA 90 Cen. 3,783,817; E&P 92 Est. 3,808,003
County 90 Cen. 670,080; E&P 92 Est. 677,358
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 19,776; E&P 92 Est. 20,126
County 90 Cen. 254,795; E&P 92 Est. 257,562
NECMA 90 Cen. 1,431,974; E&P 92 Est. 1,441,250
CZ-ABC: (80) 17,261
Bal. in NDM-ABC: (80) 54,196
Total NDM-ABC: (80) 71,457

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$252,168,481
Commercial	4	$629,002,518
Cooperative	1	$12,600,000

6 - PASSENGER AUTOS: Essex County 414,292

7 - ELECTRIC METERS: Residence 31,696

8 - GAS METERS: Residence 12,609

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Leather & Shoes 8,200; Paper Prods. 468; Electric 5,000; Computers 180; Others 4,750 ($22,250,000 yearly wages).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-75; Summer 35-105; Fall -12-94; Winter -19-76. First killing frost, Oct. 10; last killing frost, Apr. 20.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Merrimack St.; 4 on Washington St.; 1 on River St.; 2 on Emerson St.; 2 on Essex St.; 2 on Main St.; 2 on Water St.; 2 on Winter St.; 2 on White St.

Neighborhood Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Haverhill Plz. (21)	2	Piecegoods, CVS, BCA Picway, Bldg. 19
Westgate Ctr. (14)	2	DeMoulas Mkt., K mart, Marshalls
Methuen Mall (100)	12	Sears, Anderson-Little, Jordan Marsh
Rockingham Mall(24)	NA	Bradlees, T.J. Maxx, Toys 'R' Us

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Food-Mon. through Sat.; Dept. and all other-Fri.; some Tues. evenings.

13 - RETAIL OUTLETS: Department Stores-Jordan Marsh; Bradlees; Sears; Cummings.
Discount Stores-Ames; K mart; Caldor; Bradlees; Building 19; Expect Discounts; Yankee Bargain.
Chain Drug Stores-CVS; Freedom Drug; Osco Drug; Walgreen's.
Chain Supermarkets-De Moulas Mkt. 4; Purity Supreme; Shaw's.
Other Chain Stores-Barretts (men's clothing); Hanover; Kinney (shoes); Sherwin-Williams; Hudson's (women's); Cherry & Webb (women's); Service Mdse.; Lechmere; T.J. Maxx; NHD.

14 - NEWSPAPERS: GAZETTE (e) 16,323; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Paul Ryan, Adv. Mgr., GAZETTE, 447 W. Lowell Ave.; PO Box 991, Haverhill, MA 01831-2499; Tel. (508) 374-0321.
National Representatives: Landon Associates; U.S. Suburban Press.

HOLYOKE

1 - LOCATION: Hampden County (In Springfield NECMA). E&P Map B-6. Industrial center; on U.S. Hwys. 5, 202; 3 Exits off I-91; State Hwy. 116; 8 mi. N of Springfield; 3 mi. N of Mass. Tpke., Exit 4.

2 - TRANSPORTATION: Railroads-Boston & Maine; Conrail.
Motor Freight Carriers-50.
Intercity Bus Lines-Greyhound; Peter Pan; Interstate Trailways; Vermont Transit; Springfield; Northampton; Holyoke.
Airlines-Altair; American; United; Delta; Eastern; Pilgrim; Trans-World; USAir; Mass. Helicopter.

3 - POPULATION:
Corp. City 90 Cen. 43,704; E&P 92 43,509
NDM-ABC: (80) 121,569
County 90 Cen. 456,310; E&P 92 Est. 458,968
NECMA 90 Cen. 602,878; E&P 92 Est. 607,087

4 - HOUSEHOLDS:
City 90 Cen. 16,809; E&P 92 Est. 16,734
County 90 Cen. 173,629; E&P 92 Est. 174,641
NECMA 90 Cen. 226,830; E&P 92 Est. 228,405
NDM-ABC: (80) 44,094

5 - BANKS	NUMBER	DEPOSITS
Comm. & Savings	17	N.A.

6 - PASSENGER AUTOS: Hampden County 279,146

7 - ELECTRIC METERS: 18,420

8 - GAS METERS: Residence 24,299

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Food 705; Textile Mill Prods. 1,140; Apparel 917; Furn. 243; Paper Prods. 3,998; Printing & Pub. 3,450; Chem. 250; Rubber Prods. 2,734; Primary Metal 1,125; Fab. Metal 975; Mach. (Ex. Elect.) 1,853; Elect. Mach. 171; Util. 328; Misc. 3,217.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-91; Summer 36-97; Fall 17-84; Winter 4-56. First killing frost, Sept. 17; last killing frost, May 3.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-18 blocks on six streets; Holyoke Mall at Ingleside (180 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairview Plz.(7)	4	Tessiers Lumber, Food Mart
Main Gate	4	Big Y
Ames(11)	4	Ames
S. Hadley	2	Food Mart
Big Y	4	Big Y
Fairfield Mall	4	Caldor, Bradlees
Hampden Plz.	NA	ShopRite
Holyoke Plz.	NA	McDonald's
Holyoke Mall(21)	NA	Sears, JCPenney, Steiger's, G. Fox, Service Mdse.
Lincoln Plaza(4)	NA	Stop & Shop
Mountain Farms	10	Mall Cinemas
South St.(12)	NA	Food Mart, Zales
K mart Plaza	NA	K mart, Ames, ShopRite

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Thur.; some Fri.

13 - RETAIL OUTLETS: Department Stores-A. Steiger; JCPenney; Sears; G. Fox; Service Mdse.

Discount Stores-K mart; Caldor; Bradlees; McCrory; Ames.

Chain Drug Stores-CVS; Rite Aid; Brooks.

Chain Supermarkets-Stop & Shop; Food Mart 3; Big Y 2; Pats 2; ShopRite 2.

Other Chain Stores-Thom McAn; Fanny Farmer; Sherwin-Williams; Grossman's; Fayva Shoes; Hit or Miss; CVS; Rite Aid; Cumberland Farms; 7-Eleven; Dairy Mart; Brooks Drug; Rockys Home Center; Kay Jewelers; Filene's Basement.

14 - NEWSPAPERS: TRANSCRIPT-TELEGRAM (e) 16,665; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Kathy Nylic, Adv. Dir., TRANSCRIPT-TELEGRAM, 120 Whiting Farms Rd., Holyoke, MA 01040; Tel. (413) 536-2300.

National Representative: Landon Associates.

HYANNIS-CAPE COD

1 - LOCATION: Barnstable County. E&P Map F-3. 50 mi. from New Bedford; 60 mi. from Brockton, 40 mi. from Plymouth and 80 mi. from Boston. On U.S. Hwy. 6 and State Hwy. 28 crossing Cape Cod Canal.

2 - TRANSPORTATION: Railroad-Conrail.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Bonanza; Plymouth & Brockton.
Passenger Steamship Lines-2.
Airlines-Business Express; Continental Airlines; Nantucket Air; Edgartown Air; Tri Air.

3 - POPULATION:
Hyannis 90 Cen. 13,622; E&P 92 Est. 14,335
NDM-ABC: (80) 147,925
Area Includes Barnstable Town (incl. Hyannis) and towns of Bourne, Brewster, Chatham, Dennis, Eastham, Falmouth, Harwich, Mashpee, Orleans, Provincetown, Sandwich, Truro, Wellfleet, Yarmouth-all in Barnstable County.
County 90 Cen. 186,605; E&P 92 Est. 194,341
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Hyannis 90 Cen. 5,239; E&P 92 Est. 5,513
County 90 Cen. 82,114; E&P 92 Est. 85,518
NDM-ABC: (80) 58,556

5 - BANKS	NUMBER	DEPOSITS
Commercial	12	N.A.
Savings	7	N.A.
Savings & Loan	4	N.A.
Co-operative	6	N.A.

6 - PASSENGER AUTOS: Barnstable County 126,972

7 - ELECTRIC METERS: Residence 92,000

8 - GAS METERS: Residence 30,000

9 - PRINCIPAL INDUSTRIES: Bldg.; Fishing; Candles; Cement Prods.; Novelties; Boats; Cranberries; Electronics; Plastic Pkg.; Tourism & Resort; Marine Research.
Principal Pay Days-Thur., Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 62-72; Summer 72-85; Fall 50-70; Winter 35-55. First killing frost, Oct. 15; last killing frost, May 1.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Centers-Cape Cod Mall, Hyannis; Downtown Hyannis and outlying shopping centers. Capetown Plz.; South Wind Plz.
Neighborhood Shopping Centers-Falmouth; Buzzards Bay; Dennisport; Harwichport; Chatham; Orleans; Wellfleet; Provincetown; Yarmouth; Sandwich.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Wareham(12)	30	A&P, Angelo's/Purity Supreme
Falmouth Mall (26)	20	Bradlees, Angelo's/Purity Supreme, A&P
South Yarmouth	5	Bradlees, Angelo's/Purity Supreme
Buzzards Bay	15	A&P
Dennisport	10	Bradlees, Angelo's/Purity Supreme
Harwichport	13	Buttner's, A&P, Angelo's/Purity Supreme
Chatham	20	Chatham Furn., A&P
Orleans	20	Mid-Cape Center, A&P, Stop & Shop
Provincetown	50	
Cape Cod Mall (80)	NA	Sears, Woolworth, Marshalls, Filene's, Jordan Marsh

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Dept. Stores-Mon., Thur., Sun. Food-Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores-Filene's; Sears; Jordan Marsh.
Variety Store-Woolworth.
Discount Stores-K mart; Bradlees 4; T.J. Maxx; Marshalls.
Chain Drug Stores-Brooks 5; CVS 5; Dunnington 5; Osco; Thayer Pharmacies 3.
Chain Supermarkets-A&P 10; Stop & Shop 3; Angelo's/Purity Supreme 10; Star Mkt.
Other Chain Stores-Buttners; Puritan Clothing; Anderson-Little; Kinney Shoes; Lerner; Cherry & Webb; Fanny Farmer; Morse Shoe; Hanover Shoe; Radio Shack; Thom McAn; Hickory Farms; Mid Cape Center; Grossmans.

14 - NEWSPAPERS: CAPE COD TIMES (m) 42,210; (S) 49,900; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Gloria P. Bowman, Adv. Dir., CAPE COD TIMES, 319 Main St., Hyannis, MA 02601; Tel. (508) 775-1200.
National Representative: Branham/Newspaper Sales.

LAWRENCE

1 - LOCATION: Essex County (In Boston-Lawrence-Salem-Lowell-Brockton NECMA). E&P Map D-1. County Seat. Industrial and wholesale center. On Merrimack River; on State Hwys. 28, 110, 113, 114, 125, 133, 213; Interstate Routes 93 and 495; 27 mi. NW of Boston.

2 - TRANSPORTATION: Railroads-Boston & Maine.
Motor Freight Carriers-69.
Intercity Bus Lines-Trailways; Greyhound; Hudson; Michaud; Trombly.

3 - POPULATION:

Corp. City 90 Cen. 70,207; E&P 92 Est. 71,613

NDM-ABC: (80) 186,169

RTZ-ABC: (80) 160,108

NECMA 90 Cen. 3,783,817; E&P 92 Est. 3,808,003

County 90 Cen. 670,080; E&P 92 Est. 677,358

Total NDM & RTZ-ABC: (80) 346,277

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 27,003; E&P 92 Est. 27,544

County 90 Cen. 254,795; E&P 92 Est. 257,562

NECMA 90 Cen. 1,431,974; E&P 92 Est. 1,441,250

NDM-ABC: (80) 64,957

RTZ-ABC: (80) 54,361

Total NDM & RTZ-ABC: (80) 119,318

5 - BANKS	NUMBER	DEPOSITS
Savings	7	$1,278,468,712
Commercial	9	$27,547,105,886
Cooperative	2	$576,638,630

6 - PASSENGER AUTOS: Essex County 414,292

7 - ELECTRIC METERS: Residence 62,000

8 - GAS METERS: Residence 30,766

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Constr. 11,500; Mfg. 56,000; Trans. 6,500; Whol./Ret. Trade 33,500; Fin. 5,300; Service 31,200; Textile Mill 2,551; Apparel & Finished 2,037; Paper & Allied 1,418; Chem. & Allied 1,660; Plastic & Rubber 3,256; Non-Durable Goods 14,600; Leather 2,500; Fabricated Metal 1,161; Mach. 4,808; Elect. Mach. 11,635; Durable Goods 41,400.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-93; Summer 48-101; Fall 24-78; Winter -7-65. First killing frost, Oct. 13; last killing frost, Apr. 20.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Essex St.; 6 blocks on Broadway.
Neighborhood Shopping Centers-Main St. in Andover; Main St. in N. Andover; Hampshire St. in Methuen, & Rt. 28, Salem, NH; Rt. 114 in Lawrence; Rt. 213 Methuen, Rt. 110, W. Methuen.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Essex Plaza(4)	1	DeMoulas
Merrimack Plz. (3)	5	DeMoulas, Osco, Rich's
N. Andover Mall (7)	4	DeMoulas, Bradlees, T.J. Maxx
Rockingham Mall(24)	10	Gordon Jewelers, Cherry Webb & Touraine, Bradlees, Herman's, T.J. Maxx
Salem Plz (11)	9	DeMoulas, Ames, Service Merchandise
Shawsheen Plz. (8)	1	DeMoulas, New England Stores
K mart(3)	10	K mart, Market Basket, Staples
Mall at Rockingham Park	10	Filene's, Sears JCPenney, Belden Jewelers
Methuen Mall (100)	5	Sears, Jordan Marsh, Filene's Basement
Caldor	5	Caldor, Market Basket, Osco
Rt. 114 Mall	3	Ames, Osco, Shaw's
Village Mall	5	Xpect Discount, So-Fro Fabrics

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Tues., Fri.; Food 6 nights.
MA-NH Shopping Centers-Open every evening and Sun. 1 to 5.

13 - RETAIL OUTLETS: Department Stores-Caldor; Sears; JCPenney; Bradlees; Jordan Marsh; Filene's Basement.
Variety Store-Woolworth.
Discount Stores-Stuart's; Marshalls; Ames 3; K mart; T.J. Maxx; Filene's Basement.
Chain Drug Stores-Osco 3; Brooks; CVS 8; Birch 2; Rite Aid 2; Walgreens 3.
Chain Supermarkets-Purity Supreme; De Moulas 5; DeMoulas/Market Basket 2; Barcelos 2; Shaw's.
Other Chain Stores-ADAP 2; Cherry & Webb 3; Thom McAn 3; Scott's; Gordon Jewelers; Smith's; Sherwin-Williams; Allied Radio Shack 4; Color Tile; Child World; Fayva; Taylor Rent All Ctr. 2; American Handcraft; Anderson Little; Hit or Miss 2; Brooks Fashion; Casual Corner; Chess King; Cummings; Curtis Music; Deering Ice Cream; Diamond Jewelers; Endicott Johnson; Fields Hosiery; Foxmoor; General Nutrition; Herman's Sporting Goods; Hickory Farms; Kay Jewelers; Kiddie Photo; Kinney Shoe; The Limited; Limited Express; Laurіets; Lerner's; Midland Records; Miles Shoe; Mother-To-Be; National Shirt; Nevada Bob's Golf; N.E. Piano & Organ; Ormonds; Pier 1 Imports; Pearl Vision Ctr.; Ritz Photo; Sackett's; Service Merchandise; Hallmark Cards; So-Fro Fabrics; Spencer Gifts; Spectrum; Sportique; Staples; Tello's; Waldenbooks; The Gap; Zales Jewelers; Baskin-Robbins; Hanover Shoe; Orange Bowl; Play 'N Learn; Swiss Pretzel; Orange Julius; This End Up.

14 - NEWSPAPERS: EAGLE-TRIBUNE (e) 55,357; (S) 59,057; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Vincent Cottone, Adv. Dir., EAGLE-TRIBUNE, PO Box 100, Lawrence, MA 01842; Tel. (508) 685-1000, ext. 154.
National Representative: Landon Associates.

LOWELL

1 - LOCATION: Middlesex County (In Boston-Lawrence-Salem-Lowell-Brockton NECMA). E&P Map D-1. County Seat. 28 mi. N of confluence of Merrimack and Concord Rivers. On Rtes. 3, 4, 110, 133; I-495.

2 - TRANSPORTATION: Railroads-Boston & Maine; Conrail.
Motor Freight Carriers-4.
Intercity Bus Lines-Massachusetts Bay Trans. Authority; Greyhound; Continental Trailways; Vermont Transit; Lowell Regional Trans. Authority.

3 - POPULATION:

Corp. City 90 Cen. 103,439; E&P 92 Est. 105,643

CZ-ABC: (80) 225,320

RTZ-ABC: (80) 141,431

NECMA 90 Cen. 3,783,817; E&P 92 Est. 3,808,003

County 90 Cen. 1,398,468; E&P 92 Est. 1,404,755

City & RTZ-ABC: (80) 366,751

4 - HOUSEHOLDS:

City 90 Cen. 39,784; E&P 92 Est. 40,632

County 90 Cen. 522,617; E&P 92 Est. 524,966

NECMA 90 Cen. 1,431,974; E&P 92 Est. 1,441,250

CZ-ABC: (80) 71,934

RTZ-ABC: (80) 44,158

City & RTZ-ABC: (80) 116,092

5 - BANKS	NUMBER	EST. DEP.
Commercial	78	$3,025,850,000
Savings & Loan	1	(included above)
Savings	7	(included above)

6 - PASSENGER AUTOS: Middlesex County 878,212

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage-(Lowell Metro Area): Agri. 702; Gov't 4,700; Contract Constr. 6,290; Mfg. 45,628; Trans., Comm. & Util 3,880; Wholesale Trade 6,170; Retail Trade 13,870; Fin, Ins. & R.E. 4,595; Services 31,463.
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-98; Summer 36-94; Fall 40-86; Winter 15-65. First killing frost, Sept. 16; last killing frost, Apr. 26.

11 - TAP WATER: Neutral; low in minerals; very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Central St.; 5 on Merrimack St.; 5 on Middlesex St.; Alexander's (4 stores); Central Plz. (8 stores); Sunrise (9 stores); Sears (4 stores).

Nearby Shopping Centers-Lowell Plz., Rte. 495 Connector; Stadium Plz., Jct. Rte. 38 & 495; Sunrise Shpg. Ctr., Bridge St.; Drum Hill, Jct. Rtes. 4 & 3, Chelmsford; Eastgate Plz., Jct. Rtes. 3 & 110, Chelmsford; Towne Plz., Rte. 3A, Billerica; Tewksbury Shpg. Ctr. Rte 38 Tewksbury; Wilmington Plz., Rte. 38, Wilmington; Pelham Plz., Rte. 38, Pelham, N.H.

Enclosed Malls-Chelmsford Mall, Rte. 110; Oakdale Mall, Tewksbury, Rte. 38; Burlington Mall, Jct. Rtes. 3 & 128, Burlington; Nashua Mall, Rte. 3, Nashua, N.H.; Billerica Mall; Pheasant Lane Mall, Nashua, Mall at Rockingham, Rte. 93, Salem, MA.

Principal Shopping Days-Mon., Thur., Fri., Sat. & Sun.,

Stores Open Evenings-Dept.-Thur.; Food-every night except Sat. & Sun.

13 - RETAIL OUTLETS: Department Stores-Cherry & Webb 3; Caldor; Sears 3; T.J. Maxx 2; Jordan Marsh 2; Bradlees 3; JCPenney 2; Marshalls 4; Filene's 2; Filene's Basement 2; Changes 7.

Discount Stores-Ames 2; Stuarts 4; Brooks 2; K mart 2; Capitol 2; Paperama 2.

Variety Store-Woolworth.

Chain Drug Stores-Brook's 2; Osco 3; Rite Aid; CVS 8; Walgreens 5.

Chain Supermarkets-Alexander's 5; Stop 'N Save; Demoulas 9; Purity Supreme 2; Sun Foods; Hear Food Warehouse.

Other Chain Stores-Goodyear; Firestone; Sherwin-Williams; Child World 2; Kent Jewelers; Fayva Shoe 4; Service Merchandise; Waldenbooks; Thom McAn 5; Tello's, Musicland, Toys 'R' Us.

14 - NEWSPAPERS: SUN (e-mon to fri) 55,999; (m-sat) 54,959; (S) 56,446; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Paul A. Schwabe, Dir. of Sales & Mktg., SUN, 15 Kearney Sq.; PO Box 1477, Lowell, MA 01853, Tel. (508) 458-7100.

National Representative: Landon Associates.

LYNN

1 - LOCATION: Essex County (In Boston-Lawrence-Salem-Lowell -Brockton NECMA). E&P Map E-1, 10 mi. N of Boston; 4 mi. from I-95 and circumventing Hwy. 128. Also served by Hwys. 1A, 129.

2 - TRANSPORTATION: Railroad-MBTA Rail.
Intercity Bus Line-Mass. Bay Transit Authority.
Airlines-7 mi. to Logan Intl. Airport.

3 - POPULATION:

Corp. City 90 Cen. 81,245; E&P 92 Est. 81,800

CZ-ABC: (80) 121,001

RTZ-ABC: (80) 267,909

NECMA 90 Cen. 3,783,817; E&P 92 Est. 3,808,003

County 90 Cen. 670,080; E&P 92 Est. 677,358

City & RTZ-ABC: (80) 388,910

4 - HOUSEHOLDS:

City 90 Cen. 31,248; E&P 92 Est. 31,461

County 90 Cen. 254,795; E&P 92 Est. 257,562

NECMA 90 Cen. 1,431,794; E&P 92 Est. 1,441,250

CZ-ABC: (80) 45,097

RTZ-ABC: (80) 97,362

City & RTZ-ABC: (80) 142,459

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	N.A.
Co-op	2	N.A.
Savings	4	N.A.

6 - PASSENGER AUTOS: Essex County 414,292

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Turbines; Jet Engines; Research; Shoes and Allied Prods.; Electronics; Plastics; Bakery Prods.; Lobster Whol.; Metal Prods.; Precision Machine Tooling; Fluorescent Lamps; Medicine; Clothing; Community College.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-50; Summer 61-95; Fall 40-61; Winter 14-33.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Market St.; Munroe St.; Lynnway; Boston St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Vinnin Sq.(30)	3	Star Mkt., Bradlees
Vinnin Sq. Annex	3	Stop & Shop
Lynngate Plz.(10)	1	Stop & Shop
N.E. Shpg.	4	Sears, Service Mdse., Filene's
Broadway	1	Stop & Shop
Danvers Plz.(15)	7	Highland, Rich's, Purity Supreme, Highland Superstore
Liberty Tree Mall (Danvers)(108)	7	Ann & Hope, K mart, Lechmere Sales, Marshalls
Northshore (Peabody)(87)	7	Jordan Marsh, Sears, Filene's
Northgate(30)	5	Purity Supreme, Ames, Fretter's
Hawthorne(20)		Caldor, Heartland, Shaws, Sommerville Lumber

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Some Thur., most Fri.; Discount Stores-Every night and Sundays.

13 - RETAIL OUTLETS: Department Stores-Sears 2; Filene's 3; Jordan Marsh.
Variety Stores-Woolworth; New England Stores 3.
Discount Stores-Caldor 2; Ames 3; Rich's 2; Bradlees; Jerry's; K mart 2.
Major Size Specialty Stores-Marshalls 2; T.J. Maxx 2; Rooks; Empire; Hoffmans; Jerry's; Cherry, Webb & Touraine 2; Fretters; Highland Superstores.
Chain Drug Stores-Eaton; CVS 4; Walgreens 2; Osco 2; Rite Aid 2.
Chain Supermarkets-Stop & Shop 5; Star Mkts. 4; Richdale 6; Purity Supreme 2; Demoulas; Heartland; Shaw's 2.
Other Chain Stores-Clothing: Jordan Marsh, Filene's 3, Ames, Kennedy 2, Rooks 3, Loehmann's, Lerner, Anderson Little; Paint: Sherwin-Williams 2; Tobacco: Bond Hill; Candy: Connolly, Fanny Farmer 2, Brighams 2, Russo's; Dairy: Cumberland Farms 8, Richdale 10; Sporting Goods: Jerry's, Pennyworth, MVP Sports, Hermans; Jewelry: Long's, Kays, Ross; Shoes: Thom McAn 3, Spencer Morse 2, Kinney's, Case, Royce, Wilbar, Flag, Thayer McNeill, Bakers, Taymor; Auto Supplies: Firestone, Sears, Strauss, Goodyear, Rayco, Midas Muffler, Meineke, Speedy Muffler; Furniture: Bradford, Furniture Freight, Lexington Furn., Levitz, C.F. Tomkins, Titus.

14 - NEWSPAPERS: ITEM (e-mon to fri) 26,676; (e-sat) 24,837; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Kevin Kelly, Adv. Dir., ITEM, 38 Exchange St.; PO Box 951, Lynn, MA 01903; Tel. (617) 593-7700.
National Representatives: Landon Associates; U.S. Suburban Press.

MALDEN

1 - LOCATION: Middlesex County (In Boston-Lawrence-Salem-Lowell-Brockton NECMA). E&P Map E-2. On Malden River, 5 mi. from Boston.

2 - TRANSPORTATION: Railroads-MBTA; Boston & Maine.
Motor Freight Carriers-13.
Intercity Bus Lines-Mass. Bay Trans. Authority; Hudson.
Airline-All major lines (Boston).

3 - POPULATION:
Corp. City 90 Cen. 53,884; E&P 92 Est. 53,984
County 90 Cen. 1,398,468; E&P 92 Est. 1,404,755
NECMA 90 Cen. 3,783,817; E&P 92 Est. 3,808,003
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 20,725; E&P 92 Est. 20,763
County 90 Cen. 522,617; E&P 92 Est. 524,966
NECMA 90 Cen. 1,431,974; E&P 92 Est. 1,441,250

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	1	$480,000,000
Commercial	6	$600,000,000
Other	2	$440,000,000

6 - PASSENGER AUTOS: Middlesex County 878,212

7 - ELECTRIC METERS: Residence 15,400

8 - GAS METERS: Residence 15,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 1,243 ($350); Mfg. N.A. ($350); Trans., Commun. & Util. 1,187 ($320); Whol. & Ret. Trade 3,528 ($300); Fin., Ins. & R.E. 716 ($225); Services 4,500 ($300); Jewelry 100; Electronics 100. Total 1,077 firms; 18,000 employees. An. payroll $400,000,000 (town).

10 - CLIMATE: Min. & Max. Temp.-Spring 42-63; Summer 64-90; Fall 39-51; Winter 27-40.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-Pleasant St.; Main St.; Irving St.; Ferry St.; Exchange St.; Eastern Ave.; Highland Ave.
Other Shopping Centers-Townline Plaza, Northgate, New England, Bryant Terrace, Stuarts Village.

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Stuart's; Caldor.
Discount Stores-Sparks; FFC.
Variety Store-FFC.
Chain Drug Store-CVS.
Chain Supermarkets-Star Mkt.; Johnnie's Foodmaster; Stop & Shop; Heartland.
Other Chain Stores-Hanlon's Shoes; Lamsons; True Value Hardware.

14 - NEWSPAPERS: DAILY NEWS-MERCURY (e-mon to fri) 15,501; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: N.J. Morrison, Mktg. Dir., NEWS-MERCURY, 277 Commerical St., Malden, MA 02148; Tel. (617) 321-8000.
National Representatives: Landon Associates; U.S. Suburban Press.

MARLBOROUGH

1 - LOCATION: Middlesex County (In Boston-Lawrence-Salem-Lowell-Brockton NECMA). E&P Map D-2. Situated 26 mi. W of Boston; 16 mi. E of Worcester. State Hwys. 9, 20, 85; I-290, I-495.

2 - TRANSPORTATION: Railroad-Boston & Maine.
Motor Freight Carriers-10.
Intercity Bus Lines-Hughes; Boston & Worcester.

3 - POPULATION:
Corp. City 90 Cen. 31,813; E&P 92 Est. 32,052
CZ-ABC: (80) 30,617
Bal. in NDM-ABC: (80) 105,491
County 90 Cen. 1,398,468; E&P 92 Est. 1,404,755
NEMCA 90 Cen. 3,783,817; E&P 92 Est. 3,808,003
Total NDM-ABC: (80) 136,108

4 - HOUSEHOLDS:
City 90 Cen. 12,236; E&P 92 Est. 12,328
County 90 Cen. 522,617; E&P 92 Est. 524,966
NECMA 90 Cen. 1,431,974; E&P 92 Est. 1,441,250
CZ-ABC: (80) 10,925
Bal. in NDM-ABC: (80) 36,802
Total NDM-ABC: (80) 47,727

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	1	$100,000,000
Commercial	3	$250,000,000

6 - PASSENGER AUTOS: Middlesex County 878,212

7 - ELECTRIC METERS: N.A.
8 - GAS METERS: N.A.
9.- PRINCIPAL INDUSTRIES: Computers; Paper Prods.; Sporting Goods; Boxes; Stamped Metal Prods.; Metal Plate Prods.; Scale Models; Chem.; Tool & Die; Research; Electronics; Plastics; Containers.
10 - CLIMATE: Min. & Max. Temp.-Spring 42-63; Summer 65-100; Fall 39-51; Winter 27-40.
11 - TAP WATER: Neutral, very soft; fluoridated.
12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Post Road(15)	1	Big Discount, Rich's
Village Plz.(17)	NA	Yankee Gift House
Indian Head(8)	2	Stop & Shop, Marshalls

Principal Shopping Days-Thur., Fri., & Sat.
13 - RETAIL OUTLETS: Department Stores-Golden's; Concannon's.
Discount Stores-Rich's; Marshalls.
Chain Drug Stores-Rexall; CVS; Adams; Walgreens; Brooks.
Chain Supermarkets-Stop & Shop; IGA; Big D; Star Mkt.
Other Chain Stores-Town Paint; Consumer Auto Parts; Radio Shack; Fayva Shoe; Friendly's; Somerville Lumber.
14 - NEWSPAPERS: ENTERPRISE/HUDSON DAILY SUN (m) 6,690; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Chris Meegan, Adv. Dir., ENTERPRISE/HUDSON DAILY SUN, 230 Maple St., Malboro, MA 01752; Tel. (508) 485-5200.
National Representative: U.S. Suburban Press.

MILFORD

1 - LOCATION: Worcester County (In Worcester-Fitchburg-Leominster NECMA). E&P Map D-2. On State Hwys. 16, 85, 109, 122 & 140; I-495; 18 mi. SE of Worcester; 30 mi. SW of Boston; 30 mi. N of Providence, RI.
2 - TRANSPORTATION: Railroad-Conrail.
Motor Freight Carriers-3.
Intercity Bus Lines-Grayline; Milford Framingham Bus; Brush Hill; Milford-Boston P&B Bus.
Airlines-Hopedale Airways.

3 - POPULATION:
Corp. City 90 Cen. 25,355; E&P 92 Est. 25,748
NDM-ABC: (80) 82,161
Co./NECMA 90 Cen. 709,705; E&P 92 Est. 722,376

4 - HOUSEHOLDS:
City 90 Cen. 9,752; E&P 92 Est. 9,903
Co./NECMA 90 Cen. 268,649; E&P 92 Est. 273,445
NDM-ABC: (80) 26,498

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	2	$160,000,000
Commercial	3	$574,000,000
Savings & Loan	1	$141,656,568

6 - PASSENGER AUTOS: Worcester County 421,966

7 - ELECTRIC METERS: Residence 10,469

8 - GAS METERS: Residence 4,573

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Glass 275; Mfg. Scientific Inst. 1,500; Hospital Care 880.

10 - CLIMATE: Av. Temp.-Winter 35; Summer 75.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Milford Plz.(12)	1	Sears
Shoppers World (53)	16	Bradlees, Jordan Marsh
Franklin Mall	NA	Stop & Shop, Super Store
Natick Mall(38)	16	Filene's, Sears
Milford Sq. Plz.	NA	CVS
Quarry Sq. Plz.	NA	Stop & Shop, T.J. Maxx
Auburn Mall(57)	17	Outlet, Sears
Worcester Galleria	18	
Walnut Hill Mall	12	
Hill Plz.	NA	Brook's
Papelian Shpg. Ctr.	NA	Shaw's

Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Mon. through Fri. to 9.
13 - RETAIL OUTLETS: Department Stores-K mart; Hit or Miss; Piece Goods; Bradlees; Sears Outlet; Marshalls.
Chain Drug Stores-Brooks Discount; Lincoln Pharmacy; Thayer Pharmacy; CVS.
Chain Supermarkets-Stop & Shop; Super Store; Almacs; Big D; Star Market; Shaw's; Decosta; Victory Supermarket.
14 - NEWSPAPERS: NEWS (e) 13,086; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Thomas C. Sawyer, Mktg. Dir., NEWS, 159 S. Main St., Milford, MA 01757; Tel. (617) 473-1111.
National Representative: Landon Associates.

NEW BEDFORD

1 - LOCATION: Bristol County, (In New Bedford-Fall River-Attleboro NECMA). E&P Map E-3. Situated on Buzzards Bay. 56 mi. S of Boston. On I-95 and Mass. 140.

2 - TRANSPORTATION: Railroad-Conrail.
Motor Freight Carriers-23.
Intercity Bus Lines-Whaling City Transit; Southeastern Regional Transit Authority; Medeiros; American Eagle; Bonanza; Reliable.
Freight Steamship Lines-9.
Airline-Express Air.

3 - POPULATION:
Corp. City 90 Cen. 99,922; E&P 92 Est. 100,211
CZ-ABC: (80) 140,485
RTZ-ABC: (80) 80,769
County 90 Cen. 506,325; E&P 92 Est. 512,662
NECMA 90 Cen. 506,325; E&P 92 Est. 512,662
City & RTZ-ABC: (80) 221,254
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 38,432; E&P 92 Est. 38,543

Ka-Ching!
Ka-Ching!

For your information, Lowell registers 18th among all metro areas in the country in gross income per household.

That's the sound of $49,913* in gross income being spent per household in Northern Middlesex County.

That's enough jingle to keep your sales humming right along.
Call our Ad Director at (508) 458-7100 for your media kit today.

THE SUN
Above all, there's The Sun.

The Sun, Lowell, Massachusetts. With daily and Sunday circulation
Nationally represented by Branham Newspaper Sales *Source: SRDS 9/12/90, 8/12/91

(Circle No. 12 on Market Request Card)

County 90 Cen. 195,064; E&P 92 Est. 197,506
NECMA 90 Cen. 195,064; E&P 92 Est. 197,506
CZ-ABC: (80) 51,933
RTZ-ABC: (80) 27,262
City & RTZ-ABC: (80) 79,195

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	18	$1,590,562,000
Savings & Loan	1	$47,139,750
Commercial	12	$920,568,900

6 - PASSENGER AUTOS: Bristol County 310,814

7 - ELECTRIC METERS: Res. & Comm. 70,727

8 - GAS METERS: Res. & Comm. 44,713

9 - PRINCIPAL INDUSTRIES: Total Wage Earners 156,330; Apparel 8,500; Rubber Chem. & Plastics 8,200; Metals & Mach. 7,000; Food Prods. 2,000; Constr. 4,487; Gov't. 12,500; Trans. & Pub. Util. 2,400; Financial & R.E. 6,321; Services 8,900; Fishing 3,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-57; Summer 66-82; Fall 55-68; Winter 22-48.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Purchase St. (Spring to Middle), 7 on Union St. (Second to County); 6 on Pleasant St. (Spring to Middle); 3 on Williams St. (Pleasant to Second).

Neighborhood Shopping Centers-24 blocks on Acushnet Ave. (from Coggeshall St. to Belleville Rd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
N. Dartmouth Mall(72)	5	Pier 1 Imports, JCPenney, Peerless,
A&P Food Plz.	NA	Sears
King's Hwy.	4	Shaw's, Ashmont, Stuarts
Berdon Plaza(8)	3	Radio Shack
Anne & Hope(3)	NA	Hartland, Child World
Howland Pl.(2)	NA	
Rio Plaza(2)	3	Food Mart
K mart	4	K mart, Almac's
Shaw's	3	K mart
Smith Mill	3	Bed & Bath, AT&T
Sunshine Plz.(3)	3	Food Mart, Building 19, National Catalog
Vanity Fair(7)	5	Kay Windsor
Wareham Plz.(12)	15	Ames

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.; Some Fri., Shopping centers and Supermarkets-every night.

13 - RETAIL OUTLETS: Department Stores-Cherry-Webb & Touraine 2; Sears; Peerless; JCPenney.
Discount Stores-Cove Discount; K mart 2; Ann & Hope; Ashmont; Building 19; Stuarts; Bed & Bath.
Variety Store-Woolworth.
Chain Drug Stores-Brooks 5; Rite Aid 3; Osco; CVS 3; Archer Kent.
Chain Supermarkets-A&P 2; Super Stop & Shop; Angelo's; Shaw's 3; Fernandes 2; Almac's 2; Food Mart 2; Super Place.
Other Chain Stores-Singer Co.; Benny's; National Hard Goods; Kay Jewelry; ADAP; C&R Fashions; Grossman; Child World; Anderson-Little Clothes; Goodrich; Goodyear 2; Peerless Clothing; Sawyer's; Agway; Builders Sq.; Silversteins; Pier 1 Imports.

14 - NEWSPAPERS: STANDARD TIMES (e-mon to fri) 43,828; (m-sat) 43,853; (S) 49,020; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Rita Thieme, Adv. Dir., STANDARD TIMES, 555 Pleasant St., New Bedford, MA 02742; Tel. (508) 997-7411; FAX (508) 997-7852.
National Representative: Branham/Newspaper Sales.

NEWBURYPORT

1 - LOCATION: Essex County (In Boston-Lawrence-Salem-Lowell-Brockton NECMA). E&P Map E-1. On Merrimack River. 3 mi. from Atlantic Ocean; 38 mi. NE of Boston. On Newburyport Tpke., Rte. 1 and Shore Line Route 1A.

2 - TRANSPORTATION: Railroad-Boston & Maine.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Boston & Maine Trans. Co.; Interstate.

3 - POPULATION:
Corp. City 90 Cen. 16,317; E&P 92 Est. 16,400
CZ-ABC: (80) 29,871
RTZ-ABC: (80) 56,968
County 90 Cen. 670,080; E&P 92 Est. 677,358
NECMA 90 Cen. 3,783,817; E&P 92 Est. 3,808,003
City & RTZ-ABC: (80) 86,839
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 6,276; E&P 92 Est. 6,308
County 90 Cen. 254,795; E&P 92 Est. 257,562
NECMA 90 Cen. 1,431,974; E&P 92 Est. 1,441,250
CZ-ABC: (80) 10,918
RTZ-ABC: (80) 20,465
City & RTZ-ABC: (80) 31,383

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$52,582,000
Savings	3	$42,303,422

6 - PASSENGER AUTOS: Essex County 414,292

7 - ELECTRIC METERS: Residence 5,222

8 - GAS METERS: Residence 3,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Apparel 323; Furn. 131; Plastics 136; Leather Prods. 1,058; Leather Mfg. 153; Elect. Mach. 1,472; Trans. incl. Marine 622; Silversmiths 351; Gov't and R.R. 1,280; Self-Employed Domestic and Family 2,000; Local Agric. 180.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Central Shopping District-Downtown area has 100 shops.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Crossroads(11)	NA	Mars
Port Plz.(16)	NA	K mart, Shaw's

Stores Open Evenings-Fri.

Principal Shopping Days-Fri. & Sat.

13 - RETAIL OUTLETS: Department Store-H.W. Pray.
Discount Store-K mart.
Chain Drug Store-Brooks.
Chain Supermarket-Shaw's.

14 - NEWSPAPERS: NEWS (e) 12,638; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Rachel Carignan, Adv. Mgr., NEWS, 23 Liberty St., Newburyport, MA 01950; Tel. (508) 462-6666; FAX (508) 465-8505.
National Representative: U.S. Suburban Press.

NORTH ADAMS

1 - LOCATION: Berkshire County (In Pittsfield NECMA). E&P Map B-1. In NW corner of state. Industrial and shpg. ctr. 135 mi. W of Boston; 45 mi. E of Troy; 170 mi. N of New York. State Hwys. 2, 8. Mohawk Trail western terminus.

2 - TRANSPORTATION: Railroad-Boston & Maine (Boston-Troy line); Conrail; Boston & Albany.
Motor Freight Carriers-25.
Intercity Bus Lines-Bonanza; Vermont Transit; Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 16,797; E&P 92 Est. 16,544
Co./NECMA 90 Cen. 139,352; E&P 92 Est. 138,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 6,460; E&P 92 Est. 6,363
Co./NECMA 90 Cen. 51,346; E&P 92 Est. 50,922

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$151,244,539
Commercial	3	$240,143,590

6 - PASSENGER AUTOS: Berkshire County 80,324

7 - ELECTRIC METERS: Residence 18,150

8 - GAS METERS: Residence 7,479

9 - PRINCIPAL INDUSTRIES: Elect.; Textile; Paper; Mach.; Chem.; Employees: 6,580. Non-Agric. 14,850; Non-Mfg.
Principal Industrial Pay Days-Wed., Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-70; Summer 50-95; Fall 30-80; Winter -10-45. First killing frost, Oct. 10; last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-(North Adams)-3 blocks on Main St., and following adjacent sts.: Asland, State, Marshall, Holden, Eagle and Veterans Dr.; Adams Shpg. District: 4 blocks on Park St., 1 on Ctr. St., 4 on Summer St.; Williamstown: 1 on Spring St., Water St.; Colonial Shpg. Ctr. on State Rd. between N. Adams and Williamstown.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
North Adams Plz.(3)	NA	Price Chopper
Artery Arcade(4)	NA	Big Y Supermkt.

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept.-Thur.; Food-6 nights.

13 - RETAIL OUTLETS: Department Stores-Robert's Co.; Shea's.
Discount Store-K mart.
Variety Stores-Newberry; Woolworth.
Chain Supermarkets-Big Y; Price Chopper; Grand Union; Heritage Supermarket.
Other Chain Stores-Goodyear; Secrs; Firestone; Brook's Health & Beauty Aids; Agway; Big L; Rite Aid; Cumberland Farms; Radio Shack; Endicott-Johnson.

14 - NEWSPAPERS: TRANSCRIPT (e) 11,000; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: Christopher Denierio, Adv. Dir., TRANSCRIPT, 124 American Legion Dr., North Adams, MA 01247; Tel. (413) 663-3741.
National Representative: Landon Associates.

NORTHAMPTON

1 - LOCATION: Hampshire County (In Springfield NECMA), E&P Map B-2. County Seat. Pioneer Valley Education Center. In NW section of state. 17 mi. NW of Springfield; 90 mi. from Boston. On Connecticut River. On U.S. Hwys. 5, 10, I-91; State Hwys. 9 & 66.

2 - TRANSPORTATION: Railroad-B&M (freight).
Motor Freight Carriers-5.
Intercity Bus Lines-Peter Pan; Vermont Transit; Greyhound; Trailways; US Express.

3 - POPULATION:
Corp. City 90 Cen. 29,289; E&P 92 Est. 29,290
NDM-ABC: (80) 99,357
NECMA 90 Cen. 602,878; E&P 92 Est. 607,087
County 90 Cen. 146,568; E&P 92 Est. 148,119
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 11,265; E&P 92 Est. 11,265
County 90 Cen. 53,201; E&P 92 Est. 53,704
NECMA 90 Cen. 226,830; E&P 92 Est. 228,405
NDM-ABC: (80) 30,860

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	5	N.A.
Savings	9	N.A.

6 - PASSENGER AUTOS: Hampshire County 79,875

7 - ELECTRIC METERS: Residence 11,208

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Brushes 700 ($234); Optical Goods 462 ($354); Crating & Packaging 138 ($369); Printing & Publishing 170 ($271); Health Service 2,417 ($278); Cutlery 165 ($225); Colleges 1,238 ($297); Bottling 177 ($215).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Centers-24 blocks on 10 streets.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Kingsgate(7)	1	Bradlees, Stop & Shop
Amherst Campus Plz.	5	Stop & Shop
Amherst Shoppers Park(15)	7	Price Chopper
Hampshire Mall (95)	5	K mart, JCPenney, Steigers
Pot Pourri(6)	1	
Hamp Plz.	2	Caldor, Food Mart, Big Y
Hill & Dale(11)	1	Price Chopper

Principal Shopping Days-Thur. & Sat.
Stores Open Evenings-Department Stores-Thur.; Food-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Steigers, JCPenneys
Discount Stores-K mart; Serv-U; Bradlees; Caldor; Ames.
Chain Drug Stores-CVS; Brook's.
Chain Supermarkets-Big Y; Stop & Shop 2; Food Mart; Price Chopper 2.
Other Chain Stores-Sears; Sherwin-Williams; Pay Saver; Anderson-Little; Firestone; Grossman's; Agway; Aubuchon; Radio Shack 2; Flower Time; Railroad Salvage; Kay Bee Toy; Dunkin Donuts.

14 - NEWSPAPERS: HAMPSHIRE GAZETTE (e) 20,863; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: David A. Sikop, Class. Adv. Mgr., HAMPSHIRE GAZETTE, 115 Conz St.; PO Box 299, Northampton, MA 01061; Tel. (413) 584-5000.
National Representative: Landon Associates.

PEABODY

1 - LOCATION: Essex County, (In Boston-Lawrence-Salem-Lowell-Brockton NECMA). E&P Map E-1. Residential and industrial center. Located in northeastern part of state on N side of MA Bay. 18 mi. from Boston on U.S. Hwys. 62, 97, 114, 127 & 128.

2 - TRANSPORTATION: Motor Freight Carriers-42.
Intercity Bus Line-Michaud.
Airlines-Served by Logan Int'l. Airport (Boston).

3 - POPULATION:
Corp. City 90 Cen. 47,039; E&P 92 Est. 47,252
CZ-ABC: (80) 45,976
RTZ-ABC: (80) 11,267
County 90 Cen. 670,080; E&P 92 Est. 677,358
NECMA 90 Cen. 3,783,817; E&P 92 Est. 3,808,003
City & RTZ-ABC: (80) 57,243

4 - HOUSEHOLDS:
City 90 Cen. 18,092; E&P 92 Est. 18,174
County 90 Cen. 254,795; E&P 92 Est. 257,562
NECMA 90 Cen. 1,431,974; E&P 92 Est. 1,441,250
CZ-ABC: (80) 15,804
RTZ-ABC: (80) 3,525
City & RTZ-ABC: (80) 19,329

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	N.A.
Savings & Loan	7	N.A.

6 - PASSENGER AUTOS: Essex County 414,292

7 - ELECTRIC METERS: 20,658

8 - GAS METERS: 7,706

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Shoe & Leather 1,955; Chem. 263; Fab. Metals 584; Paper Prods. 220; Electronics 820; Apparel 300.

Principal Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-52; Summer 61-84; Fall 46-55; Winter 14-34. First killing frost, Nov. 9; last killing frost, May 19.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-North Shore; Peabody Place.

Neighborhood Shopping Centers-Lowell St. 2 blocks; Main St. 6 blocks; W Peabody-Main Hwy., Rte. 1.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
North Shore(103)	1	Jordan Marsh, Sears, Filenes, Shaw's
Peabody Pl.(15)	2	Purity Supreme, T.J. Maxx
Syms Plaza(8)	4	Syms
Liberty Tree Mall(105)	3	Ann & Hope, Marshalls, Lechmere
Endicott Plz.(20)	3	K mart, DeMoulas
Danvers Plz.(15)	4	Rich's, Purity Supreme

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-All shopping ctrs. & plzs.; Most downtown-Fri.

13 - RETAIL OUTLETS: Department Stores-Jordan Marsh; Filenes; Sears.

Discount Stores-Zayre; Ann & Hope; Lechmere; Levitz; Syms; Marshalls; Filene's Basement.

Chain Drug Stores-Walgreens; Medi Mart; Brooks; CVS; Thayer.

Chain Supermarkets-DeMoula's; Star; Purity Supreme; Farm Stand; Shaw's.

Other Chain Store-Paperama.

14 - NEWSPAPERS: PEABODY TIMES (e) 3,156; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: David B. Lodge, Adv. Mgr., TIMES, Times Park, Dunham Rd., Beverly, MA 01915; Tel. (508) 922-1234.

National Representative: U.S. Suburban Press.

PITTSFIELD

1 - LOCATION: Berkshire County (NECMA). E&P Map B-2. County Seat. 35 mi. E of Albany on Route 20; 75 mi. N of Danbury, CT on Route 7; 56 mi. NW of Springfield, on Mass. Tpke. Center of Berkshire County Mfg., dairy and agricultural industry. On U.S. Hwys. 7, 20; State Hwys. 8, 9.

2 - TRANSPORTATION: Railroads-Conrail; Amtrak.

Motor Freight Carriers-10.

Intercity Bus Lines-New York & Boston; Western; New England; Greyhound; Arrow; Vermont; Rutland; Manchester & Burlington.

3 - POPULATION:

Corp. City 90 Cen. 48,622; E&P 92 Est. 47,952
NDM-ABC: (80) 74,672
RTZ-ABC: (80) 30,652
Co./NECMA 90 Cen. 139,352; E&P 92 Est. 138,200
Total NDM & RTZ-ABC: (80) 105,324

4 - HOUSEHOLDS:

City 90 Cen. 18,701; E&P 92 Est. 18,443
Co./NECMA 90 Cen. 51,346; E&P 92 Est. 50,922
NDM-ABC: (80) 26,932
RTZ-ABC: (80) 11,198
Total NDM & RTZ-ABC: (80) 38,130

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$291,600,000
Savings & Loan	2	$325,700,000
Commercial	3	$377,800,000

6 - PASSENGER AUTOS: Berkshire County 80,324

7 - ELECTRIC METERS: Residence 62,138

8 - GAS METERS: Residence 22,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Firms (An. Payroll), No. of Wage Earners: Agric. & Mining 2 ($252,500) 50; Constr. 197 ($5,850,000) 1,100; Mfg. 91 ($94,500,000) 15,000; Trans., Commun. & Util. 50 ($6,000,000) 1,350; Whol. Trade 60 ($3,750,000) 650; Ret. Trade 562 ($12,500,000) 4,100; Fin., Ins. and R.E. 97 ($5,000,000) 1,000; Service Ind. 438 ($5,500,000) 2,075; Textile Mill Prods. 1 ($4,004,000) 700; Apparel 3 ($633,400) 180; Paper and Prod. 8 ($12,000,000) 2,200; Printing & Pub. 12 ($3,200,000) 300; Elect. N.A. ($207,000,000).

10 - CLIMATE: Min. & Max. Temp.-Spring 21-74; Summer 46-79; Fall 16-69; Winter 12-40. First killing frost, Sept. 18.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Areas-Elm St.; Tyler St.; W. Housatonic St.; Wahconah St.; North St.; Allendale; South St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Main & Central A-Z(8)		
Allendale(23)	2	T.J. Maxx, Toy Works
Berkshire Commons(20)	NA	
Berkshire Mall(75)	4	JCPenney, Sears, Steigers, Service Mdse., Hills
Ames Plz.(10)	4	Price Chopper, Ames
Lenox House Country Shops (20)	6	
Bradlees(7)	2	Bradlees
Stop & Shop Plz. (6)	NA	Stop & Shop
Pittsfield Plz. (15)	1	Halperin's Furn.
K mart Plz.(9)	2	K mart, Price Chopper

Principal Shopping Days-Thur. through Sun.

Stores Open Evenings-Thur.; shopping centers nightly.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Steigers.

Variety Store-Newberry.

Discount Stores-Bradlees; K mart; Ames; Hills.

Chain Drug Stores-Flynn Rexall; Brook's; CVS 2; Rite Aid.

Chain Supermarkets-A&P; Big Y 3; Stop & Shop; Price Chopper 4.

Other Chain Stores-Thom McAn; Firestone; Champion Factory Outlet; Hit or Miss; Parade of Shoes; Kids Port; Kay Bee Toys; The Limited.

14 - NEWSPAPERS: BERKSHIRE EAGLE (m) 31,054; (S) 33,899; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Mark Nesbit, Adv. Mgr., BERKSHIRE EAGLE, 33 Eagle St., Pittsfield, MA 01201; Tel. (413) 447-7311

National Representative: Landon Associates.

QUINCY

1 - LOCATION: Norfolk County (In Boston-Lawrence-Salem-Lowell-Brockton NECMA). E&P Map E-2. 8 mi. S of Boston on shores of Quincy Bay with harbor facilities; 5-8 ft. channel; 35 ft. channel on Fore River; 27 ft. channel at Town River. On State Hwys. 3-3A, 28, 37, 53, 95, 128 and Southeast Expwy.

2 - TRANSPORTATION: Railroads-Conrail (freight); Amtrak; MBTA"T".

Motor Freight Carriers-86.

Intercity Bus Lines-MBTA Bus & Rapid Transit; Plymouth-Brockton Coach.

Airlines-Major airlines at Boston's Logan Airport.

3 - POPULATION:

Corp. City 90 Cen. 84,985; E&P 92 Est. 85,033
CZ-ABC: (80) 176,681
RTZ-ABC: (80) 155,997
NECMA 90 Cen. 3,783,817; E&P 92 Est. 3,808,003
County 90 Cen. 616,087; E&P 92 Est. 617,987
City & RTZ-ABC: (80) 332,678

4 - HOUSEHOLDS:

City 90 Cen. 32,687; E&P 92 Est. 32,705
County 90 Cen. 240,232; E&P 92 Est. 240,973
NECMA 90 Cen. 1,431,974; E&P 92 Est. 1,441,250
CZ-ABC: (80) 64,405
RTZ-ABC: (80) 49,485
City & RTZ-ABC: (80) 113,890

5 - BANKS	NUMBER	DEPOSITS
Savings	14	$1,748,776,064
Savings & Loan	5	$150,081,756
Commercial	9	$2,715,646,445
Co-op Banks	9	$512,971,744
Credit Unions	9	$150,000,000

6 - PASSENGER AUTOS: Norfolk County 386,778

7 - ELECTRIC METERS: Residence (City) 34,000

8 - GAS METERS: Residence (City) 24,225

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Constr. 2,431; Mfg. 8,003; Commun. 1,796; Util., Sanitary 778; Whol. Trade 1,690; Food stores 1,113; Restaurants 1,440; Retailing 2,456; Ins. and Real Estate 1,762; Hospitals 1,819; Schools 2,264; Legal, Engineering and Misc. Prof. Services 1,217; Public Admin. 2,079.

10 - CLIMATE: Min. & Max. Temp.-Spring 58-79; Summer 75-86; Fall 46-63; Winter 26-42. First killing frost, Oct. 24; last killing frost, Apr. 17.

11 - TAP WATER: Acid, very soft, not fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Hancock St., areas surrounding two downtown public parking lots (Charles A. Ross Parking Area and John Hancock Parking Lot), Maple St., 2 on Granite St., Foster St., Chestnut St., 3 on School St., Cottage Ave., Temple St., Revere Rd., Depot St., Saville St., 3 on Washington St.; South Shore Plaza in City Zone town of Braintree on Southeast Expressway; 104 stores.

Neighborhood Shopping Areas-Wollaston areas: 2 blocks on Hancock St., 3 on Beale St.; Norfolk Downs areas: 2 on Hancock St., 4 on Billings Rd.; Quincy Point area: 6 on Washington St.; Southern Artery: Approx. 1 mile.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
South Shore Plz. (Braintree)	4	Sears, Filene's, Lord & Taylor, Jordan Marsh
Hanover Mall (Rte.53)(78)	12	Childworld, Ames, Sears, Jordan Marsh, Filene's
Independence Mall	25	Sears, Filene's Basement Bradlees
Kingston	NA	JCPenney
Hingham Plaza (Rte.53)(16)	8	Bradlees, Building 19, Osco
Dedham Plaza (Rte.1)(48)	14	Ames, Walgreens, Tweeter, Inc.
Quintree(13) (Braintree)	3	Ames, Side One
President's Plz. (7)	3	Radio Shack, Bradlees
Queen Ann's Plz. (Norwell)(11)	9	Brooks Drug, Caldor, Star Market
Granite St.(22)	1	Osco, Star, Grossman's
Cushing Plz.(22) (Cohasset)	9	Casual Male
Harborlight Mall (Weymouth)(28)	7	Purity, CVS
Cobb's Corner (Canton)(24)	10	Marshalls, Shaw's, Hoffman's, Caldor
Dedham Mall (Rte.1)(48)	11	Sears, Super Stop & Shop, Woolworth, Bradlees
Weymouth(Rte 53 at Rte 18)(10)	8	Caldor
North River Plz. (Pembroke)(18)	21	Caldor, Super Stop & Shop, Shoe Town, Dress Barn
Kingsbury Plaza	23	Purity
Marshfield Plz. (14)	19	Purity, Marshalls, CVS
Pleasant Shops (Weymouth)	7	CVS, Marshalls, Purity

Other Shopping Centers-(No. of Stores)-Pembroke Plaza (8); Grossman's (7); Seaside (7); Southern Artery (7); Rich's Plaza (25).

Principal Shopping Days-Thur., Fri., Sat., Sun.

Stores Open Evenings-Food & Almost all others-Thur. & Fri.; some Mon.; Malls-every night.

13 - RETAIL OUTLETS: Department Stores-Sears 4; Jordan Marsh 3; Filene's 3; Lord & Taylor; JCPenney.

Variety Stores-Woolworth 3.

Discount Stores-Ames 4; Bradlees 5; Osco; Paperama 4; Caldor 4.

Chain Supermarkets-Stop & Shop 11; Star Mkt. 2; Purity 14; Shaw Market 9; Roxie's.

Chain Drug Stores-Osco 6; CVS 26; Rite Aid 2; Brooks 9; Walgreens 8.

Other Chain Stores-Building Supplies & Contractors: Sherwin-Williams, Somerville Lumber, Color Tile, Grossman's, Tile City; Clothing Stores: Lerner, T.J. Maxx, Anderson's Little, Cummings, Milton's, Dress Barn; Automotive: Goodyear, Firestone, Merchants Tire, Sullivan Tire; Shoe Stores: Shoe Town, Stride-Rite, Foot Locker, Taymor, Fayva, Thom McAn, Child Teen, Hanlon Shoes, Crown; Furn. & Appliances: Levitz, Ethan Allen, Paine's, Fretters, Lechmere, Suburban TV, Siesta Sleep Shop; Jewelry: Rogers, Harts, Stone's, Karten's, Kay's, Lander's, Hills, Belden, Shreve, Crump & Low, Longs; Fabrics: Ryder's, Sewfisticated Fabrics, Piece Goods.

14 - NEWSPAPERS: PATRIOT LEDGER (e-mon to fri) 87,986; (m-sat) 101,603; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: George F. White, Adv. Dir., PATRIOT LEDGER, 400 Crown Colony Dr., Quincy, MA 02169; Tel. (617) 786-7000.

National Representative: Landon Associates.

SALEM

1 - LOCATION: Essex County (In Boston-Lawrence-Salem-Lowell-Brockton NECMA). County Seat. E&P Map E-1. On Salem Harbor; 16 mi. N of Boston; On U.S. Hwy. 1A.

2 - TRANSPORTATION: Railroad-Boston & Maine.

Motor Freight Carriers-8.

Intercity Bus Lines-Mass. Bay Transit Authority; Michaud.

3 - POPULATION:

Corp. City 90 Cen. 38,091; E&P 92 Est. 38,065
CZ-ABC: (80) 128,478
RTZ-ABC: (80) 117,968
NECMA 90 Cen. 3,783,817; E&P 92 Est. 3,808,003
County 90 Cen. 670,080; E&P 92 Est. 677,358
City & RTZ-ABC: (80) 246,446

4 - HOUSEHOLDS:

City 90 Cen. 14,650; E&P 92 Est. 14,640
County 90 Cen. 254,795; E&P 92 Est. 257,562
NECMA 90 Cen. 1,431,974; E&P 92 Est. 1,441,250
CZ-ABC: (80) 46,760
RTZ-ABC: (80) 40,517
City & RTZ-ABC: (80) 87,277

5 - BANKS	NUMBER	DEPOSITS
Savings	7	$730,200,000
Savings & Loan	6	$90,000,000
Commercial	12	$461,552,339

6 - PASSENGER AUTOS: Essex County 414,292

7 - ELECTRIC METERS: Residence 34,377

8 - GAS METERS: Residence 22,259

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electronics 7,147; Leather & Products 6,521; Mach. 5,521; Paper, Printing, Publishing 139; Chem. 1,038; Plastics 357. Av. Wkly. Wage $400.

Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-52; Summer 61-84; Fall 46-55; Winter 14-34. First killing frost, Nov. 9; last killing frost, May 19.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Essex St.; 3 on Washington St.; 1 on Central St.; 1 on New Derby St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northshore(54)	3	Jordan Marsh, Sears, Filene's, Brooks Drug, Herman's, Toys 'R' Us, Shaws
Beverly Plz.(21)	3	Ames, Woolworth, Star Mkt., Dress Barn
Danvers Plz.(12)	4	Rich's, CVS, Purity Supreme, Highland Superstore
Highland Plz.	2	Rich's
Vinnin Plz.	2	Marshalls, Loehmann's, Rooks Star Mkt., CWT
Vinnin Sq.(30)	2	New England Stores, Stop & Shop
Liberty Tree Mall(115)	4	Lechmere, Ann & Hope, Levitz, Anderson Little, Radio Shack, Marshalls, Filene's Basement
Russel Plz.(10)	5	Syms
Swampscott Mall (17)	2	Bradlees, Fayva, Walgreens
Hawthorne Mall (20)	2	Heartland, Caldor, Summerville Lumber, Shaws
Endicott Plz.(13)	5	K mart, Osco, DeMoulas
Peabody Pl.	4	Consumers, T.J. Maxx, Purity, Supreme

Principal Shopping Days-Thur., Fri., Sat., Sun.

Stores Open Evenings-Dept. & Food-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Empire 2; Jordan Marsh; Filene's; Sears.

Discount Stores-Richs 2; Ames; Jerry's; Lechmere; Bradlees; Levitz; Marshalls 2; Ann & Hope; K mart; Caldor; Consumers; Fretters-Highland Superstores.

Chain Drug Stores-Eaton 7; Brooks 5; CVS 9; Osco; Walgreens 4; Rite Aid 2.

Chain Supermarkets-Stop & Shop 2; Star Market 2; Purity Supreme 3; DeMoulas 2; Heartland; Crosby's Market 3; Shaw's 2.

Other Chain Stores-Thom McAn; Singer Co.; Sherwin-Williams; Kinney Shoe; Grossman's; Touraine; Kay Jewelers; Goodyear; Firestone; Brigham's; Kennedy's; Newberry; Radio Shack; Summerville Lumber; Home Quarters; Warehouse.

14 - NEWSPAPERS: NEWS (e) 29,897; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Kenneth R. Newbegin, V.P., NEWS, 155 Washington St., Salem, MA 01970; Tel. (508) 744-0600, ext. 123.

National Representatives: Landon Associates; U.S. Suburban Press.

SOUTHBRIDGE

1 - LOCATION: Worcester County. (In Worcester-Fitchburg-Leominster NECMA). E&P Map C-2. State Hwys. 169 and 131. On Quinebaug River. 22 mi. from Worcester; 60 mi. from Boston; 50 mi. from Hartford, CT; 40 mi. Providence. In Tricommunity area of Southbridge, Sturbridge, & Charlton. 5 mi. from center of Southbridge is Old Sturbridge Village, visited annually by over 550,000.

2 - TRANSPORTATION: Motor Freight Carriers-4.

Intercity Bus Line-Peter Pan.

Airlines-Southbridge Airport; Charter/Air Taxi.

3 - POPULATION:

Corp. City 90 Cen. 17,816; E&P 92 Est. 18,046

Co/NECMA 90 Cen. 709,705; E&P 92 Est. 722,376

4 - HOUSEHOLDS:

City 90 Cen. 6,852; E&P 92 Est. 6,941

Co/NECMA 90 Cen. 268,649; E&P 92 Est. 273,445

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.
Savings	3	N.A.

6 - PASSENGER AUTOS: Worcester County 421,966

7 - ELECTRIC METERS: Residence & Ind. 7,436

8 - GAS METERS: Residence 3,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Optical 1,927 Tools 341; Cutlery 605.

Principal Industrial Pay Days-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-45; Summer 54-97; Fall 29-66; Winter -2-41. First killing frost, Oct. 10; last killing frost, May 1.

11 - TAP WATER: Soft

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Big Bunny(9)	1	Big Bunny Mkt.
Southbridge Plz. (11)	2	Park & Shop, Aubuchon Hdwe., The Fair, Radio Shack
Sturbridge Plz. (5)	2	Ames, JCPenney, Shaw's, Rite Aid

Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Discount Stores-Ames; The Fair.

Chain Supermarkets-Shaw's; Park 'N Shop.

Chain Drug Stores-Rite Aid; CVS; Brooks.

Other Chain Stores-JCPenney; Cantwell Hardware; Aubuchon Hdwe.; Book Corner; Radio Shack; Friendly Ice Cream; Consumer Auto Parts; Yankee Spirits.

14 - NEWSPAPERS: NEWS (e) 6,870; sworn Oct. 2, 1990.

Local Contact for Advertising and Merchandising Data: Jean Ashton, Asst. Sales Mgr., NEWS, 25 Elm St., Southbridge, MA 01550; Tel. (508) 764-4325.

National Representative: None.

SPRINGFIELD

1 - LOCATION: Hampden County (NECMA). E&P Map C-2. County Seat. 136 mi. N of New York; 89 mi. W of Boston. State Hwys. 5, 20, 21, 33, 57, 83, 90, 91, 116, 202, 291, 391.

2 - TRANSPORTATION: Railroads-Amtrak; Conrail.

Motor Freight Carriers-173.

Intercity Bus Lines-Bonanza; Continental; Greyhound; Peter Pan; Trailways of New England; Vermont Transit.

Airlines-American; Bar Harbour; Delta; Eastern; Continental; Northwest; Pan Am; Pilgrim; Piedmont; TWA; United; USAir; Republic; Holiday; Midway.

3 - POPULATION:

Corp. City 90 Cen. 156,983; E&P 92 Est. 157,916

CZ-ABC: (80) 361,363

RTZ-ABC: (80) 288,881

County 90 Cen. 456,310; E&P 92 Est. 458,968

NECMA 90 Cen. 602,878; E&P 92 Est. 607,087

City & RTZ-ABC: (80) 650,244

4 - HOUSEHOLDS:

City 90 Cen. 60,378; E&P 92 Est. 60,737

County 90 Cen. 173,629; E&P 92 Est. 174,641

NECMA 90 Cen. 226,830; E&P 92 Est. 228,405

CZ-ABC: (80) 128,779

RTZ-ABC: (80) 95,108

City & RTZ-ABC: (80) 223,887

5 - BANKS	NUMBER	DEPOSITS
Savings	27	$4,129,206,000
Co-operative	9	$363,119,000
Commercial	10	$2,698,233,000
Federal Farm Loan	1	$1,218,111,000
Total Banks	47	$8,408,669,000

6 - PASSENGER AUTOS: Hampden County 279,146

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Ordnance & Accessories 2,720; Food & Kindred Prods. 2,614; Textile Mill Prods. 2,459; Apparel 2,373; Lumber & Wood Prods. 704; Furn. & Fixtures 167; Paper & Allied Prods. 9,116; Printing & Pub. 7,111; Chem. & Allied Prods. 3,089; Rubber Prods. 5,246; Leather & Leather Prods. 1,750; Stone, Clay & Glass Prods. 873; Primary Metal Industries 2,299; Fab. Metal Prods. 11,183; Mach.(ex. electrical) 13,248; Elect. Mach. 3,279; Trans. 750; Prof. & Scientific 1,232; Misc. Mfg. 7,162.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-61; Summer 62-85; Fall 43-66; Winter 19-36.

11 - TAP WATER: Acid, very soft; minimum fluoride.

12 - RETAILING: Downtown Shopping Area-From Union St. on Main to Lyman St. Main; Dwight St. to E Columbus Ave. including all side sts. in this area, includes Baystate West Mall, Marketplace and Center Square.

Neighborhood Shopping Areas-(the X in Forest Park) Brightwood Section; South End (Mill St. & Columbus Ave.); Sixteen Acres Shopping Center; Winchester Square.

Regional Enclosed Malls

Name (No. of stores)	Miles from Downtown	Principal Stores
Baystate West (53)	NA	Steiger, A.O. White
Eastfield Mall (76)	6	Sears, JCPenney, Steiger
Enfield Sq.(57)	8	G. Fox, Steiger, JCPenney
Fairfield Mall (60)	6	Motomart, Caldor, Bradlees
Hampshire Mall(40)	24	Steiger, JCPenney, K mart
Springdale Mall (20)	6	Lechmere, Bradlees, Stop & Shop
Holyoke Mall (142)	8	Steiger, JCPenney, Sears, G. Fox
Major Strip Centers:		
Agawam(49)	3	Food Mart
Boston Rd.(3)	6	K mart, Marshalls
Century(21)	1	Childworld, T.J. Maxx
Longmeadow Shops	6	Steiger
Ludlow(6)	10	Big Y
Springfield Plz. (20)	3	Steiger, K mart, Stop & Shop
Stateline Plz. (20)	8	Ames, Levitz
Riverdale Shpg. Ctr.	3	Stop & Shop, Food Mart, Bradlees
K mart Shpg. Ctr.	8	K mart, ShopRite, Ames
Westfield Shops(16)	8	Steiger, JCPenney, K mart, Food Mart, Edwards, Ames

Stores Open Evenings-Mon., Thur.

13 - RETAIL OUTLETS: Department Stores-Steiger; Sears; G. Fox; JCPenney.

Discount Stores-Bradlees; Caldor; Lechmere; Marshalls; K mart; Ames.

Variety Stores-Woolworth; McCrory.

Chain Drug Stores-Charkoudian; Dearborn; Liberty Heights; Louis & Clark; Rite Aid; Ryan; Brooks; CVS; Maxi-Drug; Walgreens.

Chain Shoe Stores-Thom McAn; Thayer McNeil; J. Baker; Health Spot Regal; Florsheim; Scholls; Kinney's; Educator; Flagg Bros.; Huston's; Morse; Fayva; Stride Rite.

Chain Supermarkets-A&P; Edwards; Waldbaum's; Food Mart; Big Y; Stop & Shop; ShopRite; Price Chopper; Adams; Grand Union.

Chain Convenience Stores-Jane Alden; Dairy Mart; Lil Peach; Open Pantry; Cumberland Farms; 7-Eleven.

Other Chain Stores-B.F. Goodrich; Firestone; Anderson Little; Lerner; Grossman's; Levitz Furn.; Stuart's; Singer; Waldenbooks; Child World; Toys 'R' Us; Pier 1 Imports; Chess King; General Nutrition; Hickory Farms; Kay Jewelers; Parklane; Radio Shack; Cohoes; Loehmann's.

14 - NEWSPAPERS: UNION-NEWS (all day) 113,719; REPUBLICAN (S) 156,384; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Dwight L. Brouillard, Adv. Dir., UNION-NEWS & REPUBLICAN, 1860 Main St., Springfield, MA 01102; Springfield, MA 01102; Tel. (413) 788-1108.

National Representative: Newhouse Newspapers Metro Suburbia.

TAUNTON

1 - LOCATION: Bristol County. (In New Bedford-Fall River-Attleboro NECMA). E&P Map E-2. County Seat. On Taunton River, 34 mi. S of Boston.

2 - TRANSPORTATION: Railroad-Conrail.

Motor Freight Carriers-25.

Intercity Bus Lines-Brander; Union St. Railway; Bonanza; H&L Bloom; G.A.T.R.A.

3 - POPULATION:

Corp. City 90 Cen. 49,832; E&P 92 Est. 50,798

CZ-ABC: (80) 45,001

RTZ-ABC: (80) 43,359

Co./NECMA 90 Cen. 506,325; E&P 92 Est. 512,662

City & RTZ-ABC: (80) 88,360

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 19,166; E&P 92 Est. 19,538

Co./NECMA 90 Cen. 195,064; E&P 92 Est. 197,506

CZ-ABC: (80) 15,795

RTZ-ABC: (80) 13,397

City & RTZ-ABC: (80) 29,192

5 - BANKS	NUMBER	EST. DEP.
Savings	3	$126,000,000
Cooperative	2	$105,000,000
Commercial	4	$259,000,000
Fed. Sav. & Loan	1	$73,000,000

6 - PASSENGER AUTOS: Bristol County 310,814

7 - ELECTRIC METERS: Residence 16,936

8 - GAS METERS: Residence 9,242

(Items 6, 7 and 8 figures include towns of Raynham, Dighton and Berkley.)

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Silver 1,739; Plastic 805; Textile Finishing 1,580; Printing and Paper Prod. 685; Jewelry 450; Metals and Related Prod. 1,380; Whol. & Ret. 3,050; Servs. 1,885; Constr. 404; Fin., Ins., R.E. 471; Trans. & Util. 220; Av. Wkly. Wage N.A.

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-66; Summer 62-86; Fall 35-71; Winter 15-39. First killing frost, Sept. 25; last killing frost, May 1.

11 - TAP WATER: Acid, soft; not fluoridated.

12 - RETAILING: Downtown Shopping Centers-4 blocks on Main St.; 2 on Broadway; 2 on Weir St.; 1 on Taunton Green.

Neighborhood Shopping Centers-Whittenton, North; Weir Village, South; E Taunton, East.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Raynham(6)	3	Shaw's
Rte. 44 Plaza	2	Shaw's
Trucchi's Plz. (12)	1	Trucchi's Mkt.
Taunton Mall(15)	1	Bradlees
Cape Rd. Plz.	3	K mart

Principal Shopping Days-Fri., Sat.

Stores Open Evenings-Thur., Fri.; Food-Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores-Bradlees; K mart; Caldor.

Variety Stores-Woolworth; Lechmere; Marshalls; Manufacturers Marketplace.

Chain Supermarkets-Shaw's 2; Trucchi's 2; Food Mart; Cumberland Farms.

Chain Drug Stores-Brook's; Rite Aid; CVS.

Other Chain Stores-Goodyear; Benny's Auto supplies; Sears (catalog); Montgomery Ward; Goodrich; Firestone; Radio Shack; Cherry, Webb & Touraine; Pobers (Empire Clothing); JCPenney (catalog); Anderson-Little; True Value Hdwe.

14 - NEWSPAPERS: GAZETTE (e) 14,178; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Kay L. Nichols, Adv. Mgr., GAZETTE, 5 Cohannet St.; PO Box 111, Taunton, MA 02780; Tel. (617) 822-7121.

National Representative: Thomson Newspapers.

WAKEFIELD

1 - LOCATION: Middlesex County. (In Boston-Lawrence-Salem-Lowell-Brockton NECMA). E&P Map E-1. 10 mi. N of Boston. On State Hwys. 128, 129, 3 mi. from U.S. Hwy. 1.

2 - TRANSPORTATION: Railroad-B&M.

3 - POPULATION:

Corp. City 90 Cen. 24,825; E&P 92 Est. 24,811
County 90 Cen. 1,398,468; E&P 92 Est. 1,404,755
NECMA 90 Cen. 3,783,817; E&P 92 Est. 3,808,003

4 - HOUSEHOLDS:

City 90 Cen. 9,548; E&P 92 Est. 9,543
County 90 Cen. 522,617; E&P 92 Est. 524,966
NECMA 90 Cen. 1,431,974; E&P 92 Est. 1,441,250

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$43,310,039
Savings	2	$477,433,142
Co-Op	1	$13,821,276

6 - PASSENGER AUTOS: Middlesex County 878,212

7 - ELECTRIC METERS: Residence 8,627

8 - GAS METERS: Residence 4,472

9 - PRINCIPAL INDUSTRIES: Type of Mfg.-Apparel; Lumber & Wood Prods.; Furn. & Fixt.; Printing & Pub.; Chem.; Leather; Stone; Clay & Glass; Metal & Fab.; Mach. (not electrical); Elect. Goods; Rattan Furn.; Shoes; Valves; Fibre Prods. and Mats; Jewelry; Model Airplanes; Celluloid Novelties; Elect. Equip. and Apparatus; Furn. Frames; Handcraft Materials; Oilless Bearings; Fuel Oil; Storage Tanks; Cement Blocks; Electronics; Gears; Transistors.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Burlington Mall(64)	8	Filene's, Radio Shack, Jordan Marsh
New England(34)	5	Sears, Woolworth
Northshore(87)	12	Filene's, Sears, Jordan Marsh
Redstone(27)	2	Almy's, Caldor, Star Mkt
Saugus	4	T.J. Maxx
Saugus Plaza(17)	4	Osco

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Store-Kline's.

14 - NEWSPAPERS: ITEM (e-mon to fri) 6,200; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Jay Lodico, Adv. Dir., ITEM, 26 Albion St., Wakefield, MA 01880; Tel. (617) 245-0080.

National Representative: None.

WALTHAM

1 - LOCATION: Middlesex County (In Boston-Lawrence-Salem-Lowell-Brockton NECMA). E&P Map D-2. 9 mi. W of Boston; 5 mi. NW of Newton. On U.S. Hwy. 20; State Hwys. 60, 117, 128.

2 - TRANSPORTATION: Railroads-Amtrak; Local Transit Service: MBTA.

Motor Freight Carriers-10.

Intercity Bus Lines-MBTA; Boston & Worcester; Greyhound; Trailways.

3 - POPULATION:

Corp. City 90 Cen. 57,878; E&P 92 Est. 57,814
CZ-ABC: (80) 58,200
RTZ-ABC: (80) 191,852
NECMA 90 Cen. 3,783,817; E&P 92 Est. 3,808,003
County 90 Cen. 1,398,468; E&P 92 Est. 1,404,755
City & RTZ-ABC: (80) 250,052

4 - HOUSEHOLDS:

City 90 Cen. 22,261; E&P 92 Est. 22,236
County 90 Cen. 522,617; E&P 92 Est. 524,966
NECMA 90 Cen. 1,431,974; E&P 92 Est. 1,441,250
CZ-ABC: (80) 20,594
RTZ-ABC: (80) 66,730
City & RTZ-ABC: (80) 87,324

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	N.A.
Savings	7	N.A.
Co-operative	2	N.A.

6 - PASSENGER AUTOS: Middlesex County 878,212

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 26,274; Whol. & Ret. 9,[illegible]20; Contract Constr. 1,141; Trans. & Commun. 1,302; Servs.; Research & Development 15,694; Gov't 6,354; Fin., Ins. & R.E. 1,696; 200 Industrial Establishments in City.

Principal Industrial Pay Days-Thur., Fri.

11 - TAP WATER: Soft.

12 - RETAILING: Principal Shopping Center-10 blocks on Moody St.; 13 on Main St.; Lexington St.; River St.

Neighborhood Shopping Centers-Warren St.; Upper Main St.; Newton & Main Sts.; South St.; High St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Arsenal Mktpl.	4	Ann & Hope, Marshalls
Auburndale(8)	2	Star, Garb Drug
Chestnut Hill	6	Star, Stop & Shop, Bloomingdale's, Filene's
Newton Corner	4	Hi-Lo
Newtonville	3	Star, Purity-Supreme
Newton Nonantum	4	
Newton Highlands	5	Purity-Supreme, Siesta Sleep Shop
Newton Lower Falls	5	Grossman's
Newton Upper Falls	6	Marshalls
River St. Plz.	2	Osco, Anderson-Little
Wal-Lex(18)	2	Stop & Shop
Waltham Plz.(10)	2	Star Mkt., Osco
Watertown Mall (44)	4	Bradlees, Anderson-Little

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Dept.-Wed. & Fri.; Furniture-Mon., Wed., Fri.; Food-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Grover Cronin, Bloomingdale's; Filene's.

Variety Store-Woolworth.

Discount Stores-Marshalls; Bradlees; Ann & Hope.

Chain Drug Stores-Osco; CVS; Garb; Hubbard; Heartland.

Chain Supermarkets-Star Mkt. 5; Stop & Shop 4; Purity Supreme 2; Waltham Super Mkt.; Heartland.

Other Chain Stores-Singer Sewing; Cummings (women's fashions); Anderson-Little; Hanlon's Shoes; Hit or Miss (women's fashions); Radio Shack; Fayva; Firestone; Goodyear; Grossman's; Midas Muffler; Women's World Health Spa.

14 - NEWSPAPERS: NEWS-TRIBUNE (e-mon to fri) 9,629; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Fred Splaine, Adv. Mgr., NEWS-TRIBUNE, 18 Pine St.; PO Box 69, Waltham, MA 02254; Tel. (617) 893-1670.

National Representatives: Landon Associates; U.S. Suburban Press.

WESTFIELD

1 - LOCATION: Hampden County. (In Springfield NECMA). E&P Map B-2. 10 mi. W of Springfield; on Hwys. 10, 20, 202, the MA Tpke. and I-91. Situated in the foothills of the Berkshires on Exit 3 of the MA Tpke.

2 - TRANSPORTATION: Railroad-Conrail.

Intercity Bus Lines-Peter Pan-Springfield which is accessible to Greyhound, Vermont Transit, Interstate Trailways.

Airlines-American; United; Northeast; Trans-World; USAir; New England Air; Mass. Helicopter and daily airline flights to La Guardia at Bradley International Field.

Local Airport-Barnes Airport with private facilities. Also Cessna Aircraft. Barnes Airport is home base of 104th Tactical Fighter Squadron A.N.G.F.A.A. Control Tower Operations.

3 - POPULATION:

Corp. City 90 Cen. 38,372; E&P 92 Est. 38,753
County 90 Cen. 456,310; E&P 92 Est. 458,968
NECMA 90 Cen. 602,878; E&P 92 Est. 607,087

4 - HOUSEHOLDS:

City 90 Cen. 14,758; E&P 92 Est. 14,905
County 90 Cen. 173,629; E&P 92 Est. 174,641
NECMA 90 Cen. 226,830; E&P 92 Est. 228,405

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$800,000,000
Cooperative	1	$33,000,000
Savings & Loan	1	$635,000,000
Savings	3	$754,053,724

6 - PASSENGER AUTOS: Hampden County 279,146

7 - ELECTRIC METERS: Residence Est. 10,000

8 - GAS METERS: Residence Est. 8,000

9 - PRINCIPAL INDUSTRIES: Bicycles; School Furn.; Boilers & Heating Apparatus; Firearms; Abrasive Grains & Powders; Tools; Dies; Gauges; Precision Parts; Envelopes and Stationery; Whol. & Ret. Lumber; Cigars; Radiators; Household Brushes and Cleaners; Fine Papers; Grinding Wheels & Greeting Cards; Computer Hardware Peripherals.

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-91, Summer 36-100, Fall 17-84, Winter 4-56. First killing frost, Sept. 17; last killing frost, May 2.

11 - TAP WATER: Combination of two sources. Very soft and very hard (well water). Not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Westgate Plz (15)	NA	First National, Ames
Big Y(6)	NA	Big Y Foods
Little River Plz (6)	NA	ShopRite, Genovese
Westfield Shops (16)	NA	Steiger's, Food Mart, JCPenney
K mart Plz (6)	NA	K mart
Holyoke Mall	10	G. Fox, JCPenney, Sears, Steiger's

13 - RETAIL OUTLETS: Department Store-Ames.

Variety Stores-K mart; Caldor; Newberry.

Chain Drug Stores-Rite Aid; Brooks; Genovese.

Chain Food Stores-Food Mart; Big Y; A&P; Open Pantry Foods; Silver Superette; Edward's Food Warehouse; ShopRite; Wemette's; Dairy Mart.

Other Chain Stores-Thom McAn; Sherwin-Williams; JCPenney; Singer.

14 - NEWSPAPERS: NEWS (e) 6,300; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: E. Carol Mazza, Pub., NEWS, 62 School St., Westfield, MA 01085; Tel. (413) 562-4181.

National Representative: Landon Associates.

WOBURN

1 - LOCATION: Middlesex County. (In Boston-Lawrence-Salem-Lowell-Brockton NECMA). 10 mi. NW of Boston; State Hwys. 3, 38, 128; Interstate Hwy. 93, 95.

2 - TRANSPORTATION: Railroads-Boston & Maine.

Intercity Bus Line-MBTA.

3 - POPULATION:

Corp. City 90 Cen. 35,943; E&P 92 Est. 35,806
County 90 Cen. 1,398,468; E&P 92 Est. 1,404,755
NECMA 90 Cen. 3,783,817; E&P 92 Est. 3,808,003

4 - HOUSEHOLDS:

City 90 Cen. 13,824; E&P 92 Est. 13,773
County 90 Cen. 522,617; E&P 92 Est. 524,966
NECMA 90 Cen. 1,431,974; E&P 92 Est. 1,441,250

5 - BANKS	NUMBER	EST. DEP.
Savings	8	$180,000,000
Commercial	10	$431,000,000

6 - PASSENGER AUTOS: Middlesex County 878,212

7 - ELECTRIC METERS: 18,326

8 - GAS METERS: Residence 5,240

9 - PRINCIPAL INDUSTRIES: Mfg.; Gelatin.

Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-65, Summer 62-100; Fall 38-65; Winter 0-40. First killing frost, Sept. 27; last killing frost, May 15.

11 - TAP WATER: Acid, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Main St.; 1 on Montvale Ave.; Bradlees Ctr. with Pier 1 Imports; Nevada Bob's; Fretta's; E-Z Way Ctr.; Star Mkt.; Osco; Toys 'R' Us; Bed 'N Bath; Royal Disc. Books; Woburn Mall (35 units); Lechmere; Fabric Place; Radio Shack; Ritz Camera; Fredericks Of Hollywood; My Store For Levis; CVS; Thom McAn; GNC; De Moulas Mkt.; Doktor Pet; Kids 'R' Us.

Neighborhood Shopping Centers-Central Sq.; S. End; E. Woburn; N. Woburn; W. Woburn.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grant City Plz. (12)	NA	
Economy(70)	NA	Almy's, Lee Ward's, Filene's Basement
N. Woburn Plz.(6)	2	Purity Mkt., Ames
Woburn Plz.(19)	2	Star Mkt., Toys 'R' Us
Burlington Vlg. Mall(28)	4	Caldor, De Moulas, Loehmann's, Anderson Little, Kitchen etc., Sachetts, Hit or Miss
Burlington Mall (160)	5	Sears, Filene's, Lord & Taylor, Kennedy's, Herman's, Jordan Marsh
Crossroads Plz. (23)	3	Marshalls, CVS, Ethan Allen, Service Mdse.
Redstone Plz.(27)	NA	Woolworth, Marshalls, Radio Shack, Star Mkt., Cherry, Webb & Toraine, Caldor
Cummings Center	NA	Staples, Waterrest, Charrette's

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: Department Store-Lechemere.

Discount Stores-Bradlees; Toys 'R' Us.

Chain Drug Stores-CVS 2; Osco; Walgreens.

Chain Supermarkets-Purity; Star; De Moulas.

14 - NEWSPAPERS: TIMES CHRONICLE (e-mon to fri) 14,635; June 30, 1990 CAC.

Local Contact for Advertising and Merchandising Data: Thomas R. Kirk, Adv. Mgr., TIMES CHRONICLE, 1 Arrow Dr., Woburn, MA 01801; Tel. (617) 933-3700; FAX (617) 932-3321.

National Representatives: American Newspaper Representatives; U.S. Suburban Press.

WORCESTER

1 - LOCATION: Worcester County (In Worcester-Fitchburg-Leominster NECMA). E&P Map D-2. County Seat. Worcester County has 2 County Seats-Worcester and Fitchburg. Industrial, wholesale, Medical and educational center. Located central Massachusetts, 38 mi. W of Boston; 25 mi. S of Fitchburg; 53 mi. E of Springfield. On U.S. Hwys. 20; I-90, 190, 290, 395, 495; Rte. 9, 12, 70, 122, 122A, 140, 146.

2 - TRANSPORTATION: Railroads-Conrail; Boston & Maine; Providence & Worcester; Amtrak.
Motor Freight Carriers-111.
Intercity Bus Lines-Greyhound; Trailways; Peter Pan; A-B-C; Gray Lines; Marathon Lines.
Airlines-Euro-American Airfreight; Piedmont; Continental; Northwest; Eastern Express; Parker Helicopter Service.

3 - POPULATION:
Corp. City 90 Cen. 169,759; E&P 92 Est. 171,351
CZ-ABC: (80) 258,582
RTZ-ABC: (80) 335,605
City & RTZ-ABC: (80) 594,187
Co./NECMA 90 Cen. 709,705; E&P 92 Est. 722,376
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 65,292; E&P 92 Est. 65,904
Co./NECMA 90 Cen. 268,649; E&P 92 Est. 273,445
CZ-ABC: (80) 91,803
RTZ-ABC: (80) 115,840
City & RTZ-ABC: (80) 207,643

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	28	$3,374,595,000
Commercial	13	$2,944,534,000

6 - PASSENGER AUTOS: Worcester County 421,966

7 - ELECTRIC METERS: Residence 59,304

8 - GAS METERS: Residence 34,845

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. (except Electrical) 10,064 ($601); Fab. Metals 6,730 ($513); Primary Metals 5,281 ($406); Textile Prods. 2,742 ($391); Leather Prods. 775 ($297); Mfg. 45,723 ($503); Constr. 10,369 ($490); Trans. & Util. 8,384 ($499); Whol. & Ret. Trade 47,439 ($285); Fin., Ins. & R.E. 13,625 ($431); Servs. 45,734 ($343).

10 - CLIMATE: Min. & Max. Temp.-Spring 35-53; Summer 58-77; Fall 41-59; Winter 18-33. First killing frost, Oct. 3; last killing frost, Apr. 26.

11 - TAP WATER: Neutral, very soft; not fluoridated

12 - RETAILING: Principal Shopping Center-Central Business District (Census Tract 7317) (76 blks. in 285 acres).
Neighborhood Shopping Centers-16 blks. at Main & Park Ave.; 5 at W Boylston & Norton Co., 6 at Lincoln & Burncoat; 6 at Pleasant & Chandler (Tatnuck Sq.); 8 at Grafton & Hamilton; 6 at Water & Millbury Sts.; 2 at Millbury & Greenwood; 4 at Burncoat & Mountain.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Worcester Ctr(100)	NA	Jordan Marsh, Filene's
Country Club Plz.(13)	2	Food World, Caldor
Gold Star(5)	2	Food Village
Grafton Hill Plz.(15)	2	Stuart's, Goretti's
Lincoln Plz.(36)	2	Big Discount
Mill St. Plz.(4)	2	Stop & Shop
The Fair(10)	4	The Fair, Big Discount
Webster Sq. Plz. (21)	2	Food World
Auburn Mall(64)	4	Sears, Caldor
Auburn Plz.(9)	6	TJ. Maxx, Park 'N Shop
Drury Sq. Plz. (3)	4	Service Merchandise
Country Plz.(8)	6	Stuart's
Holden Plz.(6)	6	Food Fair
White City(38)	2	Bradlees, Food World
Fairlawn(10)	3	Wonder Food Whse.
Meadowbrook(8)	5	IGA
W. Boylston(12)	6	The Fair
Westmeadow Plz. (28)	9	Bradlees, Stop & Shop
Julio's(34)	10	Caldor, Julio's
Iandoli's Westboro(4)	10	Iandoli's

Principal Shopping Days-Wed., Fri., Sat., Sun.
Stores Open Evenings-Gen. Mdse.-every evening; Food-every evening.

13 - RETAIL OUTLETS: Department Stores-Filene's; Sears; Jordan Marsh.
Discount Stores-Bradlees; Spag's; The Mart; The Fair 2; Caldor 2; Stuarts 2; Lechmere.
Chain Drug Stores-Apple 3, Beacon 2; CVS 15; Rix; Monahan 5; Walgreens; Rite Aid; Archer Kent 2; Douglas.
Chain Supermarkets-Stop & Shop, Iandoli's 7; Big Discount 7.
Other Chain Stores-Clothing: Anderson Little 2, Shacks 2, Wallachs, Chess King 2; Women's Wear: Casual Corner, Lerner Shops 2, Lane Bryant, TJ. Maxx 2, Foxmoor 2, Cherry Webb & Touraine 2; Auto Accessories: Sears, Western Auto, Firestone 2, Goodyear 3; Shoes: Thom McAn 8, Regal, Morse 2, Hanover, Fayva 4; Other: Fanny Farmer 2, Toys 'R' Us, Herman's.

14 - NEWSPAPERS: TELEGRAM/GAZETTE (all day mon to fri) 117,047; TELEGRAM (S) 137,434; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Robert Recore, Adv. Dir., TELEGRAM & GAZETTE, 20 Franklin St.; Box 15012, Worcester, MA 01615-0012; Tel. (508) 793-9100.
National Representative: Sawyer-Ferguson-Walker Co.

MICHIGAN SURVEYS

METROPOLITAN STATISTICAL AREAS

Battle Creek-Calhoun County.
Benton Harbor-Berrien County.
Flint-Genesse County.
Grand Rapids-Kent and Ottawa Counties.
Jackson-Jackson County.
Kalamazoo-Kalamazoo County.
Lansing-East Lansing-Clinton, Eaton and Ingham Counties.
Muskegon-Muskegon County.
Saginaw-Bay City-Midland-Bay, Midland and Saginaw Counties.

PRIMARY METROPOLITAN STATISTICAL AREAS

Ann Arbor-Washtenaw County.
Detroit-Lapeer, Livingston, Macomb, Monroe, Oakland, St. Clair and Wayne Counties.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

Detroit-Ann Arbor-Includes Ann Arbor PMSA and Detroit PMSA.

POPULATION ESTIMATES

(Thousands)

Age Group	1980	1990	1992
Under 5 Years	685	827	834
5-14 Years	1,526	1,464	1,476
15-24 Years	1,793	1,445	1,458
25-44 Years	2,544	3,040	3,067
45-64 Years	1,795	1,687	1,702
65 and Over	912	870	878
TOTAL	9,255	9,333	9,415

Based on U.S. Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1977 Census	1982 Census	1992 Est.
Bldg. Mat./Hdwr	1,683	1,756	4,049
General Mdse	4,381	4,928	10,531
Food	6,608	8,350	12,349
Automobiles	7,433	7,432	16,639
Gasoline Stations	2,591	3,981	5,005
Apparel	1,642	2,222	4,018
Furniture	1,491	1,631	3,895
Eat-Drink Places	2,696	3,755	6,768
Drugs	1,050	1,494	2,769
TOTAL SALES	31,677	39,216	73,299

ADRIAN

1 - LOCATION: Lenawee County, E&P Map C-5, County Seat. Agriculture and dairy area. 89 industries, 2 colleges. 75 mi. SW of Detroit, 35 mi. NW of Toledo, 210 mi. E of Chicago, in SE corner of state. On U.S. Hwy. 223; State Hwys. 34, 52.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Conrail (freight); Toledo & Ironton (freight).
Motor Freight Carriers-14.
Intercity Bus Line-North Star.
Airlines-Betz; Morenci; Adrian Mnpl.; Tecuseh.

3 - POPULATION:
Corp. City 90 Cen. 22,097; E&P 92 Est. 22,524
CZ-ABC: (80) 21,276
RTZ-ABC: (80) 68,672
County 90 Cen. 91,476; E&P 92 Est. 92,814
City & RTZ-ABC: (80) 89,948

4 - HOUSEHOLDS:
City 90 Cen. 8,323; E&P 92 Est. 8,483
County 90 Cen. 33,938; E&P 92 Est. 34,434
CZ-ABC: (80) 7,241
RTZ-ABC: (80) 22,803
City & RTZ-ABC: (80) 30,044

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	7	$291,321,764
Savings & Loan	2	$202,182,219

6 - PASSENGER AUTOS: Lenawee County 49,585

7 - ELECTRIC METERS: Residence 30,240

8 - GAS METERS: Residence 9,768

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Aluminum 500 ($250); Auto Parts 2,562 ($300); Paper Prods. 167 ($178); Laboratory Equip. 269 ($230); Woodworking 894 ($235); Planting 80 ($215); Refrigeration 1,906 ($250); Screw Mach. Prods. 622 ($250); Plastic Parts Prods. 904 ($230); Chem. 330 ($210).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-69; Summer 60-90; Fall 47-70; Winter 23-36. First killing frost, Oct. 10-20; last killing frost, May 1-10.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-3 blocks on Main St.; 3 on Maumee St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Adrian Mall(35)	3	Sears, JCPenney, Woolworth, Nu Vision, Elder-Beerman
Adrian Plz.(7)	5	County Market
Southland Plz. (7)	NA	Big & Small Lots
Westgate(1)	NA	K mart

Principal Shopping Days-Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Klines; Sears; Elder-Beerman.
Discount Stores-K mart; Meijer's Thrifty Acres; Fisher Big Wheel.
Variety Store-Woolworth.
Chain Drug Stores-Hook's; Arbor; Rite Aid Phcy.
Chain Supermarkets-Meijer's Thrifty Acres; County Market; Bush Valuland; Kennedy Foodland.
Other Chain Stores-Firestone; Cajun Joes; Ace Hardware; Uhlmans; Fashion Bug; JoAnn Fabrics; Singer Co.; Acme Paint; Auto Parts, Inc.; LeRoy Jewelers; Fiesta Hair Salon; Gordon Jewelers; Payless; American Greetings; Pick Way; Quality Farm & Fleet; Valuland; Hallmark; True Value Hdwe.; Long John Silver; Kinney Shoes; Waldenbooks; Ponderosa; Pizza Hut; Little Caesars; Parklane Hosiery; Arbys; Taco Bell; Burger King; McDonald's; Wendy's; TCBY.

14 - NEWSPAPERS: TELEGRAM (e) 17,416; (S) 16,719; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Michelle Micklewright, Adv. Mgr., TELEGRAM, 133 N. Winter St., Adrian, MI 49221; Tel. (517) 265-5111.
National Representative: Thomson Newspapers.

ALBION

1 - LOCATION: Calhoun County, (In Battle Creek MSA). E&P Map C-5, 96 mi. W of Detroit; 180 mi. E of Chicago. On U.S. Hwy. I-94, halfway between Battle Creek and Jackson; State Hwy. M-99.

2 - TRANSPORTATION: Railroad-Amtrak.
Intercity Bus Line-Greyhound.
Airline-Republic at Jackson.

3 - POPULATION:
Corp. City 90 Cen. 10,066; E&P 92 Est. 9,867
County/MSA 90 Cen. 135,982; E&P 92 Est. 136,615

4 - HOUSEHOLDS:
City 90 Cen. 3,791; E&P 92 Est. 3,716
County/MSA 90 Cen. 46,486; E&P 92 Est. 46,702

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$34,652,760
Savings & Loan	2	$15,573,295

6 - PASSENGER AUTOS: Calhoun County 74,938

7 - ELECTRIC METERS: Residence 2,060

8 - GAS METERS: Residence 3,392

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Foundries 500; Wire Prods. 200; Insulation 250; Machine Tools 26. Av. Wkly. Wage $255.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Superior St. & 1 W. on 5 cross sts.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plz.(3)	1	K mart

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Thur.; Shopping Ctr and Food nightly.

13 - RETAIL OUTLETS: Chain Drug Stores-American Drug Discount; Perry's.
Chain Supermarkets-Felpausch; Foodland.
Other Chain Stores-Western Auto; Nu Vision.

14 - NEWSPAPERS: RECORDER (m-mon to fri) 4,000; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: Terry Fitzwater, Adv. Mgr., RECORDER, 111 W. Center St., Albion, MI 49224; Tel. (517) 629-3984.
National Representative: Michigan Newspapers.

ALMA

See MOUNT PLEASANT

ALPENA

1 - LOCATION: Alpena County, E&P Map D-3, County Seat. Located 234 mi. N of Detroit, on Thunder Bay, Lake Huron. On U.S. Hwy. 23 and State Hwy. M-32.

2 - TRANSPORTATION: Railroads-Detroit and Mackinac.

Motor Freight Carriers-Jones Transfer, Yellow Freight.

Intercity Bus Line-Rainbow.

Airline-Simmons.

3 - POPULATION:

Corp. City 90 Cen. 11,354; E&P 92 Est. 11,182
CZ-ABC: (80) 22,366
RTZ-ABC: (80) 33,276
County 90 Cen. 30,605; E&P 92 Est. 30,543
City & RTZ-ABC: (80) 55,642

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 4,276; E&P 92 Est. 4,212
County 90 Cen. 11,012; E&P 92 Est. 11,026
CZ-ABC: (80) 7,936
RTZ-ABC: (80) 11,613
City & RTZ-ABC: (80) 19,549

5 - BANKS	**NUMBER**	**EST. DEP.**
Full Service	3	$300,000,000
Savings & Loan	2	$65,000,000

6 - PASSENGER AUTOS: Alpena County 16,766

7 - ELECTRIC METERS: Residence 12,060

8 - GAS METERS: Residence 9,700

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Cement 400 ($540); Machines 450 ($440); Auto Trim 100 ($200); Paper 300 ($300); Hardboard 550 ($400); Foundry 100 ($275).

10 - CLIMATE: Min. & Max. Av. Temp.-Spring 41-59; Summer 54-72; Fall 30-43; Winter 15-30.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Alpena(12)	NA	Glen's Market, McCrory, Parry
Mall(28)	1	K mart, JCPenney
Thunder Bay(12)	1	Super Foods IGA, Perry
Ripley Sq.(4)	1	A&P, Fisher Big Wheel
Giantway(3)	2	Giant Fam.

Principal Shopping Days-Mon., Fri., Sat.; stores open 6 nights & Sunday afternoon.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Vaughn; Kotwicki's.

Discount Stores-Big Wheel; Giant Family Ctr.; K mart.

Variety Stores-McCrory; Ben Franklin; Disco.

Chain Drug Stores-Spen's Walgreens; Perry 2.

Chain Supermarkets-A&P; Giant 2; Super Foods IGA; Perch's IGA; Glen's Market.

Other Chain Stores-Kinney Shoes; Gen. Nutrition Ctr.; Sherwin-Williams; Singer; Sears (catalog); Western Auto; Radio Shack; Erb Lumber; Wickes Lumber; Fashion Bug; Seiferts; Gambles; Kay Bee Toys; Waldenbooks; Shifrin Jewelers; Autoworks; JoAnn Fabrics.

14 - NEWSPAPERS: NEWS (e) 12,629, Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: John Jackowiak, Adv. Mgr., NEWS, 130 Park Place, Alpena, MI 49707; Tel. (517) 354-3111.

National Representative. None.

ANN ARBOR

1 - LOCATION: Washtenaw County, (PMSA), E&P Map D-5, County Seat. Home of University of Michigan; 36 mi. W of Detroit. On U.S. Hwys. 23 & I-94; State Hwy. 14.

2 - TRANSPORTATION: Railroads-Conrail; Amtrak.

Motor Freight Carriers-6.

Intercity Bus Lines-Greyhound; Brooks; Shortway; AATA.

Airlines-14 major airlines at Detroit Met. Airport (23 mi.).

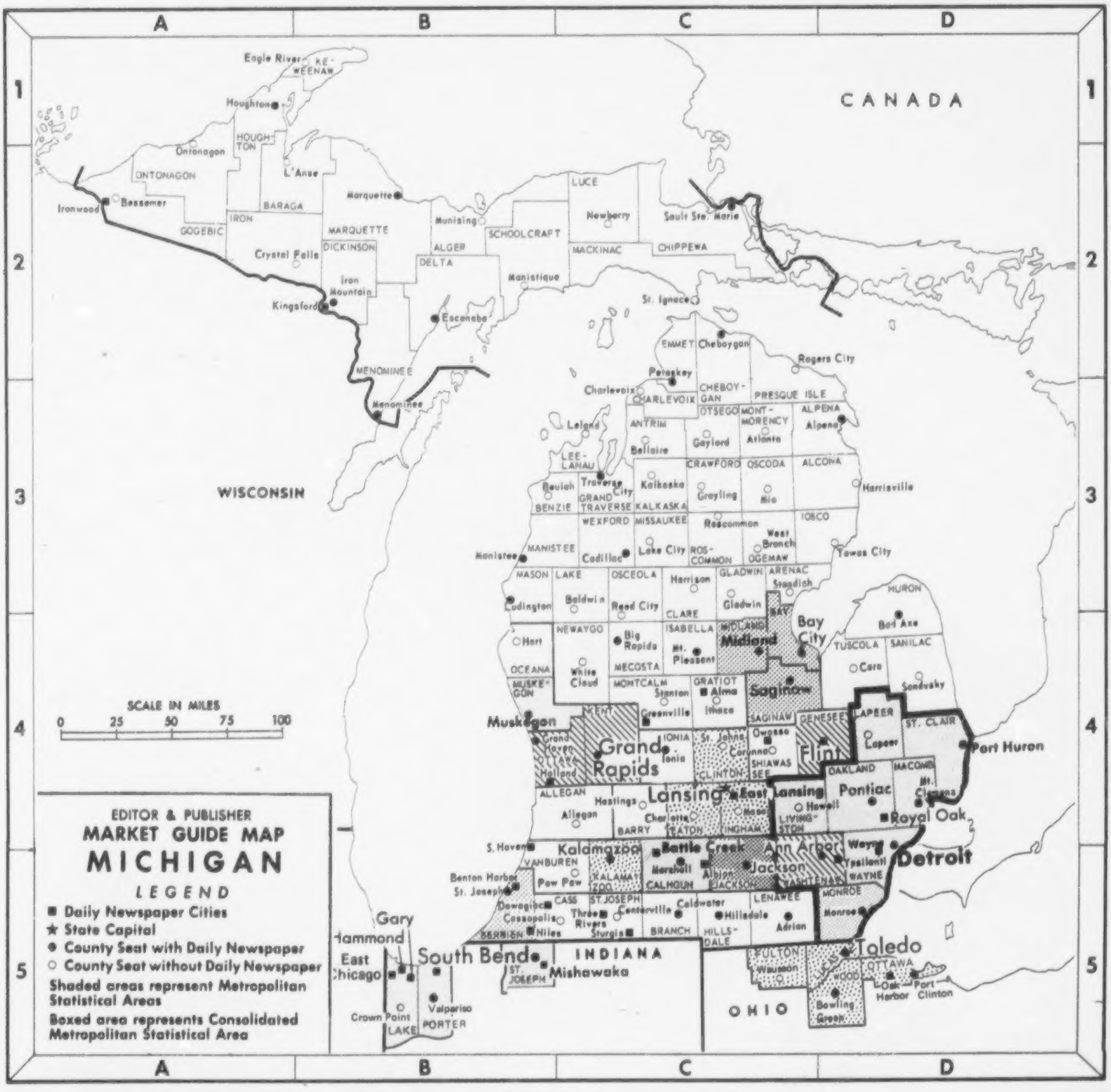
3 - POPULATION:

Corp. City 90 Cen. 109,592; E&P 92 Est. 111,126
CZ-ABC: (80) 124,056
RTZ-ABC: (80) 234,677
Co./PMSA 90 Cen. 282,937; E&P 92 Est. 289,653
CZ & RTZ-ABC: (80) 358,733

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 41,276; E&P 92 Est. 41,854


A
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CANADA
WISCONSIN
INDIANA
OHIO
SCALE IN MILES
0 25 50 75 100
EDITOR & PUBLISHER
MARKET GUIDE MAP
MICHIGAN
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed area represents Consolidated Metropolitan Statistical Area
Houghton
Ironwood
Marquette
Escanaba
Menominee
Sault Ste. Marie
Petoskey
Cheboygan
Alpena
Traverse City
Cadillac
Manistee
Ludington
Muskegon
Grand Rapids
Lansing
East Lansing
Midland
Bay City
Saginaw
Flint
Pontiac
Port Huron
Royal Oak
Detroit
Ann Arbor
Jackson
Battle Creek
Kalamazoo
Monroe
Toledo
South Bend
Mishawaka
Gary
Hammond
East Chicago

Co./PMSA 90 Cen. 113,174; E&P 92 Est. 115,860
CZ-ABC: (80) 45,344
RTZ-ABC: (80) 78,984
CZ & RTZ-ABC: (80) 124,328

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$7,000,810,000
Commercial	9	$1,534,439,170

6 - PASSENGER AUTOS: Washtenaw County 156,712

7 - ELECTRIC METERS: County 131,000

8 - GAS METERS: County 83,231

9 - PRINCIPAL INDUSTRIES: Appliance & Automotive; Bearings, Balls; Research & Dev. Space Trans.; Remote Sensing & X-Ray; Research & Dev. New Drugs; Microfilm Mfg.

Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-56; Summer 60-81; Fall 43-60; Winter 19-33. First killing frost, Oct. 24; last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Areas-5 blocks on Main St.; 3 on Liberty St.; 3 on Washington St.; 3 on Huron St.; 2 on Fourth Ave.; 2 on Ashley St. Campus Area; 3 on State St.; Nickels Arcade; 1 on E. Liberty St.; 1 on N. University Ave.; 1 on Maynard; 3 on S. University Ave.

Neighborhood Shopping Centers-Packard and State Sts.; 2 blocks on Packard St.; 1 block on State St.; E. Ann Arbor.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Arborland(30)	NA	Service Mdse., Marshalls, Burlington Coat, Toys 'R' Us
Westgate(14)	NA	True Value Hdwe., Kroger, Perry Drugs
Maple Village (34)	NA	K mart
Briarwood(120)	NA	Sears, Hudsons, Lord & Taylor, JCPenney
Georgetown Mall(24)	NA	Perry Drugs, Kroger
Lamp Post(7)	NA	
Plymouth Green (9)	NA	Arbon Drugs
Plymouth Mall (24)	NA	Perry Drugs, Showerman's
Carpenter/ Packard(14)	NA	Farmer Jack, Best Products
Oak Valley (38)	NA	Target, Highland, MC Sporting Goods, Office Max
Cranbrook (18)	NA	Mervyn's F & M Drugs, Kids 'R' Us
Colonade (17)	NA	Newton Furniture
Woodland Plz. (17)	NA	Busch's Valuland, Arbor Drugs
Traver Vlg. (17)	NA	Kroger

Stores Open Evenings-Dept. Stores-Mon., Fri.; Briarwood-Mon. through Sat.; Food-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Klines; Jacobsons; JCPenney; Hudsons; Lord & Taylor; Mervyn's.

Discount Stores-K mart; Meijer's; Best Products; Service Mdse.; Target; Pace.

Chain Drug Stores-Richardson's 3; Food & Drug Mart; Perry 7; Arbor.

Chain Supermarkets-Kroger 6; Farmer Jack 2; Meijer's 2.

Other Chain Stores-Singer Co.; Firestone; Fotomat; Gantos; J. Riggings; Englanders; Kinney's; Winkelman's; Bakers; Marshalls; Burlington Coat.

14 - NEWSPAPERS: NEWS (e) 53,988; (S) 66,797; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Joe Grech, Adv. Dir., NEWS, PO Box 1147, Ann Arbor, MI 48106-1147; Tel. (313) 994-6989.

National Representative: Newhouse Newspapers/Metro Suburbia.

BAD AXE

1 - LOCATION: Huron County, E&P Map D-4. 85 mi. to Port Huron, 60 mi. NE of Bay City.

2 - TRANSPORTATION: Railroads-Huron & Eastern Railway

Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 90 Cen. 3,484; E&P 92 Est. 3,583
CZ-ABC: (80) 3,184
RTZ-ABC: (80) 39,410
County 90 Cen. 34,951; E&P 92 Est. 35,093
City & RTZ-ABC: (80) 42,594

4 - HOUSEHOLDS:
City 90 Cen. 1,312; E&P 92 Est. 1,349
County 90 Cen. 12,887; E&P 92 Est. 12,939
CZ-ABC: (80) 1,185
RTZ-ABC: (80) 13,646
City & RTZ-ABC: (80) 14,831

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: Huron County 20,482

7 - ELECTRIC METERS: Residence County 21,083

8 - GAS METERS: Residence County 10,686

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Machines 1,350 ($250); Food 30 ($190).

10 - CLIMATE: Min. & Max. Temp.-Spring 44-56; Summer 66-85; Fall 48-56; Winter 24-31.

11 - TAP WATER: Hard (22 gr. per gal.); Iron (0.2 parts per million).

12 - RETAILING: Principal Shopping Center-Downtown Bad Axe on Huron Ave. (open until 9 pm on Fri.)

Neighborhood Shopping Centers-Westland-3/4 mile on West Huron (4 stores); Northgate, 1/2 N on M-53 (9 stores).

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Sears (catalog); Polewach Stores; Kritzman's; JCPenney (catalog); Quality Farm & Fleet.

Discount Stores-Mill End Store; Norman's Discount Clothing; K mart; Wal-Mart.

Variety Store-D&C.

Chain Drug Stores-Perry; K mart; Wal-Mart.

Chain Supermarkets-Farmer Jack; Spartan; IGA.

14 - NEWSPAPERS: HURON DAILY TRIBUNE (e-mon to fri) 9,145; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Helen J. Kopack, Adv. Dir., HURON DAILY TRIBUNE, 211 N. Heisterman, Bad Axe, MI 48413; Tel. (517) 269-6461.

National Representative: Branham/Newspaper Sales.

BATTLE CREEK

1 - LOCATION: Calhoun County (MSA), E&P Map C-5. At merging of Battle Creek & Kalamazoo Rivers, 24 mi. from Kalamazoo; 45 mi. SW of Lansing, midway bet. Detroit & Chicago. On I-94; State Hwys. 37, 66, 89, 96, 196.

2 - TRANSPORTATION: Railroads-Amtrak; Conrail (freight); Grand Trunk (freight).

Motor Freight Carriers-31.

Intercity Bus Lines-Greyhound; Indian Trails.

3 - POPULATION:
Corp. City 90 Cen. 53,540; E&P 92 Est. 52,980
CZ-ABC: (80) 92,311
RTZ-ABC: (80) 164,626
County/MSA 90 Cen. 135,982; E&P 92 Est. 136,615
City & RTZ-ABC: (80) 256,937

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 20,165; E&P 92 Est. 19,954
County/MSA 90 Cen. 46,486; E&P 92 Est. 46,702
CZ-ABC: (80) 34,476
RTZ-ABC: (80) 55,982
City & RTZ-ABC: (80) 90,458

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: Calhoun County 74,938

7 - ELECTRIC METERS: Residence 89,500

8 - GAS METERS: Residence 29,172

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food 6,600; Mach. (non-elect.) 2,500; Metal 2,400; Paper 1,100; Av. Wkly. Wage N.A.

Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Av. Temp.-Spring 13-92; Summer 40-100; Fall 10-72; Winter 3-51. First killing frost, Oct. 13; last killing frost, May 10.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Michigan Ave., Lakeview Square Mall.

Neighborhood Shopping Centers-3 blocks on Capital Ave. SW; 2 on Michigan Ave.; 1 on Capital NE; 2 on Main St.; Columbia Plaza on 20th St.; Urbandale Plaza on W. Michigan.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Columbia Plz. (24)	3	Woolworth, Rite Aid, Felpausch, Big Lots
Lakeview	3	
Lakeview Sq.(82)	NA	Sears, JCPenney, Hudson's
Urbandale Pl. (14)	3	Felpausch, Rite Aid
Meijer's Thrifty Acres	4	Meijer's
Minges Creek Plz.	NA	K mart
Capital Sq.	NA	Rite Aid, Aco Hdwe.

Principal Shopping Days-Mon., Wed., Fri., Sat.

Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; J.L. Hudson; Robinson's.

Discount Stores-Meijer's Thrifty Acres; K mart 2; Big Wheel.

Variety Stores-Woolworth; Ben Franklin; G.L. Perry.

Chain Drug Stores-Rite Aid 3; Walgreens; Osco; Perry; CVS.

Chain Supermarkets-Meijer's; Felpausch 4; Park 2; Jewel Foods.

Other Chain Stores-Shoes: Nobil's, Kinney's, Butler's, Hanover's, Sibley's; Auto Supply: Goodyear; Paint: Sherwin-Williams; Candy: Fanny Farmer, Fannie May.

14 - NEWSPAPERS: ENQUIRER (e) 28,099; (S) 37,175; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: George Lawson, Adv. Dir., ENQUIRER, 155 W. Van Buren, Battle Creek, MI 49016; Tel. (616) 964-7161; FAX (616) 964-0299.

National Representative: Gannett National Newspaper Sales.

BAY CITY

1 - LOCATION: Bay County (In Saginaw-Bay City-Midland MSA), E&P Map C-4, County Seat. Industrial center. Situated on Saginaw River 3 mi. from its junction with Saginaw Bay, an arm of Lake Huron. Served by Lake Freighters, sea-going freighters & oil tankers. On U.S. Hwys. 10, 23, & I-75, and State Hwys. 13, 15, 25, 84 and 247.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio; Detroit & Mackinac; Grand Trunk; Western.

Motor Freight Carriers-5.

Intercity Bus Lines-Greyhound; Indian Trails.

Airlines-United; Northwest; Freedom; Simmons.

3 - POPULATION:
Corp. City 90 Cen. 38,936; E&P 92 Est. 38,405
CZ-ABC: (80) 78,776
Bal. In Bay Co.-ABC: (80) 41,105
Total Bay Co.-ABC: (80) 119,881
Bal. in NDM-ABC: (80) 96,527
Total NDM-ABC: (80) 216,408
County 90 Cen. 111,723; E&P 92 Est. 111,587
MSA 90 Cen. 399,320; E&P 92 Est. 399,892

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 14,665; E&P 92 Est. 14,465
County 90 Cen. 41,502; E&P 92 Est. 41,451
CZ-ABC: (80) 28,453
Bal. in Bay Co.-ABC: (80) 12,895
Total Bay Co.-ABC: (80) 41,348
Bal. in NDM-ABC: (80) 34,073
Total NDM-ABC: (80) 75,421
MSA 90 Cen. 150,076; E&P 92 Est. 150,290

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	6	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: Bay County 63,547

7 - ELECTRIC METERS: Residence 28,706

8 - GAS METERS: Residence 22,783 (Bay City, Essexville, Bangor and Hampton Twsps.)

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Auto Parts Mfg. 4,900 ($420); Elec. Trans. & Welding Mach. 725 ($320); Wood Mfg. 200 ($300); Clothing Mfg. 220 ($210); Chem. Mfg. 700 ($360).

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-83; Summer 40-91; Fall 24-88; Winter 5-52. First killing frost, Oct. 5; last killing frost, May 12.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Washington; 4 on Ctr.; 3 on N. Water; Hampton Sq. Mall on Ctr. Ave. Road: 2 miles E. Bay City.

Neighborhood Shopping Centers-6 blocks on Midland St.; 2 on N. Johnson; 5 on Columbus; 4 on Broadway; 4 on Salzburg; 10 on Euclid; K mart Plz.

Principal Shopping Days-Fri., Sat., Mon., Wed.

Stores Open Evenings-Fri., Mon.; Discount Stores-6 nights; Hampton S. Mall-evenings; Sun.

13 - RETAIL OUTLETS: Department Stores-W.R. Knepp; JCPenney; Sears; Wiechmann's; Mill End.

Discount Stores-K mart; Tepes; Unclaimed Freight Store; Meijer's Thrifty Acres.

Chain Drug Stores-Rite Aid; Perry Drugs; SupeRx.

Chain Supermarkets-Kroger; A&P; Ray's Food Fair 5; IGA 3, Meijer's.

Other Chain Stores-Paint: Sherwin-Williams; Shoes: Sibley, Pic Way, Thom McAn, Kinney's; Misc.: Fanny Farmer Candy, Singer, Zales Jewelry, Firestone, Goodyear.

14 - NEWSPAPERS: TIMES (e) 39,519; (S) 50,673; Mar. 31, 1991 ABC.

Local Contact for Advertising and Marketing Data: Eugene Elridge, Nat'l. Adv. Mgr., TIMES, 311 Fifth St., Bay City, MI 48708; Tel. (517) 895-8551.

National Representative: Newhouse Newspapers/Metro Suburbia

BENTON HARBOR-ST. JOSEPH

1 - LOCATION: Berrien County, (MSA Benton Harbor), E&P Map B-5, County Seat. Industrial and agricultural center. On U.S. Hwys. 12, 31, 63; State Hwy. M-139; I-94, I-196; 85 mi. from Chicago; 77 mi. from Grand Rapids; 48 mi. from Kalamazoo; 35 mi. from South Bend; 184 mi. from Detroit.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio; Conrail; Amtrak.

Motor Freight Carriers-17.

Intercity Bus Lines-Indiana Motor; Greyhound; Indian Trails; Dial-A-Ride; Berrien County Public Transit.

Airline-Iowa Airways.

Lake Shipping-Great Lakes vessels supply area on year round basis with coal, petroleum, cement, limestone, chloride and other commodities. Access to East Coast and overseas ports is available through the St. Lawrence Seaway.

3 - POPULATION:
Corp. Cities 90 Cen. 22,032; E&P 92 Est. 21,572
Benton Harbor 90 Cen. 12,818; E&P 92 Est. 12,440
St. Joseph 90 Cen. 9,214; E&P 92 Est. 9,132
NDM-ABC: (80) 209,441
County/MSA 90 Cen. 161,378; E&P 92 Est. 161,510
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 90 Cen. 8,298; E&P 92 Est. 8,125
Benton Harbor 90 Cen. 4,828; E&P 92 Est. 4,685
St. Joseph 90 Cen. 3,470; E&P 92 Est. 3,440
County/MSA 90 Cen. 57,733; E&P 92 Est. 57,781
NDM-ABC: (80) 72,846

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: Berrien County 91,287

7 - ELECTRIC METERS: Residence 68,041

8 - GAS METERS: Total 34,310

9 - PRINCIPAL INDUSTRIES: 354 Plants (Av. Wkly. Wage $359)-Foundry; Heavy Mach.; Plastics; Aviation Supplies; Fruit Packers; Electronics; Paper Containers; Aluminum Castings; Lab. Equip.; Ind. Rubber Goods.; Home Laundry Equip.; Auto Parts; Hi-Fi Equip.; Lawn Equip. Mfg.; Printing Prod.; Hydraulic Pumps; Concrete; Cement Storage; Petroleum Dist.; Resorts; House Trailers; World's Largest Outdoor Fresh Fruit Mkt.; Trans. Equip. & Production; Wineries; Food Proc.
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-80; Summer 62-90; Fall 32-75; Winter 10-42. First killing frost Oct. 15; last killing frost, May 15.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping District-14 blocks on 8 streets.
Neighborhood Shopping Centers-Benton Heights, Fairplain, Red Arrow/Glenlord, Cleveland/Hawthorne, Lakeshore, Central St. Joseph Business District.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Mid-America's	NA	Woolworth's
Manufacturer's Ctr.(20)	2	Rite Aid
Benton Sq.(4)	4	MC Sports
Southtown(14)	2	Hilltop Foods
Fairplain(2)	- 4	Jewel Foods
Village Sq.(10)	7	Lakeshore True Value
Scottdale(5)	4	Ace Hardware
Orchard Mall(66)	1	JCPenney, Sears
Pipestone(2)	4	K mart, Meijer's

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Mon., Fri.
Stores Open Sundays-Larger Shpg. Ctrs.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Meijer's.
Variety Stores-Woolworth; Murphy's.
Discount Stores-True Value; K mart; Bargain Center; The Hilltop; Odd Lots.
Chain Drug Stores-Rite Aid; Osco; Revco; Walgreens; Hooks.
Chain Supermarkets-Jewel Plumb's; Hilltop; Hardings; Meijer's; D&W Foods.
Other Chain Stores-Sherwin-Williams; Endicott-Johnson; Zales; Goodyear; Leath's; PicWay Shoes; Pittsburgh Paint; Fox Jewelers; Radio Shack; Seiferts; Curtis-Mathes; Payless Shoes; Baker Shoes; Footlocker; Gordon Jewelers; Kinney Shoes; Lerner's Shop; Thom McAn; Naturalizer; Recordtown; Richman Bros.; Foxmoor; Susie's Casual; Chess King; Kay Bee Toys; Card America; General Nutrition; B. Dalton Books; Jean Nicole; Casual Corner; Discount Tires; Color Tile; Carter Lumber; 84 Lumber.

14 - NEWSPAPERS: HERALD-PALLADIUM (e) 33,288; (S) 30,937; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: R.D. Farrell, Adv. Mgr., HERALD-PALLADIUM, 3450 Hollywood Rd., St. Joseph, MI 49085; Tel. (616) 429-2400; FAX (616) 429-7661.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee

BIG RAPIDS

1 - LOCATION: Mecosta County, E&P Map C-4, County Seat. Exact center of Lower Peninsula on U.S. Hwy. 131; State Hwy. M-20. Home of Ferris State University; Mfg., recreation and agric. ctr.

2 - TRANSPORTATION: Railroad-Conrail.
Motor Freight Carriers-2.
Intercity Bus Lines-Short Way; Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 12,603; E&P 92 Est. 12,251
County 90 Cen. 37,308; E&P 92 Est. 37,761
Demographic Information available from Newspaper. See paragrapn 14.

4 - HOUSEHOLDS:
City 90 Cen. 4,747; E&P 92 Est. 4,614
County 90 Cen. 11,536; E&P 92 Est. 11,676

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	1	$30,427,900
Commercial	3	$127,164,080

6 - PASSENGER AUTOS: Mecosta County 15,916

7 - ELECTRIC METERS: Residence 12,038

8 - GAS METERS: Residence 2,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Footwear 374; Automotive Mfg. 250; Knife Co. 150; Fasteners 125; Automotive Wheel Covers 100; Univ. Faculty 561; Univ. Serv. Staff 674.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-88; Summer 35-99; Fall 7-87; Winter 20-54.

11 - TAP WATER: Medium alkalinity, medium hardness.

12 - RETAILING: Principal Shopping Center-Four blocks on Michigan Ave., two blocks on Maple and two blocks on Elm St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Big Rapids(14)	NA	K mart, Revco, Carter's, IGA
Southland(8)	NA	
K mart Plz.	4	Carters, IGA, K mart, Revco
Southland Plz.	2	Southland Rx, Denny's Valueland
Sattler Sq.	3	Ames

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-All Fri. evenings. Open evenings except Sunday-JCPenney, Emporium, K mart, Giant; Ames.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Klines.
Variety Store-D&C Store.
Discount Stores-Giant Way; K mart; Little Red Shoe House; Ames.
Chain Supermarkets-Giant; Carter's; IGA; Denny's Valueland.
Chain Drug Store-Revco.
Other Chain Stores-Western Auto; Sears; Maurice's; Payless Shoe Source; Radio Shack; Auto Works; Sam's Brothers.

14 - NEWSPAPERS: PIONEER (m) 5,800; sworn Feb. 6, 1991.
Local Contact for Advertising and Merchandising Data: Linda A. Stevens, Adv. Dir., PIONEER, 502 N. State St., Big Rapids, MI 49307; Tel. (616) 796-4831; FAX (616) 796-1152.
National Representative: None.

CADILLAC

1 - LOCATION: Wexford County, E&P Map C-7, County seat. Shopping, resort, wholesale and manufacturing center; 96 mi. N of Grand Rapids. On U.S. Hwy. 131; State Hwy. M-115, M-55.

2 - TRANSPORTATION: Motor Freight Carriers-14.

3 - POPULATION:
Corp. City 90 Cen. 10,104; E&P 92 Est. 10,085
County 90 Cen. 26,360; E&P 92 Est. 26,887

4 - HOUSEHOLDS:
City 90 Cen. 3,806; E&P 92 Est. 3,798
County 90 Cen. 9,334; E&P 92 Est. 9,521

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$467,850,000
Savings & Loan	2	$14,570,000

6 - PASSENGER AUTOS: Wexford County 14,312

7 - ELECTRIC METERS: County 12,725

8 - GAS METERS: Residence 4,700

9 - PRINCIPAL INDUSTRIES: Malleable & Aluminum Castings; Machine Prods.; Garments; Heaters; Air Conditioners; Aircraft Pallets; Cement Prods.; Tools & Dies; Material Handling Devices; Rubber Prods.; Fiberglass Boats; Horns. 3,352 employees.
Principal Industrial Pay Days-Staggered.

10 - CLIMATE: Av. Winter 18, Summer 69.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks on Mitchell St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Lakeland	NA	Wal-Mart, Sears, Pick 'n Save, JoAnn Fabrics
Vlg. at Wexford	NA	Ames, Glen's
Cadillac Sq.(7)	1	Carter's
Cadillac Shpg. Ctr.(8)	NA	Penny's Fashion Bug, Maurices
K mart Plz.(4)	NA	K mart
Oleson(3)	1	Oleson Foods
Giant Plz.(2)	1	Giant

Principal Shopping Days-Department Stores-Mon., Fri., Sat. Food-Thur., Fri., Sat.
Stores Open Evenings-Food & Drug; Others-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Clark's; Milliken.
Variety Store-Ben Franklin.
Discount Stores-Giant; K mart; Wal-Mart; Ames.
Chain Drug Store-Perry.
Chain Supermarkets-Giant; Oleson; Glen's; Carter's; Pick 'n Save.
Other Chain Stores-Van Drie Furn.; Wickes Lumber; Ace Hardware; Sherwin-Williams.

14 - NEWSPAPERS: NEWS (m) 9,460; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: James O. Young, Adv. Mktg. Mgr., NEWS, 130 N. Mitchell; PO Box 640; Cadillac, MI 49601-0640; Tel. (616) 775-6565.
National Representative: Landon Associates.

CHEBOYGAN

1 - LOCATION: Cheboygan County, E&P Map C-2, County Seat. 180 mi. N of Bay City; 80 mi. NW of Alpena. On U.S. Hwys. 23, 27; State Hwys. 33, 68.

2 - TRANSPORTATION: Railroads-Conrail; Detroit & Mackinaw.
Intercity Bus Line-Greyhound.
Motor Freight Carriers-3.
Airlines-Simmons; Private Charter.

3 - POPULATION:
Corp. City 90 Cen. 4,999; E&P 92 Est. 4,978
County 90 Cen. 21,398; E&P 92 Est. 21,773

4 - HOUSEHOLDS:
City 90 Cen. 1,883; E&P 92 Est. 1,875
County 90 Cen. 7,718; E&P 92 Est. 7,854

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	3	$114,000,000

6 - PASSENGER AUTOS: Cheboygan County 11,880

7 - ELECTRIC METERS: Residence 1,877

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper Mill 664 ($225); Tool & Die 41 ($292); Tube Forming 50 ($200); Wire Harness 120 (N.A.); Welding 8 ($330); Instruments 60 ($150); Other Mfg. 61 ($150).

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Principal Shopping Center-6 blocks on Main and 4 blocks on State; 40 stores.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
B&C Family Ctr.	1	Clothing, Food Mdse.
Cheboygan Mall (6)	NA	K mart, Revco, Carter's
Lincoln Bridge Plz.(6)	NA	Gamble's, Sears

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.; some Sat., Mon.
Stores Open Sundays-Some larger stores.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; B&C Family Center (food & general mdse.); Gittlemans; Vieus; Fashion Nook; Sports Wear Shop; Stork's Landing.
Variety Store-River Town Cargo.
Discount Store-K mart.
Other Chain Stores-Radio Shack; Little Red Shoe House.

14 - NEWSPAPERS: TRIBUNE (e) 4,634; sworn Sept. 28, 1990.
Local Contact for Advertising and Merchandising Data: Roy Trahan, Adv. Mgr., TRIBUNE, 308-310 N. Main St., Cheboygan, MI 49721; Tel. (616) 627-7144.
National Representative: Landon Associates.

COLDWATER

1 - LOCATION: Branch County, E&P Map C-5, County Seat. 30 mi. S of Battle Creek; 45 mi. W of Jackson. On U.S. Hwy. 12; I-69.

2 - TRANSPORTATION: Railroad-H.C.R.C.
Intercity Bus Line-Short.

3 - POPULATION:
Corp. City 90 Cen. 9,607; E&P 92 Est. 9,742
County 90 Cen. 41,502; E&P 92 Est. 42,240

4 - HOUSEHOLDS:
City 90 Cen. 3,618; E&P 92 Est. 3,669
County 90 Cen. 14,702; E&P 92 Est. 14,963

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$332,000,000

6 - PASSENGER AUTOS: Branch County 20,456

7 - ELECTRIC METERS: Residence 2,803

8 - GAS METERS: Residence 1,050

9 - PRINCIPAL INDUSTRIES: Store Fixtures, Furn.; Pressed Metals; Molybdenum Proc.; Aluminum Extrusion; Wood Veneer Prods.; Plastics; Auto Tubing; State Prison.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: Shopping Centers-Fairfield (Kroger, Coast-to-Coast, Felpaush, Radio Shack); North End; Rite Aid Drugs; Red Shoe House; East end; Wal-Mart; K mart.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's, Sears.
Discount Stores-K mart; Wal-Mart; Quality Farm & Fleet.
Chain Supermarkets-A&P; Kroger; Felpaush.

14 - NEWSPAPERS: REPORTER (e) 7,095; sworn Sept. 29, 1990.
Local Contact for Advertising and Merchandising Data: Pamela Bagwell, Gen. Mgr., REPORTER, 15 W. Pearl St., Coldwater, MI 49036; Tel. (517) 278-2318.
National Representative: Landon Associates.

DETROIT

1 - LOCATION: Wayne County (PMSA). E&P Map D-5, County Seat. Manufacturing and wholesale center for SE part of state. University and technical college center. Lake port on Detroit River. 18 mi. above Lake Erie. On Interstate Hwys. 75, 94, 96; U.S. Hwys. 10, 12, 16, 24, 25, 112. Michigan Hwys. 14, 17, 29, 53, 85, 97, 102, 150, 153, 175, 194 & 196. 268 mi. E of Chicago, 164 mi. W of Cleveland. Willow Run Airport is 31 mi. from city, 219 mi. from Chicago & 105 mi. from Cleveland; Detroit Metro Airport is 17 mi. from city.

2 - TRANSPORTATION: Railroads-Grand Trunk Western; Canadian National; Conrail; Delray Connecting; Santa Fe; Southern Pacific; Norfolk & Western; Amtrak; Union Pacific.

Motor Freight Carriers-200.

Intercity Bus Lines-De Luxe Motor Stages; Detroit & Canada Tunnel Corp.; Greyhound/Trailways; Phoenix Lines; SMART.

Airlines-At Metropolitan Wayne County Airport: Simmons American; British Airways; Delta; Eastern; Midway; Northwest; Pan Am; Piedmont; Southwest; Sabena; Continental; Trans World; USAir; United. At Detroit City Airport: Continental Express; Central States ComAir; Direct Air; Northcoast; Skycraft.

3 - POPULATION:

Corp. City 90 Cen. 1,027,974; E&P 92 Est. 992,895
CZ-ABC: (80) 1,437,286
RTZ-ABC: (80) 3,334,674
County 90 Cen. 2,111,687; E&P 92 Est. 2,093,916
PMSA 90 Cen. 4,382,299; E&P 92 Est. 4,413,235
City & RTZ-ABC: (80) 4,771,960

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 402,207; E&P 92 Est. 388,482
County 90 Cen. 777,826; E&P 92 Est. 771,280
PMSA 90 Cen. 1,634,437; E&P 92 Est. 1,646,253
CZ-ABC: (80) 521,217
RTZ-ABC: (80) 1,139,512
City & RTZ-ABC: (80) 1,660,729

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	23	$69,000,000,000
Savings & Loan	17	N.A.

6 - PASSENGER AUTOS: Wayne County 1,102,612

7 - ELECTRIC METERS: County 1,391,197

8 - GAS METERS: County 643,405

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 466,300 ($651); Durables 379,500 ($685); Lumber & Wood Prods. 3,500 ($334); Furn. & Fixt. 3,400 ($432); Metals 83,000 (N.A.); Primary Metals 23,400 ($648); Fab. Metals 59,700 ($589); Non-electrical Mach. 64,700 ($702); Elect. Mach. 11,600 ($394); Trans. Equip. 196,400 ($781); Motor Vehicles & Equip. 189,300 ($788); Other Trans. & Equip. 7,200 ($556); Other Durables 7,000 (N.A.); Nondurables 86,700 ($505); Food & Kindred Prods. 12,300 ($419); Textiles 14,100 ($761); Paper & Allied Prods. 4,300 ($477); Printing & Pub. 20,400 ($445); Chem. & Petroleum 12,000 ($574); Other Nondurables 23,000 (N.A.); Non-manufacturing 1,190,100 (N.A.); Constr. 57,000 ($699); Trans., Commun., & Util. 86,000 (N.A.); Whol. Trade 107,300 ($545); Ret. Trade 343,900 (N.A.); Fin., R.E. & Ins. 109,300 (N.A.); Servs. 486,600 (N.A.); Mining 800 (N.A.); Gov't 253,400 (N.A.); Federal 32,300 (N.A.); State 32,000 (N.A.); Local 188,900 (N.A.)

10 - CLIMATE: Min. & Max. Temp.-Spring 27-68; Summer 59-82; Fall 33-73; Winter 19-35. First killing frost, Oct. 21; last killing frost, Apr. 23.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Neighborhood Shopping Districts in PMSA

Community Centers-Baldwin Plaza, Pontiac (Oakland City); Belmont Shopping Center, 8 Mile & Dequindre (Wayne City); Bloomfield Plaza, Maple & Telegraph (Oakland Cty.); Blue Water Plaza, Kraft & U.S. 25 Port Huron (St. Clair Cty.); Carousel Center, 8 mile & Schoehherr (Macomb Cty.); Campbell Corners, Campbell & 14 Mile Rd., Madison Heights (Oakland Cty.); Cherry Hill Plaza, Cherry Hill & Inkster Rds. Inkster (Wayne Cty.); Clawson Shopping Ctr., 14 Mile near Crooks, Clawson (Oakland Cty.); Delco Plaza of Sterling Heights, SEC Hall Rd. & Van Dyke Expwy., (Macomb Cty.); Downtown Farmington Ctr., Grand River & Farmington Rd., (Oakland Cty.); Drayton Plains Shopping Ctr., Dixie Hwy. near Midland, (Oakland Cty.); Dykeland, Metro Pkwy. & Vandyke (Macomb Cty.); Eastgate Shopping Ctr., 10 Mile Rd. & Gratiot, Roseville (Macomb Cty.); Eight Mile Beech Ctr., 8 Mile & Beech, Southfield (Oakland Cty.); Farmington Towne Shopping Ctr., Halstead & Grand River (Oakland Cty.); Ford Middlebelt Shopping Ctr., Garden City (Wayne Cty.); Garden Plaza, Ford Rd. & Middlebelt (Wayne Cty.); Gault Village, Washtenaw & Golfside (Washtenaw Cty.); Glenwood Plaza, Glenwood & Perry, Pontiac (Oakland Cty.); Grant Plaza, 16 Mile & Dequindre, Sterling Heights (Macomb Cty.); Green Acres Shopping Ctr., 13 Mile Rd. & Mound, Warren (Macomb Cty.); Green 8 Shopping Ctr., 8 Mile & Greenfield Rd., Detroit (Wayne Cty.); Hazel Park Shopping Ctr., E 8 Mile Rd., Detroit (Wayne Cty.); Hoover Eleven Shopping Ctr., Warren (Macomb Cty.); Ingleside Ctr., Gratiot & Metro Bch. Hwy., Mt. Clements (Macomb Cty); Kendallwood Shopping Ctr., Twelve Mile & Farmington Rds. (Oakland Cty.); K mart Plaza, Seven Mile & Farmington, Livonia (Wayne Cty.); Lake Wood Shopping Ctr., Rawsonville Rd., Van Buren Township (Wayne Cty.); Lincoln Park Plaza Shopping Ctr., Fort St. & New York (Wayne Cty.), Lincoln Shopping Ctr., Greenfield Rd., Oak Park (Oakland Cty.); Madison Center, John R & 12 Mile Rd., Madison Heights (Oakland Cty.); McSchaefer Shopping Ctr., Schaefer & McNichols Rds., Detroit (Wayne Cty.); Meadowbrook Village Mall, N Adams, Rochester (Oakland Cty.); Melvindale Shopping Ctr., Oakwood & Greenfield (Wayne Cty.); Metro Place Mall, Central Business District, Wayne (Wayne Cty.); Michigan-Schaefer Shopping Ctr., Dearborn (Wayne Cty.); Mid-Michigan Shopping Ctr., Middlebelt & Michigan, Inkster (Wayne Cty.); New Town Ctr., Ford & Sheldon Rds., Canton Township (Wayne Cty.); North Hill Plaza, Tienken Rd. & N Rochester, Rochester (Oakland Cty.); Northville Square, (Wayne Cty.); Northwood Ctr., 13 Mile & Woodward, Royal Oak (Oakland Cty.); Orion Plaza, SEC Rte. 24 & Clarkston Rd., Orion Township (Oakland Cty.); Riverland Shopping Ctr., Riverland & Van Dyke Aves., Sterling Heights (Macomb Cty.); Sears Lincoln Park Shopping Ctr., Southfield & Dix, Lincoln Park (Wayne Cty.); 7 -Grand Shopping Ctr., Seven Mile Rd. & Grand River, Detroit (Wayne Cty.); Shores Shopping Ctr., Harper Ave. & 13 Mile Rd., St. Clair Shores (Macomb Cty.); Southfield Shopping Ctr., Southfield Rd., (Oakland Cty.); Southgate Shopping Ctr., Fort & Pennsylvania (Wayne Cty.); Spira-Mart Shopping Ctr., W Maple & Tr., Walled Lake (Oakland Cty.); Stadium Plaza, Pine Grove & Holland Ave., Port Huron (St. Clair Cty.); Taylor Town Shopping Ctr., Ecorse Rd. & Pardee (Wayne Cty.); Redford Shopping Ctr., Schoolcraft & Telegraph (Wayne Cty.); Trenton Plaza Shopping Ctr., Fort & King, Trenton (Wayne Cty.); Warren-Conner Shopping Ctr., E Warren & Conner, Detroit (Wayne Cty.); Wildwood Shopping Ctr., Ford & Wildwood (Wayne Cty).

Regional Centers-Clinton Valley Mall, Hall & Schoenherr Rd., Sterling Heights (Macomb Cty.); Forest City Mall, Wayne & Cown, Westland (Wayne Cty.); Great Oaks, Livernois & Walton (Oakland Cty.); Michigan's Miracle Town & Country Shopper's City, Telegraph & Square Lake, Pontiac (Oakland Cty.); Regional Shopping Ctr., Gratiot Ave. & 15 Mile Rd., Mt. Clemens (Macomb Cty.); Somerset Mall, Big Beaver at Coolidge, Troy (Oakland Cty.); Southgate Shopping Ctr., Eureka & Trenton Rds., Southgate (Wayne Cty.); Tel-Twelve Mall, Telegraph Rd., Southfield (Oakland Cty.); Universal Mall, Twelve Mile & Dequindre, Warren (Macomb Cty.); Westborn Shopping Ctr., Michigan & W Outer Drive, Dearborn (Wayne Cty.); Winchester Mall, S Rochester Rd. & Avon Rd., Rochester (Oakland Cty.); Wonderland Ctr., Plymouth & Middlebelt Rd., Livonia (Wayne Cty).

Super Regional-Eastland Ctr., Kelly, 8 Mile & Vernier Rd., Harper Woods (Wayne Cty.); Fairlane Town Ctr., M-39 Hubbard Drive & Michigan Ave., Dearborn (Wayne Cty.); Lakeside, Hall Rd., M-59 & Schoenherr Rd., Sterling Heights (Macomb Cty.); Livonia Mall, Seven Mile-Middlebelt, Livonia (Wayne Cty.); Macomb Mall Ctr., Gratiot & Masonic, Roseville (Macomb Cty.); Northland Shopping Ctr. Northwestern, Greenfield & 8 Mile, Southfield (Oakland Cty.); Oakland Mall, John R & I-75, Troy (Oakland Cty.); Summit Place, Elizabeth Lake & Telegraph Rds., Waterford (Oakland Cty.); Southland Shopping Ctr., Eureka & Pardee Rds., Taylor (Wayne Cty.); Twelve Oaks Mall, 12 Mile & Novi Rds., Novi (Oakland Cty.); Westland Shopping Ctr. Wayne, Warren & Cowan Rds., Westland (Wayne Cty).

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: (PMA) Department Stores-Crowley 10; Lord & Taylor 3; Hudsons 9; Target 13; Kohl's 8; Mervyn's 8; Montgomery Ward 7; JCPenney 13; Sears 9.

Variety Stores-Woolworth 6; McCrory 18.

Discount Stores-Forest City 8; K mart 48; Meijer's Thrifty Acres 6; Service Mdse. 7; A.J. Foland 6.

Chain Drug Stores-Arbor 85; Perry 105.

Chain Supermarkets-Farmer Jack 60; Kroger 29; A&P 35; Great Scot 30; Spartan 32; Hollywood 5; Danny's 11; Foodland 11; Meijer's Thrifty Acres 13.

Other Chain Stores-Women's Apparel: Bonwit Teller, Sizes Unlimited 17, T.J. Maxx 14, Loehmann's, Gantos 10, Saks 2, Jacobsons 4, Winkelmans 37, Casual Corner 12, Alberts 6, Lerner 11, Marianne 41, Today, Marshalls 9; Men's Apparel: Capper & Capper, Jos. A. Bank 3, John Kent 3, Max Greens' 2, Kosins 3, Kuppenheimer 8, Brooks/T. Edward 9, Richmond Brothers 6, Shifman's 2, Sims 5, Todds 2, United Shirt 16, Appliance Stores: Fretters 11, Highland 12, Good Housekeeping, ABC Warehouse 8; Shoes: Famous Footwear 10, Shoetown 13, Bakers 13, Father & Son 10, Flagg Bros., Haig 2, Kinney's 36, Sibleys 21, Thom McAn 13, Hack, Knapp 4, Phillips 5, Pic-Way 36, Sherman 10, Payless 48; Furniture: Tri State 7, Art Van 10, Gardner-White 5, Dobb's 3, Towne & County 4, New York Carpet World 13, Beckwith Evans 9.

14 - NEWSPAPERS: DETROIT FREE PRESS (m-mon to fri) 639,767; DETROIT NEWS (e-mon to fri) 526,174; DETROIT NEWS AND FREE PRESS (sat) 1,021,357; (S) 1,270,420; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: George Kiefer, Nat'l. Adv. Mgr., DETROIT NEWSPAPER AGENCY, 615 W. Lafayette Blvd., Detroit, MI 48226; Tel. (313) 222-2490.

National Representatives: Newspapers First; American Publisher's Representatives.

DOWAGIAC

1 - LOCATION: Cass County, E&P Map B-5. Shipping center for manufacturing, agricultural & hog production area; 25 mi. N of South Bend, IN; 115 mi. E of Chicago, IL; 45 mi. SW of Kalamazoo. On State Hwys. M-51, M-62.

2 - TRANSPORTATION: Railroad-Conrail.

Motor Freight Carriers-6.

Intercity Bus Line-Indian Trails.

3 - POPULATION:

Corp. City 90 Cen. 6,409; E&P 92 Est. 6,500
County 90 Cen. 49,477; E&P 92 Est. 50,035

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 2,414; E&P 92 Est. 2,448
County 90 Cen. 18,541; E&P 92 Est. 18,750

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$43,533,376
Savings & Loan	1	$56,535,000

6 - PASSENGER AUTOS: Cass County 24,273

7 - ELECTRIC METERS: Residence 2,521

8 - GAS METERS: Residence 4,384

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Machine Shops 150 ($240); Refrigeration Equip. 1,300 ($240); Die Casting 355 ($220); Wood Prods. 151 ($225).

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-75; Summer 40-102; Fall 25-70; Winter 5-40. First killing frost, Oct. 12; last killing frost, May 12.

11 - TAP WATER: Neutral, fluoridated; deironized.

12 - RETAILING: Principal Shopping Centers-3 blocks on N. and S. Front Sts.; 1 on Commercial St.; 1 on Division; 1 on Penn; 1 on Main.

Nearby Shopping Center-M-51 South (Hale's Hdwe., Fisher's Big Wheel); Wonderland; Donker's.

Principal Shopping Days-Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Store-Paul's.

Variety Stores-Woolworth, Big Wheel.

Discount Stores-Wonderland; Big Wheel.

Chain Drug Stores-CVS Discount; Hook's.

Chain Supermarkets-Village Market 4; Harding's.

Other Chain Stores-Gamble's; Firestone; Hale's True Value Hdwe.; Uniroyal Grames & Martin; NuVision Optical; Sears (catalog).

14 - NEWSPAPERS: NEWS (m-mon to fri) 2,932; sworn Oct. 1, 1990.

Local Contact for Advertising and Merchandising Data: Diana Kingsley, Adv. Mgr., NEWS, 205 Spaulding St., Dowagiac, MI 49047; Tel. (616) 782-2101.

National Representatives: Michigan Newspapers; American Newspaper Representatives.

ESCANABA

1 - LOCATION: Delta County, E&P Map B-2, County Seat. Retail, wholesale, industrial, education and residential center. On Bay of Noquet, natural, deepwater harbor. NW corner of Lake Michigan in central part of Upper Peninsula of Michigan. 325 mi. from Chicago Intersection. U.S. Hwys. 2, 41; State Hwy. M-35. Iron Ore shipping port.

2 - TRANSPORTATION: Railroads-Chicago & North Western; Escanaba & Lake Superior; Soo Line (freight); Connects with Milwaukee Road.

Motor Freight Carriers-2.

Intercity Bus Line-Greyhound.

Airline-Simmons.

3 - POPULATION:

Corp. City 90 Cen. 13,659; E&P 92 Est. 13,520
CZ-ABC: (80) 19,536
RTZ-ABC: (80) 30,610
County 90 Cen. 37,780; E&P 92 Est. 38,020
City & RTZ-ABC: (80) 50,146

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 5,144; E&P 92 Est. 5,092
County 90 Cen. 14,064; E&P 92 Est. 14,154
CZ-ABC: (80) 7,113
RTZ-ABC: (80) 10,236
City & RTZ-ABC: (80) 17,349

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$144,525,000

6 - PASSENGER AUTOS: Delta County 20,333

7 - ELECTRIC METERS: Residence 8,553

8 - GAS METERS: Residence 2,946

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Wood 200; Paper 1,200; Heavy Mach. 11,050; Rail Process 252.

Principal Pay Days-Fri., every other Tues.; 14 & 29.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-44; Summer 55-72; Fall 39-53; Winter 11-26. First killing frost, Oct. 5; last killing frost, May 12.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-11 blocks on Ludington St.; Delta Plz. Shpg. Center (24 stores-Red Owl Family Center, Woolworth, K mart).

Neighborhood Shopping Center-Stephenson Ave.

Principal Shopping Days-Dept. stores: Mon., Fri., Sat.; Food: Thur., Fri., Sat.

Stores Open Evenings-Fri.; some every night.

13 - RETAIL OUTLETS: Department Stores-F&G; Leader; Fair; Montgomery Ward; JCPenney.

Discount Stores-K mart; Shopko.

Variety Stores-Merricks; Woolworth.

Chain Supermarkets-Red Owl; Super Valu; IGA; United Foods; Northland Foods.

Other Chain Stores-Sherwin-Williams; Gamble's; Sears (catalog); Mode O'Day; Mr. Marks; Maurice's; Radio Shack; The Vogue; Nobil's; Ward's.

14 - NEWSPAPERS: PRESS (e) 11,405; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Thomas Dufour, Adv. Mgr., PRESS, 600-2 Ludington St., Escanaba, MI 49829; Tel. (906) 786-2021.

National Representatives: Landon Associates; Thomson Newspapers.

FLINT

1 - LOCATION: Genesee County (MSA). E&P Map D-4. County Seat. On Flint River. Industrial and wholesale center for 4-county area. Chief production center of General Motors. 60 mi. from Detroit, 75 mi. W of Port Huron. On U.S. Hwys. 10, 23; Interstates 69, 75, 475; State Hwy. 56.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio; Grand Trunk; Amtrak.

Motor Freight Carriers-35.

Intercity Bus Lines-Greyhound; Michigan Trailways; Indian Trails; Flint MTA; Ridgeway Coach Lines.

Airlines-Midstate; Allegheny; Piedmont; Simmons; Air Wisconsin; Continental Express.

3 - POPULATION:

Corp. City 90 Cen. 140,761; E&P 92 Est. 136,991
CZ-ABC: (80) 305,933
RTZ-ABC: (80) 339,733
MSA/County 90 Cen. 430,459; E&P 92 Est. 431,838
City & RTZ-ABC: (80) 645,666

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 53,016; E&P 92 Est. 51,596
MSA/County 90 Cen. 159,483; E&P 92 Est. 159,994
CZ-ABC: (80) 107,989
RTZ-ABC: (80) 106,148
City & RTZ-ABC: (80) 214,137

5 - BANKS	**NUMBER**	**DEPOSITS**
Banks	11	N.A.
Savings & Loan	4	N.A.
Credit Unions	17	N.A.

6 - PASSENGER AUTOS: Genesee County 239,521

7 - ELECTRIC METERS: County 176,150

8 - GAS METERS: County 143,019

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-$638) Total Mfg. 56,900; Total Non-Mfg. 87,700; Total Gov't. 24,500; Labor Force 203,600; Total No. of Wage Earners and Salary Jobs 174,400.

10 - CLIMATE: Min. & Max. Temp.-Spring 16-88; Summer 46-94; Fall 14-88; Winter 9-64. First killing frost, Sept. 17; last killing frost, May 24.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-Downtown, 21 blocks, 7 streets.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Oak Brook Sq.	6	TJ. Maxx, Mc Sports, Toys 'R' Us
Mid-America Plz.	5	Sears Outlet
Courtland Ctr.	3	The Fair, JCPenney, Crowley's
Genesee Valley	6	Sears, J.L. Hudson, JCPenney
Hallwood Plz.	5	Hamady
North Flint	3	Landmark Foods
South Flint	4	Value City, Hamady
Grand Mall	10	

Retail Outlets-K mart Stores: Miller & Ballenger Hwy., N. Saginaw near Coldwater Rd., Dort Hwy. & Atherton Rd., Pierson Rd. & I-75; Belsay Rd. & I-69; and in Lapeer, Fenton and Grand Blanc. Meijer's, Thrifty Acres; Pierson Rd. & I-75; Center & Atherton Rd.; Hill & Torrey Rds.

Neighborhood Shopping Areas-Thompson's Shopping Center, Richfield & Averill; Westgate Plaza, Beecher & Calkins; Mayfair Plaza, Clio Rd., S. of Carpenter; Yorkshire Plaza, Miller Rd., W. of I-75; Carman Plaza, Corunna Rd., E. of I-75; Diplomat Plaza, Flushing Rd., W. of Ballenger.

Principal Shopping Days-Sun., Sat. & Mon.

Stores Open Evenings-Downtown, Mon. & Fri.; Centers, week nights.

Stores Open Sundays-Retail, discount, variety, food, drugs, furniture, appliances and most shopping centers except downtown.

13 - RETAIL OUTLETS: Department Stores-J.L. Hudson; Sears 2; The Fair 2; JCPenney 2; Crowley's.

Variety Stores-Ben Franklin 6.

Discount Stores-Super City 2; Meijer's 3; K mart 8; Best Products; Hills Dept. Stores; Target Stores.

Chain Drug Stores-Corrigall 2; Rite Aid 6; Ideal Pharmacy 5; Kilbourn's 3; Perry's 16; Union Prescription 5.

Chain Supermarkets-A&P 3; Kessel 6; Hamady Bros. 23; 23 Supermarkets 3; Meijer's 3; VG's 4.

Other Chain Stores-Winkelman's; Albert's; Lane Bryant; Lerner; Marianne; Baker's; Haig; Dr. Scholl's; Kinney's; Nobil; Thom McAn; Firestone; Goodrich; MC Sports; Glenn Roy; Art Van; Highland Apple; ABC Warehouse; Ace Hdwe.; Fretter Appliances; Chess King; Alvin's; Beverly's; Circus World; Toys 'R' Us; Fisher Wallpaper & Paint; Hanover; Skaff; Robinson's; Shifrin-Willens.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 106,284; (m-sat) 107,509; (S) 124,162; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Ed Mitchell, Adv. Dir., JOURNAL, 200 E. First St., Flint, MI 48502; Tel. (313) 766-6100.

National Representative: Newhouse Newspapers/Metro Suburbia.

GRAND HAVEN

1 - LOCATION: Ottawa County (In Grand Rapids MSA). E&P Map B-4. County Seat. E Shore of Lake Michigan at the mouth of Grand River. 30 mi. W of Grand Rapids, 170 mi. from Chicago.

2 - TRANSPORTATION: Railroad-Chesapeake & Ohio.

Motor Freight Carriers-3.

Intercity Bus Lines-Greyhound; North Star.

Airlines-Air Wisconsin; Simmons; Midstate; (8 mi. to Muskegon Airport).

3 - POPULATION:

Corp. City 90 Cen. 11,951; E&P 92 Est. 12,120
CZ-ABC: (80) 16,934
RTZ-ABC: (80) 20,649
MSA 90 Cen. 688,399; E&P 92 Est. 713,340
County 90 Cen. 187,768; E&P 92 Est. 195,854
City & RTZ-ABC: (80) 37,583

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 4,501; E&P 92 Est. 4,565
County 90 Cen. 72,436; E&P 92 Est. 75,555
MSA 90 Cen. 257,860; E&P 92 Est. 267,222
CZ-ABC: (80) 6,356
RTZ-ABC: (80) 6,692
City & RTZ-ABC: (80) 13,048

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	2	N.A.
Commercial	4	$500,000,000

6 - PASSENGER AUTOS: Ottawa County 104,542

7 - ELECTRIC METERS: Residence 8,031

8 - GAS METERS: Residence 6,348

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Woodworking 300 ($282); Metal Working 3,400 ($309); Leather & Plastics 610 ($226); Electronics 250 ($228).

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-54; Summer 64-69; Fall 50-61; Winter 24-38. First killing frost, Oct. 19; last killing frost, May 1.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-3 blocks on Washington St.

Neighborhood Shopping Centers-7th & Washington Sts.; Beechtree St.; 1100 Block on Washington St.; Beacon Plz. 400 Block N. Beacon Blvd.; 1000 Block on Robbins Rd.; South Shore Plaza.

Principal Shopping Days-Mon., Thur.

Stores Open Evenings-Downtown Shopping Center, Mon., Thur.; K mart, Meijer's, every evening.

13 - RETAIL OUTLETS: Department Store-Steketee's.

Variety Stores-K mart; Meijer's Thrifty Acres.

Chain Supermarkets-D&W; Meijer's Mkt.; Rich's Food Center; Leppinks.

14 - NEWSPAPERS: TRIBUNE (e) 10,404; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Paul Bedient, Adv. Dir., TRIBUNE, 101 N. Third St., Grand Haven, MI 49417; Tel. (616) 842-7180.

National Representative: Branham/Newspaper Sales.

GRAND RAPIDS

1 - LOCATION: Kent County (In Grand Rapids MSA). E&P Map C-4. County Seat. On Grand River, 150 mi. W of Detroit, 30 mi. E of Lake Michigan. On U.S. Hwys. 16, 131; State Hwys. 11, 21, 37, 44, 50; Interstate Hwys. 96, 196, 296.

2 - TRANSPORTATION: Railroads-C&O; Grand Trunk Western; Conrail.

Motor Freight Carriers-32.

Intercity Bus Lines-Greyhound; North Star.

Airlines-United; Republic; USAir; Piedmont; Northwest; American; Simmons.

3 - POPULATION:

Corp. City 90 Cen. 189,126; E&P 92 Est. 192,679
CZ-ABC: (80) 387,964
RTZ-ABC: (80) 379,997
MSA 90 Cen. 688,399; E&P 92 Est. 713,340
County 90 Cen. 500,631; E&P 92 Est. 517,486
City & RTZ-ABC: (80) 767,961

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 71,232; E&P 92 Est. 72,570
County 90 Cen. 185,425; E&P 92 Est. 191,667
MSA 90 Cen. 257,860; E&P 92 Est. 267,222
CZ-ABC: (80) 136,748
RTZ-ABC: (80) 124,341
City & RTZ-ABC: (80) 261,089

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	23	$2,362,258,000
Savings & Loan	4	$604,330,000

6 - PASSENGER AUTOS: Kent County 292,450

7 - ELECTRIC METERS: Residence 157,795

8 - GAS METERS: Residence 111,375

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 79,200 ($182); Lumber & Wood Prods. 1,800 ($150); Furn. & Fixts. 12,400 ($176); Primary Metal Ind. 4,500 ($176); Trans. Equip. 2,100 ($170); Food Prods. 4,400 ($152); Textiles & Apparel 3,800 ($165); Paper 1,700 ($150); Printing & Pub. 3,200 ($180); Chem. 3,000 ($180); Fab. Metal Prods. 14,600 ($196).

10 - CLIMATE: Min. & Max. Temp.-Spring 38-57; Summer 61-83; Fall 45-60; Winter 20-33.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-Downtown Monroe Mall & E. Fulton, projecting on all cross-streets.

Neighborhood Shopping Centers-Division & Fulton extending 3 miles S. to Division and 44th St.; Plainfield & Coit; Plainfield & Kenwood; Plainfield from Fuller to E. Beltline; Leonard & Fuller; Leonard & Ball; Michigan between Ransom and Fuller; E. Fulton; Jefferson between Fulton & Wealthy; State Street; Cherry & Lake Dr.; Wealthy and Eastern; Wealthy from Diamond to Fuller; Wealthy & Lake Dr.; Wealthy at Lakeside; Franklin & Eastern; Madison and Hall; Eastern and Oakdale; Kalamazoo from Adams to Boston; Burton at Eastern; Alger at Eastern; Breton at Burton; 28th St. from Division to E. Beltline; Kalamazoo and 44th St. & Clyde Park; 36th St. at Clyde Park; 28th St. from Division to Wilson; Burton & Godfrey; Chicago Dr. at Godfrey; Chicago Dr. from Clyde Park to Wilson; Grandville & Clyde Park; W. Fulton from Lexington to Garfield; Bridge from Front to Straight; Lake Michigan Dr. at Covell; Lake Michigan Dr. at W. Beltline; Stocking from Bridge to 7th; Leonard from Front to Valley; Leonard from Walker to Covell; Alpine Ave. NW West River Dr.; Comstock Pk.; North Pk.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Breton Vlg.(55)	3	D&W
Eastbrook(69)	7	Steketee's
Gaslight(50)	3	Jacobson's
Grand Vlg. Mall	7	
N. Kent(60)	7	K mart, Mont. Ward
Rogers(51)	4	Mont. Ward
Wyoming Vlg.(17)	4	Herp's
Woodland(97)	7	Sears, J.L. Hudson, JCPenney

13 - RETAIL OUTLETS: Department Stores-Steketee's 2; Herpolsheimers 2; Montgomery Ward 2; JCPenney; Sears; J. L. Hudson.

Discount Stores-K mart 5; Thrifty Acres 5.

Variety Store-S. S. Kresge.

Chain Drug Stores-Revco 5; Muir's 9; Medical Arts 2; Thrifty Acres 5; White & White 3; Apothecary Shop & Prof. Phcy.; CVS; Remes 5.

Chain Supermarkets-Eberhard 7; Meijer 8; ShopRite 7; D&W 10; Family 2; Daanes 3.

Other Chain Stores-Women's Apparel: Jacobson, Marianne 2, Beverly's 4, Sarret's 2, Gantos 7, Tall Girls; Men's Clothing: Cardinal, Richman, May's 3, Bulliss, Jurgens & Holtyluwer 6; Shoes: Baker 2, Florsheim 2, Kinney's 2, Dr. Scholl, Flagg Bros., Maling Bros., Nobil 2; Miscellaneous: Singer Co. 3; Goodyear 2; Firestone 3; General 2; Fanny Farmer 2; S&H Green Stamps; Top Value.

14 - NEWSPAPERS: PRESS (e) 146,749; (S) 191,085; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Kevin Dykema, Adv. Mgr. Display, PRESS, 155 Michigan St. N.W., Grand Rapids, MI 49503; Tel. (616) 459-1400.

National Representative: Newhouse Newspapers/Metro Suburbia.

GREENVILLE

1 - LOCATION: Montcalm County. E&P Map C-4. Mfg. and farming ctr. 32 mi. NE of Grand Rapids.

2 - TRANSPORTATION: Railroads-Pere Marquette Div. of C&O; Grant Trunk Western.

Motor Freight Carriers-5.

3 - POPULATION:

Corp. City 90 Cen. 8,101; E&P 92 Est. 8,207
CZ-ABC: (80) 8,019
RTZ-ABC: (80) 45,406
County 90 Cen. 53,059; E&P 92 Est. 54,731
City & RTZ-ABC: (80) 53,425

4 - HOUSEHOLDS:

City 90 Cen. 3,051; E&P 92 Est. 3,091
County 90 Cen. 19,413; E&P 92 Est. 20,024
CZ-ABC: (80) 3,098
RTZ-ABC: (80) 15,381
City & RTZ-ABC: (80) 18,479

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$71,000,000

6 - PASSENGER AUTOS: Montcalm County 26,197

7 - ELECTRIC METERS: Residence 2,669

8 - GAS METERS: Residence 2,473

9 - PRINCIPAL INDUSTRIES: Refrigerators; Auto Bearings; Metal Stampings; Tools & Dies; Furniture; Food Proc.; Plastics.

Principal Industrial Pay Day-Fri.

10 - CLIMATE: First killing frost, Oct. 10; last killing frost, May 24.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Lafayette St. in Greenville; 3 blocks on Main St. in Belding.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belding(15)	6	Rite Aid, Leppink's
Stanton	15	Jorgenson, Leppink's
Sheridan	10	IGA
Edmore	20	Viking, IGA

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears.
Variety Store-McLellan.
Chain Drug Stores-Meijer's; Lipperts; Rite Aid.
Discount Stores-Meijer's Thrifty Acres; Fisher Big Wheel.
Chain Supermarkets-Meijer's, Jorgensons.
Other Chain Stores-Gamble's; Gittleman; Montgomery Ward; Clothes Tree; Jack's Automotive; Radio Shack.

14 - NEWSPAPERS: DAILY NEWS (e) 8,398; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: John Dallos, Adv. Dir., DAILY NEWS, 109 N. Lafayette, Greenville, MI 48838; Tel. (616) 754-9301.
National Representative: American Newspaper Representatives.

HILLSDALE

1 - LOCATION: Hillsdale County, E&P Map C-5. County Seat. Agric., industrial and educ. ctr. 65 mi. from Toledo; 90 mi. WSW of Detroit; 5 mi. S of U.S. Hwy. 12; State Hwys. M-34 and M-99.

2 - TRANSPORTATION: Railroad-Hillsdale County.
Intercity Bus Line-Dial-A-Ride.
Motor Freight Carriers-14.

3 - POPULATION:
Corp. City 90 Cen. 8,170; E&P 92 Est. 8,409
County 90 Cen. 43,431; E&P 92 Est. 44,179

4 - HOUSEHOLDS:
City 90 Cen. 3,077; E&P 92 Est. 3,167
County 90 Cen. 15,858; E&P 92 Est. 16,131

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$68,409,000
Commercial	6	$227,663,514

6 - PASSENGER AUTOS: Hillsdale County 21,644

7 - ELECTRIC METERS: Residence 4,503

8 - GAS METERS: County 4,858; City 3,334

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Tool, Die 710; Plastics 470; Plumbing 125; Food Prods. 305.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-80; Summer 45-95; Fall 30-80; Winter 12-50. First killing frost, Sept. 15; last killing frost, May 17.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-3 blocks on Howell St. and Broad St.; Ames Plz.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Ames Plz.	1	Ames, Kroger, Perry Drugs

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-2 Mkts. & 2 Supermkts., Ames Plz. and Downtown Shops.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Ames; Touse; Gelzer's.
Variety Stores-Consumer's Discount Ctr.; Ames; Big Wheel.
Chain Drug Stores-Perry Drugs; Nash.
Chain Supermarkets-Kroger; Mkt. House (Spartan).
Other Chain Stores-Radio Shack; Sears Catalog Outlet; The Peak; McCall Home Ctr. (Ace Hdwe.); 7-Eleven; Little Red Shoe House; Nash Hallmark; TSC Store.

14 - NEWSPAPERS: NEWS (e) 8,325; sworn Oct. 1, 1990.
Local Contact for Advertising and Merchandising Data: Judy Gabriele, Adv. Mgr., NEWS, 33 McCollum St., PO Box 287, Hillsdale, MI 49242; Tel. (517) 437-7351; FAX (517) 437-3963.
National Representative: None.

HOLLAND

1 - LOCATION: Allegan & Ottawa Counties, E&P Map B-4 (In Grand Rapids MSA). On Lake Macatawa, 27 mi. SW of Grand Rapids (adj. Allegan County).

2 - TRANSPORTATION: Railroads-C&O; Amtrak.
Motor Freight Carriers-12.
Intercity Bus Lines-Taxibus Service; Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 30,745; E&P 92 Est. 31,986
NDM-ABC: (80) 67,736
RTZ-ABC: (80) 27,681
MSA 90 Cen. 688,399; E&P 92 Est. 713,340
Counties 90 Cen. 278,277; E&P 92 Est. 289,110
Allegan 90 Cen. 90,509; E&P 92 Est. 93,256
Ottawa 90 Cen. 187,768; E&P 92 Est. 195,854
NDM & RTZ-ABC: (80) 95,417
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 11,580; E&P 92 Est. 12,047
Counties 90 Cen. 107,192; E&P 92 Est. 111,366
Allegan 90 Cen. 34,756; E&P 92 Est. 35,811
Ottawa 90 Cen. 72,436; E&P 92 Est. 75,555
MSA 90 Cen. 257,860; E&P 92 Est. 267,222
NDM-ABC: (80) 22,648
RTZ-ABC: (80) 8,976
NDM & RTZ-ABC: (80) 31,624

5 - BANKS	NUMBER	DEPOSITS
Savings	6	$408,856,658
Savings & Loan	2	$197,110,890

6 - PASSENGER AUTOS: Counties: Allegan 45,210; Ottawa 104,542

7 - ELECTRIC METERS: Residence 12,165

8 - GAS METERS: Residence 9,105

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Furn. & Wood Prods. 3,892; Metal & Mach. 3,687; Food & Drug 2,956; Automotive Components 1,034; Other 3,727. (Av. Wkly. Wage $335).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-56; Summer 59-84; Fall 40-61; Winter 16-31. First killing frost, Oct. 12; last killing frost, Apr 25.

11 - TAP WATER: Lake Michigan Water 8.0 g.p.g. hardness.

12 - RETAILING: Principal Shopping Centers-6 blocks on 8th St.; 6 blocks on River Ave.
Neighborhood Shopping Centers-Washington Sq.; Central Sq.; Maplewood; Northgate Plaza; Michigan Ave.; N. Bypass M-21; Montello Park; Lakewood Plaza; Airport Plaza; Van Raalte Sq.; Ottawa Village; Weststore Mall 60 Stores; Manufactures Marketplace 70 Stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ceder Vlg	4	K mart, Family Fare
Van Raalte Sq. (16)	5	Family Fare, Perry Drug
Ottawa Vlg.(8)	6	Family Fare

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon. & Fri. to 9
Stores Open Sundays-Drug & groceries.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Steketees; Pranges; Sears.
Discount Stores-Meijer; K mart; Teerman's; Target; Witmark.
Chain Drug Stores-OB; Meijer; Perry.
Chain Supermarkets-Town & Country; Meijer; Family Fare.
Other Chain Stores-Goodrich; Goodyear; Sears.

14 - NEWSPAPERS: HOLLAND SENTINEL (e) 18,850; (S) 18,845; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Michael K. Floch, Adv. Dir., SENTINEL, 54 West 8th, Holland, MI 49423; Tel. (616) 392-2311.
National Representative: Branham/Newspaper Sales.

HOUGHTON

1 - LOCATION: Houghton County, E&P Map A-1. County Seat. 450 mi. from Chicago, IL; 230 mi. from Green Bay, WI; 572 mi. from Detroit; NW part of the Upper Peninsula; on Portage Lake, Isle Royale National Park Hdqtrs., Michigan Technological University, Suomi College.

2 - TRANSPORTATION: Railroad-Central Wisconsin.
Motor Freight Carrier-1.
Intercity Bus Lines-Greyhound, Houghton Transit.
Airlines-Northwest; American Eagle.

3 - POPULATION:
Corp. City 90 Cen. 7,498; E&P 92 Est. 7,495
CZ-ABC: (80) 12,634
RTZ-ABC: (80) 44,790
County 90 Cen. 35,446; E&P 92 Est. 35,427
City & RTZ-ABC: (80) 57,424

4 - HOUSEHOLDS:
City 90 Cen. 2,824; E&P 92 Est. 2,823
County 90 Cen. 11,272; E&P 92 Est. 11,266
CZ-ABC: (80) 3,605
RTZ-ABC: (80) 16,386
City & RTZ-ABC: (80) 19,991

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$126,638,000
Savings & Loan	1	$205,000,000
Credit Union	2	$4,897,000

6 - PASSENGER AUTOS: Houghton County 15,795

7 - ELECTRIC METERS: Residence 7,510

8 - GAS METERS: Residence 12,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Educational 3,800; Industrial Mfg. 250; Food & Beverages 272; Lumbering 158.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-62; Summer 55-85; Fall 45-70; Winter 10-35. First killing frost, Oct. 10; last killing frost, May 10.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-6 blocks on Houghton; 4 blocks on Hancock; 6 blocks on Calumet.
Shopping Centers-Hancock; Calumet; Copper Country Mall.

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Grocery; Pamida; Mall.
Stores Open Sunday-Grocery; Pamida; Mall.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Gartners; Spurgeon's.
Variety Stores-Woolworth; K mart; Pamida.
Chain Drug Stores-Snyder; Medicine Shoppe.
Chain Supermarkets-Northland 12; IGA 4; Red Owl; Super Valu 3.
Other Chain Stores-Sears (catalog); Coast-to-Coast; Holiday; True Value; Ace; Erickson.

14 - NEWSPAPERS: MINING GAZETTE (e) 12,455; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Don Morin, Ret. Adv. Mgr., MINING GAZETTE, 206 Shelden Ave.; PO Box 32, Houghton, MI 49931; Tel. (906) 482-1500.
National Representatives: Landon Associates; Thomson Newspapers.

IONIA

1 - LOCATION: Ionia County, E&P Map C-4. County Seat. 34 mi. E of Grand Rapids, on the Grand River. On State Hwys. M-21, M-66, U.S. Hwy. I-96, 7 mi. S.

2 - TRANSPORTATION: Railroads-Grand Trunk; C&O.
Motor Freight Carriers-4.
Intercity Bus Line-North Star.

3 - POPULATION:
Corp. City 90 Cen. 5,935; E&P 92 Est. 6,003
County 90 Cen. 57,024; E&P 92 Est. 58,687
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 2,235; E&P 92 Est. 2,261
County 90 Cen. 21,000; E&P 92 Est. 21,612

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$185,000,000
Savings & Loan	1	$120,000,000

6 - PASSENGER AUTOS: Ionia County 26,375

7 - ELECTRIC METERS: Residence 2,720

8 - GAS METERS: Residence 2,728

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Automotive Plastics 700 ($423); Metal Stamping & Assemblies 130 ($375); Fireplace Inserts 50 ($300); State Institutions 1,200 ($385); Anodizing, Painting, Polishing 23 ($310); Automotive Press 100 ($325); Wear Plate Guides 80 ($350).

10 - CLIMATE: Min. & Max. Temp.-Spring 38-55; Summer 42-88; Fall 40-60; Winter 10-28.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plz.(6)		K mart, Eberhards
Bosley Ctr.(3)		Bosley Drug

13 - RETAIL OUTLETS: Department Store-JCPenney.
Discount Stores-K mart; Meijer's Thrifty Acres.
Chain Supermarkets-Meijer's; Fred's; Eberhards Foods.
Chain Drug Store-Revco.
Other Chain Stores-Sears (catalog); Sherwin-Williams; LeAnn; Clevelands; Goodyear; Western Auto; Jean Scene; Hallmark; Nu Vision.

14 - NEWSPAPERS: SENTINEL-STANDARD (m) 4,215 sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: Howard A. Kaiser, Pub., SENTINEL-STANDARD, 114-116 N. Depot, Ionia, MI 48846; Tel. (616) 527-2100.
National Representative: None.

IRON MOUNTAIN-KINGSFORD

1 - LOCATION: Dickinson County, E&P Map B-2. County Seat. Manufacturing and wholesale center. 245 mi. from St. Paul; 260 mi. from Chicago. On U.S. Hwys. 2, 141, State Hwy. 95.

2 - TRANSPORTATION: Railroads-C&NW (freight); Escanaba & Lake Superior.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound; Wisconsin-Michigan.
Airline-Great Lakes.

3 - POPULATION:
Corp. Cities 90 Cen. 14,005; E&P 92 Est. 14,235
Iron Mountain 90 Cen. 8,525; E&P 92 Est. 8,656
Kingsford 90 Cen. 5,480; E&P 92 Est. 5,579
CZ-ABC: (80) 13,631

RTZ-ABC: (80) 34,487
County 90 Cen. 26,831; E&P 92 Est. 27,445
City & RTZ-ABC: (80) 48,118

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 90 Cen. 5,275; E&P 92 Est. 5,361
Iron Mountain 90 Cen. 3,211; E&P 92 Est. 3,260
Kingsford 90 Cen. 2,064; E&P 92 Est. 2,101
County 90 Cen. 9,114; E&P 92 Est. 9,323
CZ-ABC: (80) 5,358
RTZ-ABC: (80) 12,850
City & RTZ-ABC: (80) 18,208

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	5	$217,399,000
Savings & Loan	1	$84,551,000
Credit Unions	3	$21,507,000

6 - PASSENGER AUTOS: Dickinson County 14,369

7 - ELECTRIC METERS: Residence 10,114

8 - GAS METERS: Residence 4,800 (County). Bottled Gas Customers; Natural Gas Available.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Wood Prods. 660 ($300); Mach. 920 ($368); Tools & Casting 942 ($376); Labels & Wrappings 245 ($400); Paper Mill 725 ($400); Concrete Prods. 210 ($300).

10 - CLIMATE: Min. & Max. Temp.-Spring 29-74; Summer 42-92; Fall 16-64; Winter 14-41. First killing frost, Sept. 2; last killing frost, May 10.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Stephenson Ave.; 2 on Ludington St.; 3 on Hughitt St.; 2 on B; 2 on A; Midtown Mall, South Stephenson; Birchwood Mall, Kingsford.
Shopping Centers-Midtown Mall, South Stephenson; Birchwood Mall, Kingsford.
Neighborhood Shopping Centers-2 blocks Carpenter at I; 2, Breen at Maple; 2, Vulcan at Main; Shopko, Carpenter Ave; K mart on Stephenson Ave.

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Store-JCPenney.
Variety Stores-McCrory; K mart; ShopKo.
Chain Drug Store-The Drug Store.
Chain Supermarkets-IGA Foodliner; Super One; Econo-Foods.
Other Chain Stores-Selins; Coast-to-Coast; Sears (catalog).

14 - NEWSPAPERS: NEWS (e) 11,069; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Robert J. Johnson, Pub., NEWS, 215 E. Ludington; PO Box 460, Iron Mountain, MI 49801; Tel. (906) 774-2772; FAX (906) 774-7660.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee; Thomson Newspapers.

IRONWOOD

1 - LOCATION: Gogebic County, E&P Map A-2. Mining; agric.; forest industry and vacation ctr. 432 mi. to Chicago, 107 mi. to Duluth. On U.S. Hwys. 2, 51; MI Hwy. 28; WI Hwy. 77.

2 - TRANSPORTATION: Railroad-Soo Line.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound; Zephyr; Michigan-Wisconsin Bus.

3 - POPULATION:
Corp. City 90 Cen. 6,849; E&P 92 Est. 6,671
County 90 Cen. 18,052; E&P 92 Est. 17,984

4 - HOUSEHOLDS:
City 90 Cen. 2,580; E&P 92 Est. 2,512
County 90 Cen. 5,881; E&P 92 Est. 5,859

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$98,841,693
Savings & Loan	2	$24,462,849

6 - PASSENGER AUTOS: Gogebic County 8,414

7 - ELECTRIC METERS: Residence 3,898

8 - GAS METERS: Residence 4,672

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Copper Mining 213 ($420); Clothing 209 ($205); Forest 1,106 ($215); Flooring 58 ($210).

10 - CLIMATE: Min. & Max. Temp.-Spring 15-72; Summer 39-86; Fall 1-75; Winter -30-40. First killing frost, Sept. 28; last killing frost, June 13.

11 - TAP WATER: Acid, soft.

12 - RETAILING: Principal Shopping Centers-3 blocks on Aurora; 3 on Suffolk; 2 on McLeod; 1 on Ayer St.
Neighborhood Shopping Centers-Hurley, Wis., 5 blocks on one street; Wakefield, Bessemer 5 blocks in each city.

Principal Shopping Days-Dept. Stores-Mon., Fri., Sat. Food-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Store-JCPenney.
Discount Stores-Pamida; Copp's; K mart.
Variety Store-Ben Franklin.
Chain Supermarkets-Red Owl; IGA; Super Valu.

14 - NEWSPAPERS: GLOBE (e) 7,948; Publisher's Statement Mar. 31, 1991.
Local Contact for Advertising and Merchandising Data: Robert Trevarthan, Adv. Dir., GLOBE, 118 E. McLeod Ave., Ironwood, MI 49938; Tel. (906) 932-2211.
National Representative: Landon Associates.

JACKSON

1 - LOCATION: Jackson County (In Jackson MSA), E&P Map C-5. County Seat. 72 mi. W of Detroit, 208 mi. E of Chicago.

2 - TRANSPORTATION: Railroads-Amtrak; Conrail (freight).
Motor Freight Carriers-17.
Intercity Bus Lines-Greyhound; Short Way.

3 - POPULATION:
Corp. City 90 Cen. 37,446; E&P 92 Est. 36,987
CZ-ABC: (80) 79,703
County/MSA 90 Cen. 149,756; E&P 92 Est. 151,225
Bal. in Jackson Co.-ABC: (80) 71,792
Bal. in NDM-ABC: (80) 75,664
Total NDM-ABC: (80) 227,159

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 14,103; E&P 92 Est. 13,931
County/MSA 90 Cen. 52,032; E&P 92 Est. 52,542
CZ-ABC: (80) 29,401
Bal. in Jackson Co.-ABC: (80) 24,973
Bal. in NDM-ABC: (80) 46,546
Total NDM-ABC: (80) 75,947

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	6	$2,416,632,792

6 - PASSENGER AUTOS: Jackson County 80,692

7 - ELECTRIC METERS: Residence 127,892

8 - GAS METERS: Residence 52,851

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Trans. Equip. 1,600; Mach. (Non-Elect.) 2,100; Fabricated Metal Prods. 3,700; Prime Metals 600; Transportation, Communications and Utilities 3,900.
Principal Pay Days-Fri., Thur., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-73; Summer 53-90; Fall 48-64; Winter 1-45. First killing frost, Oct. 8; last killing frost, May 6.

11 - TAP WATER: Alkaline, softened, fluoridated.

12 - RETAILING: Principal Shopping Center-Downtown, Michigan Ave. at Jackson St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Center Plz.(6)	NA	Denny's Shop Rite
Eastgate(5)	NA	Polly's
Jackson(36) Crossing	NA	Sears, Woolworth, Rite Aid
Westwood Mall (60)	NA	JCPenney, Mont. Ward

Principal Shopping Days-Sat., Mon., Thur., Fri.
Stores Open Evenings-Dept. Mon., Fri.
Shopping Centers 6 evenings; Sun. 12 to 5.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Sears; JCPenney; Jacobsons.
Discount Stores-K mart 2; Sid Young Distributors; Meijer's Thrifty Acres 2.
Variety Store-Woolworth.
Chain Drug Stores-Rite Aid; Weatherwax's 4; Walgreens; Perry; Osco.
Chain Supermarkets-Kroger 2; IGA 3; Polly's 4; Meijer's Thrifty Acres 2; Jewel Food.
Other Chain Stores-Furniture: Vermeulen's; Auto Supplies: Action Auto, Goodyear, Firestone; Shoes: Shoeland, Nobil, Kinney's, Sibley's, Father & Son; Men's: Furman's.

14 - NEWSPAPERS: CITIZEN PATRIOT (e) 37,431; (S) 42,661; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: J.C. Gerdes, Adv. Dir., CITIZEN PATRIOT, 214 S. Jackson St., Jackson, MI 49204; Tel. (517) 787-2300.
National Representative: Newhouse Newspapers Metro Suburbia.

KALAMAZOO

1 - LOCATION: Kalamazoo County (MSA), E&P Map C-5, County Seat. Industrial, wholesale & educational center. On U.S. Hwy. 131, I-94 & State Hwy. M-43; 141 mi. E of Chicago; 142 mi. W of Detroit.

2 - TRANSPORTATION: Railroads-Conrail; Grand Trunk; Amtrak.
Motor Freight Carriers-22.
Intercity Bus Lines-Greyhound; Indian Trails; Indiana Motor; Short-Way.
Airlines-Northwest, ComAir (Delta), United Express, American Eagle, USAir, Continental Express, Midway, Skyway, Air Toranto, USAir Express.

3 - POPULATION:
Corp. City 90 Cen. 80,277; E&P 92 Est. 81,272
CZ-ABC: (80) 151,939
RTZ-ABC: (80) 179,630
County/MSA 90 Cen. 223,411; E&P 92 Est. 228,099
City & RTZ-ABC: (80) 331,569

4 - HOUSEHOLDS:
City 90 Cen. 30,235; E&P 92 Est. 30,610
County/MSA 90 Cen. 82,745; E&P 92 Est. 84,481
CZ-ABC: (80) 55,037
RTZ-ABC: (80) 61,633
City & RTZ-ABC: (80) 116,670

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	9	$1,279,846,000
Savings & Loan	3	$629,546,000

6 - PASSENGER AUTOS: Kalamazoo County 126,064

7 - ELECTRIC METERS: Residence 131,298

8 - GAS METERS: Residence 64,271

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Paper & Allied Prods. 4,700; Chem. & Allied Prods. 7,200; Metal 5,500; Constr. 3,800; Trans. Equip. 2,900; Average wages for all industries ($404).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-67; Summer 60-80; Fall 31-45; Winter 16-31. First killing frost, Oct. 9; last killing frost, May 16.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Center-7 blocks on Michigan Ave.; 6 on Burdick St.
Neighborhood Shopping Centers-Portage at Lovers Lane; E. Main at Nazareth Rd.; W. Main at Drake Rd.; Portage at Paddington; Portage at Bloomfield; Shoppers' Lane, Parchment; S. Westnedge at Milham Rd.; I-94 at Portage; S. Westnedge at Kilgore; Maple Hill Mall, W. Main Mall; Crossroads Mall; E. Towne Mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Airport Plz.(3)	4	
Bloomfield Plaza(22)	NA	Stop-N-Go Foods
Cork-Lane(9)	2	Rite Aid, Libin's Men's Store
Eastwood Plz. (11)	NA	Rite Aid
Kalamazoo Ctr. Fashion Mall (30)	NA	Hallmark Cards, The Greenery
Kalamazoo Mall (55)	NA	Jacobson's, Walgreens,
Maple Hill Mall(70)	NA	Mont. Ward, Gilmore's, Meijer
Southland Mall(30)	NA	Highland Appliance, T.J. Maxx
Westmain Mall(55)	NA	
Crossroads Mall	NA	JCPenney, Sears, Hudson's, Mervyn's

Principal Shopping Days-Sat., Sun., Wed., & Fri.
Stores Open Evenings-Wed.; some also on Fri.; some department stores 6 nights weekly; all malls every evening.

13 - RETAIL OUTLETS: Department Stores-Gilmore Bros. 3; Sears; JCPenney; Jacobson's; Wards; Steketees; Hudson's; Hills 2.
Variety Store-G.L. Perry.
Discount Stores-Meijer; Thrifty Acres 3; Osco 2; K mart 3; T.J. Maxx; Mervyn's; Target.
Chain Drug Stores-Walgreens; Perry 3; Rite Aid.
Chain Supermarkets-IGA 2; Spartan 8; Harding's 38; Meijer 3; Jewel Food 3; Family Foods 4; Viking Foods.
Other Chain Stores-Fox's; Nobil; L.G. Haig; Firestone; Goodrich; Goodyear; Highland Appliance; Fretter Appliance; Quality Farm & Fleet 2; Toys 'R' Us; Radio Shack 6; Frank's Nursery 2.

14 - NEWSPAPERS: GAZETTE (e-mon to fri) 64,201; (m-sat) 76,036; (S) 81,260; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: James Pulliam, Sales Mgr., GAZETTE, 401 S. Burdick St., Kalamazoo, MI 49007; Tel. (616) 388-8427.
National Representative: Newhouse Newspapers/Metro Suburbia.

KINGSFORD

See IRON MOUNTAIN

LANSING

1 - LOCATION: Ingham County (In Lansing-East Lansing MSA), 559 sq. miles, E&P Map C-4. State capital, university center, mfg.; in central MI; 84 mi. W of Detroit; 37 mi. NW of Jackson; U.S. Hwys. 27, 127, I-69, I-96, I-496; State Hwys. M-43, M-99 & M-143.

2 - TRANSPORTATION: Railroads-C&O; Grand Trunk Western; Conrail.
Motor Freight Carriers-26.
Suburban Bus Lines-Greyhound; Short Way; Indian Trails; North Star.
Airlines-Northwest; Piedmont; American Eagle; ComAir; United Express; Continental; Midway.

3 - POPULATION:
Corp. City 90 Cen. 127,321; E&P 92 Est. 128,994
CZ-ABC: (80) 263,601
RTZ-ABC: (80) 175,695
MSA 90 Cen. 432,674; E&P 92 Est. 440,584
County 90 Cen. 281,912; E&P 92 Est. 286,903
City & RTZ-ABC: (80) 439,296

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 47,954; E&P 92 Est. 48,584
County 90 Cen. 91,563; E&P 92 Est. 93,184
MSA 90 Cen. 149,187; E&P 92 Est. 151,921
CZ-ABC: (80) 92,838

RTZ-ABC: (80) 55,570
City & RTZ-ABC: (80) 148,408

5 - BANKS	NUMBER	DEPOSITS
Savings	15	$4,142,552,081
Savings & Loan	6	$910,222,000
Credit Unions	22	N.A.

6 - PASSENGER AUTOS: Ingham County 154,560

7 - ELECTRIC METERS: Residence 185,038

8 - GAS METERS: Residence 121,440

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage)-Service Ind. 159,500; Whol./Ret. Trade 38,800; Mfg. 38,000; Education 14,800; Govt. 23,700; Health 6,500.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-54; Summer 55-77; Fall 40-60; Winter 19-33. First killing frost, Oct. 8; last killing frost, May 7. Rainfall 30-66 inches.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-Downtown Lansing 7 blocks; Michigan 15; S. Cedar 20; W. Saginaw 8; E. Grand River 6; Larch 15; 10 on Grand River; E. Lansing across from Michigan State Univ.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cedar Park Ctr.	10	Kroger, Rite Aid
Haslett Village Sq.	14	Goff
Country Meadows	3	
Frandor(89)	1	Sears, Kroger, Bollert's Hardware
Brookfield	7	Country Mkt., Rite Aid
Edgemont Park (12)	3	Schmidt
Colonial Vlg. (15)	2	Rite Aid, Schmidt
Lansing Mall (105)	6	Mont. Ward, JCPenney, Hudson's, Mervyn's
Meridian Mall (115)	6	JCPenney, Hudson's, Mervyn's
W. Saginaw(8)	3	Stabler's, Shop-Rite
Logan Ctr. Sq.(25)	2	Kroger, SupeRx, Witmark, Sears Surplus
Waverly Plz.(11)	2	Kroger
Delta Ctr.(20)		T.J. Maxx, A.L. Price, Serv. Mdse.
Central Park Pl.	NA	Season's, Kositchek's, Liebermann's,
Jolly-Cedar Plz.	NA	Bollert's Hdwe.

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Most nightly.

13 - RETAIL OUTLETS: Department Stores-Hudson's 2; Jacobson's; JCPenney 2; Sears; Montgomery Ward.
Discount Stores-Meijer's Thrifty Acres 4; K mart 3; Mervyn's 2.
Variety Stores-Woolworth 2; D&C Stores 3.
Chain Drug Stores-Rite Aid 3; SupeRx 2; Revco 2; Thrifty Acres 4; Arbor Drug, A.L. Price 2; Perry Drug.
Chain Supermarkets-Goff 3; Kroger 5; Schmidt 6; Food City; ShopRite 11; Meijer's Thrifty Acres 4; Min-A-Mart 22; Quality Dairy 27; Thriftway 4.
Other Chain Stores-Ladies' Wear: Brooks, The Gap, Savvy, May's, Women's World, Wilson's Suede, Leather Loft, Jacobson's, Lane Bryant, Beverly's, Town & Country, Casual Corner, Marti Walker, Tempo, Hit or Miss, Tansy, Albert's, Foxmoor, Gantos, Mother to Be, Marianne's, Jean Nicole, Suzys Casuals, The Limited, Paul Harris, Schottenstein's Value City, T.J. Maxx, Men's Wear: Edward's, Leather Loft, Wilson's Suede, Silvermans, His Place, J. Riggings, Redwood & Ross, Kuppenheimer's; Holden Reid, Webster; Shoes: The Wild Pair, Red Cross, Foot Locker, Shepard's, Thom McAn, Kinney's, Barker, Shoeland, Butler, Father & Son, Sibley, Nobil, Maling, Stride-Rite, Cartwright; Confections: Fanny Farmer, Baskin-Robbins, Russell Stover, Fannie Mae, Sam Pretzels, Cookie Factory, Morrow's Nut House, Orange Julius, Mrs. Fields Cookies, Popcorn Planet, Sbarro; Jewelry: Claire's Boutique, Corey's Jewelry Box, Shifrin-Willins, Fox's, J.B. Robinson, Linn & Owen, Zales, Morgan's; Auto Supplies: Firestone, General Tires, Goodyear, Goodrich, Capitol Tires, Discount Tires, Giant Discount, Action Automotive, Paul Automotive, Capital Automotive; Pier 1 2, Target 3; Burlington Coat Factory; Value City; Serv. Mdse.; Highland Fretter; ABC Warehouse; Sam's Wholesale Club.

14 - NEWSPAPERS: STATE JOURNAL (m) 70,652; (S) 93,689; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: George Fuller, Nat'l. Adv. Mgr., STATE JOURNAL, 120 E. Lenawee St., Lansing, MI 48919; Tel. (517) 377-1000.
National Representative: Gannett National Newspaper Sales.

LUDINGTON

1 - LOCATION: Mason County, E&P Map B-3, County Seat. Residential center. On E shore of Lake Michigan at mouth of Pere Marquette River. On U.S. Hwys. 10, 31; State Hwy. M-116; 240 mi. N of Chicago, IL; 110 mi. NW of Grand Rapids; 60 mi. from Muskegon.

2 - TRANSPORTATION: Railroad-C&O.
Ferries-Michigan-Wisconsin Transportation Co.
Motor Freight Carriers-3.
Passenger & Freight Steamship Line-1.
City Bus-Dart.

3 - POPULATION:
Corp. City 90 Cen. 8,507; E&P 92 Est. 8,421
CZ-ABC: (80) 8,937
RTZ-ABC: (80) 31,753
County 90 Cen. 25,537; E&P 92 Est. 25,660
City & RTZ-ABC: (80) 40,690

4 - HOUSEHOLDS:
City 90 Cen. 3,204; E&P 92 Est. 3,172
County 90 Cen. 8,880; E&P 92 Est. 8,922
CZ-ABC: (80) 3,576
RTZ-ABC: (80) 11,417
City & RTZ-ABC: (80) 14,993

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$75,000,000
Savings & Loan	2	$40,927,254

6 - PASSENGER AUTOS: Mason County 13,582

7 - ELECTRIC METERS: Residence 7,384

8 - GAS METERS: Residence 3,027; Commercial 492

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-R.R. & Car Ferries 250; Chem. 250; Vibrator Mach. 350; Light Industry Plants.
Principal Industrial Pay Days-Thur., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 58-85; Fall 30-72; Winter 0-57. First killing frost, Oct. 8; last killing frost, May 10.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-Downtown Ludington, 30-35 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Giant Plz.(6)	1	Giantway
Eastgate Plz.(6)	1	Bonser's Eastgate
K mart(7)	5	K mart
Scottville	7	Del Foods

Principal Shopping Days-Tues., Wed., Thur., Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Store-JCPenney.
Variety Stores-Ben Franklin 2.
Discount Stores-Giant Way; K mart.
Chain Drug Stores-Hook's; Walgreens; Perry.
Chain Supermarkets-Bonser's; Giantway; Eberhards; Del; Prevo's.
Other Chain Stores-Sears (catalog); Goodyear; Payless Shoes; Little Red Shoe Store; Mariellen's; Hallmark; Radio Shack; Quality Farm Fleet.

14 - NEWSPAPERS: NEWS (e) 7,627; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Jane Begeman, Adv. Mgr., DAILY NEWS, 202 N. Rath; PO Box 340, Ludington, MI 49431; Tel. (616) 845-5181.
National Representative: Branham/Newspaper Sales.

MANISTEE

1 - LOCATION: Manistee County, E&P Map B-3, County Seat. On E shore of Lake Michigan midway between Chicago and Straits of Mackinac (175 mi.) On U.S. Hwy. 31; State Hwys. M-22, M-55 and M-110; 90 mi. N of Muskegon; 122 mi. NW of Grand Rapids.

2 - TRANSPORTATION: Railroad-C&O.
Motor Freight Carriers-2.
Airline-Great Lakes Airlines

3 - POPULATION:
Corp. City 90 Cen. 6,734; E&P 92 Est. 6,568
County 90 Cen. 21,265; E&P 92 Est. 21,189

4 - HOUSEHOLDS:
City 90 Cen. 2,536; E&P 92 Est. 2,474
County 90 Cen. 7,426; E&P 92 Est. 7,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	1	$9,803,000
Savings	1	$15,934,000
Savings & Loan	1	$600,000

6 - PASSENGER AUTOS: Manistee County 12,322

7 - ELECTRIC METERS: Residence 3,609

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Salt 525 ($205); Garment 500 ($150); Paper 563 ($205); Metal 232 ($205); Boat Mfg. 300 ($200); Chem. 300 ($200).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-70; Summer 40-100; Fall 25-85; Winter 10-50. First killing frost, Oct. 14; last killing frost, May 12.

11 - TAP WATER: Neutral hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on River St.; 2 blocks on Division St.; 2 on Maple St.; 3 on First St.; 4 on Washington St.
Shopping Centers-K mart; Shoppers Square; Cypress Plaza.

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Store-JCPenney.
Discount Stores-K mart; Ben Franklin.
Chain Drug Stores-Revco; Rite Aid.
Variety Store-Butler Bros.
Chain Supermarkets-Spartan; Plumb's; Big E; Oleson's Farm Market.
Other Chain Stores-Sears (catalog); Radio Shack Millikens.

14 - NEWSPAPERS: NEWS-ADVOCATE (e) 6,000; sworn Feb. 6, 1991
Local Contact for Advertising and Merchandising Data: Ron Steinberg, Adv. Dir., NEWS-ADVOCATE, 75 Maple St., Mainstee, MI 49660; Tel. (616) 723-3593.
National Representative: None.

MARQUETTE

1 - LOCATION: Marquette County, E&P Map B-2, County Seat. Industrial, medical, educational, residential center. On the S shore of Lake Superior. Centrally located in Upper Peninsula of MI. On U.S. Hwy. 41; State Hwys. 28 & 94.

2 - TRANSPORTATION: Railroads-Wisconsin Central; Lake Superior & Ishpeming (Freight only).
Intercity Bus Lines-Greyhound; Marquette Transit Authority.
Airlines-Simmons/American Eagle; Northwest Airlink/Mesaba Airlines.

3 - POPULATION:
Corp. City 90 Cen. 21,977; E&P 92 Est. 21,715
CZ-ABC: (80) 23,288
RTZ-ABC: (80) 52,822
County 90 Cen. 70,887; E&P 92 Est. 71,157
City & RTZ-ABC: (80) 76,110

4 - HOUSEHOLDS:
City 90 Cen. 8,277; E&P 92 Est. 8,179
County 90 Cen. 23,460; E&P 92 Est. 23,549
CZ-ABC: (80) 7,555
RTZ-ABC: (80) 17,673
City & RTZ-ABC: (80) 25,228

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$1,252,000,000
Credit Unions	3	$29,100,000

6 - PASSENGER AUTOS: Marquette County 33,497

7 - ELECTRIC METERS: Residence 7,447

8 - GAS METERS: Residence 5,033

9 - PRINCIPAL INDUSTRIES: Iron Ore Mining; Medical; Iron Ore Proc.; Wood Prods.; Lumber; Northern Michigan Univ.; Dairy Prods.; Baked Goods; Military; Olympic Training Center.

10 - CLIMATE: Min. & Max. Temp.-Spring 5-85; Summer 40-98; Fall 10-85; Winter 20-60. First killing frost, Oct. 1-15; last killing frost, June 15.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Centers-4 blocks on Front St.; 3 on Washington St.; Third St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Marquette Mall (40)	2	Woolworth
Westwood Plz. (27)	4	Pranges, K mart

Principal Shopping Days-Tues., Fri.
Stores Open Evenings-Shopping centers every evening to 9 and Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Getz; Prange's; American; Northland.
Variety Stores-Woolworth; Ben Franklin; Merrick's.
Discount Stores-Shopko; K mart; Pamida; Snyder Drugs.
Chain Supermarkets-Red Owl 2; IGA 7; Super Valu; Northland Foods 5; Super One; Econo Foods.

14 - NEWSPAPERS: MINING JOURNAL (e) 18,326; (S) 19,300; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Willie J. Peterson, Adv. Mgr., MINING JOURNAL, 249 W. Washington, Marquette, MI 49855; Tel. (906) 228-2500.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee; Thomson Newspapers.

MARSHALL

1 - LOCATION: Calhoun County (In Battle Creek MSA). E&P Map C-5, County Seat. 11 mi. W of Albion. Intersection of I-69; & I-94.

2 - TRANSPORTATION: Railroad-Conrail.
Intercity Bus Lines-Greyhound; Shortway.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 90 Cen. 6,891; E&P 92 Est. 6,829
County/MSA 90 Cen. 135,982; E&P 92 Est. 136,615

4 - HOUSEHOLDS:
City 90 Cen. 2,595; E&P 92 Est. 2,572
County/MSA 90 Cen. 46,486; E&P 92 Est. 46,702

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$1,272,016,149
Savings & Loan	2	$108,880,000

6 - PASSENGER AUTOS: Calhoun County 74,938

7 - ELECTRIC METERS: Residence 2,900

8 - GAS METERS: Residence 2,575

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Automatic Doors 67; Automotive Insulation 135; Automobile Pumps & Transmissions 907; Refrigerator Display Cases 233; Carton Mfg. 190; Foods 191; Ins. 575; Castings 139; Plumbing

Prods. 185; Pre-fab Homes 64; Material Handling Equip. 34; Packaging.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-70; Summer 40-99; Fall 15-75; Winter 0-30. First killing frost, Oct.; last killing frost, Apr.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Michigan Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Marshall Plz.(7)	NA	K mart
Redfield Plz. (12)	NA	Redfield Appl., Felpaush Mkt.

Principal Shopping Day-Fri.
Stores Open Evening-Fri.

13 - RETAIL OUTLETS: Chain Drug Store-Rexall.
Chain Supermarket-Felpausch.
Other Chain Store-K mart.

14 - NEWSPAPERS: CHRONICLE (m) 2,500; sworn Feb. 7, 1991.
Local Contact for Advertising and Merchandising Data: Terry Fitzwater, Adv. Dir., CHRONICLE, 115 S. Grand St., Marshall, MI 49068; Tel. (616) 781-3943.
National Representative: None.

MENOMINEE

1 - LOCATION: Menominee County, E&P Map B-3. On W shore of Green Bay (Upper Peninsula), at mouth of Menominee River, 50 mi. from Escanaba; 57 mi. from Green Bay. On U.S. Hwy. 41; State Hwys. 35, 41, & 64.

2 - TRANSPORTATION: Railroads-Chicago & Northwestern; Chicago, Milwaukee, St. Paul & Pacific.
Motor Freight Carriers-4.
Intericity Bus Line-Greyhound.
Airline-Simmons.

3 - POPULATION:
Corp. City 90 Cen. 9,398; E&P 92 Est. 9,258
CZ-ABC: (80) 10,099
RTZ-ABC: (80) 33,846
County 90 Cen. 24,920; E&P 92 Est. 24,979
City & RTZ-ABC: (80) 43,945
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 3,540; E&P 92 Est. 3,487
County 90 Cen. 9,235; E&P 92 Est. 9,257
CZ-ABC: (80) 3,945
RTZ-ABC: (80) 12,052
City & RTZ-ABC: (80) 15,997

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$52,900,000
Savings & Loan	1	$3,768,000

6 - PASSENGER AUTOS: Menominee County 12,679

7 - ELECTRIC METERS: Residence 6,582

8 - GAS METERS: Residence 3,781

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Paper Prods. 1,230; Lumber Prods. 790; Chem. 565; Furn. 760; Fans, Saws, Elect. Motors 600; Gloves 325; Food 270; Marine 305; Comm. Fish & Sports Nets 60; Cement Prods. & Constr. 260; Non-Elect. Goods 285; Printing 100.
Principal Industrial Pay Days-Wed., Thur., Fri.; 1st & 15th; 10th & 25th.

10 - CLIMATE: First killing frost, Sept. 26; last killing frost, May 10.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-10th Ave.; M&M Plz.
Neighborhood Shopping Centers-10th St.; 13th St.
Shopping Centers-M&M Plz., K mart, (enclosed Mall-McCrory, Super Valu, Snyder Drug). Pine Tree Mall, U.S. 41, Marinette, includes Prange's, Prange-Way, Sears, JCPenney.

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-All on Fri.; Super Mkts. and Shopping Ctr. 6 nights; 4 Super Mkts. open Sun.

13 - RETAIL OUTLETS: Department Stores-Lauermans; JCPenney; Sears.
Discount Stores-Holiday; K mart.
Variety Store-McCrory.
Chain Drug Stores-Cross; Lundgren's 2; Rexall 2; Osco; Snyder.
Chain Supermarkets-IGA 8; Super Valu; Red Owl.

14 - NEWSPAPERS: HERALD-LEADER (e) 4,136; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Jim Hofer, Adv. Mgr., HERALD-LEADER, 601 First St., Menominee, MI 49858; Tel. (906) 863-5544.
National Representative: Landon Associates.

MIDLAND

1 - LOCATION: Midland County, (In Saginaw-Bay City-Midland MSA), E&P Map C-4. County Seat. E Central part of state. 125 mi. NW of Detroit. U.S. Hwy. 10; State Hwy. 20.

2 - TRANSPORTATION: Railroads-Grand Trunk; C&O (freight only).
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Mercury; Valley Coach.
Airlines-United; Northwest; Continental

3 - POPULATION:
Corp. City 90 Cen. 38,053; E&P 92 Est. 38,634
CZ-ABC: (80) 39,658
RTZ-ABC: (80) 75,789
County 90 Cen. 75,651; E&P 92 Est. 76,873
MSA 90 Cen. 399,320; E&P 92 Est. 399,892
City & RTZ-ABC: (80) 115,447
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 14,332; E&P 92 Est. 14,551
County 90 Cen. 28,377; E&P 92 Est. 28,835
MSA 90 Cen. 150,076; E&P 92 Est. 150,290
CZ-ABC: (80) 13,835
RTZ-ABC: (80) 24,509
City & RTZ-ABC: (80) 38,344

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$520,000,000
Savings & Loan	2	$130,000,000

6 - PASSENGER AUTOS: Midland County 46,788

7 - ELECTRIC METERS: Residence 13,822

8 - GAS METERS: Residence 11,986

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Chem. 4,400, Salaried 6,000; Silicones 634 hourly and 5,500 full time; Pkg. 110.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: First killing frost, Oct. 7, last killing frost, May 2.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Main St. and 1 each side of Main.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ashman Circle	1	Knopics Hdwe.
Circle Mall(16)	1	Kroger, SupeRx
Eastlawn(13)	1	Giant Foods
Stadium Plz.	2	Giant Foods
Giantway Plz.	2	Giant Foods
Midland Plz.(16)	1	K mart, A&P

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon., Thur.

13 - RETAIL OUTLETS: Department Store-JCPenney.
Discount Stores-Clinton Discount; K mart.
Variety Store-Woolworth.
Chain Drug Stores-SupeRx; Community 2; Perry; Rite Aid.
Chain Supermarkets-A&P; Giant Super 3; Kroger.
Other Chain Stores-Firestone; Goodyear; Singer Co.; Nobils Shoes; JoAnn Fabrics; Sherwin-Williams; Kid's Port; So Fro Fabrics.

14 - NEWSPAPERS: DAILY NEWS (e) 16,553; (S) 15,629; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Jenny Anderson, Adv. Dir., DAILY NEWS, 124 S. McDonald St., Midland, MI 48640; Tel. (517) 835-7171.
National Representatives: Branham/Newspaper Sales; U.S. Suburban Press.

MONROE

1 - LOCATION: Monroe County (In Detroit PMSA). E&P Map D-5, County Seat. Diversified farming. Large manufacturing center of paper, paper products, containers, auto parts, commercial stokers. Southeastern part of state. 40 mi. SW of Detroit; 25 mi. N of Toledo, OH; U.S. Port on Lake Erie. On U.S. Hwy. 24 and State Hwys. 50, 125; Detroit-Toledo Expwy. I-75.

2 - TRANSPORTATION: Railroads-Conrail; Chessie Systems; Norfolk & Western; Ann Arbor; Grand Trunk.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Short Way; Lake Erie Transportation.

3 - POPULATION:
Corp. City 90 Cen. 22,902; E&P 92 Est. 22,776
CZ-ABC: (80) 30,786
RTZ-ABC: (80) 107,133
PMSA 90 Cen. 4,382,299; E&P 92 Est. 4,413,235
County 90 Cen. 133,600; E&P 92 Est. 134,943
City & RTZ-ABC: (80) 137,919

4 - HOUSEHOLDS:
City 90 Cen. 8,626; E&P 92 Est. 8,578
County 90 Cen. 53,242; E&P 92 Est. 53,777
PMSA 90 Cen. 1,634,437; E&P 92 Est. 1,646,253
CZ-ABC: (80) 10,756
RTZ-ABC: (80) 33,510
City & RTZ-ABC: (80) 44,266

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$812,453,000
Savings & Loan	1	$411,346,000

6 - PASSENGER AUTOS: Monroe County 74,783

7 - ELECTRIC METERS: Residence City 8,127

8 - GAS METERS: Residence City 14,640

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage of all manufacturing employees $294)-Automotive & Related 2,580; Glass & Pottery 752; Paper, Plastics & Allied Prods. 2,273; Primary Metal & Scrap 937; Fab. Metal Prods. 459; Trans. 1,200; Mach., Non-Elect. 843; Power Generation & Cable 10,603; Concrete & Stone 355; Wood & Furn. 516.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-89; Summer 51-98; Fall 23-99; Winter 4-68. First killing frost, Sept. 15; last killing frost, May 10.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal shopping Centers-5 blocks on Front St.; 3 on Monroe St.; 1 on Washington.
Neighborhood Shopping Centers-Winchester, 3 blocks; East 2nd, 2; East 1st, 1.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Frenchtown Sq. Mall(80)	3	Sears, Penney's, Elder-Beerman, Phar-Mor, Hills
Manufacturers Mkt. Pl.(44)	NA	Westpoint Pepperell
Foodtown(6)	2	Foodtown
N. Monroe(2)	2	K mart
Monroe Mall(11)	3	Perry Drug
S. Monroe(9)	4	Kroger, Perry Drug
River Valley Square(6)	3	Arbor Drug, Rent-A-Center, Blockbuster Video
Hampton Plz.(15)	3	N.Y. Carpet World, Murray Disc. Auto

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Downtown Fri.; Shopping Centers 7 days-7 nights.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Kline's; Elder-Beerman; Hills; Sears.
Discount Stores-K mart; Meijer's.
Chain Drug Stores-Phar-Mor; Arbor; Professional Village 3; Weisel's Rexall; Perry 2; FIP 2; Valu Rite.
Chain Supermarket-Kroger; Bazley's; Foodtown 8; Gruber's; Spartan 3; Danny's Fine Foods 2; Kash 'n Karry.
Other Chain Stores-Carter Lumber; Wickes Lumber; Firestone; Winkleman's; ACO Hardware; ACE Hardware 2; Radio Shack 2; Baskin-Robbins; Friendly Ice Cream; New York Carpet World; Autoworks; Pic Way Shoes; JoAnn Fabrics; Milkin Jewelers; M.A. Mans Lumber; Waldenbooks; Kay Bee Toys; Athelete's Foot; Footlocker; Lerner; Fashion Bug.

14 - NEWSPAPERS: NEWS (e) 23,024; (S) 22,777; Mar. 31, 1991 ABC.
Local Contact for Advertising and Marketing Data: George Stoner, Adv. Dir., NEWS, 20-22 W. First St., PO Box 1176, Monroe, MI 48161; Tel. (313) 242-1100.
National Representative: None.

MOUNT CLEMENS

1 - LOCATION: Macomb County (In Detroit PMSA). E&P Map D-4. County Seat. 12 mi. NE of Detroit on Lake St. Clair. On U.S. Hwys. 94, 696; State Hwys. M-3, M-29, M-53, M-59, M-97, M-102.

2 - TRANSPORTATION: Railroads-Grand Trunk; Green Bay; Western.
Bus Lines-Greyhound; Tower Bus; Southeast Michigan Transportation Association.

3 - POPULATION:
Corp. City 90 Cen. 18,405; E&P 92 Est. 18,325
NDM-ABC: (80) 273,047
PMSA 90 Cen. 4,382,299; E&P 92 Est. 4,413,235
County 90 Cen. 717,400; E&P 92 Est. 729,689
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen 6,932; E&P 92 Est. 6,902
County 90 Cen. 269,992; E&P 92 Est. 274,617
PMSA 90 Cen. 1,634,437; E&P 92 Est. 1,646,253
NDM-ABC: (80) 91,760

5 - BANKS	NUMBER	DEPOSITS
Commercial	19	N.A.
Savings	11	N.A.

6 - PASSENGER AUTOS: Macomb County 460,809

7 - ELECTRIC METERS: County 240,000

8 - GAS METERS: County 177,000

9 - PRINCIPAL INDUSTRIES: Pottery; Greenhouses; Metal Prods.; Tools & Dies; Auto Plastics; Pleasure Boats; Plastic Signs; Mfg.; Automotive Related Fab. Metals; Mach.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Roseville Plz. (50)	NA	Service Mdse., Marshalls, Chatham
Shores(19)	NA	Designer Depot, Great Scott, A.C.O.
Eastland(125)	NA	Hudsons, JCPenney
Universal Mall (97)	NA	Mont. Ward, Crowley's
Oakland Mall (130)	NA	JCPenney, Hudsons, Sears
Regional(32)	NA	Perry, Woolworth, Mont. Ward, Chatham
Lakeside(130)	NA	J.L. Hudson, Sears, JCPenney, Crowley's, Lord & Taylor
Macomb(78)	NA	Sears, Crowley's
Clinton Vly.(10)	NA	Marshalls, Service Mdse.

Principal Shopping Days-Mon., Fri., Sat., Sun.

Stores Open Evenings-Mon., Fri., every night in shopping centers.

13 - RETAIL OUTLETS: Department Stores-Crowley's; JCPenney; Sears; Montgomery Ward; J.L. Hudson; Lord & Taylor; Marshalls.

Discount Store-K mart.

Variety Store-Woolworth.

Chain Drug Stores-Perry; Revco; SupeRx; Arbor.

Chain Supermarkets-A&P; Chatham; Farmer Jack; Great Scott; Kroger.

14 - NEWSPAPERS: MACOMB DAILY (e) 48,789; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Tom Reynolds, Adv. Mktg. Dir., MACOMB DAILY, 67 Cass Ave.; PO Box 707, Mount Clemens, MI 48043; Tel. (313) 469-4510 or (313) 296-0810.

National Representatives: Landon Associates; U.S. Suburban Press.

MOUNT PLEASANT-ALMA

1 - LOCATION: Mount Pleasant in Isabella County, Alma in Gratiot County, E&P Map C-4, County Seat. Central part of state. On U.S. Hwy. 27; State Hwy. M-20; 70 mi. N of Lansing.

2 - TRANSPORTATION: Railroads-Ann Arbor; Pere Marquette Div. of C&O; Grand Trunk; Michigan Northern.

Motor Freight Carriers-3.

Intercity Bus Lines-Mercury; Michigan Trailways.

Airline-Charter only.

3 - POPULATION:

Corp. Cities 90 Cen. 32,819; E&P 92 Est. 32,965
Mount Pleasant 90 Cen. 23,785; E&P 92 Est. 24,055
Alma 90 Cen. 9,034; E&P 92 Est. 8,910
Counties 90 Cen. 93,606; E&P 92 Est. 94,503
Isabella 90 Cen. 54,624; E&P 92 Est. 55,336
Gratiot 90 Cen. 38,982; E&P 92 Est. 39,167
NDM-ABC: (80) 69,487

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

Cities 90 Cen. 12,361; E&P 92 Est. 12,416
Mount Pleasant 90 Cen. 8,958; E&P 92 Est. 9,060
Alma 90 Cen. 3,403; E&P 92 Est. 3,356
Counties 90 Cen. 32,411; E&P 92 Est. 32,718
Isabella 90 Cen. 18,378; E&P 92 Est. 18,618
Gratiot 90 Cen. 14,033; E&P 92 Est. 14,100
NDM-ABC: (80) 21,187

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$700,000,000
Savings & Loan	2	N.A.
Credit Unions	4	N.A.

6 - PASSENGER AUTOS: Counties: Isabella 23,359; Gratiot 20,263

7 - ELECTRIC METERS: Residence Mt. Pleasant 4,734; Alma 3,820

8 - GAS METERS: Residence Mt. Pleasant 5,007; Alma N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Oil & Gas Explor., Prods. & Rel. Servs. 7,000; Restaurant Equip. 700; Wood Harvesting Equip. 350; Central Michigan Univ. 2,000; Plastics 150; Automotive Parts 1,200; Tool & Die 275; Agric. N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 11-60; Summer 37-92; Fall -11-85; Winter -17-60.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: Principal Shopping Centers-Mt. Pleasant Shpg. Ctr.; Stadium Mall; Westown Shpg. Ctr.; 501 Plaza; Meijer Plaza.

Principal Shopping Days-Wed., Fri.

Stores Open Evenings-Mon. through Fri. in shopping centers; downtown, Fri.

Stores Open Sundays-Food, drug, discount & dept.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears (catalog); Spurgeons; Meijer's.

Discount Stores-Giantway; K mart; TG&Y; Arthur's Catalog Showroom; Wal-Mart.

Variety Store-D&C.

Chain Drug Stores-Downtown Post; Perry; Spencers; Hooks.

Chain Supermarkets-Giant 2; Ric's; Kroger; IGA 9; Farmer Jack's; D&M.

Other Chain Stores-MC Sports; Western Auto; Ace Hdwe.; 7-Eleven; True Value; Radio Shack; Lloyds Shoes; Nobil Shoes; Little Red Shoe House; Payless Shoes; Fox's Jewelry; Erb Lumber; Midas Muffler; Sagebrush; Shoe Horn; Tuffey Muffler.

14 - NEWSPAPERS: SUN (m) 11,671; (S) 11,065; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Patricia Lawrence, Adv. Dir., SUN, 215 N. Main St.; PO Box 447, Mt. Pleasant, MI 48858; Tel. (517) 772-2971.

National Representatives: Landon Associates; U.S. Suburban Press; Michigan Newspapers, Inc.

MUSKEGON

1 - LOCATION: Muskegon County, (In Muskegon MSA), E&P Map B-4, County Seat. Industrial, wholesale and shipping center for W Michigan. On I-96; U.S. Hwy. 31 and State Hwys. 46, 120, 190 mi. NW of Detroit; 77 mi. E of Milwaukee; 112 mi. NE of Chicago; 38 mi. NW of Grand Rapids.

2 - TRANSPORTATION: Railroads-Central Michigan Railroad; C&O.

Motor Freight Carriers-8.

Steamship Lines-4 Foreign Freight.

Intercity Bus Line-Greyhound.

Airlines-American Eagle; Midwest Express.

3 - POPULATION:

Corp. City 90 Cen. 40,283; E&P 92 Est. 40,175
CZ-ABC: (80) 96,383
RTZ-ABC: (80) 124,058
County/MSA 90 Cen. 158,983; E&P 92 Est. 161,045
City & RTZ-ABC: (80) 220,441

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 15,172; E&P 92 Est. 15,131
County/MSA 90 Ceg. 57,509; E&P 92 Est. 58,255
CZ-ABC: (80) 34,913
RTZ-ABC: (80) 41,354
City & RTZ-ABC: (80) 76,267

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	4	$708,943,000
Savings & Loan	3	$494,330,000

6 - PASSENGER AUTOS: Muskegon County 86,723

7 - ELECTRIC METERS: Residence Co. 57,100

8 - GAS METERS: Residence Co. 62,400

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Total Mfg. 18,900 ($495); Non-Elect. Mach. 6,800 ($478); Primary Metals 2,900 ($432); Fabricated Metals 1,200 ($451).

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-64; Summer 55-85; Fall 33-46; Winter 19-33. First killing frost, Oct. 16; last killing frost, May 1.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-Downtown, Muskegon Mall.

Neighborhood Shopping Centers-Henry Street, Norton Shores; Broadway and Peck St., Muskegon Heights; Ruddiman and Center Sts., N. Muskegon; Lake Shore Drive Lakeside; Apple Ave. & U.S. 31.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Glenside	4	Plumb's
Beltline Plaza	3	Plumb's
West Vig.	3	Witmark
Thrifty Acres	4	Thrifty Acres
Great Lake Food	3	Walgreens
K mart Plaza	4	K mart
Park Row	4	JCPenney
Outlets, Etc.(28)	2	

Principal Shopping Days-Fri., Sat., Sun.

Stores Open Evenings-Shopping centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Steketee's.

Discount Stores-Meijer's Thrifty Acres; K mart 2; Outlets, Etc.

Chain Drug Stores-Perry Drugs 4; Walgreens 3.

Chain Supermarkets-Plumb 7; Meijer's 2; Eberhard's 3; 7-Eleven 2; Thriftway 14; IGA 4; DTW Food.

Other Chain Stores-Sherwin-Williams; Kindy; House of Vision; Zales Jewelry; Radio Shack; Pic-Way; Midas Muffler; Firestone; Goodyear 2; S&H Green Stamps; JoAnn Fabric Shops; Nobil Shoes; Lerner; Ganto's; M.C. Sport Goods; Tuffy Muffler; Ziebart.

14 - NEWSPAPERS: CHRONICLE (e) 47,362; (S) 51,632; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: David Kennedy, Sales Mgr., CHRONICLE, 981 Third St., Muskegon, MI 49443; Tel. (616) 722-3161.

National Representative: Newhouse Newspapers Metro Suburbia.

NILES

1 - LOCATION: Berrien County (In Benton Harbor MSA). E&P Map B-5. 6 mi. N of MI-IN state line. Miscellaneous manufacturing. On U.S. Hwys. 31, 33, and 12; State Hwys. 51, 60 and 140.

2 - TRANSPORTATION: Railroads-Amtrak; Conrail; Big Four.

Motor Freight Carriers-13.

Airlines-Republic; United; Air Wisconsin (at South Bend, IN Airport); Britt.

Intercity Bus Lines-Greyhound; Indian Trails; Northern Indiana Transit.

Local Bus Service-Dial-A-Ride.

3 - POPULATION:

Corp. City 90 Cen. 12,458; E&P 92 Est. 12,327
County/MSA 90 Cen. 161,378; E&P 92 Est. 161,510

4 - HOUSEHOLDS:

City 90 Cen. 4,692; E&P 92 Est. 4,643
County/MSA 90 Cen. 57,733; E&P 92 Est. 57,781

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	4	$433,500,000
Savings & Loan	1	$600,500,000

6 - PASSENGER AUTOS: Berrien County 91,287

7 - ELECTRIC METERS: City Residence 5,746

8 - GAS METERS: City Residence 5,410

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Sewing Patterns 644; Wire Mfg. 650; Store Fronts 650; Store Fixt. 650; Air Moving Equip. 200; Paper Mfg. 175; Elect. Prod. 200; Food Proc. 301; Truck Axles & Heavy Equip. (6 mi. distant) 6,623; Automotive Urethane Steering Wheels 140.

Principal Pay Days-Fri., 5th & 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-80; Summer 56-92; Fall 33-51; Winter 15-33; First killing frost, Oct. 4; last killing frost, May 10.

11 - TAP WATER: Neutral, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-16 blocks on 5 streets.

Neighborhood Shopping Centers-Main & Oak; 17th & Oak; Eastgate; Oak and 21st; Brandywine and Belle Plaza; Belle Rd. & U.S. 31.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Eastgate(30)	3	JCPenney, DeMonds Foods, G.L. Perry Disc., Perry Drugs

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Mon.-Sat.

13 - RETAIL OUTLETS: Department Store-JCPenney.

Variety Stores-G.L. Perry; Perry Drug.

Discount Stores-Wonderland; Clinton Drug; K mart.

Chain Supermarkets-West Side Super; Westside Open Pantry; Tony's; Peel's; Save Mart; Shelton's; DeMond's SuperValu; Eagles.

Other Chain Stores-Western Auto Tire; Sherwin-Williams; Falveys; Majerek's; D&D Tire; Hook's Drugs; Guarantee Auto; Radio Shack; CVS; Thornburgs Drugs; Pic Way Shoes; Nu Vision; Coast-to-Coast Hdwe.; Sycamore.

14 - NEWSPAPERS: STAR (e) 4,310; sworn Oct. 1, 1990.

Local Contact for Advertising and Merchandising Data: Thomas Rattenbury, Pub., STAR, 217 N. Fourth St., Niles, MI 49120; Tel. (616) 683-2100; FAX (616) 683-2175.

National Representative: None.

OWOSSO

1 - LOCATION: Shiawassee County, E&P Map C-4. Centrally located, 85 mi. from Detroit, 80 mi. from Grand Rapids. On State Hwys. M-21, M-52 and M-71.

2 - TRANSPORTATION: Railroads-Grand Trunk; Tuscola & Saginaw Bay.

Motor Freight Carriers-5.

Intercity Bus Line-Indian Trail.

3 - POPULATION:

Corp. City 90 Cen. 16,322; E&P 92 Est. 16,295
County 90 Cen. 69,770; E&P 92 Est. 70,330

4 - HOUSEHOLDS:

City 90 Cen. 6,147; E&P 92 Est. 6,137
County 90 Cen. 27,449; E&P 92 Est. 27,669

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Comm.	3	$335,275,000
Savings & Loan	2	$122,300,000

6 - PASSENGER AUTOS: Shiawassee County 37,756

7 - ELECTRIC METERS: City 7,500; County 27,651

8 - GAS METERS: City 6,440; County 15,981

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Motors & Generators 1,065; Batteries 365; Motor Vehicle Parts 441; Plastic Prods. 614; Abrasive Prods. 255; Blowers & Fans 265; Mach. 242; Corrugated Boxes 100; Furn. 160; Clay Prods. 125; Pollution Control Equip. 90; Metal Prods. 170; Concrete Prods. 109; Material Handling Equip. 100; Baker College-950 Students.

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-65; Summer 62-90; Fall 41-61; Winter 0-30. First killing frost, Nov. 6; last killing frost, May 15.

11 - TAP WATER: Lime-soda softening, fluoridated 1 ppm.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St.; 5 blocks on Washington St.; 3 blocks on Exchange St.; 3 Blocks on Ball St.

Neighborhood Shopping Centers-6 other Shopping Centers: 1400 N. M-52; 200 to 1100 W. Main St., at E. Limits of City; Corunna Ave.; Monroe Plaza; State Rd. and M-21; South M-52.

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-W.C. Wiechman Co.; JCPenney; Sears (catalog).

Discount Stores-K mart; Fisher's Big Wheel; Fairway Discount; Family Dollar; Goodie Barn.

Variety Stores-G.C. Murphy; Ron's.

Chain Drug Stores-Plaza; Perry; Sobaks Pharmacy 2; Rite Aid.

Chain Supermarkets-Hamady; Kessel; Brady's-Bannan's Foodlands; IGA; VG's.

Other Chain Stores-Walter's Shoes; Boland Tire Co.; Wickes Lumber; Quality Fleet; TSC Store; True Value Hardware; Norm Henry Fine Shoes; Fashion Bug; Valley Lumber Co.; Pine Cashway; Tri State Furn.; Auto Works; Action Auto; Maurice's; Car Quest; Tire Factory; Fashion Crossroads; Hallmark Shop, ACO Hdwe.

14 - NEWSPAPERS: ARGUS-PRESS (e) 13,327; sworn Oct. 2, 1990.

Local Contact for Advertising and Merchandising Data: Thomas E. Campbell, Nat'l. Adv. Mgr., ARGUS PRESS, 201 E. Exchange St., Owosso, MI 48867; Tel. (517) 725-5136.
National Representative: None.

PETOSKEY

1 - LOCATION: Emmet County, E&P Map C-2. County Seat. Winter and summer vacation resort. In Little Traverse Bay, N end of Lake Michigan, 200 mi. N of Grand Rapids and 28 mi. S of the Straits of Mackinac. On U.S. Hwys. 31 & 131; State Hwys. M-119 & M-68.

2 - TRANSPORTATION: Motor Freight Carriers-Parker; Central Transport.
Intercity Bus Lines-North Star; Wolverine Stages; Delta.
Airlines-American Eagle; Republic Express.

3 - POPULATION:
Corp. City 90 Cen. 6,056; E&P 92 Est. 6,048
NDM-ABC: (80) 42,899
County 90 Cen. 25,040; E&P 92 Est. 25,723
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 2,281; E&P 92 Est. 2,278
County 90 Cen. 8,874; E&P 92 Est. 9,116
NDM-ABC: (80) 15,163

5 - BANKS	NUMBER	DEPOSITS
Savings	6	$396,300,000
Savings & Loan	2	$14,600,000

6 - PASSENGER AUTOS: Emmet County 15,376

7 - ELECTRIC METERS: Residence 2,580

8 - GAS METERS: Residence 4,400

9 - PRINCIPAL INDUSTRIES: Cement (Boatloads); Screws & Bolts; Elect. Car Switches; Plastic Bags; Guidance Systems; Aluminum Castings; Maple Hardwood Prods.; Wood Prods.; Concrete Blocks; Street Light Globes; Auto Parts; Conveyor Belts; Resort (Golf & Downhill Skiing) Complexes; Pottery; Wooden Shipping Skids; Automated Institution Equip.; Cross Country Skiing; Conventions.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-65; Summer 40-90; Fall 30-75; Winter 10-60.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Charlevoix(20)	18	Oleson's
Captain's Corners	21	K mart, Buy Low, County Post, Glen's
Crago Plaza(7)	1	Oleson's
Giant Plaza(8)	2	Rite Aid, Giantway Family Ctr.
Bay Plaza(8)	1	IGA, Wolohan Lumber, Revco
Glen's Plz.(3)	17	Glen's
Harbor Plz.(5)	7	Preston-Feather Bldg. Ctr.
Crestview Plz.	2	K mart, Walgreen, Buy Low, Fashion Bug

Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; County Casuals; The Clothes Post; Maurices.
Variety Stores-Woolworth; Ben Franklin.
Discount Stores-Holiday; Giantway; K mart.
Chain Drug Stores-Revco; Rite Aid; Walgreens.
Chain Supermarkets-IGA; Oleson's; Giant; Glen's; Carters; BuyLow Foods.
Other Chain Stores-Fashion Bug; Horizon Book Stores; Wicke's; Acorn; Sherwin-Williams; Radio Shack; JoAnn Fabrics; Pappagallo; Midas Muffler; Northern Auto Parts; Nu Vision Optical; Payless Shoes; Comfort Center; Symon's General Stores; The Bahnhof Shops; Mettler's by the Bay; Car Quest; C. Jay's Warehouse; Kilwins Candy Kitchens; Meyer Hdwe.; Little Red Shoe House; Parts Plus Automotive; Golden Shoes; Gatties' Linens; Esther Kirk; Benetton; Hilda of Iceland; Mole Hole; Radio Shack; Holiday Station Stores; Harborside Sports Adventures; Marti Walker; North Coast Fun Gear; Northern Office Suppliers; Syscom; Preston Feather Lumber; Country Clutter; Reusch Jewelry.

14 - NEWSPAPERS: NEWS-REVIEW (e-mon to fri) 10,961; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Tari Calouette, Adv. Mgr., NEWS-REVIEW, 319 State St., PO Box 528, Petoskey, MI 49770; Tel. (616) 347-2544.
National Representatives: American Newspapers Representatives; U.S. Suburban Press.

PONTIAC

1 - LOCATION: Oakland County (In Detroit PMSA). E&P Map D-4. County seat and principal buying center of Oakland and parts of adjoining counties. Wholesale center, in SE Michigan. Area combines a mature manufacturing area with state-of-the-art technology, research and development. Adjoins Auburn Hills, host city for Oakland Technology Park and numerous new industrial parks. Major retailing growth has recently taken place on the West side of Pontiac and in Waterford Twp. mi. NW of Detroit on U.S. Hwys. 10, 24, M-59, and I-75.

2 - TRANSPORTATION: Railroads-Grand Trunk Western.
Motor Freight Carriers-27.
Intercity Bus Lines-Smart & Greyhound.
Airlines-Oakland-Pontiac Airport-Freight & Charter Only.

3 - POPULATION:
Corp. City 90 Cen. 71,166; E&P 92 Est. 70,056
NDM-ABC: (80) 467,360
PMSA 90 Cen. 4,382,299; E&P 92 Est. 4,413,235
County 90 Cen. 1,083,592; E&P 92 Est. 1,109,872
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 26,804; E&P 92 Est. 26,386
County 90 Cen. 401,331; E&P 92 Est. 411,064
PMSA 90 Cen. 1,634,437; E&P 92 Est. 1,646,253
NDM-ABC: (80) 155,055

5 - BANKS	NUMBER	DEPOSITS
Commercial	256	$9,800,768,000
Savings	87	$4,995,893,000
Credit Unions	62	$1,400,337,000

6 - PASSENGER AUTOS: Oakland County 678,201

7 - ELECTRIC METERS: Residence City 25,000

8 - GAS METERS: Residence City 19,124

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Automotive Mfg. and Trans. Equip. 110,000; Servs. 212,000; Trade 175,000; Total Private Jobs 585,000.
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-90; Summer 47-96; Fall 16-90; Winter 0-50. First killing frost, Oct. 15; last killing frost, May 6.

11 - TAP WATER: Medium-hard.

12 - RETAILING: Principal Shopping Centers in Oakland County-Summit Place-Open 12-5 Sun.; Tel-12 Mall Open 12-5 Sun.; Northland Mall-Open 12-5 Sun.; Somerset Mall-Open 12-5 Sun.; Oakland Mall-Open 12-5 Sun.; Orchard Mall-Open 12-5 Sun.; Meadowbrook Mall-Open 12-5 Sun.; Twelve Oaks Mall-Open 12-5 Sun.; Most open weekdays 10-9.
Neighborhood Shopping Centers-8 blocks on N. Perry St.; 5 on W. Huron St.; 2 on Orchard Lake Rd.; 3 on Auburn Ave.; 6 on Oakland Ave.; 3 blocks on Telegraph at Huron; 10 acres on Elizabeth Lake Rd.; 6 on Union Lake Rd.; 14 acres on S. Telegraph Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bloomfield Town Square(44)	2	Lion Store
Campus Corners(16)	9	Kroger, Radio Shack, Damman Hardware
Drayton Plains (12)	7	K mart
Glenwood Plz. (10)	1	K mart, Farmer Jack, Kay Furn., MESC Office
Great Oaks(14)	8	Jacobson's
Harvard Plz.(15)	7	Kroger, Perry Drug, Hallmark
Northland Ctr. (170)	12	Hudson's, JCPenney
Meadowbrook Mall(44)	6	Frank's Nursery
North Hill Plz.(12)	10	Utica, Perry, ABC Appliance Whse.
Oakland Mall (130)	14	Hudson's, Sears, JCPenney
Old Orchard(19)	8	Farmer Jack
Oakland Pointe (50)	2	Toys 'R' Us, Kids 'R' Us, Mervyn's, Builders Square
Novi Town Ctr. (50)	14	Mervyn's, T.J. Maxx, Childrens Palace,
Orchard Mall(35)	8	Shopping Ctr. Mkt.
Pine Lake(32)	5	Kroger
Rochester Hills Plaza(15)	9	Great Scott, Perry
Somerset Fashion Mall(50)	8	Saks 5th Ave.,
Summit Pl.(167)	2	Hudson's, Sears, Mont. Ward, Kohl's, JCPenney, Target
Tel-Huron(23)	1	Concord Drugs
Tel-Twelve(75)	10	Mont. Ward, K mart, Crowley's
Twelve Oaks(190)	14	Lord & Taylor, JCPenney, Hudson's, Sears
Waterford Plz. (23)	7	A.C.O. Hardware
Waterfall Plz. (25)	7	Waterfall Jewelers
Winchester Mall (50)	10	Foland's, Farmer Jack
University Sq. (25)	6	ACO IGA, Arbor Drugs
West Oaks(10)	14	Service Mdse., Kroger, K mart
West Oaks II(41)	14	Builders Sq., Kohl's, Toys 'R' Us

Principal Shopping Days-Mon., Fri., Sat., Sun.

Stores Open Evenings-Mon., Thur., Fri.; Shopping Center, 6 nights; Sun. 12-5pm.

13 - RETAIL OUTLETS: Department Stores in Oakland County-Sears 3; JCPenney 5; Montgomery Ward 2; Hudson's 4; Crowley's 3; The Lion Store; Jacobson 2; Marshalls 3; Lord & Taylor.

Variety Stores-S.S. Kresge 4; D&C Stores 3.

Discount Stores-K mart 15.

Chain Drug Stores-Thrifty 2; Perry 38; Revco 4; Arbor 24.

Chain Supermarkets-A&P 10; Great Scott 6; Meijer's 3; Kroger 9; Farmer Jack 20; Foodtown 4.

Other Chain Stores-Shoes: Picway, Thom McAn, Kinney's, Baker's, Sibley's, Father & Son, A.S. Beck, Burt's Shoes; Women's Wear: Marianne Shop, Lane Bryant, Jacobson's, The Fashion Bug, Hadley Arden, Winkleman's; Candies: Truan's, Sidney Bogg, Ross' Candies; Rubber Products: Goodrich, Goodyear, Firestone, Michelin, Dayton Tire, Uni-Royal; Jewelry: Zales, Shifrin-Willens; Misc.: Sherwin-Williams, Singer Co., Highland Appliance, Fretter Appliance, Service Merchandise, Toys 'R' Us, ACO Hwre., ABC Whse., ACE Hwre., So-Fro Fabrics, Danny Paris, Minnesota Fabrics; Furniture: Art Van, Thomas Kay, Englander Triangle; Carpet: Beckwith, Karen's, New York Carpet World, Advance.

14 - NEWSPAPERS: OAKLAND PRESS (m) 74,671; (S) 82,532; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Al Derusha, Adv. Mgr., OAKLAND PRESS, 48 W. Huron St.; PO Box 436009, Pontiac, MI 48343; Tel. (313) 332-8181.

National Representative: Sawyer-Ferguson-Walker.

PORT HURON

1 - LOCATION: St. Clair County (In Detroit PMSA). E&P Map D-4. County Seat. Industrial, agricultural center and vacation resort. On Lake Huron and St. Clair River; 57 mi. from Detroit. On main highway Chicago to Niagara Falls and the East Coast; Hwys. M-25, I-69, I-94 West.

2 - TRANSPORTATION: Railroads-Amtrak to Chicago; Toronto; Chesapeake & Ohio; Port Huron-Detroit.
Intercity Bus Line-Great Lakes Greyhound.
Motor Freight Carriers-12.

3 - POPULATION:
Corp. City 90 Cen. 33,694; E&P 92 Est. 33,637
CZ-ABC: (80) 75,398
Bal. in NDM-ABC: (80) 104,193
PMSA 90 Cen. 4,382,299; E&P 92 Est. 4,413,235
County 90 Cen. 145,607; E&P 92 Est. 148,577
Total NDM-ABC: (80) 179,591

4 - HOUSEHOLDS:
City 90 Cen. 12,690; E&P 92 Est. 12,669
County 90 Cen. 55,407; E&P 92 Est. 56,537
PMSA 90 Cen. 1,634,437; E&P 92 Est. 1,646,253
CZ-ABC: (80) 26,657
Bal. in NDM-ABC: (80) 34,610
Total NDM-ABC: (80) 61,267

5 - BANKS	NUMBER	DEPOSITS
Commercial	1	$76,000,000
Savings	3	$1,700,000,000
Savings & Loan	2	$77,000,000

6 - PASSENGER AUTOS: St. Clair County 83,509

7 - ELECTRIC METERS: Residence 44,800

8 - GAS METERS: Residence 11,150

9 - PRINCIPAL INDUSTRIES: Auto Parts; Paper; Brass; Paints; Die Casting; Salt; Elect. Prods.; Adhesives; Trailers; Steel Fab.; R.R. Car Bldg.; R.R. Repair Shops; Industrial Tapes; Colloidal Graphite; Boat Tops; Coffee; Chicory; Rubber Prods.; Cement; Boats; Food Proc.; Fish Poles & Reels; Plastic Prods.; Electric Power Plants; Bean Elevator & Proc.; Lumbering; Seaport for Foreign Shipping; Electric Recording Instruments; Iron Foundries; Mach. & Tools; Metal Auto Trimming; Marine and Industrial Engines; Pre-Cast Concrete; Battery Mfg. Equip.; Cutting Tools; Farm Mach.; Automatic Screw Machines. Industrial Emp.-18,500.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Hard; source is St. Clair River; municipal ownership.

12 - RETAILING: Principal Shopping Center-8 blocks of Downtown Port Huron on Huron and Military Streets. Birchwood Mall, Fort Gratiot Twsp., Anchors are Prange's, Sears, Target, Penneys. Downtown Port Huron consists of 8 blocks on Huron Ave. and Military Street in Port Huron.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Birchwood Mall	NA	Prange's, Sears, Target, Penney's
St. Clair Sq.	12	Kroger, Thompson's
Colonial(22)	3	Marengo Appl., A&P, Ben Franklin
Village Green	5	D&C Marysville, IGA, Revco
Court of Flags	4	Hook's, Kroger
Stadium Shpg. Ctr.	NA	Kroger, Hook's, Auto Works
The Grove	3	Revco, Radio Shack, So-Fro

Principal Shopping Days-Mon., Thur., Fri., Sat., Sun.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-J.B. Sperry; JCPenney; Sears; Pranges.
Variety Stores-Ben Franklin; D&C; Target; K mart, Wal-Mart.
Discount Stores-K mart 2; CVS; F&M.
Chain Drug Stores-Revco 2; SupeRx 2; Farmer Jack's; K mart 2; Arbor 2; Hook's 2.

Chain Supermarkets-A&P 4; Kroger 2; IGA 3; Farmer Jack.

Other Chain Stores-Marx; Fox; Sherwin-Williams; Ace Hdwe.; Pic-Way Shoes; Wicke's Lumber; Carter Lumber; Aco Hardware; TSC Store; Kinney Shoes; Autowork; Action Auto; Marianne; Ardens.

14 - NEWSPAPERS: TIMES HERALD (e) 29,494; (S) 36,935; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Robert Sweet, Adv. Dir., TIMES HERALD, 911 Military St., Port Huron, MI 48060; Tel. (313) 985-7171.

National Representative Gannett National Newspaper Sales.

ROYAL OAK

1 - LOCATION: Oakland County (In Detroit PMSA). E&P Map D-4. Residential center. Miscellaneous light manufacturing area. 10 mi. NW of Detroit on U.S. Hwy. 10 and State Hwy. 150.

2 - TRANSPORTATION: Railroad-Grand Trunk.

Motor Freight Carriers-4.

Intercity Bus Lines-Greyhound; Great Lakes Tower; Deluxe Motor Stages; Indian Trails; National Trails.

Airlines-American; Delta; Eastern; Mohawk; Northwest; TWA; United; Republic; Pan Am; Northwest Orient; USAir; Midway Metrolink; New York Air; Ozark; Simmons; Scandinavian; World Airways; Wright.

3 - POPULATION:

Corp. City 90 Cen. 65,410; E&P 92 Est. 64,313
CZ-ABC: (80) 228,840
RTZ-ABC: (80) 164,691
County 90 Cen. 1,083,592; E&P 92 Est. 1,109,872
PMSA 90 Cen. 4,382,299; E&P 92 Est. 4,413,235
City & RTZ-ABC: (80) 393,531

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 24,636; E&P 92 Est. 24,223
County 90 Cen. 401,331; E&P 92 Est. 411,064
PMSA 90 Cen. 1,634,437; E&P 92 Est. 1,646,253
CZ-ABC: (80) 84,936
RTZ-ABC: (80) 60,846
City & RTZ-ABC: (80) 145,782

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	31Br.	$967,561,345
Savings	74Br.	$1,605,872,554

6 - PASSENGER AUTOS: Oakland County 678,201.

7 - ELECTRIC METERS: Residence 28,496.

8 - GAS METERS: Residence 21,726.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Tools 950 ($425); Auto Prods. 1,100 ($455); Stamping 480 ($340); Millwork 800 ($340).

10 - CLIMATE: Min. & Max. Temp.-Spring 18-86; Summer 46-95; Fall 16-89; Winter -3-63. First killing frost, Oct. 9; last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Principal Shopping Center-One mi. on Main St.; Half mi. on Washington; 4 blocks on 4th St.; Woodward at 13 Mile Rd. (26 stores).

Neighborhood Shopping Centers-Ferndale, 4 blocks on 9 Mile Road, 4 on Woodward Ave.; Hazel Park, 5 on John R; Clawson, 4 on Main and 14 Mile Road; Berkley, 4 on 12 Mile Road; Troy, Somerset Mall; 1 on Rochester Road; Southfield, J.L. Hudson.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northland(168)	4	J.L. Hudson, JCPenney
Northwood	2	JCPenney, Kroger
Clawson	3	A&P
Universal(68)	6	Mont. Ward, Crowley's
Oakland Mall (130)	5	J.L. Hudson, Sears, JCPenney
Southfield Plz. (13)	4	Marshalls, Farmer Jack
Tel-Twelve(57)	6	Mont. Ward, K mart, Crowley's

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Dept. Stores-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; J. L. Hudson; Sears; Bonwit Teller; Saks 5th Ave.; Crowley's.

Variety Stores-Woolworth 3.

Discount Stores-Meijer's; K mart.

Chain Drug Stores-Perry 10; Arbor 3; Revco; Sav-On; Sentry; Liberty; Concord.

Chain Supermarkets-A&P 5; Foodland 3; Kroger 5; Hollywood 3; Farmer Jack; Meijer's 3; Oakridge 4.

Other Chain Stores-Men's Clothing: Van Horns, Osmuns, John Kent, Brooks Brothers, The Bottom Half, Jos. A. Banks Clothiers, Antons, American Eagle Outfitters, The King Size Co., The Gap, Kosins, Kuppenheimer Direct, Pendleton Sportswear, Nawrot Inc., Silverman's, Sims, United Shirt; Women's Apparel: Winkleman's, Alberts, Alcove, Coats Unlimited, Dress Barn, Fashion Conspiracy, Ganto's, Gucci Shops Inc., Hadley Arden, Hit or Miss, Kay Baum, Lane Bryant, The Limited Express, Marianne, Merry Go Round, P.S. Shandell, Sizes Unlimited, Patti Smith, T.J. Maxx, Tansy, Women's World; Shoes: Alfano's Stride Rite Bootery, Allen-Edmonds, Baker's, Bally of Switzerland, Buster Brown, Chandler's, Sherman's, Eastown's Tall & Wide, Famous Footwear, Fanfare, Father & Son, Fayva, Flagg Bros., Florsheim, Foot Locker, Greg, Gucci Shops, Gussini, Hack Shoe Co., Hanover, Johnston & Murphy, Joyce Selby, Kinney's, Knapp Shoes, MC Sporting Goods, McBrydes, Mr. Alan's, Ms Sibley, Naturalizer, Nunn-Bush, The Pappagallo Shop, Philip Layne, Phillips, Pic Way, Red Cross, Red Wing, Redden & Rawlinson, Roby's, Roots Natural Footwear, Sandilar, Scholl, Sheldon, Shoe Town, Sibley's, Stride Rite, Thom McAn, Van Dykes, Wild Pair; Furniture: Art Van, Bed 'n' Bunk Sleep Shoppe, Corey Dinette, Dobbs, Domicile, Englanders, Ethan Allen, Furniture Wholesale Dist. of Michigan, Gardener White, Gorman's Gallery, House of Denmark, La-Z-Boy Showcase Shoppes, Lasky, Metal Masters, RJ Leeds, Roche Bubois, Scandinavian Design, Tri-State.

14 - NEWSPAPERS: TRIBUNE (e) 30,901; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Tom Reynolds, Adv. Mktg. Dir., TRIBUNE, 210 E. Third St., Royal Oak, MI 48068; Tel. (313) 541-3000.

National Representative Landon Associates.

SAGINAW

1 - LOCATION: Saginaw County (Saginaw-Bay City-Midland MSA). E&P Map C-4. On Saginaw River, 93 mi. NW of Detroit, 15 mi. S of Saginaw Bay on Lake Huron. On U.S. Hwys. 10, 23, I-75; State Hwys. 13, 46, 47, 81, 84.

2 - TRANSPORTATION: Railroads-C&O, Grand Trunk and Conrail Carloading.

Motor Freight Carriers-21.

Intercity Bus Lines-Greyhound; Indian Trails; Saginaw Transit System (local).

Airlines-United; Continental; American Eagle; Northwest; Air Canada.

3 - POPULATION:

Corp. City 90 Cen. 69,512; E&P 92 Est. 67,913
CZ-ABC: (80) 155,975
Bal. in NDM-ABC: (80) 72,084
County 90 Cen. 211,946; E&P 92 Est. 211,432
MSA 90 Cen. 399,320; E&P 92 Est. 399,892
Total NDM-ABC: (80) 228,059

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 26,181; E&P 92 Est. 25,578
County 90 Cen. 80,198; E&P 92 Est. 80,003
MSA 90 Cen. 150,076; E&P 92 Est. 150,290
CZ-ABC: (80) 53,877
Bal. in NDM-ABC: (80) 22,239
Total NDM-ABC: (80) 76,116

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: Saginaw County 121,365.

7 - ELECTRIC METERS: Residence 89,922.

8 - GAS METERS: Residence 66,757.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 44,000 ($661); Industrial Mach. & Equip. 3,900 ($468); Metal 6,600 ($691); Trans. Equip. 13,700 ($722); Food 1,500 ($473); Retail 32,100 (N.A.); Constr. 7,000 (N.A.); Whole. 6,300 (N.A.); Services 36,400 (N.A.).

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-82; Summer 47-103; Fall 28-88; Winter 7-49.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown, 8 blocks on E. Genesee; 3 on W. Genesee; 4 on Federal; 2 on S. Washington; 2 on N. Washington; 2 on N. Franklin; 1 on S. Baum; 1 on N. Baum; 2 on S. Jefferson; 1 on N. Jefferson; 2 on Lapeer Sts.

Neighborhood Shopping Centers-W. Side Shopping Center; 2 blocks on court; 5 on S. Michigan; 3 on Hamilton; 1 on Hancock St.; State Rd. 2 miles from Passolt to Midland Rd.; Bayroad from Weiss to Tittabawassee Rd., 4 mi.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ft. Saginaw Mall(45)	3	K mart
Green Acres(36)	4	A&P, Perry Drugs, Kresge, JCPenney
Manufacturers Market Pl (85)		
Pere Marquette (12)	1	Vescio, Revco
Fashion Sq. Mall(90)	4	Sears, JCPenney, J.L. Hudson

Principal Shopping Days-Department Stores-Thur., Fri., Sat.; Food-Mon., Fri., Sat.

Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Jacobson's; K mart 3; JCPenney 2; Sears; Wiechmann's 2; Winkelman's; Hudson's.

Discount Stores-Target; K mart 2; CVS; Tepes; Meijer's Thrifty Acres 2; Best; Burlington Coat; Pace; Office Max.

Chain Drug Stores-Revco; Princing & Brennan 2; Rite Aid 5; Perry 4; Arbor 4; Phar-Mor.

Chain Supermarkets-A&P 2; Kessels 2; Giant 4; IGA 3.

Other Chain Stores-Fanny Farmer 2; Firestone 2; Goodrich; Goodyear; Kinney's 2; Leath's 2; Beverly's; Jean Cosmetics; Endicott-Johnson; Singer Co. 2; Gantos; Highland Appliance; ABC Warehouse; Builder's Square; Fretter Appliance; Children's Palace; Toys 'R' Us; Wickes Lumber; Wolohan Lumber; Carter Lumber.

14 - NEWSPAPERS: NEWS (e) 57,510; (S) 65,793; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Gene Bobic, Adv. Dir., NEWS, 203 S. Washington Ave., Saginaw, MI 48607-1283; Tel. (517) 776-9644.

National Representative Newhouse Newspapers Metro Suburbia.

ST. JOSEPH

See BENTON HARBOR

SAULT STE. MARIE

1 - LOCATION: Chippewa County, E&P Map C-2, County Seat. NE tip of Upper Peninsula of Michigan on Canadian border, 340 mi. N of Detroit; on U.S. Hwy. 2; I-75; Canadian 17; State M-28, M-129.

2 - TRANSPORTATION: Railroads-Wisconsin Central; DSS&A; Canadian Pacific.

Intercity Bus Lines North Star; Greyhound.

Airlines-Air Canada; Great Lakes.

3 - POPULATION:

Corp. City 90 Cen. 14,689; E&P 92 Est. 14,899
County 90 Cen. 34,604; E&P 92 Est. 36,179

4 - HOUSEHOLDS:

City 90 Cen. 5,532; E&P 92 Est. 5,612
County 90 Cen. 11,639; E&P 92 Est. 12,168

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$109,568,000

6 - PASSENGER AUTOS: Chippewa County 14,388.

7 - ELECTRIC METERS: Residence 7,089.

8 - GAS METERS: Residence 3,500.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lumber & Veneer 50; U.S. Gov't Corps. (Engrs.) 450; Education 250; Correctional Facility 675 (Av. Wkly. Wage $250).

10 - CLIMATE: Min. & Max. Temp.-Spring 20-82; Summer 38-89; Fall 22-71; Winter -18-49. First killing frost, Sept. 30; last killing frost, May 27.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-11 blocks on Ashmun St.; 5 on Portage Ave.; 2 on Spruce; Shopping Center: 2 miles from downtown.

Principal Shopping Days-Thur., Fri., Sat., Sun.

Stores Open Evenings-Dept. and food stores.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Barish Bros.; Sears (catalog); K mart; Woolworth; Big Wheel.

Chain Drug Store-Perry.

Chain Supermarkets-Glen's; Foodland; Super Valu; Co-op IGA.

Other Chain Stores-Traverse Bay Woolen; JoAnn Fabrics; Maurice's; Fashion Crossroads; Parker's True Value.

14 - NEWSPAPERS: NEWS (e) 9,352; (S) 9,391; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Richard Beadle, Adv. Mgr., NEWS, 109 Arlington St., Sault Ste. Marie, MI 49783; Tel. (906) 632-2235; (800) 666-5209.

National Representative Landon Associates.

SOUTH HAVEN

1 - LOCATION: Van Buren County, E&P Map B-4. Port of entry on Lake Michigan, 30 mi. S of Holland; 25 mi. N of Benton Harbor. Manufacturing, fruit growing and resort center.

2 - TRANSPORTATION: Motor Freight Carriers-4.

Intercity Bus Line-Greyhound.

Airlines-Non-scheduled; Municipal Airport.

3 - POPULATION:

Corp. City 90 Cen. 5,563; E&P 92 Est. 5,487
County 90 Cen. 70,060; E&P 92 Est. 71,456

4 - HOUSEHOLDS:

City 90 Cen. 2,095; E&P 92 Est. 2,067
County 90 Cen. 26,063; E&P 92 Est. 26,583

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$150,000,000
Savings & Loan	2	$30,000,000

6 - PASSENGER AUTOS: Van Buren County 34,353.

7 - ELECTRIC METERS: Residence 2,289.

8 - GAS METERS: Residence 2,762.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Metal 1,000; Mach. 300; Woodworking 250; Fruit Proc. 135; Rubber 338; Electronic 218; Chem. N.A.; Plastics 50; Paper 25.

Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-70; Summer 60-90; Fall 30-80; Winter 0-50. First killing frost, Sept. 30; last killing frost, May 15.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Center and Phoenix Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bailey Ave.(8)	1	Village Market
Phoenix Sq.	1	Fisher, Big Wheel

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Mon. through Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-M. Hale; Sears (catalog).
Variety Stores-G.C. Murphy; Fisher's Big Wheel.
Discount Stores-Dale's True Value Family Ctr., Family Dollar, Consumer Discount.
Chain Drug Stores-Valu Rite; Rexall.
Chain Supermarkets-Jack's Super Dollar; Village Mkt.; D & W.
Other Chain Store-Radio Shack.

14 - NEWSPAPERS: SOUTH HAVEN DAILY TRIBUNE (m) 2,660; sworn Sept. 28, 1990.

Local Contact for Advertising and Merchandising Data: Lewis Mitchell, Gen. Mgr., TRIBUNE, 259 Kalamazoo St., South Haven, MI 49090; Tel. (616) 637-1104.

National Representative: None.

STURGIS

1 - LOCATION: St. Joseph County, E&P Map C-5. SW part of State. 2 1/2 mi. from Indiana Line. 50 mi. S of Kalamazoo.

2 - TRANSPORTATION: Railroad-Conrail.
Motor Freight Carriers-11.
Intercity Passenger Bus Line-Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 10,130; E&P 92 Est. 10,375
CZ-ABC: (80) 9,468
RTZ-ABC: (80) 38,987
County 90 Cen. 58,913; E&P 92 Est. 60,101
City & RTZ-ABC: (80) 48,455

4 - HOUSEHOLDS:
City 90 Cen. 3,815; E&P 92 Est. 3,908
CZ-ABC: (80) 3,668
RTZ-ABC: (80) 13,305
County 90 Cen. 21,579; E&P 92 Est. 22,014
City & RTZ-ABC: (80) 16,973

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$341,517,000
Savings & Loan	2	$121,836,000

6 - PASSENGER AUTOS: St. Joseph County 30,768

7 - ELECTRIC METERS: Residence 3,813

8 - GAS METERS: Residence 5,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Drapery Hdwe. 1,050 ($280); Paper Prods. 342 ($290); Tool & Die 240 ($400); Dairy Prods. 467 ($215); Foundry 150 ($390); Office Furn. 345 ($184); Home Furn. 100 ($195); Mach. 185 ($185); Plastic 249 ($280); Truck Bodies 350 ($350). An. Payroll $41,360,700.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-58; Summer 58-80; Fall 41-61; Winter 17-32. First killing frost, Oct. 12; last killing frost, May 2.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Chicago Rd.; 3 on Nottawa; Maplecrest Plaza, 9 stores on E. Chicago Rd.; Sturgis Plaza, 14 stores on S. Centreville Rd.

Principal Shopping Days-Thur., Fri., Sat., Sun.

Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears.

Discount Stores-K mart; Ames Discount.

Chain Drug Store-Hook's.

Chain Supermarkets-Kroger; Harding; Millers Super Valu.

Other Chain Stores-Ace Hardware; Firestone; Radio Shack; Autoworks; Goodyear.

14 - NEWSPAPERS: JOURNAL (e) 7,687; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Laura Herman, Adv. Dir., JOURNAL, 209 John St., Sturgis, MI 49091; Tel. (616) 651-5407.

National Representative: Papert Companies.

THREE RIVERS

1 - LOCATION: St. Joseph County, E&P Map C-5. 25 mi. S of Kalamazoo. At junction of St. Joseph, Portage and Rocky Rivers.

2 - TRANSPORTATION: Intercity Bus Lines-Greyhound; Rapid Transit; Short Way.

3 - POPULATION:
Corp. City 90 Cen. 7,413; E&P 92 Est. 7,575
County 90 Cen. 58,913; E&P 92 Est. 60,101

4 - HOUSEHOLDS:
City 90 Cen. 2,792; E&P 92 Est. 2,853
County 90 Cen. 21,579; E&P 92 Est. 22,014

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$53,755,000
Savings & Loan	3	$31,186,089

6 - PASSENGER AUTOS: St. Joseph County 30,768

7 - ELECTRIC METERS: Residence 5,421

8 - GAS METERS: Residence 3,917

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Paper Converting 955; Mach. Shop 910; Gas & Elect. line installation 320; Rubber Prods. 200; Wire Extrusion 250; Automotive 1,700; Other 305.

10 - CLIMATE: Average Temp.-Winter 24; Summer 72; Growing Season-May 6 to Oct. 12.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-Main St., Downtown-2 blocks, 48 stores.
Shopping Centers-Peterson Plaza (4 stores); Maple Lane S.C. (9 stores); Westland (6 stores).

Principal Shopping Days-Mon., Thur., Fri.
Stores Open Evenings-Thur.
Stores Open Sundays-Drug; Grocery; Big Wheel; Ames.

13 - RETAIL OUTLETS: Department Stores-Ames; K mart; JCPenney (catalog); Sears (catalog); Fisher's Big Wheel.
Discount Stores-Big Lots; Hook's Drugs.
Chain Supermarkets-Hardings; Daw Village Market.
Other Chain Stores-Firestone; McDonald's; Burger King; Domino's; Pizza Hut; Wendy's; Kentucky Fried Chicken; Little Caesars Pizza.

14 - NEWSPAPERS: COMMERCIAL-NEWS (e) 4,600; sworn Feb. 8, 1991.
Local Contact for Advertising and Merchandising Data: Scott McGraw, Gen. Mgr., COMMERCIAL-NEWS, 124 N. Main St., Three Rivers, MI 49093; Tel. (616) 279-7488; FAX (616) 279-6007.
National Representative: Michigan Newspapers.

TRAVERSE CITY

1 - LOCATION: Grand Traverse County, E&P Map C-3. 150 mi. N of Grand Rapids. On U.S. Hwy 31; State Hwys. 22, 37, 72.

2 - TRANSPORTATION: Railroads-C&O; Michigan Northern.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound, BATA.
Airlines-Simmons; Mid-State; Northwest; American Eagle.

3 - POPULATION:
Corp. City 90 Cen. 15,155; E&P 92 Est. 15,083
NDM-ABC: (80) 100,888
County 90 Cen. 64,273; E&P 92 Est. 66,786
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 5,708; E&P 92 Est. 5,681
County 90 Cen. 24,720; E&P 92 Est. 25,687
NDM-ABC: (80) 35,625

5 - BANKS	NUMBER	DEPOSITS
Savings	5	$639,035,000
Savings & Loan	2	$93,963,000

6 - PASSENGER AUTOS: Grand Traverse County 39,896

7 - ELECTRIC METERS: Residence County 24,546

8 - GAS METERS: Residence County 18,028

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Frozen Food 1,100; Clothing 100; Wood Prods. 100; Textile 350; Metal Mfg. 1,200; Medical 2,000; Cherry Farming 1,000.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-56; Summer 52-76; Fall 47-68; Winter 26-36. First killing frost, Oct. 10; last killing frost, May 20.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on E. Front. Also S. Union St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cherryland Mall(60)	4	K mart, Prange, Sears
Eastfield(27)	2	Ben Franklin
Garfield Vlg.(11)	3	Oleson's Foods, Witmark
Giant Plz.(7)	3	Giant
Meijer(12)	2	Meijer
Tom's Family Ctr.	1	
West Bay(7)	1	Tom's Mkt.
Logan's Landing (12)	5	Factory Outlet
Campus Plz.	2	Country Squire
Factory Outlet Mall	3	
All Seasons Plz.	5	Radio Shack

Principal Shopping Days-Wed., Fri., Sun.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Milliken's; Prange.
Discount Stores-Witmark; Giant Discount; K mart; Meijer.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Rexall; Prescription Shop 2; Perry Drugs 3.
Chain Supermarkets-Oleson's 2; Prevo's 3; Tom's 4; Giant Mkt.; Meijer.
Other Chain Stores-Singer Co.; Thom McAn; Kinney Shoes; Marianne; Beverly's; Circus World; Fox's Jewelry; Payless Shoes; Little Red Shoe House; Radio Shack; American Eagle; Clothesworks.

14 - NEWSPAPERS: RECORD-EAGLE (e) 24,696; (S) 31,306; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Zeke M. Fleet, Adv. Mgr., RECORD-EAGLE, 120 W. Front St., Traverse City, MI 49684; Tel. (616) 946-2000.
National Representative: Branham/Newspaper Sales.

YPSILANTI

1 - LOCATION: Washtenaw County (In Ann Arbor PMSA), E&P Map D-5. Residential, manufacturing, and educational center. On Huron River on U.S. Hwy. 12; I-94; State 17; U.S. 23. 30 mi. SW of Detroit.

2 - TRANSPORTATION: Railroads-Conrail, Amtrak.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-TWA; American; United; Northwest; Delta; USAir; Pan Am; British Airways; Air Midwest; Midway; Southwest Airlines.

3 - POPULATION:
Corp. City 90 Cen. 24,846; E&P 92 Est. 25,284
CZ-ABC: (80) 66,212
RTZ-ABC: (80) 116,503
County/PMSA 90 Cen. 282,937; E&P 92 Est. 289,653
City & RTZ-ABC: (80) 182,715
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 9,358; E&P 92 Est. 9,523
County/PMSA 90 Cen. 113,174; E&P 92 Est. 115,860
CZ-ABC: (80) 23,367
RTZ-ABC: (80) 39,944
City & RTZ-ABC: (80) 63,311

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$245,981,000
Savings & Loan	1	(incl. above)

6 - PASSENGER AUTOS: Washtenaw County 156,712

7 - ELECTRIC METERS: Residence City & Township 25,050

8 - GAS METERS: Residence City & Township 24,735

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 37,220 ($632); Nondurables 4,875 ($480); Non-Mfg. 59,900 (N.A.); Gov't 49,200 (N.A.
Principal Industrial Pay Days-Fri., Wed.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-75; Summer 55-95; Fall 45-75; Winter 5-45. First killing frost, Oct. 24; last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Michigan Ave.; 3 on Washington St.; 1 block on N. Huron St.; 2 on Pearl St.
Neighborhood Shopping Centers-2 blocks on W. Cross St.; 1 on E. Cross St.; 1 on E. Michigan Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Briarwood(104)	7	Hudson's, Lord & Taylor, JCPenney, Sears
Gault Vlg.(15)	2	ACO, K mart, Farmer Jack
Fountain Sq. Plz.	3	Builders Sq., Dunham's Sporting Goods
Thrifty Acres(2)	5	Meijer's
Sun-Rise(6)	3	Savewell, Metro Pro
Arborland(36)	5	Marshalls, Burlington Coat Factory
Lakewood(24)	6	K mart, Pak 'n Save
Roundtree(15)	4	Savewell, Perry Drug

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Hudsons; Lord & Taylor; Marshalls.
Variety Store-Big Lots.
Discount Stores-K mart 4; Meijer's 3; Best Products; Service Merchandise; Builders Square.
Chain Drug Stores-Maple Village; Richardson's 2; Perry 4.
Chain Supermarkets-Kroger 2; IGA 2; Farmer Jacks; Meijer's 3; Savewel Supermkt. 2; A&P.

14 - NEWSPAPERS: PRESS (e-mon to fri) 15,634; (m-sat) 15,164; (S) 15,336; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: James D. Stevenson, Adv. Dir., PRESS, 20 E. Michigan Ave., Ypsilanti, MI 48198; Tel. (313) 487-8300.
National Representatives: Landon Associates; U.S. Suburban Press; Garden State Newspapers.

MINNESOTA SURVEYS

METROPOLITAN STATISTICAL AREAS

Duluth, MN-WI-St. Louis County, MN; Douglas County, WI

Fargo-Moorhead, N.D.-MN-Cass County, N.D.; Clay County, MN

Minneapolis-St. Paul, MN-WI-Anoka, Carver, Chicago, Dakota, Hennepin, Isanti, Ramsey, Scott, Washington and Wright Counties, MN; St. Croix County, WI

Rochester-Olmsted County

St. Cloud-Benton, Sherburne and Stearns Counties.

POPULATION ESTIMATES

(Thousands)

Age Group	1980	1990	1992
Under 5 Years	307	375	383
5-14 Years	630	654	668
15-24 Years	793	662	676
25-44 Years	1,126	1,452	1,483
45-64 Years	741	764	780
65 and Over	480	480	490
TOTAL	4,077	4,386	4,482

Based on U.S. Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1977 Census	1982 Census	1992 Est.
Bldg. Mat./Hdwr	1,126	1,200	4,049
General Mdse	1,853	2,248	10,531
Food	2,456	3,818	12,349
Automobiles	2,691	3,487	16,639
Gasoline Stations	1,194	2,053	5,005
Apparel	597	905	4,018
Furniture	578	744	3,895
Eat-Drink Places	1,155	1,761	6,768
Drugs	373	554	2,769
TOTAL SALES	13,567	19,599	73,299

ALBERT LEA

1 - LOCATION: Freeborn County, E&P Map C-5, County Seat. Wholesale, shipping, misc. mfg., dairy and agricultural center. 90 mi. S of St. Paul; 61 mi. SW of Rochester; 100 mi. S of Minneapolis. On U.S. Hwys. 16, 65, 69, State Hwy. 13; I-35, I-90.

2 - TRANSPORTATION: Railroads-Rock Island & Peoria; Chicago and Northwestern; Illinois Central; Milwaukee.

Motor Freight Carriers-8.

Intercity Bus Lines-Jefferson Trans.; Trailways.

3 - POPULATION:

Corp. City 90 Cen. 18,310; E&P 92 Est. 18,132
CZ-ABC: (80) 20,875
RTZ-ABC: (80) 15,454
County 90 Cen. 33,060; E&P 92 Est. 32,789
City & RTZ-ABC: (80) 36,329

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 7,626; E&P 92 Est. 7,552
County 90 Cen. 12,583; E&P 92 Est. 12,479
CZ-ABC: (80) 7,977
RTZ-ABC: (80) 5,247
City & RTZ-ABC: (80) 13,224

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$144,000,000
Savings & Loan	2	$151,000,000

6 - PASSENGER AUTOS: Freeborn County 20,071

7 - ELECTRIC METERS: Residence 7,133

8 - GAS METERS: Residence 6,423

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 2,224 ($210); Lumber Prods. 145 ($240); Constr. 182 ($350); Trans. & Util. 460 ($225); Furn. 508 ($235); Meat Packing 1,680 ($350).

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-70; Summer 52-94; Fall 33-86; Winter -20-40. First killing frost, Oct. 5; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Broadway; 2 on Clark; 2 on Washington; 2 on Main St.; 2 on William; 1 block on Bridge St.; 2 on Marshall St.; 3 on S. Broadway.

Neighborhood Shopping Centers-Skyline Mall (25 stores), West of edge of city (Osco, Ben Franklin, JCPenney, Wal-Mart, Stevenson's, Spurgeons); Northridge Mall, (60-75 stores), Herberger's, ShopKo, Radio Shack, Leutholds, Maurice's, Dahl House.

Principal Shopping Days-Mon., Thur., Fri., Sat., and Sun. (1 to 5 p.m.)

Stores Open Evenings-Shpg. Ctr. Mon. through Fri.; Downtown and others Thur.

13 - RETAIL OUTLETS: Department Stores-Herberger's; Wallaces; JCPenney; Spurgeons.

Discount Stores-Pamida; ShopKo; Wal-Mart.

Variety Store-Ben Franklin.

Drug Stores-Osco; Rexall 2; Walgreens; North Park; Snyder.

Chain Supermarkets-Super Valu; Red Owl; Hy-Vee.

Other Chain Stores-St. Paul Clothiers; Stevenson's; Coast-to-Coast; Tradehome Shoes; Gallenkamp Shoes.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 9,322; (S) 9,321; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Tom Jones, Adv. Mgr., TRIBUNE, 808 W. Front St., Albert Lea, MN 56007; Tel. (507) 373-1411.

National Representative: Thomson Newspapers.

AUSTIN

1 - LOCATION: Mower County, E&P Map C-5. Located 95 mi. S of Minneapolis and St. Paul at junction of U.S. Hwys. 218 and I-90.

2 - TRANSPORTATION: Railroads-Milwaukee; Chicago and North Western.

Motor Freight Carriers-37.

Intercity Bus Line-Jefferson.

Airlines-Charter Service from municipal airport.

3 - POPULATION:

Corp. City 90 Cen. 21,907; E&P 92 Est. 21,684
CZ-ABC: (80) 23,273
RTZ-ABC: (80) 21,250
County 90 Cen. 37,385; E&P 92 Est. 37,245
City & RTZ-ABC: (80) 44,523

4 - HOUSEHOLDS:

City 90 Cen. 9,426; E&P 92 Est. 9,330
County 90 Cen. 13,993; E&P 92 Est. 13,941
CZ-ABC: (80) 9,235
RTZ-ABC: (80) 7,213
City & RTZ-ABC: (80) 16,448

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$168,000,000
Savings & Loan	3	$410,000,000
Trust Co's.	1	$1,500,000
Credit Unions	3	$29,871,421

6 - PASSENGER AUTOS: Mower County 22,785

7 - ELECTRIC METERS: Residence 8,383

8 - GAS METERS: Residence 9,110

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Meat Pkg. 1,056 ($400); Medical Care 460 ($260); Education ($330); Fin. & Ins. 759 ($150); Public Util. 250 ($320); Other 4,872 (N.A.)

Principal Pay Days-Thur., Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-79; Summer 49-89; Fall -2-74; Winter -15-53. First killing frost, Oct. 4; last killing frost, Apr. 14.

11 - TAP WATER: Neutral, medium hard.

12 - RETAILING: Principal Shopping Center-10 blocks on Main St.

Neighborhood Shopping Centers-3 blocks at Sterling; 4 on 10th St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crossroads(6)	1	K mart
Oak Park Mall (55)	4	Younkers, JCPenney, Hy-Vee, ShopKo
Shoppers Plaza	NA	Wallaces
Lakeside Mall	2	Red Owl, Coast-to-Coast
Sterling(27)	2	Walgreens, IGA, Foodliner

Stores Open Evenings-Downtown-Mon., Thur.; Shopping Centers nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Younkers.

Discount Stores-K mart; ShopKo.

Chain Drug Stores-Rexall; Walgreens 2; Snyder.

Chain Supermarkets-Red Owl; IGA; Hy-Vee.

Other Chain Stores-Wallace (dry goods, apparel); Cook's Paint; Goodyear; Firestone; True Value; Sherwin-Williams; United Bldg. Ctr.; Radio Shack.

14 - NEWSPAPERS: HERALD (e-mon to fri) 8,496; (S) 8,437; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Peter Larson, Adv. Mgr., HERALD, 310 N.E. 2nd St., Austin, MN 55912; Tel. (507) 433-8851.

National Representatives: Thomson Newspapers; Minnesota Newspaper Association; Cresmer, Woodward, O'Mara & Ormsbee, Inc.

BEMIDJI

1 - LOCATION: Beltrami County, E&P Map B-2, County Seat. 90 mi. E of Crookston; 113 mi. E of Grand Forks, ND; 100 mi. N of Brainerd; 228 mi. N of Minneapolis; 113 mi. S of Intl. Falls; on U.S. Hwys. 71, 2, 371.

2 - TRANSPORTATION: Railroads-Burlington Northern; Soo Line.

Intercity Bus Lines-Greyhound; Triangle.

Airlines-Bemidji; Mesaba (Northwest Orient).

3 - POPULATION:

Corp. City 90 Cen. 11,245; E&P 92 Est. 11,304
County 90 Cen. 34,384; E&P 92 Est. 35,436

4 - HOUSEHOLDS:

City 90 Cen. 3,961; E&P 92 Est. 3,981
County 90 Cen. 12,981; E&P 92 Est. 13,378

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$182,600,000
Savings & Loan	1	$68,000,000

6 - PASSENGER AUTOS: Beltrami County 14,730

7 - ELECTRIC METERS: Residence 17,957

8 - GAS METERS: Residence 1,894

9 - PRINCIPAL INDUSTRIES: Boat Mfg.; Hardboard Mfg.; Lumber; Boxes; Christmas Decorations; Door Mfg.; Culvert Mfg.; Cedar Poles; Computer Components; Road Contracting; University; Printing; Medical Center.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-46; Summer 58-80; Fall 29-46; Winter -15-13. First killing frost, Sept. 11; last killing frost, Apr. 28.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Shopping Center-Paul Bunyan Mall, 3 mi. from downtown stores: K mart, JCPenney, Bostwick's.

Principal Shopping Days-Mon., Thur., Sat., Sun.

Stores Open Evenings-Shpg. Ctrs. Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-O'Meara's; JCPenney; Wilsons; Pattersons; Bostwicks.

Discount Stores-Fleet Distributors; Holiday Service; Western; K mart; Pamida.

Variety Stores-Woolworth; Ben Franklin.

Chain Drug Stores-Rexall; Walgreens; Thrifty-White.

Chain Supermarkets-Gateway; IGA 2; Fairway Foods 2.

Other Chain Store-Hardware Hank.

14 - NEWSPAPERS: PIONEER (m-mon to fri) 7,941; (S) 8,189; Sept. 30, 1990 VAC.

Local Contact for Advertising and Merchandising Data: Bill Reeves, Adv. Dir., PIONEER, 1320 Nielson Ave. S.E., Bemidji, MN 56601; Tel. (218) 751-3740.

National Representatives: Minnesota Newspaper Association; Papert Companies.

BRAINERD

1 - LOCATION: Crow Wing County, E&P Map B-3, County Seat. On U.S. Hwys. 210, 371; 128 mi. from Minneapolis; 125 mi. from Duluth.

2 - TRANSPORTATION: Railroad-Burlington Northern.

Motor Freight Carriers-6.

Intercity Bus Line-Greyhound.

Airlines-Northwest; Airmotive Charter.

3 - POPULATION:

Corp. City 90 Cen. 12,353; E&P 92 Est. 12,526
County 90 Cen. 44,249; E&P 92 Est. 45,213
CZ-ABC: (80) 16,207
Bal. in NDM-ABC: (80) 60,350
Total NDM-ABC: (80) 76,557

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 5,351; E&P 92 Est. 5,426
County 90 Cen. 16,354; E&P 92 Est. 16,711
CZ-ABC: (80) 5,986
Bal. in NDM-ABC (80): 21,413
Total NDM-ABC (80): 27,399

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$172,810,000
Savings & Loan	2	$131,829,000
Credit Unions	2	$30,000,000

6 - PASSENGER AUTOS: Crow Wing County 24,876

7 - ELECTRIC METERS: Residence 5,009

8 - GAS METERS: Residence 4,400

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Rail Road 188; Paper 730; Hospitals 1,290; Educ. 685; Larco Mfg. 275.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 56-75; Fall 42-65; Winter 2-21. First killing frost, Sept. 30; last killing frost, May 2.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-5 blocks on Laurel St.; 5 on Front St.; 6 on 6th St.; 5 on 7th St.; 2 on 8th St.; 7 blocks on Washington.

Neighborhood Shopping Centers-Oak and 13th St.; Mill Ave. & H St. N.E.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brainerd Mall(14)	NA	Mont. Ward, Sears, JCPenney, Ben Franklin
Midtown(8)	NA	Rainbow Foods
Tyrol Hills(6)	NA	Ace Hdwe.
Westgate Mall (25)	NA	Herberger's, K mart
Westport(10)	NA	

Principal Shopping Days-Mon., Thur., Fri. & Sat.

Stores Open Evenings-Thur.; Brainerd Mall, Mon. through Fri.; Westgate Mall, Mon. through Fri.

Stores Open Sundays-Supermarkets, drugs, Brainerd Mall, Westgate Mall.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Bostwick's; Herberger's.

Variety Store-Ben Franklin.

Discount Stores-Fleet Store; Super America; Erickson Holiday; Pamida; Mills Fleet Farm; K mart.

Chain Drug Stores-Thrifty; Snyder.

Chain Supermarkets-Red Owl; Super One; Caseys; Tom Thumb; County Market; Rainbow Foods.

Other Chain Stores-Sears (catalog); Stevenson's; Hardware Hank; Lampert Lumber; Standard Lumber; Floor To Ceiling; Benson Optical; Pearle Vision Ctr.; JoAnn Fabrics; Kinney's; Maurices; Midwest Vision; Tradehome Shoes; Winona Knits.

14 - NEWSPAPERS: DISPATCH (e-mon to fri) 13,809; (S) 16,755; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Tim A. Bogenschutz, Adv. Mgr., DISPATCH, 215 S. 6th. St., Brainerd, MN 56401-0974; Tel. (218) 829-4705.

National Representatives: Minnesota Newspaper Association; Papert Companies.

BRECKENRIDGE

See WAHPETON, ND

CROOKSTON

1 - LOCATION: Polk County, E&P Map A-2, County Seat. Agricultural, wholesale, education center. Univ. of MN. On Red Lake River, 20 mi. from Grand Forks, ND and 45 mi. SW of Thief River Falls. On U.S. Hwys. 2, 75; State Hwy. 9.

2 - TRANSPORTATION: Railroads-Winnipeg (Can.) lines of Burlington Northern.

Motor Freight Carriers-4.

Intercity Bus Lines-Triangle; Red River Trails.

3 - POPULATION:

Corp. City 90 Cen. 8,119; E&P 92 Est. 8,017

County 90 Cen. 32,498; E&P 92 Est. 32,397

4 - HOUSEHOLDS:

City 90 Cen. 3,127; E&P 92 Est. 3,087

County 90 Cen. 12,294; E&P 92 Est. 12,255

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	2	$47,300,000
Commercial	2	$121,600,000

6 - PASSENGER AUTOS: Polk County 16,604

7 - ELECTRIC METERS: Residence 3,124

8 - GAS METERS: Residence 1,816

9 - PRINCIPAL INDUSTRIES: Sugar; Potato Proc.; Alfalfa Dehydration; Sunflowers; Sugar Beets; Vegetables; Small Grains; Aluminum Casting; Wind Generator; Propeller Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-52; Summer 58-78; Fall 45-70; Winter -7-15.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Town & Country; Stevenson's; Allied; Logan's; Devon's Clothing.

Variety Store-Ben Franklin.

Discount Stores-D&B Freight Sales; Pamida.

Chain Drug Stores-Rexall; Synder; Medicine Shoppe.

Chain Supermarkets-Piggly Wiggly; Hugo's; Super Valu.

Other Chain Stores-Coast-to-Coast; Wm. H. Ziegler; OK Trustworthy; Fleet Farm Supply; Radio Shack; Goodyear.

14 - NEWSPAPERS: TIMES (e-mon to fri) 4,350; sworn Oct. 2, 1990.

Local Contact for Advertising and Merchandising Data: Peyton Narum, Adv. Mgr., TIMES, 124 S. Broadway, Crookston, MN 56716; Tel. (218) 281-2730.

National Representatives: Minnesota Newspaper Association; Papert Companies.

DULUTH

1 - LOCATION: St. Louis County, E&P Map C-3 (In Duluth MN-WI MSA). At head of navigation on Lake Superior, 144 mi. N of Twin Cities via 35. Major shipping center on the St. Lawrence Seaway. Manufacturing, mining, jobbing, wholesaling, food processing, rail center, serving upper lakes area of MN, WI & MI.

2 - TRANSPORTATION: Railroads-DM&IR; DW&P; Soo Line; Milwaukee Road; Chicago & Northwestern; Burlington Northern.

Motor Freight Carriers-18.

Steamship Lines-54 U.S., Canadian & foreign.

Intercity Bus Lines-Duluth Transit Authority; Northland Greyhound.

Airlines-Charter & Jet Service; Northwest Airlink.

3 - POPULATION:

Corp. City 90 Cen. 85,493; E&P 92 Est. 84,029

CZ-ABC: (80) 104,406

Bal. in NDM-ABC: (80) 333,537

County 90 Cen. 198,213; E&P 92 Est. 195,540

MSA 90 Cen. 239,971; E&P 92 Est. 236,942

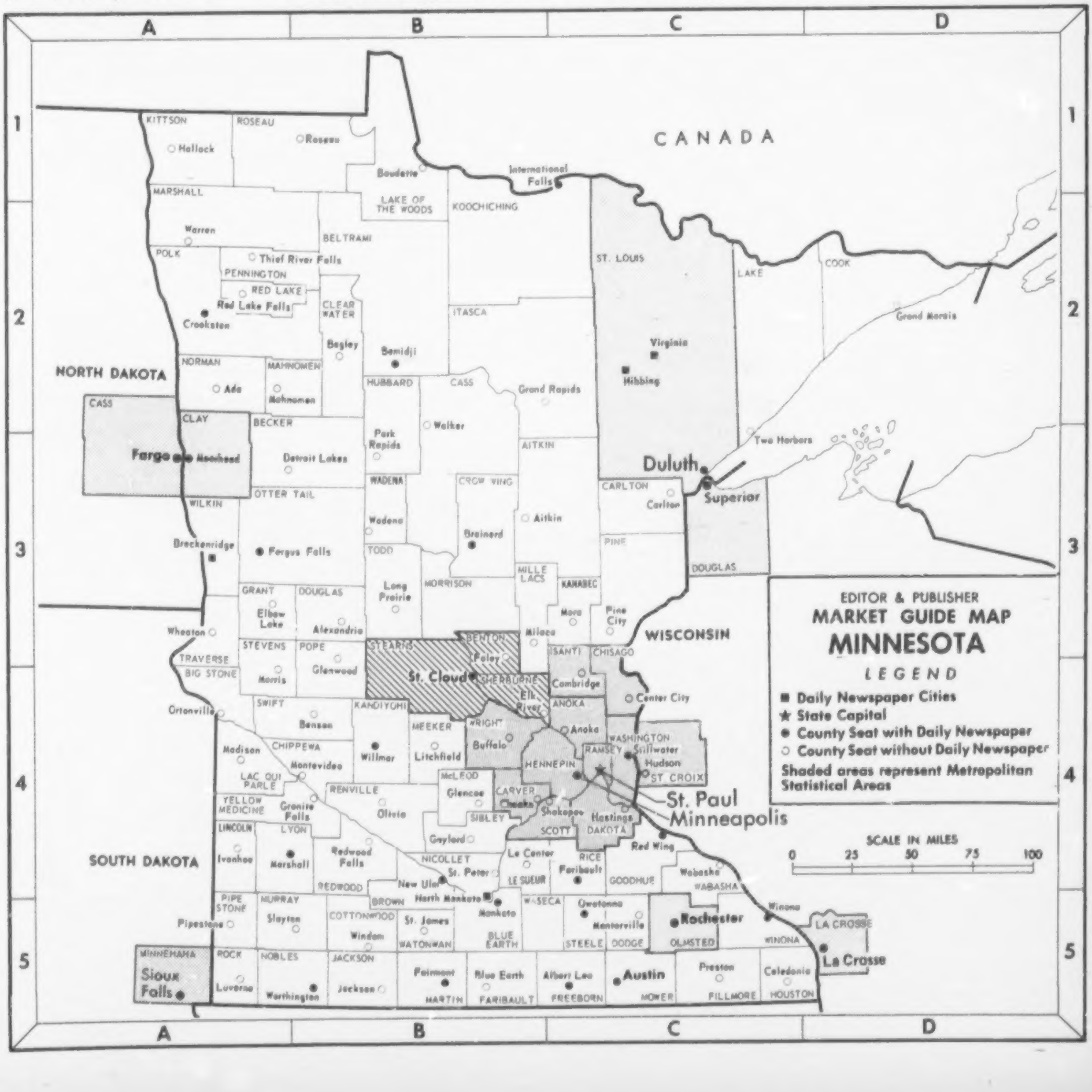
Total NDM-ABC: (80) 437,943

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 33,877; E&P 92 Est. 33,297

County 90 Cen. 80,029; E&P 92 Est. 78,950


EDITOR & PUBLISHER
MARKET GUIDE MAP
MINNESOTA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0
25
50
75
100
A
B
C
D
1
2
3
4
5
CANADA
NORTH DAKOTA
SOUTH DAKOTA
WISCONSIN
KITTSON
Hallock
ROSEAU
Roseau
Baudette
International Falls
LAKE OF THE WOODS
KOOCHICHING
MARSHALL
Warren
BELTRAMI
POLK
Thief River Falls
PENNINGTON
RED LAKE
Red Lake Falls
Crookston
CLEAR WATER
ITASCA
Bagley
Bemidji
NORMAN
Ada
MAHNOMEN
Mahnomen
HUBBARD
CASS
Grand Rapids
CASS
CLAY
Fargo
Moorhead
BECKER
Detroit Lakes
Park Rapids
Walker
AITKIN
WADENA
CROW WING
Wadena
Brainerd
Aitkin
WILKIN
OTTER TAIL
Breckenridge
Fergus Falls
TODD
MILLE LACS
KANABEC
GRANT
DOUGLAS
Elbow Lake
Alexandria
Long Prairie
MORRISON
Mora
Pine City
Milaca
Wheaton
TRAVERSE
BIG STONE
STEVENS
POPE
Morris
Glenwood
STEARNS
BENTON
Foley
St. Cloud
SHERBURNE
Elk River
ISANTI
CHISAGO
Cambridge
Center City
ANOKA
Anoka
Ortonville
SWIFT
Benson
KANDIYOHI
Willmar
MEEKER
Litchfield
WRIGHT
Buffalo
HENNEPIN
RAMSEY
WASHINGTON
Stillwater
Hudson
ST CROIX
Madison
CHIPPEWA
Montevideo
LAC QUI PARLE
YELLOW MEDICINE
Granite Falls
RENVILLE
Olivia
McLEOD
Glencoe
CARVER
Chaska
Shakopee
SCOTT
Hastings
DAKOTA
St. Paul
Minneapolis
SIBLEY
Gaylord
LINCOLN
Ivanhoe
LYON
Marshall
Redwood Falls
REDWOOD
NICOLLET
St. Peter
New Ulm
North Mankato
Mankato
Le Center
LE SUEUR
RICE
Faribault
GOODHUE
Red Wing
Wabasha
WABASHA
Winona
WINONA
LA CROSSE
La Crosse
PIPE STONE
Pipestone
MURRAY
Slayton
COTTONWOOD
Windom
BROWN
St. James
WATONWAN
BLUE EARTH
WASECA
Owatonna
Mantorville
STEELE
DODGE
Rochester
OLMSTED
MINNEHAHA
Sioux Falls
ROCK
Luverne
NOBLES
Worthington
JACKSON
Jackson
Fairmont
MARTIN
Blue Earth
FARIBAULT
Albert Lea
FREEBORN
Austin
MOWER
Preston
FILLMORE
Caledonia
HOUSTON
ST. LOUIS
Virginia
Hibbing
LAKE
COOK
Grand Marais
Two Harbors
Duluth
Superior
CARLTON
Carlton
PINE
DOUGLAS

MSA 90 Cen. 22,598; E&P 92 Est. 22,376
CZ-ABC: (80) 39,049
Bal. in NDM-ABC: (80) 119,822
Total NDM-ABC: (80) 158,871

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$292,355,000
Commercial	9	$661,644,000

6 - PASSENGER AUTOS: St. Louis County 107,086

7 - ELECTRIC METERS: Residence 42,000

8 - GAS METERS: Residence 19,504

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 1,743 ($493); Mfg. 3,890 ($396); Trans., Commun., Public Util. 2,559 ($493); Trade 10,833 ($203); Gov't 11,387 ($361); Servs. 10,672 ($286).

Principal Pay Days-2nd & 4th Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-88; Summer 27-97; Fall -23-95; Winter -39-55. First killing frost, Oct. 12; last killing frost, May 8.

11 - TAP WATER: Neutral, very soft; fluoridated; filtered.

12 - RETAILING: Principal Shopping Center-8 blocks on Superior and First Sts. and in Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Plaza(10)	1	IGA
East 4th	1	Daugherty Hdwe., IGA
West Duluth	4	Super Valu, IGA, Super One
Kenwood(13)	5	Red Owl, Ben Franklin
West End	2	Becks, Anderson's
Lakeside	4	Super Valu, Red Owl, Marshall Hdwe.
Woodland	5	Piggly Wiggly, Bridgeman's, OK Hdwe.
Mount Royal(10)	3	Super Valu
Pike Lake	10	Super Valu, Gamble's
Miller Hill(100)	3	Mont. Ward, JCPenney, Glass Block, Sears
Village Mall	3	K mart, Super Valu, Super One

Principal Shopping Days-Mon., Wed., Fri., Sat. & Sun.

Stores Open Evenings-Department Stores-Mon. through Fri.; Super Mkts.-24 hours.

13 - RETAIL OUTLETS: Department Stores-Glass Block; Wahls; Montgomery Ward; JCPenney; Prange's; Sears.

Discount Stores-Target; K mart; Prange-Way; Best Buy.

Variety Stores-Woolworth; Ben Franklin.

Chain Drug Stores-Snyders; Walgreens 3.

Chain Supermarkets-IGA 4; Red Owl 2; Super Valu 5; Super One 5.

Other Chain Stores-Firestone; Baker's; Fanny Farmer; Goodyear; Gamble's; Hickory Farms; Hanover Shoes; Flagg Bros.; Gallenkamps; Waldenbooks; Musicland; Wilson's; Kinney's; Singer Co.; Maurice's; Payless Shoes; Knox Lumber; Ace Hdwe.; Menard's; Slumberland.

14 - NEWSPAPERS: DULUTH NEWS-TRIBUNE (m-mon to sat) 60,431; (S) 84,073; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Robert W. Thomson, Adv. Dir., DULUTH NEWS-TRIBUNE, 424 W. 1st; PO Box 169000, Duluth, MN 55816-9000; Tel. (218) 723-5281.

National Representative: Newspapers First.

EAST GRAND FORKS

See GRAND FORKS, ND

FAIRMONT

1 - LOCATION: Martin County, E&P Map B-5. County Seat. On U.S. Hwy. 16; State Hwy. 15. In S Central part of state. 130 mi. SW of Minneapolis.

2 - TRANSPORTATION: Railroads-CM & St. P; CSt. PM&O; C&NW.

Motor Freight Carriers-3.

Airline-Great Lakes Flying Service.

3 - POPULATION:

Corp. City 90 Cen. 11,265; E&P 92 Est. 11,217
County 90 Cen. 22,914; E&P 92 Est. 22,809
CZ-ABC: (80) 11,506
RTZ-ABC: (80) 62,984
City & RTZ-ABC: (80) 74,490

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 4,794; E&P 92 Est. 4,773
County 90 Cen. 8,301; E&P 92 Est. 8,263
CZ-ABC: (80) 4,615
RTZ-ABC: (80) 23,576
City & RTZ-ABC: (80) 28,191

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$152,262,000
Savings & Loan	2	$77,920,824

6 - PASSENGER AUTOS: Martin County 13,772

7 - ELECTRIC METERS: Residence 4,679

8 - GAS METERS: Residence 4,468

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-R.R. Hand Cars 325 (N.A.); Ribbons 250 ($160); Canning, Freezing 400 ($150); Prepared Foods 250 (N.A.); Plastics 100 (N.A.)

Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-87; Summer 43-92; Fall 26-85; Winter -21-57. First killing frost, Sept. 28; last killing frost, May 1.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on five streets.

Nearby Shopping Center

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Fair Mall(37)	NA	JCPenney, Walgreens, Woolworth

Principal Shopping Days-Thur., Fri., Sat.; Shopping Centers Mon. to Fri.-9.

Stores Open Evenings-Mon.

13 - RETAIL OUTLETS: Department Stores-Bob Wallace Mercantile; JCPenney.

Discount Stores-Pamida; ShopKo; K mart.

Variety Store-Woolworth.

Chain Drug Stores-J&R Rexall; Fair Mall; Walgreens.

Chain Supermarkets-Gunther; Hy-Vee; County Market.

Other Chain Stores-Coast-to-Coast; Sears (mail order); Gen. Trading; Firestone; Goodyear; Fleet Motor Sup. (hard lines).

14 - NEWSPAPERS: SENTINEL (m-mon to fri) 10,030; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Charles Schaaf, Adv. Mgr., SENTINEL, 64 Downtown Plaza, Fairmont, MN 56031; Tel. (507) 235-3303.

National Representatives: Minnesota Newspaper Association; Papert Companies.

FARIBAULT

1 - LOCATION: Rice County, E&P Map C-4. County Seat. 50 mi. from Minneapolis and St. Paul. On U.S. Hwys. 3, 35; State Hwys. 21, 60, 65.

2 - TRANSPORTATION: Railroads-Chicago, Rock Island; Chicago, Milwaukee & Chicago Great Western.

Bus Line-Jefferson.

Motor Freight Carriers-6.

3 - POPULATION:

Corp. City 90 Cen. 17,085; E&P 32 Est. 17,254
CZ-ABC: (80) 16,241
RTZ-ABC: (80) 51,560
County 90 Cen. 49,183; E&P 92 Est. 50,335
City & RTZ-ABC: (80) 67,801

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 6,476; E&P 92 Est. 6,540
County 90 Cen. 17,242; E&P 92 Est. 17,646
CZ-ABC: (80) 5,836
RTZ-ABC: (80) 15,797
City & RTZ-ABC: (80) 21,633

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	4	$280,000,000

6 - PASSENGER AUTOS: Rice County 25,661

7 - ELECTRIC METERS: Residence 6,130

8 - GAS METERS: Residence 5,483

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Residence schools for retarded, vision, hearing impaired 1,350; Mfg., Commercial 300; Turkey Proc. 400; Ret. 1,800; Vegetable Proc. 300; Container Mfg. 200; Gov't (City and County) 300; Sheet Metal Fab. 150; Woolen Blanket Mfg. 650; Plastics Fab. 150; Hospital and Nursing Homes 450; Blue Cheese Mfg. 65; Glass Mfg. 250; Private College Prep. School 200.

10 - CLIMATE: Min. & Max. Temp.-Spring 19-90; Summer 48-98; Fall 10-90; Winter -20-42.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Centers-5 blocks on Central Ave.; 2 on Fourth St.

Nearby Shopping Center

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Fairbo West Mall (35)	3	Brett's, Hy-Vee, White Mart, Ehler's

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Mon., Thur.; Foodsuper markets and shopping ctrs. nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Bretts.

Discount Stores-F & D Farm Supply; Faribo Farm & Home; Jupiter; White Mart; K mart; Snyder Drug.

Chain Supermarkets-Super Valu; Food Bonanza; Hy-Vee.

Other Chain Stores-Sherwin-Williams; St. Paul Clothiers; Sears; United Building Center; Lamperts; Brown Photo; Crown Auto; NAPA Auto Parts; Radio Shack; Maurices; Kinney Shoes; Vanity; Ehlers.

14 - NEWSPAPERS: NEWS (e) 7,772; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Dale Hellickson, Adv. Mgr., NEWS, 514 Central Ave., Faribault, MN 55021; Tel. (507) 334-1853.

National Representatives: Minnesota Newspaper Association; Papert Companies.

FERGUS FALLS

1 - LOCATION: Otter Tail County, E&P Map A-3, County Seat. Center of large dairy and small grains area Gateway to 1,000 lakes. Red River Valley, 56 mi. SE of Fargo, ND; 184 mi. NW of Minneapolis; 217 mi. W of Duluth. On U.S. Hwys. 52, 59, I-94; State Hwy. 210.

2 - TRANSPORTATION: Railroad-Otter Trail Valley RR.

Motor Freight Carriers-5.

Intercity Bus Line-Northland Greyhound.

Airlines-West Central Airways.

3 - POPULATION:

Corp. City 90 Cen. 12,362; E&P 92 Est. 12,331
CZ-ABC: (80) 12,519
RTZ-ABC: (80) 66,307
County 90 Cen. 50,714; E&P 92 Est. 50,992
City & RTZ-ABC: (80) 78,826

4 - HOUSEHOLDS:

City 90 Cen. 4,982; E&P 92 Est. 4,970
County 90 Cen. 18,983; E&P 92 Est. 19,087
CZ-ABC: (80) 4,686
RTZ-ABC: (80) 23,476
City & RTZ-ABC: (80) 28,162

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$202,500,000
Savings & Loan	3	$181,300,000

6 - PASSENGER AUTOS: Otter Tail County 32,056

7 - ELECTRIC METERS: Residence 5,275

8 - GAS METERS: Residence 2,788

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Bakery 130 ($395); Farm Equip. 85 ($395); Util. 488 ($625); Dairy 87 ($450).

Principal Industrial Pay Days-Mon., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-77; Summer 47-94; Fall 29-83; Winter 25-35. First killing frost, Sept. 30; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Lincoln Ave.; 4 on Court St.; 4 on Mill St.; 2 shopping centers and a 50-store mall within city limits.

Principal Shopping Days-Mon., Thur., Sat., Sun.

Stores Open Evenings-Thur. Mall open Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Bostwicks; JCPenney; Herberger's; Target.

Discount Stores-Pamida; K mart; Wal-Mart.

Variety Store-Woolworth.

Chain Drug Stores-White Drugs; Medicine Shoppe Pharmacy.

Chain Supermarkets-More 4; Super Valu.

Other Chain Stores-Sears (catalog); Tradehome Shoes; Maurice's; Navistar; Sherwin-Williams; Fleet-Farm; Firestone; Goodyear; Kordel (furn.); B. Dalton Bookseller; Team Electronics; Morrey A: Norby's; Ben Franklin; Lampert (lumber); Stop-N-Go; Fergus Falls Equipment; Interstate, Inc.; Triple R. Equip., Inc.; Mr. Steak; McDonald's; Hardees; Dairy Queen; Ponderosa.

14 - NEWSPAPERS: JOURNAL (e-mon to sat) 11,421; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Lewis E. Heifner, Adv. Dir., JOURNAL, 914 E. Channing, Fergus Falls, MN 56537; Tel. (218) 736-7511; FAX (218) 736-5919.

National Representatives: Minnesota Newspaper Association; Cresmer, Woodward, O'Mara & Ormsbee; Thomson Newspaper.

HIBBING

1 - LOCATION: St. Louis County, (In Duluth, MN-WI MSA), E&P Map C-2. 75 mi. N of Duluth; 185 mi. from MN. On Minneapolis. Hwys. 37, 53, 73, 216; U.S. Hwy. 169. Agriculture, mining & wood products center.

2 - TRANSPORTATION: Railroads-Great Northern; DM&IR; Burlington Northern.

Motor Freight Carrier-1.

Intercity Bus Lines-Mesaba; Shubat; Greyhound; Northern Transportation; 4 star.

Airline-N.W. Airlink.

3 - POPULATION:

Corp. City 90 Cen. 18,046; E&P 92 Est. 17,417
MSA 90 Cen. 239,971; E&P 92 Est. 236,942
County 90 Cen. 198,213; E&P 92 Est. 195,540

4 - HOUSEHOLDS:

City 90 Cen. 6,968; E&P 92 Est. 6,725
County 90 Cen. 80,029; E&P 92 Est. 78,950
MSA 90 Cen. 22,598; E&P 92 Est. 22,376

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$136,420,000
Savings & Loan	1	$53,610,000

6 - PASSENGER AUTOS: St. Louis County 107,086

7 - ELECTRIC METERS: Residence 7,905

8 - GAS METERS: Residence 1,895

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Metal Mining 654; Constr. 2,014; Trans. 303; Mfg. 256; Whol. Trade 217; Fin. 186; Gov't 1,076; Ret. Trade 1,093; Servs. 1,641.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-45; Summer 50-92; Fall 30-70; Winter 0-55. First killing frost, Sept. 24; last killing frost, May 5.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Principal Shopping Center-8 blocks on Howard St., 7 on First Ave., 2 on Second Ave., 4 on Third Ave., 3 on 19th St.

Neighborhood Shopping Centers-6 blocks in Brooklyn-East Hibbing.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Graysher(12)	2	Kordel Furn.
Mesabi Mall(22)	3	Super One Pamida
Irongate(26)	4	K mart, JCPenney, Zales

Principal Shopping Days-Sun. through Sat.
Stores Open Evenings-Mon., Thur.

13 - RETAIL OUTLETS: Department Stores-Feldman's; JCPenney.
Variety Stores-K mart; Pamida.
Discount Stores-K mart; L&M Supply.
Chain Drug Stores-Shapiro's; Thrifty White.
Chain Supermarkets-Festival Food; Super Valu; Spies; Super One.
Other Chain Stores-General Trading; Goodyear; Firestone; Goodrich; House of Fabrics; Maurice's; Western Stores; Holiday; Erickson; Fashion Crossroads; Sears (catalog); JoAnn Fabric; Radio Shack; Champion Auto.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri; S) 10,091; sworn Mar. 31, 1990.
Local Contact for Advertising and Merchandising Data: Kaye Krtinich, Gen. Mgr., TRIBUNE, 2142 First Ave., Hibbing, MN 55746; Tel. (218) 262-1011.
National Representatives: Papert Companies; Minnesota Newspaper Association.

INTERNATIONAL FALLS

1 - LOCATION: Koochiching County, E&P Map C-1, County Seat. Port of entry. 300 mi. N of Twin Cities; 165 mi. NW of Duluth. On State Hwys. 11, 53 and 71.

2 - TRANSPORTATION: Railroad-Burlington Northern.
Motor Freight Carriers-4.
Intercity Bus Line-Greyhound.
Airline-Northwest Airlink.

3 - POPULATION:
Corp. City 90 Cen. 8,325; E&P 92 Est. 8,868
County 90 Cen. 16,299; E&P 92 Est. 16,225

4 - HOUSEHOLDS:
City 90 Cen. 3,496; E&P 92 Est. 3,723
County 90 Cen. 6,495; E&P 92 Est. 6,465

5 - BANKS	NUMBER	EST. DEP.
Savings	2	$180,000,000
Savings & Loan	1	$30,000,000
Credit Unions	1	$25,000,000

6 - PASSENGER AUTOS: Koochiching County 7,809

7 - ELECTRIC METERS: Residence 4,307

8 - GAS METERS: Residence 2,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper 950 ($800); Jig Tackle 100 ($220).
Principal Industrial Pay Days-Pay Mfg., alternate Fri. R.R. 8th & 22nd. Others, 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-55; Summer 51-90; Fall 38-59; Winter 4-24. First killing frost, Sept. 7; last killing frost, June 15.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Third St.; 3 blocks on Fourth, plus connecting sts.
Neighborhood Shopping Centers-South end of Third Ave.; West End of Third St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
International Mall(40)	2	Red Owl,
International Sq.	NA	

Principal Shopping Days-Wed., Thur., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-K mart; Pamida.
Discount Stores-Border Bargains; K mart; Pamida.
Chain Drug Store-Snyder.
Chain Supermarkets-Super One; Super Valu; IGA.
Other Chain Stores-True Value; Ace; Sears.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 4,785; sworn Sept. 28, 1990.
Local Contact for Advertising and Merchandising Data: David Ramnes, Gen. Mgr., JOURNAL, 500 3rd St.; PO Box 951, International Falls, MN 56649; Tel. (218) 283-7411; FAX (218) 283-7206.
National Representative: Minnesota Newspaper Association.

MANKATO-NORTH MANKATO

1 - LOCATION: Blue Earth and Nicollet Counties, E&P Map B-5. 76 mi. SW of St. Paul. On U.S. Hwys. 14, 169; State Hwys. 22, 60, 68, 83.

2 - TRANSPORTATION: Railroad-Chicago & Northwestern.
Motor Freight Carriers-21.
Intercity Bus Lines-Greyhound; Jack Rabbit Lines; Land to Air.
Airline-Bemidji.

3 - POPULATION:
Corp. Cities 90 Cen. 41,632; E&P 92 Est. 42,399
Mankato 90 Cen. 31,468; E&P 92 Est. 32,031
N. Mankato 90 Cen. 10,164; E&P 92 Est. 10,368
CZ-ABC: (80) 39,704
RTZ-ABC: (80) 126,557
Counties 90 Cen. 82,120; E&P 92 Est. 83,729
Blue Earth 90 Cen. 54,044; E&P 92 Est. 54,979
Nicollet 90 Cen. 28,076; E&P 92 Est. 28,750
City & RTZ-ABC: (80) 166,261

4 - HOUSEHOLDS:
Cities 90 Cen. 15,460; E&P 92 Est. 15,745
Mankato 90 Cen. 11,674; E&P 92 Est. 11,883
N. Mankato 90 Cen. 3,786; E&P 92 Est. 3,862
Counties 90 Cen. 28,859; E&P 92 Est. 29,425
Blue Earth 90 Cen. 18,806; E&P 92 Est. 19,131
Nicollet 90 Cen. 10,053; E&P 92 Est. 10,294
CZ-ABC: (80) 13,832
RTZ-ABC: (80) 44,061
City & RTZ-ABC: (80) 57,893

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$337,000,000
Savings & Loan	4	$206,000,000
Fed. Credit Union	1	N.A.

6 - PASSENGER AUTOS: Counties: Blue Earth 28,435; Nicollet 13,870

7 - ELECTRIC METERS: Residence 14,385

8 - GAS METERS: Residence 11,512

9 - PRINCIPAL INDUSTRIES: Flour & Feed; Vegetables; Can Mfg.; Farm Equip.; Soybean Processors; Generator Mfg.; Fishing Reel Mfg.; Electrical Equip.; Quarrying; Paper Prods.; Plastics; Warehousing & Distribution; Printing. Total employment in Blue Earth & Nicollet Counties 38,288.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-80; Summer 55-96; Fall 20-80; Winter -30-50.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belle Mar(12)	3	Country Store
Eastgate(5)	NA	Lewis
Galleria East(5)	4	
K mart(5)	NA	K mart,
Madison East(60)	NA	Walgreens, Sears, Woolworth
Mankato Mall(68)	15	Bretts, JCPenney, Osco
Old Town(25)	7	
Open Mall(8)	3	

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Department stores-Mon. through Fri. Food-supermarkets every night.

13 - RETAIL OUTLETS: Department Stores-Brett Co.; JCPenney; Sears.
Variety Store-Woolworth.
Discount Stores-Randall's Valu Center; ShopKo; K mart.
Chain Drug Stores-Lewis; Osco; Walgreens; Snyders.
Chain Supermarkets-The Country Store; Hy-Vee; Randall's 3; Jack & Jill; Cubs.

14 - NEWSPAPERS: FREE PRESS (e) 25,404; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Rosie Brunmeier, Adv. Mgr., FREE PRESS, 418 S. Second St., Mankato, MN 56001; Tel. (507) 625-4451.

National Representative: Branham/Newspaper Sales.

MARSHALL

1 - LOCATION: Lyon County, E&P Map A-4, County Seat. Manufacturing, agricultural and retailing area. SW portion of state, about 75 mi. NE of Sioux Falls, SD; on U.S. Hwy. 59; State Hwys. 19, 23.

2 - TRANSPORTATION: Railroad-Burlington Northern.

Motor Freight Carriers-2. Yellow, Lakeville.

Intercity Bus Line-Jack Rabbit.

3 - POPULATION:

Corp. City 90 Cen. 12,023; E&P 92 Est. 12,195

CZ-ABC: (80) 11,161

RTZ-ABC: (80) 34,688

County 90 Cen. 24,789; E&P 92 Est. 24,974

City & RTZ-ABC: (80) 45,849

4 - HOUSEHOLDS:

City 90 Cen. 4,388; E&P 92 Est. 4,451

CZ-ABC: (80) 3,808

RTZ-ABC: (80) 12,425

County 90 Cen. 9,166; E&P 92 Est. 9,234

City & RTZ-ABC: (80) 16,233

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$55,000,000
Commercial	3	$229,000,000

6 - PASSENGER AUTOS: Lyon County 14,061

7 - ELECTRIC METERS: Residence 4,452

8 - GAS METERS: Residence 2,414

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass Assembly 240 ($220); Meat & Poultry 600 ($165); Agribuilding, Equip. & Supplies 300 ($145); Electronic Assembly 175 ($165); Dairy Proc. 500 ($190).

Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-80; Summer 48-94; Fall 20-75; Winter 20-60. First killing frost, Oct. 2; last killing frost, May 8.

11 - TAP WATER: Hard.

12 - RETAILING: Principal Shopping Center-4 blocks downtown, 50 stores; Marshall Mall, 26 stores.

13 - RETAIL OUTLETS: Department Store-JCPenney.

Variety/Discount Stores-Alco; ShopKo; Ben Franklin; Woolworth; K mart.

Chain Drug Stores-Thrifty White; A-Z Heath Mart.

Chain Food Stores-County Mkt.; Hy-Vee.

Other Chain Stores-Sears; True Value; Coast-to-Coast; Hardware Hank.

14 - NEWSPAPERS: INDEPENDENT (m) 8,479; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Connie Nuese, Adv. Mgr., INDEPENDENT, Box 411, Marshall, MN 56258; Tel. (507) 537-1551.

National Representatives: Papert Companies; Minnesota Newspaper Association.

MINNEAPOLIS

1 - LOCATION: Hennepin County, (In Minneapolis-St. Paul, MN-WI MSA). E&P Map C-4, County Seat. Transportation center for MN, ND and SD, and 16 counties in western WI; Industrial and wholesale center of the Upper Midwest area; in east central part of state. 419 mi. from Chicago; 351 mi. from Milwaukee; 355 mi. from Omaha; 459 mi. from Winnipeg. On Mississippi River. On U.S. Interstate Freeways 35, 94, 494 and 694; On U.S. Hwys. 10, 12, 52, 61, 169, 212; On State Hwys. 5, 7, 36, 47, 51, 55, 56, 95, 120, 149, 152, 190, 242.

2 - TRANSPORTATION: Railroads-Amtrak; Milwaukee Road; Burlington Northern; Soo Line; Chicago & NorthWestern; Norfolk Southern; Southern Pacific; Union Pacific.
Motor Freight Carriers-Over 100 truck lines.
Interstate Bus Lines-Greyhound; Jefferson; Zephyr.
Airlines-United; Northwest; Ozark; Eastern; TWA; Piedmont; USAir; Air Canada; American; Delta; Midway; Continental; Mid-State Air Commuter; Mesaba Aviation; TransAmerica.

3 - POPULATION:
Corp. City 90 Cen. 368,383; E&P 92 Est. 367,869
NDM-ABC: (80) 2,233,043
County 90 Cen. 1,032,431; E&P 92 Est. 1,062,066
MSA 90 Cen. 2,464,124; E&P 92 Est. 2,556,373
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 142,186; E&P 92 Est. 141,988
County 90 Cen. 412,977; E&P 92 Est. 424,826
MSA 90 Cen. 1,039,866; E&P 92 Est. 1,080,213
NDM-ABC: (80) 800,561

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$8,157,400,000
Commercial	191	$23,041,238,000

(Figures include 11 county MSA).

6 - PASSENGER AUTOS: Hennepin County 677,996

7 - ELECTRIC METERS: Residence and Commercial (est.) 459,541

8 - GAS METERS: City & Suburbs-Residence (est.) 300,000

9 - PRINCIPAL INDUSTRIES: (11 Metro Counties):Industry, No. of Wage Earners (Av. Wkly. Wage)-Fabricated Metals 33,700 ($512); Nonelectrical Mach. 84,900 ($493); Office & Computing 39,400 ($573); Food and Kindred 44,200 ($372); Paper and Allied 33,100 ($526); Printing and Publishing 48,300 ($309.86); Construction 72,700 ($613); General Merchandise 57,500 ($165); Automotive 43,300 ($312); Eating and Drinking 130,100 ($115).
Principal Pay Days-Thur., Fri.; 1st, 15th, 16th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-55; Summer 61-82; Fall 39-61; Winter 9-26. First killing frost, Oct. 8; last killing frost, Apr. 29.

11 - TAP WATER: Alkaline, soft; fluoridated. In suburbs (400,000 people) hard.

12 - RETAILING: Principal Shopping Center-8 blocks on Hennepin, Nicollet and Marquette Ave.

Community, Neighborhood and Specialty Centers-Anoka; Anthony; Apple Sq.; Apple Valley Ctr.; Arden Plz.; Bandana Sq.; Bloomdale; Bloomington Ave. & East Lake St. (dist.); Bonaventure; Brandon Sq.; Brighton Village; Broadway Ave. W from Wash. to Lyndale Ave. N.; Broadway Ave. W (dist.); Brookdale Sq.; Brooksville; Burnhaven Mall; Burnhill Plz.; Burnside Plz.; Calhoun Sq.; Camden (dist.); Cedarville; Central Ave. N.E. (dist.); Central Plz.; Champlin Plz.; Chicago Ave. & East Lake St. (dist.); Chicago Ave. & 48th St. (dist.); Clover; Cobblestone Court; Colonial Sq.; Columbia Heights Ctr.; Columbia Heights Downtown (dist.); Coon Rapids Family Ctr.; Coon Rapids; Coon Rapids Village; Cottage Grove; Country Village; Crystal; Diamondhead; Eastgate; Excelsior Ave. from France Ave. S. to Hwy. 10; Excelsior

Downtown (dist.); Excelsior, Hwy. 10 & University Ave. (dist.); Factory Outlet Ctr.-Eden Prairie; Factory Outlet Ctr.-Oakdale; Fairdale Shoppes; 50th St. N.E. & France Ave. S. (dist.); 50th St. & France (dist.); 54th St. N. & Lyndale Ave. S. (dist.); 46th to Morningdale Rd. on France Ave. S.; 43rd St. & Upton Ave. S. (dist.); Four Seasons; Franklin Ave.; Galleria; Galtier Plz.; Glenhaven Mall; Glenwood Hills; Golden Valley; Granada; Great Bear; Grove Plz.; Hamline Plz.; Hennepin Ave. & East Lake St. (dist.); Hennepin Ave. E. Main to Central (dist.); Hi-Lake; Highland; Highland Village Ctr.; Hillcrest; Holly; Hopkins Downtown (dist.); Humboldt Sq.; Jerry's; Jet Plaza; Keller Lake; Ken Rose; Knollwood Village; Lakeland Plz.; Leisure Lane; Lexington Plz.; Lilac Way; Lilydale Mall; Little Canada Mall; Loehmann's Plz.; Lowry Ave. N. & Emerson Ave. (dist.); Lowry Ave. N. & Penn Ave. N. (dist.); Maple Grove Mall; Maplewood Plz.; Mendota Plz.; Midland; Midtown; Midway; Minnehaha Mall; Minnesota Valley Mall; Minnetonka Plz.; Miracle Mile; Mounds View Sq.; New Hope; Nicollet Ave. & Lake St. (dist.); North St. Paul Shoppes; Northbrook; Northdale; Northgate; Northway; Oak Park Plz.; Pavillion Place; Penn Lake; Phalen; Pioneer Village; Plaza 94; Plaza 3000; Plymouth; Post Haste Sq.; Prairie Village Mall; Preserve Village; Rice Creek; Richfield Hub; Richfield Shoppes; Ridge Sq. North; Ridge Sq. South; Ridgehaven Mall; Riverplace; Robin; Roseville St. Anthony Main; St. Anthony; St. Croix Mall; 7-Hi, 76th to 78th Sts. & Lyndale (dist.); Shoreview Mall; Shorewood Plz.; Shorewood Village; Sibley Plz.; Sioux Trail; 6th St. to Hwy. 52 on Central Ave. N.E. (dist.); 65th & Nicollet Ave. (dist.); 64th to 69th Sts. & Lyndale Ave. S. (dist.); Skywood Mall; Southdale Sq.; Southview; Southview Sq.; Springbrook Mall; Springgate Mall; Sun Ray; Texa-Tonka; The Market Place; Thompson Grove; 21st Ave. N.E. (dist.); 27th Ave. & East Lake St. (dist.); Uni-Dale; Valley Creek Mall; Valley Plaza; Valley Ridge; Valley West; Victoria Crossing East/West; Village North; Village Sq.-Bloomington; Village Sq.-Inver Grove Heights; Village Ten; Ward's-Terrace; Wayzata Bay Ctr.; Wayzata Downtown (dist.); West View; Westbrook; Westview Value Ctr.; Westwind Plz.; Westwood; White Bear; Winnetka; Yankee Sq.; Yorktown; Zachary Square.

Regional Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brookdale(82)	6	Dayton's, Sears, Donaldson's, JCPenney,
Burnsville(158)	18	Dayton's, JCPenney, Donaldson's, Sears
City Center(88)	NA	Donaldson's, Jackson Graves
Eden Prairie(83)	17	Donaldson's, Sears
Knollwood Mall(100)	9	Mont. Ward, JCPenney, Donaldson's
Maplewood(119)	10	Donaldson's, Sears
Northtown(107)	11	Mont. Ward, Woolworth, Donaldson's
Ridgedale(129)	9	JCPenney, Dayton's, Donaldson's, Sears
Rosedale(151)	5	Dayton's, Mont. Ward, Donaldson's
Southdale(140)	7	Dayton's, JCPenney, Donaldson's

Principal Shopping Days-Dept. Stores: Mon., Thur., Fri. & Sat.; Food Stores: Thur., Fri., Sat.

Stores Open Evenings-Mon. to Fri.

Stores Open Sundays-Food & Dept. Stores.

13 - RETAIL OUTLETS: Department Stores-Dayton's 7; Sears 7; JCPenney 8; Montgomery Ward 6; Donaldson's 12; Marshalls; Carson Pirie Scott 12.

Variety Stores-Woolworth 10.

Discount Stores-Target 16; Holiday 4; K mart 21; Best Products.

Chain Supermarkets-Red Owl 11, Lund's 8; IGA 24; Rainbow 17; 7-Eleven 60; Brooks Superettes 12; Country Club 38; Holiday 4, Kenny's Markets 25; Knowlan's 3; PDQ 28; Schiller's 4; Super Valu 35; Tom Thumb 89; Byerly's 7 in metro, 1 in St. Cloud; Cub 9; Thriftway; Star Markets 20; Country Stores 9.

Other Chain Stores-Auto: Big A, Car Quest, Genuine Parts, Firestone, Coast-to-Coast, Goodrich, Goodyear, Crown Auto, Big Wheel, Champion, 10,000 Auto Parts, NAPA; Shoes: Conco, Famous Footware, Kinney's, Florsheim, Freeman, Baker's, Burt's, Chandler's, Schuler Shoes, Foot Locker, Naturalizer, Payless; Women's Apparel: Casual Corner, Brauns, Buttery's, House of Large Sizes, Lane Bryant, Peck & Peck, Liemandts, Marshalls, The Limited, Three Sisters, Shirley's Maternity; Men's Apparel: Foreman & Clark, Hubert W. White, Brooks Brothers, Lancers, Juster's; Candy: Darveaux, Fanny Farmer, Fannie Mae; Speciality Shops: Bachman's, Frank's Furniture: Gabberts, Slumberland, Levitz, Wickes, Scandinavian Design; Appliances: Best Buy Co., Highland Superstores, Audio King, Radio Shack; Building Supplies & Hardware: Builder's Square, Plywood Minnesota, OK Hdwe., Our Own Hdwe., True Value, Warner Hdwe., Menards, Color Tile, Knox, Budget Power; Paints: Sherwin-Williams; Musical Instruments: Bodine's, Schmitt Music; Camera & Photo Supplies: Century Camera, Black Photography; Misc: T.J. Maxx, S&L Gen. Mdse.; Minnesota Fabrics; Singer Sewing.

14 - NEWSPAPERS: STAR TRIBUNE (m) 413,237; (S) 673,773; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Jim Diaz, V.P. of Adv., STAR TRIBUNE, 425 Portland Ave., Minneapolis, MN 55488; Tel. (612) 372-4141.

National Representative: Sawyer-Ferguson-Walker.

MOORHEAD

See FARGO, ND

NEW ULM

1 - LOCATION: Brown County, E&P Map B-4, County Seat. Agricultural center. 97 mi. SW of Twin Cities; 30 mi. W of Mankato; 50 mi. N of Fairmont. On U.S. Hwy. 14; State Hwy. 15.

2 - TRANSPORTATION: Railroads-Chicago & Northwestern.

Motor Freight Carriers-12.

Intercity Bus Line-Jack Rabbit.

3 - POPULATION:

Corp. City 90 Cen. 13,132; E&P 92 Est. 13,007

CZ ABC: (80) 13,755

RTZ-ABC: (80) 40,555

County 90 Cen. 26,984; E&P 92 Est. 26,961

City & RTZ-ABC: (80) 54,310

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 4,811; E&P 92 Est. 4,766

CZ-ABC: (80) 4,938

RTZ-ABC: (80) 13,996

County 90 Cen. 9,782; E&P 92 Est. 9,774

City & RTZ-ABC: (80) 18,934

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$203,100,000
Savings & Loan	2	$62,100,000

6 - PASSENGER AUTOS: Brown County 16,364

7 - ELECTRIC METERS: Residence 6,339

8 - GAS METERS: Residence 5,015

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 3,911; Trade 2,539; Servs. 1,984; Gov't 1,121; Trans. and Util. 580; Constr. 470; Fin. 404.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-60; Summer 37-99; Fall 33-90; Winter 25-48. First killing frost, Oct. 1; last killing frost, May 4.

11 - TAP WATER: Neutral, hard (495 ppm); fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on three sts.; shopping Ctr. on South side of Town, with Hy-Vee Super Mkt.; Pamida; K mart; shopping Ctr. on North side of town, Randall Valu Center; Cash Wise Foods.

Principal Shopping Days-Fri., Sat., Sun., Mon., Wed.

Stores Open Evenings-Mon., Thur.; Food-Daily.

13 - RETAIL OUTLETS: Department Stores-Herberger's; Ehler's; JCPenney.

Variety Store-Ben Franklin.

Discount Stores-Pamida; K mart; Big Bear; Thrifty Drug; Runnings Big R.

Chain Supermarkets-Cash Wise; Randall Valu Ctr.; Hy-Vee.

Other Chain Stores-General Trading; Lampert's; Maurice's; Stevensons; Sears.

14 - NEWSPAPERS: JOURNAL (m-tues to sat) 10,003; (S) 10,344; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Bruce Fenske, Pub., JOURNAL, 303 N. Minnesota, New Ulm, MN 56073; Tel. (507) 359-2911.

National Representatives: Minnesota Newspaper Association; Papert Companies.

NORTH MANKATO

See MANKATO

OWATONNA

1 - LOCATION: Steele County, E&P Map C-5, County Seat. Shipping center for agricultural and dairy area. Miscellaneous small manufacturing center. SE part of state, 70 mi. S of Minneapolis; On U.S. Hwys. 14, 65, 218; I-35.

2 - TRANSPORTATION: Railroads-Chicago, Milwaukee, St. Paul & Pacific; Northwestern.

Motor Freight Carriers-14.

Intercity Bus Line-Jefferson Transportation.

3 - POPULATION:

Corp. City 90 Cen. 19,386; E&P 92 Est. 19,537

CZ-ABC: (80) 18,632

RTZ-ABC: (80) 12,736

County 90 Cen. 30,729; E&P 92 Est. 31,143

City & RTZ-ABC: (80) 31,368

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 7,305; E&P 92 Est. 7,362

County 90 Cen. 11,430; E&P 92 Est. 11,584

CZ-ABC: (80) 6,746

RTZ-ABC: (80) 4,201

City & RTZ-ABC: (80) 10,947

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$178,500,000
Savings & Loan	2	$97,000,000

6 - PASSENGER AUTOS: Steele County 18,273

7 - ELECTRIC METERS: Residence 6,985

8 - GAS METERS: Residence 6,457

9 - PRINCIPAL INDUSTRIES: Total Industrial, Retail and Professional Wage Earners 16,453.

Principal Pay Days-Wed., Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-97; Summer 54-98; Fall -16-70; Winter -21-61. First killing frost, Sept. 6; last killing frost, Apr. 18.

11 - TAP WATER: Neutral; fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown; Oakdale Shopping Center; Cedar Mall; Medford Outlet.

Shopping Area-Oakdale-18 blocks S. of Downtown area on S. Cedar, Cedar Mall, over 40 stores; Downtown-140 stores.

Principal Shopping Days-Wed. through Sun.

Stores Open Evenings-Mall-Mon. through Fri. Downtown-Mon., Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Brett's; Wal-Mart; Prangeway.

Chain Drug Stores-Thrifty White; Cedar Mall Walgreens.

Chain Supermarkets-Cashwise; Hy-Vee; County Market.

Other Chain Stores-Sears; Champion Auto; Firestone; Coast-to-Coast; Sherwin-Williams; Maurice's; Dahl House; Tradehome Shoes; Radio Shack; Orschlen's; Car Quest Auto Parts; NAPA Auto.

14 - NEWSPAPERS: PEOPLE'S PRESS (m-tues to sat) 7,434; (S) 7,583; Sept. 31, 1990 ABC.

Local Contact for Advertising and Merchandising Data: Steven Jessop, Adv. Mgr., PEOPLE'S PRESS, 135 W. Pearl St.; PO Box 346, Owatonna, MN 55060; Tel. (507) 451-2840.

National Representative: Branham/Newspaper Sales.

RED WING

1 - LOCATION: Goodhue County, E&P Map C-4. County Seat. Manufacturing, shopping, recreational center. On U.S. Hwys. 61, 63 and State Hwys. 19, 58. 48 mi. SE of St. Paul; 53 mi. from Minneapolis.

2 - TRANSPORTATION: Railroads-Soo Line; Amtrak; Burlington Northern.

Motor Freight Carriers-15.

Steamship Lines-10 barge lines on Mississippi River.

Intercity Bus Line-Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 15,134; E&P 92 Est. 15,414

CZ-ABC: (80) 13,736

RTZ-ABC: (80) 41,981

County 90 Cen. 40,690; E&P 92 Est. 41,524

City & RTZ-ABC: (80) 55,717

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 6,085; E&P 92 Est. 6,198

County 90 Cen. 15,493; E&P 92 Est. 15,810

CZ-ABC: (80) 5,185

RTZ-ABC: (80) 14,048

City & RTZ-ABC: (80) 19,233

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$233,881,000

6 - PASSENGER AUTOS: Goodhue County 23,119

7 - ELECTRIC METERS: Residence 5,991

8 - GAS METERS: Residence 4,989

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Shoe Mfg. 895 ($325); Leather (Tannery) 221 ($358); Metal Fab. 195 ($377). Total Labor Force 13,756.

Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-85; Summer 44-96; Fall 22-80; Winter 13-55. First killing frost, Oct. 21; last killing frost, Apr. 15.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Bush St.; 3 on Main St.; 4 on Plum St.; 2 on Third St.; 1 on Fourth St.

Neighborhood Shopping Centers-Pottery Place; Six blocks on W. Main St.; Red Wing Mall 4 blocks in suburban Burnside.

Principal Shopping Days-Mon., Thur., Fri., Sat.

Stores Open Evenings-Thur.; some Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Ehler's; JCPenney; L & K Hobbs; Spurgeons.

Variety Store-Ben Franklin.

Discount Stores-K mart; Pamida; F & D Supply.

Chain Drug Stores-Rexall; K mart; Snyder; Erickson's; More 4.

Chain Supermarkets-Super Valu; Corner Fairway; Erickson More 4; Food Bonanza.

Other Chain Stores-Deb Shops; Maurices; Permans; Dahl House; Sears; Prestige Fragances; Corning Revere; Our Own Hdwe.; Bass Shoe Store; Van Heusen Stores; Sherwin-Williams; Clothesworks; Benetton; Faribo Woolens; Coast-to-Coast; Big Wheel Auto; Trade Home Shoes; Color Lab; Vaserette; Munsingwear Stores; Wallet Works; NAPA; Carquest; Bannister Shoes; Little Red Shoe House; The Woolen Mill; Winona Knits; Red Wing Shoe Outlet; Clayton's Hallmark.

14 - NEWSPAPERS: REPUBLICAN EAGLE (e) 8,239; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: James L. Edlund, Gen. Mgr., REPUBLI-

CAN EAGLE, 433 W. Third St., Red Wing, MN 55066; Tel. (612) 388-8235.

National Representatives: Minnesota Newspaper Association; Papert Companies.

ROCHESTER

1 - LOCATION: Olmsted County, (MSA). E&P C-5. 76 mi. SE of Minneapolis/St. Paul.

2 - TRANSPORTATION: Railroads-Dakota; Minnesota & Eastern Railroad

Motor Freight Carriers-22.

Intercity Bus Lines-Rochester; Interstate; Jefferson; Greyhound.

Airlines-American; Northwest.

3 - POPULATION:

Corp. City 90 Cen. 70,745; E&P 92 Est. 73,316
CZ-ABC: (80) 72,849
RTZ-ABC: (80) 89,590
County/MSA 90 Cen. 106,470; E&P 92 Est. 110,564
City & RTZ-ABC: (80) 162,439

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 27,227; E&P 92 Est. 28,216
County/MSA 90 Cen. 40,950; E&P 92 Est. 42,525
CZ-ABC: (80) 26,162
RTZ-ABC: (80) 31,210
City & RTZ-ABC: (80) 57,372

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	4	N.A.
Commercial	5	N.A.

6 - PASSENGER AUTOS: Olmsted County 65,589

7 - ELECTRIC METERS: Residence 31,000

8 - GAS METERS: Residence 22,972

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mayo Clinic 9,514; IBM 7,400.

Principal Pay Days-Fri., Mon.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-80; Summer 55-100; Fall 24-80; Winter -30-40. First killing frost, Sept. 10; last killing frost, May 9.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-Centerplace Galleria.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Apache Mall(80)	2	Dayton's, JCPenney, Montgomery Wards, Osco Drug, Woolworth
Barclay Sq.(6)	2	T.J. Maxx
Crossroads(29)	1	Mr. P's, Sears, Snyder Drug Store
Miracle Mile(40)	1	Carson Pirie Scott Snyder Drug Store, Hdwe. Hank
Northbrook(25)	1	Coast to Coast
Silver Lake(9)	1	Hunt Silver Lake Drug, Hunt Silver Lake Ace Hardware, Mr. P's

Principal Shopping Days-Dept. stores-Thur., Fri., Sat., Sun.; Food-Wed., Thur., Fri. eve., Sat., Sun.

Stores Open Evenings-Dept.-Weekday eves.; Food-24 hours, 7 days; Miracle Mile, Crossroads, Apache Mall; Barclay Square, Northbrook, Silver Lake-every night & Sun. afternoon.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Dayton's; Sears; JCPenney; T.J. Maxx; Carson Pirie Scott; Talbots; The Gap.

Variety Store-Woolworth.

Discount Stores-K mart; Target; ShopKo 2; Fleet Farm.

Chain Drug Store-Synder 2.

Chain Supermarkets-Mr. P's 3; Hy-Vee 2; Barlow Foods; Cub Foods; Econofoods.

14 - NEWSPAPERS: POST-BULLETIN (e-mon to fri) 39,550; (wknd) 42,942; Mar 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Doug McDowall, Adv. Dir., POST-BULLETIN, 18 First Ave. SE, Rochester, MN 55904; Tel. (507) 285-7784.

National Representative: Branham/Newspaper Sales.

ST. CLOUD

1 - LOCATION: Stearns, Sherburne and Benton Counties (MSA). E&P Map B-4, County Seat. 70 mi. NW of Minneapolis on the Mississippi; Shipping Center for Stearns, Sherburne and Benton Counties; On State Hwys. 15, 23, 95, 152; U.S. Hwys. 10, 52, I-94.

2 - TRANSPORTATION: Railroads-Burlington Northern; Amtrak.

Motor Freight Carriers-20.

Intercity Bus Lines-St. Cloud; Greyhound.

Airlines-Nearest airfield with scheduled service at Minneapolis-St. Paul served by 7 airlines.

3 - POPULATION:

Corp. City 90 Cen. 37,616; E&P 92 Est. 36,626
NDM-ABC: (80) 126,727
Counties 90 Cen. 190,921; E&P 92 Est. 198,520
  Benton 90 Cen. 30,185; E&P 92 Est. 31,510
  Sherburne 90 Cen. 41,945; E&P 92 Est. 44,774
  Stearns 90 Cen. 118,791; E&P 92 Est. 122,236
MSA 90 Cen. 190,921; E&P 92 Est. 198,520

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 12,880; E&P 92 Est. 12,541
Counties 90 Cen. 84,688; E&P 92 Est. 88,281
  Benton 90 Cen. 11,822; E&P 92 Est. 12,341
  Sherburne 90 Cen. 25,007; E&P 92 Est. 26,693
  Stearns 90 Cen. 47,859; E&P 92 Est. 49,247
NDM-ABC: (80) 37,898
MSA 90 Cen. 84,688; E&P 92 88,281

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$1,072,000,000
Savings & Loan	3	$205,332,300

6 - PASSENGER AUTOS: Counties: Stearns 64,515; Sherburne 21,069; Benton 14,477

7 - ELECTRIC METERS: Residence 17,299

8 - GAS METERS: Residence 9,247

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Construction & Mining 2,327 ($455); Mfg. 8,270 ($418); Trans., Comm. & Util. 3,923 ($422); Whol. Trade 3,579 ($575); Ret. Trade 19,241 ($200); Fin., Ins. & R.E. 2,503 ($520); Health Services 6,189 ($730); other Services 12,249 (N.A.) Total Work Force 78,574 (N.A.)

10 - CLIMATE: Min. & Max. Temp.-Spring 2-92; Summer 39-92; Fall 10-85; Winter 3-39. First killing frost, Sept. 24; last killing frost, Apr. 24.

11 - TAP WATER: Soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-25 blocks on 7 St.; 6 on St. Germain; 4 on E. St. Germain; 3 on 5th, 6th, 7th, 9th Aves.; 3-Block Mall Downtown.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Centennial(11)	1	Coborn's Mkt.
Crossroads(125)	3	JCPenney, Sears, Target, Woolworth, Dayton's, Walgreens
K mart(4)	2	K mart
Division Pl.(14)	2	True Value Hdwe., Pier I Imports, T.J. Maxx, Minnesota Fabrics, Radio Shack
Westgate(9)	2	Byerly's, ShopKo
Midtown Sq.(24)	2	Chuck E. Cheese, Little Bit Country, Abbey Carpet

Principal Shopping Days-Mon., Thur., Fri., Sat.

Stores Open Evenings-Dept. Mon., Fri.; Food & Shopping Ctr. Nightly. Sears, JCPenney, Dayton's, Target. Discount stores open Sundays.

13 - RETAIL OUTLETS: Department Stores-Herberger's; Sears; JCPenney; Dayton's; Stevenson; Target.

Variety Stores-Woolworth; K mart; Wal-Mart; Shopko.

Chain Drug Stores-Osco; Walgreens; Snyder's.

Chain Supermarkets-Tom Thumb 9; Coborn's 6; Byerly's; Super Valu; 7-Eleven 2.

Other Chain Stores-Three Sisters; Bonne's Shoes; Trade Home Shoes; Barker Shoes; Kinney's; Warren Shoes; Payless Shoes; St. Clair Menswear; Northwest Fabrics; Coast-to-Coast; Scheel's Hdwe.; Radio Shack; Firestone; Goodyear; Goodman Jewelers; Musicland; Farmer Seed & Nursery; Lumber; Menard's Cashway, Simonson Cashway, Big Bear Farm Store; Holiday Stores; Nutrition World; Susie's Casuals; Hal's Sportswear; Pako Film; Photo Hut; Midwest Vision Centre; Maurices; Kirby Co.; JoAnn Fabrics; Hallmark Cards; Fanny Farmer; County Seat; Eichten Shoe Inn; B. Dalton Bookseller; Thom McAn; The Barbers; Norby's; Waldenbooks; Claires Boutique; Gordon Jewelers; Color Tile; Mills Fleet Farm; Singer Sewing; So-Fro Fabrics; Schmitt Music; Peck & Peck; Pearle Vision; Hickory Farms; Super America; Seifert's; Floor To Ceiling; Vanity; Morry A; Foot Locker; Black Photo; Pier 1 Imports; Athletic Fitters; The Buckle; Sam's Wholesale Club.

14 - NEWSPAPERS: TIMES (e) 28,133; (S) 34,669; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Frank Bauer, Adv. Dir., TIMES, 3000 7th St. N.; PO Box 768, St. Cloud, MN 56302; Tel. (612) 255-8700.

National Representative: Gannett National Newspaper Sales.

ST. PAUL

1 - LOCATION: Ramsey County, (In Minneapolis-St. Paul, MN-WI MSA). E&P Map C-4, State Capital, County Seat. Industrial, agricultural, wholesale center; Vacation & resort area. At head of navigation on Mississippi River adjoining City of Minneapolis. 144 mi. S of Duluth; 350 mi. NW of Chicago.

2 - TRANSPORTATION: Railroads-Burlington Northern; Chicago & Northwestern; Soo Line; Amtrak; Canadian National RR; Conrail; Kansas City Southern Lines; Norfolk Southern; Southern Pacific; Union Pacific; Milwaukee Road; Missouri; Kansas; Texas Railroad.

Motor Freight Carriers-100; 37 Truck Terminals.

Intercity Bus Lines-Greyhound; Jefferson; Trailways; Metropolitan Transit Commission.

Airlines-Northwest; United; Delta; American; Continental; Midway; Trans-World; USAir; Pan Am; Air Ontario/Air Canada; America West; Bemidji; Great Lakes Aviation; Mesaba NW Airlink; Midwest Aviation; Northwest Airlink/Express Airlines I; Times Air/Canadian Pacific.

3 - POPULATION:

Corp. City 90 Cen. 272,235; E&P 92 Est. 272,636
Total NDM-ABC: (80) 1,194,950
County 90 Cen. 485,765; E&P 92 Est. 496,350
MSA 90 Cen. 2,464,124; E&P 92 Est. 2,556,373

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 101,151; E&P 92 Est. 101,300
County 90 Cen. 186,833; E&P 92 Est. 190,904
MSA 90 Cen. 1,039,866; E&P 92 Est. 1,080,213
NDM-ABC: (80) 415,204

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	18	N.A.
Savings & Loan	6	$8,000,000,000

6 - PASSENGER AUTOS: Ramsey County 284,991

7 - ELECTRIC METERS: Residence Corp. City 121,300

8 - GAS METERS: Residence Corp. City 90,600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper Printing & Pub. 22,700 ($344); Mach. (Non-Elect.) 64,600 ($338); Computer Industry Defense Systems (NA); 64,600 ($338); Food Prods. 18,000 ($304); Textile & Apparel 4,300 ($197); Lumber 4,700 ($375).

Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-54; Summer 58-81; Fall 36-58; Winter 5-25. First killing frost, Oct. 1; last killing frost, May 20.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Midway(40)	4	Lerner, Rainbow, Mont. Ward
Hillcrest(24)	5	Country Club
Sun Ray(35)	5	JCPenney, Christy's, Rainbow, T. J. Maxx, Kowalski's
Signal Hills(60)	3	Herberger's, JCPenney
Phalen(40)	8	Mont. Ward, New Market
Har-Mar(55)	5	Rainbow, Marshalls
Rosedale(151)	5	Dayton's, Carson Pirie Scott, Mont. Ward, JCPenney
Maplewood(108)	7	Sears, Carson Pirie Scott, Kohl's
Burnsville(142)	18	JCPenney, Dayton's, Sears, Carson Pirie Scott
Eagan Town Ctr.	11	Rainbow, Walgreens
Roseville Ctr.(22)	5	Country Club
Cottage Grove(11)	11	K mart, Rainbow Foods
Saint Paul Ctr. (110)	NA	Carson Pirie Scott, Dayton's

Principal Shopping Days-Fri., Sat.

Stores Open Evenings-Department Stores-Mon., Thur.

13 - RETAIL OUTLETS: Department Stores-Carson Pirie Scott; Dayton's; Montgomery Ward; Sears; JCPenney; Kohl's.

Discount Stores-K mart; Target; Best Co.; C.O.M.B.; Marshalls; Sams; Holiday Plus; T.J. Maxx.

Variety Stores-Woolworth; Ben Franklin.

Chain Drug Stores-Snyders 22; Snyder Bros. 9; Walgreens 14; Cub 8; Eagle 19.

Chain Supermarkets-Country Club Market 15; Knowlans 7; Cub Foods 9; Super Valu/Jerry's; IGA/Gateway; Lunds; Byerly's; Kowalski's; Christy's; Super America; Tom Thumb 34; 7-Eleven 24; Speedy Markets 6; Country Store 10; Rainbow Foods 20; Food-N-Fuel 7.

14 - NEWSPAPERS: PIONEER PRESS (m-mon to fri) 201,860; (m-sat) 184,567; (S) 267,781; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Tom Golden, Vice Pres./Adv. Dir., PIONEER PRESS, 345 Cedar St., St. Paul, MN 55101; Tel. (612) 228-5300.

National Representative: Newspapers First.

STILLWATER

1 - LOCATION: Washington County, (In Minneapolis-St. Paul, MN-WI MSA). E&P Map C-4. County Seat. On St. Croix River; 18 mi. ENE of St. Paul.

2 - TRANSPORTATION: Railroads-Northern Pacific; Chicago & Northwestern; CM & St. P; C. St. P M&O.

Intercity Bus Lines-Zephyr; Twin City; Stillwater.

Airlines-St. Paul Intl. Airport-Minneapolis.

Water-Aiple Towing Co.

3 - POPULATION:

Corp. City 90 Cen. 13,882; E&P 92 Est. 14,200
CZ-ABC: (80) 17,813
Bal. in NDM-ABC: (80) 18,204
MSA 90 Cen. 2,464,124; E&P 92 Est. 2,556,373
County 90 Cen. 145,896; E&P 92 Est. 153,912
Total NDM-ABC: (80) 36,017

4 - HOUSEHOLDS:

City 90 Cen. 4,988; E&P 92 Est. 5,102
County 90 Cen. 61,577; E&P 92 Est. 64,961
MSA 90 Cen. 1,039,213; E&P 92 Est. 1,080,866

CZ-ABC: (80) 5,697
Bal. in NDM-ABC: 5,459
Total NDM-ABC: (80) 11,156

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$97,792,531
Savings & Loan	1	$33,472,678

6 - PASSENGER AUTOS: Washington County 83,887

7 - ELECTRIC METERS: Residence 4,120

8 - GAS METERS: Residence 3,600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Dairy Proc. 200; Shoes 175; Outer Clothing; Graphic Systems 110; Windows 3,800.

10 - CLIMATE: Av. Temp.-Summer 83; Winter 50; Yearly Av. 44.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Shopping Area-4 blocks on Main St.; 2 blocks on Chestnut St. (70 stores).

Nearby Shopping Center

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
St. Croix(35)	2	Mont. Ward, Snyder's, Dueber's Big V

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Thur. & Fri.

13 - RETAIL OUTLETS: Department Stores-Koliner's; Montgomery Ward (ret.); Farho's; K mart.
Variety Store-Dueber's Big V.
Chain Drug Stores-Rexall; Reed's; Snyder Bros.
Chain Supermarkets-Hooley's; Brooks; Zolldan's; Brine's; Warehouse Mkt.; Cub Foods; Tom Thumb.

14 - NEWSPAPERS: GAZETTE (e-mon to fri) 4,301; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: John K. Hall, Pub., GAZETTE, 102 S. 2nd St., Stillwater, MN 55082; Tel. (612) 439-3130.
National Representatives: Minnesota Newspaper Association; Papert Companies.

VIRGINIA

1 - LOCATION: St. Louis County (In Duluth, MN-WI MSA), E&P Map C-2. 65 mi. N of Duluth; 205 mi. N of Minneapolis. On U.S. Hwys. 53, 169.

2 - TRANSPORTATION: Railroads-Great Northern Duluth; Missabe & Iron Range; Duluth, Winnipeg & Pacific.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound; Northern Transportation.
Intracity Bus Lines-Dial-A-Ride; Arrowhead Transit.
Airlines-Republic; Mesaba.

3 - POPULATION:
Corp. City 90 Cen. 9,410; E&P 92 Est. 9,081
MSA 90 Cen. 239,971; E&P 92 Est. 236,942
County 90 Cen. 198,213; E&P 92 Est. 195,540

4 - HOUSEHOLDS:
City 90 Cen. 4,211; E&P 92 Est. 4,064
County 90 Cen. 80,029; E&P 92 Est. 78,950
MSA 90 Cen. 22,598; E&P 92 Est. 22,376

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$402,000,000
Savings & Loan	1	$111,000,000
Credit Union	1	7,000,000

6 - PASSENGER AUTOS: St. Louis County 107,086

7 - ELECTRIC METERS: Residence 6,119

8 - GAS METERS: Residence 528

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Iron Mining 1,990 ($368); Mfg. 950 ($340); Constr. 560 ($340).
Principal Industrial Pay Days-8th & 22nd.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-85; Summer 45-97; Fall 35-82; Winter -20-52. First killing frost, Sept. 15; last killing frost, June 1.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Chestnut St. and 6th Ave. North.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
North Gate Plaza(14)	NA	Ben Franklin, Spies Super Valu
Thunderbird Mall(40)	NA	Red Owl, K mart, Herberger's

Principal Shopping Days-Fri., Sat., Mon., Wed.
Stores Open Evenings-Thur.; Mall 9:00 daily.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Herberger's.
Discount Stores-L&M Store; Pamida; K mart.
Variety Store-Ben Franklin.
Chain Drug Stores-Snyder; White; North Star.
Chain Supermarkets-Super Valu; Super One; Lehrkes IGA.
Other Chain Stores-Gamble's Hdwe.; Payless; House of Fabrics; Maurice's; Winslows; Kinney's.

14 - NEWSPAPERS: MESABI NEWS (e) 13,191; (S) 13,191; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: Todd Keute, Adv. Dir., MESABI NEWS, 704 Seventh Ave. S., Virginia, MN 55792; Tel. (218) 741-5544.
National Representatives: Papert Companies; Minnesota Newspaper Association.

WILLMAR

1 - LOCATION: Kandiyohi County, E&P Map B-4. 94 mi. W of Minneapolis, at crossing of Main U.S. Hwy. 12 E&W; U.S. Hwy. 71 N&S; State Hwys. 23 and 40. Agricultural, railroad, poultry processing center. Miscellaneous small manufacturing; grain, fertilizer & seed distributing point, auto parts & accessories; tourism & vacation; government; retailing.

2 - TRANSPORTATION: Railroad-Burlington Northern (division point).
Intercity Bus Line-Jack Rabbit.
Motor Freight Carriers-3.
Airport-John Rice Field.

3 - POPULATION:
Corp. City 90 Cen. 17,531; E&P 92 Est. 17,858
County 90 Cen. 38,761; E&P 92 Est. 40,356

4 - HOUSEHOLDS:
City 90 Cen. 6,707; E&P 92 Est. 6,832
County 90 Cen. 14,423; E&P 92 Est. 15,016

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$338,000,000

6 - PASSENGER AUTOS: Kandiyohi County 21,358

7 - ELECTRIC METERS: Residence 6,681

8 - GAS METERS: Residence 5,500

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage)-Total Employment 16,741; Ret. 3,602 ($183); Whol. 1,117 ($407); Servs. 3,424 ($283); Trans., Util. 460 ($359); Gov't 3,292 ($476); Mfg. 2,710 ($370); Constr. 911 ($523); Fin. 541 ($333); Other 685 ($564).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-80; Summer 48-94; Fall 20-75; Winter -20-60. First killing frost, Oct. 2; last killing frost, May 8.

11 - TAP WATER: Alkaline, very hard; fluoridated, partially softened.

12 - RETAILING: Principal Shopping Centers-15 blocks on 8 sts.; 2 Suburban Centers.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Skylark(10)	2	IGA Skylark Foods, White Drug
Kandi Mall(61)	2	K mart, Herberger's, JCPenney, Sears

Principal Shopping Days-Mon., Thur., Fri., Sat., Sun. Food Shopping days are Wed. through Sat.
Stores Open Evenings-Downtown-Mon., Thur.; Food, every evening.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Bostwick's; Habichts; Herberger's; Spurgeons; Target.
Discount Stores-Orschelens; K mart; Pamida; Wal-Mart.
Variety Stores-R&M; Ben Franklin.
Chain Drug Stores-White's; Thrifty Snyder; Medicine Shoppe.
Chain Supermarkets-Jubilee; IGA; Coborn's Cashwise; More 4 Foods.
Other Chain Stores-Hardware Hank; Tom Thumb; JoAnn Fabrics; Maurice's; Kinney Shoes; Tradehome Shoes; Gordons Jewelers; Deb Shop; Seiferts; GNC; Lamperts, United Building Centers; Menards; Claire's Boutique; Vanity; Curtis Mathes; Beata's; Brauns; Bostwicks; Fashion Bug.

14 - NEWSPAPERS: WEST CENTRAL TRIBUNE (m) 16,829; Dec. 31, 1990 VAC.
Local Contact for Advertising and Merchandising Data: Rebecca Taibl, Adv. Dir., WEST CENTRAL TRIBUNE, 2208 W. Trott Ave.; PO Box 839, Willmar, MN 56201; Tel. (612) 235-1150.
National Representatives: Branham/Newspaper Sales; Minnesota Newspaper Association.

WINONA

1 - LOCATION: Winona County, E&P Map C-5, County Seat. Industrial, transportation, agricultural, on the Mississippi River. 113 mi. SE of St Paul on U.S. Hwys. 14, 61 and State Hwys. 43 and 76.

2 - TRANSPORTATION: Railroads-Burlington Northern; Chicago Great Western; Chicago, Milwaukee, St. Paul & Pacific; Chicago & Northwestern; Green Bay & Western, Amtrak.
Motor Freight Carriers-11.
Intercity Bus Line-Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 25,399; E&P 92 Est. 25,464
CZ-ABC: (80) 27,642
RTZ-ABC: (80) 99,473
County 90 Cen. 47,828; E&P 92 Est. 48,691
City & RTZ-ABC: (80) 127,115

4 - HOUSEHOLDS:
City 90 Cen. 9,530; E&P 92 Est. 9,554
County 90 Cen. 17,162; E&P 92 Est. 17,472
CZ-ABC: (80) 9,664
RTZ-ABC: (80) 34,226
City & RTZ-ABC: (80) 43,890

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	$154,735,800
Savings & Loan	2	$96,865,000

6 - PASSENGER AUTOS: Winona County 24,199

7 - ELECTRIC METERS: Residence 9,861

8 - GAS METERS: Residence 6,234

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Household Prods. 650 (N.A.); Antiskid Chains Mfg. 350 ($155); R.R. 135 ($160); Fertilizer 50 ($141).
Principal Pay Days-Mon., Tues., Thur.; 1st, 15th and 16th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-84; Summer 46-93; Fall 20-66, Winter 12-56. First killing frost, Oct. 27; last killing frost, Apr. 13.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Second St.; 9 blocks on Third St.; 4 blocks on Fourth St.; West Service Dr.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Winona Mall	NA	Snyder Drug, Four Season Dept.
Westgate(10)	3	Randall's Super Valu, Pamida
Goodview	6	Red Owl Country Store

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.; Shopping Centers every night and Sun.

13 - RETAIL OUTLETS: Department Store-Spurgeon's.
Discount Stores-K mart; Pamida; ShopKo.
Variety Store-Woolworth.
Chain Supermarkets-Country Store; Randall's; IGA; Whse. Market; Mark-It Foods.
Other Chain Stores-Ace Hdwe.; Sherwin-Williams; Payless.

14 - NEWSPAPERS: NEWS (m) 14,359; (S) 14,852; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Steve Barge, Adv. Dir., NEWS, 601 Franklin St., Winona, MN 55987; Tel. (507) 454-6500.
National Representative: Branham/Newspaper Sales.

WORTHINGTON

1 - LOCATION: Nobles County, E&P Map B-5, County Seat. Agric. ctr. In SW part of state 60 mi. E of Sioux Falls. On U.S. Hwy. 59, I-90. State Hwys. 60, 266.

2 - TRANSPORTATION: Railroads-Chicago & Northwestern.
Motor Freight Carriers-5.
Intercity Bus Line-Jack Rabbit.
Airline-Bemidji.

3 - POPULATION:
Corp. City 90 Cen. 9,977; E&P 92 Est. 9,924
CZ-ABC: (80) 10,243
RTZ-ABC: (80) 47,466
County 90 Cen. 20,098; E&P 92 Est. 19,981
City & RTZ-ABC: (80) 57,709
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 3,957; E&P 92 Est. 3,936
County 90 Cen. 7,525; E&P 92 Est. 7,481
CZ-ABC: (80) 3,904
RTZ-ABC: (80) 16,809
City & RTZ-ABC: (80) 20,713

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	5	$190,000,000
Savings & Loan	1	$41,000,000

6 - PASSENGER AUTOS: Nobles County 12,419

7 - ELECTRIC METERS: Residence 3,870

8 - GAS METERS: Residence 3,702

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Poultry Proc. 575; Meat Packing 600; Aerial Spray Mfg.; Plastics 320; Mobile Homes 110.
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-60; Summer 40-95; Fall 20-65; Winter 25-32. First killing frost, Oct. 3; last killing frost, May 6.

11 - TAP WATER: Alkaline, very hard; filtered, fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Main St.
Neighborhood Shopping Centers-Oxford St. and Hwy. 59-The Big Corner; Northland Mall (K mart, Bostwick Fashions) 210,000 sq. ft.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Rickbeils; Bostwick's; Fleet Family; TSC.
Discount Stores-K mart; ShopKo.
Chain Supermarkets-Hy-Vee; Country Mkt.

14 - NEWSPAPERS: DAILY GLOBE (m) 14,793; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Kathie Bryan, Adv. Mgr., DAILY GLOBE, 300 11th St.; Box 639, Worthington, MN 56187; Tel. (507) 376-9711.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee; Minnesota Newspaper Association.

MISSISSIPPI SURVEYS

METROPOLITAN STATISTICAL AREAS

Biloxi-Gulfport-Hancock and Harrison Counties.
Jackson-Hinds, Madison and Rankin Counties.
Memphis, TN-AR-MS-Shelby and Tipton Counties, TN; Crittenden County, AR; De Soto County, MS
Pascagoula-Jackson County.

POPULATION ESTIMATES

(Thousands)

Age Group	1970	1980	1992
Under 5 Years	215	261	268
5-14 Years	445	433	444
15-24 Years	493	427	437
25-44 Years	632	777	797
45-64 Years	448	421	431
65 and Over	290	267	274
TOTAL	2,523	2,586	2,651

Based on U.S. Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1977 Census	1982 Census	1992 Est.
Bldg. Mat./Hdwr	343	464	913
General Mdse	737	1,169	1,963
Food	1,552	2,281	3,367
Automobiles	1,552	1,740	3,773
Gasoline Stations	454	688	774
Apparel	316	435	699
Furniture	249	313	642
Eat-Drink Places	371	597	1,023
Drugs	193	331	545
TOTAL SALES	6,184	9,044	14,935

BILOXI-GULFPORT

1 - LOCATION: Harrison County, (In Biloxi-Gulfport MSA). E&P Map C-6. On Gulf of Mexico (Mississippi Sound); Home of Keesler Air Force Base and US Navy Seabee Command Center; 70 mi. from New Orleans; 70 mi. from Mobile; 155 mi. from Jackson. On U.S. Hwys. 49, 90. Metro Area includes Hancock County.

2 - TRANSPORTATION: Railroads-Illinois Central; L&N; Amtrak.
Motor Freight Carriers-35.
Freight Steamship Lines-3.
Intercity Bus Lines-Greyhound; Continental Trailways; Intracity Buslines; Mississippi Coast Transportation Authority.
Airlines-Republic; Eastern Metro; Continental-Northwest.

3 - POPULATION:
Corp. Cities 90 Cen. 87,094; E&P 92 Est. 86,916
Biloxi 90 Cen. 46,319; E&P 92 Est. 45,821
Gulfport 90 Cen. 40,775; E&P 92 Est. 41,095
CZ-ABC: (80) 169,231
RTZ-ABC: (80) 85,028
MSA 90 Cen. 197,125; E&P 92 Est. 205,540
County 90 Cen. 165,365; E&P 92 Est. 170,985
City & RTZ-ABC: (80) 254,259
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 90 Cen. 33,000; E&P 92 Est. 32,927
Biloxi 90 Cen. 17,815; E&P 92 Est. 17,623
Gulfport 90 Cen. 15,185; E&P 92 Est. 15,304
County 90 Cen. 51,745; E&P 92 Est. 53,503
MSA 90 Cen. 62,582; E&P 92 Est. 65,294
CZ-ABC: (80) 54,036
RTZ-ABC: (80) 29,384
City & RTZ-ABC: (80) 83,420

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$460,737,000
Commercial	11	$1,820,230,000

6 - PASSENGER AUTOS: Biloxi-Gulfport MSA 121,358 (all vehicles)

7 - ELECTRIC METERS: County 53,000 (est)

8 - GAS METERS: County 36,000 (est)

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)- Gov't 18,190; Whol. & Ret. Trade 17,680; Servs. & Misc. 11,750; Mfg. 9,540; Trans. & Pub. Util. 3,780; Fin., Ins., & R.E. 3,000; Food 1,010; Apparel 840; Constr. 3,540.

10 - CLIMATE: Min. & Max. Temp.-Mar. 55-73; June 71-93; Sept. 66-89; Dec. 50-69. Total precip. (ins.) Mar. (7.6); June (6.8); Sept. (1.7); Dec. (10.36).

11 - TAP WATER: Slightly alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-(No. of Stores) Harbor Sq. (Downtown Gulfport) (84); Vieux Marche (Downtown Biloxi) (29); Edgewater Mall (115); Hardy Court (20).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Singing River Mall(60)	20	Service Mdse., McRae's, JCPenney, Sears
Norwood Vlg.(46)	6	A&P, T-D Drugs
Cedar Popps(18)	5	Winn-Dixie, Eckerd, Majik Mart
Spring Plaza(18)	12	Winn-Dixie, Eckerd
Popps Ferry(15)	6	TG&Y, Winn-Dixie
Edgewater Sq.(10)	6	Delchamps, K&B
Del Mar Plaza(7)	6	K mart, Delchamps
Orange Grove(6)	6	TG&Y, Winn-Dixie
Gulf Mart(5)	1	A&P
Bay Vista(5)	6	Calvert & Carroway
K mart/Ocean Springs	12	K mart, Otasco, National
Edgewater Mall	100	Gayfer's, Sears, JCPenney

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Most Mon., Thur., Fri.; Many 6 nights.

13 - RETAIL OUTLETS: Department Stores-Sears; Gayfer's; JCPenney; Austin's.
Discount Stores-K mart 5; TG&Y 4; Fred's; Hudson's; Service Merchandise 2; Wal-Mart 2.
Variety Stores-McCrory; TG&Y 3; Woolworth 2; Dollar General 3; Kents 2; G.C. Murphy Co.; K mart 5; Magic Mart; Sam's Wholesale Club.
Chain Drug Stores-Eckerd 3; Super D Discount; Katz & Besthoff 7; T-D Drugs 2; Walgreens; Revco Discount; Big B 4.
Chain Supermarkets-A&P 6; Jitney Jungle 4; National Supermarkets 2; Winn-Dixie 8; Kroger 4; Sunflower; Delchamps 6; Piggly Wiggly; Sack 'N Save.
Other Chain Stores-Western Auto; Kinney's; Lerner; Rhodes Furn.; Goodyear; Goodrich; Firestone; Pacer Tire & Auto; Singer; Shoes: Gryder's, Thom McAn, Shoe City, Baker's, Payless; Jewelers: Sweeny, Hausmann's, Nacol's, Gordon; Food Jr. Food Mart; Lil General; Majik Mkt.; Harry's Grocery; Radio Shack; Pak-A-Sak; 7-Eleven; Otasco; True Value Hdwe.; Hallmark; Tux-N-Tails; Control Business Systems; City Lumber; Pier 1 Imports; Sherwin-Williams; Sound Advice; National Shirt Shop; Werlein's; Ace Hdwe.; Lawrence's.

14 - NEWSPAPERS: SUN HERALD (m) 49,733; (S) 53,236; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Robert Long, Adv. Dir., SUN HERALD, PO Box 4567, Biloxi, MS 39535; Tel. (601) 896-2483.
National Representative: Newspapers First.

BROOKHAVEN

1 - LOCATION: Lincoln County, E&P Map B-4, County Seat. 60 mi. S of Jackson.

2 - TRANSPORTATION: Railroads-Amtrak; Illinois Central Gulf.
Intercity Bus Line-Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 10,243; E&P 92 Est. 10,232
CZ-ABC: (80) 10,800
RTZ-ABC: (80) 40,989
County 90 Cen. 30,278; E&P 92 Est. 30,969
City & RTZ-ABC: (80) 51,789
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 3,940; E&P 92 Est. 3,935
CZ-ABC: (80) 3,778
RTZ-ABC: (80) 13,563
County 90 Cen. 10,845; E&P 92 Est. 11,093
City & RTZ-ABC: (80) 17,341

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$180,000,000
Savings & Loan	1	$40,000,000

6 - PASSENGER AUTOS: Lincoln County 22,785 (all vehicles)

7 - ELECTRIC METERS: 4,458

8 - GAS METERS: 3,644

9 - PRINCIPAL INDUSTRIES: Lumber Milling; Lawn Mowers; Wire Prods.; Thermometers; Dairy; Oil; Tree Farming; Automobile Wiring Assemblies; Commercial Scaffolding; Wal-Mart Distribution; Grocery Distribution.

10 - CLIMATE: Mean Temp.-66.

11 - TAP WATER: Wells.

12 - RETAILING: Principal Shopping Center-Downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Westbrook(12)	1	Sears, Dollar General, JCPenney, Sunflower
Lincoln Plz.(10)	2	Coast-to-Coast, Family Dollar, SuperD, Sew & Vac
Brookway Plz.(5)	2	Gibson's, Ashley's Swaim's Appl., Auto Zone
Highland Vlg.(6)	2	Kroger, K&B Drugs, Shoe City
Village Sq.(8)	1	Sack & Save, Judy's Shoes
Brookway Village	NA	Delchamps, Cato & Cato Plus, Wal-Mart
Brookhaven	NA	Winn-Dixie, $6 & $8 Fashions

13 - RETAIL OUTLETS: Department Stores-JCPenney; Lofton's.
Discount Stores-Fred's; Wal-Mart.
Variety Stores-TG&Y; G.C. Murphy; SOS; Super-10.
Chain Drug Stores-Super-D; K&B; Medicine Shoppe.
Chain Supermarkets-Winn-Dixie; Super Valu; Sunflower 4; Kroger; Sack & Save; Delchamps.

14 - NEWSPAPERS: LEADER (e-mon to fri) 7,908; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Kenneth Cothern, Adv. Dir., LEADER, N. Railroad Ave.; PO Box 551, Brookhaven, MS 39601; Tel. (601) 833-6961.
National Representative: Landon Associates.

CLARKSDALE

1 - LOCATION: Coahoma County, E&P Map B-2, County Seat. 75 mi. from Memphis; 154 mi. from Jackson; 9 mi. from Mississippi River. On U.S. Hwys. 49, 61; State Hwys. 1, 6.

2 - TRANSPORTATION: Railroads-Mississippi Delta Railroad; Gulf.
Motor Freight Carriers-12.
Intercity Bus Line-Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 19,717; E&P 92 Est. 19,533
CZ-ABC: (80) 22,380
RTZ-ABC: (80) 51,718
County 90 Cen. 31,665; E&P 92 Est. 31,346
City & RTZ-ABC: (80) 74,098
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 7,583; E&P 92 Est. 7,513
County 90 Cen. 11,599; E&P 92 Est. 11,482
CZ-ABC: (80) 7,169
RTZ-ABC: (80) 15,631
City & RTZ-ABC: (80) 22,800

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$406,485,000
Savings & Loans	3	$15,500,000

6 - PASSENGER AUTOS: Coahoma County 18,474 (all vehicles)

7 - ELECTRIC METERS: 8,157

8 - GAS METERS: 8,555

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Metal & Metal Prods. 567; Food & Fiber 596; Textiles 100; Rubber Prods. 230; Chem. Prods. 380; Furn. Lumber Bldg. 298; Paper & Printing 100.
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Av. Temp.-63; Av. Annual Rainfall-49 inches.

11 - TAP WATER: Artesian, very soft.

12 - RETAILING: Principal Shopping Centers-3 blocks on Delta Ave.; 4 on Yazoo Ave.; 5 on Issaquena Ave.; 5 on Second St.; 5 on Third St.; 7 on Fourth St.
Neighborhood Shopping Centers-1 block on Anderson Blvd.; 6 on State St.; Delta Sunflower Sq.; 2 blocks on Sunflower, Delta, Third, First. 18 downtown specialty shops.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crossroads	1	Piggly Wiggly
Village	2	
Westgate(17)	2	Sound Center

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Clarksdale(15)	4	Auto Zone, Cato, Heilig-Meyers & Walls
Plaza	1	Harvest Foods
Commerce(5)	2	Sack-N-Save

Principal Shopping Days-Tues., Thur. through Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Powers; Landry's; Family Dollar; Cato; Freds.

Variety Stores-Woolworth; Walls; Alan's Outlet.

Discount Stores-Wal-Mart; Auto Shack; Fred's Discount; Ronny's.

Chain Drug Stores-Henderson Rexall; Economy; Westgate; Haggards; Delta Discount Drugs; Williams Rexall.

Chain Supermarkets-Kroger; Piggly Wiggly; Sack-N-Save; Price Slasher; Liberty Cash; Junior Food Mar 4; Wong's Foodland; D&T; Corner 2; Stacks.

Other Chain Stores-Goodyear; Goodrich; Firestone; West Building Materials; Ace Hardware; True Value Hardware & Lumber; Radio Shack, Sherwin-Williams; Payless Shoes; Style Shoppe.

14 - NEWSPAPERS: PRESS-REGISTER (e-mon to fri) 7,048; (wknd) 7,208; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Joan H. Stevens, Adv. Mgr., PRESS-REGISTER, 123 Second St.; PO Box 1119, Clarksdale, MS 38614; Tel. (601) 627-2201; FAX (601) 624-5125.

National Representative: Papert Companies.

CLEVELAND

1 - LOCATION: Bolivar County, E&P Map B-2, County Seat. Agricultural and Manufacturing area; Delta State University; 35 mi. NE of Greenville; On State Hwy. 8; U.S. 61.

2 - TRANSPORTATION: Railroad-C & G.

Motor Freight Carriers-3.

Intercity Bus Line-Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 15,384; E&P 92 Est. 15,656

NDM-ABC: (80) 60,229

County 90 Cen. 41,875; E&P 92 Est. 42,025

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 5,917; E&P 92 Est. 6,022

County 90 Cen. 15,286; E&P 92 Est. 15,341

NDM-ABC: (80) 17,322

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$188,049,000
Savings & Loan	2	$33,274,000

6 - PASSENGER AUTOS: Bolivar County 23,125 (all vehicles)

7 - ELECTRIC METERS: Residence 4,932

8 - GAS METERS: Residence 6,109

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-I.V. Solution Mfg. Plant 1,000; Auto Trim 500; Rice Mill 144; Tile Mfg. 250; Nail-Making 175.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-90; Summer 55-95; Fall 40-90; Winter 16-80. First killing frost, Oct. 30; last killing frost, Mar. 25.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Areas-Downtown: 5 blocks on Sharpe Ave.; Shopping Centers; Western Plaza (4 stores); Cleveland Shopping City (7 stores); Eastgate (4 stores); Delta Square (8 stores).

13 - RETAIL OUTLETS: Discount Stores-Alco; K mart.

Chain Supermarkets-Kroger; Sunflower; Market Basket; Jitney Jungle.

Other Chain Stores-Brad Ragan; Firestone; Otasco; Dollar General; Anthony's; Western Auto.

14 - NEWSPAPERS: BOLIVAR COMMERCIAL (e-mon to fri) 7,342; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Norman C. Van Liew, Pres., BOLIVAR COMMERCIAL, 821 N. Chrisman, Cleveland, MS 38732; Tel (601) 843-4241.

National Representative: Landon Associates.

COLUMBUS

1 - LOCATION: Lowndes County, E&P Map C-3. NE Mississippi. 165 mi. from Memphis, TN; 125 mi. W of Birmingham, AL.

2 - TRANSPORTATION: Railroads-Norfolk Southern; Burlington Northern; Columbus & Greenville; Illinois Central Gulf; Golden Triangle.

Motor Freight Carriers-20.

Intercity Bus Line-Continental Trailways.

Airlines-Republic Express; Atlantic Southeastern (Delta); American Eagle (American).

3 - POPULATION:

Corp. City 90 Cen. 26,689; E&P 92 Est. 26,650

County 90 Cen. 59,308; E&P 92 Est. 61,087

4 - HOUSEHOLDS:

City 90 Cen. 10,265; E&P 92 Est. 10,250

County 90 Cen. 19,937; E&P 32 Est. 20,535

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$60,053,215
Commercial	5	$316,091,991

6 - PASSENGER AUTOS: Lowndes County 43,161 (all vehicles)

7 - ELECTRIC METERS: Residence 20,019

8 - GAS METERS: Residence 7,741

9 - PRINCIPAL INDUSTRIES: Chem.; Lumber; Garment; Rubber; Marble & Metal; Vinyl Wall Covering; Elect. Motors; Plastics; Wood Prods.; Bathroom Seats; Glossy Paper.

10 - CLIMATE: An. Av. Temp.-63; Summer-81; Winter-45. First killing frost, Nov. 2; last killing frost, Mar. 25.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-13 blocks on Main and Markets Sts.; Mid-City Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gateway(18)	4	Fred's, Winn-Dixie, Revco, Dollar General, Bargain Town USA
Fairlane	3	Fairlane
Leigh Mall(44)	1	Sears, Eggers, JCPenney, K mart
Northgate	2	Kroger, Payless Shoes, K&B Drug
Northgate Plaza	2	Shoe City
Towne Square(16)	2	Jitney Jungle, Revco
Eastgate Village	2	Sunflower, Harco
Mid City(9)	2	Kroger
University Mall	3	McRae's
Wal-Mart	1	Traditional Jewelers

Principal Shopping Days-Thur., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Egger's; JCPenney; Ruth's; Sears; McRae's.

Discount Stores-Gibson's; Fred's; Wal-Mart; K mart; Dollar General; Family Dollar; Bargain Town USA.

Variety Store-McCrory.

Chain Drug Stores-Rexall 3; SuperRx; Gibson's; Harco; K&B; Revco.

Chain Supermarkets-Sunflower 2; Winn-Dixie 2; Jitney Jungle; Mr. Quik 8; Kroger 2; Shirley's Minit Mart 2; Snappy Sacker 4; Warehouse; Big Star 2.

Other Chain Stores-Shoes: Butler's, Endicott-Johnson; Jewelry: Driefus, Busch, Zales, Traditional Jewelers; Three Sisters; Casual Corner; Sherwin-Williams; Radio Shack; Auto Shack; Handy TV & Appliance.

14 - NEWSPAPERS: COMMERCIAL DISPATCH (e-mon to fri) 14,493; (S) 15,050; Mar. 31, 1990 VAC.

Local Contact for Advertising and Merchandising Data: Larry T. Beasley, Gen. Mgr., COMMERCIAL DISPATCH, 516 Main St., Columbus, MS 39701; Tel. (601) 328-2424.

National Representative: Papert Companies.

CORINTH

1 - LOCATION: Alcorn County, E&P Map C-1, County Seat. In NE corner of State, 4 mi. from TN State Line; 30 mi. from AL State Line. On State Hwys. 2, 45, 72.

2 - TRANSPORTATION: Railroads-Southern, Illinois Central Gulf; Corinth-Counce; Gulf & Miss.

Motor Freight Carriers-22.

3 - POPULATION:

Corp. City 90 Cen. 11,820; E&P 92 Est. 11,516

NDM-ABC: (80) 45,638

County 90 Cen. 31,722; E&P 92 Est. 32,146

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 4,546; E&P 92 Est. 4,429

County 90 Cen. 10,444; E&P 92 Est. 10,584

NDM-ABC: (80) 16,453

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$250,000,000
Savings & Loan	3	$100,000,000

6 - PASSENGER AUTOS: Alcorn County 26,019 (all vehicles)

7 - ELECTRIC METERS: County Residence 15,185

8 - GAS METERS: Residence 4,535

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 1,500 ($160); Mach. Shop 300 ($170); Brick & Tile 60 ($140); Wood Prods. 604 ($150); Electronics 1,500 ($170); Plastics 450 ($200); Steel 661 ($225); Printing 1,550 ($170).

Principal Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-88; Summer 76-95; Fall 58-90; Winter 34-53. First killing frost, Nov. 1; last killing frost, Mar. 1.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Area-32 blocks on 18 Sts.; 3 shopping Centers.

Principal Shopping Days-Tues., Fri.; Sat.

13 - RETAIL OUTLETS: Department Stores-Belk-Hudson; JCPenney; Reid's.

Discount Stores-Alco; Fred's.

Variety Stores-Wal-Mart; Family Dollar.

Chain Drug Stores-Rexall; Walgreens; Super D.

Chain Supermarkets-M&H 4; Piggly Wiggly 2; Rogers; Kroger; Gardner's 2; Super Valu.

Other Chain Stores-Firestone; Goodyear; Conley's; Otasco; Auto Shack; Ashley's.

14 - NEWSPAPERS: CORINTHIAN (e-mon to fri) 9,160; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Jim Burnett, Adv. Mgr., CORINTHIAN, 1607 S. Harper Road, Corinth, MS 38834; Tel. (601) 287-6111.

National Representative: Branham/Newspapers Sales.

GREENVILLE

1 - LOCATION: Washington County, E&P Map B-3, County Seat. Industrial and agricultural center. Mississippi River port. On Lake Ferguson, still water harbor, opens into Mississippi River. 150 mi. S of Memphis; 8 mi. W of Arkansas; 40 mi. NW of Louisiana, on State Hwy. 1.

2 - TRANSPORTATION: Railroads-Columbus & Greenville (freight only).

Motor Freight Carriers-9.

Airlines-Republic Express; Atlantic Southeast.

3 - POPULATION:

Corp. City 90 Cen. 45,226; E&P 92 Est. 46,249

CZ-ABC: (80) 47,487

RTZ-ABC: (80) 46,160

County 90 Cen. 67,935; E&P 92 Est. 67,661

City & RTZ-ABC: (80) 93,647

4 - HOUSEHOLDS:

City 90 Cen. 16,846; E&P 92 Est. 17,227

CZ-ABC: (80) 13,240

RTZ-ABC: (80) 16,172

County 90 Cen. 25,500; E&P 92 Est. 25,397

City & RTZ-ABC: (80) 29,412

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$266,991,134
Savings & Loan	3	$64,989,097

6 - PASSENGER AUTOS: Washington County 41,260 (all vehicles)

7 - ELECTRIC METERS: Residence 12,729

8 - GAS METERS: Residence 15,750

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textiles 1,200; Lumber & Wood Prods. 1,065; Paper & Prods. 450; Plastics 175; Screws & Fasteners 385; Stone, Clay, Glass & Concrete Prods. 450; Chem. & Allied Prods. 255; Automobile Parts 390; Grain Proc. & Storage 97; Saws 625; Stoppers 75; Steam Boilers 65; Marine Towing 945; Shipbuilding 312; Rice Proc. 435; Aircraft Refurbishing 400.

Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-74; Summer 70-91; Fall 76-52; Winter 35-55. First killing frost, Nov. 12; last killing frost, Mar. 25.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-7 blocks on Washington.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Goyer(4)	NA	Sunflower, McCrory
Greenville(28)	NA	JCPenney, Sears, McRae's
K mart(2)	NA	K mart
Village(13)	NA	Sunflower Mkt.

Principal Shopping Days-Mon., Wed., Thur., Fri.

Stores Open Evenings-Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sam Stein; Goodman; McRae's; Sears.

Discount Stores-Stein Mart; Fred's Dollar; K mart; Lowe's; Wal-Mart.

Chain Drug Stores-Super D; Eckerd.

Chain Supermarkets-Kroger; Sunflower.

Other Chain Stores-Butler's; Busch; Singer; Goodyear; Firestone; Payless; Casual Corner; Dreifus; Waldenbooks.

14 - NEWSPAPERS: DELTA DEMOCRAT-TIMES (e-mon to fri) 12,565; (S) 13,686; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Dot Bryant, Adv. Mgr., DELTA DEMOCRAT-TIMES, PO Box 1618, Greenville, MS 38701; Tel. (601) 335-1155.

National Representative: Papert Companies.

GREENWOOD

1 - LOCATION: Leflore County, E&P Map B-2, County Seat. Residential. On U.S. Hwys. 7, 49W, 82; 97 mi. N of Jackson; 130 mi. S of Memphis, TN; 50 mi. E of Greenville.

2 - TRANSPORTATION: Railroads-Illinois Central; Columbus & Greenville.

Motor Freight Carriers-12.

Intercity Bus Line-Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 18,906; E&P 92 Est. 18,764

CZ-ABC: (80) 25,434

RTZ-ABC: (80) 43,441

County 90 Cen. 37,341; E&P 92 Est. 37,351

City & RTZ-ABC: (80) 68,875

4 - HOUSEHOLDS:

City 90 Cen. 7,010; E&P 92 Est. 6,957

County 90 Cen. 12,927; E&P 92 Est. 12,930

CZ-ABC: (80) 8,903

RTZ-ABC: (80) 12,800

City & RTZ-ABC: (80) 21,703

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$285,000,000
Savings & Loan	2	$32,000,000

6 - PASSENGER AUTOS: Leflore County 21,360 (all vehicles)

7 - ELECTRIC METERS: Residence 7,127

8 - GAS METERS: Residence 6,383

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric. 1,390; Automotive Interior Prods. 650; Pianos and Organs 650; Metal Lockers and Storage Cabinets 290; Picture Frames 375; Jeans 270; Automotive Distribution Center 125; Electronic Test Equip. 135; Cottonseed Prods. 130; Gov't 3,320; Services 2,250; Whol./Ret. 3,110; Constr. 810; Trans. & Public Utilities 590; Finance, Insurance, Real Estate 410.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-80; Summer 68-100; Fall 54-80; Winter 10-78. First killing frost, Oct. 24; last killing frost, Apr. 2.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Centers-12 blocks on Howard, Main and Carrollton Ave.; West Park Ave.; U.S. Hwy. 82; MS Hwy. 7.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastgate(3)	3	Big Star, Wal-Mart
Greenwood(3)	2	Eckerd, JCPenney, Jitney Jungle
Highland Park(18)	2	Big Star, Family Dollar, Radio Shack, Bargain Town

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-JCPenney, Wal-Mart, Eckerd, Fred's, Family Dollar, Bargain Town

13 - RETAIL OUTLETS: Department Stores-JCPenney; Antoon's; Kornfeld's; Stanley's; Sears (catalog).
Variety Stores-Family Dollar; Bargain Town.
Discount Stores-Wal-Mart, Fred's 2; Super Ten.
Chain Supermarkets-Big Star 2; Piggly Wiggly 2; Jitney Jungle; County Market, Woody's Liberty Cash.
Chain Drug Stores-Eckerd; Chaney's Rexall.
Other Chain Stores-Lowe's; Cato, Radio Shack, Auto Shack; Brad Ragan Tire and Appliance; Payless Shoes; Furniture Center; Shoe City; Sherwin-Williams; Hancock Fabrics; Curtis Mathes; Firestone; Western Auto.

14 - NEWSPAPERS: COMMONWEALTH (e-mon to fri) 8,863; (S) 9,095; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Bill Killabrew, Adv. Dir., COMMONWEALTH, 329 Hwy. 82 W., PO Box 8050, Greenwood, MS 38930; Tel. (601) 453-5312.
National Representative: Papert Companies

GRENADA

1 - LOCATION: Grenada County, E&P Map B-2, 35 mi. NE of Greenwood. On U.S. Hwy. 51, State Hwy. 8, I-55.

2 - TRANSPORTATION: Railroads-ICG, Y&MV.
Intercity Bus Lines-Trailways; Greyhound.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 90 Cen. 10,864; E&P 92 Est. 10,609
County 90 Cen. 21,555; E&P 92 Est. 22,156

4 - HOUSEHOLDS:
City 90 Cen. 4,018; E&P 92 Est. 3,924
County 90 Cen. 7,405; E&P 92 Est. 7,612

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: Grenada County 16,366 (all vehicles)

7 - ELECTRIC METERS: Residence 7,380

8 - GAS METERS: Residence 4,500

9 - PRINCIPAL INDUSTRIES: Women's Silk Hosiery; Lumber; Mirrors; Refrigeration Components & Equip.; Automobile Wheel Covers; Cooperage Staves, Hardwood Flooring & Veneering; Furniture; Oriented Strand board.

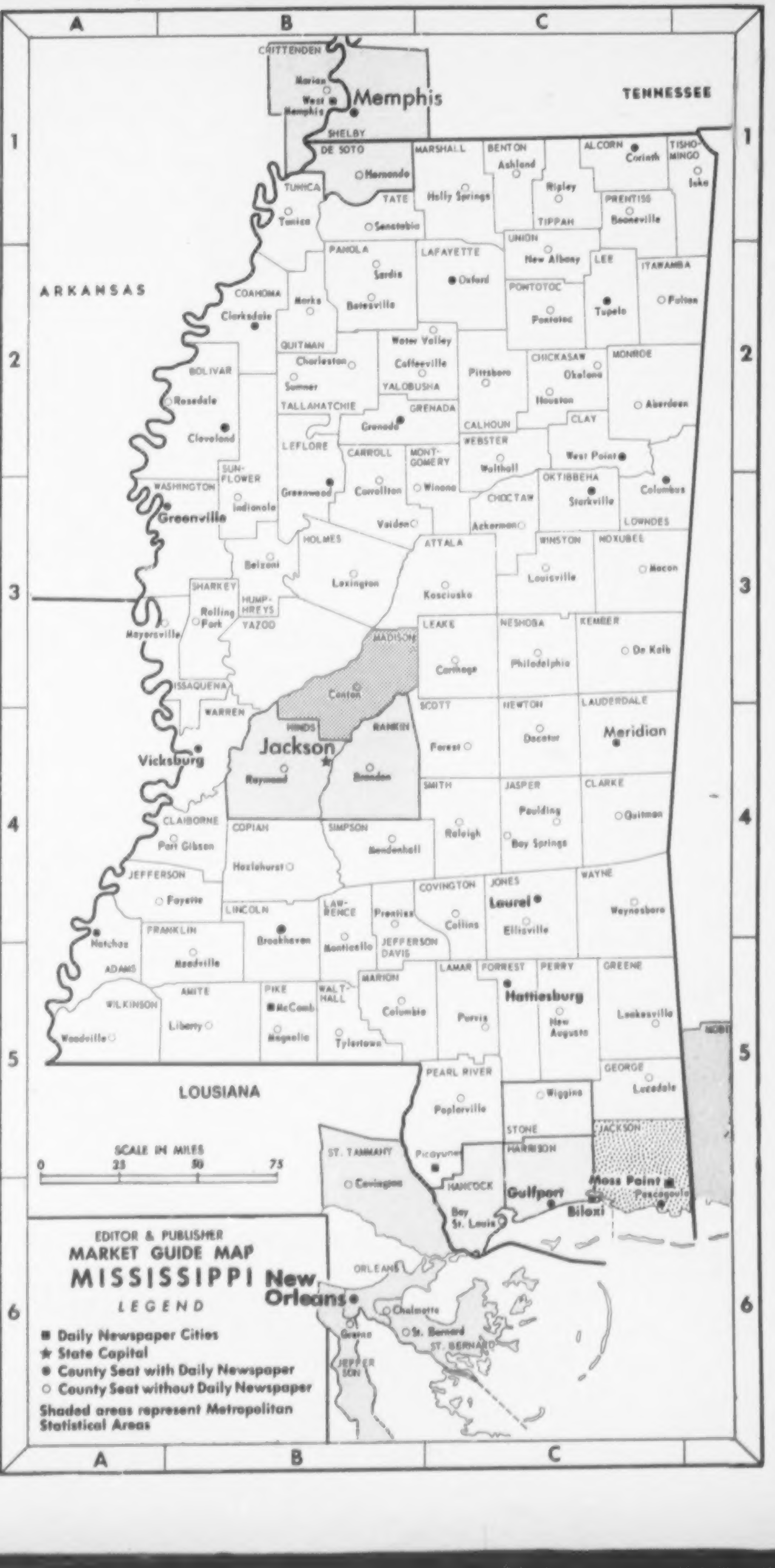
10 - CLIMATE: Min. Temp.-13; Max Temp.-104

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grady Green(9)	NA	Okla. Tire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Jackson
Vicksburg
Greenville
Meridian
Hattiesburg
Laurel
Gulfport
Biloxi
Moss Point
New Orleans
SCALE IN MILES
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25
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75
EDITOR & PUBLISHER
MARKET GUIDE MAP
MISSISSIPPI
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas

Whitaker(7)	NA	Sunflower Foods
Whitehaven(6)	NA	Sherwin-Williams
Grenada Plz.(10)	NA	Alco, Piggly Wiggly
Village Creek Mall(14)	NA	Benson's
Mini-Mall(9)	NA	International Paper
Town & Country Plz.(3)	NA	Warehouse

Principal Shopping Days-Thur., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Dattel's; Cato; Walls; Stubbs.

Variety Stores-Sam's Super Saver; Dollar General.

Discount Stores-Gibson's; Alco; TG&Y; Family Ctr.; Wal-Mart; Fred's.

Chain Drug Stores-Gibson's Pharmacy; Chaney; Sav-more; Bristers; Dyre-Kent.

Chain Supermarkets-Grocery Basket; Piggly Wiggly; Spain's; Sunflower; Warehouse Food Ctr.

Other Chain Stores-Okla. Tire; Firestone; B.F. Goodrich; Michellin.

14 - NEWSPAPERS: DAILY SENTINEL-STAR (e-mon to fri) 5,106; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Joseph B. Lee, III, Pub., DAILY SENTINEL-STAR, 159 Green St., Grenada, MS 38901; Tel. (601) 226-4321.

National Representative: Papert Companies.

GULFPORT

See BILOXI

HATTIESBURG

1 - LOCATION: Forrest County, E&P Map C-5, County Seat. 85 mi. SW of Meridian; 122 mi. NE of New Orleans; 90 mi. SE of Jackson; 144 mi. E of Natchez; 96 mi. NW of Mobile.

2 - TRANSPORTATION: Railroads-Ill. Central Gulf; Southern; Mid South.

Intercity Bus Lines-Greyhound; Trailways; Gulf Transport.

Motor Freight Carriers-15.

Airlines-ASA; Northwest.

3 - POPULATION:

Corp. City 90 Cen. 39,784; E&P 92 Est. 39,675
CZ-ABC: (80) 89,839
RTZ-ABC: (80) 68,921
County 90 Cen. 68,314; E&P 92 Est. 70,330
City & RTZ-ABC: (80) 158,760

4 - HOUSEHOLDS:

City 90 Cen. 14,820; E&P 92 Est. 14,779
County 90 Cen. 19,853; E&P 92 Est. 20,439
CZ-ABC: (80) 30,829
RTZ-ABC: (80) 22,425
City & RTZ-ABC: (80) 53,254

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	5	$264,417,000
Savings & Loan	5	$450,000,000

6 - PASSENGER AUTOS: Forrest County 42,105 (all vehicles)

7 - ELECTRIC METERS: Bus. & Res. 30,255

8 - GAS METERS: Residence 16,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Mining 96; Constr. 2,860; Food Proc. 1,480; Lumber & Wood Prods. 1,350; Printing & Publishing 140; Stone & Clay Prods. 340; Fabricated Metals 207; Mfg. 2,444; Trans. Util. 1,960; Whol. & Ret. Trade 8,970; Fin., Ins. & R.E. 1,650; Gov't N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-78; Summer 69-92; Fall 53-80; Winter 40-62.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Shopping Centers-McGregors on Hardy St. bet. 12th & 13th Ave.; Hardy St. Mart (9 units) on Hardy St. bet. S. 19th Ave. & Patton Ave.; Cloverleaf on Hwy. 49 & 11; K mart on U.S. Hwy. 49 & 11; University Mall on Hardy St. at 40th; Westwood Square on Hwy. 98 W.; Gibson Ctr. on West Pine; Lincoln Sq. on Lincoln Rd.; Broadway Mart on Broadway Dr.; Oak Grove Shopping Ctr. on Hwy. 98 W.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Broadacres(5)	NA	The Krystal, Delchamps
Broadway Mart(7)	NA	Big Star, Southwest Drug
University Mall(22)	NA	A&P, Rose Dept. Radio Shack
Oak Grove(8)	8	Wal-Mart, Delchamps

Principal Shopping Days-Mon., Thur., Fri., Sat.

Stores Open Evenings-Mall-Mon. to Sat., Sun. 1-6.

13 - RETAIL OUTLETS: Department Stores-Sears; Fine Bros.-Matison; JCPenney; McRaes; Family Dollar; Waldoff's.

Variety Store-Fred's Dollar General.

Discount Stores-McCrory; Roses; K mart; Wal-Mart.

Chain Supermarkets-Sunflower 3; Delchamps 2; Jitney Jungle 4; Midget Marts 2; Minit Mart 5; Big Star 2; County Market; Jr. Food Mart 7.

Chain Drug Stores-Eckerd 2; K&B 3; Revco.

Other Chain Stores-Firestone; Goodrich; Western Auto 2; Payless; Smart & Thrifty; Thom McAn; Butler Shoes; Hallmark Cards; Morrisons; Radio Shack 2; Auto Shack; Gordon's; Wilsons; Shoe Town; Rex Appliance; Goodyear; Shoe City.

14 - NEWSPAPERS: AMERICAN (e) 24,804; (S) 27,698; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Rick Chapman, Adv. Dir., AMERICAN, 825 N. Main St., Hattiesburg, MS 39401; Tel. (601) 582-4321.

National Representative: Gannett National Newspaper Sales.

JACKSON

1 - LOCATION: Hinds County, (MSA). E&P Map B-4, State Capital. In geographic center of state. Government, retail, wholesale, distribution, manufacturing and medical center.

2 - TRANSPORTATION: Railroads-Illinois Central Gulf; Burlington Northern; Amtrak.

Motor Freight Carriers-32.

Intercity Bus Lines-Greyhound; Continental Trailways; JaTran.

Airlines-Delta; American; United; Southern Air Ways; Northwest Airlink.

3 - POPULATION:

Corp. City 90 Cen. 195,906; E&P 92 Est. 194,608
CZ-ABC: (80) 362,038
RTZ-ABC: (80) 264,947
County 90 Cen. 254,441; E&P 92 Est. 260,857
MSA 90 Cen. 395,396; E&P 92 Est. 412,979
City & RTZ-ABC: (80) 626,985

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 73,186; E&P 92 Est. 72,701
County 90 Cen. 82,650; E&P 92 Est. 84,734
MSA 90 Cen. 132,083; E&P 92 Est. 138,074
CZ-ABC: (80) 120,354
RTZ-ABC: (80) 86,397
City & RTZ-ABC: (80) 206,751

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$9,355,000,000
Savings & Loan	3	$799,859,000

6 - PASSENGER AUTOS: Hinds County 174,950 (all vehicles)

7 - ELECTRIC METERS: Residence 154,161

8 - GAS METERS: Residence 67,404

9 - PRINCIPAL INDUSTRIES: Furniture & Wood Prods.; Block & Tile; Feeds; Mach.; Cotton Oil & Prods.; Glass Bottles & Containers; Kitchen Ware; Fluorescent Lamps; Meat Packing; Cement; Hydraulic Aircraft Parts-Missiles; Corrugated Boxes; Work Clothes; Women's Sport Clothes; Vinyl Tile; Fertilizer; Ice Cream; Milk Prods.; Store Fixtures; Burlap & Cotton Bags; Power Mowers; Household Cleansers; School Furniture; Mattresses; Bedding; Poultry & Egg Proc.; Auto Batteries; Elect. Transformers & Switch Gear; Automotive Elect. Harnesses; Food Prods., etc. Total: 317 Plants; 18,142 Employees.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-85; Summer 68-93; Fall 43-88; Winter 37-60.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Area-Downtown.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Delta Mart(9)	NA	Southwest Drug, Family Dollar, Jitney Jungle
Metrocenter(126)	NA	Sears, McRae's, Dillard's, Gayfer's, K&B Drugs
Northwood(18)	NA	Broadmoor Drug, King Weathersby
Meadowbrook Mart(12)	NA	McRae's, Super D, Food Center
Woodlands Hills (14)	6	Jitney Jungle
Colonial Mart (16)	NA	Sunflower Foods
Jackson Mall(81)	NA	Revco Drugs, Sunflower Foods
Jackson Sq.(23)	NA	Eckerd, Allied Dept. Stores
Maywood(25)	NA	Sunflower Foods, Casual Corner, Beeman Drugs, Ace Hardware
Mid City(7)	NA	Jitney Jungle, Super D
Mart 51(21)	NA	Hooper Sound, Mart 51 Mkt., Family Dollar
Battlefield	NA	White Swan Cleaners
Cook's Ctr.(13)	NA	Super D Drugs, Jitney Jungle, K&B Drugs
Ellis Ave. Plz. (16)	NA	Radio Shack
Westland Plz. (42)	NA	Baptist Bookstore, Radio Shack, Family Dollar, Fred's, Jitney Jungle, Super D
Highland Vlg. (EC'	NA	Super D Drugs
Apple Ridge(21)	NA	Ashley's, Sunflower
North Park Mall (76)	NA	McRaes, Dillard's, JCPenney, Gayfer's
Candlestick Park(9)	NA	Sunflower Mkt.
Greenbriar(8)	NA	Southwest Drug, Sherwin-Williams
Triangle Mart(6)	NA	Nolan Drugs, Rex TV, Glidden Paint
Southport Mall (15)	NA	
Bel Air(12)	NA	
Brights Ctr.(24)	NA	Star Mkt., United Dollar
Clinton Plz.(11)	NA	Jitney Jungle, Freds
English Vlg.(7)	NA	Parkin Pharmacy, Jitney Jungle
McLaurin Mart(21)	NA	Sunflower, Goodyear, Sherwin-Williams
Plain Mart(9)	NA	Star Mkt., United Dollar
Poindexter Plz (6)	NA	Jitney Jungle
Quarter Speciality(9)	NA	Country Squire, Poets
Ellis Isle(19)	NA	Sack 'N Save Foods, Wal-Mart
DeVille Plz.(15)	NA	Service Mdse., Eckerd, Stein Mart
McDowell Sq.(13)	NA	Jitney Jungle, TG&Y, Eckerd
Jacksonian Plz. (6)	NA	Kroger
Rankin Sq.(10)	NA	Jitney Jungle, McCrory, Eckerd
Canton Mart(20)	NA	Briarwood Yard & Garden
Hico Sq.(7)	NA	Sunflower
Southgate(13)	NA	Kroger, Roses Dept., Treasury Drugs
Queens Mall W.(2)	NA	Roses, Sunflower
Country Club Vlg.(6)	NA	Jitney Jungle, Treasury Drugs

Principal Shopping Days-Department Stores-Fri., Sat., Mon. Food-Wed., Thur., Fri., Sat.

Stores Open Evenings-Numerous Dept. Stores.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; McRae's 3; Gayfer's 2; Lerner 2; Dillard's 2; Roses 3; Service Merchandise 3; K mart 2.

Variety Stores-Ben Franklin; McCrory 4.

Chain Supermarkets-Jitney Jungle 14; New Deal 2; Star Super 4; A&P 4; Kroger 7; Sunflower 9; Sack 'N Save 2; County Market; Big Star.

Chain Drug Stores-Southwest 4; Parkin's 2; Super D 9; Eckerd 6; Treasury 4; K&B 4; Revco; Mr. Discount 3.

Other Chain Stores-Thom McAn; Busch Jewelry 2; Singer Co.; Goodyear 3; Goodrich; Zales; Baker Shoes 3; Firestone 6; Radio Shack 11; Casual Corner 3; Stevens 2; Dreifus Jewelers; Spencer Gifts; Mori Luggage & Gifts 3; Florsheim Shoes; Kinney Shoes 2; Kay Jewelers; Hale & Jones 5; Hardy Shoe Store 2; The Limited 3; World Bazaar; Butler Shoes 2; Hanover Shoes; Rex TV; Stein Mart; Rhodes Furn.; Color Tile; 84 Lumber; Pier 1 Imports; Bombay Co.; Kirkland's; Toys 'R' Us; Auto Zone 7; Toys Plus; American Home Video.

14 - NEWSPAPERS: CLARION-LEDGER (m) 107,787; (S) 127,440; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Suzanne Pepper, Ret. Adv. Mgr., CLARION-LEDGER, 311 E. Pearl St.; PO Box 40, Jackson, MS 39205; Tel. (601) 961-7000.

National Representative: Gannett National Newspaper Sales.

LAUREL

1 - LOCATION: Jones County, E&P Map C-4, County Seat. 120 mi. NE of New Orleans; 85 mi. SE of Jackson. On Hwys. 11, 15, 28, 84; I-59.

2 - TRANSPORTATION: Railroads-Norfolk Southern; Illinois Central; Gulf.

Motor Freight Carriers-6.

Airlines-Air Freight-Purolator; ASA (Atlanta Southeast).

3 - POPULATION:

Corp. City 90 Cen. 18,827; E&P 92 Est. 18,313
CZ-ABC: (80) 21,897
RTZ-ABC: (80) 82,613
County 90 Cen. 62,031; E&P 92 Est. 63,473
City & RTZ-ABC: (80) 104,510

4 - HOUSEHOLDS:

City 90 Cen. 6,988; E&P 92 Est. 6,797
County 90 Cen. 20,173; E&P 92 Est. 20,642
CZ-ABC: (80) 8,178
RTZ-ABC: (80) 27,391
City & RTZ-ABC: (80) 35,569

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$3,134,234,976
Savings & Loan	4	$61,682,760

6 - PASSENGER AUTOS: Jones County 47,984 (all vehicles)

7 - ELECTRIC METERS: Residence 11,113

8 - GAS METERS: Residence 10,708

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Masonite 950; Petroleum 500; Garment 225; Wood Working 1,500; Foods 975; Howard Industries 800.

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 31-89; Summer 61-105; Fall 31-90; Winter 10-83.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Gardiner(21)	NA	Sears, Jitney Jungle
N. Laurel(17)	NA	Sunflower
Parkside Plz.(18)	NA	Roses
Westland Mart(10)	NA	Piggly Wiggly
Northwood Vlg.(4)	NA	Piggly Wiggly, K&B
Sawmill Sq. Mall(54)	NA	McRaes, JCPenney
Pine Tree(15)	NA	Jitney Jungle

Principal Shopping Days-Wed., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Roses; McRaes.
Variety Store-Fred's Dollar General.
Discount Store-Wal-Mart.
Chain Drug Stores-Wallace Rexall; Eckerd; K&B.
Chain Supermarkets-Jitney Jungle 3; Kroger; Sunflower; Piggly Wiggly 2.

14 - NEWSPAPERS: LEADER-CALL (e) 9,896; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Paul Barrett, Adv. Mgr., LEADER-CALL, 130 Beacon St., Laurel, MS 39441; Tel. (601) 428-0551.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee; Thomson Newspapers.

McCOMB

1 - LOCATION: Pike County, E&P Map B-5. 7 mi. N of Magnolia; 81 mi. S of Jackson; 109 mi. N of New Orleans. On State Hwys. 24, 44, 48, and 570; U.S. Hwys. 51 and 98; I-55.

2 - TRANSPORTATION: Railroad-ICG.
Intercity Bus Line-Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 11,591; E&P 92 Est. 11,543
CZ-ABC: (80) 17,501
RTZ-ABC: (80) 64,796
County 90 Cen. 36,882; E&P 92 Est. 37,863
City & RTZ-ABC: (80) 82,297
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 4,283; E&P 92 Est. 4,265
County 90 Cen. 12,816; E&P 92 Est. 13,157
CZ-ABC: (80) 6,356
RTZ-ABC: (80) 21,169
City & RTZ-ABC: (80) 27,525

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$102,835,000
Savings & Loan	2	$32,399,857

6 - PASSENGER AUTOS: Pike County 26,285 (all vehicles)

7 - ELECTRIC METERS: Residence 8,120

8 - GAS METERS: Residence 5,813

9 - PRINCIPAL INDUSTRIES: County-Locomotives and Car Shops; Lumber and Millwork; Dairy Prods.; Women's and Children's Lingerie; Other Textile Prods.; Aluminum Windows & Doors; Crude Oil & Gas Production; Wirebound & Corrugated Boxes; Livestock Feed; Ready-Mixed Concrete; Liquid Animal Feeds; Dyeing & Textile Oper.; Woodchips; Pine & Hardwood Lumber; Quilts; Mattress Pads & Dust Ruffles; Polyethylene Bags; United Parcel Service Distribution Center; Wood Shipping; Pallets.

10 - CLIMATE: (Monthly Av.) Jan. 49; July 81.

11 - TAP WATER: Very soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Delaware Ctr.(8)	1	Kroger, Alco, Eckerd
Pike Ctr.(20)	1	A&P, Otasco, TG&Y, Sears
Southwest(16)	1	Roses, K&B, Winn-Dixie
Delaware West(10)	1	Jitney Jungle, Revco, National Shoe Whse.
Edgewood Mall(16)	NA	Wal-Mart, JCPenney, Beall-Ladymon

Principal Shopping Days-Wed., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Fred's Dollar Store; Vests; Tailor's Bench; Felders Fashions; Cato; Richmonds Menswear.
Discount Stores-Freds; (bldg. mat.); West Cash & Carry; Ashley's; Roses; Family Dollar; Wal-Mart; National Shoe Warehouse; Allied.
Variety Stores-McCrory; TG&Y; Kent's; Alco.
Chain Drug Stores-K&B; Revco; Eckerd.
Chain Supermarkets-Jitney Jungle; Sunflower; Winn-Dixie; Kroger; Super Valu.
Other Chain Stores-Firestone; Goodyear; West Cash & Carry; Western Auto; Auto Zone.

14 - NEWSPAPERS: ENTERPRISE-JOURNAL (e-mon to fri) 11,538; (S) 11,735; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Otis R. Bardwell, Adv. Dir., ENTERPRISE-JOURNAL, Oliver Emmerich Dr.; PO Box 910, McComb, MS 39648; Tel. (601) 684-2421; FAX (601) 684-0836.
National Representative: Papert Companies.

MERIDIAN

1 - LOCATION: Lauderdale County, E&P Map C-4, County Seat. Industrial, cattle raising, lumber, distribution, medical, and agricultural center. 95 mi. from Jackson; 158 mi. from Birmingham; 208 mi. from New Orleans; 136 mi. from Mobile.

2 - TRANSPORTATION: Railroads-Midsouth Rail; Meridian & Bigbee; Norfolk Southern; Gulf & Mississippi.
Motor Freight Carriers-29.
Intercity Bus Line-Greyhound.
Airlines-Atlantic Southeast; Republic.

3 - POPULATION:
Corp. City 90 Cen. [illegible]3,539; E&P 92 Est. 43,031
CZ-ABC: (80) 48,525
RTZ-ABC: (80) 226,998
County 90 Cen. 75,555; E&P 92 Est. 76,911
City & RTZ-ABC: (80) 275,523
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 16,225; E&P 92 Est. 16,036
County 90 Cen. 23,332; E&P 92 Est. 23,751
CZ-ABC: (80) 18,047
RTZ-ABC: (80) 73,864
City & RTZ-ABC: (80) 91,911

5 - BANKS	**NUMBER**	**DEPOSITS**
Banks/Loan Assns.	9	$600,000,000

6 - PASSENGER AUTOS: Lauderdale County 53,311 (all vehicles)

7 - ELECTRIC METERS: Residence 27,762

8 - GAS METERS: Residence 14,334

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food Prods. 849; Textiles 837; Electronic 1,250; Apparel 545; Lumber & Wood 2,070; Printing and Pub. 191; Stone, Clay & Glass 304; Other Mfg. (Incl. Furn. & Fixt.; Paper & Allied; Chem. & Mach.) 1,450; Constr. 1,380; Trans. & Pub. Util. 1,810; Whol. & Ret. 5,370; Fin., Ins. and R.E. 1,010; Servs. 2,950; Gov't 4,470.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-75; Summer 75-100; Fall 60-75; Winter 32-50. First killing frost, Oct. 21; last killing frost, Mar. 18.

11 - TAP WATER: Alkaline, very soft, fluoridated.

12 - RETAILING: Principal Shopping Center-3 blocks on Front St.; 3 on 5th; 3 on 6th; 3 on 22nd Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Broadmoor Mart (19)	3	Winn-Dixie
Cloverleaf(16)	2	
College Park(25)	3	Eckerds, Winn-Dixie
Greenwood Plz. (12)	3	Revco, Jitney Jungle
Village Fair(55)	2	JCPenney, McRae's, Winn-Dixie
Westland Plz.(5)	5	Freds, Sunflower
Eastgate(18)	2	Winn-Dixie, Revco

Principal Shopping Days-Dept. Stores-Mon., Thur., Fri., Sat. Food-Thur., Fri., Sat.
Stores Open Evenings-Dept. Thur.; Shopping Centers, Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; McRae's.
Variety Stores-Woolworth; Fred's Dollar General.
Discount Stores-Wal-Mart; Lowe's; West Cash & Carry; Fred's; Dollar General; Service Merchandise; K mart.
Chain Drug Stores-Rexall; Howard's; Tutor; Eckerd 2; K&B 2; Mr. Discount 5.
Chain Supermarkets-Winn-Dixie 3; Food Max; Sunflower; Super Stop 32; Jitney Jungle 2; Sack & Save.
Other Chain Stores-Goodyear; Firestone; Billups; Busch (jewelry); Anders Furn.; Lott Furn.; Warnoc Furn.; Heilig-Meyers Furn.; Auto Zone; Sherwin-Williams; Big Ten; National Auto.

14 - NEWSPAPERS: STAR (e) 21,790 (S) 24,595; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Jack Bynum, Adv. Dir., STAR, 810-120 22nd Ave.; PO Box 1591, Meridian, MS 39301; Tel. (601) 693-1551.
National Representative: Papert Companies.

NATCHEZ

1 - LOCATION: Adams County, E&P Map A-4. On the Mississippi River, 95 mi. SW of Jackson. On U.S. Hwys. 61, 65, 84; State Hwys. 20, 24.

2 - TRANSPORTATION: Railroad-Illinois Central.
Intercity Bus Lines-Greyhound; Continental Trailways.
Intracity Bus Line-Natchez.

3 - POPULATION:
Corp. City 90 Cen. 19,460; E&P 92 Est. 19,049
County 90 Cen. 35,356; E&P 92 Est. 35,619
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 7,230; E&P 92 Est. 7,078
County 90 Cen. 12,141; E&P 92 Est. 12,232

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$485,900,900
Savings & Loan	2	$26,839,456

6 - PASSENGER AUTOS: Adams County 27,223 (all vehicles)

7 - ELECTRIC METERS: Residence 8,624

8 - GAS METERS: Residence 8,488

9 - PRINCIPAL INDUSTRIES: Oil Production & Related Prods.; Tires; Pulp & Paper Prods.; Lumber; Pecan Shelling; Asbestos Prods.; Steel Prods.; Chem.; Farming; Tourism.

10 - CLIMATE: Min. & Max. Temp.-Spring 58-75; Summer 70-95; Fall 50-65; Winter 38-56. First killing frost, Nov. 15; last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Centers-6 blocks on Main; 4 on Commerce; 8 on Franklin; several Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Liberty(10)	NA	Pik-Quick Mkt.
Magnolia(21)	NA	County Mkt., Wal-Mart
Nosser City(9)	NA	Dollar General
Trace Town(21)	NA	Sears, McCrory, Radio Shack
Riverfront(5)	NA	Supr. Furn.
St. Catherine(8)	NA	Piggly Wiggly, United Dollar
Lewis-Vidalia(10)	NA	Otasco, Sterling, United Dollar
K mart(2)	NA	K mart, Ntz. Market
Kroger Ctr.	NA	K&B Drugs, Kroger
Natchez Mall(45)	NA	JCPenney, Beall's, McRae's Dept.

Principal Shopping Days-Mon., Wed., Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Beall's; McRae's.
Variety Stores-McCrory; United Dollar; Otasco; Dollar General; Bargain Time; K mart; Wal-Mart.
Chain Drug Stores-K&B; Treasury; Eckerd.
Chain Supermarkets-A&P 2; Jitney Jungle 3; Winn-Dixie; Piggly Wiggly; Shadyside 2; Minit Man 6; Dixie Dandy; In-n-Out 2; Pik Quick 2; Kroger; Budget Saver; County Market; Ntz. Market.
Other Chain Stores-Firestone; Goodyear; Western Auto; Busch Jewelry; Diamond Shop; Goodyear; Butler's Shoe; International KB; Goodrich; Sherwin-Williams; Singer; U.S. Paint.

14 - NEWSPAPERS: DEMOCRAT (m-tues to sat) 12,489; (S) 12,744; June 30, 1990 VAC.
Local Contact for Advertising and Merchandising Data: Candi Davis, Adv. Mgr., DEMOCRAT, 530 N. Canal St., Natchez, MS 39120; Tel. (601) 442-9101.
National Representative: Landon Associates.

OXFORD

1 - LOCATION: Lafayette County, E&P Map C-2. County Seat. Agricultural, lumber area; 62 mi. SE of Memphis, TN on State Hwys. 6, 7; 22 mi. E of I-55, U.S. 35.

2 - TRANSPORTATION: Railroad-Natchez Trace Railway.
Motor Freight Carriers-Freeman Truck Lines 18.
Airline-Jeff Meaders Air Service.

3 - POPULATION:
Corp. City 90 Cen. 9,984; E&P 92 Est. 10,104
County 90 Cen. 31,826; E&P 92 Est. 32,708

4 - HOUSEHOLDS:
City 90 Cen. 3,682; E&P 92 Est. 3,726
County 90 Cen. 8,638; E&P 92 Est. 8,887

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	$155,000,000
Savings & Loan	3	$315,000,000

6 - PASSENGER AUTOS: Lafayette County 19,595 (all vehicles)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Whirlpool Corp.; Kellwood; Champion Building Prods.; Emerson Electric; Outboard Marine; Oxford Wire & Cable; Denton Mills, Oxford CMP.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-88; Summer 70-96; Fall 22-88; Winter 16-75. First killing frost, Nov. 1; last killing frost, Mar. 13.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Oxford Mall	NA	JCPenney, Beall Ladymon
East Gate Plz.	NA	Big Star, Chaney's Drugs
Kiamie's	NA	
Mid Town(8)	NA	Sears, Foodway
Oakwood Plz.	NA	Foodway
Rainbow Ctr.	NA	
Tradeswinds	NA	Kroger, Treasury Drugs, Heilig-Meyers

13 - RETAIL OUTLETS: Department Stores-J.E. Neilson Co.; JCPenney; Beall-Ladymon.
Discount Stores-Johnson's Furn.; Nationwide Salvage; Wal-Mart.
Chain Drug Stores-K&B; Super D.
Other Chain Stores-Goodyear; Sears.

14 - NEWSPAPERS: EAGLE (e-mon to fri) 4,822; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: Nina B. Goolsby, Adv. Dir., EAGEL, 916 Jackson Ave.; PO Box 866, Oxford, MS 38655; Tel. (601) 234-4331.
National Representative: Papert Companies.

PASCAGOULA

1 - LOCATION: Jackson County, (In Pascagoula MSA), E&P Map C-6 County Seat. Shipbuilding, papermaking, oil refinery, commercial fishing, chemicals, import, export, small diversified industries. SE part of State. 100 mi. E of New Orleans, LA; 40 mi. SW of Mobile, AL; On U.S. Hwy. 90; State Hwy. 63; I-10.

2 - TRANSPORTATION: Railroads-CSX Railroad; Mississippi Export.

Motor Freight Carriers-7.

Intercity Bus Lines-Teche Greyhound; Gulf Transport; Trailways.

Water-10 Barge Lines. Cargo Liners through Port.

3 - POPULATION:

Corp. City 90 Cen. 25,899; E&P 92 Est. 25,315

NDM-ABC: (80) 149,035

County/MSA 90 Cen. 115,243; E&P 92 Est. 117,346

4 - HOUSEHOLDS:

City 90 Cen. 9,635; E&P 92 Est. 9,417

County/MSA 90 Cen. 41,282; E&P 92 Est. 42,035

NDM-ABC: (80) 47,124

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$635,128,208
Commercial	10	$3,653,962,320

6 - PASSENGER AUTOS: Jackson County 88,910 (all vehicles)

7 - ELECTRIC METERS: County 50,300

8 - GAS METERS: County 19,859

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Shipbuilding 10,750; Paper & Allied 2,150; Food & Kindred 850; Chem. & Allied 600; Apparel 1,280; Stone, Clay & Glass 325; Seafood 540; Oil Refinery 1,250; Pet Food 120.

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-87; Summer 73-98; Fall 41-92; Winter 18-60. First killing frost, Dec. 30; last killing frost, Feb. 12.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Areas-3 blocks on Delmas, 1 on Krebs, 40 stores; Moss Point: 4 blocks on Main, 3 on McInnis, 20 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Deep South(11)	NA	Dollar Stores, Parnell Furn., Firestone
Bel Air(12)	NA	D & G Supermarket
Searstown(18)	NA	Eckerd, Goodyear
K mart Plz.(3)	NA	K mart, Hancock Fabrics, Delchamps
Bellview Plz.(5)	NA	Winn-Dixie, Kent's
Singing River(74)	NA	JCPenney, McRae's, Beall's, Service Mdse., Sears

Principal Shopping Days-Mon., Thur., Fri.

Stores Open Evenings-Same on Thur. and Fri.; few on Sat.; Supermkts. Thur., Fri., & Sat.

13 - RETAIL OUTLETS: Department Stores-Brumfield's; Sears; JCPenney; Hale's; K mart; McRaes; Beall's; Service Mdse.

Discount Store-Bargain Annex.

Variety Stores-McClellan; Fred's; TG&Y.

Chain Drug Stores-Southwest; Eckerd; Central; K&B.

Chain Supermarkets-Winn-Dixie 2; Greer's; Delchamps 3; Food World.

Other Chain Stores-Auto Accessories: Firestone, Goodyear 2; Jewelry: Felts, Johnson Bros., Lorch's, Zales; Furniture: McGregor's, Rhodes, Gulf, Blackman's, Parnell, Alberts; Shoes: Gryder's, Baker, Kinney's; Paints: Sherwin-Williams, Harris, Burk Hall, Napko, Var-Tung Devoe, Dutch Boy BLP.

14 - NEWSPAPERS: MISSISSIPPI PRESS (e-mon to fri) 23,050; (S) 23,401; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Jeanette Hines, Adv. Dir., MISSISSIPPI PRESS, 405 Delmas Ave.; PO Box 849, Pascagoula, MS 39567; Tel. (601) 762-1111.

National Representative: Newhouse Newspapers Metro Suburbia.

PICAYUNE

1 - LOCATION: Pearl River County, E&P Map C-5. Manufacturing, agriculture, and nearby government installation (NASA, Navy, Army). SE portion of state, 45 mi. N of New Orleans. On U.S. Hwy. 11, State Hwy. 43, I-59.

2 - TRANSPORTATION: Railroads-Southern; Amtrak.

Motor Freight Carriers-Roadway; Highway Express; Red Ball; Ryder.

Intercity Bus Line-Greyhound.

Airlines-See New Orleans International Airport.

3 - POPULATION:

Corp. City 90 Cen. 10,633; E&P 92 Est. 10,787

County 90 Cen. 38,714; E&P 92 Est. 40,570

4 - HOUSEHOLDS:

City 90 Cen. 3,919; E&P 92 Est. 3,976

County 90 Cen. 13,804 E&P 92 Est. 14,466

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$420,221,000
Commercial	3	$726,000,000

6 - PASSENGER AUTOS: Pearl River County 30,538 (all vehicles)

7 - ELECTRIC METERS: Residence 4,055

8 - GAS METERS: Residence 3,340

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Chem. 201; Electrical 588; Containers 298; Wood Proc. 300.

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-98; Summer 58-98; Fall 36-92; Winter 14-82. First killing frost, Nov. 10; last killing frost, Mar. 10.

11 - TAP WATER: Soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mississippi Mall	1	Winn-Dixie, Eckerd Drugs
Pine Tree Plz	1	K&B Drugs
Northgate(6)	1	IGA, Sears (catalog)
Picayune Sq.(5)	1	Allied, Freds, Cato, Wal-Mart, Delchamps

Principal Shopping Days-Fri. & Sat.

Stores Open Evenings-9 p.m., Sun. 1-6.

13 - RETAIL OUTLETS: Department Stores-Boston Store; Salloumns; Allied; Cato.

Discount Stores-Fred's; Dollar General.

Variety Store-Wal-Mart.

Chain Drug Stores-K&B; Eckerd.

Chain Supermarkets-Winn-Dixie; Delchamps; IGA; Sunflower.

Other Chain Stores-Shoe Town; Goodyear; Sears (catalog); Western Auto; Radio Shack 2; Otasco; Kenwin Shop.

14 - NEWSPAPERS: PICAYUNE ITEM (e-tues to fri) 6,150; (S) 6,150; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Tom Andrews, Adv. Dir., PICAYUNE ITEM, 214 Curran Ave.; PO Box 580, Picayune, MS 39466; Tel. (601) 798-4766.

National Representative: Papert Companies.

STARKVILLE

1 - LOCATION: Oktibbeha County, E&P Map C-3 in Northeastern part of MS.

2 - TRANSPORTATION: Railroads-Gulf and Mississippi.

Motor Freight Carriers-7.

Airlines-Republic; American Eagle; Atlantic Southeastern.

Intercity Bus Line-Continental Trailways.

3 - POPULATION:

Corp. City 90 Cen. 18,458; E&P 92 Est. 19,216

County 90 Cen. 38,375; E&P 92 Est. 48,012

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 6,843; E&P 92 Est. 7,124

County 90 Cen. 11,566; E&P 92 Est. 14,471

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$400,000,000
Savings & Loan	2	$22,500,000

6 - PASSENGER AUTOS: Oktibbeha County 22,502 (all vehicles)

7 - ELECTRIC METERS: Residence 6,480

8 - GAS METERS: Residence 5,125

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-State & Federal Agric. Research 1,050 ($250); Apparel 275 (N.A.); Felt Mfg. 210 ($300); Furn. Mfg. 350 ($300); Commercial metal blades (N.A.); Metal Bldg. Mfg. 450 (N.A.); Univ. Educ. 1,700 Faculty & other employees; Copper Fab. 100 ($250); Borden; Flexsteel; South Wire; etc.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-88; Summer 78-104; Fall 30-88; Winter 18-75. First killing frost, Nov. 4; last killing frost, Mar. 12.

11 - TAP WATER: Neutral, medium soft.

12 - RETAILING: Principal Shopping Center-8 blocks on Main and Lafayette Sts.; Jackson and Washington.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
82 Plz.(9)	1	Sunflower, Bargain Town
Southdale(11)	2	Sears, Semco
State(13)	2	Withit, Piggly Wiggly
STK Crossing Shpg. Ctr.	3	Wal-Mart, Cato, Payless, JCPenney, Beall-Ladymon, GNC, Electric City, Max 10, Kroger
La Galarie(10)	1	APB Photo, Gerri's Apparel
University Sq. (7)	2	Sack and Save, Harco Drugs, The Lodge
College Park	1	George Sherman, Hallmark, Dixie's, Nikki's, Towne & Campus

Principal Shopping Days-Wed., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Mullins; Beall-Ladymon.

Variety Store-Bargain Town.

Discount Stores-Fred's Dollar Store; Wal-Mart; Boot Hill Western; Semco; Withit; Family Dollar.

Specialty Shops-Dixie's Dress Shop; McMurray Shoes; Saxons Shoes; Thomas'; George Sherman Clothiers; Towne & Campus Dress Shoppe; GNC.

Chain Drug Stores-Revco; Wal-Mart; Harco.

Chain Supermarkets-Kroger; Sunflower Foods; Sack and Save; Piggly Wiggly.

Other Chain Stores-Western Auto; Heilig-Meyers Furn.; Smith & Byars Clothing; Spot Cash Tire; Sears (catalog); Factory Connection; Cato; Family Dollar; Bargain Town; Big 10 Tires; Auto Zone; Dress Shop; Shoe City; Payless Shoe Source; Radio Shack; Sherwin-Williams; Firestone; Goodyear; Max 10; Simply 6; Electric City; Badcock Furniture.

14 - NEWSPAPERS: NEWS (m) 6,500; (S) 6,500; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Richard Stubbs, Adv., NEWS, 316 University Dr.; PO Drawer 1068, Starkville, MS 39759; Tel. (601) 323-1642.

National Representative: American Publishing Coop.

TUPELO

1 - LOCATION: Lee County, E&P C-2. County Seat. Manufacturing, shopping and wholesale center for NE MS and NW AL. Located in NE part of state, 106 mi. SE of Memphis and 150 mi. NW of Birmingham.

2 - TRANSPORTATION: Railroads-Gulf & Mississippi; Burlington Northern.

Motor Freight Carriers-30.

Intercity Bus Lines-Greyhound; Continental.

Airlines-American Eagle; Northwest Airlink.

3 - POPULATION:

Corp. City 90 Cen. 30,685; E&P 92 Est. 32,141

CZ-ABC: (80) 27,322

RTZ-ABC: (80) 258,907

County 90 Cen. 65,581; E&P 92 Est. 68,790

City & RTZ-ABC: (80) 286,229

4 - HOUSEHOLDS:

City 90 Cen. 11,407; E&P 92 Est. 11,948

County 90 Cen. 21,508; E&P 92 Est. 22,561

CZ-ABC: (80) 10,116

RTZ-ABC: (80) 87,894

City & RTZ-ABC: (80) 98,010

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$1,039,877,000
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: Lee County 54,201 (all vehicles)

7 - ELECTRIC METERS: Residence 9,845

8 - GAS METERS: Residence 10,020

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. 2,120 ($336); Elect. Prods. 1,125 (N.A.); Food 1,110 ($295); Apparel 2,350 ($213); Furn. 2,320 ($346).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-88; Summer 70-97; Fall 22-88; Winter 16-75. First killing frost, Nov. 1; last killing frost, Mar. 12.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Main St.; 2 on Spring & Bdwy.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
West Main(9)	1	Fred P. Gattis, Super-D
Belk Department Store(6)	NA	
Mall at Barnes Crossing	NA	JCPenney, McRae's, Sears, Kroger, K mart
Hancock	2	Hancock Fabrics
All American Plz.	3	National Menswear, Walgreens, Kroger
Traceway	2	Wal-Mart, Blount's
Food Ctr.	2	Wal-Mart, Super D, Blount's

Principal Shopping Days-Mon., Thur., Fri., Sat.

Stores Open Evenings-Dept. 9 p.m.; Food 9 or midnight.

13 - RETAIL OUTLETS: Department Stores-Reed's; Black's; Sears; JCPenney; McRae's; Belk.

Discount Stores-Fred's Dollar; Dollar General; Family Dollar; Bargain Town; Wal-Mart 2; K mart.

Chain Drug Stores-Big B; Disc Drugs; Medical Center; T&S; SupeRx; Walgreens; Super-D 2; Community Discount; Wal-Mart; K mart.

Chain Supermarkets-Kroger 2; Todd's Big Star; Turner's; Palmer's Big Star; Blount's 2; Sack & Save; Food World; Sav-A-Lot.

Other Chain Stores-Firestone; Goodyear; Western Auto; Lowe's; Wicke's; Radio Shack; Rex TV & Appliances; Hancock Fabrics; Natl. Men's Wear; Dreifus Jewelry; TSC; Footlocker; Athlete's Foot; Victoria's Secret; Hooter's; Benetton; Horner-Rausch Optical; K&K Toys; Master Cuts; Disc Jockey; Marvyn's Home Center; McDuff's Appliance; Heilig-Meyers; Kirklands.

14 - NEWSPAPERS: JOURNAL (m) 39,373; (S) 35,890; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Richard Crenshaw, Adv. Dir., JOURNAL, 1655 S. Green; PO Box 909, Tupelo, MS 38802; Tel. (601) 842-2622.

National Representative: Landon Associates.

VICKSBURG

1 - LOCATION: Warren County, E&P Map B-4. County Seat. On western border of state, 45 mi. W of Jackson; 220 mi. S of Memphis, TN; 235 mi. N of New Orleans, LA.

2 - TRANSPORTATION: Railroad-Mid-South Railway.

Motor Freight Carriers-5.

Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 20,908; E&P 92 Est. 20,103

CZ-ABC: (80) 25,434

RTZ-ABC: (80) 90,872

County 90 Cen. 47,880; E&P 92 Est. 47,777

City & RTZ-ABC: (80) 116,306

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 7,769; E&P 92 Est. 7,469
County 90 Cen. 16,274; E&P 92 Est. 16,239
CZ-ABC: (80) 9,292
RTZ-ABC: (80) 28,132
City & RTZ-ABC: (80) 37,424

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$47,632,428
Commercial	4	$327,900,074

6 - PASSENGER AUTOS: Warren County 36,397 (all vehicles)

7 - ELECTRIC METERS: Residence 18,865

8 - GAS METERS: Residence 8,480

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Trailers 200; Chem. 139; Lighting Fixtures 500; Lumber 1,082; R.R. Shops 300; Feed Mills 98; Children's Apparel 301; Cement 100; Rubber Reclaiming 100; Tank Mfg. 73; Pole Line Hdwe. 28; Ship Building 1,345; Paper Mill 265; Oil Mill 60; Federal Gov't 4,480; State Gov't 917.

Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-97; Summer 52-104; Fall 20-94; Winter -1-84 First killing frost, Nov. 3; last killing frost, Mar. 6.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Washington St.; 3 on Clay St.; 3 on Crawford St.; 3 on South St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Battlefield	2	Sears
Dixie Plz.(14)	2	
Pemberton Mall (52)	2	Wal-Mart, JCPenney, McRaes, Beall's

Principal Shopping Days-Mon., Thur., Fri., Sat.

Stores Open Evenings-Shopping Centers every evening until 9; Sears until 7 on Tues.-Thur.

13 - RETAIL OUTLETS: Department Stores-Charlie's; Sears; JCPenney; McRae's; Beall-Ladymon; Wal-Mart.

Chain Drug Stores-Walgreens; K&B; Treasury; Revco.

Chain Supermarkets-A&P 2; Jitney Jungle 4; Super G; Kroger; Whse. Food Ctr.; Big Star; Country Market.

Other Chain Stores-Singer Co.; Firestone; Goodrich; Thom McAn; Zales Jewelers; Regents; Fred's Dollar Store; Gordon's; Radio Shack; Lerner Shop; Endicott-Johnson; Hallmark; Dollar General; Cato; Lane Bryant; Brooks Fashions; Merle Norman; Nutrition Ctr.; Regis.

14 - NEWSPAPERS: POST (e) 15,212; (S) 15,456; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Louis P. Cashman III, Pub., POST, 920 South St., Vicksburg, MS 39180; Tel. (601) 636-4545.

National Representative: Papert Companies.

WEST POINT

1 - LOCATION: Clay County, E&P Map C-2. County Seat. Agric. Ctr.; 90 mi. N of Meridian; 120 mi. W of Birmingham, AL; 150 mi. SE of Memphis, TN. On State Hwys. 23, 46, 47, 50 and W45.

2 - TRANSPORTATION: Railroads-Illinois Central Gulf; Columbus & Greenville.

Intercity Bus Line-Tri-State Trailways.

Motor Freight Carriers-12.

3 - POPULATION:

Corp. City 90 Cen. 8,489; E&P 92 Est. 8,525
County 90 Cen. 21,120 E&P 92 Est. 21,608

4 - HOUSEHOLDS:

City 90 Cen. 3,121; E&P 92 Est. 3,135
County 90 Cen. 7,629; E&P 92 Est. 7,805

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$535,163,000
Savings & Loan	2	$205,055,790

6 - PASSENGER AUTOS: Clay County 14,402 (all vehicles)

7 - ELECTRIC METERS: Residence 3,754

8 - GAS METERS: 3,350

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Boiler Making 978; Textiles 615; Meat Packing 1,954; Rubber Prods. 450; Metal Prods. 100; Concrete Prods. 52, Agric. Prods. 175.

10 - CLIMATE: Min. & Max. Temp.-Spring 31-81; Summer 71-103; Fall 42-95; Winter 11-70.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Shopping Centers-Point Plz. (Sunflower, Plz. Drugs), West Main Shopping Ctr. (Wal-Mart, Kroger, Harco Drug, Payless Shoes, Dollar General).

Principal Shopping Days-Thur., Fri. and Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Hills; Fred's; Cato.

Discount Stores-Fred's; Wal-Mart; Dollar General; Payless Shoes; Family Dollar.

Chain Drug Stores-Plaza; Roses; Harco.

Chain Supermarkets-Kroger; Sunflower; Jitney Jungle.

Other Chain Store-Sherwin-Williams.

14 - NEWSPAPERS: DAILY TIMES LEADER (m) 3,432; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Joyce Pierce, Local Adv. Mgr., DAILY TIMES LEADER, 227 Court St.; PO Drawer 1176, West Point, MS 39773; Tel. (601) 494-1422.

National Representative: Landon Associates.

MISSOURI SURVEYS

METROPOLITAN STATISTICAL AREAS

Columbia-Boone County.
Joplin-Jasper and Newton Counties.
Kansas City, MO-KS-Cass, Clay, Jackson, Lafayette Platte, Ray Counties, MO; Johnson, Leavenworth, Miami and Wyandotte Counties, KS.

St. Joseph-Buchanan County.
St. Louis, MO-IL-St. Louis City; Franklin, Jefferson, St. Charles and St. Louis Counties, MO; Clinton, Jersey, Madison, Monroe, St. Clair Counties, IL.
Springfield-Christian and Greene Counties.

POPULATION ESTIMATES

(Thousands)

Age Group	1980	1990	1992
Under 5 Years	354	437	445
5-14 Years	738	753	767
15-24 Years	907	767	782
25-44 Years	1,300	1,630	1,660
45-64 Years	977	943	960
65 and Over	648	606	618
TOTAL	4,924	5,136	5,231

Based on U.S. Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1977 Census	1982 Census	1992 Est.
Bldg. Mat./Hdwr	903	1,073	2,343
General Mdse	2,227	2,777	5,425
Food	3,295	4,754	7,511
Automobiles	3,545	3,992	9,150
Gasoline Stations	1,497	2,228	2,676
Apparel	691	992	1,751
Furniture	658	780	1,308
Eat-Drink Places	1,321	1,986	3,819
Drugs	445	610	1,061
TOTAL SALES	15,920	21,655	39,097

BLUE SPRINGS

1 - LOCATION: Jackson County (In Kansas City, MO-KS MSA). E&P Map A-3. 20 mi. E of Kansas City, MO.

2 - TRANSPORTATION: Railroads-Chicago, Missouri & Western Railway.

Motor Freight Carriers-154.

Intercity Bus Line-Area Transportation Authority.

Airlines-18.

3 - POPULATION:

Corp. City 90 Cen. 40,153; E&P 92 Est. 42,998
County 90 Cen. 633,232; E&P 92 Est. 640,474
MSA 90 Cen. 1,566,280; E&P 92 Est. 1,609,361

4 - HOUSEHOLDS:

City 90 Cen. 15,746; E&P 92 Est. 16,862
County 90 Cen. 245,915; E&P 92 Est. 248,728
MSA 90 Cen. 594,781; E&P 92 Est. 610,873

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: Jackson County 417,085

7 - ELECTRIC METERS: 15,140

8 - GAS METERS: 13,546

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Whol./Ret. 1,050; Educ. 1,003; Railroad Equip. 575; Mfg. 490; Servs. 347; Hospital 308; Gov't 156. (Av. Wkly. Wage-$195).

10 - CLIMATE: Min. & Max. Temp.-Summer 60-95; Winter 0-40.

11 - TAP WATER: Ground Water Fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-White Oak Plaza, Kingsridge Center, Country Club Center; Neighborhood Shopping Areas-Hwy. 7 from Duncan Road to Clark Road; U.S. Hwy. 40; South 7 Plz., Keystone Shops, Sunset Plz., Haymarket, Plaza Center, Mock Plz., Park Plz., I-70 Ctr.

13 - RETAIL OUTLETS: Discount Stores-Wal-Mart; K mart; Sears Outlet.

Chain Drug Stores-Revco; Drug Depot; Osco.

Chain Supermarkets-Price Chopper; United Super; Aldi; Food Barn; Hy-Vee.

Other Chain Stores-Western Auto; Goodyear Firestone; Goodrich; Payless Cashways; West Lake Hdwe.; Auto Works.

14 - NEWSPAPERS: EXAMINER (e) 5,834; VAC June 30,1990.

Local Contact for Advertising and Merchandising Data: Irene Baltrusaitis, Adv. Dir., EXAMINER, PO Box 1057, Blue Springs, MO 64013; Tel. (816) 229-9161

National Representatives: Missouri Press Service; U.S. Suburban Press.

BOONVILLE

1 - LOCATION: Cooper County, E&P Map B-3, County Seat. On I-70 & State Hwys. 5, 40, 87, 98. 100 mi. E of Kansas City; 150 mi. W of St. Louis. Incorporated city limits extend beyond I-70, Hwy. 5.

2 - TRANSPORTATION: Railroad-Missouri Pacific.

Motor Freight Carriers-6.

Intercity Bus Line-Southwestern Greyhound.

Airport-Jesse P. Viertel Memorial Airport, 1 mile.

River Port-Missouri River.

3 - POPULATION:

Corp. City 90 Cen. 7,095; E&P 92 Est. 7,122
County 90 Cen. 14,835; E&P 92 Est. 15,015

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 2,782; E&P 92 Est. 2,793
County 90 Cen. 5,706; E&P 92 Est. 5,775

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$84,325,000
Savings & Loan	2	$174,339,312

6 - PASSENGER AUTOS: Cooper County 7,717

7 - ELECTRIC METERS: Residence 2,583

8 - GAS METERS: Residence 2,244

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Small Elect. Appliances 250 ($255); Bakery 165 ($300); Fiberboard 65 ($255); Mobile Homes 75 ($255); Clothing Mfg. 93 ($200); Baseboard Heaters 140 ($255).

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-80; Summer 46-103; Fall 25-80; Winter 12-70. First killing frost, Oct. 17; last killing frost, Apr. 23.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Main St.; 5 side street blocks.

Neighborhood Shopping Centers-Ashley Rd. from Main to Sportsman Rd. and Hwy. 5 Intersection; Boone Village Shopping Center-south of town.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
New Franklin	3	IGA, United Super
North Boonville	1	Wal-Mart

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Discount Stores-Orschein's; Places; Dollar General; Wal-Mart.

Chain Supermarkets-IGA; Boonville United Super; Price Chopper.

Other Chain Stores-Western Auto; Rupp Automotive; Gerling's Parts Stop; Boonville Auto Parts (NAPA).

14 - NEWSPAPERS: NEWS & ADVERTISER (m-mon to fri) 2,932; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Scott Jackson, Pub., NEWS & ADVERTISER, 412 E. High, Boonville, MO 65233; Tel. (816) 882-5335.

National Representative: Missouri Press Service.

BROOKFIELD

1 - LOCATION: Linn County, E&P Map B-2. 366 mi. SW of Chicago; 125 mi. NE of Kansas City. On U.S. Hwy. 36; State Hwys. 5, 11.

2 - TRANSPORTATION: Railroad-Burlington-Northern.

Motor Freight Carriers-10.

3 - POPULATION:

Corp. City 90 Cen. 4,888; E&P 92 Est. 4,755
County 90 Cen. 13,885; E&P 92 Est. 13,698

4 - HOUSEHOLDS:

City 90 Cen. 1,917; E&P 92 Est. 1,865
County 90 Cen. 5,786; E&P 92 Est. 5,708

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$75,000,000

6 - PASSENGER AUTOS: Linn County 8,563

7 - ELECTRIC METERS: Residence 2,340

8 - GAS METERS: Residence 2,044

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-R.R. 100; Uniforms 150; Auto assemblies 222 Pharmaceutical Supplies 100; Steel Fabricating 36; Truck Trailer 43.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-87; Summer 52-101; Fall 11-88; Winter-6-50. First killing frost, Nov. 8; last killing frost, Apr. 24.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Days-Mon., Fri., Sat.

Stores Open Evenings-Food, Discount, Dept. Stores.

13 - RETAIL OUTLETS: Discount Store-Wal-Mart.

Chain Drug Stores-Mart's; Sam's Presciption Shop.

Chain Supermarkets-Cash Saver, IGA Foodliner, Howard's Market.

14 - NEWSPAPERS: NEWS-BULLETIN (e-mon to fri) 5,000; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Gary King, Adv. Mgr., NEWS-BULLETIN, 107-109 N. Main; PO Box 40, Brookfield, MO 64628. Tel. (816) 258-7237.

National Representative: None.

CAMDENTON

1 - LOCATION: Camden County, E&P Map B-3. County Seat. U.S. Hwys. 5 & 54. South central part of state.

2 - TRANSPORTATION: Motor Freight Carriers-Beaufort; Yellow Freight.

Intercity Bus Line-Kincaid.

3 - POPULATION:

Corp. City 90 Cen. 2,561; E&P 92 Est. 2,613
County 90 Cen. 27,495; E&P 92 Est. 29,259

4 - HOUSEHOLDS:

City 90 Cen. 1,004; E&P 92 Est. 1,025
County 90 Cen. 11,455; E&P 92 Est. 12,190

5 - BANKS	**NUMBER**	**DEPOSITS**
Commerical	1	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: Camden County 16,835

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: None.

9 - PRINCIPAL INDUSTRIES: Electronics; Sun-Strand Tublar.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-60; Summer 70-95; Fall 50-65; Winter 20-45. First killing frost, mid-Oct.; last killing frost, mid-Apr.

11 - TAP WATER: Hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Harper-Foster(6)	NA	Dale Jewelry
High Point(4)	NA	Consumers, Wal-Mart
Csage Plz.(6)	NA	Ozark Opry

Principal Shopping Days-Wed., Fri., Sat.

Stores Open Evenings-Fri., Sat., Sun.

13 - RETAIL OUTLETS: Discount Store-Wal-Mart.

Chain Supermarkets-Dillons; Consumers.

14 - NEWSPAPERS: REVEILLE (m-mon to fri) 5,682; sworn Aug. 9, 1991.

Local Contact for Advertising and Merchandising Data: Faye Ellingsworth, Pub., REVEILLE, 114 N. Hwy. 5; PO Box 290, Camdenton, MO 65020; Tel. (314) 346-2132.

National Representative: None.

CAPE GIRARDEAU

1 - LOCATION: Cape Girardeau County, E&P Map D-4. Education, industrial transportation, cultural and agricultural center for approximate 20-county area. On U.S. Hwys. 61, I-55; State Hwys. 34, 72, 74, 146, 177; Mississippi River.

2 - TRANSPORTATION: Railroads-Burlington Northern; Missouri Pacific; Southern Pacific Cotton Belt.

Motor Freight Carriers-11.

Intercity Bus Lines-Trailways/Greyhound; Bootheel Area Rapid Transportation.

Airlines-Cape Central Airways Charter; Trans World Express.

Barge Lines-Missouri Dry Dock & Repair; Rushing Marine; Missouri Barge Lines, Inc.; Southeast Missouri Regional Port Authority.

3 - POPULATION:

Corp. City 90 Cen. 34,438; E&P 92 Est. 34,453
County 90 Cen. 61,633; E&P 92 Est. 62,748

4 - HOUSEHOLDS:

City 90 Cen. 13,505; E&P 92 Est. 13,511
County 90 Cen. 23,705; E&P 92 Est. 24,133

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$986,482,000
Savings & Loan	2	$212,849,000

6 - PASSENGER AUTOS: Cape Girardeau County 34,707

7 - ELECTRIC METERS: Residence 16,365

8 - GAS METERS: Residence 10,789

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Apparel 650; Hospital 2,305; Whol. & Ret. Distributors 273; Gen. Constr. 112; Gen. Contractor 150; Disposable Diapers 1,286; Shoes 754; Univ. 1,060; Telephone Serv. 140; Groceries, Meat & Produce 218; Automobile Seat Covers 525; Audio Cable & Harnesses 310; Closet Accessories 530; Axle Carriers & Cases 100; Plastic Bags 100; Specialty Die Cutting 255; Signs 128; Comm. Web Job Printing & Newspaper 125; Laminated Oak Flooring; Portland Cement 174; Utility 108.

Principal Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-68; Summer 69-91; Fall 49-69; Winter 24-41. First killing frost, Oct. 25; last killing frost, Mar. 20.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING. Principal Shopping Area-3 blocks on Main St., 10 on Broadway, 2 on Good Hope and 3 on Sprigg.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Town Plz.(31)	2	Sears
West Pk. Mall(90)	4	Famous-Barr, JCPenney, Venture

Principal Shopping Days-Sat., Fri., Wed.

Stores Open Evenings-Mall stores 9:30 Mon. through Sat., Downtown until 8 on Thur., Town Plz. until 8 Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Famous Barr; JCPenney; Sears.

Variety Stores-Woolworth; Ben-Franklin.

Discount Stores-K mart; Wal-Mart; Venture.

Chain Supermarkets-Schnuck's; National Del-Farms; Save-A-Lot; Food Giant; Aldi's; Shop 'N Save.

Other Chain Stores-Dollar General; Maurice's; Lerner; Goodyear; Network's; Radio Shack; So-Fro Fabrics; Camelot Music; Disc Jockey; Orscheln's; Thom McAn; Kinney; Waldenbooks; Jewelers; Central Hardware; Silo; Wolohan Lumber Co; Reeds; Pier 1 Imports; Royal Optical; Merle Norman; Champs; Pearl Vision; Kay Bee Toys; Payless Shoes; Robin's Shoes; Michaelson's Jewelers; Seifert's; Arthur's; General Nutrition Center; The Limited; Casual Corner; Hotline Shoes; Sabarro's; Swensen's; 16 Plus.

14 - NEWSPAPERS: SOUTHEAST MISSOURIAN (e-mon to fri) 16,771; (S) 19,547; Mar. 31, 1991 CAC.

Local Contact for Advertising and Merchandising Data: Irvin Landewee, Adv. Dir., SOUTHEAST MISSOURIAN, 301 Broadway, PO Box 699, Cape Girardeau, MO 63702-0699; Tel. (314) 335-6611.

National Representative: Landon Associates.

CARROLLTON

1 - LOCATION: Carroll County, E&P Map B-2, County Seat. Agric. ctr. Situated 66 mi. ENE of Kansas City. On U.S. Hwys. 24, 65; State Hwy. 10.

2 - TRANSPORTATION: Railroads-Norfolk & Western; AT&SF.

3 - POPULATION:

Corp. City 90 Cen. 4,406; E&P 92 Est. 4,347
County 90 Cen. 10,748; E&P 92 Est. 10,750

4 - HOUSEHOLDS:

City 90 Cen. 1,728; E&P 92 Est. 1,705
County 90 Cen. 4,300; E&P 92 Est. 4,229

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$74,422,000
Savings & Loan	2	$20,710,000

6 - PASSENGER AUTOS: Carroll County 6,287

7 - ELECTRIC METERS: Residence 2,019

8 - GAS METERS: Residence 2,135

9 - PRINCIPAL INDUSTRIES: Oil Refining; Sportswear; Quarry & Ready Mix; Portable Livestock Seeds; Hybrid Seeds; Printing; Pipelines; Feed & Grain Elevators; Orbseal Woodworking.

10 - CLIMATE: N.A.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Days-Mon., Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Nancy's Fashions; Carl's Men's Wear; Dickson's Clothing; Freeman Furniture; Carroll Furn.; Shirley's Boots & Shoes.

Discount Stores-Dollar General; Places.

Chain Drug Stores-Fellers; Main; Remidies Drug.

Chain Supermarkets-Faulk's Quality Mkt.; Harold's Market; Mulchs United; Super.

Other Chain Stores-A&B Hdwe.; Sears (catalog); Carrollton Lumber Co; Places.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 3,500; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Dean DeVries, Pub., DEMOCRAT, Hwy. 65 S., Carrollton, MO 64633; Tel. (816) 542-0881.

National Representative: Missouri Press Service.

CARTHAGE

1 - LOCATION: Jasper County, (In Joplin MSA) E&P Map A-4. County Seat. Agric., dairy, and mfg. area. 150 mi. S of Kansas City.

2 - TRANSPORTATION: Railroad-Burlington Northern.

Motor Freight Carriers-9.

Intercity Bus Lines-Greyhound; Crown Coach; American.

3 - POPULATION:

Corp. City 90 Cen. 10,747; E&P 92 Est. 10,676
County 90 Cen. 90,465; E&P 92 Est. 92,039
MSA 90 Cen. 134,910; E&P 92 Est. 137,715

4 - HOUSEHOLDS:

City 90 Cen. 4,215; E&P 92 Est. 4,187
County 90 Cen. 35,476; E&P 92 Est. 36,094
MSA 90 Cen. 55,678; E&P 92 Est. 56,854

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$812,898,142
Commercial	3	$1,863,741,166

6 - PASSENGER AUTOS: Jasper County 55,237

7 - ELECTRIC METERS: Residence 4,957

8 - GAS METERS: Residence 5,203

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food 1,225; Marble & Limestone 150; Bed & Cushion Spring 851; Clothing 452; Adjacent Area Explosives and Fertilizers 879.

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-88; Summer 48-96; Fall 18-77; Winter 6-72. First killing frost, Nov. 5; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-19 blocks on 5 sts.

Neighborhood Shopping Centers-Mound at Central; U.S. 71A at Grand; Fairlawn Drive; Central at Lincoln.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Garrison & Centennial	2	Family Foods IGA
Wal-Mart City	3	Wal-Mart
Village(6)	3	Dollar General

Principal Shopping Days-Wed., Fri., Sat.

Stores Open Evenings-Thur. & Fri.

Stores Open Sundays-10.

13 - RETAIL OUTLETS: Variety Store-Dollar General.

Discount Stores-Wal-Mart; Family Dollar; Dollar General; Bee Discount.

Chain Supermarkets-Family Foods IGA; Consumers; Ramey's.

Other Chain Store-Tap Jac Home Center.

14 - NEWSPAPERS: PRESS (e) 5,000; sworn Sept. 28, 1990.

Local Contact for Advertising and Merchandising Data: JoAnn Broyles, Adv. Mgr., PRESS, 527 S. Main, Carthage, MO 64836; Tel. (417) 358-2191.

National Representatives: Thomson Newspapers; Missouri Press Service.

CHILLICOTHE

1 - LOCATION: Livingston County, E&P Map B-2, County Seat. Center 6-county grain, livestock and dairy area. Light manufacturing. 240 mi. from St. Louis; 100 mi. from Kansas City; 140 mi. from Des Moines; 250 mi. from Springfield, IL. On U.S. Hwys. 36, 65.

2 - TRANSPORTATION: Railroads-North Missouri Railroad Co.; Norfolk & Western.

Motor Freight Carriers-2.

Intercity Bus Line-Continental.

3 - POPULATION:

Corp. City 90 Cen. 8,804; E&P 92 Est. 8,747
County 90 Cen. 14,592; E&P 92 Est. 14,516

4 - HOUSEHOLDS:

City 90 Cen. 3,453; E&P 92 Est. 3,430
County 90 Cen. 5,291; E&P 92 Est. 5,264

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$243,340,000
Savings & Loan	2	$148,440,954

6 - PASSENGER AUTOS: Livingston County 7,888

7 - ELECTRIC METERS: Residence 3,635

8 - GAS METERS: Residence 2,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Gloves 450; Brick & Tile 75; Creamery 145; Air Cleaners 230; Truck Line 98; Tool & Dye 10.

Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 1-95; Summer 41-116; Fall -5-100; Winter -29-83. First killing frost, Oct. 13; last killing frost, Apr. 20. Av. An. Rainfall-33.7 in.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-3 blocks on Washington; 4 on Locust; 1 on Calhoun; 2 on Webster; 3 on Jackson; 1 on Clay.

Neighborhood Shopping Centers-6 blocks on South Washington; 11 Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park Center(11)	NA	Place's
Southtown(9)	NA	Craig's United Super
Walnut Shpg. Ctr.	NA	Aldi, McDonald's

Principal Shopping Days-Thur., Fri., Sat., Mon.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Wal-Mart.

Variety Store-Place's.

Discount Stores-Orscheln Farm & Home Supply; Westlake Ace Hardware; Wal-Mart.

Chain Supermarkets-United Super; Hy-Vee; Aldi.

14 - NEWSPAPERS: CONSTITUTION-TRIBUNE (e) 5,700; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Kevin Honey, Adv. Mgr., CONSTITUTION-TRIBUNE, 818 Washington St.; Box 707, Chillicothe, MO 64601; Tel. (816) 646-2411.

National Representatives: Missouri Press Service; Landon Associates.

CLINTON

1 - LOCATION: Henry County, E&P Map B-3, County Seat. Shipping ctr. for 3-county agric., mining, industrial and tourism area 85 mi. from Kansas City; 95 mi. from Springfield.

2 - TRANSPORTATION: Railroads-Frisco Missouri-Kansas-Texas.

Motor Freight Carriers-5.

Intercity Bus Line-Continental.

3 - POPULATION:

Corp. City 90 Cen. 8,703; E&P 92 Est. 8,770
County 90 Cen. 20,044; E&P 92 Est. 20,312

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 3,413; E&P 92 Est. 3,439
County 90 Cen. 8,018; E&P 32 Est. 8,125

5 - BANKS	NUMBER	DEPOSIT
Commercial	3	$145,897,497
Savings & Loan	2	$128,000,000

6 - PASSENGER AUTOS: Henry County 12,315

7 - ELECTRIC METERS: Residence 3,703

8 - GAS METERS: Residence 3,302

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Garments 121; Fireworks 25; Punch Press Mfg. 32; Coal Mining 119; Cheese 445; Power Plant 161; Caskets 3; Can Openers, Blenders, Washing Machines 370; Screen Printing 14.

Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 70-102; Fall 39-90; Winter 0-45. First killing frost, Sept. 30; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, medium hard, fluoridated.

12 - RETAILING: Principal Shopping Center-Town Square on 20 Sts.

Neighborhood Shopping Centers-2nd S., Hwy. 13; Jct. Hwy. 7; Plaza; Truman Lake Mall; Cedar Woods; Eastgate; Clinton Corners.

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney.
Variety Store-Variety Discount.
Discount Stores-Wal-Mart; Dollar General.
Chain Drug Stores-Kreisler; Healthmart; Drugs Plus
Chain Supermarkets-Food Barn, Consumer's; Aldi.
Other Chain Stores-Sherwin-Williams Paint; Adventureland Video; Coast-to-Coast; McDonald's; Wendy's; Hardee's; Pizza Hut; Taco Bell; Country Kitchen.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 4,250; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: Kathy Miles, Adv. Mgr., DEMOCRAT, 212 S. Washington St.; PO Box 586, Clinton, MO 64735; Tel. (816) 885-2281.
National Representative: Missouri Press Service.

COLUMBIA

1 - LOCATION: Boone County (MSA), E&P Map B-3. Part of state educational center; on U.S. Hwys. 40, 63, I-70.

2 - TRANSPORTATION: Intercity Bus Lines-Greyhound; Ryder; Flextran; Kincaid.
Motor Freight Carriers-20.
Intercity Bus Line-Columbia Area Transit System.
Airlines-Air Midwest; (Columbia Regional Airport); TW Express; Northwest Airlink.

3 - POPULATION:
Corp. City 90 Cen. 69,101; E&P 92 Est. 70,509
NDM-ABC: (80) 100,376
County/MSA 90 Cen. 112,379; E&P 92 Est. 115,829
Demographic Information available from The Columbian Missourian. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 27,098; E&P 92 Est. 27,651
County/MSA 90 Cen. 44,951; E&P 92 Est. 46,331
NDM-ABC: (80) 35,296

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$656,631,000
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: Boone County 65,262

7 - ELECTRIC METERS: Res. & Bus. 26,312

8 - GAS METERS: Res. & Bus. 19,610

9 - PRINCIPAL INDUSTRIES: Insurance Home Office 1,000 Emp.; Educ. (2 colleges, state university); Mfg.: Printing; Toasters & Toaster Ovens; Air Filters; Elect.; Medical (7 hospitals); Car Seats; Chem. Prods.; Visual/Electronic Prods.; Hose Clamps; Plastic Pipes; Truck Bodies; Building Products & Services; Circuit Breakers; Industrial Heating Elements.

10 - CLIMATE: Av. Annual Temp. 54; Jan. Av. Low 30; July Av. High 79.

11 - TAP WATER: Alkaline, hard.

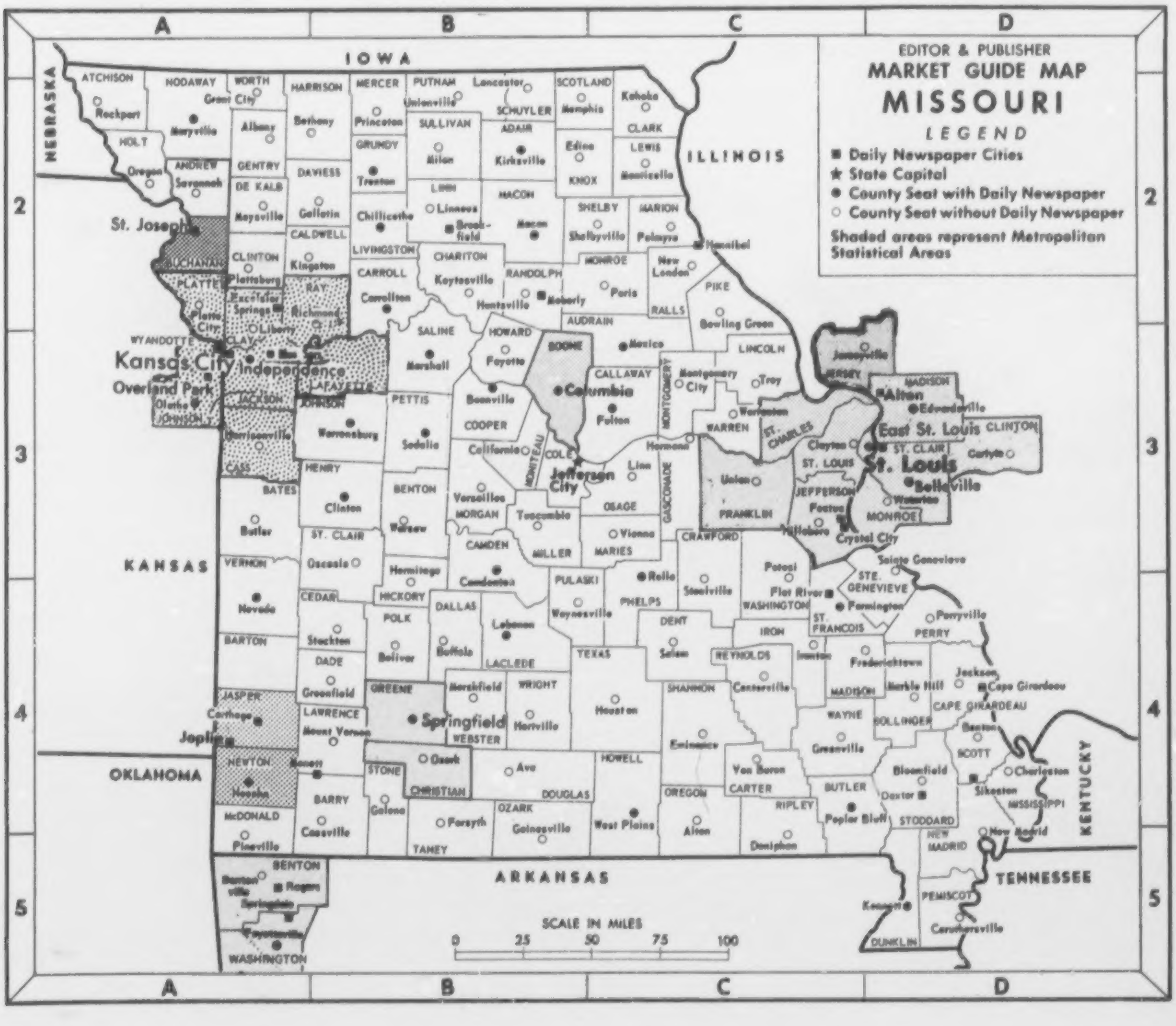
12 - RETAILING: Principal Shopping Centers-4 blocks on Broadway; 3 on 9th St.; 2 on 8th St.; 3 on Walnut.

Shopping Centers (No. of Stores): Biscayne Mall (40); Broadway (18); Columbia Mall (125); Columbia Plaza (7); Eastgate Center (7); Forum (14); K mart (7); Parkade Plaza (30); North County Shopping Center (10); North Providence (5); Temple Stephens (7); Crossroads West (25); Whitegate (6); Columbia Mall (100); Rock Bridge Center (17); Village South (13); Green Meadows (7).

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Dept.-Thur.; food & shopping centers every night.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Roth's; Montgomery Ward; Dillard's.
Discount Stores-K mart; Osco; Wal-Mart 3; Target.
Chain Drug Stores-D&H 3; Osco; Revco.
Chain Supermarkets-Nowell's 3; IGA; Gerbes 2; Schnuck's; Price Chopper; 7-Eleven; Fast Break 3; Casey's 3; Food Barn; Columbia AF Super; Aldi; Shop 'N Save; Temple Stephens.
Other Chain Stores-Firestone; Midwest Auto; Goodyear; Zales Jewelers; Sherwin-Williams; Cook Paint; Sutherland Lumber.

14 - NEWSPAPERS: MISSOURIAN (m-mon to fri) 5,049; (S) 5,049; sworn Oct. 1, 1990.
Local Contact for Advertising and Merchandising Data: Fred Parry, Adv. Dir., MISSOURIAN, 301 S. Ninth St.; PO Box 917, Columbia, MO 65205; Tel. (314) 882-5707.
National Representative: Missouri Press Service.
TRIBUNE (e-mon to fri) 16,865; (m-sat) 17,087; (S) 21,378; Mar. 31, 1991 ABC.


EDITOR & PUBLISHER
MARKET GUIDE MAP
MISSOURI
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
A
B
C
D
2
3
4
5
IOWA
NEBRASKA
ILLINOIS
KANSAS
OKLAHOMA
ARKANSAS
KENTUCKY
TENNESSEE
St. Joseph
Kansas City
Independence
Overland Park
Columbia
Jefferson City
St. Louis
East St. Louis
Springfield
Joplin
SCALE IN MILES
0
25
50
75
100

Local Contact for Advertising and Merchandising Data: John Nelson, Adv. Dir., TRIBUNE, 4th and Walnut Sts.; PO Box 798, Columbia, MO 65205; Tel. (314) 449-3811; FAX (314) 874-6413.
National Representatives: Papert Companies; Missouri Press Service.

CRYSTAL CITY

See FESTUS

DEXTER

1 - LOCATION: Stoddard County, E&P Map D-4. Manufacturing & agricultural area; 40 mi. S of Cape Girardeau On U.S. Hwy. 60; State Hwy. 25.

2 - TRANSPORTATION: Railroads-Missouri Pacific; St. Louis-Southwestern.
Motor Freight Carriers-3.
Intercity Bus Line-Trailways.
Airlines-Ozark at Cape Girardeau (40 mi.)

3 - POPULATION:
Corp. City 90 Cen. 7,559; E&P 92 Est. 7,662
County 90 Cen. 28,895; E&P 92 Est. 29,149

4 - HOUSEHOLDS:
City 90 Cen. 2,964; E&P 92 Est. 3,005
County 90 Cen. 11,113; E&P 92 Est. 11,211

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$110,000,000
Commercial	2	$56,000,000

6 - PASSENGER AUTOS: Stoddard County 14,871

7 - ELECTRIC METERS: Residence 3,950

8 - GAS METERS: Residence 3,950

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Shirt and Pants Mfg. 400 ($150); Automotive Exhaust Systems 830 ($190); Straw and Felt Hats 285 ($155); Automotive Oil Filters 320 ($195); Poultry Packing 155 ($140); Shoes 100 (N.A.)

10 - CLIMATE: Min. & Max. Temp.-Spring 50-72; Summer 60-90; Fall 55-80; Winter 35-59. First killing frost, Oct. 1; last killing frost, Mar. 14.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-5 blocks W. of main business district (17 stores). Also Town & Country Shopping Ctr.-7 stores.

13 - RETAIL OUTLETS: Department Stores-Sears; Fred's Dollar General.
Discount Stores-Wal-Mart; Discount City; Dollar General.
Variety Store-Ben Franklin.
Chain Supermarkets-Rebel Mkt.; IGA; Town & Country; Piggly Wiggly.
Other Chain Stores-Orschelen Farm Supply; Western Auto; Stovall's.

14 - NEWSPAPERS: STATESMAN (e-mon to fri) 5,024; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: Elaine Battles, Adv. Mgr., STATESMAN, 200 W. Stoddard St., Dexter, MO 63841; Tel. (314) 624-4545.
National Representatives: Landon Associates; Missouri Press Service; American Newspaper Representatives.

EXCELSIOR SPRINGS

1 - LOCATION: Clay County (In Kansas City, MO-KS PMSA). E&P Map A-2. Health Resort 18 mi. NE of Kansas City on U.S. Hwy. 69 and State Hwy. 10.

2 - TRANSPORTATION: Railroads-Milwaukee CRI&P.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 90 Cen. 10,354; E&P 92 Est. 10,340
PMSA 90 Cen. 1,566,280; E&P 92 Est. 1,609,361
County 90 Cen. 153,411; E&P 92 Est. 158,354

4 - HOUSEHOLDS:
City 90 Cen. 4,060; E&P 92 Est. 4,055
County 90 Cen. 57,350; E&P 92 Est. 59,198
PMSA 90 Cen. 594,781; E&P 92 Est. 610,873

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$100,000,000
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: Clay County 109,365

7 - ELECTRIC METERS: Residence 3,731

8 - GAS METERS: Residence 3,712

9 - PRINCIPAL INDUSTRIES: Hospitals & Hotels 200 emp. ($165); Plastic Factories 840 emp. ($160).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 60-105; Fall 35-70; Winter 5-50. First killing frost, Nov. 1; last killing frost, Apr. 1.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-6 blocks on Thompson; 8 on Broadway; 3 on South; 3 on Spring; 3 on Marietta; Junction Hwys. 10 & 69; 900 block Isley; 1400 block N. Jesse James.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Crown Hill(19)	2	Price Chopper
'Y' (10)	2	Sears, Aldi
Bob's IGA(14)	2	IGA

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Ruth King's; Style Shop.
Variety Stores-Wal-Mart; Dollar General; Sears.
Chain Drug Stores-Rexall; Reliable Drugs; Health Mart.
Chain Supermarkets-IGA; Aldi; Price Chopper; Food Barn.
Other Chain Stores-Sentry Hardware; HWI Hardware; Bob's True Value Hdwe.

14 - NEWSPAPERS: STANDARD (e-mon to fri) 2,245; sworn Oct. 1, 1990.
Local Contact for Advertising and Merchandising Data: Jimmy Watson, Pub., STANDARD, 417 Thompson Ave., Excelsior Springs, MO 64024; Tel. (816) 637-3147.
National Representative: Missouri Press Service.

FLAT RIVER

1 - LOCATION: St. Francois County, E&P Map C-3. 67 mi. S of St. Louis.

2 - TRANSPORTATION: Railroad-Missouri Pacific.
Intercity Bus Line-Greyhound.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 90 Cen. 4,823; E&P 92 Est. 4,899
CZ-ABC: (80) 11,293
RTZ-ABC: (80) 25,669
County 90 Cen. 48,904; E&P 92 Est. 50,603
City & RTZ-ABC: (80) 36,962
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 1,891; E&P 92 Est. 1,921
CZ-ABC: (80) 4,265
RTZ-ABC: (80) 9,058
County 90 Cen. 18,859; E&P 92 Est. 19,515
City & RTZ-ABC: (80) 13,323

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	3	$125,000,000
Commercial	5	$297,000,000

6 - PASSENGER AUTOS: St. Francois County 27,133

7 - ELECTRIC METERS: County 21,752

8 - GAS METERS: County 7,200

9 - PRINCIPAL INDUSTRIES: County-Shoe Mfg.; Clothing; Precision Machine Parts; Electronics Mfg.; Glass Mfg.; State Hospital; Regional Postal Ctr.; State Employment Office; Regional Social Security Office; Mushroom Cannery; Plastics; Playground & Picnic Tables; State Prison.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: Shopping Centers-Plaza (8 stores); Mineral Area (8 stores); Maple Valley (16 Stores).

Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Golde's.
Discount Store-Wal-Mart.
Chain Drug Stores-Ragan Rexall; Medicate.
Chain Supermarkets-IGA 2; Kroger; Tom-Boy; Aldi; Karsch's; Town & Country; Piggly Wiggly; Save-A-Lot.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 9,683; (S) 9,412; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Ron Weir, Pub., JOURNAL, 1513 Saint Joe Dr.; PO Box A, Flat River, MO 63601; Tel. (314) 431-2010.
National Representative: Scripps League Newspapers.

FULTON

1 - LOCATION: Callaway County, E&P Map C-3. County Seat. Agricultural, educational center. 24 mi. N of Jefferson City; on U.S. Hwys. 54 and I-70 (7 mi. N).

2 - TRANSPORTATION: Railroad-Illinois Central Gulf.
Motor Freight Carriers-4.
Intercity Bus Lines-Northeast Missouri; Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 10,032; E&P 92 Est. 9,830
County 90 Cen. 32,809; E&P 92 Est. 33,202

4 - HOUSEHOLDS:
City 90 Cen. 3,935; E&P 92 Est. 3,855
County 90 Cen. 12,150; E&P 92 Est. 12,296

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	4	$90,550,000
Commercial	2	$131,583,000

6 - PASSENGER AUTOS: Callaway County 17,090

7 - ELECTRIC METERS: Residence 3,473

8 - GAS METERS: Residence 3,004

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Brick 100; Farm Mach. 120; Printing 100; State Mental Hosp. 500; 2 Colleges; Nuclear Power Plant 1,500.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-62; Summer 62-100; Fall 41-63; Winter -13-42.

11 - TAP WATER: Neutral, very hard, flouridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Briggs Wal-Mart (3)	NA	IGA, Wal-Mart
Winston Plz.(5)	NA	K mart, Gerbes

Principal Shopping Days-Wed., Thurs., Fri., Sat.
Stores Open Evenings-Downtown-Fri.; major chains-Mon-Sat.
Stores Open Sundays-Some grocery; drug; hardware & retail.

13 - RETAIL OUTLETS: Department Stores-Sears; Blattner's; Dollar General.
Discount Stores-Wal-Mart; K mart.
Chain Supermarkets-Moser's; Gerbes; Harmon's IGA; Aldi.
Other Chain Stores-Westlakes; Orschelin; O'Reilly Automotive; Betty's Hallmark; LaCrosse Lumber; Northtown TV (Radio Shack); Dunavant's (Health Mart).

14 - NEWSPAPERS: SUN (m-tues to sat; S) 4,378; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: Barbara Johnson, Adv. Mgr., SUN, 115 E. 5th St., Fulton, MO 65251; Tel. (314) 642-7272.
National Representatives: Papert Companies; Missouri Press Service.

HANNIBAL

1 - LOCATION: Marion and Ralls Counties, E&P Map C-2. Industrial and agricultural center. On U.S. Hwys. 36, 61; State Hwys. 19, 168. St. Louis, 120 mi. S; Kansas City, 200 mi. W; Chicago, 290 mi. NE.

2 - TRANSPORTATION: Railroads-Burlington-Northern; Norfolk & Western and freight.
Motor Freight Carriers-2.
Intercity Bus Lines-Trailways; Mid-American.

3 - POPULATION:
Corp. City 90 Cen. 18,004; E&P 92 Est. 17,843
CZ-ABC: (80) 18,941
RTZ-ABC: (80) 78,820
Counties 90 Cen. 36,158; E&P 92 Est. 36,214
  Marion 90 Cen. 27,682; E&P 92 Est. 27,755
  Ralls 90 Cen. 8,476; E&P 92 Est. 8,459
City & RTZ-ABC: (80) 97,761

4 - HOUSEHOLDS:
City 90 Cen. 7,060; E&P 92 Est. 6,997
CZ-ABC: (80) 7,164
RTZ-ABC: (80) 29,401
Counties 90 Cen. 14,666; E&P 92 Est. 14,688
  Marion 90 Cen. 11,073; E&P 92 Est. 11,102
  Ralls 90 Cen. 3,593; E&P 92 Est. 3,586
City & RTZ-ABC: (80) 36,565

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$142,404,000
Savings & Loan	7	$5,488,696,000

6 - PASSENGER AUTOS: Counties: Marion 16,181; Ralls 3,723

7 - ELECTRIC METERS: Residence 7,143

8 - GAS METERS: Residence 7,152

9 - PRINCIPAL INDUSTRIES: Industry-Food, Dairy & Bev.; Bldg. Matls.; Mach. & Tools; Furnaces & Metal Stamping; Cement; Agric. Chem.; Heating Element Mfg.; Plastics.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-95; Summer 44-108; Fall 14-93; Winter 17-73. First killing frost, Oct. 14; last killing frost, Apr. 13.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-25 blocks Main St., Broadway and Market St.
Neighborhood Shopping Centers-South Side; Mark Twain Ave.; St. Mary's Ave.; McMasters Ave.; Oakwood; Huck Finn Shopping Center (25 stores including Wal-Mart, JCPenney, SupeRx, Krogers); Steamboat Bend Center (Food-4-Less).
Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Fri.
Stores Open Sundays-Shopping Centers.

13 - RETAIL OUTLETS: Department Stores-Dollar General; JCPenney.
Discount Stores-K mart; Wal-Mart; Jack's Discount.
Chain Drug Stores-SupeRx; Best Buy; Medi-Cap.
Chain Supermarkets-Kroger; Natl. Food; Aldi; Food-4-Less.
Other Chain Stores-Sears (catalog); Autowise; Crown Rental; Crown Shoe; Pic-Way Shoes; Autoworks; Right-A-Way Auto Parts.

14 - NEWSPAPERS: COURIER-POST (e) 10,422; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Don Smith, Adv. Mgr., COURIER-POST, 200 N. Third St.; PO Box A, Hannibal, MO 63401; Tel. (314) 221-2800; FAX (314) 748-7025.
National Representatives: Landon Associates; Missouri Press Service.

INDEPENDENCE

1 - LOCATION: Jackson County, (In Kansas City, MO-KS MSA). E&P Map A-3. County Seat. Joins Kansas City on East.

2 - TRANSPORTATION: Railroads-Missouri-Pacific; GM&O; Kansas City Southern; Illinois Central/Golf; Amtrak.
Intercity Bus Lines-K.C.; Greyhound.
Motor Freight Carriers-154.

Airlines-TWA; Continental; Central; Ozark; Delta; C&S; United; Eastern; Braniff; Frontier; Air Midwest; American; American West; Northwest; Southwest.

3 - POPULATION:

Corp. City 90 Cen. 112,301; E&P 92 Est. 112,400

MSA 90 Cen. 1,566,280; E&P 92 Est. 1,609,361

County 90 Cen. 633,232; E&P 92 Est. 640,474

4 - HOUSEHOLDS:

City 90 Cen. 44,040; E&P 92 Est. 44,078

County 90 Cen. 245,915; E&P 92 Est. 248,728

MSA 90 Cen. 594,781; E&P 92 Est. 610,873

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$542,880,000
Savings & Loan	7	$1,900,000,000

6 - PASSENGER AUTOS: Jackson County 417,085

7 - ELECTRIC METERS: Residence 45,487

8 - GAS METERS: Residence 49,441

9 - PRINCIPAL INDUSTRIES: City Zone-Steel Prods.; Furn.; Bedding; Chem.; Fuel Oils; Crushed Stone; Memo Books; Munitions; Grain Combines; Farm & Industrial Mach.; Ice Cream; Pop; Asphalt; Jet Fuel; Propane Gas; Space Heaters; Gas Furnaces; Architectural Panels; Dyes; Plastics; Archery Equip.; Cooling Towers; Hydryers; Wall Tile; Aluminum & Fiberglass Awnings; Agricultural Lime; Liquid Nitrogen; Custom Software; Industrial Trucks; Playing Cards; Concrete Forms & Pipes; Drive Shafts; Rail Spikes; Meat Proc.; Rock Phosphate; Potash; Religious Books; Oil Circ. Pumps; Concrete & Haydite Blocks; Steel Tanks; Kitchen Cabinets & Mops; Dairy Equip.; Salad Oil; Electronic Equip.; Cement; Printing & Pub.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-60; Summer 60-100; Fall 30-60; Winter -15-45. First killing frost, Oct. 25; last killing frost, Apr. 21

11 - TAP WATER: Ground Water, soft; not fluoridated.

12 - RETAILING: Shopping Centers-(Distance from Shopping District): Englewood, 1 mi.; Fairmont, 4 mi.; Maywood, 2 mi.; Blue Ridge, 4 mi.; Independence Center, 4 mi.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Alton Plaza(4)	NA	Thriftway, TG&Y
Chrisman Plz. (12)	NA	Save Mart, TG&Y
Susquehanna(12)	NA	Coast-to-Coast, United Super
Gaslight Sq.(15)	NA	Fashion Gal, Robinson's, United Super
Hi Way 24(11)	NA	Thriftway, Dollar General
Hub Regional(10)	NA	
Independence (120)	NA	Dillard's, Jones, Sears
Noland Plaza(9)	NA -	Uniroyal, World Radio
Noland South	NA	Children's Palace, Payless Cashways, Clothworld
Plaza 71(11)	NA	Radio Shack, Drug Emporium
Sterling View	NA	Food Barn
39th & Noland(11)	NA	Marshalls, Venture
Independence Corners(7)	NA	Price Chopper, Revco
Hawthorn Sq.(6)	NA	Builders Square, Food-4-Less
Generals Plaza	NA	Walton's Whol. Club, Dot Drug
Noland Fashion Sq.	NA	Toys 'R' Us, 1/2 Price Store, Kids 'R' Us, Treasury Drug
Market Place	NA	Service Mdse., Price Chopper

Principal Shopping Days-Mon., Tues., Fri., Sat.

Stores Open Evenings-Tues., Fri.; Shopping Centers, some 2 nights, some 6.

Stores Open Sundays-All.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; Sears; Dillard's; Jones Store; Walton's Wholesale Club.

Discount Stores-K mart; Venture.

Variety Stores-Woolworth; TG&Y 3; Ben Franklin 2.

Chain Drug Stores-K mart; Revco 3; Osco 3; Treasury Drug 2.

Chain Supermarkets-Food Barn 3; U.S. Supers 5; Thriftway 2; Price Chopper 2; Save Mart 2.

Other Chain Stores-J.C. Sloan; Children's Palace; Western Auto; Hancock Fabrics; Levitz Furniture; Payless Shoes, Davis Paint; Goodrich; Uniroyal; Sutherland's P; Toys 'R' Us; Kids 'R' Us; Service Mdse.; T.J. Maxx; Best; Best Buy.

14 - NEWSPAPERS: EXAMINER (e) 15,978; June 30, 1990 VAC.

Local Contact for Advertising and Merchandising Data: Irene Baltrusaitis, Adv. Dir., EXAMINER, 410 S. Liberty, Independence, MO 64050; Tel. (816) 254-8600.

National Representatives: Missouri Press Service; U.S. Suburban Press.

JEFFERSON CITY

1 - LOCATION: Cole County, E&P Map B-3. State Capital, County Seat. On S Bank of Missouri River. Fort Leonard Wood (Army). 130 mi. W of St. Louis; 150 mi. SE of Kansas City. On U.S. Hwys. 50, 54, 63. Connected to I-70.

2 - TRANSPORTATION: Railroads-Union Pacific; Amtrak.

Water-River Barge Line; Federal Barge; Adrian Dock.

Motor Freight Carriers-5.

Intercity Bus Lines-Missouri Transit; Continental Trailways.

Airlines-Air Midwest; TW Express.

3 - POPULATION:

Corp. City 90 Cen. 35,481; E&P 92 Est. 35,853

CZ-ABC: (80) 44,150

RTZ-ABC: (80) 109,699

County 90 Cen. 63,579; E&P 92 Est. 65,536

City & RTZ-ABC: (80) 153,849

4 - HOUSEHOLDS:

City 90 Cen. 13,914; E&P 92 Est. 14,060

County 90 Cen. 24,454; E&P 92 Est. 25,207

CZ-ABC: (80) 15,837

RTZ-ABC: (80) 38,252

City & RTZ-ABC: (80) 54,089

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	4	$390,130,000
Commercial	4	$789,204,000

6 - PASSENGER AUTOS: Cole County 38,907

7 - ELECTRIC METERS: City Res. 15,815

8 - GAS METERS: City Res. 10,963

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Shoes 600; Printing & Bookbinding 357; State Gov't 13,000; Cosmetics 1,000; Warehousing 100; Elect. Assembly 1,201; Shoe Distribution 200; Automotive Seating 120; Heavy Duty Radiators 150; Magazine Distribution 400; Mfg. of Washer Parts 100.

Principal Pay Days-28th to 30th monthly.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-75; Summer 60-100; Fall 38-80; Winter -10-60. First killing frost, Oct. 27; last killing frost, Apr. 16.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Capital & Downtown Malls 4 blocks on High St., east and west, with one block off High St., north and south.

Neighborhood Shopping Centers-Missouri Blvd., East High St.; Hwy. 50 West; Hwy. 50 East.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Capitol Mall(63)	5	Sears, JCPenney, Dillard's
Southwest Plz. (4)	3	IGA, Mont. Ward
Mart Center(12)	3	Wal-Mart, Food-4-Less
K mart Center	3	K mart
Apache Flats	6	Home of Bargains

Stores Open Sundays-Food; Drug; Retail.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Herman's; Sears.

Discount Stores-House of Bargains; Wal-Mart; K mart.

Chain Drug Stores-Super D; Medicare Glaser.

Chain Supermarkets-IGA 2; Safeway; Gerbes 2; Aldi Benner; Hy-Vee; Food-4-Less.

14 - NEWSPAPERS: CAPITAL NEWS (m-tues to sat) 3,592; POST-TRIBUNE (e-mon to fri) 18,197; NEWS TRIBUNE (S) 24,145; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Beth Chism, Adv. Dir., CAPITAL NEWS and POST-TRIBUNE, 210 Monroe St., Jefferson City, MO 65102; Tel. (314) 636-3131.

National Representative: Papert Companies.

JOPLIN

1 - LOCATION: Jasper and Newton Counties (MSA), E&P Map A-4. Industrial, agricultural, recreational, distributional and chemical center.

2 - TRANSPORTATION: Railroads-KCS; Missouri Pacific; Burlington Northern.

Motor Freight Carriers-135.

Bus Lines-Greyhound; Jefferson Lines; Trailways.

Airlines-Northwest Airlink; Trans World Express.

3 - POPULATION:

Corp. City 90 Cen. 40,961; E&P 92 Est. 41,375

CZ-ABC: (80) 61,179

RTZ-ABC: (80) 201,098

Counties/MSA 90 Cen. 134,910; E&P 92 Est. 137,714

Jasper 90 Cen. 90,465; E&P 92 Est. 92,039

Newton 90 Cen. 44,445; E&P 92 Est. 45,675

City & RTZ-ABC: (80) 262,277

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 16,063; E&P 92 Est. 16,225

Counties/MSA 90 Cen. 55,677; E&P 92 Est. 56,855

Jasper 90 Cen. 35,476; E&P 92 Est. 36,094

Newton 90 Cen. 20,201; E&P 92 Est. 20,761

CZ-ABC: (80) 24,127

RTZ-ABC: (80) 75,078

City & RTZ-ABC: (80) 99,205

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$170,171,960
Commercial	6	$363,083,033

6 - PASSENGER AUTOS: Counties-Jasper 55,237; Newton 25,576

7 - ELECTRIC METERS: Residence 24,326

8 - GAS METERS: Residence 17,481

9 - PRINCIPAL INDUSTRIES: Steel Castings; Health Care; Hydraulic Pumps; Electronics; Explosives; Chem.; Fertilizers; Batteries; Insulation; Clothing; Dog Foods; Graphic Equip.; Feed Mills; Earth Crushers; Store Fixt.; Furn.; Roofing; Creosoted Prods.; Smelting; Tool Mfg.; Missile Parts; Frozen Meats; Aluminum Furn.; Bearings; Offset Printing Presses.

Principal Industrial Pay Days-Wed. and Fri.

10 - CLIMATE: First killing frost, Oct. 20; last killing frost, Mar. 27.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-10 blocks on Main and Joplin Sts.

Neighborhood Shopping Centers-S. Joplin and 20th to 30th on Main.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bel-Aire	4	Cloth World
East-Gate(4)	3	Wal-Mart
Eastmoreland	1	Sears
North Park(79)	3	JCPenney, Heers, Mont. Ward, Famous Barr, Venture
Wal-Mart Ctr. W	3	Wal-Mart

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Montgomery Ward; Famous Barr; Heers.

Discount Stores-May's City 2; Wal-Mart 3; K mart; Venture.

Chain Drug Store-Walgreens.

Chain Supermarkets-IGA Thriftway 2; Consumers 3; Dillons; Smitty's.

14 - NEWSPAPERS: GLOBE (m) 36,681; (S) 46,570; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Steve A. Stocks, Adv. Dir., GLOBE, 117 E. 4th St., Joplin, MO 64801; Tel. (417) 623-3480.

National Representative: Branham/Newspaper Sales.

KANSAS CITY

1 - LOCATION: Jackson County, E&P Map A-3 (In Kansas City, MO-KS MSA). On Missouri and Kansas border at junction of Kansas and Missouri Rivers.

2 - TRANSPORTATION: Railroads-11 Trunklines serving Kansas City, including Santa Fe, Burlington Northern, Illinois Central Gulf, Norfolk Southern and Union Pacific.

Motor Freight Carriers-150.

Freight Steamship Lines-3.

Interstate Bus Lines-Greyhound; Jefferson Lines; Trailways.

Airlines-Trans World; Continental; United; Delta; Midway; American; Northwest; Southwest; USAir.

3 - POPULATION:

Corp. City 90 Cen. 435,146; E&P 92 Est. 438,166

CZ-ABC: (80) 1,174,929

RTZ-ABC: (80) 587,165

County 90 Cen. 633,232; E&P 92 Est. 640,474

MSA 90 Cen. 1,566,280; E&P 92 Est. 1,609,361

City & RTZ-ABC: (80) 1,762,094

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 170,645; E&P 92 Est. 171,830

County 90 Cen. 245,915; E&P 92 Est. 248,728

MSA 90 Cen. 594,781; E&P 92 Est. 610,873

CZ-ABC: (80) 442,066

RTZ-ABC: (80) 206,151

City & RTZ-ABC: (80) 648,217

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	115	$13,888,402,000
Savings & Loan	27	$5,316,949,000

6 - PASSENGER AUTOS: Jackson County 417,085

7 - ELECTRIC METERS: 500,000

8 - GAS METERS: PMSA 400,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 118,700 ($419); Durable Goods 67,700 ($449); Lumber & Furn. 3,400 ($267); Stone, Clay & Glass Prods. 4,200 ($464); Primary Metal Ind. 3,600 ($478); Fab. Metal Prods. 9,400 ($386); Mach. except Elect. 7,600 ($460); Elect. Equip. & Supplies 20,100 ($358); Trans. Equip. 15,500 ($627); Motor Vehicles & Equip. 15,200 ($649); Other Durable Goods 4,000 ($387); Non-Durable Goods 51,000 ($381); Food & Kindred Prods. 9,300 ($407); Apparel & Textile Prods. 2,500 ($202); Paper & Allied Prods. 5,700 ($446); Chem. & Allied Prods. 8,800 ($589); Petroleum & Coal Prods. 600 ($453); Other Non-Durable Goods 4,300 ($302).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-74; Summer 65-89; Fall 36-80; Winter 24-40. First killing frost, Oct. 25; last killing frost, Apr. 27.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks east to west, McGee to Baltimore; 5 blocks north to south, 9th to 14th Sts.

Shopping Centers-Neighborhood 131; Regional 11; Community 38.

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Department & Food nightly; stores open Sunday.

13 - RETAIL OUTLETS: Department Stores-Halls; JCPenney; Jones; Montgomery Ward; Saks Fifth Avenue; Sears; Dillard's.

Discount Stores-Half Price Store; K mart; Service Merchandise; Venture; Richman Gordman; Wal-Mart.

Variety Stores-Ben Franklin; McCrory; Walton's Wholesale Club.

Chain Drug Stores-Revco 35; Osco 18; Treasury 11; Bruce Smith 4; Dot 3; Drug Emporium 3; Medicine Shoppe 5.

Chain Supermarkets-Aldi 13; Bob's IGA 8; Food Barn 33; Foodland 11; Food-4-Less 6; Hen House 4; Price Chopper 21; Hy-Vee 5; Dillons 3; Schnucks 2; Sunfresh 5; Thriftway 27; United Super 22; U.S. Star 4.

14 - NEWSPAPERS: STAR (m-mon to fri) 288,571; (m-sat) 322,352; (S) 423,305; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Jack Hines, Gen. Adv. Mgr., STAR, 1729 Grand Ave., Kansas City, MO 64108; Tel. (816) 234-4141.

National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

KENNETT

1 - LOCATION: Dunklin County, E&P Map D-5, County Seat. Heart of rich agricultural area. 100 mi. NW of Memphis; 225 mi. SW of St. Louis; 400 mi. radius includes Chicago, Louisville, Tulsa, Birmingham.

2 - TRANSPORTATION: Railroads-Burlington Northern.

Motor Freight Carriers-Film Trans.; Inman; Jones; American; Elfrink.

Intercity Bus Lines-Great Southern.

3 - POPULATION:

Corp. City 90 Cen. 10,941; E&P 92 Est. 11,100

County 90 Cen. 33,112; E&P 92 Est. 32,834

4 - HOUSEHOLDS:

City 90 Cen. 4,291; E&P 92 Est. 4,353

County 90 Cen. 12,631; E&P 92 Est. 12,525

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	4	$243,790,000
Savings & Loan	1	(incl. above)

6 - PASSENGER AUTOS: Dunklin County 17,673

7 - ELECTRIC METERS: Residence 4,024

8 - GAS METERS: Residence 3,872

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Elect. 1,100 ($160); Elevators 340 (N.A.); Auto Equip. 150 (N.A.); Printing 200 ($175).

10 - CLIMATE: Mean Temp.-Jan. 38; Apr. 60; July 80; Oct. 64.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: Principal Shopping Districts-8 blocks on Court Square; 3 blocks S.; 2 blocks W.; 9 blocks E.; 2 blocks N.

Shopping Areas-8 blocks Hwy. 25 N.; 11 E. on Hwy. 412; 10 W. on Hwy. 84; 5 blocks on S. By-Pass.

13 - RETAIL OUTLETS: Department Stores-James Kahn; Wilcoxson's; Sears (catalog); Smith's.

Discount Stores-Riggs Supply; Wal-Mart; Alco; Fred's; K mart.

Chain Drug Store-Reliable.

Chain Supermarkets-Gowan's Foods; Parr's; Kroger; Jr. Food Marts 2; Wallace & Owens Foods; Aldi.

Other Chain Stores-Firestone; Goodyear; Barton Lumber Co.; Sonic; True Value; Auto Zone; Hardee's; All Star Sporting Goods; William Shoes; Skeeter Kell; Hallmark; Singer Co.; Cato; Fabric Shop; Sans Souci Lingerie; Doyne's Men's Wear; Domino's; Pizza Hut.

14 - NEWSPAPERS: DUNKLIN DEMOCRAT (e) 6,612; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Terri Coleman, Adv. Dir., DUNKLIN DEMOCRAT, 203 First St.; PO Box 669, Kennett, MO 63857; Tel. (314) 888-4505.

National Representative: Landon Associates.

KIRKSVILLE

1 - LOCATION: Adair County, E&P Map B-2, County Seat. Residential; 200 mi. NW of St. Louis; On U.S. Hwy. 63; State Hwys. 6, 11.

2 - TRANSPORTATION: Railroads-Norfolk-Western; AT&SF.

Motor Freight Carriers-4.

Intercity Bus Line-Missouri Transit.

Airline-Braniff Express.

3 - POPULATION:

Corp. City 90 Cen. 17,152; E&P 92 Est. 17,149

County 90 Cen. 24,577; E&P 92 Est. 24,749

4 - HOUSEHOLDS:

City 90 Cen. 6,726; E&P 92 Est. 6,725

County 90 Cen. 10,240; E&P 92 Est. 10,311

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$189,000,000
Savings & Loan	2	$153,108,000
Federal Land Bank	1	N.A.

6 - PASSENGER AUTOS: Adair County 11,425

7 - ELECTRIC METERS: County 9,000

8 - GAS METERS: County 6,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Hourly Wage)-Plastics 550 ($5.05); Concrete 100 ($5.00); Bus. Forms 260 ($5.31); Shoes 600 ($4.53); Hospitals 1,250 ($7.10); Colleges 1,700 ($6.85); Meat Proc. 231 ($5.75).

Principal Industrial Pay Days-Fri., 15th & last day of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-90; Summer 41-98; Fall -5-80; Winter -13-65. First killing frost, Oct. 13; last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Shopping Centers-Central Business District (25 stores); Lincoln Square Shops (6 stores-Tarkim Discount, Sears); Hwy. 63 South (Wal-Mart, JCPenney, Fashion Bug); Hwy. 63 North (K mart, Pamida, Westlake).

Principal Shopping Days-Wed., Fri., Sat.

Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Tarkim.

Discount Stores-Pamida; Wal-Mart; K mart.

Chain Drug Stores-Mont; Rexall Associate.

Chain Supermarkets-Hy-Vee; Cash Saver; Easter's; Foodbarn; Safeway.

Other Chain Stores-Farm & Home Supply; Midwest Auto; West Lake; True Value Hdwe.

14 - NEWSPAPERS: EXPRESS & NEWS (e-mon to fri) 8,528; (S) 8,700; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Ed E. Swain Jr., Adv. Mgr., EXPRESS & NEWS, 110 E. McPherson St., Kirksville, MO 63501; Tel. (816) 665-2808.

National Representative: Missouri Press Service.

LEBANON

1 - LOCATION: Laclede County, E&P Map B-4, County Seat. Light industrial center. Dairy, agricultural & resort center. 165 mi. SW of St. Louis; 55 mi. NE of Springfield. On I-44; State Hwys. 5, 32, 64.

2 - TRANSPORTATION: Railroad-Burlington Northern.

Motor Freight Carriers-3.

Intercity Bus Lines-Greyhound; Mo. Transit; Trailways.

3 - POPULATION:

Corp. City 90 Cen. 9,983; E&P 92 Est. 10,078

County 90 Cen. 27,158; E&P 92 Est. 27,989

4 - HOUSEHOLDS:

City 90 Cen. 3,915; E&P 92 Est. 3,952

County 90 Cen. 10,350; E&P 92 Est. 10,667

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$202,000,000
Savings & Loan	1	$400,000,000

6 - PASSENGER AUTOS: Laclede County 15,680

7 - ELECTRIC METERS: Residence 10,500

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Cloth Mfg. 526 ($150); Metal & Tool 187 ($150); Timber Prods. 240 (N.A.); Furn. 65 ($150); Milk Plant 115 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 30-75; Summer 70-101; Fall 30-75; Winter 0-70.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Southdale	1	Wal-Mart
Interstate(14)	NA	Consumers Mkt.
Jefferson Isle (13)	NA	
South Hwy.(5)	NA	K mart
Wal-Mart	NA	Wal-Mart

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Shopping Centers-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Scott's Clothing; Downtown Lebanon; Haydon's; Jim 'N I.

Variety Stores-Bill's Farm & Home; O'Neils; Dollar General.

Discount Stores-Wal-Mart; Consumers Family Center; K mart.

Chain Drug Stores-Medicare; Wal-Mart.

Chain Supermarkets-Consumer's; Ramey's.

14 - NEWSPAPERS: RECORD (e-mon to fri) 4,950; (S) 4,990; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Karla Berry, Adv. Dir., RECORD, 290 S. Madison; PO Box 192, Lebanon, MO 65536; Tel. (417) 532-9131.

National Representative: Missouri Press Service.

MACON

1 - LOCATION: Macon County, E&P Map B-2, County Seat. Agricultural and mining center. 150 mi. E of Kansas City; 175 mi. NW of St. Louis. On U.S. Hwys. 36, 63.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Burlington.

Motor Freight Carriers-3.

Intercity Bus Lines-Missouri Transit; Continental Trailways; Trailways.

3 - POPULATION:

Corp. City 90 Cen. 5,571; E&P 92 Est. 5,549

County 90 Cen. 15,345; E&P 92 Est. 15,298

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 2,185; E&P 92 Est. 2,176

County 90 Cen. 6,138; E&P 92 Est. 6,120

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$2,729,058
Commercial	5	$188,905,000

6 - PASSENGER AUTOS: Macon County 9,055

7 - ELECTRIC METERS: Residence 3,200

8 - GAS METERS: Residence 2,400

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Canning 600 ($250); Elect. Appliances 750 ($225); Screw Machine Prods. 21 ($250); Mining 200 ($500).

10 - CLIMATE: Min. & Max. Temp.-Spring 24-93; Summer 55-112; Fall 16-93; Winter 5-67.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Shopping Centers-Macon Plz.; Wal-Mart.

Principal Shopping Days-Fri., Sat., Sun., Mon.

Stores Open Evenings-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Places; Dollar General; Wal-Mart.

Variety Store-Ben Franklin.

Chain Drug Store-Miller's (Rexall).

Chain Supermarkets-Prenger's IGA; Consumers Mkt.; Jack's Cash Saver.

Other Chain Stores-Sears (catalog); Orscheln's; Westlakes.

14 - NEWSPAPERS: CHRONICLE-HERALD (e-tues to fri) 3,529; sworn Sept. 28, 1990.

Local Contact for Advertising and Merchandising Data: Pat Quinly, Adv. Dir., CHRONICLE-HERALD, 217 W. Bourke St.; PO Box 7, Macon, MO 63552; Tel. (816) 385-3121.

National Representatives: Papert Companies, Missouri Press Service.

MARSHALL

1 - LOCATION: Saline County, E&P Map B-3, County Seat. 80 mi. E of Kansas City; 190 mi. W of St. Louis on Hwys. 41, 65 and 240.

2 - TRANSPORTATION: Railroads-I.C.G.; Missouri Pacific.

Motor Freight Carriers-2.

3 - POPULATION:

Corp. City 90 Cen. 12,711; E&P 92 Est. 12,697

County 90 Cen. 23,523; E&P 92 Est. 23,458

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 4,985; E&P 92 Est. 4,979

County 90 Cen. 9,409; E&P 92 Est. 9,384

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$154,000,000
(Saline County; 3 in Marshall)		
Savings & Loans	2	N.A.

6 - PASSENGER AUTOS: Saline County 12,880

7 - ELECTRIC METERS: Residence 6,844

8 - GAS METERS: Residence 5,800

9 - PRINCIPAL INDUSTRIES: Feed Mills; Poultry Proc.; Hybrid Corn Proc. Plants 2; Frozen Foods Prods.; Precast Concrete Building Panels; Welding Works; Hog Proc.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Soft, treated; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Plaza Mall	NA	Wal-Mart
Marshall Plaza	NA	Safeway, Payless

Principal Shopping Days-Fri., Sat.

Stores Open Evenings-Thur., Fri.

Stores Open Sundays-Grocery.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Dollar General.

Discount Store-Wal-Mart.

Chain Supermarkets-IGA 2; Food Barn; Consumers; Aldi.

Other Chain Stores-Sears; Firestone; Goodyear; Gamble's; Payless Shoes.

14 - NEWSPAPERS: DEMOCRAT-NEWS (e) 4,862; sworn Sept. 25, 1990.

Local Contact for Advertising and Merchandising Data: Shelley Arth, Adv. Mgr., DEMOCRAT-NEWS, 121 N. Lafayette; PO Box 100, Marshall, MO 65340; Tel. (816) 886-2233.

National Representatives: Missouri Press Service; Papert Companies.

MARYVILLE

1 - LOCATION: Nodaway County, E&P Map A-2, County Seat. NW portion of state, 40 mi. N of St. Joseph; 90 mi. N of Kansas City; 120 mi. S of Omaha. Industry, agriculture, and education center on U.S. Hwy. 71, State Hwy. 136.

2 - TRANSPORTATION: Intercity Bus Line-Trailways.

3 - POPULATION:
Corp. City 90 Cen. 10,663; E&P 92 Est. 10,884
County 90 Cen. 21,709; E&P 92 Est. 21,873

4 - HOUSEHOLDS:
City 90 Cen. 4,182; E&P 92 Est. 4,268
County 90 Cen. 8,350; E&P 92 Est. 8,413

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$155,847,524
Savings & Loan	2	$160,329,645

6 - PASSENGER AUTOS: Nodaway County 10,915

7 - ELECTRIC METERS: Residence 2,985

8 - GAS METERS: Residence 2,671

9 - PRINCIPAL INDUSTRIES: Tire Chains; Lightning Rods; Steel Tubing; Alkaline Batteries; Steel Prods.; Educ. (State University); Pre-Packaged Diapers; Commercial Printing.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Maryville Mall (5)	NA	JCPenney, K mart
Mary Mart(4)	NA	Watkin's Hdwe., Sears (catalog), Sack 'N Save
Village(4)	NA	Hy-Vee Mkt., Easter's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Village Shpg. Ctr. every evening until 9; Mary Mart Center every evening until 7; Downtown Thur. until 9; Maryville Mall every evening until 9.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Dollar General; Sears (catalog); Pamida.
Variety Stores-K mart; Wal-Mart.
Chain Supermarkets-Thomas; Hy-Vee; Easter's Super Valu; Sack 'N Save.
Other Chain Stores-Firestone Tires; Brown's Shoes; Livingston Clothing; Tober's; Goodrich Dairy; Rupp Automotive; L&L Auto Parts; Maurice's; Regis; Caseys; Shop & Hop; Fields Clothing.

14 - NEWSPAPERS: DAILY FORUM (e) 4,160; sworn Sept. 28, 1990.
Local Contact for Advertising and Merchandising Data: Dee Dee Lin, Adv. Mgr., DAILY FORUM, 111 E. Jenkins St.; PO Box 188, Maryville, MO 64468; Tel. (816) 562-2424; FAX (816) 562-2823.
National Representative. Papert Companies.

MEXICO

1 - LOCATION: Audrain County, E&P Map C-3, County Seat. Residential, manufacturing and agricultural center. 110 mi. W of St. Louis, on Hwys. 15, 22 and 54.

2 - TRANSPORTATION: Railroads-Norfolk & Southern; ICG.
Motor Freight Carriers-8.

3 - POPULATION:
Corp. City 90 Cen. 11,290; E&P 92 Est. 11,093
CZ-ABC: (80) 12,276
RTZ-ABC: (80) 39,993
County 90 Cen. 23,599; E&P 92 Est. 23,246
City & RTZ-ABC: (80) 52,269
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 4,427; E&P 92 Est. 4,350
County 90 Cen. 9,076; E&P 92 Est. 8,940
CZ-ABC: (80) 4,773
RTZ-ABC: (80) 14,549
City & RTZ-ABC: (80) 19,322

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	2	$120,800,000
Savings & Loan	2	$210,500,000

6 - PASSENGER AUTOS: Audrain County 13,347

7 - ELECTRIC METERS: Residence 4,759

8 - GAS METERS: Residence 4,111

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Fire Brick 1,183; Food 197; Plastic Prods. 131; Magnetwire 130; Pharmaceuticals 120.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-65; Summer 63-100; Fall 44-68; Winter 10-38. First killing frost, Nov. 10; last killing frost, Mar. 1.

11 - TAP WATER: Softened; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Washington and Jefferson; 2 blocks on Monroe, Promenade, Jackson and Liberty.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
South Trail(9)	3	Wal-Mart
West Plaza(15)	1	Dollar General, IGA, Kline's, Ace Hdwe.

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Dollar General; Goodyear; Kline's.
Variety Store-Dollar General.
Discount Store-Wal-Mart.
Chain Drug Stores-Rexall; Medicine Shoppe.
Chain Supermarkets-IGA; Prengers; Aldi; Hickman's.
Other Chain Store-Westlake's.

14 - NEWSPAPERS: LEDGER (e) 10,709; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Martin Keller, Adv. Dir., LEDGER, Ledger Plaza, Mexico, MO 65265; Tel. (314) 581-1111.
National Representatives. Papert Companies; Missouri Press Service.

MOBERLY

1 - LOCATION: Randolph County, E&P Map C-2. 148 rail mi. NW of St. Louis; 131 mi. E of Kansas City, near center of state. On U.S. Hwys. 24 and 63. Agricultural, manufacturing, transportation, distribution and retail center. County, state and federal offices.

2 - TRANSPORTATION: Railroads-Norfolk & Southern service to Kansas City, St. Louis, Omaha, Des Moines.
Motor Freight Carriers-5.
Intercity Bus Lines-Kincaid Bus Lines.

3 - POPULATION:
Corp. City 90 Cen. 12,839; E&P 92 Est. 12,723
County 90 Cen. 24,370; E&P 92 Est. 24,370
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 5,035; E&P 92 Est. 4,989
County 90 Cen. 9,748; E&P 92 Est. 9,748

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	3	$210,000,000
Savings & Loan	2	$125,000,000

6 - PASSENGER AUTOS: Randolph County 13,283

7 - ELECTRIC METERS: Res. City 6,790; County 9,482

8 - GAS METERS: Res. City 5,161; County 6,397

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Moberly Regional Medical Center 353; Electricity 600; Gas 74; Chem. 250; Leasing 96; Telephone 75; Fabricators 35; Coal 190; Junior College 250.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-84; Summer 55-111; Fall 40-90; Winter 10-65. First killing frost, Oct. 20; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-Temple Stephens Shopping Center; Northgate Shopping Center; Northgate Plaza Shopping Center.

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Dollar General.
Discount Stores-TG&Y; Wal-Mart.
Chain Drug Stores-McKenzie Prescription; Burton's Rexall; The Medicine Shop; Sam's Prescription.
Chain Supermarkets-IGA 2; Price Chopper; Food Barn; Food-4-Less.
Other Chain Stores-M.F.A. (farm); Davis Paint; Payless Shoes; Westlake's Ace Hardware; Orscheln Farm & Home; Rupp Automobile; Super 8; Aldi; Meller's Photo; Sonic; Sears (catalog); O'Riley Automotive; Burger King, Taco Bell; McDonald's; Long John Silvers; Hardees Golden Carrol.

14 - NEWSPAPERS: MONITOR-INDEX & DEMOCRAT (e-mon to Fri; S) 8,589; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data. Bob Cunningham, Gen. Mgr., MONITOR-INDEX & DEMOCRAT, 218 N. Williams, Moberly, MO 65270; Tel. (816) 263-4123.
National Representatives: Missouri Press Service; Papert Companies.

MONETT

1 - LOCATION: Barry and Lawrence Counties, E&P Map B-4. 50 mi. W of Springfield; 40 mi. SE of Joplin. On Hwys. 60 and 37.

2 - TRANSPORTATION: Railroad-Burlington-Northern.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 90 Cen. 6,529; E&P 92 Est. 6,605
Counties 90 Cen. 57,783; E&P 92 Est. 59,208
  Barry 90 Cen. 27,547; E&P 92 Est. 28,435
  Lawrence 90 Cen. 30,236; E&P 92 Est. 30,773

4 - HOUSEHOLDS:
City 90 Cen. 2,560; E&P 92 Est. 2,590
Counties 90 Cen. 22,259; E&P 92 Est. 22,807
  Barry 90 Cen. 10,575; E&P 92 Est. 10,916
  Lawrence 90 Cen. 11,684; E&P 92 Est. 11,891

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$169,888,000
Savings & Loan	2	$32,000,000

6 - PASSENGER AUTOS: Counties: Barry 15,559; Lawrence 17,114

7 - ELECTRIC METERS: Residence 3,187

8 - GAS METERS: Residence 2,844

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Poultry Proc. 700; Aluminum Fab. 300; Tool & Machine Parts 120; Clothing 250; Shoes 400.
Principal Pay Days-Mon., Fri., Sat., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-74; Summer 75-101; Fall 41-88; Winter 22-70. First killing frost, Oct. 1; last killing frost, Apr. 13.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-9 blocks on B'way.; 2 on Fourth; 1 on Fifth; 2 on Cleveland; 6 on U.S. 60 Bypass.

Principal Shopping Days-Department Stores-Tues., Fri., Sat. Food-Thur., Fri., Sat.
Stores Open Evenings-Fri.
Stores Open Sundays-Supermarkets; one drug.

13 - RETAIL OUTLETS: Department Stores-Fashion Crossroads; Brownsberger's; Mansfield; The Niche.
Variety Store-Modern Variety.
Discount Store-Wal-Mart.
Chain Drug Store-Bruner (Assoc. Druggists).
Chain Supermarkets-Ramey (Assoc. Whol. Grocers) 2; Consumers Market; G & W Foods.
Other Chain Stores-Otasco; She's So Fine; Jerry's Clothing; Fashion Corner; Silhouette; Little Boutique.

14 - NEWSPAPERS: TIMES (e) 4,314; sworn Oct. 1, 1990.
Local Contact for Advertising and Merchandising Data: C.F. Brady, Pub., TIMES, 505 Broadway, Monett, MO 65708; Tel. (417) 235-3135.
National Representative: Missouri Press Service.

NEOSHO

1 - LOCATION: Newton County, (In Joplin MSA). E&P Map A-4, County Seat. Trading & shipping center. SW part of State, 170 mi. S of Kansas City on State Hwys. 60 & 71.

2 - TRANSPORTATION: Railroads-Kansas City Southern; Burlington Northern.
Motor Freight Carriers-7.
Intercity Bus Line-Jefferson.

3 - POPULATION:
Corp. City 90 Cen. 9,254; E&P 92 Est. 9,206
County 90 Cen. 44,445; E&P 92 Est. 45,675
MSA 90 Cen. 139,910; E&P 92 Est. 137,715

4 - HOUSEHOLDS:
City 90 Cen. 3,629; E&P 92 Est. 3,610
County 90 Cen. 20,201; E&P 92 Est. 20,761
MSA 90 Cen. 55,678; E&P 92 Est. 56,854

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$148,000,000
Savings & Loan	2	$86,000,000

6 - PASSENGER AUTOS: Newton County 25,576

7 - ELECTRIC METERS: Residence 4,246

8 - GAS METERS: Residence 3,619

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 494 ($250); Textile 750 ($230); Electronics 500 ($350); Furn. 500 ($340).
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-70; Summer 65-89; Fall 45-73; Winter 25-47. First killing frost, Nov. 9; last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, hard.

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.; Discount & Food nightly.
Stores Open Sundays-Food; Drug; Wal-Mart Discount.

13 - RETAIL OUTLETS: Department Stores-McGinty's; C.R. Anthony's.
Discount Store-Wal-Mart.
Variety Stores-Dollar General; Family Dollar; Pic 'N Save.
Chain Drug Stores-Wal-Mart Pharmacy.
Chain Supermarkets-Consumer's; McClintock's IGA; Rameys.
Other Chain Stores-Sears; Goodyear.

14 - NEWSPAPERS: NEWS (e-mon to fri; S) 5,607; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: Dan Corporon, Adv. Mgr., NEWS, 1006 W. Harmony St., Neosho, MO 64850; Tel. (417) 451-1520.
National Representative: Missouri Press Service.

NEVADA

1 - LOCATION: Vernon County, E&P Map A-4, County Seat. Agric. & wholesale ctr. Light manufacturing. Women's junior college. West Central part of state. 90 mi. S of Kansas City; 270 mi. SW of St. Louis; 15 mi. E of Kansas border. On U.S. Hwys. 54, 71.

2 - TRANSPORTATION: Railroads-Missouri Pacific (freight); M-K-T (freight).
Motor Freight Carriers-5.
Intercity Bus Line-Jefferson.

3 - POPULATION:
Corp. City 90 Cen. 8,597; E&P 92 Est. 8,508
County 90 Cen. 19,041; E&P 92 Est. 19,073
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 3,371; E&P 92 Est. 3,336
County 90 Cen. 7,827; E&P 92 Est. 7,840

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$90,912,000
Savings & Loan	1	$2,221,485,672

6 - PASSENGER AUTOS: Vernon County 10,334

7 - ELECTRIC METERS: Residence 5,180

8 - GAS METERS: Residence 3,255

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-State Hospital 1,137 (N.A.); Garment Mfg. 270 ($175); Decorative Prods. 450 ($200); Heavy Duty Air Filters 190 (N.A.).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-92; Summer 48-117; Fall 18-95; Winter 27-79. First killing frost, Oct. 3; last killing frost, Apr. 15.

11 - TAP WATER: Treated deep wells; state approved.

12 - RETAILING: Principal Shopping Center-7 blocks on Sq.
Neighborhood Shopping Centers-Osage and Austin, East Austin, W city limits & Hwy. 54.

Principal Shopping Days-Thur., Fri.

13 - RETAIL OUTLETS: Department Store-JCPenney.
Variety Store-Place.
Discount Stores-Wal-Mart; Save Mart.
Chain Supermarkets-Paul & Jerry's; IGA; Thriftway; Aldi.
Other Chain Stores-Country Kitchen; Tapjac Home Center; Sears (catalog); McDonald's; Maurices; Roberts; The Ladies Peddler.

14 - NEWSPAPERS: MAIL (e-mon to fri) 4,496; HERALD (S) 5,200; sworn Aug. 13, 1991.
Local Contact for Advertising and Merchandising Data: Jeff Tweten, Adv. Dir., MAIL & HERALD, 131 S. Cedar, Nevada, MO 64772; Tel. (417) 667-3344.
National Representatives: Missouri Press Service; Papert Companies.

POPLAR BLUFF

1 - LOCATION: Butler County, E&P Map C-4. On the Black River at head of navigation. 160 mi. S of St. Louis; 180 mi. N of Little Rock; 160 mi. N of Memphis. On U.S. Hwys. 60, 67, 160 and State Hwys. 51, 53 and 142.

2 - TRANSPORTATION: Railroads-Union Pacific; Amtrak.
Intercity Bus Line-Continental.
Airline-Charter.
Motor Freight Carriers-9.

3 - POPULATION:
Corp. City 90 Cen. 16,996; E&P 92 Est. 16,967
CZ-ABC: (80) 17,139
RTZ-ABC: (80) 112,486
County 90 Cen. 38,765; E&P 92 Est. 39,379
City & RTZ-ABC: (80) 129,625

4 - HOUSEHOLDS:
City 90 Cen. 6,665; E&P 92 Est. 6,654
County 90 Cen. 14,338; E&P 92 Est. 14,566
CZ-ABC: (80) 6,936
RTZ-ABC: (80) 41,586
City & RTZ-ABC: (80) 48,522

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$190,000,000
Commercial	4	$297,876,066

6 - PASSENGER AUTOS: Butler County 19,932

7 - ELECTRIC METERS: Residence 6,764

8 - GAS METERS: Residence 6,000

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage)-Lawn Mower Engines 600 ($312); Paper Box 150 ($200); Upholstered Furn. 500 ($160); Machine Parts 85 ($240); Rubber Co. 247 ($275); Lingerie 82 ($200).
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-75; Summer 60-90; Fall 55-80; Winter 35-60. First killing frost, Oct. 1; last killing frost, Mar. 15.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St.; 4 on Broadway; 3 on Vine St.; 2 on Fifth St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mansion Mall(25)	NA	Wal-Mart
Valley Plz.(31)	NA	JCPenney
Poplar Bluff Sq.(10)	NA	American Superstores

Stores Open Evenings-Downtown Fri.; Shopping Ctrs. Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Roth's; JCPenney; Newberry.
Discount Stores-Wal-Mart; K mart, Sears (catalog).
Chain Supermarkets-Gowan's; Snider's IGA 2; Ward's; Kroger; Wal-Mart; Aldi; Super Saver.
Other Chain Stores-Firestone; Raben; Singer Co.; Sherwin-Williams; Dollar General; Hancock Fabrics.

14 - NEWSPAPERS: DAILY AMERICAN REPUBLIC (e-mon to fri) 15,013; (S) 15,030; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Marion Tibbs, Adv. Dir., DAILY AMERICAN REPUBLIC, 206 Poplar St., Poplar Bluff, MO 63901; Tel. (314) 785-1414.
National Representatives: Papert Companies, Missouri Press Service.

RICHMOND

1 - LOCATION: Ray County, E&P Map B-2 (In Kansas City, MO PMSA). County Seat.

2 - TRANSPORTATION: Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 90 Cen. 5,738; E&P 92 Est. 5,786
PMSA 90 Cen. 1,566,280; E&P 92 Est. 1,609,361
County 90 Cen. 21,971; E&P 92 Est. 22,289
Demographic Information available from Mid America Regional Council, Kansas City, MO.

4 - HOUSEHOLDS:
City 90 Cen. 2,250; E&P 92 Est. 2,269
County 90 Cen. 8,803; E&P 92 Est. 8,931
PMSA 90 Cen. 594,781; E&P 92 Est. 610,873

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$83,038,000
Savings & Loan	2	$53,688,428

6 - PASSENGER AUTOS: Ray County 11,783

7 - ELECTRIC METERS: Residence 3,151

8 - GAS METERS: Residence 2,446

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Plastics 200; Candy 90; Storm Doors 19; Sheltered Workshop; Ideal Industries 38.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 60-105; Fall 35-70; Winter 5-50. First killing frost, Oct. 20, last killing frost, Apr. 15.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-8 blocks on Main, Thornton & College St. (34 stores). Richmond Hills Shopping Ctr. 1 mile away (9 stores).

13 - RETAIL OUTLETS: Department Store-JCPenney.
Discount Store-Wal-Mart.
Other Chain Stores-Hallmark; United Super; Pic 'N' Save.

14 - NEWSPAPERS: NEWS (e-mon to fri) 3,077; sworn Aug. 13, 1991.
Local Contact for Advertising and Merchandising Data: Melanie Brock, Adv. Mgr., NEWS, 116 W. North Main; PO Box 100, Richmond, MO 64085; Tel. (816) 776-5454.
National Representative: Missouri Press Service.

ROLLA

1 - LOCATION: Phelps County, E&P Map C-3, County Seat. Education, industrial center and vacation resort. 63 mi. S of Jefferson City; 108 mi. SW of St. Louis. On State Hwy. 72, I-44 and U.S. Hwy. 63.

2 - TRANSPORTATION: Railroad-Burlington-Northern (Main St. Louis to Southwest).
Motor Freight Carriers-5.
Intercity Bus Lines-Trailways; Greyhound; Missouri Transit.

3 - POPULATION:
Corp. City 90 Cen. 14,090; E&P 92 Est. 14,247
County 90 Cen. 35,248; E&P 92 Est. 35,919

4 - HOUSEHOLDS:
City 90 Cen. 5,525; E&P 92 Est. 5,587
County 90 Cen. 13,557; E&P 92 Est. 13,816

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	3	$84,635,421
Commercial	3	$199,757,378

6 - PASSENGER AUTOS: Phelps County 20,140

7 - ELECTRIC METERS: Residence 6,071

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Automotive Cooling Fans 149; Dog & Cat Foods 49; Commun. Servs. 174; Plastic Pipes 64; Medical Servs. 600; Gov't Servs. 2,448; China Dolls 20; Pub. & Printing 57.

10 - CLIMATE: Av. Temp.-Jan. 33; July 78. Av. rainfall 41; snowfall 15.9 .

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Center-7 blocks on Pine St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hillcrest(4)	NA	Darr's, Dollar General
Forum(19)	NA	JCPenney, Bargain Time, National

Principal Shopping Day-Sat.
Stores Open Evenings-Downtown-Fri.; Forum-Mon. through Sat.
Stores Open Sundays-Grocery.

13 - RETAIL OUTLETS: Department Stores-Sears (catalog); JCPenney.
Discount Stores-Wal-Mart; K mart; Bargain Time.
Chain Drug Store-Revco.
Chain Supermarkets-Kroger; Piggly Wiggly; National; Save A Lot; Aldi.

14 - NEWSPAPERS: NEWS (e-mon to fri) 5,978; (S) 5,978; sworn Oct. 1, 1990.
Local Contact for Advertising and Merchandising Data: Mike Monson, Nat'l. Adv. Mgr., NEWS, 101 W. 7th St., Rolla, MO 65401; Tel. (314) 364-2468.
National Representatives: Missouri Press Service; American Newspaper Representatives.

ST. JOSEPH

1 - LOCATION: Buchanan County, (MSA). E&P Map A-2, County Seat. Agricultural, industrial, livestock and wholesale center.

2 - TRANSPORTATION: Railroads-Atchison, Topeka & Santa Fe; Burlington Northern; Missouri Pacific; Union Pacific.
Motor Freight Carriers-26.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 71,852; E&P 92 Est. 70,884
CZ-ABC: (80) 79,935
RTZ-ABC: (80) 154,338
County/MSA 90 Cen. 83,083; E&P 92 Est. 82,968
City & RTZ-ABC: (80) 234,273
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 28,177; E&P 92 Est. 27,798
County/MSA 90 Cen. 30,180; E&P 92 Est. 30,138
CZ-ABC: (80) 30,229
RTZ-ABC: (80) 57,143
City & RTZ-ABC: (80) 87,372

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$1,049,369,361
Savings & Loan	6	$355,193,692

6 - PASSENGER AUTOS: Buchanan County 49,509

7 - ELECTRIC METERS: Residence 32,481

8 - GAS METERS: Residence 27,906

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg., Durable Goods: Walnut, Concrete, Structural Steel, Wire Rope, Auto Cables, Hydraulic Jacks, Medical Kits, Fire Fighting Equip., Boats, Elect. Signs 2,800; Nondurable Goods: Meat Pkg. 600, Dairy, Bakery Grains, Candy 1,750, Apparel 1,000, Chems. & Allied Prods. 800, Pub., Stationers, Paper Prods. 1,850; Nonmanufacturing: Construction 1,300, Trans. & Util. including Railroads 2,300; Whol. Trade 1,900; Ret. Trade 6,800. (Av. Wkly. Wage-Mfg. $320).
Principal Industrial Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-92; Summer 45-102; Fall 18-91; Winter 8-60. First killing frost, Oct. 14; last killing frost, Mar. 30.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-Easthills Shopping Ctr.
Neighborhood Shopping Centers (No. of Stores)-Ashland 12; 26th and Frederick Ave. 8; Beck Road Plaza 6; Jakes Center 5; Valley 6; 6100 King Hill Ave. 20; Lake and Illinois 14; Maplewood Manor 13; Midland Shopping 7; Frederick Plaza 5; St. Joseph Ave. Mall 4; Woodlawn 8.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belt Ctr.(10)	4	McCrory
Belt & Mitchell (13)	3	Green Hills
East Hills(43)	3	JCPenney, Mont. Ward, Osco, Dillard's, Sears
East Ridge Vlg. (11)	3	
Hillcrest Plz.(7)	6	Drive-In SM, Half Price Store
King Hill Plz. (10)	6	Kovac's
K mart Plz.(2)	4	K mart
Mart Plz.(13)	4	
Northgate(9)	3	Wal-Mart

Principal Shopping Days-Sat., Sun., Mon.
Stores Open Evenings-Food Mon. through Sat. until 9, Sun. until 6.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; JCPenney; Dillard's.
Discount Stores-K mart; Wal-Mart; 1/2 Price Store; Venture.
Variety Stores-Woolworth; McCrory.
Chain Drug Stores-Osco 2; Meimed 3; Rexall; Revco.
Chain Supermarkets-Affiliated Supers 11; Green Hills 5; Thomas Mkts. 2; 7-Eleven 5; Convenient Food Mart 4; Kings 4; Casey's; Food Barn 2; Food-4-Less 2.
Other Chain Stores-Best; Firestone; Goodyear; Goodrich; Duling Optical; Zales; Sherwin-Williams; Father & Son Shoes; Kinney's; Naturalizer Shoes; Payless; Steve's Shoes; Redwing Shoes; Pearle Vision Ctr.; A.J. August; Singer; So-Fro Fabrics; Zercher Photo; Payless Cashways; Sutherland Lumber; Western Auto.

14 - NEWSPAPERS: NEWS-PRESS/GAZETTE (m-mon to fri) 43,599; (sat) 47,683; (S) 49,218; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Richard A. Heath, Adv. Dir., NEWS-PRESS/GAZETTE, 9th & Edmond Sts., St. Joseph, MO 64502; Tel. (816) 271-8510.

National Representative: Branham/Newspaper Sales.

ST. LOUIS

1 - LOCATION: Independent City (In St. Louis, MO-IL MSA). E&P Map D-3. Distribution center. In East central part of state near junction of Mississippi and Missouri Rivers. 285 mi. from Chicago; 242 mi. from Indianapolis; 229 mi. from Kansas City.

2 - TRANSPORTATION: Railroads-B&O; C&EI; CB&Q; ICG; IT; C&NW; LN; MK&T; Missouri Pacific; Rock Island; Conrail; N&W; St. L&SF; St. LSW; Southern; three shortline & railroads for switching only. 10 trunk lines. 132, 136 track mileage. St. Louis has most complete package car system for handling LCL freight.

Motor Freight Carriers-350.

Freight Barge Lines-14.

Intercity Bus Lines-14.

Airlines-American; British Airways; Delta; Eastern; Northwest; Continental; Jet America; United; TransAmerica; TWA; USAir; Pan American; Britt; Resort Air; Mississippi Valley; Southwest.

3 - POPULATION:

Corp. City 90 Cen. 396,685; E&P 92 Est. 403,222

NDM-ABC: (80) 2,049,309

County 90 Cen. 993,529; E&P 92 Est. 1,019,537

MSA 90 Cen. 2,444,099; E&P 92 Est. 2,506,108

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 160,277; E&P 92 Est. 162,918

County 90 Cen. 367,974; E&P 92 Est. 377,606

MSA 90 Cen. 914,683; E&P 92 Est. 937,298

NDM-ABC: (80) 729,452

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	45	$10,700,000,000
Commercial	256	$21,240,795,000

6 - PASSENGER AUTOS: St. Louis County 734,391

7 - ELECTRIC METERS: Residence City & County 505,000

8 - GAS METERS: Residence City & County 500,000

9 - PRINCIPAL INDUSTRIES: No. of Wage Earners-Total Mfg. 212,800; Durable Goods 130,900 Lumber & Furn. 4,300; Stone, Clay & Glass 3,300; Primary Metal Industries 13,400; Fab. Metal Prods. 16,200; Machinery (except Electrical) 17,300; Elect. & Electronic Equip. 14,100; Trans. Equip. 49,800; Instruments & Misc. Mfg. 12,500. Non-Durable Goods 81,900. Food & Kindred Prods. 22,400; Textiles & Apparel 6,500; Paper & Paper Prods. 5,700; Printing & Pub. 16,500; Chem. & Allied Prods. 18,500; Petroleum & Coal Prods. 2,500; Leather & Leather Prods. 4,600; Other Non-Durable Goods 5,200. Total Non-Mfg. 880,200. Mining 3,400; Construction 53,900; Trans. & Public Util. 74,000; Whol. & Ret. Trade 258,000; Fin., Ins. & R.E. 72,500; Service, except Domestic 281,100; Total Gov't. 137,300.

Principal Pay Days-Bldg. Fri.; Railroads 10th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-66; Summer 67-87; Fall 47-68; Winter 23-41.

11 - TAP WATER: St. Louis-Alkaline, moderately hard; fluoridated. East St. Louis, Belleville, Madison, Venice and Granite City, Illinois-Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Areas-Alton Square, Belz Factory Outlet, Chesterfield Mall, Concord Plaza, Crestwood Plaza, Cross Keys, Des Peres Square, Eastgate Plaza, Florissant Meadows, Galleria, Grandview Plaza, Hampton Village, Jamestown Mall, Lakeview Plaza, Mark Twain, Nameoki Village, Normandy S.C., Northland, Northwest Plaza, Plaza Frontenac, River Roads, St. Clair Square, St. Louis Centre, St. Louis Union Station, South County Center, Sunset Hills Plaza, Town & Country Mall, Village Square, Warson Village, West County Center, West Port Plaza.

Principal Shopping Days-Mon., Fri., Sat., Sun.

Stores Open Evenings-Downtown-Mon., Thur.; Suburban-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Famous Barr 14; Alton Square; Chesterfield; Clayton; Crestwood; Downtown; Mid Rivers Mall; Northland; Northwest Plaza; Plaza Frontenac; St. Clair Square; South County; Southtown; Warehouse; West County. Dillard's/Stix, Baer & Fuller 9. Chesterfield Mall, Crestwood Plaza, Downtown, Galleria, Jamestown Mall, River Roads, Sears 6; South Grand; St. Clair Square; JCPenney 9; Grandview Plaza; Hampton Village; Mark Twain; Town & Country Mall, West County Center.

Variety Stores-Woolworth 13; Kresge; Ben Franklin 15.

Discount Stores-Best Buy 4; Best Products 4; Grandpa's 6; K mart 22; Target 10; Venture 13; Service Merchandise 4.

Chain Drug Stores-Drug Emporium 9; Gasen 12; Glaser/Medicare 59; Kare 14; Walgreens 38; Schnucks Pharmacy 17.

Chain Supermarkets-AG 190; Aldi Discount Foods 10; Dierberg's 10; IGA 61; Overland Dairy 7; National 63; Schnuck's 63; Tom Boy/Tru Buy 59; Wetterau 182.

Other Chain Stores-Aronson's 2; Boyd's 7 (2 subway shops); Central Hdwe. 13; Firestone 19; Florsheim 6; BF Goodrich; Golde's 4; Goodyear 12; Hill-Behan 15; Lane Bryant 7; Richman Brothers 4; Western Auto 16; Brooks Brothers; Jeans West 7; The Limited 10; Montaldo's; Neiman Marcus; J. Riggins 5; Saks Fifth Avenue; Union Jack; Helen Wolff 4; Casual Corner 8; Marshalls 4; Fashion Gal 21; DeBasio 2; Carafiols 3; Craig; Crossroads 2; Fair Mercantile; Lammert's; Levitz; Pat Riley 11; Rothman 6; Tipton Electric 14; Wood Works 4; Gucci; Radio Shack 47; Coats 'n Things 7; Albert's 5; Pier 1 Import 4.

14 - NEWSPAPERS: POST-DISPATCH (m-mon to fri) 391,915; (m-sat) 350,635; (S) 585,681; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Edward Newsome, Adv. Dir., POST-DISPATCH, 900 N. Tucker Blvd., St. Louis, MO 63101; Tel. (314) 622-7000.

National Representatives: Leonard Co.; Newhouse Newspapers Metro Suburbia.

SEDALIA

1 - LOCATION: Pettis County. E&P Map B-3. County Seat. Industrial & agric. ctr. On U.S. Hwys. 50, 65; 65 mi. W of Jefferson City; 93 mi. ESE of Kansas City.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Missouri-Kansas-Texas.

Motor Freight Carriers-11.

Intercity Bus Line-Continental Trailways.

3 - POPULATION:

Corp. City 90 Cen. 19,800; E&P 92 Est. 19,575

CZ-ABC: (80) 20,927

RTZ-ABC: (80) 50,484

County 90 Cen. 35,437; E&P 92 Est. 35,593

City & RTZ-ABC: (80) 71,411

4 - HOUSEHOLDS:

City 90 Cen. 7,765; E&P 92 Est. 7,676

County 90 Cen. 13,629; E&P 92 Est. 13,689

CZ-ABC: (80) 8,589

RTZ-ABC: (80) 17,992

City & RTZ-ABC: (80) 26,581

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$350,000,000
Commercial	5	$284,019,000

6 - PASSENGER AUTOS: Pettis County 19,963

7 - ELECTRIC METERS: Residence 10,852

8 - GAS METERS: Residence 9,559

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-R.R. 159 ($380); Glass 132 ($329); Textile 429 ($365); Util. 221 ($356); Road Constr. 366 ($369); Metal Proc. 467 ($251); Elect. Motor Housewares 337 ($199); Dairy Prods. 41 ($294); Photo Proc. 198 ($242); Truck Bodies 480 ($268); Disinfectants 119 ($251); Steel Rope Cable 142 ($341); Alum. Cable 391 ($309); Chem. 46 ($304); Auto Wheels 458 ($241); Air Compressors 137 ($325); Metal Tool Boxes 467 ($290); Printing-Pub. 145 ($318); Civ. Emp. WAFB 377 ($284); City, County, State & Fed. Emp. 242 ($283).

10 - CLIMATE: Average Temp.-Spring 64; Summer 74; Fall 44; Winter 34. First killing frost, Oct. 10; last killing frost, Apr. 25.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Ohio St.; 4 on Main St.; 5 on Osage St.; 4 on Second St.; 3 on Third St.

Neighborhood Shopping Centers-Fifth and Engineers Sts.; 3 blocks on W. 16th (Vermont to Grand); 12 blocks on South Limit Ave. (Broadway to 20th St.); West Broadway-13 blocks (Warren to Thompson Blvd).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Thompson Hills (22)	2	JCPenney, Beall Ladymon Consumers, Wal-Mart
State Fair(28)	2	Bing's, K mart, Sherwin-Williams
Consumer's	4	Place's, Consumer's

Principal Shopping Days-Fri., Sat., Mon.

Stores Open-Mon., Fri. Eve.; Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Beall-Ladymon.

Discount Stores-Town & Country (Shoes); Wal-Mart; K mart; Place's.

Chain Drug Stores-Osco; Bing's Rexall 2.

Chain Supermarkets-Consumer's; Bing's 4; AF Super; Safeway; Aldi.

Other Chain Stores-Sears; Singer Co.; Beall-Ladymon; Firestone; Merle Norman; Payless Shoes; Westlake Hdwe.; Western Auto; Sherwin-Williams Paint; Volume Shoe; Sutherland Lumber; Herrman Lumber; Fashion Crossroads; MFA Tire; Show Me Electronics; Radio Shack; B.F. Goodrich; Computerland.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 14,316; (S) 15,647; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Nelson Collins, Adv. Mgr., DEMOCRAT, 7th & Massachusetts Aves.; PO Box 848, Sedalia, MO 65302. Tel. (816) 826-1000; FAX (816) 826-2413.

National Representative: Papert Companies.

SIKESTON

1 - LOCATION: Scott County. E&P Map D-4. Trade center, grain & cotton market. Midway between St. Louis and Memphis. U.S. Hwys. 60, 61, 62; Interstate 55, 57.

2 - TRANSPORTATION: Railroads-Frisco; Missouri Pacific.

Motor Freight Carriers-7.

Intercity Bus Lines-Greyhound; St. Louis-Cape; Connor.

3 - POPULATION:

Corp. City 90 Cen. 17,641; E&P 92 Est. 17,683

CZ-ABC: (80) 17,431

RTZ-ABC: (80) 75,194

County 90 Cen. 39,376; E&P 92 Est. 39,676

City & RTZ-ABC: (80) 92,625

4 - HOUSEHOLDS:

City 90 Cen. 6,918; E&P 92 Est. 6,935

CZ-ABC: (80) 6,344

RTZ-ABC: (80) 26,552

County 90 Cen. 15,843; E&P 92 Est. 15,964

City & RTZ-ABC: (80) 32,896

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$288,830,304
Commercial	3	$151,583,266

6 - PASSENGER AUTOS: Scott County 22,417

7 - ELECTRIC METERS: Residence 6,700

8 - GAS METERS: Residence 5,279

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food 200; Lock 292; Milk Cartons 125; Wooden Pallets 116; Concrete Block 520; Bakery Prods. 130; National Lock 290; Leather Jackets; Plastic Wire & Cable 118.

Principal Industrial Pay Days-Fri., 1st, 15th.

10 - CLIMATE: Av. Temp.-Spring 58; Summer 78; Fall 61; Winter 38.

11 - TAP WATER: Alkaline, hard (8 gpg).

12 - RETAILING: Principal Shopping Centers-2 blocks on Front St.; 2 on Center; 2 on New Madrid St.; 2 on Kings.

Neighborhood Shopping Centers-U.S. Hwy. 61 S. (S. Kings Highway); U.S. Hwy. 62 E. (Malone Ave.)

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kingsway Plz. (45)	NA	Piggly Wiggly, JCPenney
Mid-Towner Vlg.(18)	NA	Wal-Mart, Sears, P.N. Hirsch
Kingway Shops (15)	NA	Kroger
North Main Port (12)	NA	

Principal Shopping Days-Fri., Sat., Mon., Thur.

13 - RETAIL OUTLETS: Department Stores-Buckner Ragsdale; JCPenney; Accent Shop; Eubank Finney; Falkoffs; Mary's Boutique; Golde's.

Discount Stores-Homestead; Wal-Mart; Dollar General; Mills Dist.; Riverside Lumber, Inc.; Moore's Firestone.

Chain Drug Store-Super D 2.

Chain Supermarkets-IGA; Piggly Wiggly; Stan's.

Other Chain Stores-Goodyear; Malone & Hyde; Sears, Mode O'Day; Baskin-Robbins; Radio Shack; Singer; Otasco.

14 - NEWSPAPERS: STANDARD-DEMOCRAT (e-mon to fri) 9,527; (S) 10,601; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Don Colbertson, Adv./Gen. Mgr., STANDARD-DEMOCRAT, 205 S. New Madrid, Sikeston, MO 63801; Tel. (314) 471-1137.

National Representatives: Papert Companies; Thomson Newspapers; Missouri Press Service.

SPRINGFIELD

1 - LOCATION: Greene County (MSA). E&P Map B-4. County Seat. Shipping, wholesale, distribution, manufacturers, agricultural and dairying center, health care and education. On I-44. U.S. Hwys. 60, 65, 66, 160, 266 and State Hwy. 13. In SW part of the state; 185 mi. SE of Kansas City. 221 mi. SW of St. Louis; 302 mi. NW of Memphis, TN.

2 - TRANSPORTATION: Railroads-Burlington-Northern; Union Pacific.

Motor Freight Carriers-22.

Intercity Bus Lines-Greyhound; Springfield City Utilities.

Airlines-American Eagle; Northwest Airlink; TWA; TW Express; United Airlines; U.S. Air Express.

3 - POPULATION:

Corp. City 90 Cen. 140,494; E&P 92 Est. 141,970

CZ-ABC: (80) 133,116

Bal. in NDM-ABC: (80) 95,002

MSA 90 Cen. 240,593; E&P 92 Est. 249,500

County 90 Cen. 207,949; E&P 92 Est. 214,495

Total NDM-ABC: (80) 208,118

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 55,096; E&P 92 Est. 55,674

County 90 Cen. 83,180; E&P 92 Est. 85,798

MSA 90 Cen. 95,470; E&P 92 Est. 98,978

CZ-ABC: (80) 51,702

Bal in NDM-ABC: (80) 32,405

Total NDM-ABC: (80) 84,107

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	25	$897,000,000
Commercial	40	$1,510,000,000

6 - PASSENGER AUTOS: Greene County 122,780

7 - ELECTRIC METERS: Residence 64,198

8 - GAS METERS: Residence 57,050

9 - PRINCIPAL INDUSTRIES: Paper Cups & Containers; Tablets & Pub.; Dairy Auto Trailers & Truck Beds; Agric. Prods.; Food Proc.; U.S. Gov't Offices; Chem. Prods.; Fab. Metals; Electronics; Fractional Hp. Motors; Color Television; Health Care; Education.

10 - CLIMATE: Min. & Max. Temp.-Spring 4-48; Summer 45-113; Fall 9-92; Winter 20-92. First killing frost, Sept. 24; last killing frost, Apr. 9.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-Battlefield Mall; Downtown Park Central Mall; North Town Mall; Plz. Shopping Ctr., South Oaks Mall, Kickapoo Corners, The Galleria.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Battlefield Mall(140)	NA	Dillard's, JCPenney, Mont. Ward, Sears, Famous Barr
Battlefield Sq.	NA	Venture
Brentwood(32)	NA	Cloth World, Western Auto, Radio Shack, Tempo Fashions, Western Wardrobe
Country Club(40)	NA	Consumers
Crighton Ctr.(8)	NA	Crighton Supply
Downtown Park Central(90)	NA	Heer's, Savage Juliette
Fremont Ctr.(24)	NA	Cosmetique, Rag Merchants
The Galleria	NA	J. Parrino's, Clip Joint
Glen Isle(19)	NA	Ed. V. Williams, Missouri Mill
Hill Crest(7)	NA	Consumers, College of Cosmetology
Kickapoo Corners	NA	Carol Jones, Computerland
Marwood Shpg. Ctr.	NA	State Beauty Supply South
Montclair Ctr.	NA	TBCY Yogurt, Nat'l Video
Shamrock Shpg. Ctr.	NA	O'Reilly Automotive
South Oaks Ctr.	NA	Wal-Mart, Radio Shack, Fantastic Sam's
K mart(10)	NA	K mart
North Town Mall(50)	NA	Wal-Mart, Consumers
Old Town(19)	NA	Ethan Allen, Lawrence Photo
Parkcrest(28)	NA	Ben Franklin
Plaza(50)	NA	Freeman's, Cole's, Gamble's
Plaza Tower Ctr.(33)	NA	Harem Boutique
Southern Hills (23)	NA	Consumers, Ben Franklin
Tiffany Sq.(43)	NA	Hair Techniques
Town & Country (9)	NA	Radio Shack, Beggar's
Village(13)	NA	Sears
Venture Ctr.	NA	Venture, Olive Garden
Wedgewood(9)	NA	Maschino's Hdwe.
Commercial St. (100)	NA	

Principal Shopping Days-Mon., Thur. through Sun.

Stores Open Evenings-Mon. and Fri., Battlefield Mall open 6 nights.

Stores Open Sundays-Food, Drug, Discount Houses, and Dept. Stores.

13 - RETAIL OUTLETS: Department Stores-Busy Bee 2; Bass Pro. Shops; Dillard's; Heers, Inc. 2; JCPenney, Montgomery Ward; Sears; Golde's; Famous Barr.

Catalog-Sears; Service Mdse.; JCPenney; Bass Pro. Shops.

Variety Store-Ben Franklin.

Discount Stores-Osco; Venture; K mart 3; Wal-Mart 4; Service Merchandise; Sam's Wholesale Club.

Chain Drug Stores-Skaggs 3; Osco 2; Medicare Glaser 6; Cotter's Rexall; Grove Pharmacy 3; Venture Drugs; Pay-Rite.

Chain Supermarkets-Rameys 5, So-Lo 8; Dillons 3; Smitty's 2; Consumers 10.

Other Chain Stores-Auto Supplies: Western Auto, Goodyear 2, Goodrich, Firestone, Best Buys; O'Reilly Auto 8, Midas Muffler 2; Shoes: Allen Barker's, Dryer-Williams 4, Payless 2, Kinney's 2, Quali-Craft, Thom McAn, Jarmen, Hush Puppies 2, Buster Brown, Women's Apparel: TJ. Maxx, Farris 3, Paris, Stuarts, Tempo Fashions; Jewelry & Optical: Hess & Culbertson, Zales 3, Pearl Optical 2, The Spec Shop; Furniture: Edward Keith, Mulhollan's, Wheeler's, Ethan Allen Carriage House, La-Z-Boy, Factory Furniture World; Others: Russell Stover, Git & Go 20, 7-Eleven 4.

14 - NEWSPAPERS: NEWS-LEADER (m) 59,179; (S) 98,644; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Greg Walton, Adv. Dir., NEWS-LEADER, 651 Boonville, Springfield, MO 65801; Tel. (417) 836-1100.

National Representative: Gannett National Newspaper Sales.

TRENTON

1 - LOCATION: Grundy County, E&P Map B-2, County Seat. Agricultural and residential center. 104 mi. NE of Kansas City; 81 mi. NE of St. Joseph in N central part of State. On U.S. Hwy. 65 and State Hwy. 6.

2 - TRANSPORTATION: Railroads-Chicago and Northwestern.

Motor Freight Carriers-3.

3 - POPULATION:

Corp. City 90 Cen. 6,129; E&P 92 Est. 5,993

County 90 Cen. 10,536; E&P 92 Est. 10,357

4 - HOUSEHOLDS:

City 90 Cen. 2,404; E&P 92 Est. 2,350

County 90 Cen. 4,390; E&P 92 Est. 4,316

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$103,846,000

6 - PASSENGER AUTOS: Grundy County 5,925

7 - ELECTRIC METERS: County 7,326

8 - GAS METERS: County 3,691

9 - PRINCIPAL INDUSTRIES: R.R.; Bakery; Cement & Sand Prods.; Vaults & Bldg. Materials; Farm Prods.; Foods; Chem.; Meat Proc.; Radiator Mfg.

Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-90; Summer 70-103; Fall 50-93; Winter -10-55. First killing frost, Oct. 1; last killing frost, Mar. 15.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Shopping Centers-Eastgate (15 stores-Dollar General, Hy-Vee Foods, IGA Foodliner, Place's Family Ctr., Ben Franklin, JCPenney).

Principal Shopping Days-Wed., Thur., Fri., Sat.

Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Dollar General.

Variety Store-Ben Franklin.

Discount Store-Place's.

Chain Supermarkets-Hy-Vee; IGA Foodliner.

Other Chain Store-Sears (catalog).

14 - NEWSPAPERS: REPUBLICAN-TIMES (e) 3,864; sworn Sept. 28, 1990.

Local Contact for Advertising and Merchandising Data: Wendell Lenhart, Pres., REPUBLICAN-TIMES, 122 E. Eighth St.; PO Box 548, Trenton, MO 64683; Tel. (816) 359-2212.

National Representative: Missouri Press Service.

WARRENSBURG

1 - LOCATION: Johnson County, E&P Map B-3, County Seat. Agricultural Center. Central Missouri State University and Whiteman AFB. On U.S. 50 Hwy.; State Hwy. 13; 50 mi. E of Kansas City; 90 mi. W of Jefferson City.

2 - TRANSPORTATION: Railroad-Amtrak.

Motor Freight Carriers-2.

Intercity Bus Line-Greyhound.

Airlines-Non-scheduled flights only.

3 - POPULATION:

Corp. City 90 Cen. 15,244; E&P 92 Est. 15,531

CZ-ABC: (80) 13,807

RTZ-ABC: (80) 25,252

County 90 Cen. 42,514; E&P 92 Est. 43,608

City & RTZ-ABC: (80) 39,059

4 - HOUSEHOLDS:

City 90 Cen. 5,978; E&P 92 Est. 6,091

CZ-ABC: (80) 4,100

RTZ-ABC: (80) 8,439

County 90 Cen. 16,339; E&P 92 Est. 16,760

City & RTZ-ABC: (80) 12,539

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$41,896,664
Commercial	3	$252,046,000

6 - PASSENGER AUTOS: Johnson County 21,627

7 - ELECTRIC METERS: Residence 6,488

8 - GAS METERS: Residence 6,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Gates Energy Prods. 400; Rival Mfg. Company 250; Stahl Specialty Co. 88; Harmom Industries, Inc. 130; Unitog Co. 370.

Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 60-102; Fall 40-80; Winter -2-50. First killing frost, Oct. 20; last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, very hard; fluoridation 0.55.

12 - RETAILING: Downtown Shopping-3 jewelry stores, 1 shoe store, 2 hardware stores, 2 flower shops, 1 greeting card shop, 2 framing shops, 2 business machines, 2 furniture stores, 1 sports clothing shop, 2 office supplies.

Neighborhood Shopping Centers-Business Rt. 50, 6 blocks; South Maguire, 4 near College Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Wal-Mart(4)	1	Wal-Mart, Sears, Cripps Drugs
Northpark(12)	1	Price Chopper, JCPenney, Maurice's, Sherwin-Williams
Midtown(7)	1	Super Food Barn, Revco Drug, TJ's Sports Center
South Mall(4)	1	Bi-Lo United Super, Carter's TV & Appliance

Principal Shopping Days-Mon., Wed., Thur., Sat.

13 - RETAIL OUTLETS: Department Store-JCPenney.

Variety Store-Wal-Mart.

Chain Drug Stores-Cripps, Revco.

Chain Supermarkets-Bi-Lo 2; Food Barn, Price Chopper.

Other Chain Stores-Sears; Payless Shoes; Sherwin-Williams; Brown's Shoe Fit.

14 - NEWSPAPERS: STAR-JOURNAL (e-mon to fri) 4,820; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Don Kirkpatrick, Adv. Dir., STAR-JOURNAL, 135 East Market St., Warrensburg, MO 64093; Tel. (816) 747-8123.

National Representative: Missouri Press Service.

WAYNESVILLE

1 - LOCATION: Pulaski County, E&P Map B-4. County agricultural center; near Fort Leonard Wood Military Base; in center of state. 75 mi. NE of Springfield; on U.S. I-44; State 17 & 133.

2 - TRANSPORTATION: Railroad-St. Louis-San Francisco.

3 - POPULATION:

Corp. City 90 Cen. 3,207; E&P 92 Est. 3,273

County 90 Cen. 41,307; E&P 92 Est. 41,635

4 - HOUSEHOLDS:

City 90 Cen. 1,258; E&P 92 Est. 1,283

County 90 Cen. 14,752; E&P 92 Est. 14,869

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$18,000,000

6 - PASSENGER AUTOS: Pulaski County 21,080

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Military Base; Farming Corn & Wheat.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-75; Summer 70-100; Fall 30-75; Winter 0-70. First killing frost, Oct. 15; last killing frost, Apr. 3.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Centers-Hidden Valley; Shopping Center (17 stores); Gateway (9 stores); Main Gate (8 stores); Mini-Mall (38 stores).

13 - RETAIL OUTLETS: Chain Stores-Sav-A-Lot; Wal-Mart; IGA; JCPenney; Sears.

14 - NEWSPAPERS: FORT GATEWAY GUIDE (e) 3,200; (S) 10,500 sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Rick McMillin, Gen. Adv. Mgr., FORT GATEWAY GUIDE, Box 578, Waynesville, MO 65583; Tel. (314) 336-3711.

National Representatives: Missouri Press Service; American Newspaper Representatives.

WEST PLAINS

1 - LOCATION: Howell County, E&P Map C-4, County Seat. Shipping & wholesale ctr.; agriculture, dairy & oak lumber area. South central part of state; 270 mi. from Kansas City; 215 mi. from St. Louis; 115 mi. from Springfield; 170 mi. from Memphis; 190 mi. from Little Rock. On U.S. Hwys. 63, 160; State Hwys. 14, 17.

2 - TRANSPORTATION: Bus Line-Continental Trailways.

Motor Freight Carriers-3.

Airlines-2 charter planes.

3 - POPULATION:

Corp. City 90 Cen. 8,913; E&P 92 Est. 9,147

County 90 Cen. 31,447; E&P 92 Est. 32,289

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 3,495; E&P 92 Est. 3,587

County 90 Cen. 12,097; E&P 92 Est. 12,421

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$182,948,933
Savings & Loan	2	$16,909,848

6 - PASSENGER AUTOS: Howell County 17,085

7 - ELECTRIC METERS: Residence 3,498

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Shoes 565 (N.A.); Sawmill 436 (N.A.); Woodworking 153 (N.A.); Truck Bodies 345 (N.A.); Elect. 595 (N.A.); Sales and Service 1,250 (N.A.)

Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-75; Summer 62-98; Fall 30-75; Winter 0-40.

11 - TAP WATER: Neutral, hard; chlorinated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Court Sq.; 1 on S. Main; 4 on W. Main; 3 E. Main; 3 on Washington Ave.; 2 W. Broadway; 4 Hwy. 63 N.

Shopping Centers-Park-Way (20 stores); West Main Plaza (15 stores); Southern Hills, West 160 (15 stores).

Principal Shopping Days-Mon., Sat.

Stores Open Evenings-Parkway Shopping Ctr., Southern Hills Shopping Ctr.; McCrory on the Square.

13 - RETAIL OUTLETS: Department Stores-Aid's; Dollar General; Richards Bros. Dry Goods; Padgett Hardware; J.W. Mushrush Co.

Discount Stores-McCrory; Wal-Mart; Family Dollar.

Chain Drug Stores-Red Apple; Rexall; Revco; Medicine Shoppe; Burton Creek Pharmacy; Palace Drug.

Chain Supermarkets-Nu-Way; Richards Bros. 6; Wallace Owens; Ramey's Foodland; Stanley's Thriftway Foodliner; Price Chopper.

Other Chain Stores-Herrman Lumber; Goodyear; Sears; Meeks Building Center; Parts Pro; O'Reilly Automotive; Furniture World; Computer Tyme; Radio Shack.

14 - NEWSPAPERS: QUILL (e-mon to fri) 8,646; sworn Sept. 28, 1990.

Local Contact for Advertising and Merchandising Data: Sunie Pace, Adv. Mgr., QUILL, 125 N. Jefferson, West Plains, MO 65775; Tel. (417) 256-9191.

National Representative. Missouri Press Service.

MONTANA SURVEYS

METROPOLITAN STATISTICAL AREAS

Billings-Yellowstone County.
Great Falls-Cascade County.

POPULATION ESTIMATES

(Thousands)

Age Group	1980	1990	1992
Under 5 Years	65	72	74
5-14 Years	123	120	123
15-24 Years	149	122	126
25-44 Years	221	266	273
45-64 Years	145	140	143
65 and Over	85	84	86
TOTAL	788	804	825

Based on U.S. Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1977 Census	1982 Census	1992 Est.
Bldg. Mat./Hdwr	260	266	449
General Mdse	245	300	611
Food	599	927	1,180
Automobiles	604	730	1,358
Gasoline Stations	272	388	361
Apparel	137	197	275
Furniture	122	164	297
Eat-Drink Places	275	413	601
Drugs	99	135	192
TOTAL SALES	2,848	3,955	5,733

ANACONDA

See BUTTE

BILLINGS

1 - LOCATION: Yellowstone County (MSA), E&P Map D-3, County Seat. Shipping, small mfg. Oil exploration, supply and refining, trans., agric., livestock shipping & wholesaling ctr. On U.S. Hwys. 10, 12, 87, 310; I-90 and 94; 900 mi. W of Minneapolis; 600 mi. NNW of Denver; 600 mi. NNE of Salt Lake City; and 560 mi. SE of Spokane, WA.

2 - TRANSPORTATION: Railroads-Burlington Northern.

Motor Freight Carriers-39.
Intercity Bus Lines-Rimrock Stages; Intermountain Lines; Karst Bus Lines; KAL Lines.
Airlines-Northwest; Continental; Big Sky; United.

3 - POPULATION:
Corp. City 90 Cen. 81,151; E&P 92 Est. 84,022
CZ-ABC: (80) 86,493
RTZ-ABC: (80) 174,086
County/MSA 90 Cen. 113,419; E&P 92 Est. 122,122
City & RTZ-ABC: (80) 260,579
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 34,025; E&P 92 Est. 35,228
County/MSA 90 Cen. 45,368; E&P 92 Est. 48,849
CZ-ABC: (80) 32,732
RTZ-ABC: (80) 61,439
City & RTZ-ABC: (80) 94,171

5 - BANKS	NUMBER	DEPOSITS
Commercial	12	$764,370,000
Savings & Loan	2	$269,451,473

6 - PASSENGER AUTOS: Yellowstone County 61,586

7 - ELECTRIC METERS: Residence 32,786

8 - GAS METERS: Residence 30,682

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 2,100 ($527); Mfg. 3,900 ($401); Trans., Commun., Pub. Util. 3,900 ($376); Trade 15,700 ($196); Fin., R.E., Ins. 2,300 ($210); Servs. 11,300 ($194); Gov't. 8,000 (N.A.).
Principal Pay Days-1st & 15th; Railroad 5th & 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-67; Summer 55-82; Fall 28-48; Winter 17-36. First killing frost, Sept. 25; last killing frost, May 15.

11 - TAP WATER: Alkaline; very soft in spring and summer, very hard in winter. Not fluoridated.

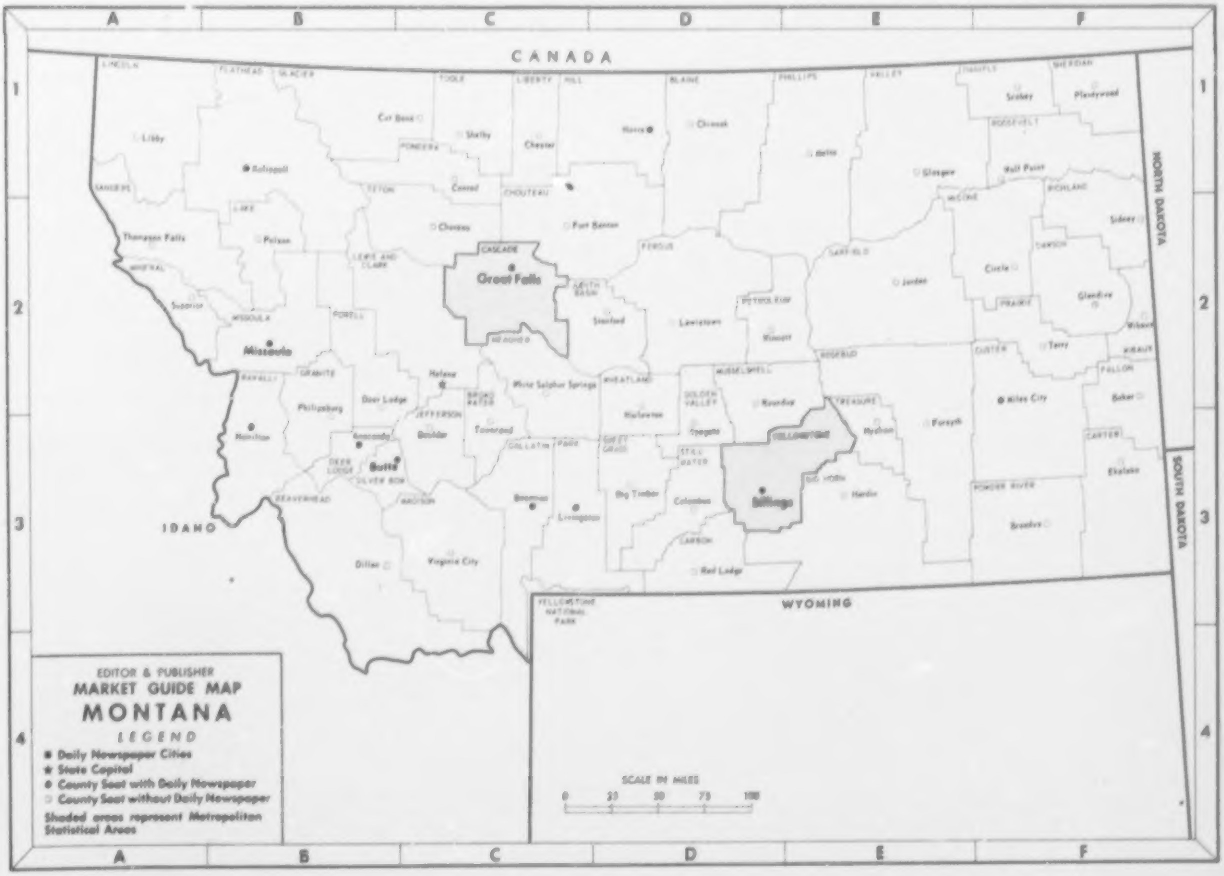
12 - RETAILING: Principal Shopping Centers-2 blocks on N. 27 St.; 1 on S. 27 St.; 5 on N. Bdwy.; 4 on N. 29 St.; 2 on S. 29 St.; 3 on N. 30 St.
Neighborhood Shopping Centers-Thirteenth St. & Grand Ave.; Billings Heights; 1st St. W at Cook Ave.; 10th St. W on Broadwater Ave.; 24th St. W & Central; 13th & 16th St. W & Grand Ave.; Wicks Lane & Highway 10E.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Evergreen(15)	2	
Broadwater(10)	1	
Westgate(5)	2	
West Park(70)	2	Albertson's, Sears
Buttrey(16)	1	Buttrey's
K mart(2)	4	K mart
Best(5)	4	Best
Rimrock Mall (100)	4	Hennessy's, Wards, JCPenney
Downtown(50)	NA	IGA, Anthony's, Pay 'N Pak, Ernst
Target Store	4	Target

Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores-Hart Albin; Cole's; JCPenney; Anthony's; Sears; Hennessy's; Montgomery Ward; Herberger's.
Chain Drug Stores-Osco 2; Payless.
Variety Store-Club Wholesale.
Discount Stores-Gibson's 2; K mart 2; LaBelle's; Target; Ernst; Pay 'N Pak.
Chain Supermarkets-Albertson's 2; Buttrey's 5; K mart 2; IGA 7; 12 independent supermarkets.


A
B
C
D
E
F
1
2
3
4
CANADA
Libby
Kalispell
Thompson Falls
Polson
Superior
Missoula
Hamilton
Cut Bank
Shelby
Chester
Conrad
Choteau
Havre
Chinook
Fort Benton
Great Falls
Stanford
Lewistown
Winnett
Helena
White Sulphur Springs
Philipsburg
Deer Lodge
Anaconda
Butte
Boulder
Townsend
Harlowton
Roundup
Ryegate
Bozeman
Livingston
Big Timber
Columbus
Billings
Red Lodge
Hardin
Hysham
Forsyth
Jordan
Malta
Glasgow
Wolf Point
Scobey
Plentywood
Sidney
Circle
Glendive
Terry
Miles City
Baker
Ekalaka
Broadus
Dillon
Virginia City
IDAHO
WYOMING
YELLOWSTONE NATIONAL PARK
NORTH DAKOTA
SOUTH DAKOTA
SCALE IN MILES
0
25
50
75
100
EDITOR & PUBLISHER
MARKET GUIDE MAP
MONTANA
LEGEND
■ Daily Newspaper Cities
★ State Capitol
● County Seat with Daily Newspaper
□ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas

Other Chain Stores-Goodyear; Firestone; Sherwin-Williams; Marshall-Wells; Columbia Paint; Kinney's; Scheel's Hdwe.; Big Bear; Three Sisters; K-G Men's; House of Fabrics; Zales Jewelry; Baker Shoes; Dahle's; Stevenson's; Kay Bee Toys.

14 - NEWSPAPERS: GAZETTE (m) 54,450, (S) 60,815; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Dan Goodrich, Adv. Dir., GAZETTE, 401 N. Broadway, Billings, MT 59101; Tel. (406) 657-1352.

National Representative: Landon Associates.

BOZEMAN

1 - LOCATION: Gallatin County, E&P Map C-3, County Seat. South central part of state. Shopping; wholesale; small mfg.; small grain and hay farming; livestock; tourist and ski center; home of Montana State Univ.; 85 mi. E of Butte; 146 mi. W of Billings on I-90, Hwys. 10 and 191.

2 - TRANSPORTATION: Railroad-Montana Rail Link.

Motor Freight Carriers-4.

Intercity Bus Lines-Greyhound; Intermountain Stage; Karst Stage.

Airlines-Delta Airlines; Continental Airlines; Northwest Airlines; Horizon.

3 - POPULATION:

Corp. City 90 Cen. 22,660; E&P 92 Est. 22,863
CZ-ABC: (80) 27,305
RTZ-ABC: (80) 28,117
County 90 Cen. 50,463; E&P 92 Est. 53,728
City & RTZ-ABC: (80) 55,422

4 - HOUSEHOLDS:

City 90 Cen. 8,471; E&P 92 Est. 8,547
County 90 Cen. 20,185; E&P 92 Est. 21,491
CZ-ABC: (80) 9,415
RTZ-ABC: (80) 10,399
City & RTZ-ABC: (80) 19,814

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$306,884,000
Savings & Loan	3	$92,000,000

6 - PASSENGER AUTOS: Gallatin County 25,468

7 - ELECTRIC METERS: Residence 12,077

8 - GAS METERS: Residence 7,631 (city)

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agriculture/Forest/Fisheries 204 ($264); Mining 122 ($512); Constr. 730 ($379); Mfg. 1467 ($363); Trans./Commun./Utilities 712 ($359); Whol. Trade 848 ($376); Ret. Trade 4,749 ($198); Fin./Ins./R.E. 745 ($348); Services 4,003 ($266); Gov't. 4,709 ($387).

Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-80; Summer 39-90; Fall 14-76; Winter 14-50.

11 - TAP WATER: Alkaline, 2 sources hard; 1 source soft.

12 - RETAILING: Principal Shopping Centers-8 blocks on Main St and 2 N. and S. of Main; 11 on N. 7th; W. Main fron 10th to 20th Sts., Main Mall and University Shopping Center W. edge of town.

Neighborhood Shoppng Centers-College St. at 8th & 9th; NorthgateCtr., N. 7th; 2 blocks on Kagy-Willson to Tracy; Valley Ctr., Belgrade.

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Groceries; Drugs; Discounts; Main Mall.

13 - RETAIL OUTLETS: Department Stores-Bon Marche; JCPenney; tonrad's; Anthony's.

Discount Stores-Gibsn's; K mart; Ernst.

Chain Drug Stores-Watern Drug; Osco; Payless Drug.

Chain Supermarkets Safeway; Buttrey's; IGA; Albertson's.

14 - NEWSPAPERS: IHRONICLE (e-mon to fri) 12,003; (S) 13,846; Mar 31, 1991 ABC.

Local Contact for Advrtising and Merchandising Data: Mike Smit, Ad. Mgr., CHRONICLE, 32 S. Rouse; PO Box 1188, Bozeman, MT 59775; Tel. (406) 587-4491.

National Representative. Newspaper Advertising Service.

BUTTE-ANACONDA

1 - LOCATION: Butte in Silver Bow County; Anaconda in Deer Lodge County, E&P Map B-3, County Seat. Mining and agric., ret., whol., trans. and miscellaneous mfg. ctr. Southwest part of the state (Butte); 66 mi. SW of Helena; 449 mi. N of Salt Lake City, UT; 1,141 mi. W of Minneapolis, MN; 329 mi. E of Spokane, WA; U.S. Hwys. 10S, 91, I-15, I-90.

2 - TRANSPORTATION: Railroads-Burlington-Northern; Union Pacific.

Motor Freight Carriers-18.

Bus Lines-Intermountain Trans.; Greyhound.

Airlines-Big Sky; Delta.

3 - POPULATION:

Corp. Cities 90 Cen. 43,614; E&P 92 Est. 42,392
  Butte 90 Cen. 33,336; E&P 92 Est. 32,562
  Anaconda 90 Cen. 10,278; E&P 92 Est. 9,830
CZ-ABC: (80) 42,518
RTZ-ABC: (80) 37,930
Counties 90 Cen. 44,219; E&P 92 Est. 44,036
  Silver Bow 90 Cen. 33,941; E&P 92 Est. 33,828
  Deer Lodge 90 Cen. 10,278; E&P 92 Est. 10,208
Total City & RTZ-ABC: (80) 80,448

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

Cities 90 Cen. 16,614; E&P 92 Est. 16,144
  Butte 90 Cen. 12,462; E&P 92 Est. 12,173
  Anaconda 90 Cen. 4,152; E&P 92 Est. 3,971
CZ-ABC: (80) 16,484
RTZ-ABC: (80) 13,123
Counties 90 Cen. 17,728; E&P 92 Est. 17,654
  Silver Bow 90 Cen. 13,576; E&P 92 Est. 13,531
  Deer Lodge 90 Cen. 4,152; E&P 92 Est. 4,123
Total City & RTZ-ABC: (80) 29,607

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	5	$307,137,000
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: Counties: Silver Bow 17,530; Deer Lodge 5,024

7 - ELECTRIC METERS: Residence 18,506; Butte 14,241; Anaconda 4,265

8 - GAS METERS: Residence 15,523; Butte 12,133; Anaconda 3,390

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-51; Summer 43-85; Fall 26-55; Winter 4-30. First killing frost, Sept. 16; last killing frost, May 29.

11 - TAP WATER: Butte and Anaconda-Alkaline, hard, fluoridated.

12 - RETAILING: Principal Shopping Centers-Butte: 6 blocks on Park St., 4 on Main St., 3 on Broadway; 6 on Harrison Ave. (neighborhood shopping ctr. Anaconda: 5 blocks on Park St. and 5 on Main St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Harrison Ave.	1	Safeway
Butte Plaza(40)	4	Buttrey's, Osco, Woolworth
East Gate IGA	2	IGA
JCPenney	5	JCPenney

Stores Open Evenings-Shopping ctr. & food: Daily to 9; Sun. 12-5; Food to Midnight; Auto Dealers: Mon.

13 - RETAIL OUTLETS: Department Stores-JCPenney (Butte and Anaconda); Lutey's; Woolworth.

Variety Stores-Woolworth; Ben Franklin; Bonanza 88; Coast-to-Coast (Butte and Anaconda); Marchion Hardware (Anaconda).

Chain Drug Stores-Skaggs; Thrifty Rexall; Osco (Anaconda).

Chain Supermarkets-Safeway 2; Buttrey's 2; Lens; Terminal; IGA; Albertson's; Eggers Foods; Orvilles (Anaconda).

Other Chain Stores-Gallenkamp Shoes; Sherwin-Williams; Singer Co.; United Building Center; Gamer Shoe; AG Grocers; Pittsburgh Paints; Geo. Steel Co.; Cenex; House of Fabrics.

14 - NEWSPAPERS: MONTANA STANDARD (m) 16,059; (S) 16,552; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Dan J. Killoy, Adv. Dir., MONTANA STANDARD, 25 W. Granite St.; PO Box 627, Butte, MT 59703; Tel. (406) 782-8301.

National Representative: None.

GREAT FALLS

1 - LOCATION: Cascade County (MSA), E&P Map C-2, County seat. Agric. livestock, oil & gas, mining economy; Regional trade ctr.; Malmstrom AFB. In the center of the state. On U.S. Hwys. 87, 89, 91, I-15.

2 - TRANSPORTATION: Railroad-Burlington Northern.

Motor Freight Carriers-7.

Intercity Bus Line-Intermountain.

Airlines-Northwest Orient; United; Big Sky; Delta.

Charter Air Service-Rocky Mountain Air; Valley Aviation; Falcon Aviation; Dan Gliko Helicopters.

3 - POPULATION:

Corp. City 90 Cen. 55,097; E&P 92 Est. 54,771
NDM-ABC: (80) 166,753
County/MSA 90 Cen. 77,691; E&P 92 Est. 77,675

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 22,854; E&P 92 Est. 22,719
County/MSA 90 Cen. 31,076; E&P 92 Est. 31,070
NDM-ABC: (80) 59,440

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	7	$501,295,000
Savings Bank	3	$762,777,000

6 - PASSENGER AUTOS: Cascade County 40,607

7 - ELECTRIC METERS: Res. 24,029; Comm. 3,324

8 - GAS METERS: Res. 20,801; Comm. 2,175

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-In Cascade Co.-Agric., Forestry 217 ($253); Oil & Mining 5 ($524); Constr. 1,066 ($460); Mfg. 995 ($399); Trans., Commun., & Pub. Util. 1,517 ($378); Whol. Trade 1,843 ($393); Ret. Trade 6,308 ($204); Fin., Ins., & R.E. 1,777 ($386); Servs. 7,093 ($300); Gov't 5,224 ($381); Air Force 4,400 ($363).

Principal Industrial Pay Days-Mon., 15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-66; Summer 47-85; Fall 24-71; Winter 16-34. First killing frost, Sept. 28; last killing frost, May 9.

11 - TAP WATER: Alkaline, moderately hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-11 blocks on Central Ave.; 8 on 1st Ave. N.; 5 on 1st Ave. S.; 54 blocks on 10th Ave. S.

Neighborhood Shopping Centers-6th Ave. N. bet. 25th and 26th Sts.; 1st Ave. N.W. bet. 6th & 7th Sts.; 10 Ave. S. bet. 35th & 36th Sts.; 10th & 11th Ave. S. bet. 9th & 13th Sts.; Riverview and Smelter Ave., 10th Ave. S. bet. 26th & 27th Sts.; 10th Ave. S. bet. 48th & 49th Sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
25th St. North (12)	2	Reds, IGA
10th Ave. South (4)	NA	Denny's, IGA
West Side	1	Noble's, Foodland
2100 10th Ave. S.	3	Buttrey's, Target
Holiday Vlg.(90)	2	Albertson's, Mont. Ward, JCPenney, Herberger's
Westgate(10)	2	
NW Bypass(5)	2	K mart, ShopKo, Ernst County Market

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Bon Marche (Allied Stores); Sears; Montgomery Ward; JCPenney; C.R. Anthony; Herberger's; Poulsen's; Hoglands; Corral West.

Variety Stores-Woolworth; Ben Franklin; Bonanza 88 Center.

Discount Stores-K mart 2; Malmstrom Air Force Base Exchange; Fleet Wholesale Supply; Big R Supply; Big Bear; ShopKo; Target.

Chain Drug Stores-Western 2; Osco 2; Buttrey 2; ShopKo.

Chain Supermarkets-Ryan Merc.; IGA 3; Buttrey's 3; Albertson's; Circle K 8; Mini-Mart 5; Kwik Pik; Super America 2.

Other Chain Stores-Coast-to-Coast; Conrad's; Firestone; Sherwin-Williams; Columbia Paint; K-G Mens Store; Red Wing Shoes; Claire's Boutique; Our Own Hardware; Swiss Colony; Zales Jewelry; House of Fabrics; Whipples Card Shop; OK Hardware; Ernst Home Center; Corral West.

14 - NEWSPAPERS: TRIBUNE (m) 33,330, (S) 40,052; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Cyndee Peil, Natl. Adv. Mgr., TRIBUNE, 205 River Dr. S.; PO Box 5468, Great Falls, MT 59403; Tel. (406) 791-1444.

National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

HAMILTON

1 - LOCATION: Ravalli County, E&P Map B-3, County Seat. 48 mi. S of Missoula; on U.S. Hwy. 93.

2 - TRANSPORTATION: Railroad-Montana Rail Link.

Intercity Bus Line-Bitter Root Stage.

3 - POPULATION:

Corp. City 90 Cen. 2,737; E&P 92 Est. 2,752
County 90 Cen. 25,010; E&P 92 Est. 26,342

4 - HOUSEHOLDS:

City 90 Cen. 1,023; E&P 92 Est. 1,029
County 90 Cen. 9,619; E&P 92 Est. 10,132

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$69,273,902

6 - PASSENGER AUTOS: Ravalli County 12,982

7 - ELECTRIC METERS: Residence 2,591

8 - GAS METERS: Residence 2,201

9 - PRINCIPAL INDUSTRIES: Lumber Mills; Dairy Prods. Processing; Fruit & Vegetable Cannery; Branch Laboratory U.S.P.H.S.; Headquarters Bitter Root Natl. Forest; Trapper Creek Conservation Camp; Tourism & Recreation; Winter Ski Area; Medical Equip. Mfg.; Log Home Mfg.

10 - CLIMATE: N.A.

11 - TAP WATER: Alkaline; hard, deep well water.

12 - RETAILING: Principal Shopping Days-Mon., Wed. & Sat.

Stores Open Evenings-Grocery, sporting goods, variety, wine, video.

13 - RETAIL OUTLETS: Variety Stores-Sprouse; K mart.

Chain Drug Store-Downing's Rexall.

Chain Supermarkets-Safeway; Economy; IGA; Super 1 Foods.

Other Chain Stores-Anthony's; Hardware Hank; Farmers Union Co-op; Sears (catalog); UBC; Penney's (catalog).

14 - NEWSPAPERS: RAVALLI REPUBLIC (m-mon to fri) 4,174; sworn Sept. 27, 1990.

Local Contact for Advertising and Merchandising Data: Craig R. Stirling, Adv. Mgr., RAVALLI REPUBLIC, 232 Main St., Hamilton, MT 59840; Tel. (406) 363-3300.

National Representative: None.

HAVRE

1 - LOCATION: Hill County, E&P Map D-1, County Seat. Shipping, education, agricultural and livestock center.

2 - TRANSPORTATION: Railroad-BN.

Motor Freight Carriers-3.

Intercity Bus Lines-Intermountain; Burlington Northern.
Airline-Big Sky.

3 - POPULATION:
Corp. City 90 Cen. 10,201; E&P 92 Est. 10,163
County 90 Cen. 17,654; E&P 92 Est. 17,591

4 - HOUSEHOLDS:
City 90 Cen. 3,813; E&P 92 Est. 3,799
County 90 Cen. 6,790; E&P 92 Est. 6,766

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$137,157,000
Savings & Loan	2	$69,319,956

6 - PASSENGER AUTOS: Hill County 8,055

7 - ELECTRIC METERS: Residence 4,958

8 - GAS METERS: Residence 4,303

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Railroad 900.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-82; Summer 52-102; Fall 33-57; Winter -20-52. First killing frost, Sept. 21; last killing frost, Apr. 11.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on 4 sts.; the Atrium, downtown shopping mall (30 units); Holiday Village (42 units).

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Woolworth's; Coast-to-Coast; Herberger's; K mart.
Variety Stores-Fleet Wholesale; Sandvig's.
Chain Drug Stores-Western 3; Buttrey's.
Chain Supermarkets-Buttrey's; IGA.
Other Chain Stores-Sears (catalog); Kinney Shoes; House of Fabrics; Maurice's; Hallmark; Riddle & Ringer; Super America; Town Pump.

14 - NEWSPAPERS: DAILY NEWS (e-mon to fri) 4,328; sworn Oct. 1, 1990.
Local Contact for Advertising and Merchandising Data: Dwight Tracy, Pub., DAILY NEWS, 119 2nd St.; PO Box 431, Havre, MT 59501; Tel. (406) 265-6796.
National Representative: None.

HELENA

1 - LOCATION: Lewis and Clark County, E&P Map C-2. State Capital. County Seat. On U.S. Hwys. 12 and 91; I-15; 65 mi. NE of Butte; 94 mi. SW of Great Falls. A telephone communication ctr.

2 - TRANSPORTATION: Railroads-Burlington Northern; Garrett Freightlines; Salt Creek Freightways.
Bus Line-Intermountain.
Airlines-Skywest; Big Sky; Delta; Horizon; Morrison Flying Service; Capital Aero-air taxi.

3 - POPULATION:
Corp. City 90 Cen. 24,569; E&P 92 Est. 24,695
NDM-ABC: (80) 38,953
RTZ-ABC: (80) 11,191
County 90 Cen. 47,495; E&P 92 Est. 50,026
Total NDM & RTZ-ABC: (80) 50,044

4 - HOUSEHOLDS:
City 90 Cen. 9,185; E&P 92 Est. 9,232
County 90 Cen. 18,009; E&P 92 Est. 18,968
NDM-ABC: (80) 14,565
RTZ-ABC: (80) 3,859
Total NDM & RTZ-ABC: (80) 18,424

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$126,973,000
Commercial	5	$224,935,000

6 - PASSENGER AUTOS: Lewis & Clark County 24,938

7 - ELECTRIC METERS: Residence 21,196

8 - GAS METERS: Residence 11,595

9 - PRINCIPAL INDUSTRIES: Mining; Ranching; Sand Gravel; Smelting & Refining; Cement; Gov't.
Principal Pay Days-1st, 15th, 20th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-55; Summer 52-83; Fall 32-57; Winter 7-27. First killing frost, Oct. 2; last killing frost, May 2.

11 - TAP WATER: Neutral (2 systems); 1 very soft; 1 very hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-Downtown, 8 blocks on N. & S. Main St.; Capital Hill Ctr., 11th & Roberts; Lundy Ctr., Euclid & N. Benton; Northgate Plz., N. Montana & Cluster.
Neighborhood Shopping Centers-Montana and Boulder Aves.; Lyndale at National Ave.; 11th & Montana; Benton at Euclid; 11th & Prospect; Montana & Cedar.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Capital Hill(44)	NA	JCPenney, Hennessy's, Thriftway
Lundy's(8)	NA	Bergum, Thriftway, Ben Franklin
Northgate(6)	NA	Gibson's, Thriftway, Power-Townsend Co.
Downtown(45)	NA	

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Some Mon.; Food every night, Shopping Ctrs. every night, some Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Hennessy's.
Variety Store-Ben Franklin.
Discount Stores-Gibson's; K mart.
Chain Drug Stores-Osco; Bergum.
Chain Supermarkets-Buttrey's; Safeway; Thriftway; Albertson's; Heritage; IGA.
Other Chain Stores-Goodyear; Sears (catalog); Coast-to-Coast; K-G Men's Stores; Conrad's; Gallenkamp Shoes; Radio Shack; Woolcott's; Leslie's Hallmark; Maurice's.

14 - NEWSPAPERS: INDEPENDENT RECORD (e) 13,919; (S) 14,511; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Tom Zebrun-Gero, Ret. Adv. Mgr., INDEPENDENT RECORD, 317 Cruse St.; PO Box 4249, Helena, MT 59601; Tel. (406) 442-7190.
National Representative: Landon Associates.

KALISPELL

1 - LOCATION: Flathead County, E&P Map B-1. County Seat. Trading center, on Flathead River in NW part of state; 30 mi. from Glacier Natl. Park; 250 mi. W of Great Falls; 250 mi. E of Spokane; 125 mi. N of Missoula; 260 mi. NW of Helena.

2 - TRANSPORTATION: Railroad-Burlington Northern.
Motor Freight Carriers-5.
Intercity Bus Lines-Intermountain Trans.; Brown Bus; Lincoln Stage Line.
Airline-Cascade.

3 - POPULATION:
Corp. City 90 Cen. 11,917; E&P 92 Est. 12,171
County 90 Cen. 59,218; E&P 92 Est. 62,712
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 4,455; E&P 92 Est. 4,550
County 90 Cen. 22,776; E&P 92 Est. 24,120

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$130,300,000
Commercial	4	$251,304,206

6 - PASSENGER AUTOS: Flathead County 30,728

7 - ELECTRIC METERS: Residence 15,500

8 - GAS METERS: Residence 10,900

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber Mills 1,000 ($370); Wood Prods. 300 ($380); Aluminum 700 ($450); Fruit Packing 250 ($225); Semi Tool HighTek 60 ($8.00 per hr.); Farming, Grain, Mint Cattle, Dairy, Seed Potatoes 1,500 ($200).
Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-83; Summer 24-105; Fall 14-76; Winter 26-56. First killing frost, Sept. 12-13; last killing frost, May 5-30.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St.; 2 on 1st Ave. E.; 2 on 1st Ave. W.; 2 on 1st St.; 4 on 2nd St.; 2 on 3rd St.; 2 on E. Idaho St.; on U.S. 93 outskirts of City; Gateway West Mall, Hwy. 2 W.; K mart, Hwy. 2 E.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Whitefish	15	Markus, Safeway
Mountain Mall(30)	NA	
Somers	8	Peoples
Columbia Falls	15	Davall, B&B
Bigfork	12	Lake Hills
B&B(6)	NA	Fred Meyer
Gateway West Mall	3	Drug Fair, Safeway
Kalispell Ctr.	NA	Herberger's, Penneys

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri. to 9.
Stores Open Sundays-Gateway West Mall; K mart; Buttrey's-Zauner Boys; Cardinal True Value; B&B; Evergreen Discount; JCPenney.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; B&B; Herbergers.
Discount Stores-Sportsman Surplus; Bonanza; K mart; Drug Fair.
Variety Stores-Woolworth; Bonanza 88.
Chain Drug Stores-Rexall; Walgreens 2; Osco; Drug Fair.
Chain Supermarkets-Safeway; Buttrey's; Rosauers.

14 - NEWSPAPERS: INTER LAKE (e-mon to fri) 12,836; (S) 14,269; sworn Oct. 1, 1990.
Local Contact for Advertising and Merchandising Data: Tom Kurdy, Pub., INTER LAKE, 727 E. Idaho, Kalispell, MT 59901; Tel. (406) 755-7000.
National Representative: Newspaper Advertising Service.

LIVINGSTON

1 - LOCATION: Park County, E&P Map C-3. County Seat. Business entrance Yellowstone Natl. Park. 115 mi. W of Billings; 125 mi. E of Butte. On U.S. Hwy. 89 and I-90.

2 - TRANSPORTATION: Railroad-Montana Rail Link.
Intercity Bus Line-Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 6,701; E&P 92 Est. 6,642
County 90 Cen. 14,562; E&P 92 Est. 15,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 2,505; E&P 92 Est. 2,483
County 90 Cen. 5,825; E&P 92 Est. 6,160

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$125,000,000
Savings & Loan	1	$60,000,000

6 - PASSENGER AUTOS: Park County 7,906

7 - ELECTRIC METERS: Residence 4,438

8 - GAS METERS: Residence 3,427

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agric. 1,100 ($400); Mfg. 210 ($450); Services, Misc. 425 ($400); Lumbering 500 ($500); Railroad 200 ($800).
Principal Pay Days-15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 31-53; Summer 49-78; Fall 33-60; Winter 25-40. First killing frost, Sept. 17; last killing frost, June 1.

11 - TAP WATER: Neutral, medium hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Main; 1 on 2nd & connecting sts.
Nearby Shopping Centers-John's; IGA; Livingston Plaza; High Country Shopping Mall; Sleeping Giant Trade Ctr.; Pamida.

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Grocery, Supermarkets, Western Drug, Sleeping Giant Trade Ctr.

13 - RETAIL OUTLETS: Department Stores-Anthony's; Robbins, Inc.; Corral West.
Discount Store-Pamida.
Variety Store-Ben Franklin.
Chain Supermarkets-Wes Sooper; John's; IGA.
Chain Drug Store-Western Drug.
Other Chain Stores-True Value; Jerry's Hardware Hank; Bernina; Sears (catalog); Coast-to-Coast; Goodyear; Mini-Mart; Superamerica; Mode O'Day; Champion Auto Store.

14 - NEWSPAPERS: ENTERPRISE (e-mon to fri) 3,486; sworn Oct. 1, 1990.
Local Contact for Advertising and Merchandising Data: Warren McQuay, Adv. Dir., ENTERPRISE, 401 S. Main St.; PO Box 665, Livingston, MT 59047; Tel. (406) 222-2000.
National Representative: Landon Associates.

MILES CITY

1 - LOCATION: Custer County, E&P Map F-2. County Seat. Shipping and whol. ctr. In SE corner of state at confluence of Tongue and Yellowstone rivers; on U.S. Hwys. 10, 12, 312; State Hwy. 22; I-94.

2 - TRANSPORTATION: Railroad-Burlington Northern.
Motor Freight Carriers-2.
Intercity Bus Line-Greyhound.
Airline-Big Sky.

3 - POPULATION:
Corp. City 90 Cen. 8,461; E&P 92 Est. 8,333
County 90 Cen. 11,697; E&P 92 Est. 11,504
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 3,384; E&P 92 Est. 3,333
County 90 Cen. 4,679; E&P 92 Est. 4,602

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$176,000,000

6 - PASSENGER AUTOS: Custer County 5,813

7 - ELECTRIC METERS: Residence 3,755

8 - GAS METERS: Residence 3,719

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Stockyards 75 (N.A.); R.R. 300 ($247); Medical 150 ($260); Printing 54 ($265).
Principal Industrial Pay Days-2nd & 18th.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-70; Summer 50-105; Fall 25-75; Winter-40-40. First killing frost, Oct. 1; last killing frost, Apr. 30.

11 - TAP WATER: Neutral, medium soft.

12 - RETAILING: Principal Shopping Centers-36 blocks on eight streets; Miles City Downtown; Plz. Shopping Ctr.-10 stores.

Principal Shopping Days-Tues., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Shores; Anthony's; K mart.
Variety Stores-Milo's; Squire Shop; Ben Franklin.
Chain Drug Stores-Rexall; Osco.
Chain Supermarkets-Buttrey's; Reynolds; IGA.
Other Chain Stores-Miles & Ulmer; Coast-to-Coast; Sears.

14 - NEWSPAPERS: STAR (e-mon to fri) 3,500; sworn Aug. 1, 1991.
Local Contact for Advertising and Merchandising Data: Sue Zagorda, Adv. Dir., STAR, 13 N. 6th St.; PO Box 1216, Miles City, MT 59301; Tel. (406) 232-0450.
National Representative: Landon Associates.

MISSOULA

1 - LOCATION: Missoula County, E&P Map B-2. County Seat. Manufacturing, distributing medical and education center. 210 mi. E of Spokane, WA; 120 mi. NW of Butte on U.S. Hwys. 93, I-90.

2 - TRANSPORTATION: Railroad-Burlington Northern.
Motor Freight Carriers-13.
Intercity Bus Lines-Intermountain; Greyhound; Missouri Valley Trails.
Airlines-Northwest; United Express; Horizon Air; Delta; Continental.

3 - POPULATION:
Corp. City 90 Cen. 42,918; E&P 92 Est. 44,824

CZ-ABC: (80) 56,670
RTZ-ABC: (80) 73,245
County 90 Cen. 78,687; E&P 92 Est. 81,857
City & RTZ-ABC: (80) 129,915

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 16,507; E&P 92 Est. 17,240
County 90 Cen. 31,475; E&P 92 Est. 32,743
CZ-ABC: (80) 21,643
RTZ-ABC: (80) 25,520
City & RTZ-ABC: (80) 47,163

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	6	$278,649,000
Savings & Loan	2	$135,808,000

6 - PASSENGER AUTOS: Missoula County 39,463

7 - ELECTRIC METERS: Residence 22,396

8 - GAS METERS: Residence 17,469

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber 2,693 ($340); U.S. Forest Service 860 ($300); R.R. 300 ($250); Univ. 3,111 ($140); Hospitals 1,260 ($180).

Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 55-90; Fall 25-65; Winter 0-55. First killing frost, Sept. 20; last killing frost, May 1.

11 - TAP WATER: Neutral, soft, not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on N. Higgins; 5 on S. Higgins; 3 on Front St.; Main and Broadway.

Neighborhood Shopping Areas-Broadway W.; 3 blocks on Front St. E. & Main St. E.; 6 blocks on Broadway E., Hwy. 93 South: (2).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Southgate(105)	5	Sears, Hennessey's, Lamont's, JCPenney
Tremper's(11)	3	Buttrey's
Holiday Vlg.(20)	3	Albertson's, Osco, Sprouse-Reitz
East Gate(2)	2	Buttrey's, East Gate Drug
Fairway	3	
South Center	3	
Town & Country (4)	4	Thriftway

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-All stores, Fri.

13 - RETAIL OUTLETS: Department Stores-The Bon; JCPenney; Sears; Hennessey's; Lamont's.
Variety Store-Bonanza.
Discount Stores-Sprouse-Reitz; K mart; ShopKo; Best.
Chain Drug Stores-Buttrey's 2; Osco; Medicine Shoppe.
Chain Supermarkets-Safeway 2; Buttrey's 2; Albertson's; Food Farm; Rosauers; Bi-Lo Foods; Tidyman's; Thriftway.
Other Chain Stores-Firestone; Coast-to-Coast; K-G Men's; House of Fabrics; Radio Shack; Ernst.

14 - NEWSPAPERS: MISSOULIAN (m) 28,397; (S) 32,941; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Sharon Schroeder, Adv. Mgr., MISSOULIAN, 5500 S. Higgins Ave.; PO Box 8029, Missoula, MT 59807; Tel. (406) 523-5210.

National Representative: Landon Associates.

NEBRASKA SURVEYS

METROPOLITAN STATISTICAL AREAS

Lincoln-Lancaster County.
Omaha, NE-IA-Douglas, Sarpy and Washington Counties, NE; Pottawattamie County, IA.
Sioux City, IA-NE-Woodbury County, IA; Dakota County, NE.

POPULATION ESTIMATES
(Thousands)

Age Group	**1980**	**1990**	**1992**
Under 5 Years	123	139	141
5-14 Years	239	232	236
15-24 Years	296	241	244
25-44 Years	413	500	507
45-64 Years	293	278	281
65 and Over	206	193	196
TOTAL	1,572	1,584	1,605

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1977 Census**	**1982 Census**	**1992 Est.**
Bldg. Mat./Hdwr	357	439	808
General Mdse	686	784	1,300
Food	972	2,024	1,955
Automobiles	1,094	1,295	2,674
Gasoline Stations	530	743	768
Apparel	235	345	541
Furniture	261	328	648
Eat-Drink Places	474	669	1,094
Drugs	139	201	318
TOTAL SALES	5,145	6,995	11,118

ALLIANCE

1 - LOCATION: Box Butte County, E&P Map A-2. County Seat. Wholesale center. On Hwys. 2, 385; 400 mi. from Omaha; 240 mi. from Denver.

2 - TRANSPORTATION: Railroad-Burlington-Northern.
Intercity Bus Line-Star Bus.
Motor Freight Carriers-3.
Airline-G.P. Express Commuter.

3 - POPULATION:
Corp. City 90 Cen. 9,765; E&P 92 Est. 9,844
CZ-ABC: (80) 9,920
RTZ-ABC: (80) 23,074
County 90 Cen. 13,130; E&P 92 Est. 13,096
City & RTZ-ABC: (80) 32,994

4 - HOUSEHOLDS:
City 90 Cen. 3,685; E&P 92 Est. 3,715
County 90 Cen. 5,245; E&P 92 Est. 5,231
CZ-ABC: (80) 3,718
RTZ-ABC: (80) 8,431
City & RTZ-ABC: (80) 12,149

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$96,098,530
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: Box Butte County 7,152

7 - ELECTRIC METERS: Residence 4,013

8 - GAS METERS: Residence 3,547

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 200 ($192); R.R. 2,210 ($425).

Principal Pay Days-Wed., R.R. 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-56; Summer 54-96; Fall 33-56; Winter 14-39. First killing frost, Sept. 20; last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks on Box Butte Ave. and Third St.

Neighborhood Shopping Centers-4 blocks on E. Third; 5 blocks on W. Third; 1400 W. Third.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
West Third	1	Shop & Save, K mart, Alco
East Third	1	Safeway, Pamida

Principal Shopping Days-Tues., Wed., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Sears (catalog); JCPenney (catolog); Crow's Nest; Art & Jerrys; Marians; Woolrich; Cottage Closet; Famous.
Discount Stores-Pamida; Alco; K mart.
Chain Drug Stores-Walgreens; Value Rite.
Chain Supermarkets-Safeway; Shop & Save; Grocery Kart.
Other Chain Stores-Hardware Hank; Radio Shack; Redman's Shoes; Wheelers.

14 - NEWSPAPERS: TIMES-HERALD (e) 3,595; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Julie Sanchez, Adv. Mgr., TIMES-HERALD, 114 E. 4th; PO Box G, Alliance, NE 69301; Tel. (308) 762-3060.

National Representative: Branham/Newspaper Sales.

BEATRICE

1 - LOCATION: Gage County, E&P Map E-3. County Seat. Agric. ctr. Big Blue River, 42 mi. from Lincoln (State capital). On U.S. Hwys. 77, 136; State Hwy. 4.

2 - TRANSPORTATION: Railroads-Burlington; U.P.
Motor Freight Carriers-9.

3 - POPULATION:
Corp. City 90 Cen. 12,354; E&P 92 Est. 12,347
CZ-ABC: (80) 12,891
Bal. in NDM-ABC: (80)21,212
Total NDM-ABC: (80) 34,103
Bal. in RTZ-ABC: (80) 17,483
County 90 Cen. 22,794; E&P 92 Est. 23,633
Total NDM & Bal. in RTZ-ABC: (80) 51,586

4 - HOUSEHOLDS:
City 90 Cen. 4,662; E&P 92 Est. 4,659
CZ-ABC: (80) 5,255
Bal. in NDM-ABC: (80) 7,732
Total NDM-ABC: (80) 12,987
Bal. in RTZ-ABC: (80) 7,014
County 90 Cen. 8,060; E&P 92 Est. 8,356
Total NDM & Bal. in RTZ-ABC: (80) 20,001

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$135,000,000
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: Gage County 12,730

7 - ELECTRIC METERS: 6,369

8 - GAS METERS: 5,264

9 - PRINCIPAL INDUSTRIES: Industry (Av. Wkly. Wage)-Assembler Prods. ($207); Chemical Oper. ($202); Electrician ($280); Laborer, Material Hdlg. ($202); Lathe Oper. ($214); Maintenance Mechanic Plt. ($203); Milling Machine Oper. ($171); Punch Press Oper. ($208); Secretary ($198); Sewing Machine Oper. ($165); Tool & Die Maker ($268); Welder ($275).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-61; Summer 64-85; Fall 43-65; Winter 17-35.

11 - TAP WATER: Neutral; not fluoridated.

12 - RETAILING: Nearby Shopping Centers-Indian Creek (K mart, Alco, Super Foods).

Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Kampler's; Alco (Duckwall).
Discount Stores-Pamida; K mart.
Chain Drug Stores-Medicine Chest; Wells' Pharmacy; Health Mart.
Chain Supermarkets-Super Foods; IGA; Price Chopper; Econo-Food.
Other Chain Stores-Sears; Brown Shoe; Sherwin-Williams; Earl May Seed; Payless Shoes; OK Tire Co.; Wheelers; TSC; Ace Hardware; Cato.

14 - NEWSPAPERS: SUN (e) 10,306; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Ronald Sohl, Adv. Mgr., SUN, 200 N. 7th; PO Box 847, Beatrice, NE 68310; Tel. (402) 223-5233.

National Representative: Branham/Newspaper Sales.

COLUMBUS

1 - LOCATION: Platte County, E&P Map E-2. County Seat. Agricultural area; manufacturing and retail center; 85 mi. W of Omaha; 75 mi. NW of Lincoln (capital) on Transcontinental Hwy. 30 (E & W); U.S. Pan-American 81 (N&S); 544 mi. from Chicago.

2 - TRANSPORTATION: Railroad-Union Pacific.
Motor Freight Carriers-7.
Intercity Bus Line-Greyhound.
Airline-Mid-Continent.

3 - POPULATION:
Corp. City 90 Cen. 19,480; E&P 92 Est. 20,010
CZ-ABC: (80) 18,150
RTZ-ABC: (80) 45,992
County 90 Cen. 29,820; E&P 92 Est. 30,930
City & RTZ-ABC: (80) 64,142

4 - HOUSEHOLDS:
City 90 Cen. 7,351; E&P 92 Est. 7,551
County 90 Cen. 10,463; E&P 92 Est. 10,853
CZ-ABC: (80) 6,389
RTZ-ABC: (80) 16,703
City & RTZ-ABC: (80) 23,092

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$253,200,000
Savings & Loan	6	$476,300,000

6 - PASSENGER AUTOS: Platte County 17,720

7 - ELECTRIC METERS: Residence 7,179

8 - GAS METERS: Residence 5,749

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Machine Shop 1,425 ($250); Electronics 1,560 ($200); Med. & Surg. Inst. 1,050 ($230); Auto Parts Mfg. 270 ($280); Agricultural Building 1,160 ($280); Agricultural Equip. 2,300 ($280).

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-83; Summer 60-88; Fall 26-77; Winter 9-46. First killing frost, Oct. 11; last killing frost, Apr. 28.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on 3 Sts.

Nearby Shopping Center-On U.S. Hwy. 30 (15 blocks). U.S. 30 Center (Pamida); Westgate Shpg. Ctr. (Wal-Mart, Hy-Vee).

Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Thur.; Shopping centers nightly.

13 - RETAIL OUTLETS: Department Stores-Geo. Schweser's Sons; JCPenney.
Variety Store-Woolworth.
Discount Stores-Pamida; Alco; K mart; Wal-Mart.
Chain Drug Stores-Walgreens; Rexall; Tooley.
Other Chain Stores-Sears; Coast-to-Coast; Firestone; True Value Hdwe.; Hy-Vee; Food-4-Less; Family Thrift Ctr.; Maurice's; Tobers; Brass Buckle.

14 - NEWSPAPERS: TELEGRAM (e-mon to fri) 10,747; (S) 11,229; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Kevin Bennett, Adv. Dir., TELEGRAM, 1254 27th Ave., Columbus, NE 68601; Tel. (402) 564-2741; FAX (402) 564-2023.

National Representative: Branham/Newspaper Sales.

FALLS CITY

1 - LOCATION: Richardson County, E&P Map F-3. Shpg. & medical ctr. 92 mi. SE of Lincoln; 108 mi. S of Omaha; 108 mi. N of Kansas City. On U.S. Hwy. 73; State Hwy. 4.

2 - TRANSPORTATION: Railroads-Missouri Pacific (Main Line div. pt.); Burlington.
Motor Freight Carriers-3.
Intercity Bus Line-Greyhound (U.P.).

3 - POPULATION:
Corp. City 90 Cen. 4,769; E&P 92 Est. 4,748
County 90 Cen. 9,937; E&P 92 Est. 9,894

4 - HOUSEHOLDS:
City 90 Cen. 1,800; E&P 92 Est. 1,792
County 90 Cen. 3,609; E&P 92 Est. 3,594

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$95,000,000
Savings & Loan	All branches.	$60,000,000

6 - PASSENGER AUTOS: Richardson County 5,606

7 - ELECTRIC METERS: Residence 2,175

8 - GAS METERS: Residence 1,988

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-R.R. 114; Meat Pkg. 75; Agric. related 65; Misc. 150; Tool & Die 152.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-90; Summer 50-114; Fall 39-95; Winter -28-80. First killing frost, Oct. 13; last killing frost, Apr. 25.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-18 blocks on Stone, Chase & Harlan.

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Store-Chaney's.

Chain Supermarkets-Nash Finch 2.

Other Chain Stores-Firestone; Coast-to-Coast; Pamida; Brown's Shoe; Mode O'Day; Sears; Tober's; Goodrich Dairy.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 4,531; sworn Sept. 28, 1990.

Local Contact for Advertising and Merchandising Data: Marjorie A. Loucks, Bus. Mgr., JOURNAL, 1810 Harlan St., Falls City, NE 68355; Tel. (402) 245-2431.

National Representative: Branham/Newspaper Sales.

FREMONT

1 - LOCATION: Dodge County, E&P Map E-2. County Seat. On Platte River, 35 mi. NW of Omaha. On U.S. Hwys. 30; 77, 275; State Hwy. 8.

2 - TRANSPORTATION: Railroads-U.P.; Chicago Northwestern; Burlington Northern.

Motor Freight Carriers-8.

Intercity Bus Lines-Greyhound, Arrow-Black Hills.

3 - POPULATION:

Corp. City 90 Cen. 23,680; E&P 92 Est. 23,720
CZ-ABC: (80) 26,151
RTZ-ABC: (80) 47,019
County 90 Cen. 34,500; E&P 92 Est. 34,436
City & RTZ-ABC: (80) 73,170

4 - HOUSEHOLDS:

City 90 Cen. 8,936; E&P 92 Est. 8,951
County 90 Cen. 12,721; E&P 92 Est. 12,698
CZ-ABC: (80) 9,882
RTZ-ABC: (80) 16,791
City & RTZ-ABC: (80) 26,673

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$225,436,047
Savings & Loan	5	$173,464,015

6 - PASSENGER AUTOS: Dodge County 20,505

7 - ELECTRIC METERS: Residence 12,297

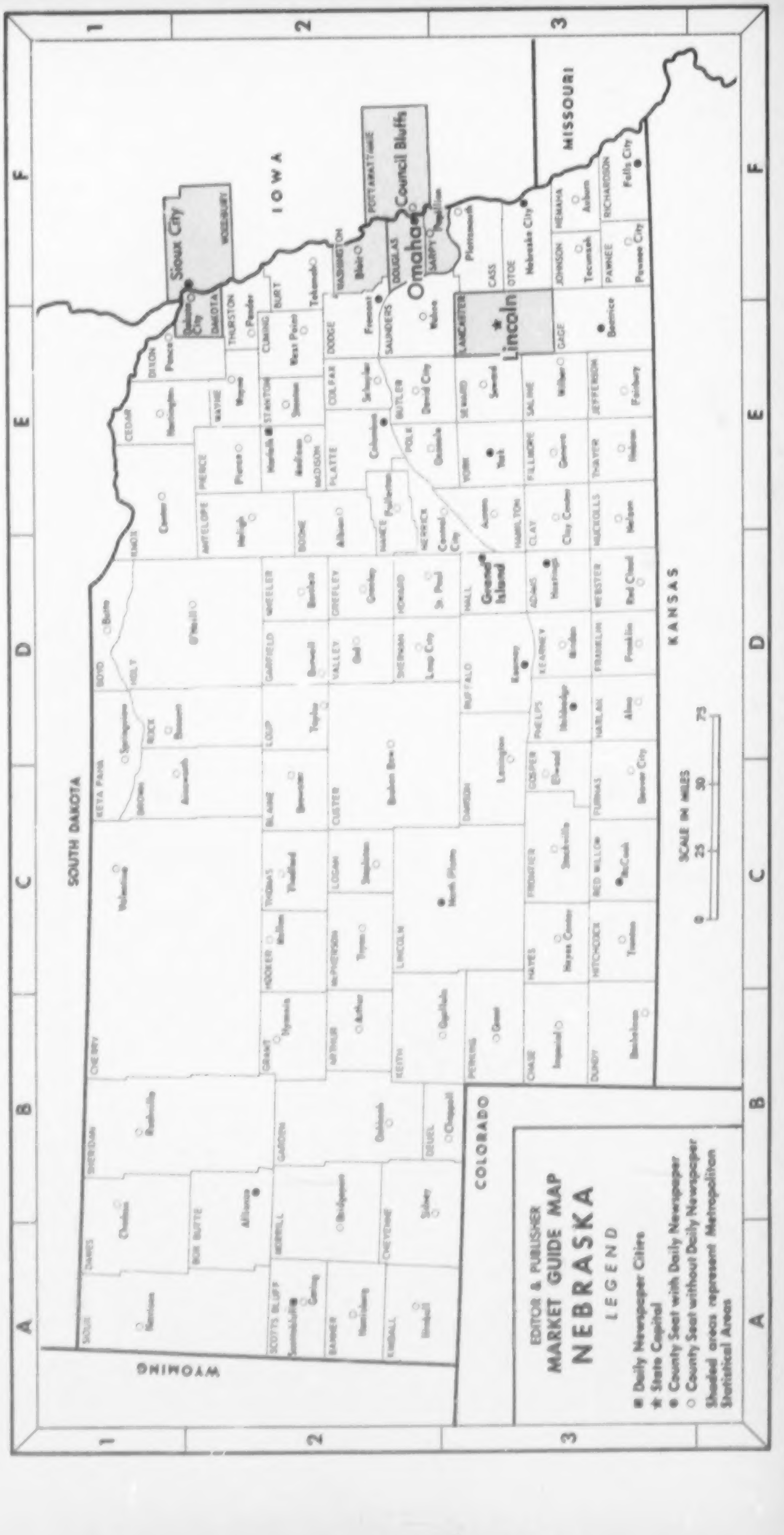
8 - GAS METERS: Residence 9,783

9 - PRINCIPAL INDUSTRIES: Meat Packing; Poultry Proc.; Seed Proc.; Alfalfa Dehydrating and Meal Pelleting; Soybean Proc.; Flour; Foundry; Pre-Cut Homes; School Supplies; Concrete, Tile, Block & Well Casing; Metal Well Casing; Metal Grain Storage Bldg.; Corrugated Boxes; Railroad Wheel Bearings; Structural Wood Systems; Hydraulic Equip.; Cemetery Markers; Bridal Gowns; Fertilizer; No Boil Pasta; Metal Stamping; Metal Fabricating; Food Proc.; Ornamental Iron; Midland College; Tent & Awning; Refrigerated Whse.; Ladies Slacks & Skirts; Machine Shop; Livestock Feed Additives; Seat Mfg. Total employ. 16,676.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-60; Summer 76-87; Fall 46-54; Winter 26-29.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING: Principal Shopping Center-12 Blocks Downtown.


EDITOR & PUBLISHER
MARKET GUIDE MAP
NEBRASKA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SOUTH DAKOTA
IOWA
MISSOURI
KANSAS
COLORADO
WYOMING
Sioux City
Council Bluffs
Omaha
Lincoln
Grand Island
SCALE IN MILES
0 25 50 75
A B C D E F
1 2 3

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastville Plz.	NA	Wal-Mart, Hy-Vee, Walgreens
Fremont Mall(24)	NA	JCPenney, 1/2 Price Store
Parkview Ctr. (27)	NA	Miller Drug
Gateway Ctr.(7)	NA	
Alco Plz.(7)	NA	Alco
Pauladon(10)	NA	
Park Place Ctr. (8)	NA	
El Mercado Ctr. (8)	NA	

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Downtown Thur.; Mall every evening exc. Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Schweser's.
Variety Store-Country General Store.
Discount Stores-Alco; K mart; 1/2 Price Store; Wal-Mart.
Chain Drug Stores-Rexall; Walgreens.
Chain Supermarkets-Hinky Dinky; Food-4-Less; Save Mart; Hy-Vee.
Other Chain Stores-Firestone; Goodyear; Harding Glass; Goodrich Dairy; Ace Hdwe.; Redman's; Buck's; Pearle Vision Ctr.; Tober's; House of Fabrics; Sears, Sherwin-Williams; Singer; Radio Shack; 7-Eleven; Kwik Shop; Applause Video; Coast-to-Coast; Diamond Vogel Paint; Earl May Garden; Medicine Chest; Payless Shoe Source; ValCom; Cato; 9.99 Store; Mondo's; Dairy Queen.

14 - NEWSPAPERS: TRIBUNE (e) 11,076; Mar 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: C. Stanley Wilson, Adv. Dir., TRIBUNE, 135 N. Main St., Fremont, NE 68025; Tel. (402) 721-5000.
National Representative: Papert Companies.

GRAND ISLAND

1 - LOCATION: Hall County, E&P Map D-3, County Seat. Meat packing, farm equip. mkt. and shipping ctr.; railroad terminus; on I-80; U.S. Hwys. 30, 34, 281; State Hwy. 2, in S central part of state; 135 mi. W of Omaha; 94 mi. W of Lincoln.

2 - TRANSPORTATION: Railroads-Union Pacific; Burlington Northern; CB&QRR.
Motor Freight Carriers-42.
Airlines-Great Lakes; GP Air.
Intercity Bus Lines-Greyhound; Continental Trailways; United Motorways.

3 - POPULATION:
Corp. City 90 Cen. 39,386; E&P 92 Est. 40,727
CZ-ABC: (80) 37,781
RTZ-ABC: (80) 71,194
County 90 Cen. 48,925; E&P 92 Est. 49,965
City & RTZ-ABC: (80) 108,930

4 - HOUSEHOLDS:
City 90 Cen. 14,863; E&P 92 Est. 15,369
County 90 Cen. 18,537; E&P 92 Est. 18,931
CZ-ABC: (80) 12,819
RTZ-ABC: (80) 27,062
City & RTZ-ABC: (80) 39,881

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: Hall County 28,783

7 - ELECTRIC METERS: Residence 14,804

8 - GAS METERS: Residence 15,611

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Mfg. 3,662, including farm equip., farm and steel bldgs., Automotive, Food proc.; Gov't 2,577; Ret. 3,942; Whol. 930; Trans. and Util. 783; Fin. & R.E. 572; Serv. 2,127; all others 1,615.
Principal Pay Days-1st, 15th; Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-73; Summer 58-90; Fall 38-80; Winter 16-40. First killing frost, Oct. 1; last killing frost, Apr. 29.

11 - TAP WATER: Acid, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-9 blocks on 3rd St.; 6 on 4th St.; 14 on cross streets; Five Points Shpg. Ct:., 4 blocks, 18 units; one 120,000 ft. Super Dept.-Variety Store; 2 Shopping Malls on N. Hwy. 281; 750,000 ft.; 8 blocks on S. Locust.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Conestoga(60)	2	Younkers, Dillard's JCPenney, Sears
Grand Island(20)	2	Richman Gordman, Shopko

Principal Shopping Days-Wed., Sat., Sun.
Stores Open Evenings-Sears. JCPenney-Wed., Fri.; Food, Malls-nightly & Sun.
Stores Open Sundays-5 Supers; Malls; Discount Stores.

13 - RETAIL OUTLETS: Department Stores-Skagway; Younkers; JCPenney; Sears; Dillard's; Schwesers.
Discount Stores-Skagway; Richman Gordman; K mart; ShopKo; Wheelers; Wal-Mart.
Chain Drug Stores-Ben's; Walgreens.
Chain Supermarkets-Jack & Jill 3; Food-4-Less; Econo Foods; Bag & Save; Skagway.
Other Chain Stores-Goodyear; Brodkey Jewelers; Singer Co.; Kinney's; Redman; Brown; National; Gen. Nutrition; So-Fro Fabrics; Jo Ann Fabrics; Maurices; Waldenbooks; Sidle's; Sherwin-Williams; Holiday Station; Earl May; Goodyear; Tober's; Morris Paint; Radio Shack; US Tech; Video Kingdom; Northwest Fabrics.

14 - NEWSPAPERS: INDEPENDENT (e) 24,945; (S) 25,807; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Gary Loftus, Adv. Mgr., INDEPENDENT, First & Cedar Sts., Grand Island, NE 68802; Tel. (308) 382-1000.
National Representative: Branham/Newspaper Sales.

HASTINGS

1 - LOCATION: Adams County, E&P Map D-3, County Seat. Shipping; wholesale; miscellaneous light manufacturing. College center. South central part of state; 100 mi. W of Lincoln; 150 mi. to Omaha; 640 mi. to Chicago. On U.S. Hwys. 6, 34, 281; 15 mi. S of I-80.

2 - TRANSPORTATION: Railroads-Burlington Northern; Amtrak; Union Pacific.
Motor Freight Carriers-8.
Intercity Bus Lines-Eppley Express; Vantastic Connections; Republic Valley.
Airline-GP Air.

3 - POPULATION:
Corp. City 90 Cen. 22,837; E&P 92 Est. 22,895
CZ-ABC: (80) 23,045
RTZ-ABC: (80) 51,062
County 90 Cen. 29,625; E&P 92 Est. 29,606
City & RTZ-ABC: (80) 74,107
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 8,618; E&P 92 Est. 8,640
County 90 Cen. 12,343; E&P 92 Est. 12,335
CZ-ABC: (80) 9,295
RTZ-ABC: (80) 19,145
City & RTZ-ABC: (80) 28,440

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	N.A.
Commercial	3	N.A.

6 - PASSENGER AUTOS: Adams County 18,500

7 - ELECTRIC METERS: Residence 11,369

8 - GAS METERS: Residence 9,980

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Farm Prods. 250 ($270); Beef Proc. 165 ($275); Instrument Mfg. 300 ($290); Ethanol Prods. 50 ($283); Irrigation Equip. 250 ($297); Various Prods. 220 ($261); Fertilizer 67 ($212); Cartons and IBM Cards 140 ($293); Newspaper Printing, Photography 122 ($270); Cooling and Heating Equip. 118 ($239); Irrigation pipes, engines and equip. 308 ($295); Swine production 90 ($298); Electricity 90 ($212); Natural Gas 149 ($315); Baked Goods 270 ($312); Farm Equip. 498 ($265); Plastic Pipe 46 ($280); Mobile Homes 114 ($285); Hospital 501 ($277).
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-97; Summer 51-103; Fall 13-96; Winter 8-59. First killing frost, Oct. 14; last killing frost, May 1.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Downtown Shopping Center-6 blocks on 1st, 2nd and 3rd Streets.
Neighborhood Shopping Areas-5th and E Side Blvd.; Burlington and J Sts.; South and Elm Sts.; Intersection of Hwys. 6, 34 & 281; K mart on W Marion Rd., Allen's Shopping Center, Downtown, Gibson's on S Burlington. 1/2 Price Store & Econofoods, Western Mall on S Burlington and Imperial Mall on Marion Rd. & 12 St. Wal-Mart N of Town.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Imperial Mall(46)	2	Woolworth, Sears, Walgreens, Scwesers, Herbergers

Principal Shopping Days-Thur., Fri., Sat., Sun. for Mall.
Stores Open Evenings-All Stores-Thur.

13 - RETAIL OUTLETS: Department Stores-Schweser's; JCPenney; Allen's; Herberger's.
Variety Stores-Woolworth; Ben Franklin.
Discount Stores-Big G; Allen Drug; Gibson's; K mart; 1/2 Price Store; Wal-Mart (1990).
Chain Drug Stores-Walgreens; Bert's Rexall 2.
Chain Supermarkets-Sun Mart; Jack & Jill; IGA; Allen's; Econofoods; Gibson's.
Other Chain Stores-Firestone; Sears (catalog); Maurice's; Brodkeys; Herberger's; Radio Shack; So-Fro Fabrics; Wheeler's; Video Kingdom; Appleby's; Musicland; Lots to Love; Brass Buckle; Seiferts.

14 - NEWSPAPERS: TRIBUNE (e) 15,288; Mar 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Carl Sanders, Gen. Mgr., TRIBUNE, 908 W 2nd St.; PO Box 788, Hastings, NE 68901; Tel. (402) 462-2131.
National Representative: Branham/Newspaper Sales.

HOLDREGE

1 - LOCATION: Phelps County, E&P Map C-3. South central part of state, 158 mi. W of Lincoln; 55 mi. SW of Hastings; 70 mi. E of McCook. On U.S. Hwys. 6, 34, 183, 383, State Hwy. 23, 17 mi. S of I-80.

2 - TRANSPORTATION: Railroads-Burlington; Amtrak.
Intercity Bus Line-Black Hills.
Motor Freight Carrier-Ideal.

3 - POPULATION:
Corp. City 90 Cen. 5,671; E&P 92 Est. 5,780
CZ-ABC: (80) 5,624
RTZ-ABC: (80) 12,766
County 90 Cen. 9,715; E&P 92 Est. 9,731
City & RTZ-ABC: (80) 18,390

4 - HOUSEHOLDS:
City 90 Cen. 2,140; E&P 92 Est. 2,181
CZ-ABC: (80) 2,267
RTZ-ABC: (80) 4,670
County 90 Cen. 3,886; E&P 92 Est. 3,893
City & RTZ-ABC: (80) 6,937

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$171,520,000
Saving & Loan	2	$102,475,652

6 - PASSENGER AUTOS: Phelps County 5,760

7 - ELECTRIC METERS: Residence 2,490

8 - GAS METERS: Residence 2,501

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 15 ($262); Monument Mfg. 18 (N.A.); Weaving 107 ($235); Medical Supplies 650 ($273).
Principal Industrial Pay Day-Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-98; Summer 60-109; Fall 3-87; Winter 0-97. First killing frost, Oct. 11; last killing frost, Mar. 20.

11 - TAP WATER: Alkaline, hard, not fluoridated.

12 - RETAILING: Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Wheelers.
Discount Stores-Pamida; Medicine Chest; Coast-to-Coast.
Chain Supermarkets-Jack & Jill; Hinky Dinky.

14 - NEWSPAPERS: CITIZEN (e-mon to fri) 3,644; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Barbara Penrod, Adv. Mgr., CITIZEN, 418 Garfield St.; PO Box 344, Holdrege, NE 68949; Tel. (308) 995-4441.
National Representative: Branham/Newspaper Sales.

KEARNEY

1 - LOCATION: Buffalo County, E&P Map D-3. County Seat. 186 mi. W of Omaha; 129 mi W. of Lincoln; 373 mi. E of Denver. On U.S. Hwy. 30; I-80; State Hwys. 10, 40, 44.

2 - TRANSPORTATION: Railroads-Union Pacific; Burlington.
Motor Freight Carriers-7.
Intercity Bus Lines-Interstate, Greyhound.
Airline -GP Express.

3 - POPULATION:
Corp. City 90 Cen. 24,396; E&P 92 Est. 25,144
CZ-ABC: (80) 21,750
RTZ-ABC: (80) 48,314
County 90 Cen. 37,447; E&P 92 Est. 38,664
City & RTZ-ABC: (80) 70,064
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 9,206; E&P 92 Est. 9,488
County 90 Cen. 14,403; E&P 92 Est. 14,871
CZ-ABC: (80) 7,485
RTZ-ABC: (80) 17,896
City & RTZ-ABC: (80) 25,381

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$1,456,868,000
Savings & Loan	3	$4,318,137,000

6 - PASSENGER AUTOS: Buffalo County 19,172

7 - ELECTRIC METERS: Residence 8,500

8 - GAS METERS: Residence 8,900

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-University 1,346; Metal & Irig. Pumps 20; Oil Filters 673; Pharmaceutical Stoppers & Closures 308; Regional Hospital (2) 993; Portable Generators 348; Grain drying Equip. 75; Auto Valves 699; Retail/Catalog Sales 535; Wholesaling 166; Meat Processing 468.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-60; Summer 58-100; Fall 38-87; Winter 15-49. First killing frost, Oct. 10; last killing frost, May 4.

11 - TAP WATER: Alkaline, very hard; minimum fluoridated.

12 - RETAILING: Downtown Shopping Center-6 blocks S on Central Ave.; 14 N on Hwy. 10; 5 E on Hwy. 30; 8 W on Hwy. 30.
Neighborhood Shopping Centers-6 blocks E. 25 St.
Shopping Centers-North-Hilltop Mall (35 stores), U Save, Wal-Mart, Hinky Dinky, Alco, Herberger's, K mart, East-Easton/Bob's Super Store, Ponderosa Mall 7, South - TSC and Wheelers.
Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Food, Discount, Mall.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Herberger's.

Discount Stores-Wheelers; TSC; Bob's Super-Store; Alco; K mart; Wal-Mart.

Drug Stores-ABC; Valley Prescriptions 2; Medical Arts; Walgreens; Jim's U Save; Haeberle's; Medicine Mart.

Chain Supermarkets-Boogaart; U Save; IGA; Bob's Super Store; Hinky-Dinky.

Other Chain Stores-Firestone; Goodyear; S&H Green Stamps; Goodrich; Earl May Nursery; Western Auto; Coast-to-Coast; Radio Shack; 7-Eleven; Video Kingdom; Ace Hardware; Brass Buckle; Schweser's; Champion Auto; All Makes Auto; Autoworks; Jiffy Lube; Regis Hairstyling; Holiday Gas; Pump & Pantry; Redman's Shoes; Payless Shoes; The Buckle; Seiferts; Budget Tapes; Maurices; Olympia Village.

14 - NEWSPAPERS: HUB (e) 12,903; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Julie Speirs, Adv. Mgr., HUB, 13 E. 22nd, PO Box 1988, Kearney, NE 68848; Tel. (308) 237-2152.

National Representative: Branham/Newspaper Sales.

LINCOLN

1 - LOCATION: Lancaster County (MSA). E&P Map E-3. State Capital. County Seat. Wholesale, trade, industrial, agricultural, insurance and education center. Veterans Administration and U.S. Dept. of Agriculture regional offices. In SE central part of state; 58 mi. SW of Omaha; 50 mi. W of the Missouri River. On U.S. Hwys. 6, 34, 77, I-80; State Hwys. 2, 79.

2 - TRANSPORTATION: Railroads-Amtrak; Burlington-Northern.

Motor Freight Carriers-Interstate 26; Regional 22.

Intercity Bus Lines-Lincoln City; Greyhound.

Airlines-United; TWA; Northwest Airlink; Air Midwest; America West; Air Express Service; Federal Express; Emery; Airborne Freight; BN Air Freight; CF Air Freight; Capitol Cartage Company; GP Express.

3 - POPULATION:

Corp. City 90 Cen. 191,972; E&P 92 Est. 196,080
CZ-ABC: (80) 173,465
RTZ-ABC: (80) 167,872
County/MSA 90 Cen. 213,641; E&P 92 Est. 220,151
City & RTZ-ABC: (80) 341,337

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 72,442; E&P 92 Est. 73,992
County/MSA 90 Cen. 85,456; E&P 92 Est. 88,060
CZ-ABC: (80) 65,415
RTZ-ABC: (80) 61,712
City & RTZ-ABC: (80) 127,127

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	11	$2,200,777,000
Savings & Loans	5	$2,274,731,000

6 - PASSENGER AUTOS: Lancaster County 141,628

7 - ELECTRIC METERS: Total 93,317; Residence 81,339

8 - GAS METERS: Residence 72,103

9 - PRINCIPAL INDUSTRIES: Total Employment 120,345; Mfg. 15,216; Durable Goods 6,946; Nondurable Goods 8,270; Constr. 3,844; R.R. Trans. 3,928; Commun., Util. 2,485; Whol. 4,897; Ret. 22,242; Fin., Ins. & R.E. 8,389; Servs. 27,783; Fed. Gov't 2,731; State Gov't 17,322; Local Gov't 11,501.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-73; Summer 61-87; Fall 29-78; Winter 13-38. First killing frost, Oct. 12; last killing frost, May 10.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-Lincoln Center (CBD), including: 4 blocks on O St.; 4 on N St.; 3 on P St.; Gateway at 61st and O Sts.

Neighborhood Shopping Centers-2 blocks at 14th & South; 2 at 27th & Randolph; 3 at 48th & St. Paul; 3 at 61st & Havelock; 3 at 48th & Prescott; 2 at Winthrop Road & Ryons; 2 at 70th & Vine; 4 at 48th & Vine.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Gateway(77)	4	Mont. Ward, Sears, Younkers, Dillard's, JCPenney
Piedmont(20)	3	IGA
Rathbone(12)	3	Leon's, Food Mart
Indian Vlg.(14)	3	Dave's Food Mart
Bishop Heights(8)	4	ShopKo
Northridge Ctr. (6)	3	Osco, Hy-Vee
Briarhurst(8)	5	-Baker Hdwe.
Meadowlane(16)	5	Jack & Jill
27th & Cornhusker	9	Super Saver
48th & Vine	3	K mart, Rich.-Gord.
Westgate(8)	1	Food Bonanza
Belmont(9)	2	Savemart
Clock Tower(15)	5	Classic Foods
East View(22)	3	Super Saver, Osco
Van Dorn(14)	3	1/2 Price Store Walgreens, Hinky Dinky
East Park Plz (57)	4	Osco, IGA
Edgewood	6	Osco, Super Saver

Principal Shopping Days-Thur., Fri., Sat., Sun.

Stores Open Evenings-Mon., Thur.; Food-Some Thur., some each weeknight.

13 - RETAIL OUTLETS: Department Stores-Younkers; Dillard's; Sears; Montgomery Ward; JCPenney; Shopko; Richmond-Gordman; Target.

Discount & Variety Stores-K mart; Osco; TJ Maxx; 1/2 Price Store.

Chain Drug Stores-Walgreens 5; Wagey 3; Four Star 4; Gilmour-Danielson 11; Winter; K-Ray 3; Osco 4; Dot Drug.

Chain Supermarkets-Hy-Vee 4; IGA 9; Hinky Dinky 3; Jack & Jill; Food-4-Less 3.

Other Chain Stores-Barker Shoes; Baker Shoes; B. Dalton Books; Kinney Shoe; Famous Footwear; Lawlor's Sporting; DeCosta Sporting; Natelson's; Zales Jewelry; Coast-to-Coast 3; Tandy; Colortile; The Limited; Radio Shack; Pier 1 Imports; True Value; Our Own Hdwe.; Sutherland's; Wheeler's; TSC Farm Stores; Land & Sky; Earl May Garden; Curtis Mathes; Seiferts; Braums; Athletes Foot; Casual Corner; Applause Video; The Video Station; Payless Shoes; Landon's; Tires Inc.; Best Shot Waterbeds; Westlake Hardware; Rex TV; Best Buy; Payless Cashway.

14 - NEWSPAPERS: STAR (m) 38,574; JOURNAL (e) 41,215; JOURNAL-STAR (m-sat) 80,643; (S) 83,440; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Bob Blackman, Adv. Mgr., JOURNAL and STAR, 926 P St., PO Box 81609, Lincoln, NE 68501; Tel. (402) 475-4200.

National Representative: Branham/Newspaper Sales.

McCOOK

1 - LOCATION: Red Willow County. E&P Map C-3. County Seat. Agricultural ctr. U.S. Hwys. 6, 34, 83; 382 mi. NW of Kansas City; 285 mi. E of Denver; 285 mi. SW of Omaha.

2 - TRANSPORTATION: Railroad-Amtrak.

Motor Freight Carriers-4.

Airline-G.P. Express.

3 - POPULATION:

Corp. City 90 Cen. 8,112; E&P 92 Est. 8,154
County 90 Cen. 11,705; E&P 92 Est. 11,647

4 - HOUSEHOLDS:

City 90 Cen. 3,061; E&P 92 Est. 3,077
County 90 Cen. 4,682; E&P 92 Est. 4,659

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$73,081,327
Savings & Loan	3	Est. $7,500,000

6 - PASSENGER AUTOS: Red Willow County 6,925

7 - ELECTRIC METERS: Residence 3,481

8 - GAS METERS: Residence 3,437

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Ret. & Whol. 1,450; Service 1,050; Constr. 300; Mfg., Trans. 400; Oil Producers 350; Rubber Hose Co. 450; Grain Prods. Co. 50; Burns Lab. 75.

Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: First killing frost, Sept. 15; last killing frost, May 2. Mean annual temp. 60.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Norris Ave.; 14 on B St.; 4 on C St.; WestView Plaza-3 Stores.

Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; DeGroff's; Carmichaels; Vogue; Mode O'Day; Alco; Conrad's; Cato.

Variety Stores-Ben Franklin; Wal-Mart.

Discount Store-Alco.

Chain Supermarkets-Hinky-Dinky; Country Corner; U-Save Warehouse Foods.

Other Chain Stores-Sidles; Sears; Firestone; Goodyear.

14 - NEWSPAPERS: GAZETTE (e) 8,976; sworn Mar. 31, 1990.

Local Contact for Advertising and Merchandising Data: Butch Mires, Adv. Dir., GAZETTE, West First & E Sts., PO Box 1268, McCook, NE 69001; Tel. (308) 345-4500.

National Representative: Branham/Newspaper Sales.

NEBRASKA CITY

1 - LOCATION: Otoe County. E&P Map F-3. County Seat. Agricultural area. Misc. small manufacturing. Wholesale center. 44 hwy. mi. from Omaha on U.S. Hwy. 73-75; State Hwy. 2; I-29.

2 - TRANSPORTATION: Railroads-Union Pacific; Burlington Northern.

Intercity Bus Line-Greyhound.

River Barge Lines-Sioux City-New Orleans; Hoffman Towing.

Motor Freight Carriers-3.

3 - POPULATION:

Corp. City 90 Cen. 6,547; E&P 92 Est. 6,531
County 90 Cen. 14,252; E&P 92 Est. 14,198

4 - HOUSEHOLDS:

City 90 Cen. 2,471; E&P 92 Est. 2,465
County 90 Cen. 5,224; E&P 92 Est. 5,204

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$59,500,000
Savings & Loan	2	$181,000,000

6 - PASSENGER AUTOS: Otoe County 7,948

7 - ELECTRIC METERS: Residence 2,850

8 - GAS METERS: Residence 2,585

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Foods 130 ($200); Gas Meters 470 ($240); Garment Mfg. 280 ($170); Packing & Subcontracting 80 ($134).

10 - CLIMATE: First killing frost, Oct. 9; last killing frost, Apr. 24.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-11 blocks on Central Ave.; 10 off Central Ave.

Principal Shopping Days-Mon., Thur., Sat.

Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Dammast's.

Variety Store-Woolworth.

Discount Stores-Pamida; Duck Wall Alco.

Chain Supermarkets-Associated Grocers; IGA; Nash Finch.

Other Chain Stores-Tober's Fashion; Earl May; Sears (catalog).

14 - NEWSPAPERS: NEWS-PRESS (e-mon to fri; S) 2,962; sworn Sept. 19, 1990.

Local Contact for Advertising and Merchandising Data: Nick Partsch, Pub., NEWS-PRESS, 123 S. 8th St., Nebraska City, NE 68410; Tel. (402) 873-3334.

National Representative: Branham/Newspaper Sales.

NORFOLK

1 - LOCATION: Madison County. E&P Map E-2. Residential center; 60 mi. W of Missouri River; 115 mi. NW of Omaha; 75 mi. SW of Sioux City; 124 mi. N of Lincoln. On U.S. Hwys. 81, 275; State Hwys. 24, 35.

2 - TRANSPORTATION: Railroads-C&NW; UP.

Motor Freight Carriers-14.

Intercity Bus Lines-Greyhound; P.Y.N. Arrow; Black Hills Stage Line.

Airline-Mid-Continent.

3 - POPULATION:

Corp. City 90 Cen. 21,476; E&P 92 Est. 21,981
CZ-ABC: (80) 19,449
RTZ-ABC: (80) 88,867
County 90 Cen. 32,655; E&P 92 Est. 33,357
City & RTZ-ABC: (80) 108,316

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 8,104; E&P 92 Est. 8,295
County 90 Cen. 12,196; E&P 92 Est. 12,458
CZ-ABC: (80) 7,471
RTZ-ABC: (80) 31,711
City & RTZ-ABC: (80) 39,182

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$320,000,000
Savings & Loan	2	$184,836,839

6 - PASSENGER AUTOS: Madison County 18,152

7 - ELECTRIC METERS: Residence 9,617

8 - GAS METERS: Residence & Comm'l 7,397

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electronics 628; Dairy & Poultry Proc. 148; Steel 280; Steel Fab. 496; Medical 450; Beef Proc. 150; Bottling 72.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-71; Summer 59-97; Fall 25-75; Winter 8-35. Av. annual precipitation, 24 inches. Av. length of growing season, 155 days.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Principal Shopping Centers-Downtown Norfolk-1st to 8th Sts. on Norfolk Ave., 1 block each on 3rd, 4th & 5th Sts. N. and S. of Norfolk Ave. Principal stores: Alco; Stinsons, Ashleys, Tom's Music, Bomgaars, Lynn & Sons, Century Lumber, Ballantyne Furn.; Wetzel & Truex Jewelery; The Centrum; Hy-Vee.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Sunset Plz.	1	JCPenney, Herberger's, Schwesers
Westside Plz.	2	Gibson's, Lynn & Sons, Ballantynes
Westgate Plz.	NA	Rexall, Radio Shack
South Hwy. 81	NA	Champion Auto, Thriftway
Country Club Plaza	NA	Pic 'N Save

Principal Shopping Days-Thur., Fri., Sat. Most stores open Thur. until 9 and Sun. 1-5 P.M.

13 - RETAIL OUTLETS: Department Stores-Stinson's; JCPenney; Herberger's; Sears (catalog); Schweser's.

Discount Stores-Gibson's; K mart; Alco; ShopKo; Wal-Mart.

Chain Supermarkets-Hy-Vee (East & West); County Mkt. (Super Valu); Whse. Mkt.; Affiliated Stores.

Other Chain Stores-Firestone; Singer's; Fashion Crossroads; Goodyear; Brodkey Jewelery; Team Electronics; Century Lumber; Earl Mays; Pearle Optical; Duling Optical; Maurice's; Dairy Queen; Merle Norman; Tober's; Payless Family Shoes; Holiday Station Store; True Value Hdwe.; Kinney Shoes; Cato; Athletes Foot.

14 - NEWSPAPERS: NEWS (e) 22,406, Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Larry G. Bartscher, Adv. Mgr., NEWS, 525 Norfolk Ave., Norfolk, NE 68701; Tel. (402) 371-1020.

National Representative: Branham/Newspaper Sales.

NORTH PLATTE

1 - LOCATION: Lincoln County, E&P Map C-3, County Seat. Railroad center. Central part of state; 232 mi. from state capital, 289 mi. from Omaha. At intersection of Interstate 80, U.S. Hwy 83.

2 - TRANSPORTATION: Railroad-Union Pacific.

Motor Freight Carriers-5.

Intercity Bus Lines-Greyhound; Continental Trailways.

Airlines-Rocky Mountain; Continental Express.

3 - POPULATION:

Corp. City 90 Cen. 22,605; E&P 92 Est. 22,330
CZ-ABC: (80) 24,509
Bal. in NDM-ABC: (80) 49,431
County 90 Cen. 32,508; E&P 92 Est. 32,255
Total NDM-ABC: (80) 73,940

4 - HOUSEHOLDS:

City 90 Cen. 8,530; E&P 92 Est. 8,426
County 90 Cen. 12,040; E&P 92 Est. 11,946
CZ-ABC: (80) 9,178
Bal. in NDM-ABC: (80) 18,028
Total NDM-ABC: (80) 27,206

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$185,300,000
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: Lincoln County 18,524.

7 - ELECTRIC METERS: 12,896.

8 - GAS METERS: Residence 10,132.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 105 ($138); R.R. 1700 ($350); Meat Packing 125 ($190); Farm Equip. 120 ($130).

Principal Pay Days-R.R. 1st, 15th; Food and Textile, Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-99; Summer 53-109; Fall 25-105; Winter 16-76. First killing frost, Sept. 23; last killing frost, May 24.

11 - TAP WATER: Alkaline, hard. Source-wells; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Dewey St., 12 on Jeffers, 5 on 4th, 5th and 6th; 2 on 3rd.

Neighborhood Shopping Centers-S. Jeffers and W. A; E. 4th St; A & Carr Streets.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Gibson's	1	Gibson's, Home Furniture
Westfield(27)	2	Sixth St. Mkt., Coast-to-Coast, Ben Franklin
The Mall(40)	NA	JCPenney, Osco, Safeway, Kerberger's, Radio Shack, KG Men's
Parkade Plz.(12)	NA	Alco, Sixth St. Mkt.
Wal-Mart(1)	2	Wal-Mart

Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Schweser's; Sears; Herberger's; ShopKo.

Variety Store-Ben Franklin.

Discount Stores-Gibson's; Alco; K mart; Wheelers; Pay 'N Pak; ShopKo; Wal-Mart.

Chain Drug Store-Osco.

Chain Supermarkets-Safeway; 6th St. Mkt. 5.

Other Chain Stores-Sherwin-Williams; Mode O'Day; Firestone; Coast-to-Coast; Maurice's; Claire's Boutique; Swiss Colony; So-Fro Fabrics; Radio Shack; KWAL Paint; Goodyear; K-G Men's Store; Ace Hdwe.; Payless; Regis Hairdressers.

14 - NEWSPAPERS: TELEGRAPH (m-tues to sat) 14,507; (S) 14,723; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Harold W. Branting, Bus. Mgr., TELEGRAPH, 621 N. Chestnut, North Platte, NE 69101; Tel. ~~(308) 532~~-6000; FAX (308) 532-9268.

National Representative: Branham/Newspaper Sales.

OMAHA

1 - LOCATION: Douglas County (In Omaha, NE-IA MSA). E&P Map F-2, County Seat. Food Processing, telemarketing, retail/wholesale trade, military insurance, educational, medical center, livestock market. Eastern portion of state on Missouri River; 476 mi. W of Chicago; 358 mi. S of Minneapolis/St. Paul; 205 mi. N of Kansas City; 540 mi. E of Denver. On I-80, I-29; U.S. Hwys. 6, 30, 75, 275; State Hwys. 36, 38, 50, 64, 85, 92, 131, 133, 370.

2 - TRANSPORTATION: Railroads-Burlington Northern; Chicago & Northwestern; Chicago; Central & Pacific; Iowa Interstate; Union Pacific System (HQ).

Motor Freight Carriers-90.

Rail Passenger Service-Amtrak.

River Barge Lines-5.

Intercity Bus Line-Greyhound.

Airlines-TWA; Delta; Midway; Northwest; United; American; America West; Continental.

3 - POPULATION:

Corp. City 90 Cen. 335,795; E&P 92 Est. 340,203
County 90 Cen. 416,444; E&P 92 Est. 430,235
MSA 90 Cen. 618,262; E&P 92 Est. 637,825
NDM-ABC: (80) 483,053
RTZ-ABC: (80) 326,850
NDM & RTZ-ABC: (80) 809,903

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 126,715; E&P 92 Est. 128,378
County 90 Cen. 160,171; E&P 92 Est. 165,475
MSA 90 Cen. 243,925; E&P 92 Est. 251,812
NDM-ABC: (80) 172,432
RTZ-ABC: (80) 118,479
NDM & RTZ-ABC: (80) 290,911

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	40	$6,281,775,000
Savings & Loan	6	$4,644,194,000

6 - PASSENGER AUTOS: Douglas County 270,938.

7 - ELECTRIC METERS: Residence 151,687.

8 - GAS METERS: Residence 152,338.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. & Equip. 9,003 ($555); Meat Proc. 4,864 ($320); Other Food 5,023 ($395); Metals 1,568 ($523); Printing & Pub. 4,823 ($424); Paper Prods. 1,383 ($445); Other Mfg. 10,144 ($333).

Principal Pay Days-Industrial, Fri.; others 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-62; Summer 64-86; Fall 42-66; Winter 16-36. First killing frost, Oct. 20; last killing frost, Apr. 14.

11 - TAP WATER: Moderately alkaline; moderately soft; fluoridated.

12 - RETAILING: Principal Shopping Areas-Westroads: 102nd & Dodge, 96 stores; Crossroads: 72nd & Dodge, 105 stores; Southroads: 1001 Fort Crook Road N., Bellevue, 41 stores; Mall of the Bluffs: Madison at Bennett, Council Bluffs, 120 stores; Midlands Mall: downtown Council Bluffs, 27 stores; downtown Omaha 16th & Douglas.

Neighborhood Shopping Area-S. Omaha, 10 blocks at S. 24th & N. Sts.; Benson, 5 blocks at 61st & Maple St.; Florence, 5 blocks at N. 30th & State; Council Bluffs, 14 blocks at 4th & Broadway; Bellevue, 5 blocks at Franklin & Mission; Ralston, 3 blocks at 76th & Main; Millard, 5 blocks at 132nd & L.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
American Plz. (15)	8	ShopKo, Food-4-Less
Baker Sq.(21)	11	Younkers, Bakers, Walgreens
Bellevue Plz. (13)	7	K mart, No Frills, Walgreens
Bluffs Northway (8)	5	Richman Gordman, Hy-Vee, Drug Town
Brentwood Sq. (29)	12	Richman Gordman, Baker's, Walgreens
The Center(15)	3	Younkers
Center Plz.(8)	7	Walgreens
Midlands Mall (27)	5	Walgreens, Sears
Crossroads(105)	5	Younkers, Dillard's, Sears, Walgreens
Frederick Sq. (16)	7	Baker's, ShopKo
1/2 Price Store North(1)	9	Half-Price Store
K mart North(3)	6	K mart
K mart South(6)	5	K mart
K mart N.W.(1)	10	K mart
K mart S.W.(1)	14	K mart
K mart Sarpy(1)	12	K mart
Mall of the Bluffs(120)	7	Target, JCPenney, Dillard's, Hy-Vee, Drugtown, Walgreens
Maple Plz.(6)	3	Target, Walgreens
Montclair(27)	11	Half-Price, Service Mdse.
Old Orchard W. (12)	11	Richman Gordman
Orchard Plz.(40)	11	Target
Plaza North(15)	9	Baker's, Richman Gordman
Saddle Creek(3)	3	Target, Walgreens, Hinky-Dinky
Sears Southroads(1)	6	Sears
Sherwood Pl.(10)	8	K mart
ShopKo West(1)	12	ShopKo
Southroads Plz. (2)	6	Albertson's, Richman Gordman
Southroads(41)	6	Younkers, JCPenney
36th & Q(2)	5	Half-Price, Food-4-Less
Weber Pl.(12)	6	ShopKo
Westgate Plz. (11)	7	Younkers
Westroads(96)	8	Mont. Ward, JCPenney, Younkers
Westwood Plz. (71)	10	K mart, Osco, Hy-Vee

Principal Shopping Days-Sat., Thur., Sun., Fri., Wed.

Stores Open Evenings-Food & Shopping Centers-every evening except Sun.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney 3; Richman Gordman 5; Sears 3; Dillard's 2; Younkers 6.

Discount Stores-K mart 8; Target 4; Half-Price 3; Service Merchandise 2; Pamida; ShopKo 5; Wal-Mart 2.

Variety Stores-Ben Franklin; Mangelsen's/Makin's 2; Woolworth 2.

Chain Drug Stores-Walgreens 18; Osco 8; Keystone 3; Kohll's 6; Central Park 3; Beaton 4; Bogard's 2; Clark 2; Drug Town 2; Seig; A&A 9; Phar-Mor.

Chain Supermarkets-Albertson's 6; Bag 'N Save 4; Baker's 10; Hinky-Dinky 2; Hy-Vee 10; Super Valu 2; No Frills 5; Jack & Jill 2; Kwik Shop 36; Convenient 15; 7-Eleven 26; Casey's 4; IGA 2; Food-4-Less 7.

Other Chain Stores-Abigail Uniform; Ace Hdwe.; AnnTaylor; Arts Auto Supply; Autoworks; Baker Shoes; Banana Republic; Bachrach; Benetton; Blockbuster Video; Bombay Co.; Big Sur Waterbeds; J Bragg's; Brass Buckle; Braun's; Brookstone; Buck's Shoes; Burlington Coat Factory Outlet; Carriage House; Carroll Reed; Casual Corner; Casual Male; Catherines; Chess King; Cobbie Shop; Color Tile; County Seat; Crabtree & Evelyn; Crandell's; Cub Foods; B. Dalton; Diamond-Vogel Paint; Drug Emporium; Earl May; Famous Footwear; Fashion Bug; Fashion Company; Fashions-at-Large; Firestone; Florsheim; Foot Locker; Foreman & Clark; Fox Photo; The Gap; Gap Kids; General Nutrition; Genuine Parts; Gibb's Girls; Glidden Paint; B. F. Goodrich; Goodyear; Graham & Gunn; Haney Shoes; Helzberg Diamonds; Hickory Farms; Iowa Paint; Jaccard's; J. Riggins; Jeans West; Jerry Leonard; Junction; Jr. Shoe World; Kay Bee Toys; Kids 'R' Us; Kinney's; Lerner Shops; Landons; Lane Bryant; Laura Ashley; Lawlor's Sport Gds.; The Limited; Limited Express; Marshalls; Millard Lumber; Mr. Automotive; Motherhood Maternity; Payless Shoe Source; Mona's Big & Tall; Natl. Uniform; Northwest Fabric; Office Depot; PACE Mem. Whse; Pasta; Paul Harris; Payless Cashway; Pioneer Paint; Pioneer Uniforms; Pittsburgh Paint; Post & Nickel; Radio Shack; Rangoni of Florence Shoes; Rex; Sams' Wholesale Club; Seiferts; Sherwin-Williams; Singer; So-Fro; Sophir-Morris Paint; Spencer Gifts; Stereo West; Susie's Casuals; Sutherland Lumber; T.J. Maxx; Talbots; Toys Plus; Toys 'R' Us; Tully's; Uniroyal; Victoria's Secret; Waldenbooks; Wheeler's; Wickes Lumber; Wolf Bros. Western; Youngtown; Zales; Zondervan Books.

14 - NEWSPAPERS: WORLD-HERALD (m-mon to fri) 127,192; (e-mon to fri) 97,345; (m-sat) 212,835; (S) 288,666; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Bob Gerken, Adv. Development Mgr., WORLD-HERALD, World Herald Sq., Omaha, NE 68102; Tel. (402) 444-1405.

National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

SCOTTSBLUFF

1 - LOCATION: Scotts Bluff County, E&P Map A-2. 450 mi. W of Omaha; 200 mi. NW of Denver. Trading, Shipping and Medical center for irrigated North Platte Valley and surrounding ranch areas. Meat Packing, Manufacturing and Wholesale center. Nebraska Western Community College.

2 - TRANSPORTATION: Railroads-Burlington-Northern at Scottsbluff and Union Pacific at Gering.

Motor Freight Carriers-10.

Intercity Bus Line-Star.

Airlines-Continental Express; GP Express.

3 - POPULATION:

Corp. City 90 Cen. 13,711; E&P 92 Est. 13,722
CZ-ABC: (80) 24,765
Bal. in NDM-ABC: (80) 82,677
County 90 Cen. 36,025; E&P 92 Est. 35,771
Total NDM-ABC: (80) 107,442

4 - HOUSEHOLDS:

City 90 Cen. 5,174; E&P 92 Est. 5,178
County 90 Cen. 14,222; E&P 92 Est. 14,122
CZ-ABC: (80) 9,115
Bal. in NDM-ABC: (80) 30,462
Total NDM-ABC: (80) 39,577

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	1	N.A.
Commercial	4	$548,628,732

6 - PASSENGER AUTOS: Scotts Bluff County 20,252.

7 - ELECTRIC METERS: Residence 5,988.

8 - GAS METERS: Residence 4,700.

9 - PRINCIPAL INDUSTRIES: Sugar; Feed Lots; Meat Packing; Dog Food; Hydralic Couplers; Telephone Central Switching; Truck Body Mfg.; Trailer; Furn.; Farm Chem.; Feed; Farm Mach. Mfg.; Concrete Pipe & Tile; Steel Fabricating; Iron Foundry; Electronic Components. Av. Wkly. Wage-$275.

Principal Industrial Pay Days-5th & 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-66; Summer 49-76; Fall 36-73; Winter 22-53. First killing frost, Oct. 14; last killing frost, May 17.

11 - TAP WATER: Alkaline, hard, not fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Broadway, Monument Mall (40 stores) Hwy. 26 East; 4 on First Ave.; 3 on Avenue A; 5 on Gering; E. 20th Place.

Neighborhood Shopping Centers-W. 27th at Ave. B; E. Overland Drive, between 5th and 17th Aves.; S. Bway. at 11th St.; 5 blocks on E. 20th Place; 3 on Panhandle Plaza on Beltline; ALCO Shopping Ctr.; SB-Gering Hwy.

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Herberger's; JCPenney.

Discount Stores-Discount Furniture; Wheeler's; Sacs; K mart; Pay 'N Pak; Wal-Mart; ALCO.

Chain Drug Stores-Rexall; McCosh.

Chain Supermarkets-Safeway; Sun-Mart 2; Co-op; Town & Country; Alexanders; Henry's Mkt.; Econo Foods.

Other Chain Stores-Firestone; Sears (catalog); Brown Shoes; Goodyear; Payless Shoes; Coast-to-Coast; Hallmark; Cato; Maurice's; Yumm's Yogurt; Cindy's; Vanity; 20/20; Copperfields; Payless; Kinney's; Hot Line Shoes; Brass Buckle.

14 - NEWSPAPERS: STAR-HERALD (m-tues to sat) 15,080; (S) 15,905; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Char R. Christenson, Adv. Dir., STAR-HERALD, 1405 Broadway, Scottsbluff, NE 69361; Tel. (308) 632-0632.

National Representative: Branham/Newspaper Sales.

SIDNEY

1 - LOCATION: Cheyenne County, E&P Map B-3, County Seat. On E-W I-80; Intercontinental U.S. 385 on a N-S route. State Hwy. 19 S., and U.S. 30 E-W.

2 - TRANSPORTATION: Railroads-Union-Pacific; Burlington-Northern; Sidney & Lowe.

Motor Freight Carriers-50.

Intercity Bus Line-Greyhound.

Airline-GP Express.

3 - POPULATION:

Corp. City 90 Cen. 5,959; E&P 92 Est. 5,940

County 90 Cen. 9,494; E&P 92 Est. 9,410

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

Corp. City 90 Cen. 2,249; E&P 92 Est. 2,242

County 90 Cen. 3,797; E&P 92 Est. 3,763

5 - BANKS	NUMBER	DEPOSITS
Commercial & Savings & Loan	3	$1,226,161,909

6 - PASSENGER AUTOS: Cheyenne County 5,733

7 - ELECTRIC METERS: Residential 2,515

8 - GAS METERS: Residential 3,300

9 - PRINCIPAL INDUSTRIES: Industry, Mfg., Warehousing; Agric.; Energy; Medical & Professional Services; Retail Sales; Oil & Natural Gas Prod.; Livestock Prod.

Principal Industrial Pay Days-Wed. & Fri.

10 - CLIMATE: Av. Temp. - Spring 44; Summer 72; Fall 49; Winter 24. First killing frost mid-Sept.; last killing frost early November.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Centers-Shopping Centers on Illinois Street; Downtown Jones Center; Alco Shopping Center - Cabelas.

Principal Shopping Days-Wed.-Sat.

13 - RETAIL OUTLETS: Department Store-Fashion Crossroads.

Variety Store-Finney's.

Discount Store-Alco.

Chain Drug Store-Gaston Rexall Phcy.

Chain Supermarkets-Sunny's; Safeway; Jack & Jill.

14 - NEWSPAPERS: TELEGRAPH (e-mon to fri) 2,988; sworn Sept. 28, 1990.

Local Contact for Advertising and Merchandising Data: Teresa Grant, Adv. Dir., TELEGRAPH, 809 Illinois St.; PO Box 219, Sidney, NE 69162-0219; Tel. (308) 254-5555.

National Representatives: Branham/Newspaper Sales; Nebraska Press Assoc.

YORK

1 - LOCATION: York County, E&P Map E-3, County Seat. Some light mfg.; 100 mi. from Omaha; 50 mi. from Lincoln; 260 mi. from Kansas City; at junction of U.S. Hwys. 34, 81, I-80.

2 - TRANSPORTATION: Railroad-Burlington Northern.

Motor Freight Carrier-1.

3 - POPULATION:

Corp. City 90 Cen. 7,884; E&P 92 Est. 8,016

County 90 Cen. 14,428; E&P 92 Est. 14,369

4 - HOUSEHOLDS:

City 90 Cen. 2,975; E&P 92 Est. 3,025

County 90 Cen. 5,549; E&P 92 Est. 5,526

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$250,000,000
Savings & Loan	2	$72,000,000

6 - PASSENGER AUTOS: York County 9,141

7 - ELECTRIC METERS: Residence & Cml. 5,325

8 - GAS METERS: Residence 3,141

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Irrigation Pipe 75 ($290); Mobile Homes 135 ($321); Aviation Products 250 ($294).

10 - CLIMATE: Min. & Max. Temp.-Spring 20-100; Summer 46-97; Fall 13-86; Winter -14-73. First killing frost, Oct. 23; last killing frost, Apr. 16.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-19 blocks on Lincoln and Grant Aves. (U.S. 81 North & South).

Principal Shopping Days-Thur., Sat.

Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Store-JCPenney.

Chain Drug Stores-Rexall; Pamida; Wal-Mart.

Discount Stores-Wheeler's; Pamida; Wal-Mart.

Chain Supermarkets-Grand Central Super Valu; EconoFoods.

Other Chain Stores-Sears; Coast-to-Coast; Tober's; S&H Green Stamps; L & W Serv. Ctr. (Firestone); 7-Eleven; Pump & Pantry; Gas 'N Shop.

14 - NEWSPAPERS: NEWS-TIMES (e) 5,645; sworn Oct. 1, 1990.

Local Contact for Advertising and Merchandising Data: Dan Collin, Pub., NEWS-TIMES, 327 Platte Ave.; Box 279, York, NE 68467; Tel. (402) 362-4478.

National Representative: Branham/Newspaper Sales.

NEVADA SURVEYS

METROPOLITAN STATISTICAL AREAS

Las Vegas-Clark County.

Reno-Washoe County.

POPULATION ESTIMATES

(Thousands)

Age Group	1980	1990	1992
Under 5 Years	61	98	104
5-14 Years	117	165	175
15-24 Years	147	173	184
25-44 Years	250	446	474
45-64 Years	166	226	240
65 and Over	66	98	104
TOTAL	807	1,206	1,281

Based on U.S. Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1977 Census	1982 Census	1992 Est.
Bldg. Mat./Hdwe	199	261	565
General Mdse	362	595	1,145
Food	593	1,187	1,992
Automobiles	637	947	2,326
Gasoline Stations	295	564	690
Apparel	139	261	480
Furniture	127	203	479
Eat-Drink Places	290	545	1,067
Drugs	149	179	336
TOTAL SALES	3,069	5,343	9,988

CARSON CITY

1 - LOCATION: Carson City, an Independent City (formerly Ormsby County), E&P Map A-3, County Seat. State Capital; commercial, recreation and agricultural center. 30 mi. S of Reno; 14 mi. E of Lake Tahoe. 4,697 ft. elevation; 146.9 sq. mi. area.

2 - TRANSPORTATION: Railroads-Southern Pacific (freight); Amtrak (from Reno); Union Pacific.

Bus Lines-LTR Stage Lines; Gray Lines.

Airlines-(Reno) United; Delta; Sky West; America West; Continental; Northwest; American; USAir.

3 - POPULATION:

Corp. City 90 Cen. 40,443; E&P 92 Est. 42,100

NDM-ABC: (80) 32,022

4 - HOUSEHOLDS:

City 90 Cen. 16,851; E&P 92 Est. 17,542

NDM-ABC: (80) 12,074

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: Carson City 26,940

7 - ELECTRIC METERS: Residence 14,879

8 - GAS METERS: City & County 10,622

9 - PRINCIPAL INDUSTRIES: Gov't; Tourism; Light Mfg.; Whol.-Ret. Sales.

10 - CLIMATE: Min. & Max. Temp.-Jan. Av. Low 19; July Av. High 89. Sunshine 266 days a yr.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Carson St.; 6 blocks S. (27 stores); 8 blocks N. (3 major stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carson St.(30)	NA	Sears, Safeway
Silver City(27)	2	K mart, Radio Shack, Albertson's
Carson Mall(33)	2	JCPenney
Frontier Plz.(45)	3	Pay 'N Pak
Mayfair Ctr.(5)	4	Thrifty Drug
Warehouse Ctr. (30)	4	Scolari's, Coast-to-Coast, Ben Franklin
Carson Sq.(20)	4	Long's Drug, Radio Shack
Winnie West(6)	3	Winchells Donuts, 7-Eleven

13 - RETAIL OUTLETS: Department Stores-JCPenney 2; Mervyn's; K mart.

Chain Drug Stores-Raley's; Thrifty; Osco; Longs.

Chain Supermarkets-Safeway; Scolari's 2; Albertson's; Smiths; Safeway; Raley's.

Other Chain Stores-Carson Furn.; Grand Auto; Triple S Tires; 7-Eleven 4; Miller's Outpost; True Value Hardware; Ace Hardware; Pay 'N Pak; Radio Shack; Kragen Auto Supply; House of Fabrics; Firestone; Red Wing Shoes; Fotomat; Curtis Mathis; Sherwin-Williams; Karl's Jr.; Bob's Big Boy; Handy Helper.

14 - NEWSPAPERS: NEVADA APPEAL (e-mon to fri) 10,695; (S) 12,363; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: David Clipson, Adv. Dir., NEVADA APPEAL, 200 Bath St.; PO Box 2288, Carson City, NV 89701; Tel. (702) 882-2111.

National Representative: Papert Companies.

ELKO

1 - LOCATION: Elko County, E&P Map C-2, County Seat. Interstate Hwy. 80 between Salt Lake City and Reno.

2 - TRANSPORTATION: Railroads-Southern Pacific; Union Pacific; Amtrak.

Motor Freight Carriers-3.

Intercity Bus Lines-Greyhound; Continental Trailways.

Airline-Sky West.

3 - POPULATION:

Corp. City 90 Cen. 14,736; E&P 92 Est. 15,932

CZ-ABC: (80) 8,758

RTZ-ABC: (80) 12,551

County 90 Cen. 33,530; E&P 92 Est. 36,759

City & RTZ-ABC: (80) 21,309

4 - HOUSEHOLDS:

City 90 Cen. 5,668; E&P 92 Est. 6,128

County 90 Cen. 13,412; E&P 92 Est. 14,703

CZ-ABC: (80) 3,353

RTZ-ABC: (80) 4,393

City & RTZ-ABC: (80) 7,746

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: Elko County 15,944

7 - ELECTRIC METERS: Residence 4,183

8 - GAS METERS: Residence 2,605

9 - PRINCIPAL INDUSTRIES: City Zone-Tourism; Railroad; Trucking; Constr.; Ranching; Electronics Mfg.; Mining.

Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-70; Summer 48-91; Fall 19-79; Winter 9-40. First killing frost, Sept. 30; last killing frost, June 1.

11 - TAP WATER: Neutral, very hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Elko Shopping Plz.(21)	NA	Fashion Crossroads, JCPenney
Elko Junetan	NA	Ralen's
Sun Rise Ctr.(10)	NA	Albertson's, Payless, Sprouse-Reitz

Principal Shopping Days-Wed., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Golden Rule; JCPenney; Anacabe's.

Variety Stores-Sprouse-Reitz; Payless; Osco.

Chain Drug Store-Walgreens.

Chain Supermarkets-Mayfair; Albertson's; Raley's.

Other Chain Stores-Western Auto; Bob's Togs; Fashion Crossroads; Beno's.

14 - NEWSPAPERS: FREE PRESS (e) 5,893; sworn Sept 30, 1990.

Local Contact for Advertising and Merchandising Data: Mae and Mel Steninger, Pub., FREE PRESS, 3720 Idaho St.; PO Box 5099, Elko, NV 89801; Tel. (702) 738-3119.

National Representative: Landon Associates.

ELY

1 - LOCATION: White Pine County, E&P Map C-3, County Seat. Mining, tourist and stock center. 246 mi. SW of Salt Lake City. On U.S. Hwys. 6, 50, 93.

2 - TRANSPORTATION: Motor Freight Carriers-3.

Intercity Bus Lines-Maxway; U.P.S.; Valley Cargo.

Airline-Sky West.

3 - POPULATION:

Corp. City 90 Cen. 4,756; E&P 92 Est. 4,731

County 90 Cen. 9,266; E&P 92 Est. 9,514

4 - HOUSEHOLDS:

City 90 Cen. 1,829; E&P 92 Est. 1,820

County 90 Cen. 3,706; E&P 92 Est. 3,806

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$40,000,000
Savings & Loan	1	$10,000,000

6 - PASSENGER AUTOS: White Pine County 3,867

7 - ELECTRIC METERS: Residence 4,227

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mining; Constr. & Mfg.; Trans. & Util.; Total Employed 3,808.
Principal Industrial Pay Day-Tues.

10 - CLIMATE: Min. & Max. Temp.-Jan. 8-37; Apr. 28-59; July 48-88; Oct. 20-64. First killing frost, Oct.; last killing frost, May 28.

11 - TAP WATER: Alkaline, very hard; 197 ppm.

12 - RETAILING: Principal Shopping Center-8 blocks in center of town.

Principal Shopping Days-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Wilson Bates.

Variety Store-Sprouse-Reitz.

Chain Drug Stores-Economy; Steptoe; East Ely; Professional Phcy.

Chain Supermarket-IGA.

14 - NEWSPAPERS: TIMES (e-mon to fri) 2,720; sworn Oct. 1, 1990.

Local Contact for Advertising and Merchandising Data: Ken Kliewer, Adv. Dir., TIMES, 655 Aultman, Ely, NV 89301; Tel. (702) 289-4491.

National Representative: Papert Companies.

FALLON

1 - LOCATION: Churchill County, E&P Map B-2, 62 mi. from Reno, NV.

2 - TRANSPORTATION: Motor Freight Carrier-1.
Bus Line-Sierra Nevada Stage Lines.
Airlines-Served by airport at Reno, Nevada.

3 - POPULATION:
Corp. City 90 Cen. 646,438; E&P 92 Est. 774,873
County 90 Cen. 17,938; E&P 92 Est. 18,723

4 - HOUSEHOLDS:
City 90 Cen. 248,630; E&P 92 Est. 298,028
County 90 Cen. 7,175; E&P 92 Est. 7,489

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: Churchill County 9,454

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Agric.; Navy Base; Mfg. plants; Dairy; Cattle.
Principal Pay Days-1st; 15th.

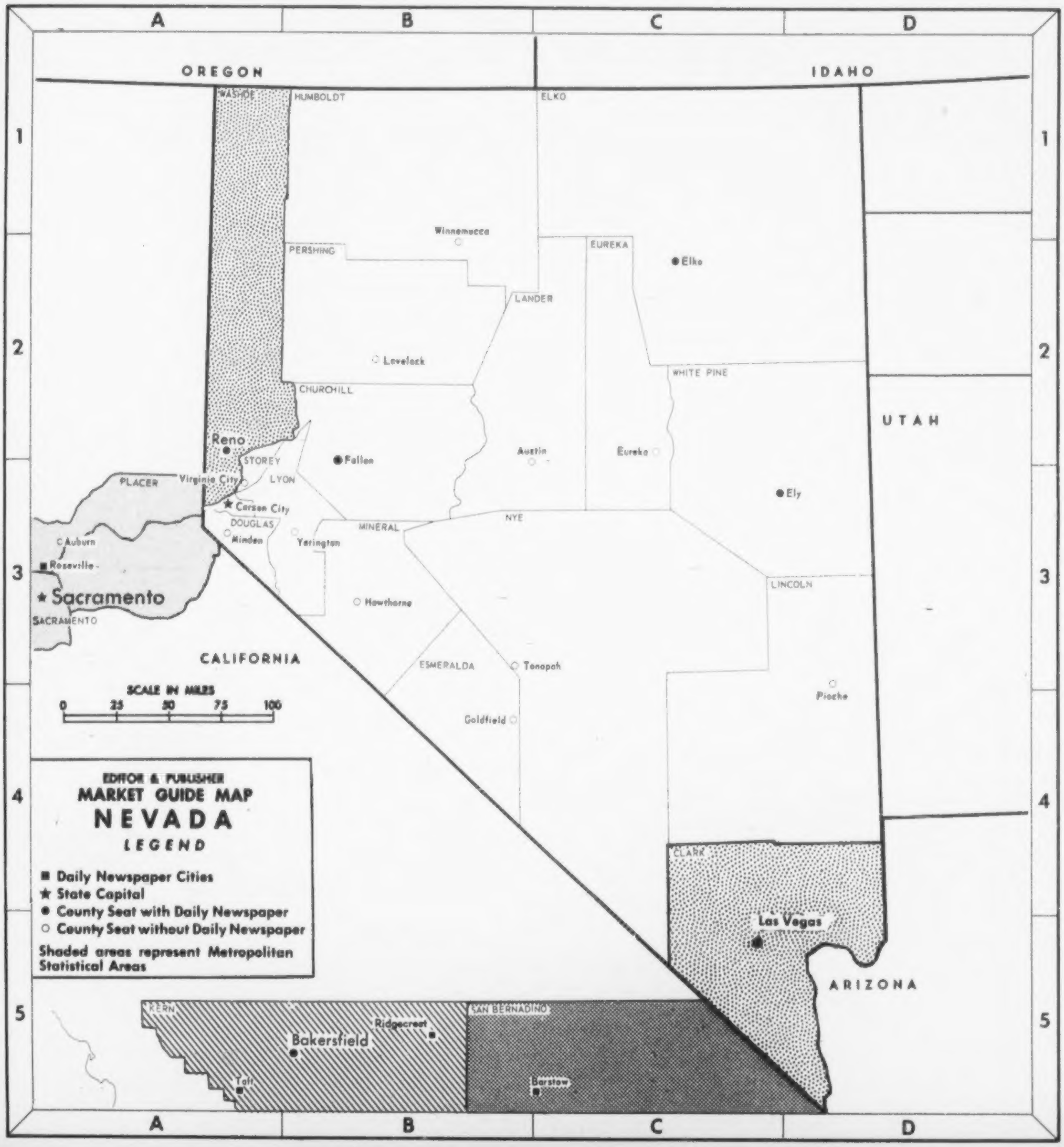
10 - CLIMATE: Min. & Max. Temp.-Summer 103; Winter 18. First killing frost, Oct.; last killing frost, Apr.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: Principal Shopping Center-Frontier Village; Stillwater Plaza; Valley Plaza.

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Most open until 9 p.m.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Beno's; Sears (catalog); Fashion Crosswords.
Variety Store-Sprouse.
Chain Drug Stores-Frontier; Raley's.
Chain Supermarkets-Raley's; Safeway.
Other Chain Store-Western Auto; Radio Shack.



A
B
C
D
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OREGON
IDAHO
UTAH
ARIZONA
CALIFORNIA
WASHOE
HUMBOLDT
ELKO
PERSHING
EUREKA
LANDER
WHITE PINE
CHURCHILL
STOREY
LYON
DOUGLAS
MINERAL
NYE
LINCOLN
ESMERALDA
CLARK
PLACER
SACRAMENTO
KERN
SAN BERNARDINO
Winnemucca
Elko
Lovelock
Reno
Fallon
Austin
Eureka
Ely
Virginia City
Carson City
Minden
Yerington
Hawthorne
Tonopah
Goldfield
Pioche
Las Vegas
Auburn
Roseville
Sacramento
Bakersfield
Ridgecrest
Taft
Barstow
SCALE IN MILES
0
25
50
75
100
EDITOR & PUBLISHER
MARKET GUIDE MAP
NEVADA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas

14 - NEWSPAPERS: LAHONTAN VALLEY NEWS & EAGLE STANDARD (m-tues to sat) 4,300; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: Joyce Thompson, LAHONTAN VALLEY NEWS & EAGLE STANDARD, PO Box 1297, Fallon, NV 89406; Tel. (702) 423-6041.
National Representative: Landon Associates.

LAS VEGAS

1 - LOCATION: Clark County, Las Vegas (MSA), E&P Map C-5, County Seat. Industrial mining center and vacation resort. Home of Nellis Air Force Base. On U.S. Hwys. 91, 93, 95, 466 and I-15. 290 mi. NE of Los Angeles; 452 mi. SW of Salt Lake City.

2 - TRANSPORTATION: Railroads-Union Pacific; Amtrak.
Motor Freight Carriers-57.
Intercity Bus Lines-Greyhound; Trailways; Las Vegas-Tonapah-Reno Stage Line; Las Vegas Transit System; Ray & Ross; Sun Valley; Westside Charter Service; Funbus Luxury Travel; Gray Line Tours.
Airlines-America West; American; Braniff; Continental; Delta; Eastern; Northwest Orient; Ozark; PSA; Republic; Southwest; Sunworld; TWA; United; Jet America.

3 - POPULATION:
Corp. City 90 Cen. 258,295; E&P 92 Est. 277,019
NDM-ABC: (80) 463,087
County/MSA 90 Cen. 741,459; E&P 92 Est. 796,390
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 100,896; E&P 92 Est. 108,211
County/MSA 90 Cen. 299,579; E&P 92 Est. 321,774
NDM-ABC: (80) 173,891

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	$7,699,200,000
Savings & Loan	3	$2,705,153,000
Savings Bank	2	N.A.

6 - PASSENGER AUTOS: Clark County 396,602

7 - ELECTRIC METERS: Residence, Commercial & Industrial 326,757

8 - GAS METERS: Residence, Commercial & Industrial 146,859

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Hotels, Gaming & Recreation 107,500; Mining 300; Constr. 34,500; Trans./Util. 19,000; Whol./Ret. Trade 77,000; Fin., Ins. & R.E. 16,800; Serv. 60,000; Gov't (excluding military) 38,700; Nellis AFB & Indian Spring AFB 15,000; Nellis AFB (civilian) 2,000; Nev. Test Site 8,000.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: June 1985 Av. monthly high 102, low 72; Dec. 1985 Av. monthly high 60, low 36; High temp. 1985, 116. Rainfall 1985, 1.27 in.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-Las Vegas is divided east/west by the strip with Boulevard Mall with 85 merchants in the east & Meadows Mall with 144 merchants in the west. The third major mall is The Fashion Show on the Las Vegas Strip with 140 merchants.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Tropicana E. Ctr.(18)	NA	Albertson's, Ole's Plus
Green Valley	NA	Smith's Food King
Commercial Ctr.	NA	Aaron Bros.
Mission Ctr.	NA	Lucky, Osco, Toys 'R' Us
Park Place	NA	Vons, Mervyn's, Service Merchandise
Renaissance Ctr. E.	NA	Skaggs Alpha Beta
Spring Oaks Plz.	NA	Lucky, Pic 'N Save
Spanish Oaks	NA	Albertson's, Osco
Decatur Meadows	NA	Von's, Aaron Bros.
Civic Ctr. Plz.(32)	NA	Smith's Food King
College Pk.	NA	Lucky, Osco, Miller's Outpost
Nellis Crossing	NA	Target, Mervyn's
Charleston Plz. Mall	NA	Home Club, Osco

13 - RETAIL OUTLETS: Department Stores-Broadway Southwest; Macy's; Dillard's; May Co.; JCPenney; Montgomery Ward; Mervyn's; Neiman Marcus; Saks Fifth Avenue; Sears.
Discount Stores-K mart; Target; Home Express; Wal-Mart.
Variety Stores-Woolworth; Sprouse-Reitz; Pic 'N Save.
Chain Drug Stores-Thrifty; White Cross; Osco.
Chain Supermarkets-Albertson's 11; Food-4-Less 2; Lucky 21; Food Giant 3; Smiths Food King 11; Von's 13.
Other Chain Stores-B. Dalton; Breuner's Home Furnishers; Carpet Barn; Chandlers Shoes; C.H. Baker; Checker Auto Parts; Chess King; Color Tile; Fashion Conspiracy; Fischer's Ethan Allen Gallery; Florsheim; Foxmoor Casuals; Fredericks; Gallenkamp's; Hallmark; Harris & Frank; Hickory Farms; Houston Home Lumber; Household Finance; House of Fabrics; J. Herbert Hall; Judy's; Kinney's; Leeds-Qualicraft; Lerner; Merle Norman; McMahan's Furn.; Miller's Outpost; Naturalizer; Ole's; Pittsburgh Paints; Radio Shack, RB Furn.; Red Cross Shoes; Sees Candy; Silverwoods; Singer; Size 5-7-9; Standard Brands; Stride Rite; Tandy Leather; Wallpaper To Go; Western Auto; Zales; Marshalls; Wherehouse Records; Payless Cashways; Chief Auto Parts; Pep Boys; Builder's Square; Club Wholesale; Home Club; Costco.

14 - NEWSPAPERS: REVIEW-JOURNAL (m-mon to fri) 139,735; LAS VEGAS SUN (e-mon to fri) 36,559; REVIEW-JOURNAL/SUN (m-sat) 162,116; (S) 212,283; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Jack Harpster, Adv. Dir., REVIEW-JOURNAL/SUN, 111 W. Bonanza; PO Box 70, Las Vegas, NV 89125-0070; Tel. (702) 383-0211.
National Representative: Papert Companies.

SPARKS

1 - LOCATION: County-Washoe County (In Reno MSA). E&P Map A-2.

2 - TRANSPORTATION: Railroad-Southern Pacific.
Inter City Bus Line-Citifare.

3 - POPULATION:
Corp. City 90 Cen. 53,367; E&P 92 Est. 55,884
County 90 Cen. 254,667; E&P 92 Est. 266,608

4 - HOUSEHOLDS:
City 90 Cen. 20,526; E&P 92 Est. 21,494
County 90 Cen. 106,111; E&P 92 Est. 111,087

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: Washoe County 140,801

7 - ELECTRIC METERS: Residential 224,392

8 - GAS METERS: Residential 70,701

9 - PRINCIPAL INDUSTRIES: Casino 2,600; Warehousing N.A.; (Av. Wkly Wage - N.A.).
Principal Industrial Pay Day-N.A.

10 - CLIMATE: Min. & Max. Temp: Av. Jan. 18 -45; July 47 - 91. Av. annual 67-high; 32-low. First killing frost 1st week in Oct.; last killing frost N.A.

11 - TAP WATER: Soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Paradise Plaza; Silverstate Mall; McCarran Plz.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Paradise Plz. (15)	2	K mart
McCarran Plz. (12)	1	Albertson's, Long's
Silverstate Mall(24)	1	Safeway, Mervyn's

Principal Shopping Days-Sat., Sun.
Stores Open Evenings-All.

13 - RETAIL OUTLETS: Department Stores-Mervyn's; Gazin's.
Variety Store-K mart.
Chain Drug Stores-Long's; Osco.
Chain Food Supermarkets-Albertson's; Safeway; Raleys; Smiths.

14 - NEWSPAPERS: DAILY TRIBUNE (e-mon to fri) 5,132; sworn Sept. 28, 1990.
Local Contact for Advertising and Merchandising Data: Cheryl Bain, Adv. Mgr., DAILY TRIBUNE, 1002 C St.; PO Box 887, Sparks, NV 89431; Tel. (702) 358-8061.
National Representative: None.

RENO

1 - LOCATION: Washoe County, E&P Map A-2 (In Reno MSA). Situated at the eastern base of the Sierra Nevada Mountains. 32 mi. NW by N of Carson City; Reno is 227 hwy. mi. E of San Francisco, CA via I-80. On U.S. Hwys. 395, I-80.

2 - TRANSPORTATION: Railroads-Southern Pacific; Union Pacific; Amtrak.
Motor Freight Carriers-19.
Intercity Bus Lines-Continental Trailways; Citifare; Grayline Scenic Tours; Greyhound; Las Vegas-Tonapall-Reno (LTR) Stage Lines; Nevada Central Motor Lines.
Airlines-United; America West; American; Continental; Delta; USAir; United Express; Skywest; Northwest; Southwest.

3 - POPULATION:
Corp. City 90 Cen. 133,850; E&P 92 Est. 136,720
NDM-ABC: (80) 234,475
County/MSA 90 Cen. 254,667; E&P 92 Est. 266,608
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 69,818; E&P 92 Est. 71,315
County/MSA 90 Cen. 106,111; E&P 92 Est. 111,087
NDM-ABC: (80) 92,323

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$1,431,042,000
Commercial	7	$6,478,766,000

6 - PASSENGER AUTOS: Washoe County 140,801

7 - ELECTRIC METERS: Residence & Bus. 83,010

8 - GAS METERS: Residence & Bus. 47,810

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 7,700 ($457); Mfg. 8,600 ($257); Trans., Commun. & Util. 9,200 ($324); Total Trade 33,500 ($214); Finance, Insurance & Real Estate 7,000 ($203); Hotel, Amusement & Personal Service 60,000 ($178); Gov't 18,300 ($307); Educ. 5,600 ($232).
Principal Industrial Pay Days-10-20, 15-30.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-65; Summer 46-89; Fall 31-70; Winter 16-45. First killing frost, Aug. 29; last killing frost, June 29.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown; 10 blocks on Virginia St. and Sierra St. and connecting sts. Park Lane; Plumb Lane; Meadowood Mall (S. Virginia).
Neighborhood Shopping Centers-Keystone Sq.; Keystone Ave.; Lakeside Plz., Plumb Lane Plz., 4th St.; Pyramid Park, Kietzke Lane; Ideal Moana Lane; Old Town Mall-S. Virginia; Meadowood Mall-S. Virginia, Clarkson's Plz., Gentry Way; Town & Country, Vassar Way; Del Monte, S. Virginia St.; Moana East, Moana Lane; Greenbrae, Greenbrae St.; K mart, Oddie Blvd.; Bonanza Sq., N. Virginia St.; Oddie Mall, Oddie Blvd.; Silver State Plz., Prater Way; Ross Plz., Rock Blvd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lakeside Plz.(15)	NA	Albertson's, Thrifty
Park Lane(92)	NA	Sears, Weinstock's
Moana West(30)	NA	
Shoppers Sq.(38)	NA	Marshalls, Osco
Old Town Mall(25)	NA	Breuner's, Raley's
McCarran Plz.(24)	NA	Albertson's, Longs
Meadowood(78)	NA	Macy's, JCPenney

Principal Shopping Days-Department Stores-Thur., Fri. & Sat.; Food-Wed., Sat.
Stores Open Evenings-Food-Every night.
Stores Open Sundays-Food and 60% retail.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; JCPenney; Weinstock; Mervyn's 2; Macy's.
Variety Stores-Woolworth 2; Sprouse-Reitz.
Discount Stores-K mart 2; Target 2; ShopKo 3.
Chain Drug Stores-Thrifty; Raley's 5; Rexall; Osco.
Chain Supermarkets-Safeway 3; Raley's 5; Albertson's 5; Scolari's; Smith's 2.
Other Chain Stores-The Good Guys; Circuit City; Leeds; Rogers; Lerner; Lanz; Zales; Thom McAn; Pay 'N Pak; Singer; The Tall Shop; McMahon's; Kinney Shoes; Huston's Shoes; Red Wing Shoes; Breuner's; See's Candy; Radio Shack; House of Fabrics; Swiss Colony; Weisfield's; Waldenbook; Goodyear; Baskin-Robbins; Alber's; B.F. Goodrich; Hallmark; Ethan Allen; RB Furn; 7-Eleven; Marshalls; Ross Store.

14 - NEWSPAPERS: RENO GAZETTE-JOURNAL (m-mon to fri) 66,781; (S) 82,507; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Robert Dickey, Adv. Dir., RENO GAZETTE-JOURNAL, 955 Kuenzli Lane; Box 22000, Reno, NV 89520; Tel. (702) 788-6200.
National Representative: Gannett National Newspaper Sales.

NEW HAMPSHIRE SURVEYS

METROPOLITAN STATISTICAL AREAS

Manchester-Manchester city; Bedford and Goffstown towns in Hillsborough County; Allenstown and Hooksett towns in Merrimack County, Auburn and Candia towns in Rockingham County.

Portsmouth-Dover-Rochester, NH-ME-Portsmouth city; Exeter, Greenland, Hampton, New Castle, Newfields, Newington, Newmarket, North Hampton, Rye and Stratham towns in Rockingham County, NH; Dover, Rochester and Somersworth cities; Barrington, Durham, Farmington, Lee, Madbury, Milton and Rollinsford towns in Strafford County, NH; Berwick, Eliot, Kittery, North Berwick, Ogunquit, South Berwick, Wells and York towns in York County, ME.

PRIMARY METROPOLITAN STATISTICAL AREAS

Lawrence-Haverhill, MA-NH-Lawrence, Newburyport and Haverhill cities; Amesbury, Andover, Boxford, Georgetown, Groveland Merrimac, Methuen Newbury, North Andover, Salisbury and West Newbury towns in Essex County, MA; Atkinson, Brentwood, Danville, Derry, East Kingston, Hamstead, Kingston, Newton, Plaistow, Salem, Sandown, Seabrook and Windham towns in Rockingham County, NH.
Lowell, MA-NH-Lowell city; Billerica, Chelmsford, Dracut, Dunstable, Pepperel, Tewksbury, Tyngsborough and Westford towns in Midlesex County, MA; Pelham town in Hillsborough County, Londonderry town in Rockingham County.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

Boston-Lawrence-Salem, MA-NH-Includes Boston, MA PMSA; Brockton, MA PMSA; Lawrence Haverhill, MA-NH PMSA; Lowell, MA-NH PMSA; Nashua, NH PMSA; and Salem-Gloucester, MA PMSA.

POPULATION ESTIMATES

(Thousands)

Age Group	1980	1990	1992
Under 5 Years	63	91	91
5-14 Years	145	165	166
15-24 Years	171	166	167
25-44 Years	266	377	378
45-64 Years	175	201	201
65 and Over	103	114	114
TOTAL	923	1,113	1,113

Based on U.S. Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1977 Census	1982 Census	1992 Est.
Bldg. Mat./Hdwr	240	332	13,027
General Mdse	353	525	973
Food	826	1,252	2,732
Automobiles	649	949	3,013
Gasoline Stations	237	398	646
Apparel	135	244	576
Furniture	122	192	574
Eat-Drink Places	253	418	1,041
Drugs	78	133	321
TOTAL SALES	3,387	5,354	13,027

CLAREMONT

1 - LOCATION: Sullivan County, E&P Map B-5. Shpg. Ctr. for 35 mi. radius in NH and VT. Ctr. for machine tool industry. 100 mi. from Boston. On State Hwys. 11, 12, 103; Near I-89 & I-91.

2 - TRANSPORTATION: Railroads-Boston & Maine; Claremont & Concord.

Motor Freight Carriers-13.

Intercity Bus Lines-Vt. Transit; Greyhound.

Airline-Municipal Airport.

3 - POPULATION:

Corp. City 90 Cen. 38,592; E&P 92 Est. 43,681
CZ-ABC: (80) 14,557
RTZ-ABC: (80) 54,917
County 90 Cen. 38,592; E&P 92 Est. 39,327
City & RTZ-ABC: (80) 69,474

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 14,427; E&P 92 Est. 16,329
County 90 Cen. 15,437; E&P 92 Est. 15,731
CZ-ABC: (80) 5,653
RTZ-ABC: (80) 19,991
City & RTZ-ABC: (80) 25,644

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$74,280,402
Commercial	5	$63,807,641

6 - PASSENGER AUTOS: Sullivan County 31,179

7 - ELECTRIC METERS: Residence 4,700

8 - GAS METERS: Residence 1,400

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Durables & Precision Machine in VT 3,000 ($225); NH 3,300 ($215); Non-Durable-Textiles, Plastics, Paper in VT 1,000 ($175); NH 2,300 ($180).

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-66; Summer 54-93; Fall 24-58; Winter 8-40. First killing frost, late Sept.; last killing frost, May 20.

11 - TAP WATER: Acid, soft.

12 - RETAILING: Principal Shopping Centers-4 blocks on Pleasant; 3 on Tremont; 2 on Broad; 2 on Main.

Neighborhood Shopping Centers-6 blocks on Washington St.; 1 on Maple Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Upper Valley Plz.	25	Rich's, Purity Supreme, K mart
Lebanon Mall	25	IGA
Newport	10	Ames, Aubuchon, IGA
Springfield Plz.(22)	16	Young's, Sears, P&C, Ames
Sugar River Plz.(12)	10	Bustons, Rite Aid
Washington St. Plz.	NA	K mart, Grand Union, Super Shop 'N Save

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Fri. Super Markets every evening until 11:00 p.m.

13 - RETAIL OUTLETS: Department Stores-Sears; Ames; Furman's; JCPenney.

Variety Stores-Woolworth; K mart.

Chain Drug Stores-Rexall; Adams; CVS; Brooks; Duffys; General Sales; Cus. MD; Rite Aid; Carls.

Chain Supermarkets-Jiffy Marts; IGA; P&C; Grand Union; Super Shop 'N Save.

Other Chain Stores-W.E. Aubuchon Hdwe.; Sherwin-Williams; Goodyear; Radio Shack; Dunkin Donuts.

14 - NEWSPAPERS: EAGLE TIMES (e-mon to fri) 9,191; (S) 10,131; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Steve Pare, Adv. Dir., EAGLE TIMES, 19 Sullivan St., Claremont, NH 03743; Tel. (603) 542-5121.

National Representative: Landon Associates.

CONCORD

1 - LOCATION: Merrimack County, E&P Map C-5. State Capital, County Seat. Railroad, mining, manufacturing, and financial center. South Central part of state. 75 mi. from Boston. At hub of I-89, I-93, U.S. Hwys. 3, 4, 202; State Hwys. 3A, 9, 13, 36, 103, 106.

2 - TRANSPORTATION: Railroad-Boston & Maine.

Motor Freight Carriers-10

Intercity Bus Lines-Capital; Vermont Transit; Greyhound; Concord Trailways; Whitney's; Interstate.

3 - POPULATION:

Corp. City 90 Cen. 36,006; E&P 92 Est. 37,369
CZ-ABC: (80) 30,400
RTZ-ABC: (80) 84,159
County 90 Cen. 120,005; E&P 92 Est. 125,080
City & RTZ-ABC: (80) 114,559

4 - HOUSEHOLDS:

City 90 Cen. 13,460; E&P 92 Est. 13,970
County 90 Cen. 46,156; E&P 92 Est. 48,108
CZ-ABC: (80) 11,471
RTZ-ABC: (80) 29,084
City & RTZ-ABC: (80) 40,555

5 - BANKS	NUMBER	EST. DEP.
Savings	4	N.A.
Commercial	5	N.A.

6 - PASSENGER AUTOS: Merrimack County 93,829

7 - ELECTRIC METERS: Residence 14,050

8 - GAS METERS: Residence 5,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Gov't 7,344 ($310); Mfg. 4,542 ($299); Trans., Util., Commun. 584 ($359); Trades 5,178 ($236); Fin., Ins., R.E. 2,668 ($339); Servs. 5,326 ($287); Contracting/Bldg. 616 ($278). Total employed in Concord, 26,258 ($285).

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-55; Summer 56-79; Fall 38-59; Winter 12-33. First killing frost, Sept. 28; last killing frost, May 5.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks on Main; 3 on State; 2 each on Pleasant, Warren, School.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Capitol(12)	NA	Ames, DeMoulas, Rite Aid
Eddy Plaza(9)	NA	Osco, Shaws, Rich's
Eagle Square	NA	
Steeplegate Mall	NA	JCPenney, Sears, Sage-Allen
Bradlees	NA	DeMoulas, Bradlees

Other Neighborhood Shopping Centers-Penacook; West Concord; East Concord; Concord Heights; South St. at Clinton and Broadway.

Principal Shopping Days-Wed., Thur., Fri.

Stores Open Evenings-Thur., Fri. Some, every night.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears.

Discount Stores-Bradlees; Rich's; Ames.

Chain Drug Stores-CVS; Walgreens; Rite Aid; Osco.

Chain Supermarkets-A&P 2; IGA; Shaw's; DeMoulas 2.

Other Chain Stores-Scott Jewelry; Sherwin-Williams; Goodyear; Toy City; Allied Radio Shack; Grossman's Lumber; Merrimack Furniture; Ralph Pill Electric; Martin's Hosiery; True Value Hdwe.; Wilber's Servistar; Rich's; Steenbeke's Home Supply; Artisan Outlet; Perfecta Camera; Tom Ray Office Supply; Major Brands; Goulet Supply; Fayva Shoe; Rooks; Dexter Shoes; Bass Shoe; NHD Hardware; Tons of Toys; Napa Auto Parts.

14 - NEWSPAPERS: MONITOR (e) 21,833; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Roger Provlx, Ret. Adv. Mgr., MONITOR, One Monitor Drive, Concord, NH 03302-1177; Tel. (603) 224-5301.

National Representative: Landon Associates.

CONWAY-NORTH CONWAY

1 - LOCATION: Carroll County, E&P Map D-3.

2 - TRANSPORTATION: Intercity Bus Line-Trailways.

3 - POPULATION:

Corp. Cities 90 Cen. 10,354; E&P 92 Est. 12,051
Conway 90 Cen. 8,250; E&P 92 Est. 9,683
North Conway 90 Cen. 2,104; E&P 92 Est. 2,368
County 90 Cen. 35,410; E&P 92 Est. 37,117

4 - HOUSEHOLDS:

Cities 90 Cen. 3,909; E&P 92 Est. 4,614
Conway 90 Cen. 3,125; E&P 92 Est. 3,724
North Conway 90 Cen. 784; E&P 92 Est. 890
County 90 Cen. 14,754; E&P 92 Est. 15,465

5 - BANKS	NUMBER	DEPOSITS
Commercial	12	N.A.

6 - PASSENGER AUTOS: Carroll County 35,355

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, (Av. Wkly. Wage)-Tourism ($200).

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Av. Temp.-Summer 72; Winter 20.

11 - TAP WATER: Hard.

12 - RETAILING: Neighborhood Shopping Center-Mountain Valley Mall.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Mountain Valley Mall	NA	K mart JCPenney

13 - RETAIL OUTLETS: Department Store-JCPenney.

Discount Store-K mart.

Chain Drug Stores-Welby; CMV; Laverdi.

Chain Supermarkets-Shop 'N Save; Shaw's; IGA.

14 - NEWSPAPERS: CONWAY DAILY SUN (m) 8,500 (free); Publisher's Statement Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Mark Guerringue, Pub., CONWAY DAILY SUN, PO Box 1940, North Conway, NH 03860; Tel. (603) 356-2999.

National Representative: None.

DOVER

1 - LOCATION: Strafford County (In Portsmouth-Dover-Rochester, NH-ME NECMA), E&P Map D-5, County Seat. On Cocheco River; 11 mi. NW of Portsmouth; in SE part of state; midway bet. Boston and Portland. Gateway to White Mtns. at entrance of Spaulding Tpke.

2 - TRANSPORTATION: Railroad-Boston & Maine.

Motor Freight Carriers-32.

Intercity Bus Lines-Trailways; Greyhound; C&J Airport Limousine Service; C.O.A.S.T.

3 - POPULATION:

Corp. City 90 Cen. 25,042; E&P 92 Est. 25,741
County 90 Cen. 104,233; E&P 92 Est. 108,673
NDM-ABC: (80) 90,023
NECMA 90 Cen. 350,078; E&P 92 Est. 367,112

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 9,361; E&P 92 Est. 9,623
County 90 Cen. 40,090; E&P 92 Est. 41,797
NECMA 90 Cen. 131,143; E&P 92 Est. 137,515
NDM-ABC: (80) 30,651

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$69,545,000
Savings	3	$692,472,000

6 - PASSENGER AUTOS: Strafford County 73,094

7 - ELECTRIC METERS: Residence 42,958

8 - GAS METERS: Residence 3,500

9 - PRINCIPAL INDUSTRIES: Tools & Dies; Die Making; Electronic Parts & Accessories; Meters & Transformers; Electroplating; Elect. Components; Fiber Goods; Motors & Blowers; Presses; Urethane moulded products for automotive industry; Sales Registers & Printed Forms; Textile Prods.; Mica Prods.; Steel Fabricators; Leather Prods.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Acid, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Dover(50)	NA	Shop 'N Save, Service Mdse., Shaw's, NDH Hdwe
Newington Mall (70)	15	Mont. Ward, Shaw's, CVS, Bradlees
Fox Run Mall (100)	15	Sears, Filene's, JCPenney, Jordan Marsh

Principal Shopping Days-Sat., Sun.

Stores Open Evenings-Discount, Variety & Food.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Rich's; Jordan Marsh; K mart; JCPenney; Service Mdse.; Sears; Filene's; Wal-Mart.

Discount Stores-Off Price Outlets; Bradlees.

Chain Drug Stores-Osco; Welby's; Brooks; CVS.

Chain Supermarkets-Shaw's 2; Shop 'N Save 2; DeMoulas 2; Prescott Farms.

Other Chain Stores-Western Auto; Radio Shack; Rivers Camera Store 5; P.C. Paint; Factory Outlet; Yield House; Red's Shoe Barn.

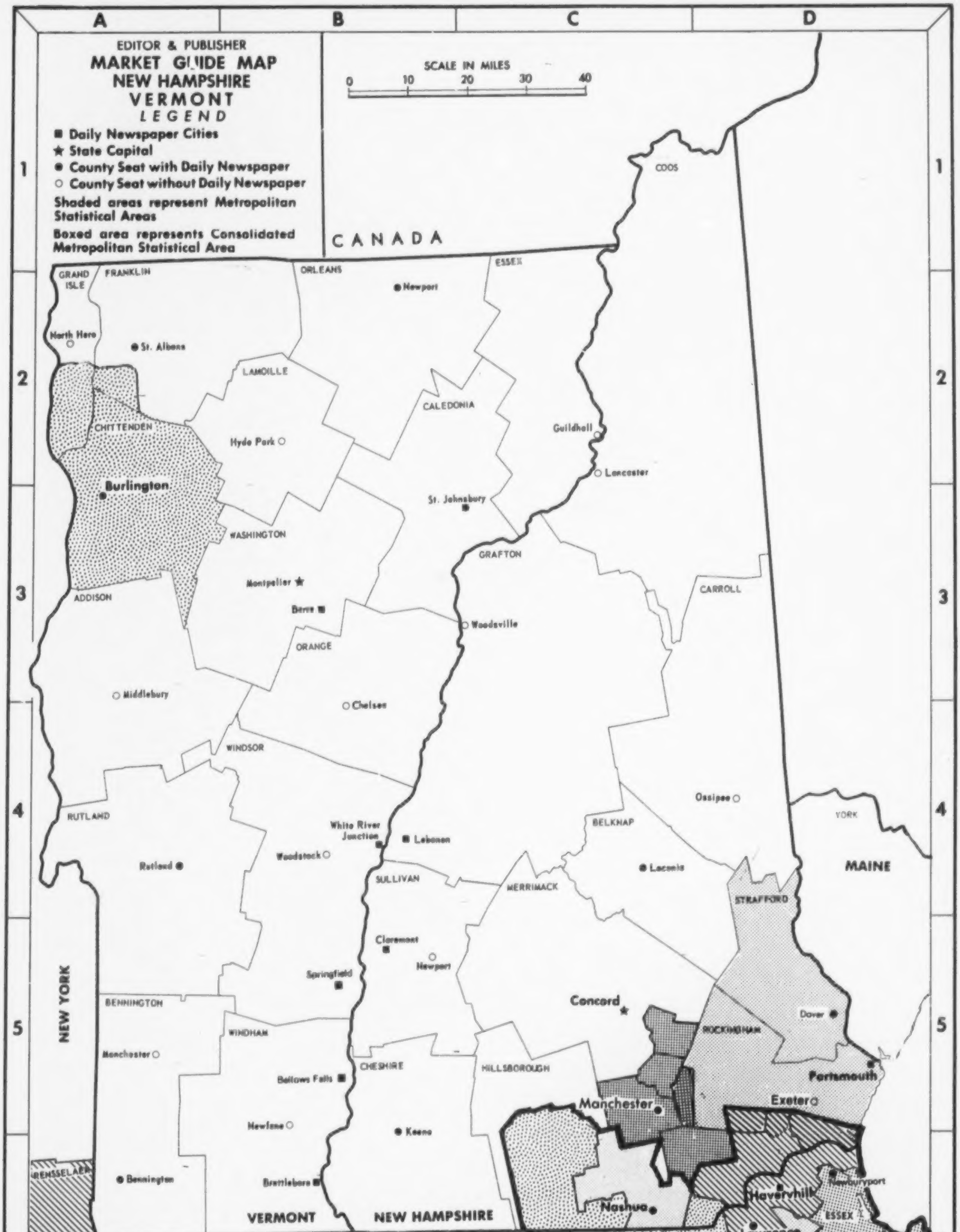
14 - NEWSPAPERS: FOSTER'S DEMOCRAT (e) 30,006; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Conrad Lebrun, Retail Adv. Mgr., FOSTER'S DEMOCRAT, 333 Central Ave., Dover, NH 03820; Tel. (603) 742-4455.

National Representative: Landon Associates.

HANOVER

See LEBANON


EDITOR & PUBLISHER

MARKET GUIDE MAP
NEW HAMPSHIRE
VERMONT

LEGEND

- ■ Daily Newspaper Cities
- ★ State Capital
- ● County Seat with Daily Newspaper
- ○ County Seat without Daily Newspaper

Shaded areas represent Metropolitan Statistical Areas

Boxed area represents Consolidated Metropolitan Statistical Area

SCALE IN MILES
0
10
20
30
40
A
B
C
D
1
2
3
4
5
6
CANADA
COOS
GRAND ISLE
FRANKLIN
ORLEANS
ESSEX
Newport
North Hero
St. Albans
LAMOILLE
CALEDONIA
CHITTENDEN
Hyde Park
Guildhall
Lancaster
Burlington
St. Johnsbury
WASHINGTON
GRAFTON
CARROLL
Montpelier
Barre
ADDISON
Woodsville
ORANGE
Middlebury
Chelsea
WINDSOR
Ossipee
RUTLAND
White River Junction
Lebanon
BELKNAP
YORK
MAINE
Rutland
Woodstock
Laconia
SULLIVAN
MERRIMACK
STRAFFORD
Claremont
Newport
Springfield
NEW YORK
BENNINGTON
Concord
Dover
ROCKINGHAM
WINDHAM
Manchester
CHESHIRE
HILLSBOROUGH
Portsmouth
Bellows Falls
Manchester
Exeter
Newfane
Keene
RENSSELAER
Bennington
Brattleboro
Haverhill
Newburyport
Nashua
ESSEX
VERMONT
NEW HAMPSHIRE
Lawrence
WORCESTER
MIDDLESEX
MASSACHUSETTS
Lowell
Beverly
Fitchburg
Leominster
Salem
Wakefield
Melrose
Lynn

KEENE

1 - LOCATION: Cheshire County, E&P Map B-6. County Seat. Industrial & retail ctr. in SW part of State on State Hwys. 9, 10, 12, 101. 92 mi. NW of Boston; 55 mi. from Manchester.

2 - TRANSPORTATION: Motor Freight Carriers-25.
Intercity Bus Lines-People's; Vermont Transit.

3 - POPULATION:
Corp. City 90 Cen. 22,430; E&P 92 Est. 22,773
NDM-ABC:(80) 62,116
County 90 Cen. 40,121; E&P 92 Est. 35,939

4 - HOUSEHOLDS:
City 90 Cen. 8,385; E&P 92 Est. 8,513
County 90 Cen. 15,431; E&P 92 Est. 13,823
NDM-ABC:(80) 21,832

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	4	$444,943,000
Savings & Loan	1	$106,000,000
Commercial	2	$226,661,000

6 - PASSENGER AUTOS: Cheshire County 54,611

7 - ELECTRIC METERS: Residence 15,000

8 - GAS METERS: Residence 1,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 9,325 ($447); Durable goods 6,497 ($458); Nondurable goods 2,828 ($422); Non-mfg. 21,496 ($326). Total all industry 30,821 ($363).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 8-77; Summer 41-94; Fall 18-79; Winter-12-51. First killing frost, Oct. 5; last killing frost, May 8.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: Principal Shopping Center-Central Sq.; 4 blocks on Main St.; 2 on West St.; 1 on Roxbury St.; 1 on Washington St.; 1 on Marlboro St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Colony Mill(40)	NA	Joe Jones Ski & Sport, Cherry Webb & Touraine
Fairbanks(15)	1	Super Place, Walgreens, Hilson Home Center,
Keene Plz.(2)	1	Edward's, CVS, Toy Works
Riverside Plz. (18)	1	Tons of Toys, Bradlees
West St (13)	1	Rich's, CVS, Sun Foods

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Fri., Main St.; Shopping Centers every night.
Stores Open Sunday-12 noon to 6.

13 - RETAIL OUTLETS: Department Stores-Goodnow's; Bradlees; Rich's.
Variety Store-Woolworth.
Chain Drug Stores-Rexall; Walgreens; CVS; Brooks.
Chain Supermarkets-Edward's; Super Place; Wilbers 2; Sun Foods.
Other Chain Stores-Agway Farm & Garden Center; Bass; Blue Seal Feeds & Needs; Cherry Webb & Touraine; Dexter; Dunham; Fayva; Goodyear; Grossman's; Hilson's Home Centers; Joe Jones Ski & Sports Shop; McAuliffe Office Supplies; Computer Town; Perfecta Camera; Radio Shack; Stone & Co.; Sears; Sherwin-Williams; So-Fro Fabrics; JoAnn Fabrics; Poore Simons; Toy Works.

14 - NEWSPAPERS: SENTINEL (e) 16,235; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Colin R. Lyle, Adv. Dir., SENTINEL, 60 West St.; PO Box 546, Keene, NH 03431; Tel. (603) 352-1234; FAX (603) 352-0437.
National Representative: Landon Associates.

LACONIA

1 - LOCATION: Belknap County, E&P Map C-4. County Seat. In central New Hampshire on Daniel Webster Hwy. U.S. Route 3.

2 - TRANSPORTATION: Railroad-Boston & Maine.
Motor Freight Carriers-8.
Intercity Bus Lines-Interstate; Trailways; Concord Coach.
Airline-Precision.

3 - POPULATION:
Corp. City 90 Cen. 15,743; E&P 92 Est. 15,879
CZ-ABC: (80) 24,442
RTZ-ABC: (80) 72,668
County 90 Cen. 49,216; E&P 92 Est. 50,778
City & RTZ-ABC: (80) 97,110

4 - HOUSEHOLDS:
City 90 Cen. 5,885; E&P 92 Est. 5,936
County 90 Cen. 19,686; E&P 92 Est. 20,311
CZ-ABC: (80) 8,809
RTZ-ABC: (80) 26,760
City & RTZ-ABC: (80) 35,569

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$85,016,000
Savings	2	$122,634,794
Savings & Loan	1	$51,700,000

6 - PASSENGER AUTOS: Belknap County 41,833

7 - ELECTRIC METERS: Residence 15,000

8 - GAS METERS: Residence 1,950

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Engineering 125; Woodstove Mfg 65; Woodworking 250; Knitting 235; Gen. Mfg. 746; Electronics 400.
Principal Pay Days-Thur., Fri.

10 - CLIMATE: First killing frost, Oct. 1; last killing frost, May 15.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Centers-6 blocks on Main St.; 1 on Court St.; 1 on Union Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Keller's Plz. (4)	4	Timberline Shoes
Lake Region(14)	4	Osco, K mart, Radio Shack, Sears
Belknap Mall(15)	1	Shaw's, CVS
Franklin	10	Rite Aid, Steenbek, Newberry
Capital(12)	26	Britt's
Concord	26	Shaws, Howlands, Rich's

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Store-O'Shea's.
Variety Store-Newberry.
Discount Stores-Globe; K mart.
Chain Drug Stores-Rexall 2; Osco; CVS; Value Plus.
Chain Supermarkets-IGA; Dan's Star Mkt.; Shaw's; Mr. Grocer.
Other Chain Stores-Sanel; Lynch Paints; Fletchers Paint; Lynch's; Signal Auto; Sherwin-Williams; Singer Co.; Sears (catalog); Endicott-Johnson; Grossman's; Diamond National; R&R Jewelry.

14 - NEWSPAPERS: CITIZEN (e) 10,602; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Richard Buckman, Adv. Mgr., CITIZEN, 171 Fair St.; Box 40, Laconia, NH 03246; Tel. (603) 524-3800.
National Representative: Landon Associates.

LEBANON-HANOVER, NH-WHITE RIVER JUNCTION, VT

1 - LOCATION: Grafton & Sullivan Counties, NH, Orange & Windsor Counties, VT. E&P Map B-4. Mfg. & industrial ctr. At junction of Mascoma, Connecticut & White Rivers. 123 mi. from Springfield, MA; 142 mi. from Boston, MA; 203 mi. from Montreal, Que. On U.S. Hwys. 4, 5, I-89, I-91; NH Hwys. 120, 10, 12A; VT Hwys. 14, 10A.

2 - TRANSPORTATION: Railroads-Boston & Maine; Vermont Central; Canadian Pacific; Canadian National; Amtrak.
Motor Freight Carriers-11.
Intercity Bus Lines-White River; Vermont Transit; Boston & Main; Greyhound.
Airlines-Delta's Business Connection; Northwest's Air Link.

3 - POPULATION:
Corp. Cities 90 Cen. N/A; E&P 92 Est. N/A
  Lebanon, NH 90 Cen. 12,183; E&P 92 Est. 12,473
  Hanover, NH 90 Cen. 6,538; E&P 92 Est. 6,061
  Norwich, VT 90 Cen. N/A; E&P 92 Est. N/A
  Hartford, VT 90 Cen. 9,404; E&P 92 Est. 9,692
Counties 90 Cen. 193,725; E&P 92 Est. 199,430
  Grafton, NH 90 Cen. 74,929; E&P 92 Est. 77,209
  Sullivan, NH 90 Cen. 38,592; E&P 92 Est. 39,327
  Windsor, VT 90 Cen. 54,055; E&P 92 Est. 55,613
  Orange, VT 90 Cen. 26,149; E&P 92 Est. 27,281
NDM-ABC: (80) 30,614
RTZ-ABC: (80) 36,118
Total NDM & RTZ-ABC: (80) 66,732

4 - HOUSEHOLDS:
Cities 90 Cen. N/A; E&P 92 Est. N/A
  Lebanon, NH 90 Cen. 4,554; E&P 92 Est. 4,663
  Hanover, NH 90 Cen. 2,444; E&P 92 Est. 2,266
  Norwich, VT 90 Cen. N/A; E&P 92 Est. N/A
  Hartford, VT 90 Cen. 3,647; E&P 92 Est. 3,758
Counties 90 Cen. 75,452; E&P 92 Est. 77,670
  Grafton, NH 90 Cen. 29,972; E&P 92 Est. 30,884
  Sullivan, NH 90 Cen. 15,437; E&P 92 Est. 15,731
  Windsor, VT 90 Cen. 19,918; E&P 92 Est. 20,492
  Orange, VT 90 Cen. 10,125; E&P 92 Est. 10,563
NDM-ABC: (80) 10,594
RTZ-ABC: (80) 13,197
Total NDM & RTZ-ABC: (80) 23,791

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	6	N.A.
Commercial	22	N.A.

6 - PASSENGER AUTOS: Grafton, NH 57,181; Windsor, VT 325,773 (statewide)

7 - ELECTRIC METERS: Residence 7,864

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Machine Tools 2,500; Educational 3,500; Medical 3,000.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-53; Summer 54-77; Fall 37-57; Winter 9-29.

11 - TAP WATER: Alkaline, very soft; fluoridated and chlorinated.

12 - RETAILING: Principal Shopping Center-Several blocks in each town in City Zone. Upper Valley Shpg. Plz.; West Lebanon Shpg. Plz.; Powerhouse Mall; Glen Rd. Plz.; Colonial Shopping Plaza.

Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Fri., Mon., through Sun. in Plzs.

13 - RETAIL OUTLETS: Department Stores-Cowans'3; JCPenney.
Discount Stores-Rich's; K mart.
Variety Stores-Newberry; Woolworth.
Chain Drug Stores-Rexall 3; CVS; Carl's.
Chain Supermarkets-P&C 5; IGA; Purity Supreme; Hanover Consumer Co-op; Grand Union; Wing's Mkt.; George's A&G.
Other Chain Stores-Aubuchon; Agway; Western Auto; Sears; Midas Muffler; Trustworthy; True Value; Radio Shack; Sherwin-Williams; Nugents; Fayva Shoe; Dexter Shoe; Beaconway; Carroll Reed; Singer; Dunham Shoe; Billicks; Bass Shoe; Hoffmans Furniture; Hallmark Card Yard; Carvelle's Ice Cream; NAPA; Service Master; McDonald's; Burger King; Pizza Hut; Ponderosa; Friendlies; Papa Gino's; Dunkin Donuts; Wendy's; Weathervane.

14 - NEWSPAPERS: VALLEY NEWS (e) 18,634; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Terri Dudley, Adv. Dir., VALLEY NEWS, PO Box 877, White River Junction, VT 05001; Tel. (603) 298-8711.
National Representative: Landon Associates.

MANCHESTER

1 - LOCATION: Hillsborough County (Manchester-Nashua NECMA). E&P Map C-6. Industrial, whol. & ret. ctr.; 55 mi. NW of Boston, 65 mi. NNE of Worcester, in S central part of state. On U.S. Hwy. 3, 3A; State Hwys. 28, 101, 114; I-93, 293.

2 - TRANSPORTATION: Railroad-B&M.
Motor Freight Carriers-39.
Intercity Bus Lines-Vermont Transit; Concord Trailways.
Airlines-USAir; Continental Express; Northwest Airlink; United; American; Business Express-Delta Connection.

3 - POPULATION:
Corp. City 90 Cen. 99,567; E&P 92 Est. 101,952
CZ-ABC: (80) 135,961
RTZ-ABC: (80) 247,609
Co./NECMA 90 Cen. 336,073; E&P 92 Est. 350,056
City & RTZ-ABC: (80) 383,570
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 37,221; E&P 92 Est. 38,113
Co./NECMA 90 Cen. 124,471; E&P 92 Est. 129,650
CZ-ABC: (80) 48,240
RTZ-ABC: (80) 85,746
City & RTZ-ABC: (80) 133,986

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	1	$534,967,000
Savings & Loan	1	$305,000,000
Commercial	6	$702,000,000

6 - PASSENGER AUTOS: Hillsborough County 259,314

7 - ELECTRIC METERS: Residence 59,726

8 - GAS METERS: Residence 18,438

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber, Wood Prods., Furn. 650 ($209); Elect., Electronic, Mach. 5,950 ($223); Metal Prods. 750 ($242); Printing, Paper 900 ($315); Textiles & Apparel 1,950 ($192); Food 1,100 ($239).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-56; Summer 54-80; Fall 36-61; Winter 12-33. First killing frost, Sept. 24; last killing frost, May 17.

11 - TAP WATER: Slightly acid, very soft.

12 - RETAILING: Principal Shopping Centers-30 blocks on Elm St., N to S, Webster to Queen City Ave.; Easterly and Westerly 2 blocks; excepting Bridge, 3 blocks; Hanover, 4 blocks.
Neighborhood Shopping Centers-Granite St. S Main 6 blocks; Pinard St. & Mast Rd., 7 blocks; Cartier St. & Kelley, 10 blocks; Silver St. & Wilson, 4 blocks; S Maple St., & S. Willow, 14 blocks; W Bridge St. & McGregor, 3 blocks; Valley St. & Mammoth Rd., 3 blocks; Lake Ave. & Massabesic St., 3 blocks; Webster St. & D.W. Hwy. N, 16 blocks.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Alexander's Plz.	NA	Alexander's
The Mall of N.H.(88)	5	Sears, Filene's, Lechmere
Manchester	1	Woolworth, Vista Foods
Victor Plz.(5)	2	Alexander's, Rich's
Bedford Mall(26)	5	Jordan Marsh, Mont. Ward
Hampshire Plz. (20)	NA	Radio Shack, Naturalizer Shoes
Family Ctr.	4	Vista Foods, Osco
South Willow	3	Bradlees, Alexander's

K mart(Hooksett)	5	K mart
K mart(S. Willow) (11)	5	K mart, Filene's Basement Store
McGregor St.	2	Osco, Vista Foods
Goffstown Plz (12)	6	Stuart's, Shaw's, Radio Shack

Principal Shopping Days-Thur., Sat., Sun., Mon.

Stores Open Evenings-Shpg. ctrs., discount stores, supermarkets, neighborhood.

Stores Open Sundays-Shpg. ctrs., supermarkets, neighborhood.

13 - RETAIL OUTLETS: Department Stores-Sears; Jordan Marsh; Moreau's; Lechmere; Montgomery Ward; Filene's Basement.

Variety Store-Woolworth.

Discount Stores-Ames; Bradlees; CVS; Osco; Caldor; 606; K mart; Stuart's; Richs; Building 19.

Chain Drug Stores-Gosselin 5; Osco 2; Hospital Phcy. 3; Brooks 3; Rite Aid; Mall Drug; Medicine Shoppe; Wal-Mart; Pace; BJ's.

Chain Supermarkets-Vista Foods 5; Alexander's 4; Bi-Wise 2; Shaw's 4; Sully's 2; Marketbasket/DeMoulas.

Other Chain Stores-Aubuchon Hdwe.; Radio Shack; Stowells; Sherwin-Williams; Cobble Shop; Fanny Farmer; Hudson's; Anderson Little; Hallmark; Herman's Sport; Field's Hosiery; Richard's Shoe; Wallach's; Curtis Mathes; Agway; Grossman's; Sommerville Lumber; Florsheim Shoe; Kay Jewelers; Karten's; Hickory Farms; A.S. Beck; CWT; Fotomat; Cookin'; Paperback Booksmith; Book Gallery; Cumberland Farms; Docktor Pet; Photo Corral; Mothercare; Zales Jewelers; Spencer Gifts; Pearle Vision; B. Dalton Bookseller; ADAP Auto Parts; Robbins Auto; T.J. Maxx; Marshalls; So-Fro Fabrics; Sullivan Tire; Toys 'R' Us; Dexter Shoe; Sanel Auto Parts; Footwear House; Perfecta Camera; Prism Photo; Tire Whse.

14 - NEWSPAPERS: UNION LEADER (m) 71,018; NEW HAMPSHIRE SUNDAY NEWS (S) 98,788; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: William A. Taylor, UNION LEADER/NEW HAMPSHIRE SUNDAY NEWS, 100 William Loeb Dr., Manchester, NH 03108; Tel. (603) 668-4321.

National Representative: Sawyer-Ferguson-Walker.

NASHUA

1 - LOCATION: Hillsborough County (Manchester-Nashua NECMA). E&P Map C-6. County Seat. At junction of Nashua and Merrimack Rivers. 40 mi. N of Boston. On Daniel Webster Hwy. Route 3.

2 - TRANSPORTATION: Railroads-Boston & Maine.

Motor Freight Carriers-5.

Intercity Bus Lines-Trailways of NE; Hudson; Vermont; Community.

Intracity Bus Line-City Bus.

3 - POPULATION:

Corp. City 90 Cen. 79,662; E&P 92 Est. 82,555
CZ-ABC: (80) 95,004
RTZ-ABC: (80) 43,257
Co/NECMA 90 Cen. 336,073; E&P 92 Est. 350,056
City & RTZ-ABC: (80) 138,261

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 29,780; E&P 92 Est. 30,862
Co/NECMA 90 Cen. 124,471; E&P 92 Est. 129,650
CZ-ABC: (80) 32,382
RTZ-ABC: (80) 13,810
City & RTZ-ABC: (80) 46,192

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$498,001,103
Savings & Loan	2	$234,701,102

6 - PASSENGER AUTOS: Hillsborough County 259,314.

7 - ELECTRIC METERS: Residence 38,771.

8 - GAS METERS: Residence 18,901.

9 - PRINCIPAL INDUSTRIES: Computers; Coated and Wax Paper; Shoes; Pulp, Paper and Plastic Moulding Machines; Paper Boxes; Phonograph and Vaccine Needles; Lumber and Wood Prods., Steel Cabinets; Steel Toys; Greeting Cards; Screws; Bread & Candy Wrappers; Gummed Sealing Tape; Paper Napkins; Plates; Tape Dispensing Machines; Toys; Plastic Garments; Knitted Garments; Electronic Research & Components; Luggage; Plastic Packaging Units; Custom Hdwe.; Language Trainers; Packaging Materials; Chem.; Laboratory Equip.; Federal Aviation Control Center; Graphic Arts.

Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-58; Summer 52-83; Fall 41-65; Winter 22-42. First killing frost, Oct. 4; last killing frost, May 26.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on 4 Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pheasant Lane Mall(154)	4	Sears, Jordan Marsh, JCPenney, Lechmere
Southgate Plz.(7)	4	Stuarts, Market Basket
Royal Ridge Mall(20)	4	Marshalls, Ames, Purity Supreme
Daniel Webster Plaza(9)	3	Highland Superstores, Bradford Furn., Pier 1 Imports
Webster Sq. Plz.(20)	3	Filene's Basement, Service Mdse., Toys 'R' Us, Kids 'R'Us
Levitz Plz.(6)	3	Levitz Furn., Paperama
Simoneau Plz.	NA	Bradlees, Rozumeks' Mkt.
Nashua Mall(51)	1	Bradlees, Mont. Ward, Burlington Coat Factory, Alexander's, Market
Turnpike Plz.(6)	2	Rich's, Market Basket
Somerset Plz.(15)	2	K mart, Market Basket, Nevada Bob's

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Shopping Centers every evening until 9:30.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Sears; McQuade's; Miller's; JCPenney; Jordan Marsh.

Discount Stores-Kimrick Mills; Bradlees; Rich's; Stuarts; Marshalls; Ames; K mart; Filene's Basement; Service Mdse.

Chain Drug Stores-Walgreens; CVS; Osco.

Chain Supermarkets-Shaw's 3; Alexander's 3; DeMoulas 4; Purity Supreme.

14 - NEWSPAPERS: TELEGRAPH (e) 29,580; (S) 32,702; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Jack Von Deck, Adv. Mgr., TELEGRAPH, PO Box 1008, Nashua, NH 03061; Tel. (603) 882-2741.

National Representative: Landon Associates.

PORTSMOUTH

1 - LOCATION: Rockingham County (In Portsmouth-Dover-Rochester NECMA). E&P Map D-5. County Seat. 57 mi. NE of Boston; 50 mi. SW of Portland. On U.S. Hwys. 1, 1A, 95, 4. State Hwys. 16, 101. Resort area.

2 - TRANSPORTATION: Motor Freight Carriers-3.

Intercity Bus Lines-Greyhound; C&J Trailways.

3 - POPULATION:

Corp. City 90 Cen. 25,925; E&P 92 Est. 26,027
CZ-ABC: (80) 42,168
RTZ-ABC: (80) 60,485
County 90 Cen. 245,845; E&P 92 Est. 258,439
NECMA 90 Cen. 350,078; E&P 92 Est. 367,112
City & RTZ-ABC: (80) 102,653

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 9,692; E&P 92 Est. 9,730
County 90 Cen. 91,054; E&P 92 Est. 95,718
NECMA 90 Cen. 131,143; E&P 92 Est. 137,515
CZ-ABC: (80) 14,955
RTZ-ABC:(80) 22,891
City & RTZ-ABC: (80) 37,846

5 - BANKS	NUMBER	DEPOSITS
Savings	5	$397,774,000
Commercial	8	$435,936,000
Savings & Loan	1	$4,792,625

6 - PASSENGER AUTOS: Rockingham County 204,754.

7 - ELECTRIC METERS: Residence 13,772.

8 - GAS METERS: Residence 4,370.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Naval Shipyard 6,800; Insurance 1,720; Hand Reamers 1,000; Wire & Cable 725; Hospital 650.

Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-56; Summer 54-80; Fall 36-61; Winter 12-33. First killing frost, Sept. 24; last killing frost, May 17.

11 - TAP WATER: Moderately hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Congress St.; 6 on Market; 30 on Deer; 2 on Bow; 1 on Ceres; 3 on Daniel; 3 on Pleasant; 7 on State; 2 on Penhallow; 2 on Vaughan Mall; 4 on Islington; downtown area (150 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lafayette Plz.(6)	3	Woolworth
Artisan Outlet(7)	3	Artisans
Newington Mall (72)	3	Porteous Mitchel, Bradlees, Shaws, Mont. Ward
Bowl-O-Rama Plz. (13)	3	Nutri System, TCBY, Let's Party
Southgate Plz.(9)	5	Shaws, Brooks
K mart Plz.(14)	3	K mart, Marshalls, Osco, Demoulas Market Basket
Fox Run Mall(9)	4	Jordan Marsh, Sears, Filene's, JCPenney
Maine:		
Kittery Outlet (11)	3	Totes, Royal Dalton,
Dansk Sq.(5)	3	Dansk
Kittery Factory Stores(12)	3	Bass Shoe, Black & Decker
Maine Outlet(29)	3	Mikasa, Talbott's
Tidewater Mall(4)	3	Lenox China

Principal Shopping Days-Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Porteous Mitchell; Filene's; Jordan Marsh; Sears; JCPenney.

Variety Stores-Newberry; Woolworth.

Discount Stores-K mart; Rich's; Bradlees; Marshalls.

Chain Drug Stores-Osco; CVS; Welby; Brooks.

Chain Supermarkets-A&P; Shaw's; DeMoulas; Shop & Save.

Other Chain Stores-Andover Shoe; Barbara Moss; Ross Jewelers; Karten's Jewelers; Grossmans; Atherton's; Radio Shack; Thom McAn; Artisan; Anderson Little; Bass Shoe; Scott's; Zales; Cumberland's; Fanny Farmer.

14 - NEWSPAPERS: HERALD (e) 14,341; (S) 14,717; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Derek L. Wood, Gen. Mgr., HERALD, 111 Maplewood Ave., Portsmouth, NH 03801; Tel. (603) 436-1800.

National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

NEW JERSEY SURVEYS

METROPOLITAN STATISTICAL AREAS

Allentown-Bethlehem, PA-NJ-Carbon, Lehigh and Northampton Counties, PA; Warren County, NJ.

Atlantic City-Atlantic and Cape May Counties.

PRIMARY METROPOLITAN STATISTICAL AREAS

Bergen-Passaic-Bergen and Passaic Counties.

Jersey City-Hudson County.

Middlesex-Somerset-Hunterdon-Hunterdon, Middlesex and Somerset Counties.

Monmouth-Ocean-Monmouth and Ocean Counties.

Newark-Essex, Morris, Susssex and Union Counties.

Philadelphia, PA-NJ-Bucks, Chester, Delaware, Montgomery and Philadelphia Counties, PA; Burlington, Camden and Gloucester Counties, NJ.

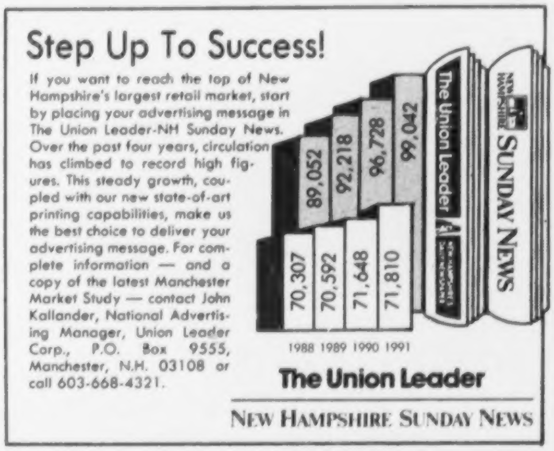
Trenton-Mercer County.

Vineland-Milville-Bridgeton-Cumberland County.

Wilmington, DE-NJ-MD-New Castle County, DE; Cecil County, MD; Salem County, NJ.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

New York-Northern New Jersey-Long Island, NY-NJ-CT-Includes Bergen-Passaic, NJ



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If you want to reach the top of New Hampshire's largest retail market, start by placing your advertising message in The Union Leader-NH Sunday News. Over the past four years, circulation has climbed to record high figures. This steady growth, coupled with our new state-of-art printing capabilities, make us the best choice to deliver your advertising message. For complete information — and a copy of the latest Manchester Market Study — contact John Kallander, National Advertising Manager, Union Leader Corp., P.O. Box 9555, Manchester, N.H. 03108 or call 603-668-4321.

The Union Leader

NEW HAMPSHIRE SUNDAY NEWS

(Circle No. 14 on Market Request Card)

PMSA; Bridgeport-Millford, CT PMSA; Danbury, CT PMSA; Jersey City, NJ PMSA; Middlesex Somerset-Hunterdon, NJ PMSA; Monmouth-Ocean, NJ PMSA; Nassau-Suffolk, NY PMSA; New York, NY PMSA; Newark, NJ PMSA; Norwalk, CT PMSA; Orange County, NY PMSA; and Stamford, CT PMSA.

Philadelphia-Wilmington-Trenton, PA-NJ-DE-MD-Includes Philadelphia, PA-NJ PMSA; Trenton, NJ PMSA; Vineland-Millvile-Bridgeton, NJ PMSA; Wilmington, DE-NJ-MD- PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1980	1990	1992
Under 5 Years	463	609	622
5-14 Years	1,117	1,134	1,158
15-24 Years	1,285	1,093	1,116
25-44 Years	2,018	2,518	2,570
45-64 Years	1,624	1,574	1,607
65 and Over	870	818	835
TOTAL	7,377	7,747	7,908

Based on U.S. Census

POPULATION ESTIMATES
(Thousands)

City	Total Pop.	Spanish Origin	Percent
Camden-Cherry Hill	154	30	19.2
Elizabeth	106	28	26.7
Jersey City	224	42	18.6
Newark	329	61	18.6
Passaic-Clifton	127	43	34.2
Paterson	138	40	28.7
Perth Amboy-Woodbridge	129	53	40.7
Union City	56	36	63.9
Vineland	54	8	18.2

RETAIL SALES ESTIMATES
(Million)

Kind of Business	1977 Census	1982 Census	1992 Est.
Bldg. Mat./Hdwr	918	1,324	3,158
General Mdse	3,009	3,621	6,531
Food	5,838	8,433	14,297
Automobiles	4,255	6,114	15,339
Gasoline Stations	1,804	3,158	4,125
Apparel	1,440	2,258	4,255
Furniture	1,122	1,688	4,366
Eat-Drink Places	2,148	3,160	6,117
Drugs	609	1,001	2,083
TOTAL SALES	24,287	36,307	70,349

ASBURY PARK

1 - LOCATION: Monmouth County, (In Monmouth-Ocean PMSA). E&P Map C-3. Trading ctr. for two counties (Monmouth and Ocean). 50 mi. from New York City; 65 mi. from Philadelphia. At Garden State Pkwy.

2 - TRANSPORTATION: Railroads-Conrail; NJ Transit; New York and Long Branch (passenger and freight).

Motor Freight Carriers-43.

Intercity Bus Lines-Asbury Park-New York; Boro Buses (Asbury Park-Red Bank); Mercer Metro.

3 - POPULATION:

Corp. City 90 Cen. 16,799; E&P 92 Est. 16,666
NDM-ABC:(80) 849,211
County 90 Cen. 553,124; E&P 92 Est. 570,590
PMSA 90 Cen. 986,327; E&P 92 Est. 1,026,928

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 6,475; E&P 92 Est. 6,424
County 90 Cen. 203,598; E&P 92 Est. 210,827
NDM-ABC: (80) 298,434
PMSA 90 Cen. 376,879; E&P 92 Est. 392,562

5 - BANKS	NUMBER	DEPOSITS
Commercial	32	N.A.
Savings & Loan	30	N.A.

6 - PASSENGER AUTOS: Monmouth County N.A.

7 - ELECTRIC METERS: Monmouth Co. 230,811; Ocean Co. 190,219

8 - GAS METERS: Monmouth Co. 153,000; Ocean Co. 130,000

9 - PRINCIPAL INDUSTRIES: Electronics; Util.; Glass, Apparel & Needlepoint; Foods; Horse Breeding; Recreation; Financial Institutions; Publishing; Educ.; Retailing; Light Mfg.; Chem.; Military Installations; Farming; Mach.; Plastics; Metal Prod.; Real Estate; Constr.; Tourism; Boat Building; Commercial Fishing.

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-57; Summer 64-88; Fall 49-63; Winter 26-39. First killing frost, Oct. 29; last killing frost, Apr. 8.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Freehold Raceway Mall	NA	Lord & Taylor, Sears, Nordstrom, JCPenney
Ocean Co. Mall (102)	30	JCPenney, Sears, Macy's, Sterns
Lacey Mall(21)	40	ShopRite
Brick Plz (33)	20	A&P, Steinbach, Jamesway, Caldor
Dover Mall(31)	25	Shop Rite, Bradlees
Toms River(19)	30	Acme, Radio Shack, Caldor, Foodtown
Seaview Sq.(140)	4	Sterns, Sears, Steinbach
Lakewood Plz.	20	Foodtown, Shelby
Bradlee Hazlet Plz.	20	Bradlees
Laurel Sq.(30)	14	K mart, Pathmark
Shrewsbury(15)	7	Acme, Marshalls
Monmouth(155)	6	Macy's, Lord & Taylor, Abraham & Straus, Caldor, JCPenney
Middlebrook(20)	5	Channel Home Ctr.
Manalapan Mall (20)	NA	CVS, Steinbach's
Peddler's Vlg.(8)	NA	
K mart Plz.	NA	K mart

Principal Shopping Days-Wed., Fri., Sat.

Stores Open Evenings-All stores are open Wed., Fri. evenings (city); 6 nights at shpg. ctrs.

13 - RETAIL OUTLETS: Department Stores-Monmouth and Ocean Counties: Steinbach Co. 4; Sears 4; Caldor 5; Macy's 2; JCPenney 3; Bradlees 4; K mart 7; Rickel 5; Jamesway 5; Channel Lumber 3; Best Products 2; Consumer Dist. 4., Abraham & Straus; Sterns 2.

Variety Stores-Newberry; Green.

Chain Drug Stores-Parke; Rite Aid; Genovese.

Chain Supermarkets-Acme 12; Cumberland Farms 23; Grand Union 8; ShopRite 14; Foodtown 30; 7-Eleven 34; Pathmark 9; Quick Chek 15; Wawa 22; A&P 11.

Other Chain Stores-Kinney's 8; Thom McAn 3; Shoe Town 9; Goodyear 11; Radio Shack 21; Cloth World 2; Baker's 2; Lerner 4; Marshalls 3; Firestone 12; Castro Convertible 2; Sherwin-Williams 7; Reed Jewelers 2; Littman Jewelers 3; Gordon Jewelers 2; Hickory Farms 3; Frank's Nursery 6; Color Tile 3; Pier 1 Import 3; Pep Boys 4; Silo 3.

14 - NEWSPAPERS: PRESS (e) 162,928; (S) 224,710; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Tom Sferlazzo, Nat'l. Adv. Mgr., ASBURY PARK PRESS, 3601 Highway 66, Neptune, NJ 07754; Tel. (201) 922-6000.

National Representative: Sawyer-Ferguson-Walker.

ATLANTIC CITY

1 - LOCATION: Atlantic County (MSA). E&P Map B-5. Casino resort, vacation, and convention center. On Atlantic Ocean; end of the Atlantic City Expressway. 8 mi. E of Garden State Pkwy.; 5 mi. E of U.S. Hwy. 9. On U.S. Hwys. 30, 40, 322. Atlantic City is 60 mi. E of PA; 120 mi. S of NY; 179 mi. N of Washington.

2 - TRANSPORTATION: Railroad-Amtrak.

Motor Freight Carriers-23.

Bus Lines-N.J. Transit; Gray Line; Greyhound; Harran; Leisure Line; Lion Tours; Shortline; Trailways.

Airlines-TWA Express; Trump Air; Continental Express (Bader Field); USAir; Piedmont; TWA Express (Atlantic City International, Pomona).

Waterways-Cape May-Lewes Ferry.

3 - POPULATION:

Corp. City 90 Cen. 37,986; E&P 92 Est. 37,454
NDM-ABC: (80) 406,589
County 90 Cen. 224,327; E&P 92 Est. 233,421
MSA 90 Cen. 319,416; E&P 92 Est. 332,336

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 14,626; E&P 92 Est. 14,421
County 90 Cen. 89,730; E&P 92 Est. 93,368
NDM-ABC: (80) 149,241
MSA 90 Cen. 131,073; E&P 92 Est. 136,374

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$12,300,000,000
Savings	6	$11,300,000,000

6 - PASSENGER AUTOS: Atlantic County N.A.

7 - ELECTRIC METERS: Residence County 100,281

8 - GAS METERS: Residence County 49,529

9 - PRINCIPAL INDUSTRIES: Casinos; Ret. Trade; Hotel/Motel; Eating & Drinking Places; Contact & Special Trade Constr.; Mfg.; Stone, Clay & Glass Prods.; Trans.; Whol. Trade; Fin., Ins. & R.E.; Business Servs.; Health Servs.

10 - CLIMATE: Min. & Max. Temp.-Spring 51-63; Summer 65-74; Fall 40-53; Winter 28-43. First killing frost, Nov. 5; last killing frost, Apr. 10.

11 - TAP WATER: Acid, soft; 45% fluoridated, 55% not fluoridated.

12 - RETAILING: Downtown Shopping-10 blocks on Atlantic Ave.; 8 on Pacific Ave.; 10 on Boardwalk; Ocean One Ctr.

Neighborhood Shopping-Absecon; Brigantine; Cape May; Linwood; Margate; Northfield; Ocean City; Pleasantville; Ventnor; Vineland; Wildwood.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cardiff Center	10	Pathmark, T.J. Maxx, Rickels, Bradlees, Herman's
English Creek Ctr.	12	Jamesway, ShopRite
Fashion Ctr.	10	Annie Sez, RX Place, Lancaster Dress, Trader Don's
Central Sq.(42)	10	
Court House Vlg.	33	Murphy Mart, Super Fresh
Cumberland Mall	40	Bradlees, JCPenney, Value City
Hamilton Ctr.	14	Macy's, Sears, JCPenney, Marshalls
Festival at Hamilton	14	Acme
Hammonton Plz.	28	Jamesway, Acme, Eckerd
Heathercroft Sq.	8	CVS, SuperFresh
Jamesway Plz.	33	Jamesway, Acme
Manahawkin Plz.	40	K mart, Reynolds, Rite Aid
Ocean Co. Mall	60	Macy's, Sears, JCPenney, CVS
Pleasantville Ctr.	8	K mart, Acme, Thrift, Dee's
Rio Mall	39	K mart, Thrift, SuperFresh
Shore Mall	10	Clover, Thrift, Boscov's
Silo Plaza	8	Silo
Somers Point Plz.	20	Jamesway, Acme, Thrift
Tilton Ctr.	8	Thriftway, Jamesway
Toms River Plz.	60	Caldor, Reynolds, Super Foodtown
Ventnor Plz.	1	ShopRite, Bradlees
Village Shops	39	Reynolds
Vineland Ctr.	40	Sears, Eckerd, Shop Rite

Principal Shopping Days-Sun., Mon., Thur., Fri.

Stores Open Evenings-Ret.: Wed.; Food: Mon.-Fri. About 80% Ret. and Food open Sun.

13 - RETAIL OUTLETS: Department Stores-Macy's; Sears; JCPenney; House & Garden; Bradlees; Caldor; Jamesway; K mart; Reynolds; Boscov's; Clover; Stainton's.

Chain Supermarkets-Acme; Pathmark; ShopRite; Super Fresh; Thriftway.

Other Chain Stores-American Appliance; American Eagle Co.; Anderson Little; Au Coton; Baker's; Belden Jewelry; B Dalton Bookseller; Benetton; Brooks; Bob Kislin; Buten; Carvel; Casual Corner; Child World; Color Tile; Command Performance; Cumberland Farms; Dee's Appliance; Dunkin Donuts; Encore Books; Endicott-Johnson; Ethan Allen Galleries; Father & Son Shoes; Florsheim Shoes; Footlocker; Foxmoor; The Gap; Goodyear; Hickory Farms; Hit or Miss; I. Goldberg; Jack Lang; Kaybee Toy and Hobby; Kinney's; Lady Footlocker; Lane Bryant; Lerner; Lerner Woman; Littman Jewelers; MAB Paints; Mothercare; Motherhood Maternity; Morton's Jewelcor; Naturalizer; Ormond; Paul Harris; Payless Shoes; Pep Boys; Penn Jersey; Pier 1 Imports; Radio Shack; Rafters; Record World; Rickel; Sam Goody; Sherwin-Williams; Singer; Spencer Gifts; Sam's Warehouse; The Limited; Limited Express; This End Up; Tiny Tots; Thom McAn; Victoria's Secret; Waldenbooks; WaWa; Wall to Wall Sound; 7-Eleven; 84 Lumber.

14 - NEWSPAPERS: PRESS (m) 78,442; (S) 97,572; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Cliff Madsen, Natl. Adv. Coordinator, PRESS, 1000 W. Washington Ave., Pleasantville, NJ 08232; Tel. (609) 272-7020.

National Representative: Sawyer-Ferguson-Walker.

BERGEN COUNTY

See HACKENSACK

BRICKTOWN

See TOMS RIVER

BRIDGETON

1 - LOCATION: Cumberland County, (In Vineland-Millville-Bridgeton PMSA). E&P Map A-5. County Seat. Farming and glass manufacturing center. State Hwys. 77, 49. 40 mi. S of Philadelphia, PA 40 mi. W of Atlantic City.

2 - TRANSPORTATION: Railroad-N.J. Central (frt.).

Motor Freight Carriers-10.

Intercity Bus Lines-Transport of N.J.; Garden State Coachway.

3 - POPULATION:

Corp. City 90 Cen. 18,942; E&P 92 Est. 19,161
NDM-ABC: (80) 49,721
County/PMSA 90 Cen. 138,053; E&P 92 Est. 141,035

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 7,302; E&P 92 Est. 7,386
County/PMSA 90 Cen. 50,480; E&P 92 Est. 51,570
NDM-ABC: (80) 16,685

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$109,981,768
Savings & Loan	2	$75,464,176

6 - PASSENGER AUTOS: Cumberland County N.A.

7 - ELECTRIC METERS: Residence 8,570

8 - GAS METERS: Residence 2,870

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 1,450 ($204); Glass Mfg. 1,350 ($265); Textiles 1,840 ($174); Mach. 150 ($180).

Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-63; Summer 62-83; Fall 45-66; Winter 22-44. First killing frost, Nov. 4; last killing frost, Apr. 21.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Commerce St.; 4 on Laurel St.; 3 on Pearl St.

Neighborhood Shopping Centers-Broad and W. Pk. Dr.; 1 block on N. Pearl St., Rt. 49 & 77 Hancock Ctr., Bridgeton IGA and Rite Aid.

Nearby Shopping Centers

Name (No. of stores) -	Miles from Downtown	Principal Stores
Bridgeton(10)	NA	Acme, Thrift Drug
Jamesway Plz.(8)	NA	Thriftway, Eckerd, Jamesway
Hopewell(8)	NA	Cusano's Variety

Principal Shopping Days-Fri., Sat.

Stores Open Evenings-Dept. Stores-Mon., Fri., Food-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Wax Bros.; JCPenney.

Variety Stores-Woolworth; Jamesway; Ames; Family Dollar.

Chain Drug Stores-Rite Aid; Eckerd; Thrift.

Chain Supermarkets-Thriftway; Acme; IGA; Chiari's 2; Eatmor; Fishers Mkt.; Shop 'N Bag.

Other Chain Stores-Sears (catalog); J.S. Raub Shoes; Radio Shack.

14 - NEWSPAPERS: NEWS (e) 10,739; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Brad Borton, Adv. Dir., NEWS, 100 E. Commerce St.; Box 596, Bridgeton, NJ 08302; Tel. (609) 451-1000.

National Representative: Landon Associates.

BRIDGEWATER

1 - LOCATION: Somerset County (In Middlesex-Somerset-Hunterdon PMSA). E&P Map B-3. 34 mi. W of New York City on U.S. Hwy. 22 and I-287; 19 mi. N of Garden State Pkwy. and NJ Tpke.

2 - TRANSPORTATION: Railroads-Erie-Lackawanna; Conrail; Amtrak.

Motor Freight Carriers-22.

Intercity Bus Lines-Transport of NJ; Somerset; Greyhound; Continental Trailways; Suburban Transit; Martz.

Airlines-All at Newark Airport.

3 - POPULATION:

Township 90 Cen. 32,509; E&P 92 Est. 33,508
NDM-ABC: (80) 397,490
PMSA 90 Cen. 1,019,835; E&P 92 Est. 1,060,458
County 90 Cen. 240,279; E&P 92 Est. 251,018

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

Township 90 Cen. 12,520; E&P 92 Est. 12,904
County 90 Cen. 90,212; E&P 92 Est. 94,244
PMSA 90 Cen. 377,108; E&P 92 Est. 392,161
NDM-ABC: (80) 129,276

5 - BANKS	NUMBER	DEPOSITS
Banks	298	$8,617,518,000
Savings & Loan	103	$4,611,752,000

6 - PASSENGER AUTOS: Somerset County N.A.

7 - ELECTRIC METERS: County Est. 47,000

8 - GAS METERS: County Est. 38,000

9 - PRINCIPAL INDUSTRIES: (NDM)-Chem.; Apparel; Textiles; Fab. Metals; Printing; Pub.; Pharmaceuticals; Elect. Prods.; Constr.; Rubber; Plastics; Cosmetics; Farming; Food Proc.; Communications (AT&T).

10 - CLIMATE: Min. & Max. Temp.-Spring 22-84; Summer 44-95; Fall 25-90; Winter 6-55. First killing frost, Oct. 23; last killing frost, Mar. 21.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Downtown Shopping Areas (NDM)-Plainfield; Westfield; Scotch Plains; Berkeley Heights; Somerville; North Plainfield; Bound Brook; Bernardsville; Manville; Flemington; Dunellen; Middlesex; South Plainfield; Piscataway.

Shopping Centers (NDM)-Middlesex Mall; Bridgewater Commons Mall; Blue Star Ctr.; Somerset Shpg. Ctr; Bardy Farms Ctr.; Turntable Junction Ctr.; Liberty Vlg.; Lyons Mall; Golden Acres Shpg. Ctr.; Granetz Plz.; Hillsborough Shpg. Plz.; Rustic Mall; Stirling Plz.; Whitehouse Shpg. Ctr.; Far Hills Ctr.; Finderne Shpg. Ctr.; Berkeley Heights Shpg. Ctr.; The Village in Bedminster; Stagehouse Village Ctr.; Middlesex Shpg.; Bernardsville Ctr.; Pheasant Run; A 16 mi. shopping strip along Route 22 from Springfield to Somerville, over 50 diversified ret. outlets.

Shopping Centers in Entire Market Area Include-Menlo Park Mall; Woodbridge Mall; Short Hills Mall; Rutgers Plz.; Montgomery Plz.

13 - RETAIL OUTLETS: Department Stores (NDM)-Sears; Macy's; Lord & Taylor; Sterns; Epsteins; Marshalls.

Variety Store-Woolworth.

Discount Stores-K mart; Channel Lumber; Laneco; Bradlees.

Chain Drug Stores-Sav-On; CVS; Rexall; Walgreens; Pathmark; Drug Fair.

Chain Supermarkets-A&P 13; Acme 5; Foodtown 7; Grand Union 3; Laneco 2; Pathmark 4; Kings; Plus Discount 3; ShopRite 9; Stop 'N Shop 2.

Other Leading Stores & Chain Stores-Huffman-Koos; Mirons; Fabric Land; The Sharper Image; Crabtree & Evelyn; Firestone; Roth & Schlengers; Eddie Bauer; The Limited; Goodyear; Penn Jersey; B.F. Goodrich; Pep Bros.; Midas Muffler; Limited Express; Godiva Chocolatier; Singer Sewing; Imperial Magnavox; Brick Church; Victoria's Secret; Miles Shoes; Thom McAn; Florsheim; Shoe Town; Kinney's; Hermans Sporting Goods; The Bombay Co.; The Disney Store; Foot Locker; Kay Bee Toys & Hobby; Lane Bryant; San Francisco Music Box; Stride Rite; Waldenbooks; Zales; Contempo Casuals; The Gap; Benetton; B. Dalton Software, Etc.; Egghead Software.

14 - NEWSPAPERS: COURIER-NEWS (e) 52,604; (S) 58,303; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Peter W. Ricker, Adv. Dir., COURIER-NEWS, 1201 Route 22, PO Box 6600, Bridgewater, NJ 08807; Tel. (201) 722-8800.

National Representatives: Gannett National Newspaper Sales; U.S. Suburban Press; Publishers' Representatives of Florida.

BURLINGTON
See WILLINGBORO

CAMDEN-CHERRY HILL

1 - LOCATION: Camden County (In Philadelphia, PA-NJ, PMSA). E&P Map A-4. Camden is County Seat; on Delaware River opposite Philadelphia. A port with 14.3 mi. of navigable water front. Industrial ctr.; On U.S. Hwys. 30, 130; State Hwys. 38, 41, 42, 70, 168, 295. Walt Whitman Bridge between S Phila. & Gloucester links with Penna. Tpke. via Schuylkill Expwy. Benjamin Franklin Bridge between Center City, Phila. and Camden. Betsy Ross Bridge between NE Phila. and Pennsauken, Rte. 130. The City of Camden is 58 mi. from Atlantic City; 34 mi. from Trenton; 83 mi. from Newark; 2 mi. from Philadelphia; 98 mi. from Baltimore; 135 mi. from Washington; 93 mi. to New York; 35 mi. to Wilmington.

2 - TRANSPORTATION: Railroads-Conrail, Patco High Speed line.

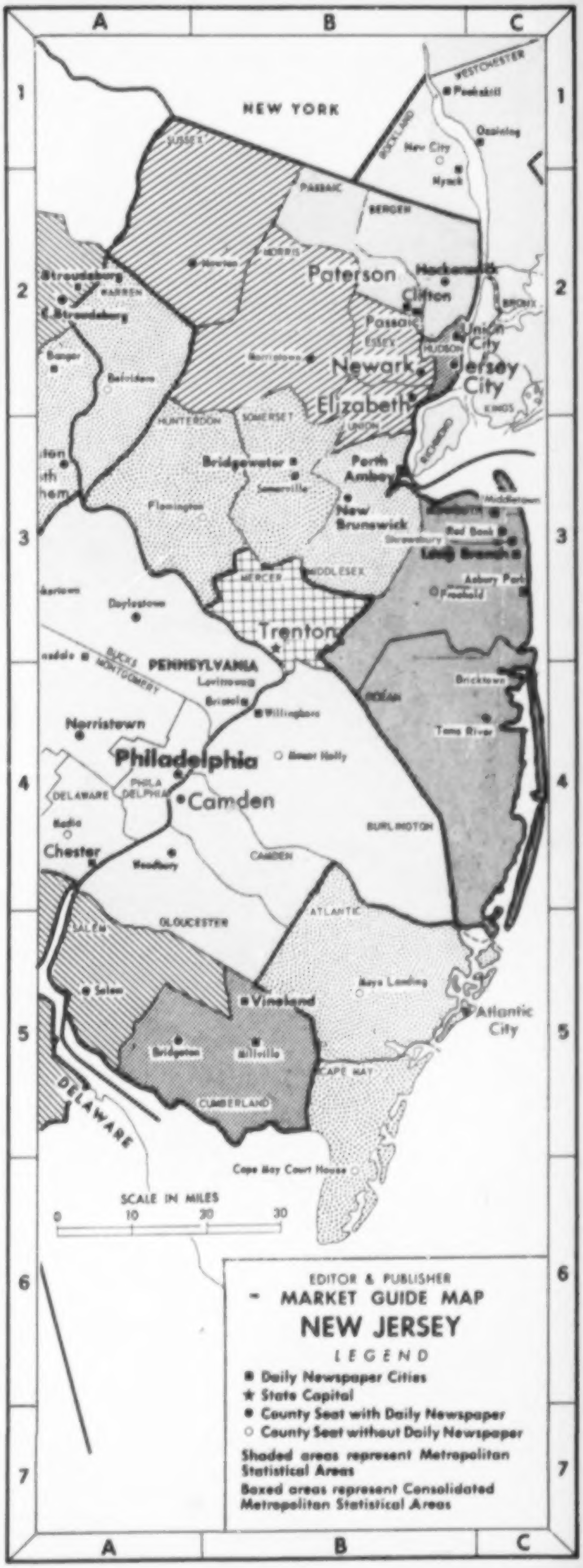
Motor Freight Carriers-244.

Intercity Bus Lines-Transport of New Jersey; Trailways.

Airlines-At Airport in Philadelphia.

3 - POPULATION:

Corp. Cities 90 Cen. 156,840; E&P 92 Est. 159,043
Camden 90 Cen. 87,492; E&P 92 Est. 88,888
Cherry Hill 90 Cen. 69,348; E&P 92 Est. 70,155


A
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NEW YORK
WESTCHESTER
ROCKLAND
Peekskill
Ossining
New City
Nyack
SUSSEX
PASSAIC
BERGEN
MORRIS
Newton
Paterson
Hackensack
Clifton
Passaic
BRONX
Stroudsburg
E. Stroudsburg
WARREN
ESSEX
HUDSON
Union City
Jersey City
Newark
Elizabeth
Morristown
Bangor
Belvidere
KINGS
RICHMOND
UNION
HUNTERDON
SOMERSET
Bridgewater
Somerville
Flemington
Perth Amboy
New Brunswick
MIDDLESEX
Middletown
Red Bank
Long Branch
Shrewsbury
Asbury Park
Freehold
MERCER
Trenton
Doylestown
BUCKS
MONTGOMERY
PENNSYLVANIA
Levittown
Bristol
Willingboro
Brick Town
OCEAN
Toms River
Norristown
Philadelphia
Mount Holly
PHILADELPHIA
DELAWARE
Camden
BURLINGTON
Media
Chester
Woodbury
CAMDEN
GLOUCESTER
ATLANTIC
SALEM
Salem
Vineland
Mays Landing
Atlantic City
Bridgeton
Millville
CAPE MAY
CUMBERLAND
DELAWARE
Cape May Court House
SCALE IN MILES
0
10
20
30
EDITOR & PUBLISHER
MARKET GUIDE MAP
NEW JERSEY
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Areas

NDM-ABC: (80) 733,896
PMSA 90 Cen. 4,856,881; E&P 92 Est. 4,955,752
County 90 Cen. 502,824; E&P 92 Est. 515,954

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 90 Cen. 60,354; E&P 92 Est. 61,202
Camden 90 Cen. 33,667; E&P 92 Est. 34,204
Cherry Hill 90 Cen. 26,687; E&P 92 Est. 26,998
County 90 Cen. 189,126; E&P 92 Est. 194,064
PMSA 90 Cen. 1,827,684; E&P 92 Est. 1,866,214
NDM-ABC: (80) 249,114

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	NA	N.A.

6 - PASSENGER AUTOS: Camden County N.A.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg., Durable Goods 38,800 (Av. Hrly. Wage $9); Mfg., Non Durable Goods 28,400 (Av. Hrly. Wage $10.60); Non-Mfg. 277,300.
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-62; Summer 66-83; Fall 50-66; Winter 29-42.

11 - TAP WATER: Acid, soft, not fluoridated.

12 - RETAILING: Principal Shopping Districts-Downtown shopping areas in Camden, Pennsauken, Haddonfield, Mt. Holly, Burlington, Woodbury, Glassboro.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Haddonfield	8	
Black Horse Pike(40)	5	Bradlees, JCPenney
Brooklawn(26)	8	K mart
Burlington	16	Sears, Strawbridge & Clothier
Cherry Hill Mall (113)	5	Macy's, Strawbridge & Clothier, JCPenney
Deptford Mall (130)		Sears, Macy's, Wanamaker's
Echelon Mall	10	Strawbridge & Clothier, JCPenney, Stern's
Moorestown Mall(85)	10	Wanamaker, Sears
Stratford(14)	10	Clover
Westmont(34)	3	Clover, Super Fresh
Woodcrest(15)	9	Shop 'N Bag
Airport Circle (4)	2	K mart

Principal Shopping Days-Dept. Stores-Thur., Fri., Sat., Food-Wed., Thur., Sat.
Stores Open Evenings-Dept.-Mon. to Sat.; Food-Tues. through Fri.; Shopping Ctrs.-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Strawbridge & Clothier 3; Macy's; Stern's; Wanamaker's; Ports.
Discount Stores-Clover Stores; K mart; Bradlee's; Caldor; T.J. Maxx; Marshalls; Filene's Basement.
Specialty Stores-Charles David; Diane Furs; Zinman Furs; Lillian Albus; Town & Country; Fashion Bug; Lane Bryant; Country Set; Marianne; Loehmann's; Talbots; Marshalls.
Variety Stores-Ben Franklin; Woolworth; McCrory.
Furniture Stores-Bellmawr; DiMona's; Dougherty's'; Howard Hill; Menchel-McDonald; Nastasi's; Newman's Home Furnishings; Philmor; Ressa Bros.; Sullivan Furniture Co.; Robert I. Weir; Levitz; Levin's; Seamann's; Macy's.
Electrical Appliance Stores-Electrical Center; Dee's; Nastasi's; Moffa's; A & C Discount Appliances; American Appliances; Silo; Shuman's; Crazy Eddie; TV Stereo Town.
Chain Drug Stores-Lincoln; Thrift 8; Rite Aid; Eckerd; CVS; Drug Emporium; Cost Cutters.
Chain Supermarkets-Acme; Shop-Rite; Shop 'N Bag; Pathmark; SuperFresh; Talk of the Town; IGA; Save-A-Lot; Foodtown; Kings.
Corporate Chains-Frankford-Quaker; Thriftway; Perlof Bros.; 7-Eleven; WaWa Markets; AM-PM Mini Mart.
Other Chain Stores-Automotive: B.F. Goodrich, Firestone, Goodyear, Pep Boys, Midas Muffler Co., Rem Auto Supply, Aamco; Car Rentals: Hertz, Avis Rent-A-Car, Budget Rent-a-Car, Automotive Rentals, Inc.; Candy: Bayard's Chocolate Houses; Flooring: Allied Floor Covering, Tile City; General Merchandise: Singer Sewing Machines, Rickel; Jewelry: Zales, Littmann's, Kellmer, Baily, Banks & Biddle, Merrill's; Men's Apparel: Jack Lang, Jackman's, Dodd's, Turl's, Mr. Good Buys, Builder's Square, Best Products, Men's Loft; Women's Apparel: Holly Stores, Charming Shoppes, Fashion Bug, Marshalls; Metal Fences: Anchor Fence, Cyclone Fence; Paints: Buten Paints, Sherwin-Williams, M.A. Bruder & Son, DuPont, Dutch Boy, Benjamin Moore, Finnaren and Haley, Pittsburgh, Spred-Glidden, Martin Paint; Shoes: Martin, Baker's, A.S. Beck, Buster Brown, Father & Son, Florsheim, Hanover, Thom McAn, Burts, Flagg, Hardy, Shoe Town, Fayva.

14 - NEWSPAPERS: COURIER-POST (e) 102,189; (S) 104,658; Mar. 31 1991 ABC.
Local Contact for Advertising and Merchandising Data: John E. Ziomek, Adv. Dir., COURIER-POST, 301 Cuthbert Blvd.; PO Box 5300, Cheery Hill, NJ 08002; Tel. (609) 663-6000.
National Representative: Gannett National Newspaper Sales.

CHERRY HILL
See CAMDEN

CLIFTON
See PASSAIC

ELIZABETH

1 - LOCATION: Union County (In Newark PMSA), E&P Map B-2, County Seat, 5 mi. S of Newark on N.J. Tpke., connecting with Holland and Lincoln Tunnels and George Washington Bridge. On Arthur Kill and Newark Bay, U.S. Hwys. 1, 9.

2 - TRANSPORTATION: Railroads-NJ Transit, Rahway Valley, Amtrak, Conrail.
Motor Freight Carriers-14.
Intercity Bus Lines-Green Flyer; Greyhound; Aro; Transport of N.J.; Safeway Trailways; Edwards Lake to Sea; Lincoln; Quaker City; American; Somerset.
Airlines-American; Eastern; Trans World; USAir; United; Aero; Flying Tiger; Slick; TWA; Pan Am; Delta; Piedmont; N.Y. Airways; World Airways; Continental.

3 - POPULATION:
Corp. City 90 Cen. 110,002; E&P 92 Est. 111,870
NDM-ABC: (80) 504,094
County 90 Cen. 493,819; E&P 92 Est. 498,452
PMSA 90 Cen. 1,824,321; E&P 92 Est. 1,841,730

4 - HOUSEHOLDS:
Corp. City 90 Cen. 42,324; E&P 92 Est. 43,043
County 90 Cen. 189,930; E&P 92 Est. 191,712
PMSA 90 Cen. 700,790; E&P 92 Est. 707,471
NDM-ABC: (80) 177,973

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	8	N.A.
Commercial	5	N.A.

6 - PASSENGER AUTOS: Union County N.A.

7 - ELECTRIC METERS: Residence 41,345

8 - GAS METERS: Residence 39,965

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Gas and Chem. 3,310; Pharmaceutical Prods. 9,768; Auto 5,206; Cookies 900; Electrical Equip. 3,700.

10 - CLIMATE: Av. Temp.-Spring 56; Summer 73; Fall 46; Winter 31. First killing frost, Oct. 30; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Half mile south from Penna. Railroad arch on Broad St. to Washington Ave. and same distance on Elizabeth Ave. from Broad St. to Scott Pl. and Route 27, E to Union Sq. Many fine stores on first blocks of most cross sts. off Broad St. E and W to Elizabeth Ave. and N of Elizabeth Ave. to W. Jersey St.
Neighborhood Shopping Centers-6 ctrs. throughout city. Neighborhood stores located near all residential sections.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Cranford	4	
Linden	4	
Roselle(22)	3	Foodtown
Garwood	5	Medi-Mart
Menlo Park(86)	8	Macy's
Short Hills(140)	9	Bloomingdale's, Lord & Taylor, W&J Sloane, B. Altmans, Bonwit Teller
Woodbridge(121)	7	Hahne, JCPenney, A&S, Stern's

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Furniture-nightly (ex. Sat.); Other retail-Mon., Thur., Fri.

13 - RETAIL OUTLETS: Variety Stores-Newman's 3; Green; C. H. Martin; McCrory; K mart; Bradlees 3.
Discount Stores-Daffy Dan's; Seaman's Furn.; Brick Church; Trader Horn.
Chain Drug Stores-Rite Aid 4; Shor's 2; Medi-Mart; CVS 3.
Chain Supermarkets-A&P 9; Pathmark 6; Foodtown 12; Shop Rite 6; Acme 6; IGA.
Other Chain Stores-Thom McAn; Roth & Schlenger; Goodyear; Firestone; Fanny Farmer; Loft's; Adams Hats; Singer Co.; Canadian; General Nutrition; Father & Son; Shoe Town; Toys 'R' Us; Channel.

14 - NEWSPAPERS: JOURNAL (e) 31,337; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Michael Colella, Adv. Dir., JOURNAL, 295 N. Broad St., Elizabeth, NJ 07207; Tel. (201) 354-5000.
National Representative: None.

HACKENSACK-BERGEN COUNTY

1 - LOCATION: Bergen County, E&P Map B-2 (in Bergen-Passaic PMSA), County Seat. On Hwys. 1, 3, 4, 9, 17, 46, 80. 8 mi. from New York, 9 mi. E of Paterson; 14 mi. N of Newark; Garden State Pkwy., N.J. Tpke.

2 - TRANSPORTATION: Railroads-NJ Transit; Main Bergen County; Pascack Valley Line.
Intercity Bus Lines-Academy Bus Tours; Community Bus; Carefree Bus; De Camp Bus Lines; NJ Transit Bus Operations; Hudson Transit (Shortline); Hudson Bus Corp.; Greyhound; Rockland (Red and Tan); Adirondack Trailways; Fairlawn Transportation; Leisure Line; Transit Charter Service.
Motor Freight Carriers-N.A.
Airlines-Emery; Federal Express (fght.); Purolator; Air National; Alfa Aero Freight; Teterboro Airport N.Y. and all airports.

3 - POPULATION:
Corp. City 90 Cen. 37,049; E&P 92 Est. 37,624
County 90 Cen. 825,380; E&P 92 Est. 837,800
MSA 90 Cen. 1,278,440; E&P 92 Est. 1,298,141
NDM-ABC: (80) 845,385

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 90 Cen. 14,264; E&P 92 Est. 14,485
County 90 Cen. 317,454; E&P 92 Est. 322,231
MSA 90 Cen. 485,232; E&P 92 Est. 492,705
NDM-ABC: (80) 300,410

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	24	$12,078,797,000
Savings & Loan	29	$6,240,613,000
Savings	5	$1,856,264,000

6 - PASSENGER AUTOS: Bergen County N.A.

7 - ELECTRIC METERS: Residence County 289,744

8 - GAS METERS: Residence County 290,078

9 - PRINCIPAL INDUSTRIES: Manufacturing Industry, No. of Plants -Commercial Lithographic Printing 274; Plastic Products 61; Toilet Preparations 48; Book Publishing 33; Surgical and Medical Instruments 31; Newspaper Publishing 30.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-75; Summer 60-90; Fall 45-65; Winter 25-55. First killing frost, Oct. 1; last killing frost, Apr. 20.

11 - TAP WATER: Moderately alkaline, moderately soft; not fluoridated.

12 - RETAILING: Principal Shopping District-Garden State Plz., Paramus 200 Stores; Bergen Mall, Paramus, 82 Stores; The Fashion Ctr., Paramus, 23 Stores; Paramus Pk., Paramus, 122 Stores; Riverside Sq., Hackensack, 95 stores; Mall at IV, Paramus, 70 Stores.
Additional Shopping Areas-Hackensack; Ridgewood; Tenafly; Bergenfield; Rutherford; Teaneck; Englewood; Fort Lee; Westwood; Cliffside Park; Paramus.
Neighborhood Shopping Areas-Municipality.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Garden State Plz.(200)	NA	Macy's, Nordstrom, JCPenney
Bergen Mall(82)	NA	Stern's, Steinbach
Paramus Pk.(122)	NA	Abraham & Straus, Sears
Riverside Sq.(95)	NA	Bloomingdale's, Saks, Conrans
The Fashion Ctr. (23)	NA	Lord & Taylor
Mall At IV(70)	NA	Filene's Basement, Jewelry Exchange, Gitano
Caldor Ctr.(14)	NA	Caldor
Chestnut Ridge (24)	NA	Grand Union
Linwood Plz.(26)	NA	Foodtown
Mahwah Plz.(20)	NA	A&P
Fair Ridge(15)	NA	A&P
Urban Farms(18)	NA	
Park Ridge(11)	NA	A&P
Interstate(27)	NA	Foodtown, CVS
Rochelle Pk.(10)	NA	ShopRite
Allendale(16)	NA	A&P
Foster Vlg.(28)	NA	Grand Union
Closter Plz.(37)	NA	Woolworth's, K mart, Grand Union
Cresskill Plz (19)	NA	King's Super Mkt.
Pascack Valley (21)	NA	Channel, Grand Union
Elmwood(15)	NA	Walgreens, Channel
Ramsey Sq.(11)	NA	Bradlees, Channel
Saddle Brook Mall(21)	NA	Bradlees
Hackensack(7)	NA	Channel, Bradlees
Passaic County		
American Way Mall(33)	NA	
Styertowne Ctr. (28)	NA	Rowe-Manse
Willowbrook Mall(180)	NA	Macy's, Sears Stern's
Wayne Towne Ctr. (41)	NA	JCPenney, Fortunoff, Last Call
Preakness(44)	NA	Sterns, Rickel
Wayne Hills(37)	NA	Meyer Bros., K mart, Savemart

Stores Open Evenings-Food & Dept. Stores, Bergen County Shpg. Ctrs. Mon. through Sat.; Passaic County Shpg. Ctrs. Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores-County: Sears; Lord & Taylor; Packard's; Macy's; Stern; Alexander's; Bloomingdale's; Saks Fifth Ave.; Abraham & Straus; Fortunoff; JCPenney; Nordstrom; Neiman Marcus.

Variety Stores-Woolworth; Newberry.
Discount Stores-Valley Fair; Bradlees; K mart; Caldors; Marshalls.
Chain Lumber/Hardware-Channel; Rickel Kay's; Mr. Goodbuys; Pergament; Home Depot.
Chain Drug Stores-Genovese 4; Walgreens 6; Rite Aid 14; CVS; Drug Fair 3.
Chain Supermarkets-Acme 4; A&P 17; Grand Union 20; Kings 4; ShopRite 19; Foodtown 15; Pathmark 6; Fine Fair 2; C-Town; Packards.
Other Chain Stores-Apparel: Annie Sez, Bonds, Britches, Brooks Brothers, Daffy's, Field Brothers, Filene's Basement, Fred The Furrier, He Man Shops, Steven Korn Furs, MacHaugh's, Mandee, National Brands Outlet, Roots, Royal Silk, Sealfon's, Ski Barn, Wallachs, Syms; Jewelry: Bailey Banks & Biddle, Barclay, Fortunoff, Jewelry Exchange, Littman, Marcus; Shoes: Baker's, Fayva, Florsheim-Thayer McNeil, Globe, Kinney's, Knapp, Red Cross, Shoe Town, Thom McAnn; Electronics/Appliances: Brick Church, Crazy Eddie, Sam Goody, Radio Shack, Savemart, Tops, Trader Horn, The Wiz; Furniture: Conran's, Dover, Ethan Allen, Huffman Koos, Happy Viking, Levitz, Scandinavian Gallery, Seaman's; Misc: Toys 'R' Us, Child World, Herman's Sporting Goods.

14 - NEWSPAPERS: RECORD (e) 172,667; (S) 246,317; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: John Kimball, VP/Adv. Dir., RECORD, 150 River St., Hackensack, NJ 07601; Tel. (201) 646-4000; In NYC (212) 279-8484.
National Representative: Sawyer-Ferguson-Walker.

JERSEY CITY

1 - LOCATION: Hudson County (PMSA), E&P Map B-2, County Seat. Industrial, wholesale, residential & educational center. Occupies 14.65 square mi. on peninsula formed by Hudson River & Upper N.Y. Bay on E & S & Hackensack River & Newark Bay on W.

2 - TRANSPORTATION: Railroads-Journal Sq. Trans. Ctr.; Lehigh Valley; Hoboken Shore & Path.
Motor Freight Carriers-117
Intercity Bus Lines-Inter City; Interstate; Transport of New Jersey; Hudson; Boulevard; North Blvd.; DeCamp; Lincoln; Greyhound; American; Safeway; Frank Martz; Royal Blue; Edwards Lakes to Sea; Domenico; Central Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 228,537; E&P 92 Est. 231,833
CZ-ABC: (80) 507,072
RTZ-ABC: (80) 420,104
County/PMSA 90 Cen. 553,099; E&P 92 Est. 552,900
City & RTZ-ABC: (80) 927,176
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 87,916; E&P 92 Est. 89,184
CZ-ABC: (80) 189,779
RTZ-ABC: (80) 160,112
County/PMSA 90 Cen. 191,783; E&P 92 Est. 191,714
City & RTZ-ABC: (80) 349,891

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	9	$2,451,650,000
Savings & Loan	15	$3,464,108,000
Commercial	21	$5,104,200,000

6 - PASSENGER AUTOS: Hudson County N.A.

7 - ELECTRIC METERS: City Residence 196,512

8 - GAS METERS: City Residence 196,480

9 - PRINCIPAL INDUSTRIES: Metro Area-Container Port; Pharmaceutical Prods.; Lamps; Food Packing; Radio & TV Sets; Iron Prods.; Candy; Soap; Carbon; Chem.; Wearing Apparel; Paper Prods.; Auto & Aircraft Parts; Oil Ref. Equip.; Truck Terminal; Warehousing; Oil Refining; Fin./Ins.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-75; Summer 60-100; Fall 40-80; Winter 10-50.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Hudson Plz.(40)	3	Toys 'R' Us, Bradlees
Stadium Plz.(2)	4	Rickel, K mart, Pathmark
Harmon Meadows (34)	6	Annie Sez
Mill Creek Mall	NA	Caldor
Newport Centre Mall	NA	Sears, Stern's, JCPenney
Twin City Plz. (12)		Acme, McCrory
Channel Shoprite (3)	NA	Channel Lumber

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri., Mon.

13 - RETAIL OUTLETS: Department Store-Sears.
Variety Stores-Woolworth; Grand; McCrory; Odd Lots 4.
Discount Stores-Bradlees; K mart 2; Wonder Store 4; C.H. Martin 4.
Chain Drug Stores-Rexall 5; Rite Aid 7; Drug Guild; Rite Way 12; Rock Bottom.
Chain Supermarkets-A&P 14; ShopRite 15; Foodtown 7; Pathmark 3; Acme 3; Shelley's 2; IGA; Basics; Met 5; Waldbaum.
Other Chain Stores-Parts Unlimited; Miles; Thom McAn; Rainbow; Martin Paints; Midas; A.S. Beck; Kinney Shoes; Kay Jewelers; Allied Radio Shack; Channel Co.; Shoe Town; Fayva; Finlay; Zales Jewelers; Mandee; Rickel; Beauty Barn; Hit or Miss; GNC; Consumers; Trader Horn; Joyce Leslie; Newmark & Lewis; Modells; Annie Sez; Casual Woman; Lerner Shops.

14 - NEWSPAPERS: JERSEY JOURNAL (m) 52,544 Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Scott Ring, Adv. Dir., JERSEY JOURNAL, 30 Journal Sq., Jersey City, NJ 07306; Tel. (201) 653-1000.
National Representative: Newhouse Newspapers/Metro Suburbia.

MIDDLETOWN
See RED BANK

MORRISTOWN-PARSIPPANY

1 - LOCATION: Morris County (In Newark PMSA). E&P Map B-2, County Seat. Manufacturing & education center.

2 - TRANSPORTATION: Railroads-Morristown & Erie; NY Susquehanna & Western; Conrail; County of Morris Railroad.
Motor Freight Carrier-1.
Intercity Bus Lines-Morristown; Public Service; De-Camp.

3 - POPULATION:
Corp. Cities 90 Cen. 64,667; E&P 92 Est. 64,547
Morristown 90 Cen. 16,189; E&P 92 Est. 16,265
Parsippany 90 Cen. 48,478; E&P 92 Est. 48,282
NDM-ABC: (80) 359,857
PMSA 90 Cen. 1,824,321; E&P 92 Est. 1,841,730
County 90 Cen. 421,353; E&P 92 Est. 429,745
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 90 Cen. 24,902; E&P 92 Est. 24,855
Morristown 90 Cen. 6,242; E&P 92 Est. 6,271
Parsippany 90 Cen. 18,660; E&P 92 Est. 18,584
County 90 Cen. 160,997; E&P 92 Est. 164,204
PMSA 90 Cen. 700,790; E&P 92 Est. 707,471
NDM-ABC: (80) 117,051

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	1	$351,031,802
Savings & Loan	4	N.A.
Commercial	2	$697,811,109

6 - PASSENGER AUTOS: Morris County N.A.

7 - ELECTRIC METERS: Residence 137,348

8 - GAS METERS: Residence 24,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Public Trans./Public Util. 5,232; Pharmaceutical & Chem. Prods. 9,442; Printing 1,281; Constr. 570; Rubber 1,314; Food 4,129; Paper 1,547; Engin. 2,891.
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-75; Summer 60-97; Fall 32-80; Winter 28-50. First killing frost, Oct.; last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Midtown(9)	NA	A&P
Baldwin Manor (11)	NA	Baldwin Phcy., Foodtown
Troy(19)	NA	Pathmark, K mart
Morris County Mall(77)	3	Bradlees, Stop & Shop
Rockaway Town Sq.(204)	16	Macy's, Sears, JCPenney, Lord & Taylor

Principal Shopping Days-Fri., Wed., Sat., Sun.
Stores Open Evenings-Mon., Sat.

13 - RETAIL OUTLETS: Department Stores-Macy's; M. Epstein; Sears; JCPenney; Lord & Taylor.
Discount Stores-Jamesway; Rockaway Sales 2; K mart; Bradlees; Caldors.
Variety Store-Woolworth.
Chain Drug Stores-Thrift; CVS; Drug Fair; Rite Aid; Walgreens.
Chain Supermarkets-A&P 6; Acme 2; Pathmark 4; Foodtown 8; ShopRite 12; Kings 2.

14 - NEWSPAPERS: RECORD (m) 55,245; (m-sat) 49,942; (S) 62,563; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: James F. Normandin, Adv. Dir., RECORD, 629 Parsippany Rd., PO Box 217, Parsippany, NJ 07054-0217; Tel. (201) 428-8900.
National Representative: Landon Associates.

NEW BRUNSWICK

1 - LOCATION: Middlesex County (In Middlesex-Somerset-Hunterdon PMSA). E&P Map B-3, County Seat. Industrial and educational center, 32 mi. from New York City; 25 mi. from Trenton. Skirted by U.S. Hwy. 1, State Hwy. 27; Lincoln Hwy., New Jersey Tpke., Rt. 287.

2 - TRANSPORTATION: Railroads-Conrail; N.J. Transit.
Motor Freight Carriers-71.
Water-Raritan River.
Intercity Bus Lines-Transport of N.J.; Continental Trailways; Suburban; Greyhound; Middlesex; Star.

3 - POPULATION:
Corp. City 90 Cen. 41,711; E&P 92 Est. 42,182
CZ-ABC: (80) 189,428
RTZ-ABC: (80) 206,086
County 90 Cen. 671,780; E&P 92 Est. 696,123
City & RTZ-ABC: (80) 395,514
PMSA 90 Cen. 1,019,835; E&P 92 Est. 1,060,458
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 16,058; E&P 92 Est. 16,239
County 90 Cen. 245,756; E&P 92 Est. 254,661
CZ-ABC: (80) 63,544
RTZ-ABC: (80) 66,229
City & RTZ-ABC: (80) 129,773
PMSA 90 Cen. 377,108; E&P 92 Est. 392,161

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	1	$607,284,000
Savings & Loan	11	$471,290,000
Commercial	13	$1,603,440,000

6 - PASSENGER AUTOS: Middlesex County N.A.

7 - ELECTRIC METERS: Residence 17,090

8 - GAS METERS: Residence 14,670

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Pharmaceuticals 4,830; Medical Goods 3,210; Elect. 2,160; Apparel 4,830; Trans. 3,840.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 31-93; Summer 44-95; Fall 25-84; Winter 6-61. First killing frost, Oct. 20; last killing frost, Apr. 18.

11 - TAP WATER: Acid, very soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Brunswick(26)	2	Caldor, Grand Union, Woolworth
Brunswick Sq. (85)	5	Macy's, JCPenney
Kilmer Plz.	4	Acme, Mandee's, Tops Appliance
Menlo Park Mall (80)	5	Macy's, Nordstrom
Middlesex Mall (58)	15	Pathmark, Sterns, K mart
MidState Mall (27)	4	Funtown, Marshalls, Newberry's, ShopRite
Village Green (27)	7	He-Man Shop
Woodbridge Ctr. (233)	11	Abraham & Straus, Fortunoff's, Sterns, JCPenney, Steinbach
Rutgers(13)	3	K mart, Foodtown, Thrift Drug
The Market Pl. (14)	10	Beauty Barn, Children's Factory Outlet, Shoe Town
Sayrewoods(25)	12	Channel, JCPenney, Foodtown
Loehmann's Plz.(24)	4	Foodtown, Toys 'R' Us, Loehmann's, Thrift Drugs, Shoe Town, Linen's 'n Things
Bradlees of E.B.(4)	4	Bradlees, T.J. Maxx, Herman's, Joyce Leslie
Bradlee's of N.B.(5)	2	Bradlees, A&P
American Mall(8)	4	Eyelab
Hadley Ctr.(26)	8	Caldor, CVS, Pet Food Giant, Beat Street Elec., Joyce Leslie, Foodtown, Shoe Town
Quakerbridge Mall(142)	15	Macy's, JCPenney, Sears
Sears Ctr.(1)	2	Sears
Route 18 Ctr.	7	The Wiz, Kids 'R' Us, The Gap, Conran's
Princeton Market Fair(24)	17	Super Sports
Princeton Forrestal Vlg.	17	100 Unique Stores, Cafes & Restaurants
Fashion Plz.	2	Pergament, Burlington Coat Factory, The Rx Place
Wick Plz.	3	Pathmark, Annie Sez
Bridgewater Commons	13	Macy's, Sterns, Lord & Taylor

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Most Mon. through Fri.; some on Mon. & Thur. only.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Macy's; Steinbach; Abraham & Straus; Sterns; Bradlees.
Variety Stores-Newberry; McCrory; Woolworth.
Discount Stores-Channel; Rickel; K mart; Pergament 2; Caldor; Mr. Goodbuys; James[illegible]
Chain Drug Stores-Drug Fair 3; Sav-On; Walgreens; Rexall; Sunray 2; Thrift; Pathmark; Mandell's; Rite Aid; Metro Drugs; The Rx Place.

Chain Supermarkets-A&P 7; ShopRite; Foodtown 6; Acme; Pathmark; Mayfair 3; Grand Union.

Other Chain Stores-Shoes: Thom McAn, National, A.S. Beck, Miles, Kinney's, Florsheim, Selby, Baker's, Hush Puppy, Knapp, Shoe Town, Dollar Discount, Naturalizer, Regal; Clothing: Bond, Rogers, Wallachs, Fashion Bug, Brooks, The Limited, The Gap, Chess King, Lane Bryant; Auto Supplies: Firestone, Lee Miles, Midas, Rayco, Atlas, Aamco, 1001 Auto, Auto-Rite, R&S Auto, Goodyear; Misc.: Singer Co., Zales, Weiss & Lambert.

14 - NEWSPAPERS: HOME NEWS (e) 54,120; (S) 62,208; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Frank Manley, Natl. Adv. Mgr., HOME NEWS, 123 How Lane; PO Box 551, New Brunswick, NJ 08903; Tel. (201) 246-5500; FAX (201) 246-3167.

National Representative: None.

NEWARK

1 - LOCATION: Essex County (In Newark PMSA). E&P Map B-2, County Seat. Industrial, wholesale and retail center on U.S. Hwys. 1, 9, 22; State Hwys. 21, 24, 27, 78, 80, 280, N.J. Tpke. & linked with Garden State Pkwy.

2 - TRANSPORTATION: Railroads-NJ Transit; Central of New Jersey; Erie-Lackawanna; Hudson & Manhattan (passenger).

Motor Freight Carriers-30.

Intercity Bus Lines-Public Service; Trailways; Greyhound; American; De Camp; Borough; N.Y. & Long Branch; Somerset; Martz; Consolidated Shore.

Airlines-USAir; American; Delta; TWA; United; NY Air; Continental; Pan Am; World Airways; Northwest Orient.

3 - POPULATION:

Corp. City 90 Cen. 275,221; E&P 92 Est. 271,223
CZ-ABC: (80) 1,003,370
RTZ-ABC: (80) 4,224,906
County 90 Cen. 778,206; E&P 92 Est. 777,950
PMSA 90 Cen. 1,824,321; E&P 92 Est. 1,841,730
City & RTZ-ABC: (80) 5,228,276

4 - HOUSEHOLDS:

City 90 Cen. 105,868; E&P 92 Est. 104,330
County 90 Cen. 299,310; E&P 92 Est. 299,212
PMSA 90 Cen. 700,790; E&P 92 Est. 707,471
CZ-ABC: (80) 355,706
RTZ-ABC: (80) 1,454,690
City & RTZ-ABC: (80) 1,810,396

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	11	$1,350,000,000
Savings & Loan	88	$1,840,000,000
Commercial	16	$50,229,000,000

6 - PASSENGER AUTOS: Essex County N.A.

7 - ELECTRIC METERS: 324,991

8 - GAS METERS: County 343,974

9 - PRINCIPAL INDUSTRIES: Estimated No. of Employees, Essex, Union & Morris Counties-Prim. Metal Ind. 10,700; Fab. Metal Prods. 21,300; Mach. (ex. Elect.) 25,500; Elect. Mach. 38,500; Trans. Equip. 10,800; Instruments & Rel. Prod. 4,500; Other Durable Goods 19,900; Food & Kindred Prods. 22,000; Textile-Mill Prods. 3,400; Apparel & Textile Prods. 14,600; Paper & Prods. 6,600; Printing & Publishing 11,700; Chem. & Prods. 34,100; Rubber & Plastic Prods. 9,200; Leather & Prods. 4,000; Other Nondurable Goods 3,400; Mining 900; Constr. 28,400; Trans. & Pub. Util. 110,900; Whol. & Ret. Trade 136,200; Fin., Ins. & R.E. 48,400; Service & Misc. 110,900; Gov't 85,200.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 60-90; Fall 45-65; Winter 20-40. First killing frost, late Oct.; last killing frost, early Apr.

11 - TAP WATER: Alkaline, soft to medium.

12 - RETAILING: Downtown Shopping Areas-Newark; Livingston; Montclair; Orange; Plainfield; Morristown; Summit; Irvington; East Orange; Elizabeth; Dover; Madison; Maplewood; Westfield; Union; Bloomfield; Somerville; Chatham; Millburn; Linden.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
In Essex Co.:		
Livingston(127)	NA	Macy's, Sears, Lord & Taylor
The Mall, Short Hills(140)	NA	Bloomingdale's, Abraham & Straus
Essex Green(42)	NA	Woolworth, Sterns, Shoprite, Rickel
In Morris Co.:		
Rockaway Town Sq.(150)	NA	Macy's, JCPenney, Lord & Taylor, Sears

Outside Metro Area-Bergen Mall, Paramus; Menlo Park; Blue Star, Watchung; East Brunswick, Woodbridge, Eatontown, Valley Fair constitute a shpg. ctr. in themselves, in Somerset County. A 15 mi. shpg., Bridgewater Commons, strip along Rt. 22, 40 stores.

Principal Shopping Days-Wed., Fri., Sat.

Stores Open Evenings-Dept.-Mon., Fri. Food-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-(Metro Area)-Macy's; Steinbach's; Lord & Taylor; Sears; Bloomingdale's; Sterns; Abraham & Straus; JCPenney.

Discount Stores-Newberry; Rickel; Valley Fair; Channel; K mart; Bradlees; Caldor; Home Depot.

Chain Drug Stores-Thrift Drug; Sav-On; CVS; Drug Fair; Medi-Mart; Rite Aid 2; Walgreens.

Chain Supermarkets-A&P; Acme; Grand Union; Shop Rite; Foodtown; King's; Pathmark.

Other Leading Stores-McCrory; Lerner; Woolworth; Wallachs; A.S. Beck; Fortunoff.

Suburban-Saks Fifth Ave.; Huffman-Koos; Marshalls; M. Epstein; Arthurs; Levitz; Seamans; Service Merchandise; Best; Consumers Digest; Tops Appliance; The Wiz; Newmark & Lewis; Trader Horn; Save Mart; Hermans Sporting Goods; Super Sports.

14 - NEWSPAPERS: STAR LEDGER (m-mon to fri) 485,362; (m-sat) 430,631; (S) 707,391; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Fred Marks, Gen. Adv. Mgr., STAR LEDGER, 1 Star Ledger Plaza, Newark, NJ 07101; Tel. (201) 877-5864.

National Representatives: Newhouse Newspapers/Metro Suburbia.

NEWTON

1 - LOCATION: Sussex County, (In Newark PMSA). E&P Map A-2. County Seat. Recreation, agricultural, manufacturing NW portion of state. 58 mi. NW of NYC; 48 mi. NW of Newark.

2 - TRANSPORTATION: Railroads-2 (Freight).

Motor Freight Carriers-15.

Intercity Bus Line-Lakeland.

Airports-4, plus 1 Heliport.

3 - POPULATION:

Corp. City 90 Cen. 7,521; E&P 92 Est. 7,550
NDM-ABC: (80) 125,421
County 90 Cen. 130,943; E&P 92 Est. 135,582
PMSA 90 Cen. 1,824,321; E&P 92 Est. 1,841,730

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 2,907; E&P 92 Est. 2,919
County 90 Cen. 50,553; E&P 92 Est. 52,344
NDM-ABC: (80) 40,313
PMSA 90 Cen. 700,790; E&P 92 Est. 707,471

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	7	$751,100,000
Savings & Loan	7	$267,023,000
Savings	2	$73,289,000

6 - PASSENGER AUTOS: Sussex County N.A.

7 - ELECTRIC METERS: County 64,000

8 - GAS METERS: County 3,320

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Gov't & Educ. 1,000 ($470); Retailers & Service 600 ($320); Professional & Staff 500 ($455); Mfg. & Fabrics 300 ($300).

Principal Industrial Pay Day-Wed.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-80; Summer 45-90; Fall 26-60; Winter 0-45.

11 - TAP WATER: Neutral to alkaline.

12 - RETAILING:

Neighborhood Shopping Centers-Clinton Street (10); Spring Street (52).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Ames	NA	Ames, Shepard
Sussex Cty. Mall (8)	NA	A&P, Jamesway
Newton(12)	NA	ShopRite
Sparta Ctr.(12)	NA	Acme
Franklin(9)	NA	ShopRite, Genovese
Tri-States(10)	NA	Jamesway
Vernon(8)	NA	A&P
Gristmill(6)	NA	A&P
Wantage(4)	NA	Foodtown
Ledgewood Mall (45)	NA	Jamesway Arthur's, Rickel
Roxbury Mall(27)	NA	ShopRite, Acme
Rockaway Townsquare (210)	NA NA	Macy's, Sears, Penney's, Lord & Taylor

Principal Shopping Days-Wed., Thur., Fri., Sun.

Stores Open Evenings-Downtown and neighborhood plazas-Thurs. and Fri. Food: Mon. through Sat.-Ledgewood Mall, Roxbury Mall, Rockaway Townsquare-Mon.-Sat.

Stores Open Sundays-Downtown Shopping Centers Food: Nearby Shopping Malls

13 - RETAIL OUTLETS: Department Store-Shelby's.

Discount Stores-Jamesway; Rockaway Sales; Ames.

Variety Store-R.J. Mars.

Chain Drug Stores-Thrift; Rite Aid.

Chain Food Stores-A&P 5; Acme 2; Grand Union 3; ShopRite 3; Foodtown.

14 - NEWSPAPERS: HERALD (e-mon to fri) 17,954; (S) 25,465; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Dianne M. Ryan, Adv. Dir., HERALD, 2 Spring St.; PO Box 10, Newton, NJ 07860; Tel. (201) 383-1500.

National Representatives: Landon Associates; U.S. Suburban Press.

PARSIPPANY

See MORRISTOWN

PASSAIC-CLIFTON

1 - LOCATION: Passaic County (In Bergen-Passaic PMSA). E&P Map B-2. Industrial center 12 mi. W of New York; 9 mi. N of Newark. On U.S. Hwy. 46; State Hwys. 3, 21.

2 - TRANSPORTATION: Railroad-Conrail.

Motor Freight Carriers-74.

Intercity Bus Lines-Manhattan; Inter-City; De-Camp; Greyhound; Public Transport of N.J.

Airlines-At Teterboro Airport-915 acres; 5,000 ft. x 100 ft. runways; 13 hangars; Heliport service to midtown NYC and N.Y. airports. Passenger service at Newark Airport, all airlines (8 mi.).

3 - POPULATION:

Corp. Cities 90 Cen. 129,783; E&P 92 Est. 131,273
  Passaic 90 Cen. 58,041; E&P 92 Est. 59,748
  Clifton 90 Cen. 71,742; E&P 92 Est. 71,525
NDM ABC: (80) 1,206,552
County 90 Cen. 453,060; E&P 92 Est. 460,341
PMSA 90 Cen. 1,278,440; E&P 92 Est. 1,298,141

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

Cities 90 Cen. 49,949; E&P 92 Est. 50,523
  Passaic 90 Cen. 22,341; E&P 92 Est. 22,998
  Clifton 90 Cen. 27,608; E&P 92 Est. 27,525
County 90 Cen. 167,778; E&P 92 Est. 170,475
NDM-ABC: (80) 4[illegible],199
PMSA 90 Cen. 485,232; E&P 92 Est. 492,705

5 - BANKS	**NUMBER**	**DEPOSITS**
(PMSA)		
Commercial	45	$9,535,450,000
Savings & Loan	47	$6,826,264,000
Mutual Savings	8	$1,498,377,000

6 - PASSENGER AUTOS: Passaic County N.A.

7 - ELECTRIC METERS: PMSA 477,170

8 - GAS METERS: PMSA 512,179

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Fab. Metals 5,300; Non-elect. Mach. 5,400; Elect. Mach. 11,400; Other Durable Goods 6,700; Food 3,200; Printing & Pub. 3,400; Chem. 10,600; Rubber 4,000; Other Nondurable Goods 16,200; Constr. 5,500; Trans. & Util. 6,500; Trade 42,000; Fin. Ins., R.E. 9,300; Servs. 29,000; Gov't 2,800.

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-59; Summer 66-85; Fall 46-66; Winter 24-39.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Heavy traffic to all parts of Paterson-Clifton-Passaic Metro area as well as Newark and New York.

Shopping Centers-Passaic-Clifton: Main Ave. & Intersecting Sts.; Clifton-Allwood Shpg. Ctr.; Clifton Plz. Shpg. Ctr.; Elmwood Shpg. Ctr.; Garden State Plz.; Styertowne & Bergen Mall; Preakness; Willowbrook; Fashion Ctr.; Paramus Park; West Belt Mall; Riverside Sq.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Preakness(42)	NA	Sterns
Elmwood(15)	5	Walgreens, Grand Union, K mart
Fashion Center	10	Lord & Taylor, B. Altman, W.J. Sloane
Garden State Plaza(120)	5	Macy's, JCPenney
Styertown(32)	2	Grand Union, Rowe Manse
Bergen Mall(74)	6	Sterns
Willowbrook(175)	9	Macy's, Sears, Sterns
Paramus Park (117)	7	Sears, A&S, Fortunoff
Clifton Plaza	3	Acme, Channel
West Belt Mall (37)	9	JCPenney, Fortunoff
Riverside Sq. (90)	7	Saks, Bloomingdale's
Wayne Hills(32)	6	Meyer Brothers

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Mon. through Fri. Closed Sun. in Bergen County; open Sun. in Passaic County.

13 - RETAIL OUTLETS: Department Stores-Alexander's; B. Altman; Macy's 2; Bloomingdale's 3; Canadian Furs; Fortunoff; Meyer Bros.; JCPenney 2; Sears 4; Sterns 4; Lord & Taylor; J.M. Towne; The Fair; A&S; Saks; Marshalls; Caldor 30.

Discount Stores-K mart; National Family Stores; Bradlees.

Variety Stores-McCrory; Woolworth.

Chain Drug Stores-Walgreens; Rite Aid; Medi-Mart; CVS; Drug Fair; Genovese.

Chain Supermarkets-A&P 7; ShopRite 4; Grand Union 7; Acme Super Saver 2; Pathmark 5; Foodtown 10.

Other Chain Stores-Shoes: Burts, Red Cross, Regal, Miles, Thom McAn, Chandler's, Florsheim, Selby, Bostonian, Stenchever, Baker; Clothing: Bond, Rogers, Wallach's, Lane Bryant, Canadian; Auto Supplies: Firestone, Uniroyal, Goodrich, R&S, Pep Boys, Goodyear, Scott, General Auto, Midas, Stern's Auto, Western Auto, Garden State Tire; Others: Trader Horn, Radio Shack, Singer Co., Prince Range, Channel Lumber, Rickel Bros., Siperstein, Best Bros. Paints; Jewelry: Littman's, Wiss, Corbo's, Marcus, Zales; Furniture: Castro, Huffman-Koos 3, W&J Sloane, Dover, Bograd Bros., National, Levitz, Faber Bros., Seaman's, Barney's.

14 - NEWSPAPERS: NORTH JERSEY HERALD & NEWS (m) 79,483; (S) 55,750; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Michael Ryan, Adv. Dir., HERALD AND NEWS, 988 Main Ave., PO Box 1019, Passaic, NJ 07055; Tel. (201) 365-3000; In NYC (212) 594-6310.

National Representative: None.

PERTH AMBOY

See WOODBRIDGE

PHILLIPSBURG

See EASTON, PA

SALEM

1 - LOCATION: Salem County (In Wilmington, DE-NJ-MD-PMSA), E&P Map A-5, County Seat. Manufacturing & agricultural center; SW portion of state. Historical City, 34 mi. SW of Philadelphia; on State Hwys. 45, 49, 5 mi. S of I-295, U.S. Hwy. 40 N.J. Turnpike.

2 - TRANSPORTATION: Railroad-Conrail.

Intercity Bus Line-Transport of New Jersey.

Motor Freight Carriers-19.

3 - POPULATION:

Corp. City 90 Cen. 6,883; E&P 92 Est. 6,936
NDM-ABC (80) 64,676
PMSA 90 Cen. 578,587; E&P 92 Est. 591,609
County 90 Cen. 65,294; E&P 92 Est. 66,326

4 - HOUSEHOLDS:

City 90 Cen. 2,664; E&P 92 Est. 2,684
NDM-ABC (80) 22,300
County 90 Cen. 24,673; E&P 92 Est. 25,063
PMSA 90 Cen. 221,730; E&P 92 Est. 226,714

5 - BANKS	NUMBER	EST. DEP.
Commercial	9	$250,000,000
Savings & Loan	3	$90,000,000

6 - PASSENGER AUTOS: Salem County N.A.

7 - ELECTRIC METERS: Residence/County 28,197

8 - GAS METERS: Residence/County 5,485

9 - PRINCIPAL INDUSTRIES: Floor Coverings; Chem.; Glass; Canned Foods; Farming (Tomatoes & Vegetables).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-88; Summer 47-98; Fall 29-81; Winter 10-68. First killing frost, Nov. 1; last killing frost, Apr. 5.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pennsville(50)	NA	Ames, K mart, Acme
Christiana(100)	NA	JCPenney, Macy's, Strawbridges
Salem(20)	NA	Acme, G.C. Murphy, JCPenney, IGA
Woodstown(15)	NA	Acme
Penns Grove(25)	NA	IGA

13 - RETAIL OUTLETS: Department Store-Macy's.

Discount Store-K mart.

Chain Supermarket-IGA.

14 - NEWSPAPERS: TODAY'S SUNBEAM (m-mon to fri) 10,606; (S) 10,102; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Domenic Zanghi, Adv. Dir., TODAY'S SUNBEAM, 93 Fifth St., Salem, NJ 08079; Tel. (609) 935-1500.

National Representative: Landon Associates

SHREWSBURY

See RED BANKS

TOMS RIVER

1 - LOCATION: Ocean County, (In Monmouth-Ocean PMSA). E&P Map C-4. Apparel, Food Processing, Shipbuilding and Resort Center. Central eastern portion of state. 60 mi. from New York; 58 mi. from Philadelphia, PA. Garden State Pkwy., N.J. Tpke., State Hwy. 9.

2 - TRANSPORTATION: Motor Freight Carriers-20.

Intercity Bus Lines-Transport of New Jersey.

3 - POPULATION:

Corp. City 90 Cen. 3,869; E&P 92 Est. 3,817
County 90 Cen. 433,203; E&P 92 Est. 456,338
NDM-ABC: (80) 301,131
PMSA 90 Cen. 986,327; E&P 92 Est. 1,026,928

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 1,505; E&P 92 Est. 1,485
County 90 Cen. 173,282; E&P 92 Est. 182,536
PMSA 90 Cen. 376,879; E&P 92 Est. 392,562
NDM-ABC: (80) 111,597

5 - BANKS	NUMBER	DEPOSITS
Commercial	29	$1,314,000,000
Savings & Loan	15	$1,060,000,000

6 - PASSENGER AUTOS: Ocean County N.A.

7 - ELECTRIC METERS: Residence 139,000

8 - GAS METERS: Residence 90,000

9 - PRINCIPAL INDUSTRIES: Military Installation; Farming; Boating; Real Estate; Financial Insts.; Publishing; Util.; Light Mfg.; Constr.; Educ.; Chem.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-57; Summer 64-88; Fall 49-63; Winter 26-39. First killing frost, Oct. 29; last killing frost, Apr. 8.

11 - TAP WATER: Well water, hard.

12 - RETAILING: Principal Shopping Centers-Ocean County Mall 96 units-Sears; JCPenney, Macy's, Sterns; Brick Plz. 22 units; Kennedy Mall 11 units; Brick Mall 9 units; Laurel Sq. 20 units; Riviera Plz. 9 units; Birchwood 10 units; Dover Mall 25 units; Toms River Shpg. 17 units; Bellcrest Mall 5 units; ShopRite East 6 units; Oak Ridge 18 units; Dorado 12 units; Silverton 6 units; Beachwood Plz. 19 units; Berkeley Plz. 7 units; Lacey Mall 16 units; Bay Harbor 9 units; A&P Shopping Plz. 18 units; Lakewood Plz. 20 units; H&O 7 units; Brook Plz. 15 units; Toms River Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eatontown	20	Macy's, Hahne's
Toms River(17)	7	A&P, ShopRite
Manasquan Cir. Plz.(25)	8	Grand Union
Point Pleasant (11)	6	Grand Union

Principal Shopping Days-Food: Wed., Thur., Sat.; Dept. Stores: Mon., Wed., Fri., Sat., Sun.

Stores Open Evenings-Most until 9 p.m.

13 - RETAIL OUTLETS: Department Stores-Steinbachs; JCPenney; Sears; Macy's; Sterns.

Discount Stores-Bradlees; K mart; Rickel; Channel; Best Products; Caldor.

Variety Stores-H.L. Green; Woolworth; McCrory.

Chain Drug Stores-Rite Aid; Rexall; Thrift; CVS.

Chain Supermarkets-A&P; ShopRite; Grand Union; Foodtown; Pathmark.

Other Chain Stores-Firestone; Goodyear; Penn-Jersey; R&S; Kinney Shoes; Shoetown; Singer Co.; Sherwin-Williams; M.A.B. Paints; Diamond Pools; Consumers Distributing; Ethan Allen; Toys 'R' Us; Kiddie City; The Wiz; Tops Appliance; Home Depot.

14 - NEWSPAPERS: OBSERVER (m-mon to fri) 18,284; (S) 16,126; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Paul J. Haney, Adv. Dir., OBSERVER, 8 Robbins St., Toms River, NJ 08753; Tel. (908) 349-3000; FAX (908) 240-0545.

National Representatives: Landon Associates; U.S. Suburban Press.

TRENTON

1 - LOCATION: Mercer County, (PMSA). E&P Map B-3, County Seat. State Capital. Fort Dix Training Center. 60 mi. to NY; 30 mi. to PA. On U.S. Hwy. 1 & Lincoln Hwy. & State Hwys. in all directions.

2 - TRANSPORTATION: Railroads-Conrail; Reading; Amtrak.

Airline-Allegheny Commuter.

Motor Freight Carriers-100.

Intercity Bus Lines-Greyhound; Continental Trailways; Safeway Trails; Blue; Starr; Trenton-Philadelphia Coach; Suburban Transit; New Jersey Transit.

3 - POPULATION:

Corp. City 90 Cen. 88,675; E&P 92 Est. 88,465
CZ-ABC: (80) 255,519
RTZ-ABC: (80) 415,408
County/PMSA 90 Cen. 325,824; E&P 92 Est. 334,002
City & RTZ-ABC: (80) 670,927

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 34,122; E&P 92 Est. 34,041
County/PMSA 90 Cen. 125,316; E&P 92 Est. 128,462
CZ-ABC: (80) 88,538
RTZ-ABC: (80) 134,635
City & RTZ-ABC: (80) 223,173

5 - BANKS	NUMBER	DEPOSITS
Savings	1	N.A.
Savings & Loan	12	$1,892,455,544
State	4	N.A.
Commercial	7	N.A.

6 - PASSENGER AUTOS: Mercer County N.A.

7 - ELECTRIC METERS: 122,950

8 - GAS METERS: 87,316

9 - PRINCIPAL INDUSTRIES: Metal Prods.; Research & Development; Medical; Pharmaceuticals; Ceramics; Rubber; Non-Electric Mach.; Clay, Stone & Glass; Chem. & Allied Prods.; Elect. Mach.; Equip. & Supplies; Fab. Metal Prods.; Leather Prods.; Lumber & Wood Prods.; Paper & Allied Prods.; Textile; Brewery; Automotive; Gov't.

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-95; Summer 43-98; Fall 21-89; Winter 11-67. First killing frost, Nov. 9; last killing frost, Apr. 11.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Downtown Shopping Areas-4 blocks on State St.; 5 on Broad St.

Neighborhood Shopping Centers-4 at E. State & Clinton; 3 on Hermitage Ave.; 6 on S. Broad St.; 2 on Brunswick Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ewing(17)	2	Woolworth, ShopRite, Shop'N Bag, Silo
Laneco Shpg. Ctr.	1	Laneco
Princeton Mkt. Fair	8	Brentano
Princeton Forrestal Vlg.	13	Roots, Cosby's
Mercer Mall	6	Wiz, K mart
Princeton(56)	12	Epstein's
Levittown(60)	8	Ports of the World
Home & Fashion	4	Einstein-Moojy
Lawrence(36)	2	S.P. Dunham, Acme, Channel, CVS, McCrory
Hamilton Sq.(9)	5	Jamesway, ShopRite
Country Club(25)	NA	Sev-On, Tile Discount
Clover Mall	NA	Clover, Thriftway
Independence Mall(29)	NA	G.C. Murphy, Thrift Drug, S.P. Dunham
Oxford Valley Mall(140)	6	Macy's, Wanamaker, JCPenney
Morrisville(25)	NA	Acme, Clover, Shop 'N Bag, S.P. Dunham
Neshaminy Mall	NA	Strawbridge & Clothier
Hamilton Twp.(9)	3	K mart, Acme
Quakerbridge Mall(140)	6	Sears, Macy's, JCPenney, Hahne's, Bradlees, Lord & Taylor, Caldor

Principal Shopping Days-Mon., Thur., Sat.

Stores Open Evenings-Dept.-Mon., Sat.; Food-Mon.-Sat.

13 - RETAIL OUTLETS: Department Stores-S.P. Dunham 3; Sears; Macy's 2; Hahne's; JCPenney 2; Clover 2; Pomeroy's; Wanamaker; Epstein's; Montgomery Ward; Strawbridge; Ports of the World.

Variety Stores-Woolworth; Kresge; Murphy; McCrory.

Discount Stores-K mart 2; Jamesway 2; Bradlees; Caldors.

Chain Drug Stores-Thrift 3; Sav-On 3; Rite Aid; Medicine Shoppe; Liggett Rexall; Drug Emporium; Cost Cutters.

Chain Supermarkets-A&P 2; Acme 8; ShopRite 5; Thriftway 7; Shop 'N Bag 5; Pathmark; Super Fresh 3.

Other Chain Stores-National Shoes; Thom McAn; Flagg Bros.; Firestone; Goodyear; Goodrich; Famous Maid; Singer; Father & Son Shoes; M.A.B. Paint; Kinney's; LeRoy; Anderson Little; Red Cross Shoes; Howard Johnson; Rustler; La-Z-Boy; Ethan Allen; Gordon Jewelers; Spiegel (catalog); Roger's Clothes; Norton Paint; Shoetown; Herman Brooks; Sporting Goods; Einstein-Moojy; Block Shoes; Kiddie City; Levitz Furn.; Sandler & Worth; Allen Carpet; In Jeans; Bailey, Banks & Biddle; Zales.

14 - NEWSPAPERS: TIMES (m) 81,268; (S) 94,237; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Lynn Savacool, Adv. Dir., TIMES, 500 Perry St.; PO Box 847, Trenton, NJ 08605; Tel. (609) 396-3232.

National Representative: Newhouse Newspapers Metro Suburbia.

THE TRENTONIAN (m) 72,371; (sat) 64,155; (S) 62,369; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Gary Graff, Mktg. Dir., THE TRENTONIAN, Southard at Perry St., Trenton, NJ 08602; Tel. (609) 989-7800.

National Representative. Landon Associates.

VINELAND

1 - LOCATION: Cumberland County (In Vineland-Millville-Bridgeton PMSA). E&P Map B-5. Agricultural center. In Southern Part of State 35 mi. SE of Philadelphia, 35 mi. NW of Atlantic City, 120 mi. S of New York. Point of meeting for four counties: Cumberland, Atlantic, Gloucester & Salem.

2 - TRANSPORTATION: Railroads-New Jersey Central (freight); Conrail.

Intercity Bus Lines-Trailways; Transport of N.J.; Garden State Coachways.

3 - POPULATION:

Corp. City 90 Cen. 54,780; E&P 92 Est. 55,535
NDM-ABC: (80) 132,895
County/PMSA 90 Cen. 138,053; E&P 92 Est. 141,035

4 - HOUSEHOLDS:

City 90 Cen. 21,084; E&P 92 Est. 21,375
County/PMSA 90 Cen. 50,480; E&P 92 Est. 51,570
NDM-ABC: (80) 43,510

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$611,898,000
Savings & Loans	7	$716,575,000

6 - PASSENGER AUTOS: Cumberland County N.A.

7 - ELECTRIC METERS: Residence 19,437

8 - GAS METERS: Residence 10,051

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass 3,700 ($280); Clothing 3,300 ($290); Food 1,100 ($290).

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-87; Summer 42-98; Fall 22-92; Winter 0-73. First killing frost, Oct. 7; last killing frost, Apr. 13.

11 - TAP WATER: Acid, very soft; not fluoridated.

12 - RETAILING: Principal Shopping District-500-600 blocks on Landis Ave.

Neighborhood Shopping Centers: W. Landis Ave. from West Ave. to Orchard Rd. and along Delsea Dr., Route 47. Also North Main Rd. near Oak Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cumberland Mall(60)	8	Bradlees, JCPenney, Wilmington Dry Goods, Pathmark
Vineland Plaza (13)	NA	Eckerd, Sears,

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; Newberry; Wilmington Dry Goods; Bradlees.
Discount Stores-K mart; Jamesway; Ames.
Chain Drug Stores-Eckerd 2; Thrift; Rite Aid; CVS.
Chain Supermarkets-ShopRite 2; Thriftway; Shop N' Bag; Acme.
Other Chain Stores-Shoes: Hanover, Kinney's, Endicott-Johnson; Tires: Bridgestone, Toyo, Dayton, Dunlop, General, Wilhelm, Uniroyal, Firestone, Goodyear; Auto Supply: Pep Boys, Penn-Jersey; Jewelry: Crosby's, Horowitz Jewelers; Paint: M.A. Bruder; Sherwin-Williams.
Wholesale Distributors-M. Zuckerman (groceries); Vineland (groceries).

14 - NEWSPAPERS: DAILY JOURNAL (e) 20,772; Mar. 31, 1991 ABC.
Local Contact for advertising and Merchandising Data: Karen Walker, Adv. Dir., DAILY JOURNAL, 891 E. Oak Road, Vineland, NJ 08360; Tel. (609) 691-5000.
National Representatives: Landon Associates; Gannett National Newspaper Sales.

WILLINGBORO-BURLINGTON

1 - LOCATION: Burlington County. (In Philadelphia, PA-NJ PMSA). E&P Map B-4. On Delaware River. On Route 130.

2 - TRANSPORTATION: Railroad-NJ Transit.
Motor Freight Carriers-36.
Intercity Bus Lines-Holly; Camuen-Burlington; Mt. Holly-Burlington; Transport of N.J.; Phila.-Burlington; Mt. Holly-New York; Garden State Coachways; Trailways.

3 - POPULATION:
Corp. Cities 90 Cen. 46,126; E&P 92 Est. 45,717
Burlington 90 Cen. 9,835; E&P 92 Est. 9,795
Willingboro 90 Cen. 36,291; E&P 92 Est. 35,922
CZ-ABC: (80) 126,584
RTZ-ABC: (80) 200,223
City & RTZ-ABC: (80) 326,807
County 90 Cen. 395,066; E&P 92 Est. 406,931
PMSA 90 Cen. 4,856,881; E&P 92 Est. 4,955,752
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 90 Cen. 17,772; E&P 92 Est. 17,614
Willingboro 90 Cen. 13,972; E&P 92 Est. 13,830
Burlington 90 Cen. 3,800; E&P 92 Est. 3,784
County 90 Cen. 147,912; E&P 92 Est. 152,354
PMSA 90 Cen. 1,827,684; E&P 92 Est. 1,866,214
CZ-ABC: (80) 40,241
RTZ-ABC: (80) 61,785
City & RTZ-ABC: (80) 102,026

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	15	$198,720,000
Savings	4	N.A.
Commercial	15	N.A.

6 - PASSENGER AUTOS: Burlington County N.A.

7 - ELECTRIC METERS: Residence 12,400

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Steel Prods.; Food; Textiles; Electronic Equip.; Ceramics; Chem.; Explosives; Sand & Gravel; Plastics; Rubber; Constr.; Pipe; Computers; Engineering; Metal-Working; Heating Equip.; Boats.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-70; Summer 70-100; Fall 30-88; Winter 0-45. First killing frost, Oct. 31; last killing frost, Apr. 7.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-Burlington; Mt. Holly; Riverside; Bordentown; Willingboro; Moorestown.

Neighborhood Shopping Centers-Burlington, 2 mi.; Mt. Holly, 7 mi.; Riverside, 4 mi.; Bordentown, 9 mi.; Moorestown, 8 mi.; Trenton, 14 mi.; Cherry Hill, 17 mi.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Country Club(28)	NA	
Willingboro(42)	NA	Woolworth, Ports
Moorestown(85)	NA	Wanamaker's, Sears
Cinnaminson(20)	NA	ACME, Caldor, Thrift Drug
Willingboro Vlg. Mall(2)	NA	Caldor, Thrift Drug Acme
Outlet Sq.(30)	NA	Clover
Burlington Ctr. Mall(125)	NA	Strawbridge & Clothier, Sears

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Daily.

13 - RETAIL OUTLETS: Department Stores-Sears 2; Ports; Wanamaker's; Strawbridge-Clothier 2.
Discount Stores-Gregory 2; K mart 4; Clover Stores 2; Bradlees 3; Caldor 2; Dees 2; Silo 2.
Chain Drug Stores-Thrift; Rite Aid; Pathmark; CVS.
Chain Supermarkets-Acme 8; Pathmark; ShopRite 3; Shop 'N Bag 7; Cumberland Farms 26; Red Robin 5; 7-Eleven 14; Super Fresh 3; Wawa 19; Foodtown 3.

14 - NEWSPAPERS: BURLINGTON COUNTY TIMES (e-mon to fri) 42,508; (S) 46,453; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Tom Kasprzak, Adv. Dir., BURLINGTON COUNTY TIMES, Route 130, Willingboro, NJ 08046; Tel. (609) 871-8085.
National Representative: Sawyer-Ferguson-Walker.

WOODBRIDGE-PERTH AMBOY

1 - LOCATION: Middlesex County. (In Middlesex-Somerset-Hunterdon PMSA); E&P Map B-3. Suburban-Industrial Area. At the mouth of Raritan River, SW of NYC; 18 mi. S of Newark; 11 mi. E of New Brunswick. On U.S. Hwys. 1, 9, I-95 & I-287; State Hwy. 35; New Jersey Tpke.; Garden State Pkwy.

2 - TRANSPORTATION: Railroads-Amtrak; NJ Transit.
Intercity Bus Lines-Transport of NJ; Marathon; Hudson; Suburban.
Motor Freight Carriers-43.
Airlines-Almost all at Newark Airport.

3 - POPULATION:
Corp. Cities 90 Cen. 135,053; E&P 92 Est. 137,621
Perth Amboy 90 Cen. 41,967; E&P 92 Est. 42,996
Woodbridge 90 Cen. 93,086; E&P 92 Est. 94,625
County 90 Cen. 671,780; E&P 92 Est. 696,123
NDM-ABC: (80) 356,869
PMSA 90 Cen. 1,019,835; E&P 92 Est. 1,060,458
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 90 Cen. 51,972; E&P 92 Est. 52,962
Perth Amboy 90 Cen. 16,155; E&P 92 Est. 16,552
Woodbridge 90 Cen. 35,817; E&P 92 Est. 36,410
County 90 Cen. 245,756; E&P 92 Est. 254,661
NDM-ABC: (80) 118,421
PMSA 90 Cen. 377,108; E&P 92 Est. 392,161

5 - BANKS	NUMBER	EST. DEP.
Savings	4	$590,212,000
Savings & Loan	8	$491,838,000
Commercial	11	$825,775,000

6 - PASSENGER AUTOS: Middlesex County N.A.

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Chemicals & Allied Prods. 21,832; Health Services 18,406; Wholesale Trade-Durable Goods 16,656; Business Services 13,538; Eng./Acct./Res./Mang./Rel. Serv. 13,464.
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-80; Summer 57-92; Fall 35-84; Winter 12-60.

11 - TAP WATER: Soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-12 blocks on Smith St.; 4 on Madison Ave.; 3 on State St.; 3 on New Brunswick Ave.; Menlo Park; Sayreville; Carteret; Woodbridge Ctr.

Neighborhood Shopping Centers-3 blocks on Outer Smith St.; 3 on Amboy Ave.; 4 on Hall Ave.; Woodbridge 3 on Main St.; Metuchen 3 on Main St.; Edison; South Amboy; Keyport; Matawan.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Woodbridge(256)	2	A&S, Sterns, Steinbach's, JCPenney, Fortunoff's
Menlo Park(86)	6	Macy's, Nordstrom
Gateway Plz.(38)	4	JCPenney, Marshalls, Kiddy City
South Amboy	8	
Middlesex Mall (17)	12	Pathmark, K mart, Sterns
Oakwood Plz.	NA	Marshalls, Drug Fair
Sayrebrook Towne Ctr.	2	McCrory, ShopRite

Principal Shopping Days-Thur., Fri., Sat., Sun.
Most Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Macy's; JCPenney; Abraham & Straus; Steinbach's; Sterns; Marshalls; Fortunoff's.
Variety Stores-Woolworth; McCrory; Mickey Finn.
Discount Stores-Bradlees; K mart; Caldor; Service Mdse.; Consumers Distributing; Sears.
Chain Drug Stores-Sav-On; Walgreens; Drug Fair; Pathmark; Thrift; Rite Aid; CVS.
Chain Supermarkets-A&P 16; Foodtown 16; Acme 2; Grand Union 2; ShopRite 7; Pathmark 3; Discount Food 2.
Other Chain Stores-Shoes: Knapp, A.S. Beck, Baker, Chandler, National, Kinney's, Father & Son, Thom McAn, Shoe Town 2, Fayva; Auto Supply: R&S, Auto-Rite, Western Auto; Clothing: Lerner, Rogers, Wallachs, Bond, Canadian Fur, Field Bros., NBO, Marshalls; Candy: Loft, Barracini; Furniture: Seaman's, Levitz, Scandinavian Galleries, This End Up, Huffman Koos, IKEA; Appliance: Wiz, Tops, Newmark & Lewis; Home Improvement: Rickel, Channel, Home Depot.

14 - NEWSPAPERS: NEWS TRIBUNE (e-mon to fri) 51,750; (S) 52,943; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Jonathan Theophilakos, Adv. Dir., NEWS TRIBUNE, One Hoover Way, Woodbridge, NJ 07095; Tel. (908) 442-0400.
National Representative: Sawyer-Ferguson-Walker.

WOODBURY

1 - LOCATION: Gloucester County (In Philadelphia, PA-NJ PMSA). E&P Map A-4, County Seat.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-5.
Intercity Bus Lines-Public Service; Transport of NJ.

3 - POPULATION:
Corp. City 90 Cen. 10,904; E&P 92 Est. 10,805
NDM-ABC: (80) 199,917
County 90 Cen. 230,082; E&P 92 Est. 239,124
PMSA 90 Cen. 4,856,881; E&P 92 Est. 4,955,752
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 4,211; E&P 92 Est. 4,173
County 90 Cen. 89,799; E&P 92 Est. 93,327
PMSA 90 Cen. 1,827,684; E&P 92 Est. 1,866,214
NDM-ABC: (80) 65,129

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$455,065,000

6 - PASSENGER AUTOS: Gloucester County N.A.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Petroleum Refining; Elect. Equip.; Chem.; Fab. Metal Prods.; Agric.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Deptford Mall(107)	NA	Macy's, Wanamaker, Sears, Hechinger's
Woodbury Hts. Plz.(3)	NA	Pathmark, Thrift Drug, Caldor
Sickel's(6)	NA	ShopRite, Frank's Nursery
Woodbury(6)	NA	Ames, Shop 'N Bag
Collegetown-Glassboro(25)	NA	Grossman's, K mart, Frank's Nursery
Woodbury Hts.(2)	NA	Bradlees
Turnersville	NA	Bradlees, Caldor, Builder's Square

Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Tues., Wed., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; Macy's; Wanamaker; Caldor; Bradlees.
Variety Stores-Woolworth.
Discount Stores-K mart; Jamesway.
Chain Drug Stores-Quality; Thrift; Eckerd; Rite Aid; CVS.
Chain Supermarkets-Acme; ShopRite; 7-Eleven; Pathmark; Thriftway; Shop 'N Bag; Cumberland Farms.
Other Chain Stores-Firestone; Pep Boys; Fashion Bug; Sherwin-Williams; S&H Green Stamps; Singer Co.; Diana Shops; Penn-Jersey Auto; Jamesway; Edison Bros.; Channel Home Ctrs.; Shoe Town.

14 - NEWSPAPERS: GLOUCESTER COUNTY TIMES (e-mon to fri) 29,854; (S) 28,500; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Richard M. Duncovich, Adv. Mgr., TIMES, 309 S. Broad St., Woodbury, NJ 08096; Tel. (609) 845-3300.
National Representatives: Landon Associates; U.S. Suburban Press.

NEW MEXICO SURVEYS

METROPOLITAN STATISTICAL AREAS

Albuquerque-Bernalillo County.

Las Cruces-Dona Ana County.
Santa Fe-Los Alamos and Santa Fe Counties.

POPULATION ESTIMATES

(Thousands)

Age Group	1980	1990	1992
Under 5 Years	114	147	154
5-14 Years	228	250	263
15-24 Years	257	241	254
25-44 Years	361	499	525
45-64 Years	229	251	264
65 and Over	116	135	142
TOTAL	1,305	1,522	1,602

Based on U.S. Census

POPULATION ESTIMATES

(Thousands)

Places of 50,000 or more and Central Cities of MSA's with 10% or more of Spanish Origin Population, according to the U.S. 1980 Census.

City	Total Pop.	Spanish Origin	Percent
Albuquerque	332	112	33.8

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1977 Census	1982 Census	1992 Est.
Bldg. Mat./Hdwr	250	391	701
General Mdse	451	575	1,140
Food	839	1,488	2,069
Automobiles	934	1,256	2,544
Gasoline Stations	366	614	625
Apparel	187	323	488
Furniture	182	241	470
Eat-Drink Places	345	616	993
Drugs	110	160	252
TOTAL SALES	4,022	6,319	10,232

ALAMOGORDO

1 - LOCATION: Otero County, E&P Map C-4, County Seat. Home of Holloman Air Force Base.

2 - TRANSPORTATION: **Railroad**-Southern Pacific.

Motor Freight Carriers-10.

Intercity Bus Lines-Texas-OK-NM Transportation.

Airline-Mesa.

3 - POPULATION:

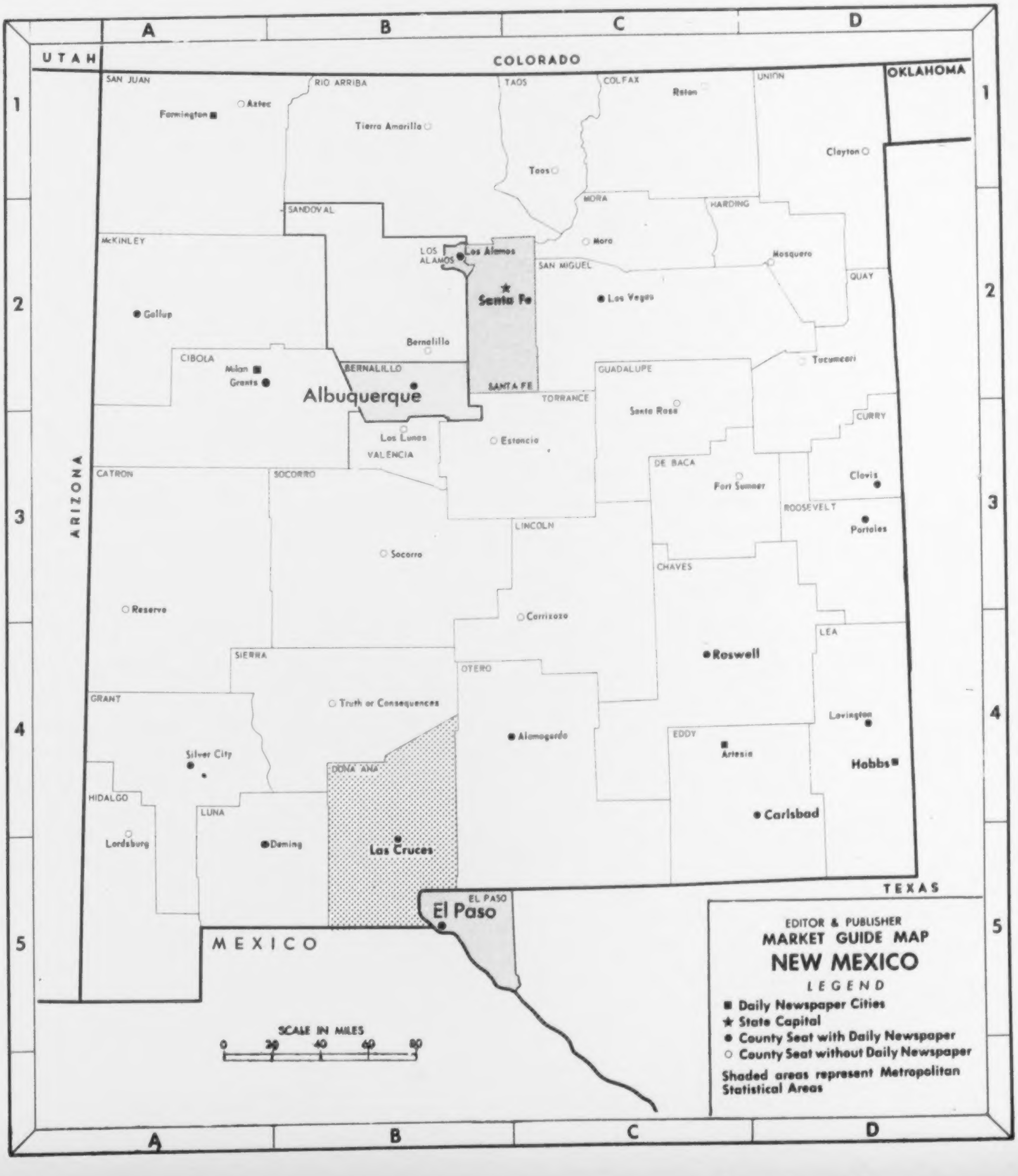
Corp. City 90 Cen. 27,596; E&P 92 Est. 28,310

CZ-ABC: (80) 26,546

RTZ-ABC: (80) 18,119

County 90 Cen. 51,928; E&P 92 Est. 54,617

City & RTZ-ABC: (80) 44,665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COLORADO
OKLAHOMA
ARIZONA
TEXAS
MEXICO
SAN JUAN
RIO ARRIBA
TAOS
COLFAX
UNION
Farmington
Aztec
Tierra Amarillo
Raton
Clayton
Taos
SANDOVAL
MORA
HARDING
McKINLEY
LOS ALAMOS
Los Alamos
Mora
Mosquero
SAN MIGUEL
QUAY
Santa Fe
Gallup
Las Vegas
Bernalillo
Tucumcari
CIBOLA
Milan
Grants
BERNALILLO
SANTA FE
GUADALUPE
Albuquerque
TORRANCE
Santa Rosa
CURRY
Los Lunas
VALENCIA
Estancia
DE BACA
CATRON
SOCORRO
Fort Sumner
Clovis
ROOSEVELT
Portales
LINCOLN
Socorro
CHAVES
Reserve
Carrizozo
LEA
Roswell
SIERRA
OTERO
GRANT
Truth or Consequences
Lovington
Alamogordo
EDDY
Artesia
Silver City
Hobbs
DONA ANA
HIDALGO
LUNA
Carlsbad
Lordsburg
Deming
Las Cruces
EL PASO
El Paso
SCALE IN MILES
0
20
40
60
80
EDITOR & PUBLISHER
MARKET GUIDE MAP
NEW MEXICO
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas

4 - HOUSEHOLDS:
City 90 Cen. 11,038; E&P 92 Est. 11,324
County 90 Cen. 18,883; E&P 92 Est. 19,861
CZ-ABC: (80) 9,472
RTZ-ABC: (80) 5,136
City & RTZ-ABC: (80) 14,608

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$190,965,238
Savings & Loan	3	$98,993,310

6 - PASSENGER AUTOS: Otero County 27,154

7 - ELECTRIC METERS: Residence 13,393

8 - GAS METERS: Residence 10,388

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Air Force Base 6,637 (Annual Payroll $168,018,593); Civil Service 1,412 (Annual Payroll $29,240,258); Lumber Prods. 208; Elect. Appliance Mfg. 187; Bus Air Conditioners 160; Gov't Contractors 446.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-78; Summer 52-96; Fall 46-93; Winter 28-66. First killing frost, Oct. 1; last killing frost, Apr. 15. Annual Rainfall 10.6 inches.

11 - TAP WATER: Alkaline, hard. Not fluoridated.

12 - RETAILING: Principal Shopping Center-White Sands Mall (28 stores-K mart, JCPenney, Beall's, Wal-Mart).
Neighborhood Shopping Centers-Security Center (15 stores-Hastings, Goodyear, TG&Y, Anthony's); Granada Center (23 stores); Downtown 3 Blocks-Radio Shack, Sears (catalog).

Principal Shopping Days-Wed., Fri., Sat., Sun.
Stores Open Evenings-Shopping centers.

13 - RETAIL OUTLETS: Department Stores-JCPenney; C.R. Anthony; Beall's; Broadway Fashions.
Discount Stores-TG&Y; Surplus City; Wal-Mart; K mart.
Chain Drug Stores-Revco; Furr's.
Chain Supermarkets-Furr's; Big 8.
Other Chain Stores-Goodyear; Firestone; Western Auto; Sherwin-Williams; Hallmark; Hastings; T-Bird Home Centers; Good Housekeeping; 84 Lumber; White Auto; Singer; Sears (catalog); Checker Auto; Payless Shoes; Radio Shack; Zales; Baskin-Robbins; General Tire; Gordon Jewelers; Emphasis; Royal Optical; General Nutrition Centers; Allsup's; NAPA; Do It Center; Foxworth Galbraith; Regis Salon; Computer Works; Peanut Shack; Gold Mine.

14 - NEWSPAPERS: DAILY NEWS (e-mon to fri) 8,408; (S) 9,520; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Sharon Smith, Adv. Mgr., NEWS, 518 24th; PO Box 870, Alamogordo, NM 88310; Tel. (505) 437-7120.
National Representative: Papert Companies.

ALBUQUERQUE

1 - LOCATION: Bernalillo County, (In Albuquerque MSA) E&P Map B-2. In N central New Mexico. In the middle Rio Grande Valley, about equidistant from E and W state boundaries. At crossroads of I-25 and 40. Home of Kirtland Air Force Base.

2 - TRANSPORTATION: Railroad-AT&SF.
Motor Freight Carriers-47.
Intercity Bus Lines-Continental; New Mexico; Greyhound.
Airlines-Trans World; Continental; Ross; American; Eastern; Southwest; United; Delta; Air Midwest; Pacific Southwest; America West; Mesa Air; Trans Colorado; Airways of N.M.; Sun West; West Air.

3 - POPULATION:
Corp. City 90 Cen. 384,736; E&P 92 Est. 395,330
NDM-ABC: (80) 890,797
County/MSA 90 Cen. 480,577; E&P 92 Est. 520,518

4 - HOUSEHOLDS:
City 90 Cen. 153,894; E&P 92 Est. 158,132
NDM-ABC: (80) 302,426
County/MSA 90 Cen. 177,991; E&P 92 Est. 192,785

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	9	$3,294,440,000
Savings & Loan	7	$2,971,640,000

6 - PASSENGER AUTOS: Bernalillo County 281,016

7 - ELECTRIC METERS: Residence 160,718

8 - GAS METERS: Residence 141,928

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Whol. & Ret. 59,600; Servs. & Misc. 63,700; Fin., Ins. & R.E. 14,800; Gov't 45,000; Trans., Util., Commun. 12,300; Constr. 15,900; Mfg. 20,000; Educ.-Schools, Univ.; Research & Development.
Principal Pay Days-1st, 5th, 15th, 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-81; Summer 64-90; Fall 40-68; Winter 26-51. First killing frost, Oct. 23; last killing frost, Apr. 20.

11 - TAP WATER: Aklaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-7 blocks on 3 sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Academy Plz.(13)	NA	Grand Central, Michall's, Samon's Tiger Stores
Altura(3)	NA	Safeway
B&H(8)	NA	Russell's Bakery
North Towne(30)	NA	Safeway
Juan Tabo Plz. (15)	NA	Safeway, Thrifty Drug
Coronado(150)	NA	Sears, Broadway, Goldwater's, Foley's
Corrales Ctr. (20)	NA	Safeway, Walgreens
Eastdale(28)	NA	Safeway, Skaggs, Alpha Beta
Fair Plz.(20)	NA	Skaggs, Alpha Beta
Fidelity Sq.(34)	NA	Sleepworld
Five Points(13)	NA	Zales, ShopRite
Franklin Plz (14)	NA	Safeway, Thrifty Drug
First Plz.(55)	NA	Country Casuals, Design Discovery
Foothills(16)	NA	Alco, Thrifty
Hoffmantown(36)	NA	Fabric Works, Campbell Drug
Goff Plz.(6)	NA	Big Value Drugs
Arrowhead(26)	NA	Wal-Mart, Albertson's
La Mesa(14)	NA	
Los Altos(15)	NA	Buy-Low Auto Supply
Manzano(20)	NA	Safeway, TG&Y
Monterey Plz. (11)	NA	Sprouse-Reitz
Montgomery Plz. (51)	NA	Safeway, Anthony
Nob Hill(18)	NA	Nob Hill Super Mkt.
Northdale(28)	NA	TG&Y
Old Town(10)	NA	Safeway, TG&Y
Parkland Hills(15)	NA	
Sandia Plz.(10)	NA	TG&Y, Stoller
Tinnin Ctr.(12)	NA	Furr's Family Ctr.
Town & Country (8)	NA	31 Flavors
Westway Plz.(6)	NA	Radio Shack
Wyoming Mall(38)	NA	Service Mdse.
Princess Jeanne (23)	NA	TG&Y
Snow Heights(7)	NA	Furr Foods
South San Pedro	NA	Central Super Mkt.
Winrock(124)	NA	Mont. Ward, JCPenney, Dillard's, Beall's, Walgreens

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Kistler Collister; C.R. Anthony; Dillard's; JCPenney; Sears; Mont. Ward; Foley's; Broadway; Goldwater's; Mervyn's; Beall's 3.
Discount Stores-K-mart 5; Wal-Mart.
Variety Stores-Sprouse-Reitz; Ben Franklin; TG&Y.
Chain Drug Stores-Walgreens 17; Skagg's; Alpha Beta 4; Thrifty 5.
Chain Supermarkets-Safeway 13; Smith's 11; Furrs Food 4; Bag 'N Save 4; Save 'N Gain 4; Circle K Corp. 57; Albertson's 4.
Other Chain Stores-7-Eleven 23; Alsups 17; Firestone; Goodrich; Goodyear; Lerner Shops (Women's); Thom McAn; Kinney's; Stover Candy; Singer.

14 - NEWSPAPERS: JOURNAL (m) 123,481; TRIBUNE (e) 40,812; JOURNAL (S) 162,394; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Tom Smithson, Nat'l. Adv. Mgr., Albuquerque Pub. Co., 7777 Jefferson N.E., PO Drawer J-T (87103); Albuquerque, NM 87109-4343; Tel. (505) 823-3390.
National Representative: Branham/Newspaper Sales.

ARTESIA

1 - LOCATION: Eddy County, E&P Map C-4. Situated 40 mi. S of Roswell; 35 mi. N of Carlsbad; 85 mi. W of Hobbs.

2 - TRANSPORTATION: Railroad-AT&SF.
Intercity Bus Line-New Mexico.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 90 Cen. 10,610; E&P 92 Est. 10,655
County 90 Cen. 48,605; E&P 92 Est. 48,732
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 4,244; E&P 92 Est. 4,262
County 90 Cen. 17,848; E&P 92 Est. 17,894

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$250,000,000
Savings & Loan	2	$200,000,000

6 - PASSENGER AUTOS: Eddy County 25,464

7 - ELECTRIC METERS: Residence 3,710

8 - GAS METERS: Residence 3,450

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage)-Oil & Gas 2,000 ($350); Agric. 812 ($200); Constr. 75 ($400); Trade Servs. 1,700 ($160); Potash Mines 75 ($400).

10 - CLIMATE: Min. & Max. Temp.-Spring 50-86; Summer 61-92; Fall 31-61; Winter 28-63. First killing frost, Nov. 1; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Districts-7 blocks on Main; 3 blocks on Quay.
Neighborhood Shopping Centers-Abo Center, S 13th St.; TG&Y; K mart; Blue Quail Shpg. Ctr., W. Main.

Principal Shopping Days-Wed., Sat.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; Main Place.
Variety Stores-TG&Y; Sprouse-Reitz.
Discount Store-K mart.
Chain Drug Stores-Walgreens; Revco.
Chain Supermarkets-Safeway; Allsups; Sack 'N Save.
Other Chain Stores-True Value; Sears (catalog); T-Bird.

14 - NEWSPAPERS: PRESS (e-mon to fri; S) 4,200; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: Gary Scott, Pub., PRESS, 503 W. Main, Artesia, NM 88210; Tel. (505) 746-3524.
National Representative: Landon Associates.

CARLSBAD

1 - LOCATION: Eddy County, E&P Map D-4, County Seat. On Pecos River near center of county, Southeastern section of state.

2 - TRANSPORTATION: Railroad-AT&SF (Clovis, NM).
Motor Freight Carriers-3.
Intercity Bus Lines-Texas; New Mexico & Okla. Coaches; New Mexicc Trans.
Airline-Mesa.

3 - POPULATION:
Corp. City 90 Cen. 24,952; E&P 92 Est. 24,843
CZ-ABC: (80) 26,767
RTZ-ABC: (80) 6,568
City & RTZ-ABC: (80) 33,335
County 90 Cen. 48,605; E&P 92 Est. 48,732
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 9,981; E&P 92 Est. 9,937
County 90 Cen. 17,848; E&P 92 Est. 17,894
CZ-ABC: (80) 9,656
RTZ-ABC: (80) 1,935
City & RTZ-ABC: (80) 11,591

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$301,287,758

6 - PASSENGER AUTOS: Eddy County 25,464

7 - ELECTRIC METERS: Residence 13,382

8 - GAS METERS: Res. & Bus. 10,470

9 - PRINCIPAL INDUSTRIES: Tourism; Potash Mining & Refining 2,600; Emp. Av. Wkly. Wage-$477. Annual Payroll $72,000,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-80; Summer 63-105; Fall 46-79; Winter 29-67. First killing frost, Oct. 20; last killing frost, Mar. 29.

11 - TAP WATER: 19.4 grains per gal.

12 - RETAILING: Principal Shopping Centers-Downtown Carlsbad between Greene and Mermod and between S. Halagueno and Main St. Shopping Center, 158,000 sq. ft., West Pierce St.; Carlsbad Mall (20 stores).
Neighborhood Shopping Centers-Northgate on Roswell Hwy. (13 stores-Furr's, Winn's, Trisha's Fashions, Anthony's, Burton Drug); N. Canal St. Stores-Cindy's).

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Sundays-Drug; Variety; Supermarkets; Carlsbad Mall.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; JCPenney; Beall's.
Variety Stores-Sprouse-Reitz; Woolworth.
Chain Drug Stores-Revco; Walgreens.
Discount Stores-Farmers Market; Carlsbad Surplus City; K mart; Winn's; Wal-Mart.
Chain Supermarkets-Safeway; Albertson's; Furr's; Circle K; IGA Foodliner.
Other Chain Stores-Auto Zone; Checker Auto; Payless Shoes; Goodyear; Sears (catalog); Hastings Records; Tapes & Videos; Zales; True Value Hdwe.; Emphasis; Morrey A.; Kinney Shoes; Regis Hairstylist; Western Auto; Peanut Shack; Gordon's Jewelers; Aladdin; Stevenson's; Castle; Tapes & Videos.

14 - NEWSPAPERS: CURRENT-ARGUS (e-mon to fri) 8,538; (S) 8,689; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Kelly Carson, Adv. Dir., CURRENT-ARGUS, 620 S. Main St., Carlsbad, NM 88220; Tel. (505) 887-5501.
National Representative: None.

CLOVIS

1 - LOCATION: Curry County, E&P Map D-3, County Seat. Cattle buying & selling center. East central part of state. 100 mi. SW of Amarillo; 110 mi. NE of Roswell; 100 mi. NW of Lubbock; 220 mi. E of Albuquerque.

2 - TRANSPORTATION: Railroad-AT&SF.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Tex., N.M. & Okla. Coaches.
Airline-Mesa Air.

3 - POPULATION:
Corp. City 90 Cen. 30,954; E&P 92 Est. 30,906
CZ-ABC: (80) 31,194
RTZ-ABC: (80) 49,405
County 90 Cen. 42,207; E&P 92 Est. 43,102
City & RTZ-ABC: (80) 80,599
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 12,382; E&P 92 Est. 12,362
County 90 Cen. 14,554; E&P 92 Est. 14,863
CZ-ABC: (80) 11,268
RTZ-ABC: (80) 16,406
City & RTZ-ABC: (80) 27,674

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$197,119,635
Commercial	4	$337,041,656

6 - PASSENGER AUTOS: Curry County 24,468

7 - ELECTRIC METERS: Residence 14,778

8 - GAS METERS: Residence 13,150

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric. 188; Constr. 709; Mfg. 530; Trans. 573; Trans. Railroad 850; Milk Plant; Cannon AFB 3,500-home of 4,200 personnel.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-71; Summer 62-93; Fall 42-76; Winter 21-50. First killing frost, Oct. 26; last killing frost, Apr. 26.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-Grand; 6 on Metchell; three Shopping Centers; 60 store mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Highland(9)	NA	Stansel's Mkt.
Hilltop Plz.(15)	NA	S&S Super Mkt.; C.R Amhony, Rodensmith Drug
North Plains Mall(29)	2	JCPenney, Beall's, Wal-Mart, Sears

Principal Shopping Days-Mon., Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; C.R. Anthony; Beall's.
Discount Stores-K mart; Gebo's; Wal-Mart.
Chain Drug Stores-Rexall; Walgreens; Highland.
Chain Supermarkets-Furr's; Affiliated 5; Albertson's.
Other Chain Stores-Otasco; Goodyear; Sherwin-Williams; Firestone; Zales; Gordon's Jewelers; Allsup's 11; Kinney Shoes; Radio Shack 2; Town & Country; Miller's Outpost.

14 - NEWSPAPERS: NEWS-JOURNAL (e-mon to fri) 9,599; (S) 10,074; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Bob Martin, Adv. Dir., NEWS-JOURNAL, 6th & Pile Sts.; PO Box 1689, Clovis, NM 88102-1689; Tel. (505) 763-3431; FAX (505) 762-3879.
National Representative: Papert Companies.

DEMING

1 - LOCATION: Luna County, E&P Map A-5, County Seat. General farming, livestock. South central portion of state. On U.S. Hwys. 70, 80, I-10.

2 - TRANSPORTATION: Railroads-AT&SF; Southern Pacific.
Motor Freight Carriers-Merchants' Motor Lines.
Intercity Bus Line-Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 10,970; E&P 92 Est. 11,171
County 90 Cen. 18,110; E&P 92 Est. 19,152

4 - HOUSEHOLDS:
City 90 Cen. 4,388; E&P 92 Est. 4,468
County 90 Cen. 5,976; E&P 92 Est. 6,320

5 - BANKS	NUMBER	DEPOSITS
First Bank	NA	$45,098,000
United NM Bank	NA	$48,348,000
Savings Bank	NA	$111,017,000
Credit Union	NA	$696,826,000

6 - PASSENGER AUTOS: Luna County 9,506

7 - ELECTRIC METERS: Residence 6,020

8 - GAS METERS: Residence 4,083

9 - PRINCIPAL INDUSTRIES: Agriculture.

10 - CLIMATE: Min. & Max. Temp.-Summer 50-100; Winter 30-70.

11 - TAP WATER: 99% pure.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: Department Store-K mart.
Discount Stores-Surplus City; V&S Variety; Revco.
Chain Supermarkets-Furr's; Shur-Sav.

14 - NEWSPAPERS: HEADLIGHT (e-mon to fri) 3,241; sworn Oct. 3, 1990.
Local Contact for Advertising and Merchandising Data: Sammy Lopez, Pub., HEADLIGHT, 219 E. Maple; PO Box 881, Deming, NM 88030; Tel. (505) 546-2611.
National Representative: None.

FARMINGTON

1 - LOCATION: San Juan County, E&P Map A-1. Oil, gas, electric power, uranium, coal & irrigated farming, shopping and trade center for the San Juan Basin & Four-Corners region of NM, CO, AZ & UT. 185 mi. NW of Albuquerque; 123 mi. N of Gallup; 400 mi. SW of Denver, CO; 400 mi. NE of Phoenix, AZ and 34 mi. from Navajo Lake recreation area on San Juan River.

2 - TRANSPORTATION: Intercity Bus Lines-TNM & O Coaches, Inc.
Motor Freight Carriers-5.
Airlines-Mesa Air; Continental Express; United Express.

3 - POPULATION:
Corp. City 90 Cen. 33,997; E&P 92 Est. 34,552
CZ-ABC: (80) 32,677
RTZ-ABC: (80) 48,756
County 90 Cen. 91,605; E&P 92 Est. 93,620
City & RTZ-ABC: (80) 81,433

4 - HOUSEHOLDS:
City 90 Cen. 13,599; E&P 92 Est. 13,821
CZ-ABC: (80) 10,804
RTZ-ABC: (80) 14,216
County 90 Cen. 33,884; E&P 92 Est. 34,630
City & RTZ-ABC: (80) 25,020

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$380,937,000
Savings & Loan	2	$119,958,000

6 - PASSENGER AUTOS: San Juan County 39,556

7 - ELECTRIC METERS: Res. & Comm. 15,371

8 - GAS METERS: Res. & Comm. 13,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil & Gas 5,500 ($400); Agric. & Fruit Growing 1,800 ($160); Constr. 2,400 ($320); Trade Serv., Fin. 2,300 ($270); Trans. & Util. 1,400 ($350).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-70; Summer 55-98; Fall 25-75; Winter 0-55. First killing frost, Oct. 8; last killing frost, May 15.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-24 blocks on Main St.; 14 blocks on Broadway; Valle Grande Ctr., in Valle Grande subdiv.; Village Square, Ute St. at N. Orchard; American Plaza, Broadway & Main; San Juan Plaza, Main & Clayton Blvd.; Orchard Valley, Farmington Ave. & Main; Animas Valley Mall, 4601 E. Main St.; Mesa Shopping Center, 1000 N. Butler Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Animas Valley Mall(110)	NA	Sears, JCPenney, Beall's, Best, Dillard's
American Plz.(25)	NA	American Home Furn.
West Main St.(15)	NA	Safeway
San Juan Plaza(60)	NA	K mart, Safeway, Wal-Mart
Orchard Valley(8)	NA	Revco, Furr's

Principal Shopping Days-Wed., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; C.R. Anthony; Best; Beall's; Dillard's.
Variety Stores-F.S. Rasco; Sprouse-Reitz; Ben Franklin.
Chain Drug Stores-Farmington; Thrifty; Walgreens; Revco.
Discount Stores-K mart; Wal-Mart.
Chain Supermarkets-7-Eleven 18; Safeway 2; Furr Food; Grocery Warehouse; Sack 'N Save; Thrifty Discount Mkt. 2; Smith's Food King.
Other Chain Stores-Sears; Houston Lumber; Western Auto; Firestone; Hacienda Home Centers, Inc.; Construction Supply; Kinney Shoes; Komac Paint; Singer Co.; Zales; Gamble's; Furr's Cafeteria; Kings Table.

14 - NEWSPAPERS: DAILY TIMES (e) 15,988; (S) 17,928; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Rick Ryan, Adv. Dir., DAILY TIMES, 201 N. Allen; PO Box 450, Farmington, NM 87499; Tel. (505) 325-4545.
National Representative: Papert Companies.

GALLUP

1 - LOCATION: McKinley County, E&P Map A-2, County Seat. Trading center. 135 mi. W of Albuquerque; 21 mi. E of Arizona State line; 700 mi. from Los Angeles. On U.S. Hwys. I-40 (66), 666; State Hwy. 32.

2 - TRANSPORTATION: Railroad-Santa Fe.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airline-Mesa (4 flights daily).

3 - POPULATION:
Corp. City 90 Cen. 19,154; E&P 92 Est. 19,353
CZ-ABC: (80) 18,167
RTZ-ABC: (80) 95,094
County 90 Cen. 60,686; E&P 92 Est. 62,818
City & RTZ-ABC: (80) 113,261

4 - HOUSEHOLDS:
City 90 Cen. 7,662; E&P 92 Est. 7,741
County 90 Cen. 24,274; E&P 92 Est. 25,127
CZ-ABC: (80) 6,014
RTZ-ABC: (80) 22,004
City & RTZ-ABC: (80) 28,018

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$237,000,000
Savings & Loan	2	$50,000,000

6 - PASSENGER AUTOS: McKinley County 17,078

7 - ELECTRIC METERS: Residence 8,646

8 - GAS METERS: Residence 7,132

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Federal 2,210; Mining 750; Trade 2,356; Services 1,292; Other 1,438.
Principal Pay Days-Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-82; Summer 53-86; Fall 33-66; Winter 12-46 First killing frost, Oct. 6; last killing frost, May 5.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-4 blocks on Coal; 4 on 66th; Malls N. 666.
Neighborhood Shopping Centers-Uptown Plaza; Downtown Plaza; Little Bear; Zecca Plaza; Rio West Mall; Cedar Hills Plaza.

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Food: Daily, Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Beall's; Anthony.
Variety Stores-Sprouse-Reitz 2; TG&Y; K mart.
Chain Drug Stores-Thrifty 2; Revco 2.
Chain Supermarkets-California 3; Albertson's; Safeway.
Other Chain Stores-Big 'O' Tire; Goodyear; Firestone; Gamble's; Regis; Payless; Gallenkamp; Kinney's; S&H Green Stamps; Houston Lumber; Zales; Gordon's; General Nutrition Ctr.; Midas; Fox Photo; Kwik Kopy; Crown TV (Bruce's); Radio Shack 2; Allsups 5; Record Bar; Coach House; Waldenbooks; Wal-Mart; Sears (catalog).

14 - NEWSPAPERS: INDEPENDENT (e) 15,544; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: John Zollinger, Pub., INDEPENDENT, PO Box 1210, Gallup, NM 87305; Tel. (505) 863-6811, or Continental U.S. (800) 545-3817.
National Representative: None.

HOBBS

1 - LOCATION: Lea County, E&P Map D-4. Carlsbad, 75 mi. SW; Roswell, 120 mi. NW; Clovis, 126 mi. N; Midland, TX, 111 mi. SE; Lubbock, TX, 110 mi. NE.

2 - TRANSPORTATION: Railroad-Texas & New Mexico.
Motor Freight Carriers-5.
Intercity Bus Line-TNMO.
Airline-Mesa.

3 - POPULATION:
Corp. City 90 Cen. 29,115; E&P 92 Est. 29,107
CZ-ABC: (80) 29,187
RTZ-ABC: (80) 41,979
County 90 Cen. 55,765; E&P 92 Est. 55,759
City & RTZ-ABC: (80) 71,166

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 11,646; E&P 92 Est. 11,643
CZ-ABC: (80) 10,109
RTZ-ABC: (80) 13,678
County 90 Cen. 21,742; E&P 92 Est. 21,740
City & RTZ-ABC: (80) 23,787

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$56,092,191
Commercial	4	$351,582,384

6 - PASSENGER AUTOS: Lea County 27,898

7 - ELECTRIC METERS: Residence 18,473

8 - GAS METERS: Residence 11,083

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Oil Equip. and Supply 28,000; Welding; Acidization; Rig Bldg.; Housing & Trucking; Farm Produce Processing; Space Probing Antennas; Truck Beds; Refining; Chemical Processing Plant; Livestock Feed Lots.

10 - CLIMATE: Av. Winter, 27-57; Av. Summer 65-93; Rel. Humidity, Summer, 30%

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Centers-10 blocks from downtown; Broadmoor, Corner of Grimes & Bender, Hobbs Plaza; Norte Vista Ctr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bel Aire(10)	NA	Sears, Winn's, Anthony's
K mart Plz.	NA	
Broadmoor(40)	NA	Dunlaps, Anthony's, JCPenney, Furr's Foods, Walgreens, Hastings, Radio Shack
Hobbs Plaza(16)	NA	Skaggs Alpha Beta

Principal Shopping Days-Mon., Wed., Sat.; Best grocery day-Wed.
Stores Open Evenings-Discount stores.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony 2; JCPenney; Dunlap.
Variety Store-Winn's.
Chain Drug Stores-K mart Pharmacy; Wal-Mart Pharmacy; Walgreens; Revco.
Discount Stores-Wal-Mart; K mart.
Chain Supermarkets-Furr's Food; Allsup's 10; Tooties; La Tienda; Skaggs Alpha Beta; The Box; All American Meat & Produce.
Other Chain Stores-Radio Shack; Sears; Payless Shoes; Sherwin-Williams; Callaway Lumber; Woods Furniture; Miller-Waldrop Furn.; Western Auto 10; Circle K; McCoy's Lumber & Hardware; Road Runner 3.

14 - NEWSPAPERS: NEWS-SUN (e-mon to fri) 12,018; (S) 12,846; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Kathi Bearden, Adv. Dir., NEWS-SUN, PO Box 860, Hobbs, NM 88240; Tel. (505) 393-2123.
National Representative: None.

LAS CRUCES

1 - LOCATION: Dona Ana County (MSA), E&P Map B-5, County Seat. Space, missile, educational & agricultural center. 22 mi. E to White Sands Missile Range; 45 mi. N of El Paso, TX. On U.S. Hwys. 70, 80, 82, 85, 180; State Hwy. 28; Interstates 10 & 25.

2 - TRANSPORTATION: Railroad-AT&SF.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Whitfield; N.M. Transportation; Continental Trailways.
Airlines-Mesa; 5 major airlines at El Paso.

3 - POPULATION:
Corp. City 90 Cen. 62,126; E&P 92 Est. 65,534
CZ-ABC: (80) 46,999
RTZ-ABC: (80) 49,341
County/MSA 90 Cen. 135,510 E&P 92 Est. 145,253
City & RTZ-ABC: (80) 96,340

4 - HOUSEHOLDS:
City 90 Cen. 24,850; E&P 92 Est. 26,214
CZ-ABC: (80) 16,165
RTZ-ABC: (80) 14,237
County/MSA 90 Cen. 50,363; E&P 92 Est. 53,984
City & RTZ-ABC: (80) 30,402

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$291,169,000
Savings & Loan	7	$156,048,000

6 - PASSENGER AUTOS: Dona Ana County 73,400

7 - ELECTRIC METERS: Residence 17,774

8 - GAS METERS: Residence 15,630

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-University Education 630 faculty, 701 non-teaching-total 1,331 ($300); Missile Range 4,205 government civilian, 1,406 military, 2,218 contractor-total 7,829 ($300); Agric. and Food Processing $84 million annually; Hosiery Mfg. 966 ($200); Nurseries 300 ($200); Microswitches 100; Constr. 1,000 ($300).

10 - CLIMATE: Min. & Max. Temp.-Summer 60-90; Winter 20-60.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mesilla Valley Mall(114)	NA	Sears, Dillard's, JCPenney, Wilson's, Walgreens, Beall's
Loretto(32)	NA	
Brazito Mall(22)	NA	Albertson's, Thrifty Drug
Solano Sq.(16)	NA	Motts
Midway(7)	NA	Goodyear, S&H
Cruces Norte(13)	NA	Albertson's, Revco
University Hqts.(4)	NA	Motts, Furr's
Madrid(10)	NA	Safeway, TG&Y, Rexall
Pan Am Plz.(22)	NA	Revco

Principal Shopping Days-Thur. through Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Popular Dry Goods; United Fashion; Anthony's; Sears; Dillard's; Wilsons; Beall's.
Variety Stores-TG&Y; Mott's 2.
Discount Stores-K mart; Furr's; Bonanza City; Wal-Mart.
Chain Drug Stores-Skagg's; Fed-Mart; Baker 2; Thrifty; Skiller; Rexall; Walgreens; Revco 2.
Chain Supermarkets-Safeway; Pic Quik 18; Quick Chek 2; Albertson's 2; Circle K 4; Smith's Food King.
Other Chain Stores-Firestone; Zales; Feder's; American Furniture; Sprouse-Reitz; Goodyear; True Value; Western Auto; Cashway; Samon's; Singer; Ace Hdwe.

14 - NEWSPAPERS: SUN-NEWS (e-mon to fri) 19,619; (m-sat) 17,837; (S) 20,372; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Raymond Ayers, Adv. Dir., SUN-NEWS, 256 W. Las Cruses Ave., Las Cruces, NM 88001; Tel. (505) 523-4581.
National Representative: Landon Associates.

LAS VEGAS

1 - LOCATION: San Miguel County, E&P Map C-2, County Seat. Wholesaling & distributing center. 127 mi. from Albuquerque; 105 mi. from Tucumcari. On U.S. Hwys. 84, 85; State Hwys. 3, 65.

2 - TRANSPORTATION: Railroad-Santa Fe.
Motor Freight Carriers-6.
Intercity Bus Line-Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 14,753; E&P 92 Est. 14,839
County 90 Cen. 25,743; E&P 92 Est. 26,351

4 - HOUSEHOLDS:
City 90 Cen. 5,901; E&P 92 Est. 5,936
County 90 Cen. 10,304 E&P 92 Est. 10,547

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$120,000,000

6 - PASSENGER AUTOS: San Miguel County 11,272

7 - ELECTRIC METERS: Residence 5,671

8 - GAS METERS: Residence 2,401

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-University Educ. 330 ($250); State Hosp. 916 ($200); Convalescent Care ($200); State Hwy. Dept. 354 ($200); Fiber Board Plant 200 ($200).
Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-78; Summer 50-89; Fall 30-68; Winter 15-56. First killing frost, Sept.; last killing frost, May.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Days-Mon., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Gamble's; Taichert's; Broadway Fashions.
Variety Stores-Wacker's; Wal-Mart.
Chain Drug Stores-Revco; Walgreens.
Chain Supermarkets-Furr's; Super Save Warehouse Foods; Columbia; Ludi's Bakery.
Other Chain Stores-Prices Furniture & Hardware; Popular Dry Goods; Nancy's Apparel.

14 - NEWSPAPERS: OPTIC (e-mon to fri) 5,268; sworn Oct. 1, 1990.
Local Contact for Advertising and Merchandising Data: Bill Downs, Adv. Mgr., OPTIC, 614 Lincoln, Las Vegas, NM 87701; Tel. (505) 425-6796.
National Representative: Papert Companies.

LOS ALAMOS

1 - LOCATION: Los Alamos County, (In Santa Fe MSA). E&P Map B-2, County Seat. Nuclear Research Center in North central part. 35 mi. NW Santa Fe; on State Hwy. 4. Los Alamos is an incorporated county and contains no incorporated cities.

2 - TRANSPORTATION: Motor Freight Carriers-4.
Airline-Ross Aviation.

3 - POPULATION:
Los Alamos Divn. 90 Cen. N/A; E&P 92 Est. N/A
County 90 Cen. 18,115; E&P 92 Est. 18,422
MSA 90 Cen. 117,043; E&P 92 Est. 124,785
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Los Alamos Divn. 90 Cen. N/A; E&P 92 Est. N/A
County 90 Cen. 6,901; E&P 92 Est. 7,018
MSA 90 Cen. 43,540; E&P 92 Est. 46,411

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$31,000,000
Building & Loan	1	$30,000,000
Credit Unions	4	$61,000,000

6 - PASSENGER AUTOS: Los Alamos County 15,396

7 - ELECTRIC METERS: Residence 7,985

8 - GAS METERS: Residence 6,514

9 - PRINCIPAL INDUSTRIES: Nuclear/scientific research 7,500 employees.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-58; Summer 55-90; Fall 35-62; Winter -5-45. First killing frost, Oct. 1; last killing frost, May 1.

11 - TAP WATER: Soft, salty.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Central(6)	NA	Metzger's Hdwe., Anthony's
Community(30)	NA	Sears, Amigo Tire
The Village(22)	NA	
White Rock(15)	NA	Smith's
Mari-Mac(30)	NA	TG&Y, Revco, Safeway

13 - RETAIL OUTLETS: Variety Store-McCrory's.
Discount Store-Anthony's.
Chain Drug Stores-Los Alamos; Revco.
Chain Supermarkets-Speedway; Safeway; Smith's; Ed's Food Market.

14 - NEWSPAPERS: MONITOR (e-tues to fri) 4,971; (S) 5,146; sworn Sept. 28, 1990.
Local Contact for Advertising and Merchandising Data: Carole Boguslawski, Adv. Mgr., MONITOR, 256 D.P. Rd.; PO Box 1268, Los Alamos, NM 87544; Tel. (505) 662-4185.
National Representative: Landon Associates.

LOVINGTON

1 - LOCATION: Lea County, E&P Map D-4; County Seat in SE part of state. On U.S. Hwys. 62, 82; State Hwy. 18.

2 - TRANSPORTATION: Railroad-Texas & New Mexico.
Motor Freight Carriers-4.
Intercity Bus Line-Greyhound.
Airline-At Lovington Airport.

3 - POPULATION:
Corp. City 90 Cen. 9,322; E&P 92 Est. 9,241
County 90 Cen. 55,765; E&P 92 Est. 55,759

4 - HOUSEHOLDS:
City 90 Cen. 3,729; E&P 92 Est. 3,696
County 90 Cen. 21,742; E&P 92 Est. 21,740

5 - BANKS	NUMBER	EST. DEP.
Comm./Savings	3	$268,795,000

6 - PASSENGER AUTOS: Lea County 27,898

7 - ELECTRIC METERS: City Residence 3,200

8 - GAS METERS: City Residence 3,298

9 - PRINCIPAL INDUSTRIES: Oil and Gas Production; Refineries; Irrigated Farming; Ranching.

10 - CLIMATE: Mild, sunny; Summer mean 84; Winter mean 53.

11 - TAP WATER: Alkaline, medium hard, 3,100 meters in use in city.

12 - RETAILING: Principal Shopping Center-5 blocks on Main St. (13 stores).
Principal Store-Sears.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lovington Sq.(6)	1	C.R. Anthony
Town & Country (4)	2	Kentucky Fried Chicken
Apaula Ctr.(3)	2	One Shop Convenience
Plains Plz.(4)	1	Lovington Vacuum
June Ctr.(9)	2	Thrifty Drug, Bob's Supermarket

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; Sears; Otasco.
Chain Supermarkets-Furr's; One Stop; Allsups 4; Roadrunner.
Other Chain Stores-TG&Y; Western Auto.

14 - NEWSPAPERS: DAILY LEADER (e-tues to fri) 2,090; (S) 2,090; sworn Oct. 1, 1990.
Local Contact for Advertising and Merchandising Data: Joyce Clemens, Adv. Mgr., LEADER, 14 W. Ave. B; PO Box 1717, Lovington, NM 88260; Tel. (505) 396-2844.
National Representative: None.

PORTALES

1 - LOCATION: Roosevelt County, E&P Map D-3, County Seat. Agriculture, dairying, oil, education and livestock. Shipping center 120 mi. SW of Amarillo, TX; 98 mi. N of Roswell, NM on U.S. Hwy. 70; State Hwys. 18, 88.

2 - TRANSPORTATION: Railroad-AT&SF.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; New Mexico Trans.; Yellow Transit; CA-IL Express; Apex.

3 - POPULATION:
Corp. City 90 Cen. 10,690; E&P 92 Est. 10,840
County 90 Cen. 16,702; E&P 92 Est. 16,915

4 - HOUSEHOLDS:
City 90 Cen. 4,276; E&P 92 Est. 4,336
County 90 Cen. 5,388; E&P 92 Est. 5,456

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$91,679,000
Savings & Loan	1	$56,376,285

6 - PASSENGER AUTOS: Roosevelt County 8,044

7 - ELECTRIC METERS: Residence 4,447

8 - GAS METERS: Residence 4,112

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Farming 500 ($125); Dairying 125 ($200); Farm Proc. 160 ($100); Ranching 75 ($150); Medical 200 ($200); Peanut Mills 143 ($115); Portales Energy Corp. 50 ($225); Feed Mills 15 ($125); Univ. Educ. 680 ($225).

10 - CLIMATE: Min. & Max. Temp.-Spring 58-89; Summer 54-99; Fall 22-74; Winter -5-52.

11 - TAP WATER: Alkaline, very hard; naturally fluoridated.

12 - RETAILING: Shopping Centers-Sands (Foodtown); 1776 Village; IGA Farmers Market; Furr's; Van Winkle's Farmers.

Principal Shopping Days-Mon. through Sun.

13 - RETAIL OUTLETS: Department Store-Anthony's.
Variety Store-Sprouse-Reitz.
Discount Store-Alco.
Chain Drug Store-B&J.
Chain Supermarkets-Furr's; Foodtown; Farmers Market.
Other Chain Stores-White's; True Value Hardware.

14 - NEWSPAPERS: NEWS-TRIBUNE (e-tues to fri) 4,200; (S) 4,500; sworn Oct. 30, 1990.
Local Contact for Advertising and Merchandising Data: Wanda Pettus, Adv. Dir., NEWS-TRIBUNE, 101 E. First St.; Box 848, Portales, NM 88130; Tel. (505) 356-4481.
National Representative: Papert Companies.

ROSWELL

1 - LOCATION: Chaves County, E&P Map C-4, County Seat. Agricultural. 210 mi. SE of Albuquerque; 210 mi. NE of El Paso; 215 mi. SW of Amarillo. On U.S. Hwys. 70, 285 & 380.

2 - TRANSPORTATION: Railroads-Santa Fe; Atchison.
Motor Freight Carriers-5.
Intercity Bus Lines-Texas, New Mexico, Oklahoma Coaches.
Airline-Mesa.

3 - POPULATION:
Corp. City 90 Cen. 44,654; E&P 92 Est. 45,650
County 90 Cen. 57,849; E&P 92 Est. 60,141

4 - HOUSEHOLDS:
City 90 Cen. 17,862; E&P 92 Est. 18,260
County 90 Cen. 21,426; E&P 92 Est. 22,274

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$391,802,000
Savings & Loan	3	$274,049,000

6 - PASSENGER AUTOS: Chaves County 30,924

7 - ELECTRIC METERS: Residence 20,234

8 - GAS METERS: Residence 15,100

9 - PRINCIPAL INDUSTRIES: Cotton Seed and Oil; Concrete Block; Apparel; University Educ.; Bus. Mfg.
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-67; Summer 60-104; Fall 59-83; Winter 28-54. First killing frost, Oct. 24; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Main St.; 4 on 2nd St.; 3 on 3rd St.; 1 on 4th St.

Neighborhood Shopping Centers-Main & McGaffey Sts.; Second & Missouri; Second & Atkinson; Main & Reed; Washington Ave. & Hobbs Sts.; Second & Sunset; Main & Mescalcro Rd.; Main & Pine Lodge St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadmoor(5)	1	Sears
Del Norte(3)	2	Westlake, Farmers Country Mkt.
Highland(6)	1	
Monterey(4)	1	
Plains Park(5)	1	Alco, Farmers Country Mkt.
Sunset(2)	1	Sunset Appliance
Union Plaza(3)	1	Factor 2-U
Wilshire(2)	1	
Roswell Mall(30)	10	JCPenney, Anthony's, Beall's, Wal-Mart

Principal Shopping Days-Mon., Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Anthony; JCPenney; White's; Beall's.
Discount Stores-Alco; K mart; Wal-Mart.
Chain Drug Stores-Medicine Shoppe; Roswell; Walgreens; Wal-Mart.
Chain Supermarkets-Furr's 2; Albertson's; Save 'N Gain.
Other Chain Stores-Firestone; Zales; Checker Auto; Radio Shack; Beall's; Oshman's; Gordon's; Sonic; Big 'O' Tires; Factory 2-U; Auto Zone; Westlake McCoys; Kay Bee Toys.

14 - NEWSPAPERS: RECORD (m-mon to fri) 14,295; (S) 14,295; sworn Oct. 1, 1990.
Local Contact for Advertising and Merchandising Data: Jean Pettit, Adv. Mgr., RECORD, 2301 W. Main; PO Box 1897, Roswell, NM 88201; Tel. (505) 622-7710.
National Representative: Papert Companies.

SANTA FE

1 - LOCATION: Santa Fe County (MSA), E&P Map C-2, State Capital; County Seat. 68 mi. N of Albuquerque. On U.S. Hwys. 64, 84, 85, 285; I-25.

2 - TRANSPORTATION: Railroads-AT&SF; Amtrak-New Mexico.
Motor Freight Carriers-6; Northwest Transport; ABF Freight; Consolidated Freight.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Albuquerque Intl. Airport: American; Continental; Eastern; TWA; Southwest; America West; Delta; PSA; United; Mesa Airline; USAir.

3 - POPULATION:
Corp. City 90 Cen. 55,859; E&P 92 Est. 57,240
CZ-ABC: (80) 52,840
Bal. in NDM-ABC: (80) 61,205
County 90 Cen. 98,928; E&P 92 Est. 106,363
MSA 90 Cen. 117,043; E&P 92 Est. 124,785
Total NDM-ABC: (80) 114,045
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 22,344; E&P 92 Est. 22,896
CZ-ABC: (80) 19,214
Bal. in NDM-ABC: (80) 20,043
County 90 Cen. 36,640; E&P 92 Est. 39,394
MSA 90 Cen. 43,540; E&P 92 Est. 46,411
Total NDM-ABC: (80) 39,257

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$691,921,000
Savings & Loan	5	$104,681,000

6 - PASSENGER AUTOS: Sante Fe County 63,714

7 - ELECTRIC METERS: Residence 26,500

8 - GAS METERS: Residence 21,455

9 - PRINCIPAL INDUSTRIES: Clothing; Instruments; Mills; Scientific Labs.; State Capitol Offices; Tourism 4,647; Total Mfg. 1,372; Gov't 8,446; Schools 1,200.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-59; Summer 52-82; Fall 35-61; Winter 10-43. First killing frost, Oct. 1; last killing frost, June 1.

11 - TAP WATER: Neutral, soft in summer; hard in winter; mt. streams and reservoirs.

12 - RETAILING: Principal Shopping Centers-12 blocks on 2 Sts. and Cordova and 5 blocks Northwest at Paseo de Peralta and Jefferson.
Neighborhood Shopping Centers-Old Santa Fe Trail; Cordova Rd.; Pen Rd.; Cerrillos at Rodeo Rd.; West Alameda; St. Michaels Drive.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
DeVargas(55)	1	Newberry's, Albertson's, Mont. Ward, Front Row, Furr's Cafeteria
St. Michaels Vlg.	4	K mart, Furr's, Ben Franklin
Cordova Road	2	Skaggs, Kinney Shoes
Pen Road	1	Bonanza
Kaunes Ctr.	1	Kaunes Foodtown
Cerrillos Rd.	4	
Coronado Ctr.	2	Furr's Supermarket, TG&Y, Walgreens
College Plz.	5	Albertson's, Wal-Mart, Skaggs
Villa Linda Mall(104)	10	Dillard's, Mervyn's, JCPenney, B. Dalton, Sears
Casa Solana	1	
Downtown	NA	Woolworths, Dunlaps

Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Dunlaps; JCPenney; Sears; Mont. Ward; Dillard's; Front Row; Mervyn's.
Variety Stores-Woolworth; Newberry's.
Discount Stores-K mart; Bonanza; Pick 'N Save; Wal-Mart.
Chain Drug Stores-Walgreens; Payless 2; Osco; Revco.
Chain Supermarkets-Kaunes 2; Smith's Food King; Furr's; 7-Eleven; Speedway 4; Albertson's 2; Bag 'N Save; Furr's Emporium; Skaggs; Alpha Beta.
Other Chain Stores-Firestone; Goodrich; Western Auto; Singer Co.; Radio Shack; Zales; Big 'O' Tires; Coopers Western Wear; House of Fabrics; Corbins Draperies; Margos; Kinney Shoes; B. Dalton Bookseller's; Brook's; Casual Corner; Musicland; Seifert's; Waldenbooks.

14 - NEWSPAPERS: NEW MEXICAN (m) 22,617; (S) 24,123; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Virginia Sohn, Adv. Dir., NEW MEXICAN, 200 E. Marcy, Santa Fe, NM 87501; Tel. (505) 983-3303.
National Representative: Papert Companies.

SILVER CITY

1 - LOCATION: Grant County, E&P Map A-4, County Seat. 160 mi. NW of El Paso, TX. On U.S. Hwy. 180; State Hwy. 90.

2 - TRANSPORTATION: Motor Freight Carriers-5.
Airline-Mesa.

3 - POPULATION:
Corp. City 90 Cen. 10,683; E&P 92 Est. 10,842
County 90 Cen. 27,676; E&P 92 Est. 27,952

4 - HOUSEHOLDS:
City 90 Cen. 4,273; E&P 92 Est. 4,337
County 90 Cen. 10,178; E&P 92 Est. 10,279

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	3	$126,490,000
Savings & Loan	2	$48,960,000

6 - PASSENGER AUTOS: Grant County 13,690

7 - ELECTRIC METERS: County 11,294

8 - GAS METERS: County 7,284

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Copper; Gold; Silver; Molybdenum; Cattle Raising; Lumber; Farming; Mining and Smelting-2,900 ($450).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 55-95; Fall 42-85; Winter 15-65.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Shopping Centers-(No. of Miles from Downtown)-Hudson St., 10 stores; Silver Heights, 4 stores (9); Hurley (18); Tyrone (5).

Principal Shopping Days-Wed., Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Maxwell House; JCPenney; C.R. Anthony; Factory 2-U.
Variety Store-Sprouse-Reitz.
Discount Stores-K mart; Payless Drug; Wal-Mart.
Chain Drug Stores-Rexall; Rx Fee System; Sav-On.
Chain Supermarkets-Furr's; Snappy Mart 12; Albertson's.

14 - NEWSPAPERS: PRESS & INDEPENDENT (e) 7,000; sworn Sept. 30, 1990
Local Contact for Advertising and Merchandising Data: William F. Ely, Pub., PRESS & INDEPENDENT, 300 W. Market; Box 740, Silver City, NM 88062; Tel. (505) 388-1576.
National Representative: None.

NEW YORK SURVEYS

METROPOLITAN STATISTICAL AREAS

Albany-Schenectady-Troy-Albany, Greene, Montgomery, Rensselaer, Saratoga and Schenectady Counties.
Binghamton-Broome and Tioga Counties.
Elmira-Chemung County.
Glens Falls-Warren and Washington Counties.
Poughkeepsie-Dutchess County.
Rochester-Livingston, Monroe, Ontario, Orleans and Wayne Counties.
Syracuse-Madison, Onondaga, and Oswego Counties.
Utica-Rome-Herkimer and Oneida Counties.

PRIMARY METROPOLITAN STATISTICAL AREAS

Buffalo-Erie County.
Nassau-Suffolk-Nassau and Suffolk Counties.
New York-Bronx, Kings, New York, Putnam, Queens, Richmond, Rockland and Westchester Counties.
Niagara Falls-Niagara County.
Orange County-Orange County.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Buffalo-Niagara Falls-Includes Buffalo PMSA and Niagara Falls PMSA.
New York-Northern New Jersey-Long Island, NY-NJ-CT-Includes Bergen-Passaic, NJ PMSA; Bridgeport-Milford, CT PMSA; Danbury, CT PMSA; Jersey City, NJ PMSA; Middlesex-Somerset-Hunterdon, NJ PMSA; Monmouth-Ocean, NJ PMSA; Nassau-Suffolk, NY PMSA; New York, NY PMSA; Newark, NJ PMSA; Norwalk, CT PMSA; Orange County, NY PMSA; and Stamford, CT PMSA.

POPULATION ESTIMATES

(Thousands)

Age Group	1980	1990	1992
Under 5 Years	1,170	1,449	1,473
5-14 Years	2,615	2,613	2,657
15-24 Years	3,117	2,613	2,657
25-44 Years	4,728	5,915	6,015
45-64 Years	3,758	3,533	3,593
65 and Over	2,180	1,921	1,954
TOTAL	17,575	18,045	18,349

Based on U.S. Census

POPULATION ESTIMATES

(Thousands)

Places of 50,000 or more and Central Cities of MSA's with 10% or more of Spanish Origin Population, according to the U.S. 1980 Census.

City	Total Pop.	Spanish Origin	Percent
New York	7,071	1,407	19.9

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1977 Census	1982 Census	1992 Est.
Bldg. Mat./Hdwr	1,752	2,510	6,082
General Mdse	6,645	7,574	13,594
Food	12,611	17,046	28,609
Automobiles	7,512	9,743	23,518
Gasoline Stations	2,984	4,415	5,787
Apparel	3,342	5,229	9,126
Furniture	2,266	3,485	8,296
Eat-Drink Places	4,953	7,268	14,164
Drugs	1,629	2,524	5,363
TOTAL SALES	50,698	72,267	134,989

ALBANY

1 - LOCATION: Albany County (In Albany-Schenectady-Troy MSA). E&P Map F-4. State Capital. On West bank of Hudson River, 143 mi. N of NYC. State Capital. On U.S. Hwys. 5, 9, 9W, 20 & Rt. 87 (northway) N.Y. State Thruway.

2 - TRANSPORTATION: Railroads-Amtrak; Conrail Freight.

Motor Freight Carriers-120.

NEED TO KNOW ABOUT
ALBANY, NEW YORK?
Contact
Bob Provost,
Marketing Director
for retail sales,
demographic, or
media information at
(518) 454-5678

New York's
CAPITAL
NEWSPAPERS

THE TIMES UNION
SUNDAY TIMES UNION
• HEARST NEWSPAPERS •

(Circle No. 15 on Market Request Card)

Intercity Bus Lines-Adirondack-Trailways; Arrow Line; Greyhound; Capital District Transit Authority; Vermont Transit; Yankee Trails; Mountain View Lines; Bonanza; Village Transportation.
Airlines-American; USAir; Eastern; TWA Express; Mall Airways; Delta; Pan Am Express; Piedmont; United.

3 - POPULATION:
Corp. City 90 Cen. 101,082; E&P 92 Est. 100,953
CZ-ABC: (80) 198,266
RTZ-ABC: (80) 548,380
County 90 Cen. 292,594; E&P 92 Est. 297,605
MSA 90 Cen. 874,304; E&P 92 Est. 890,514
City & RTZ-ABC: (80) 746,646
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 38,878; E&P 92 Est. 38,828
CZ-ABC: (80) 75,625
RTZ-ABC: (80) 194,524
County 90 Cen. 100,118; E&P 92 Est. 101,833
MSA 90 Cen. 318,500; E&P 92 Est. 324,528
City & RTZ-ABC: (80) 270,149

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	9	$3,423,448,000
Savings & Loan	3	$246,769,000
Commercial	20	$2,362,944,000

6 - PASSENGER AUTOS: Albany County 165,269

7 - ELECTRIC METERS: Residence 75,081

8 - GAS METERS: Residence 48,440

9 - PRINCIPAL INDUSTRIES: State Gov't (Capital); Banking; Ins.; Educ.; Electronics; Housecare; Precision Tools; Printing; Steel Foundries.
Principal Industrial Pay Days-Thur., Fri.; N.Y. State Employees: every 2nd Wed. (Depts.), Fri. (Institutions).

10 - CLIMATE: Min. & Max. Temp.-Spring 37-57; Summer 57-79; Fall 38-58; Winter 18-35; First freeze, late Sept.; last freeze, early May.

11 - TAP WATER: Alkaline, very soft; 43 paper mill; not fluoridated.

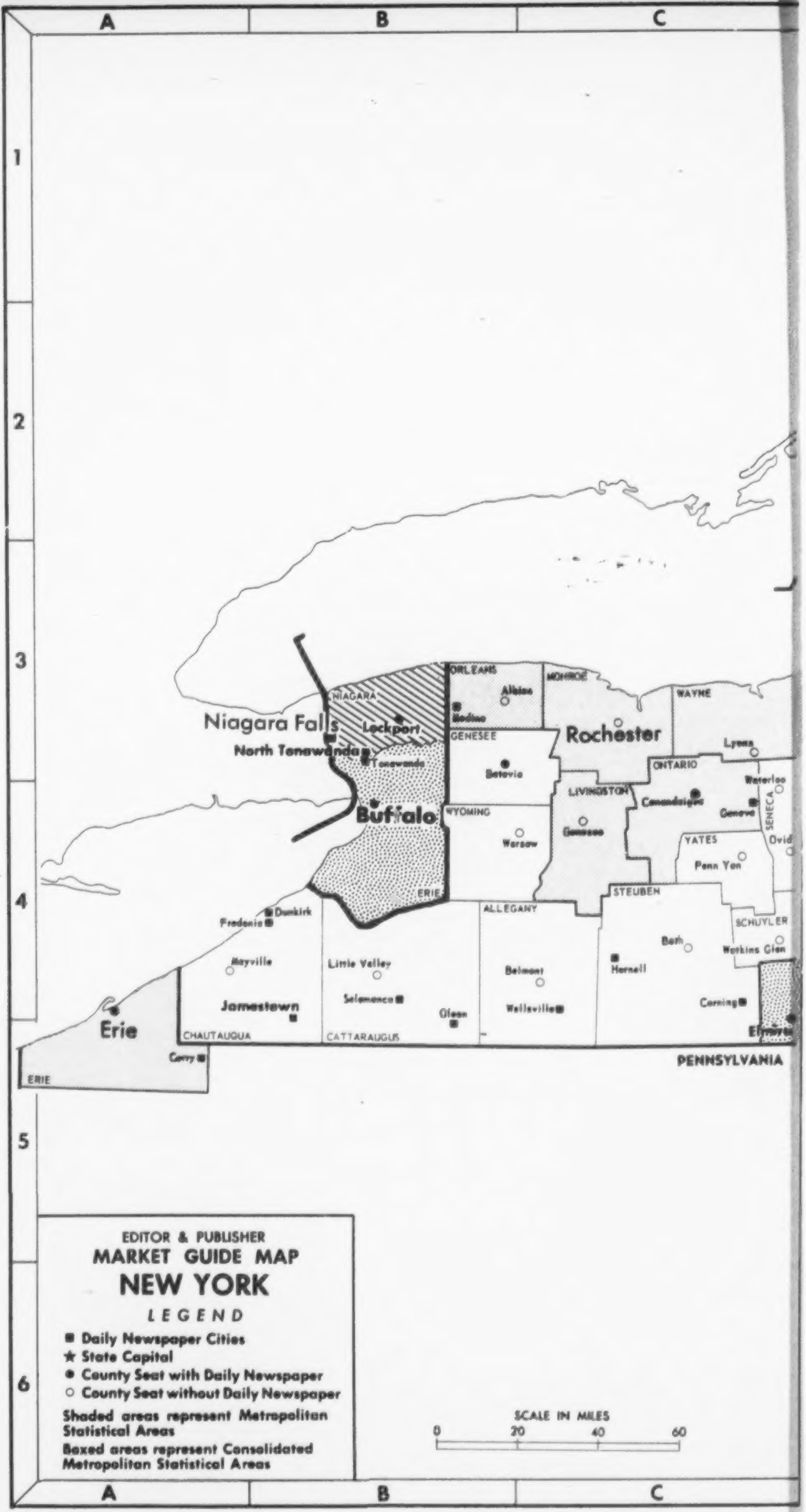
12 - RETAILING: Principal Shopping Centers-5 blocks on N. Pearl St.; State St.; Broadway; 10 on Central Ave.; Robinson Square-Hamilton St.
Neighborhood Shopping Centers-3 blocks on Madison Ave.; 2 on New Scotland Ave.; 6 on Delaware Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Latham Circle Mall(95)	4	JCPenney, Caldor, Grand Union
Stuyvesant(62)	2	B. Forman
Colonie Ctr.(100)	2	Macy's, Sears
Crossgates Mall(150)	2	JCPenney, Caldor, Filene's, Jordan Marsh
Northway Mall(60)	NA	Mont. Ward, Marshalls
Mohawk Mall(88)	8	Addis & Dey, Bradlees, Mont. Ward
K mart(2)	NA	K mart
Twenty Mall	NA	
Wolf Rd. Pk.(12)	NA	Service Mdse.

Principal Shopping Days-Wed., Thur., Fri., Sat., & Sun.
Stores Open Evenings-Thur., Downtown; Mon. through Sat., Shopping Centers.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Macy's; Sears; Marshalls; Cohoes; Barbizon's; Filene's; Jordan Marsh; B. Forman; Burlington Coat Factory; T.J. Maxx; Addis & Dey; Steinbach.
Discount Stores-K mart; Joy Discount; Present Co.; Service Mdse.; Bradlees; Caldor; Ames.
Chain Drug Stores-CVS; Hall Drug (Lee) 3; Branche 2; Medical Center 2; Rite Aid 2; Fay's 10.
Chain Supermarkets-Trading Port 7; Grand Union 28; Star 7; Price Chopper 41; P&C 2; Victory/Great American 6.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NIAGARA
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Medina
MONROE
Rochester
WAYNE
Lyons
GENESEE
Batavia
WYOMING
Warsaw
LIVINGSTON
Geneseo
ONTARIO
Canandaigua
Geneva
Waterloo
SENECA
Ovid
YATES
Penn Yan
STEUBEN
Bath
Hornell
Corning
SCHUYLER
Watkins Glen
Elmira
ALLEGANY
Belmont
Wellsville
CATTARAUGUS
Little Valley
Salamanca
Olean
CHAUTAUQUA
Mayville
Jamestown
Dunkirk
Fredonia
Erie
Corry
ERIE
PENNSYLVANIA
EDITOR & PUBLISHER
MARKET GUIDE MAP
NEW YORK
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Areas
SCALE IN MILES
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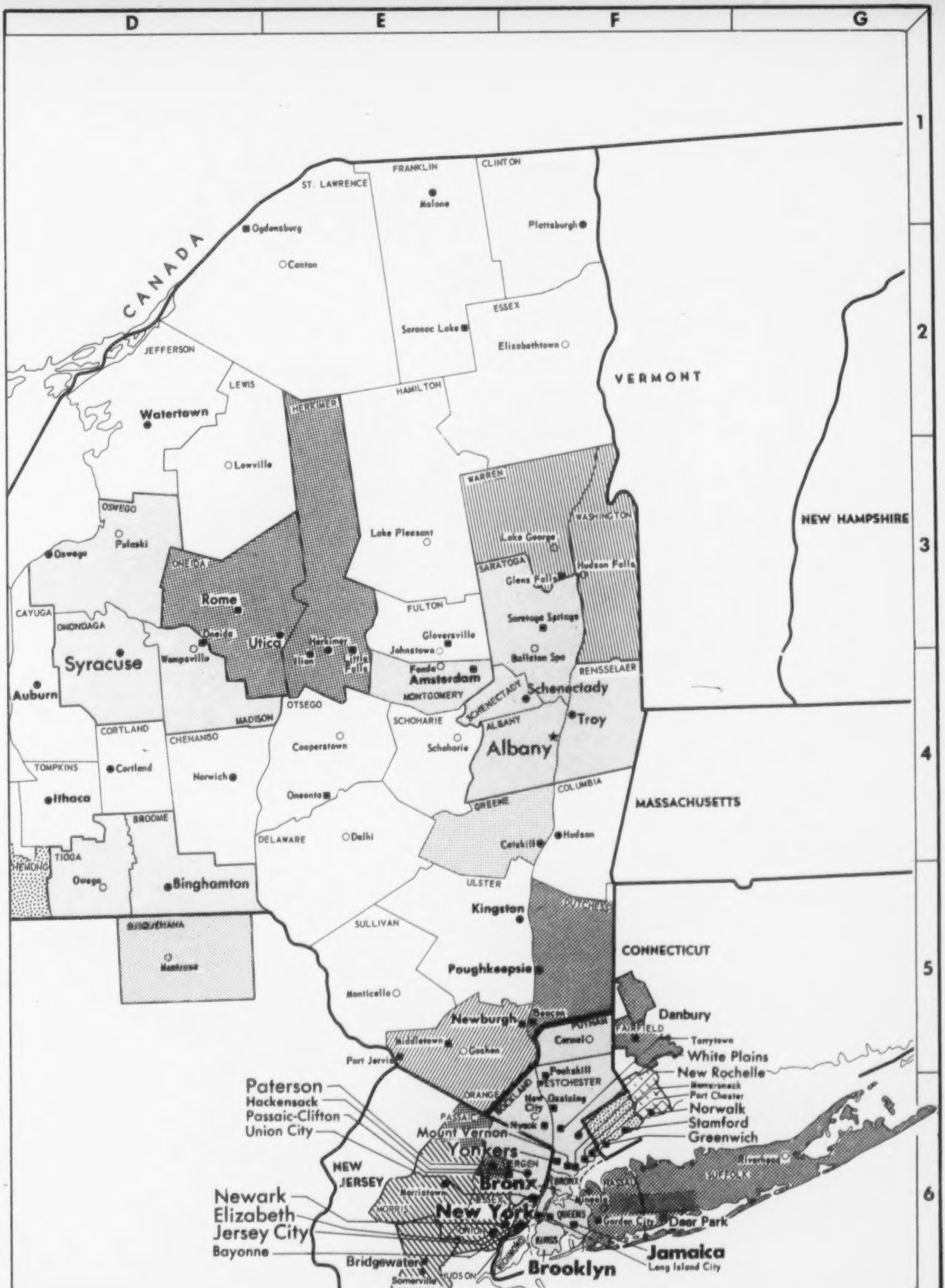
20
40
60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CANADA
ST. LAWRENCE
Ogdensburg
Canton
FRANKLIN
Malone
CLINTON
Plattsburgh
ESSEX
Saranac Lake
Elizabethtown
JEFFERSON
LEWIS
Watertown
Lowville
HAMILTON
HERKIMER
VERMONT
NEW HAMPSHIRE
WARREN
WASHINGTON
Lake George
Hudson Falls
SARATOGA
Glens Falls
Saratoga Springs
Ballston Spa
Lake Pleasant
OSWEGO
Oswego
Pulaski
ONEIDA
Rome
Utica
Oneida
Wampsville
Herkimer
Ilion
Little Falls
FULTON
Gloversville
Johnstown
Fonda
Amsterdam
MONTGOMERY
SCHENECTADY
Schenectady
RENSSELAER
Troy
ALBANY
Albany
CAYUGA
ONONDAGA
Syracuse
Auburn
MADISON
OTSEGO
SCHOHARIE
Schoharie
Cooperstown
CORTLAND
Cortland
CHENANGO
Norwich
TOMPKINS
Ithaca
Oneonta
MASSACHUSETTS
COLUMBIA
GREENE
Catskill
Hudson
BROOME
DELAWARE
Delhi
CHEMUNG
TIOGA
Owego
Binghamton
ULSTER
Kingston
SUSQUEHANNA
Montrose
SULLIVAN
DUTCHESS
CONNECTICUT
Poughkeepsie
Monticello
Newburgh
Beacon
PUTNAM
Carmel
Danbury
FAIRFIELD
Tarrytown
White Plains
New Rochelle
Middletown
Goshen
Port Jervis
Peekskill
WESTCHESTER
Mamaroneck
Port Chester
Norwalk
Stamford
Greenwich
ORANGE
ROCKLAND
New City
Ossining
Nyack
Paterson
Hackensack
Passaic-Clifton
Union City
PASSAIC
Mount Vernon
Yonkers
BERGEN
Bronx
BRONX
Riverhead
SUFFOLK
NASSAU
NEW JERSEY
Morristown
MORRIS
ESSEX
Newark
Elizabeth
Jersey City
Bayonne
New York
Mineola
QUEENS
Garden City
Deer Park
UNION
KINGS
RICHMOND
Jamaica
Long Island City
Bridgewater
Somerville
HUDSON
SOMERSET
Brooklyn

Other Chain Stores-Thom McAn; Firestone; Lerner; Shoe Town.

14 - NEWSPAPERS: TIMES UNION (m) 108,954; (S) 163,944; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: C.J. Cunningham, Gen. Adv. Mgr., TIMES UNION, News Plaza; Box 15000, Albany, NY 12212; Tel. (518) 454-5694.

National Representatives: Sawyer-Ferguson-Walker; American Publishers' Representatives; Publishers' Representatives of Florida.

AMSTERDAM

1 - LOCATION: Montgomery County (In Albany-Schenectady-Troy MSA). E&P Map E-3. 1/4 mi. to New York Thruway; on State Hwys. 5, 5-S, 30, 67; 16 mi. W of Schenectady; 34 mi. W of Albany; 114 mi. E of Syracuse; 185 railroad mi. from NYC.

2 - TRANSPORTATION: Railroads-Conrail; Amtrak.

Waterway-Terminal of N.Y. State Barge Canal.

Motor Freight Carriers-6.

Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 20,714; E&P 92 Est. 20,482
NDM-ABC: (80) 127,613
County 90 Cen. 51,981; E&P 92 Est. 51,836
MSA 90 Cen. 874,304; E&P 92 Est. 890,514

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 7,967; E&P 92 Est. 7,878
NDM-ABC: (80) 46,138
County 90 Cen. 19,439; E&P 92 Est. 19,385
MSA 90 Cen. 318,500; E&P 92 Est. 324,528

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	2	$270,000,000
Savings & Loan	1	$27,000,000
Commercial	5	$168,000,000

6 - PASSENGER AUTOS: Montgomery County 29,740

7 - ELECTRIC METERS: Residence 14,000

8 - GAS METERS: Residence 9,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners Printing 325; Gloves 485; Dresses 300; Plastics Fiberglass 125; Christmas Trees; Lawn Furn. and Chairs 175; Warp Knitting 425; Toys 425; Recreational Prods. (pools, video games, home computers) 1,500; Laminated Fabrics 175; Men's Apparel 175; Radio and Auto Antennas 175; Furn. Refinishing Prods. 175; Waterbed Furn. 100; Automotive Lifts 50; Baby Food & Juice Mfg. 500; Aluminium Doors & Windows 200, Paper & Fibre Products 150; Electronics & Instruments 100; Agriculture 1,800.

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-55; Summer 55-81; Fall 40-60; Winter 16-34. First killing frost, Sept. 28; last killing frost, Apr. 25.

11 - TAP WATER: Acid, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on E. Main St. 60 Store Downtown Enclosed Mall.

Neighborhood Shopping Centers-Reid Hill Section, Fifth Ward Section, Route 30 Section, K mart Plaza; Shop & Save Plz.; Price Chopper; Fay's Plaza; Amsterdam Mall: McCrory, Fayva, Radio Shack, Present Co., Fashion Bug, JCPenney (catalog).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Reid Hill(3)	1	Carl's Drug, P&C
Rt. 30 Plz.	1	Price Chopper, Fay's, Radio Shack, National Auto
Downtown Amsterdam	NA	Grand Union, CVS, McCrory, Fayva, Radio Shack
K mart Plaza	2	K mart, JoAnn Fabrics
Rotterdam Sq. Mall(96)	15	Hess's, Sears, K mart, Anderson-Little
Pyramid Mall Johnstown(9)	13	Price Chopper, Fay's, Jamesway

Principal Shopping Days-Wed. through Sun.

Stores Open Evenings-Downtown Mall Mon. through Sat.; most major stores open every night and Sun.

13 - RETAIL OUTLETS: Discount Stores-Fay's; K mart; Present Co.; Ames.

Chain Drug Stores-Daw/Rite Aid 2; Carl's; Fay's; CVS.

Chain Supermarkets-P&C; Shop 'N Save; Price Chopper; Grand Union 2; Lou's Mkt.

Other Chain Stores-Radio Shack; JoAnn Fabrics; Big A Auto Parts; Agway; National Auto; So-Fro Fabrics; JCPenney (catalog); Fashion Bug; Fayva; Curtis; Grossman; Rainbow Shop; Anderson-Little; Pearl Vision; Dexter Shoe; Empire Vision; 84 Lumber.

14 - NEWSPAPERS: THE RECORDER (e) 11,974; (S) 11,579; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Robert E. Simpson, Adv. Dir., THE RECORDER, 1 Venner Rd., Amsterdam, NY 12010; Tel. (518) 843-1100.

National Representative: Landon Associates.

AUBURN

1 - LOCATION: Cayuga County, E&P Map D-3, County Seat. Diversified manufacturing center. Rich dairy. 26 mi. SW of Syracuse on U.S. Hwy. 20; N.Y. State Hwy. 5 (junction).

2 - TRANSPORTATION: Railroad-Conrail.

Motor Freight Carriers-6.

Intercity Bus Lines-Onondaga Coach Lines; Centro Bus Lines.

3 - POPULATION:

Corp. City 90 Cen. 31,258; E&P 92 Est. 31,000
CZ-ABC: (80) 32,548
RTZ-ABC: (80) 62,931
County 90 Cen. 82,313; E&P 92 Est. 83,832
City & RTZ-ABC: (80) 95,479

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 12,022; E&P 92 Est. 11,923
CZ-ABC: (80) 11,672
RTZ-ABC: (80) 20,541
County 90 Cen. 31,860; E&P 92 Est. 32,448
City & RTZ-ABC: (80) 32,213

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	2	$200,000,000
Commercial	4	$350,000,000

6 - PASSENGER AUTOS: Cayuga County 41,186

7 - ELECTRIC METERS: Residence 11,520

8 - GAS METERS: Residence 10,570

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Metal & Metal Prods. 2,795; Shoes 250; Plastics 618; Foods 253; Electronics 400; Bottling 300.

Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-60; Summer 40-90; Fall 30-70; Winter 0-50. First killing frost, Oct. 10; last killing frost, May 10.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Genesee St.; 2 on State St.; 3 on North St.

Neighborhood Shopping Centers-At the Five Points; 2 blocks on Lower State St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Auburn Plaza(30)	NA	Ames, Central Tractor
Finger Lakes Mall(90)	3	Chappell's, Sears, JCPenney, K mart, CVS, Anderson Little
Grant Ave. Plz.(10)	NA	K mart,
Seminary Plz.(4)	NA	Fay's
Westside Plz.(5)	NA	Fay's

Principal Shopping Days-Thur., Fri., Sat., Sun.

Stores Open Evenings-Thur., Fri. (most Thur.); Food: 7 days.

13 - RETAIL OUTLETS: Department Stores-Chappell's; JCPenney; Sears.

Discount Stores-K mart; Ames.

Chain Drug Stores-Rite Aid 2; Fay's 2; Carl's Drugs 2; CVS.

Chain Supermarkets-P&C 2; Tops; Wegmans.

14 - NEWSPAPERS: THE CITIZEN (e-mon to fri) 16,027; (S) 16,753; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Charles Kolsky, Adv. Dir., THE CITIZEN, 25 Di 11 St., Auburn, NY 13021; Tel. (315) 253-5311.

National Representative: Landon Associates.

BATAVIA

1 - LOCATION: Genesee County, E&P Map B-3. Midway bet. Buffalo & Rochester. Agricultural & shipping center in Western New York. 30 mi. W of Rochester; 33 mi. E of Buffalo. On Hwys. 5, 33, 63, 98 & N.Y.S. Thruway.

2 - TRANSPORTATION: Railroads-Conrail; Lehigh Valley; Erie-Lackawanna.

Motor Freight Carriers-5.

Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 16,310; E&P 92 Est. 16,231
NDM-ABC: (80) 22,268
RTZ-ABC: (80) 63,504
County 90 Cen. 60,060; E&P 92 Est. 60,944
Total NDM & RTZ-ABC: (80) 85,772

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 6,273; E&P 92 Est. 6,243
NDM-ABC: (80) 8,122
RTZ-ABC: (80) 20,110
County 90 Cen. 23,385; E&P 92 Est. 23,729
Total NDM & RTZ-ABC: (80) 28,232

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$125,000,000
Savings & Loan	2	$39,000,000

6 - PASSENGER AUTOS: Genesee County 33,772

7 - ELECTRIC METERS: County 22,500

8 - GAS METERS: County 11,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Shoes 350; Condensers 370; Steel Metal Prods. 175; Road Mach. 500; Sprayers 300.

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-70; Summer 41-93; Fall 22-95; Winter 0-60.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-Genesee Country Mall.

Neighborhood Shopping Centers-Ellicott & Liberty Sts.; W Main St.; E. Main St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Court St. Plz.(5)	NA	Miners
Eastown Plz.(10)	1	K mart, Bell's, Lane Drug
Ames Plaza(24)	1	Fay Drugs, Present Co., Ames, Natl. Auto

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Thur., Fri.; Mall Plazas every night.

13 - RETAIL OUTLETS: Department Stores-JCPenney 3, C.L. Carr, Ames.

Discount Stores-Present Co., K mart; Brand Names.

Variety Store-Newberry.

Chain Drug Stores-Fay's; CVS.

Chain Supermarkets-Bell's; Super Duper; Tops.

Other Chain Stores-National Auto; Endicott-Johnson; Sherwin-Williams.

14 - NEWSPAPERS: THE DAILY NEWS (e) 16,675; Mar. 30, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Gloria J. Stonecipher, Gen. Mgr., THE DAILY NEWS, PO Box 870, Batavia, NY 14021; Tel. (716) 343-8000.

National Representative: Landon Associates.

BEACON

See NEWBURGH

BINGHAMTON

1 - LOCATION: Broome County (MSA). E&P Map D-4, County Seat. 64 mi. NE of Scranton; 76 mi. S of Syracuse; 188 mi. NW of New York City; 200 mi. SE of Buffalo; 140 mi. SW of Albany. On U.S. Hwys. 11, 81, 88; State Hwys. 7, 12, 17. Junction point of Chenango and Susquehanna Rivers. Rail, college, wholesale and industrial center.

2 - TRANSPORTATION: Railroads-Conrail; D&H; New York/Susquehanna & Western Corp.

Motor Freight Carriers-78.

Intercounty Bus Lines-Interstate; Capitol-Trailways; Greyhound; Short Line; Chenango Valley Bus Service.

Airlines-USAir; Continental Express; Metro Northeast; TWExpress; Pocono Airlines; United Express; Mohawk.

3 - POPULATION:

Corp. City 90 Cen. 53,008; E&P 92 Est. 52,438
CZ-ABC: (80) 178,340
RTZ-ABC: (80) 171,159
County 90 Cen. 212,160; E&P 92 Est. 211,511
MSA 90 Cen. 264,497; E&P 92 Est. 265,014
City & RTZ-ABC: (80) 349,499

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 20,388; E&P 92 Est. 20,168
CZ-ABC: (80) 65,280
RTZ-ABC: (80) 57,958
County 90 Cen. 76,901; E&P 92 Est. 76,665
MSA 90 Cen. 98,730; E&P 92 Est. 98,981
City & RTZ-ABC: (80) 123,238

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	2	N.A.
Commercial	9	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: Broome County 128,129

7 - ELECTRIC METERS: Binghamton Metro Area 101,700

8 - GAS METERS: Residential 59,981

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 36,000 ($568); Durable Goods 29,800 ($611); Metals & Mach. 25,200 ($441); Other Durable Goods 4,600 ($243); Non-Durable Goods 6,200 ($351); Constr. 5,900 ($458); Trans. & Pub. 4,200 ($542); Whol. & Ret. 27,700 ($241); Fin., Ins. & R.E. 4,400 ($384); Service & Misc. 23,900 ($301); Gov't 21,800 ($411).

Principal Pay Days-Mon., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-52; Summer 57-76; Fall 41-57; Winter 16-30. First killing frost, Oct. 8; last killing frost, May 4.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown Binghamton (65 stores-14 blocks); Downtown Endicott (80 stores-4 blocks); Johnson City (26 stores-8 blocks).

Neighborhood Shopping Centers-19 blocks at Clinton St.; 5 at Main & Beethoven Sts.; 3 at S. Washington St. & Vestal Ave.; 6 at Robinson St. & Broad Ave.; 2 at Chenango & West State St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Chenango Plz. (8)	5	Brooks Phcy., Great American

Giant Plz.-Front St.(7)	5	Giant Mkt., CVS Phcy.
Northgate Plz. (19)	5	Ames Dept., Grand Union, Carl's Drug
Binghamton Plz. (23)	1	K mart, CVS Phcy., Grand Union
Vestal Plz. (41)	3	K mart, Grand Union, Brooks Phcy.
Foundry Plz.(12)	2	Price Chopper, Wheels Discount Auto
Giant-Oakdale Plz.(9)	4	Giant Mkt., Rite Aid Drug
Oakdale Mall(126)	4	Mont. Ward, Bon Ton, Bradlees, Sears, JCPenney
Campus Plz.(16)	4	Sugerman's, Great American, Fay's Drug
Park Manor Plz. (12)	8	Ames Dept., Grand Union, Carl's Drug
Endicott Plz.(12)	10	K mart, Grand Union, Philadelphia Sales
Giant Plz.-Main St.(5)	3	Giant Mkt., CVS Phcy.
Giant Rano Blvd. Plz.(8)	4	Giant Mkt., Rite-Aid Drug
Giant W. Corners Plz.(5)	13	Giant Mkt., CVS Phcy.

Principal Shopping Days-Mon., Thur., Sun.

Stores Open Evenings-Mon. & Thur., Plaza & Malls: Mon. through Sat.; Food: Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Bon Ton; Boscov's; Montgomery Ward; Sears; JCPenney; Burts.

Discount Stores-Philadelphia Sales 3; Sugerman's; Bradlees; Amcs 2; K mart 3.

Variety Stores-Woolworth; McCrory.

Chain Drug Stores-CVS 11; Brooks 8; Fay's 5; Rite Aid 4; Carl's 6.

Chain Supermarkets-Grand Union 6; Great American 11; Giant Food 11; P & C Foods.

Other Chain Stores-Goodyear; Barbara Moss; Henry Wilson Jewelers; Endicott-Johnson; Sherwin-Williams; Loft; Firestone; Cole's Mufflers; Wall to Wall Sound & Video; Allied Radio Shack; Grossman's; Wicke's; Agway; 84 Lumber; Anderson Little; General Nutrition; Kay Bee Toys; Kay's Jewelers; Richards & Co. Jewelers; Kinney Shoes; Ormond Shops; Thom McAn; Waldenbooks; Herman's; Catalog; Present Co., Service Mdse.

14 - NEWSPAPERS: PRESS & SUN-BULLETIN (m) 70,725; (S) 92,677; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Rick Recchino, Adv. Dir., PRESS & SUN-BULLETIN, Vestal Pkwy. East, Binghamton, NY 13902-1270; Tel. (607) 798-1234.

National Representative: Gannett National Newspaper Sales.

BROOKLYN
See NEW YORK CITY

BUFFALO

1 - LOCATION: Erie County. (In Buffalo PMSA). E&P Map B-4. County Seat. Industrial, wholesale and retail distribution, financial, educational, research and transportation center. Western part of the state on Lake Erie and Niagara River on U.S.-Canada border; 72 mi. W of Rochester; 187 mi. NE of Cleveland; 254 mi. E of Detroit; 382 mi. NW of N.Y. City; 526 mi. E of Chicago. On N.Y. State Thruway. First St. Lawrence Seaway port on Lake Erie. Point of entry for trade with Canada.

2 - TRANSPORTATION: Railroads-Amtrak; Conrail; Delaware & Hudson; Chessie System; Norfolk Southern; South Buffalo Railway; Buffalo Southern; New York & Lake Erie; Toronto, Hamilton & Buffalo; Arcade & Attica; Buffalo-Pittsburgh-Rochester; Depew Lancaster; Western.

Motor Freight Carriers-344.

Freight Steamship Lines-13.

Intercity Bus Lines-Greyhound; Bluebird; D&F; Cottrell; NFTA Metro; Trailways; Niagara Scenic.

Airlines-American; United; USAir; Eastern; Delta; Midway; Northwest; Continental Express; Continental; TransWorld Express; Pan Am Express; Mohawk.

3 - POPULATION:

Corp. City 90 Cen. 328,123; E&P 92 Est. 322,174
NDM-ABC: (80) 927,026
RTZ-ABC: (80) 497,091
County/PMSA 90 Cen. 968,532; E&P 92 Est. 958,053
Total RTZ-ABC: (80) 1,424,117

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 126,201; E&P 92 Est. 123,913
NDM-ABC: (80) 337,187
RTZ-ABC: (80) 169,611
County/PMSA 90 Cen. 361,684; E&P 92 Est. 357,771
Total RTZ-ABC: (80) 506,798

5 - BANKS	NUMBER	EST. DEP.
Savings	3	$3,337,659,000
Savings & Loan	3	$5,030,609,000
Commercial	13	$6,865,700,000

6 - PASSENGER AUTOS: Erie County 547,478

7 - ELECTRIC METERS: Residence 336,242

8 - GAS METERS: Residence 472,873

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Durable Goods 62,800 ($578); Stone, Clay, Glass & Concrete 4,100 ($505); Primary Metals 4,200 ($586); Fab. Metal Prods. 10,300 ($641); Mach. (except elect.) 9,800 ($504); Elect. Equip. 7,900 ($380); Trans. Equip. 17,400 ($732); Other Durable Goods 6,000; Nondurable Goods 38,200 ($509); Food & Kindred Prods. 8,700 ($577); Textiles & Apparel 3,500 ($295); Paper & Allied Prods. 3,300 ($426); Printing & Pub. 9,600 ($465); Chem. & Allied Prods. 7,000 ($654); Rubber & Misc. Plastic Goods 5,400 ($560); Other Nondurables 600; Constr. 19,400; Trans. & Public Util. 25,800; Whol. 28,900; Ret. 110,100; Fin., Ins. & R.E. 31,500; Servs. & Misc. 139,200; Gov't 91,400; Local Education 32,200; Misc. Mfg. 2,900; Mining 400.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-54; Summer 59-78; Fall 43-60; Winter 19-32. First killing frost, Oct. 18; last killing frost, April 30.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-9 blocks on Main St., from S. Division St. to Tupper St.; 6 on Broadway from Detroit St. to Sears St.

Neighborhood Shopping Centers-Bailey Kensington Ave. 4 blocks; Hertel Ave. near Parkside 4 blocks; Elmwood Ave. near W. Utica 5 blocks; Jefferson Ave. near E. Utica 4 blocks; Tonawanda St. near Ontario 3 blocks; Delaware Ave. in Kenmore 8 blocks; Seneca St. near Cazenovia 6 blocks; Grant St. near W. Ferry 4 blocks; Ridge Road in Lackawanna 7 blocks; Genesee St. near Moselle 3 blocks.

Large Plaza Centers, No. of Stores-Summit Park Mall, Williams Rd., Niagara Falls 100; Mil-Pine Plaza, Pine Ave. & Rt. 265, Niagara Falls 10; Mid-City Plaza, Payne Ave. & Meadow Dr., N. Tonawanda 26; Sheridan Plaza, Sheridan Dr. & Delaware Ave., Tonawanda 28; Boulevard Mall, Niagara Falls Blvd., Amherst 100; Northtown Plaza & Century Mall, Sheridan Dr., Bailey Ave. & Eggert Rd., Amherst 73; Georgetown Square Plaza Sheridan Dr. & Evans, Williamsville 18; Eastern Hills Mall, Transit Rd., Williamsville 100; Clarence Mall, Main St. & Transit Rd., Clarence 22; Transitown Plaza, Main St. & Transit Rd., Clarence 45; University Plaza, Main St. & Kenmore Ave. 18; Central Park Shopping Plaza, Amherst & Main Sts. 46; Airport Plaza, Genesee St. & Union Rd., Cheektowaga 42; Thruway Mall, Harlem Rd. & Walden Ave., Cheektowaga 95; Apple Tree Mall, Union Rd. between Como Park Blvd. & Bennett Rd., Cheektowaga 53; D & L Plaza, Broadway, Depew 27; Main Place Mall, Main St., between Church & Court Sts. 60; Abbott Road Plaza, Abbott Rd. & Ridge Rd., Lackawanna 32; Seneca Mall, Ridge Rd. at Slade Ave., West Seneca 60; Southgate Plaza, Union Rd. at Seneca St., West Seneca 57; Aurora Village Shopping Center, Grey St., East Aurora 23; South Shore Plaza, Southwestern Blvd. & Rogers Rd., Hamburg 21; Town Hall Plaza, South Park Ave. no. of Clark St., Hamburg 20; Hamburg Shopping Center, between Pine & Buffalo Sts., Hamburg 28; Lockport Mall, S. Transit Rd., Lockport 60 Sheridan-Harlem, Sheridan Dr. & Harlem Rd. 17; Cleve Hill Plaza, Kensington & Eggert Rd. 14; Dick Urban Plaza, George Urban Blvd. & Dick Rd., Checktowaga 13; Grand Island Plaza, Grand Island Blvd. & Baseline Rd., Grand Island 16; Del-Arrow Plaza, Delaware & Great Arrow, Buffalo 18; Del-Ton Plaza, Delaware Ave., Tonawanda 16; Burlington Mall, 1881 Ridge Rd.; West Seneca 32; Central Park Plaza; East Amherst & Holden Streets Buffalo 46; Evans-Sheridan Plaza, Sheridan Dr. & Evans St., Amherst 15; Garden Village Plaza, French & Union Rds., Cheektowaga 20; Rainbow Center, 302 Rainbow Blvd., Niagara Falls 65; Factory Outlet Mall, 1900 Military Rd., Niagara Falls 80; Marvin Gardens Plaza, Niagara Falls Blvd. & Treadwell, Tonawanda 13; Pierce Arrow Plaza, Sheridan Dr. & Evan St., Amherst 16; Stuyvesant Plaza, Elmwood Ave. between North & Summer Sts., Buffalo 14; Townedge Square, Transit Rd. near French Rd., Lancaster 15; Wimbledon Plaza, Center Rd. near Seneca St., West Seneca 26; McKinley Mall, McKinley Parkway & Milestrip Rd., Hamburg 99; Galleria Mall, Walden Ave. Near Union Rd. 220.

Free Standing Stores (Complete Dept. Stores)-Sibley's, Main St. & Eggert Rd.; K mart, Walden Ave., Cheektowaga; Niag. Falls Blvd., Amherst; Southwestern Blvd., Orchard Pk.; Transit & Maple, Amherst; Military Rd., Niag. Falls; Transit Rd. Plaza, Lockpt.; Hills, Lake Ave., Blosdell; Meadows Dr., North Tonawanda, Seneca St., West Seneca.

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Downtown Dept. Stores Thur. Most Plaza stores open nightly.

Stores Open Sunday-Most supermarkets, some plazas, most discount stores.

13 - RETAIL OUTLETS: Department Stores-AM&A 9; Kaufmann's 4; Sears 4; JCPenney 4; Jenss 4.

Variety Stores-Woolworth 5; D&K 8; G.C. Murphy 3; McCrory 6.

Discount Stores-K mart 10; Hills 14; Ames 14.

Chain Drug Stores-Fay's 26; Leader Drugs 31; Peterson 2; Rite Aid 71; CVS 27; Owl 8.

Chain Supermarkets-Super Duper 35; Tops 38; B-Kwik 14; Bell's 43; Wegman's 5.

Other Chain Stores-Appliance/Electronics: Silo, Highland Superstores; Mad Maxx, Rosa's, Electra Gas, Radio Shack; Hardware: Valu Home Center, Busy Beaver, Hector's Hardware Grossman's; Tires: Goodyear, Broad Elm; DunnTire; STS; Firestone; Toys: Child World, Toys 'R' Us, Kay Bee, Circus World; Book Stores: Waldenbooks, B. Dalton; Gift Stores: Cavages, Spencer Gifts, Love of Pete, Stewart & Benson; Fabrics: JoAnn, So-Fro; Shoes: Endicott-Johnson, Thom McAn, Kinney's, Florsheim, Baker, Liberty, Altiers Naturalizer, Flagg Bros., Goldman's, Red Cross, Chandler's, A.S. Beck, The Wild Pair, Whites, Regal, Next Step; Clothing: Chess King, Martin Jacobi, The Gap, Casual Corner, Lane Bryant, Gutman's, Ormonds, Stuarts, Jeans West, Richman Bros., Foxmoor, G&G, Jean Nicole, The Limited, Donlevy's, David's, Lerner, Susie's Casuals, Bonwit Teller, Harry Rosen, 5-7-9 Shop, His Place; Other: Fotomat, Hallmark Cards, Merle Norman, Parklane Hosiery, Fanny Farmer, Hickory Farms, Friendly Ice Cream, Claire's Boutique, Herman's World Sporting Goods.

14 - NEWSPAPERS: NEWS (all day-mon to fri) 314,194; (m-sat & hols) 286,532; (S) 383,380; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Matt Pronko, Nat'l. Adv. Mgr., NEWS, One News Plaza, Buffalo, NY 14240; Tel. (716) 849-3422.

National Representatives: Sawyer-Ferguson-Walker; American Publishers' Representatives of Canada.

CANANDAIGUA

1 - LOCATION: Ontario County (In Rochester MSA). E&P Map C-4. County Seat. Shipping center. In W central part of state on Canandaigua Lake; on Routes 5 and 20. 30 mi. SE of Rochester; 75 mi. W of Syracuse; 88 mi. E of Buffalo.

2 - TRANSPORTATION: Railroads-Amtrak-Freight only.

Intercity Bus Line-Greyhound.

Motor Freight Carriers-9.

3 - POPULATION:

Corp. City 90 Cen. 10,725; E&P 92 Est. 10,786
CZ-ABC: (80) 10,419
RTZ-ABC: (80) 62,125
County 90 Cen. 95,101; E&P 92 Est. 97,544
MSA 90 Cen. 1,002,410; E&P 92 Est. 1,021,254
City & RTZ-ABC: (80) 72,544

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 4,125; E&P 92 Est. 4,149
CZ-ABC: (80) 3,874
RTZ-ABC: (80) 20,684
County 90 Cen. 35,989; E&P 92 Est. 36,913
MSA 90 Cen. 385,169; E&P 92 Est. 392,402
City & RTZ-ABC: (80) 24,558

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: Ontario County 54,462

7 - ELECTRIC METERS: Residence 3,775

8 - GAS METERS: Residence 3,277

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Winery 237; Commun., Indus. & Office Tapes 300; Plastics 1,700; Electric Insulators 310; Paper, Paper Prods. 200; Sporting Goods 320; Veterans Hospital 1,200.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 67-98; Fall 40-70; Winter -5-36. First killing frost, Sept. 15; last killing frost, Apr. 20.

11 - TAP WATER: Filtrated, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastview Mall	18	Kaufmann's, Sears, McCurdy's, Fays
Parkway Plz.(20)	NA	Wheels, Woolworth, Radio Shack, TCBY
Townline Plz.(14)	NA	Big Wheel
Nichols Plz.(6)	NA	Nichol's
Bell's Plz.(10)	NA	Bell's, Medicine Shoppe
Roseland Ctr.	NA	JCPenney, Ames, Toysworks, P&C, Altiers Annex

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-S.E. Nichols; Big Wheel.

Variety Stores-Woolworth, JCPenney.

Discount Stores-Big Wheel; Ames.

Chain Drug Stores-Wayne, Fay's.

Chain Supermarkets-Shurfine, Bell's Market; Wegman's; P&C Mkt.

Other Chain Stores-Endicott-Johnson; Finn Auto; Johnson; Agway Stores; Wickes Lumber; Grossman's Lumber; Central Tractor; Radio Shack; Chase Pitkin; 84 Lumber.

14 - NEWSPAPERS: THE DAILY MESSENGER (e-mon to fri) 14,139; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: H. Robert Schadewald, V.P., Sales, THE DAILY MESSENGER, 73 Buffalo St., Canandaigua, NY 14424; Tel. (716) 394-0770.

National Representative: U.S. Suburban Press.

CATSKILL

1 - LOCATION: Greene County. (In Albany-Schenectady-Troy MSA). E&P Map F-4. County Seat. Shopping center for County; small mfg. On W bank of Hudson River. 30 mi. S of Albany; 115 mi. N of NYC.

2 - TRANSPORTATION: Railroads-Conrail to Hudson; West Shore.

Motor Freight-Cross Country Service.

Intercity Bus Lines-Greyhound. Mountain View; Adirondack Transit & Jersey.

3 - POPULATION:

Corp. Village 90 Cen. 4,690; E&P 92 Est. 4,684
County 90 Cen. 44,739; E&P 92 Est. 46,084
MSA 90 Cen. 874,304; E&P 92 Est. 890,514

4 - HOUSEHOLDS:

Village 90 Cen. 1,804; E&P 92 Est. 1,802
County 90 Cen. 16,419; E&P 92 Est. 16,912
MSA 90 Cen. 318,500; E&P 92 Est. 324,528

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	2	$178,325,000
Commercial	2	$141,520,000

6 - PASSENGER AUTOS: Greene County 30,424

7 - ELECTRIC METERS: Residence Village 2,244; Trade Area 16,252

8 - GAS METERS: Residence 2,894

9 - PRINCIPAL INDUSTRIES: Cement Mfg. 589 Emp. ($355 Wkly.); Tourism.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-69; Summer 68-90; Fall 50-75; Winter 25-30.

11 - TAP WATER: Neutral.

12 - RETAILING: Shopping Centers-Main St. Shopping Center; Jamesway Plaza. 9 W. Hwy. S.; Spinning Wheels Plz.; Catskill Valley Plz.

Principal Shopping Days-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Newberry; Jamesway; Ames; Robert's.

Variety Store-Newberry.

Discount Store-Jamesway.

Chain Drug Stores-Mikhitarian; Mall Drugs; Rite Aid; Fay's Drug.

Chain Supermarkets-Grand Union 2; ShopRite; Great American 2; Stewarts.

14 - NEWSPAPERS: DAILY MAIL (e) 4,853; sworn Oct. 1, 1990.

Local Contact for Advertising and Merchandising Data: John Betts, Adv. Mgr., DAILY MAIL, 30 Church St., Catskill, NY 12414; Tel. (518) 943-2100.

National Representative: Landon Associates.

COBLESKILL

1 - LOCATION: Schoharie County. E&P Map E-4.

2 - TRANSPORTATION: Intercity Bus Line-Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 7,270; E&P 92 Est. 7,335
County 90 Cen. 31,859; E&P 92 Est. 32,692

4 - HOUSEHOLDS:

City 90 Cen. 2,733; E&P 92 Est. 2,758
County 90 Cen. 11,753; E&P 920 Est. 12,060

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	1	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: Schoharie County 18,020

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry. (Av. Wkly. Wage)-Interknitting ($200).

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Av. Temp.-Summer 90; Winter 32. First killing frost Sept.; last killing frost Apr.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Jamesway	NA	Lindsay, Jamesway

13 - RETAIL OUTLETS: Department Store-Wohl's.

Variety Store-Ten-Dollar.

Chain Drug Stores-Fay's; Carl's.

Chain Supermarkets-Price Chopper; P&C.

14 - NEWSPAPERS: DAILY EDITOR (m-mon to fri) 6,000; sworn Jan. 31, 1991.

Local Contact for Advertising and Merchandising Data: John Snyder, Adv. Mgr., DAILY EDITOR, 155 E. Main St., Cobleskill, NY 12043; Tel. (518) 234-4368.

National Representative: None.

CORNING

1 - LOCATION: Steuben County. E&P Map C-4. SE part of County. 20 mi. W of Elmira. On U.S. Hwy. 15; State Hwys. 17, 414.

2 - TRANSPORTATION: Railroads-Erie-Lackawanna; Conrail (freight only).

Motor Freight Carriers-12.

Intercity Bus Lines-Greyhound; Blue Bird; Short Line; Capitol Trailways; Continental Trailways; Empire State Trailways.

Airlines-USAir; Piedmont; Pennsylvania Air.

3 - POPULATION:

Corp. City 90 Cen. 11,938; E&P 92 Est. 11,735
CZ-ABC: (80) 26,244
RTZ-ABC: (80) 59,406
County 90 Cen. 99,088; E&P 92 Est. 98,775
City & RTZ-ABC: (80) 85,650

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 4,592; E&P 92 Est. 4,513
CZ-ABC: (80) 10,243
RTZ-ABC: (80) 19,714
County 90 Cen. 38,330; E&P 92 Est. 38,209
City & RTZ-ABC: (80) 29,957

5 - BANKS	**NUMBER**	**DEPOSITS**
Credit Unions	5	$49,722,000
Savings & Loan	2	$72,000,000
Commercial	5	$208,000,000

6 - PASSENGER AUTOS: Steuben County 54,291

7 - ELECTRIC METERS: Residence 12,409

8 - GAS METERS: Residence 11,000

9 - PRINCIPAL INDUSTRIES: Glass Prods.; Fibre Boxes; Air Comp.

Principal Industrial Pay Days-Tues., Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-65; Summer 70-100; Fall 30-65; Winter 0-15.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Market St.; 2 on Pine St.; 2 on Denison Pkwy.; 3 on Bridge St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Arnot Mall Flats(130)	10	JCPenney, McCrory, Rea & Derrick, Hess, Sears, Bradlees
Grand Central(20)	13	K mart
Murphy's Mart Plz.	NA	Murphy's Mart, Radio Shack, Great American
Painted Post(18)	2A	
S. Corning Pk.	1	Corning Bldg. Co., CBC Furniture
Rts. 415 & 17	1	Nichols

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Thur., Fri.; Food Stores open 7 days & evenings.

13 - RETAIL OUTLETS: Department Stores-Gates-Rockwell; Tallmans.

Variety Store-Woolworth.

Chain Drug Stores-Rea & Derrick; Rite Aid; Fay's; Carl's.

Discount Stores-Nichols; Ames.

Chain Supermarkets-Foodmart; Great American; P&C; Wegmans.

Other Chain Stores-Firestone; JoAnn Fabrics; Goodyear; Bern Furn.; Wickes; Grossman's; Radio Shack; Central Tractor; Van Heusen; The Corning Store; Beacon Linen's; Kidsport; Lush Furniture; Micro Age Computers; Bass Shoes; Dexter Shoes.

14 - NEWSPAPERS: LEADER (m) 14,844; (S) 13,657; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Mike Bartelli, Adv. Dir., LEADER, 34 W. Pulteney St., Corning, NY 14830; Tel. (607) 936-4651.

National Representative: Landon Associates.

CORTLAND

1 - LOCATION: Cortland County. E&P Map D-4. County Seat. Agriculture & dairy shipping center; miscellaneous manufacturing; college center. Central part of state; 35 mi. from Syracuse; 45 mi. from Binghamton; 220 mi. from N.Y. City. On U.S. Hwys. 11, I-81; State Hwys. 13, 41, 90, 281.

2 - TRANSPORTATION: Railroad-NYS&W (freight).

Motor Freight Carriers-18.

Intercity Bus Line-Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 19,801; E&P 92 Est. 19,734
County 90 Cen. 48,963; E&P 92 Est. 49,604

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 7,616; E&P 92 Est. 7,590
County 90 Cen. 17,764; E&P 92 Est. 17,997

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$258,930,942
Commercial	3	$236,500,000

6 - PASSENGER AUTOS: Cortland County 24,910

7 - ELECTRIC METERS: Residence 9,222

8 - GAS METERS: Residence 5,047

9 - PRINCIPAL INDUSTRIES: Industry, No. Wage Earners-Metal Prods. 1,609; Typewriters 1,200; Electronics 641; Printing 149; Corsets & Clothing 591; Sporting Goods 113; Wood Prods. 371; Plastics 954; General Mfg. 683; State Univ. College 939.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-75; Summer 60-90; Fall 35-75; Winter-15-34. First killing frost, late Oct.; last killing frost, early Apr.

11 - TAP WATER: Alkaline, medium hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Main St.; 1 on Central Ave.; 1 on Clinton Ave.; 1 on Court St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Cortlandville(3)	2	K mart, Chappell's, JCPenney
Groton Ave.(17)	1	Fay's, Radio Shack, Tops Mkt., Central Tractor
Homer Ave. Plz.(3)	1	P&C, Philadelphia Sales, Carl's Drugs
Riverside Mall (18)	2	P&C Mkts., Fay's, Wheels, Ames, Record Giant, JoAnn Fabrics
Cortland Plz.(3)	2	Great American, Kinney Drugs, Ames
Port Watson Pl.(2)	1	Great American, Carl's Drugs

Principal Shopping Days-Thur., Fri.

Stores Open Evenings-Food-Mon. through Sun.

Others-Thur.; Plazas-Nightly except Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Chappell's.

Variety Store-Newberry.

Chain Drug Stores-Rite Aid; Fay's 2; Carl's 2; Kinney's.

Discount Stores-K mart; Philadelphia Sales; Ames.

Chain Supermarkets-Great American 2; IGA; P&C 2; Tops; Payless.

Other Chain Stores-Sears (catalog); Radio Shack; Central Tractor Sales; JoAnn Fabrics; Goodyear; Pickway Shoes; Grossman's; TSC; Tallmadge Tire; Firestone; Wheels.

14 - NEWSPAPERS: CORTLAND STANDARD (e) 12,026; Publisher's Statement Mar. 31, 1991.

Local Contact for Advertising and Merchandising Data: Edward J. Rounds, Adv. Dir., STANDARD, 110 Main St.; PO Box 5548, Cortland, NY 13045; Tel. (607) 756-5665.

National Representative: Landon Associates.

DUNKIRK-FREDONIA

1 - LOCATION: Chautauqua County. E&P Map B-4. On S Shore of Lake Erie. 40 mi. SW of Buffalo, 40 mi. NE of Erie, PA. Steel, food products, manufacturing center. Printing Ink.

2 - TRANSPORTATION: Railroads-Conrail; Norfolk & Southern.

Motor Freight Carriers-20.

Intercity Bus Lines-Greyhound; Niagara Scenic; Blue Bird.

3 - POPULATION:

Corp. Cities 90 Cen. 24,425; E&P 92 Est. 24,023
Dunkirk 90 Cen. 13,989; E&P 92 Est. 13,725
Fredonia 90 Cen. 10,436; E&P 92 Est. 10,298
CZ-ABC: (80) 28,020
RTZ-ABC: (80) 28,305
County 90 Cen. 141,895; E&P 92 Est. 141,650
City & RTZ-ABC: (80) 56,325

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

Cities 90 Cen. 9,394; E&P 92 Est. 9,240
Dunkirk 90 Cen. 5,380; E&P 92 Est. 5,279
Fredonia 90 Cen. 4,014; E&P 92 Est. 3,961
CZ-ABC: (80) 9,544
RTZ-ABC: (80) 9,895
County 90 Cen. 52,648; E&P 92 Est. 52,557
City & RTZ-ABC: (80) 19,439

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$23,427,000
Savings	1	$50,000,000
Commercial	6	$161,000,000

6 - PASSENGER AUTOS: Chautaugua County 73,778

7 - ELECTRIC METERS: Residence 11,488

8 - GAS METERS: Residence 12,275

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Stainless Steel 1,200 ($400); Metal Fab. 600 ($325); Foundry 350 ($310); Wood Fab. 100 ($250); Food Processors 700 ($250); Clothing Mfg. 360 ($235); Steel Mfg. 220 ($400); Ice Cream Mfg. 250 ($250); Electronic Mfg. 30 ($375); Printing 500 ($350); Aluminum extrusions 200 ($400); Suit Trousers 350 ($250); Pet Foods 250 ($350).

10 - CLIMATE: First killing frost, Sept. 30; last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, moderately hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Dunkirk: 3 blocks on Central Ave.; 3 on Main St.; 1 on 4th St.; Fredonia: 3 on Main St.; 10 on Route 60 strip.

Neighborhood Shopping Centers-Ames Plaza, 8 units; Hills Plaza, 2 units; D&F Plaza, 30 units; West Sheridan Plaza, 6 units; Plaza 59, 5 units.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Westfield	18	Bells Supermarket, Quality Market
Silver Creek	11	Quality Market

Brocton	9	Country Fair
Cassadaga	11	Super Duper, Red & White

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Most plaza stores.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sider's; Brand Names Sales.
Discount Stores-Hills; Ames.
Variety Stores-McCrory; Family Dollar.
Chain Drug Stores-Leader; Brooks 2; CVS; Fay's Rx; Rite Aide Rx.
Chain Supermarkets-Bell's 2; Tops; Freshmart; Quality Markets 3; Super Duper.

14 - NEWSPAPERS: EVENING OBSERVER (e) 14,853; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Karl T. Davis, Adv. Dir., EVENING OBSERVER, 8-10 E. Second St., Dunkirk, NY 14048; Tel. (716) 366-3000.
National Representative: Landon Associates.

ELMIRA

1 - LOCATION: Chemung County (MSA). E&P Map C-4. South central part of state. 235 mi. from N.Y. City; 146 mi. from Buffalo. On U.S. Hwys. 13, 14, 17.

2 - TRANSPORTATION: Railroad-Conrail.
Motor Freight Carriers-38.
Intercity Bus Lines-Capitol Trailways; Empire Trailways; T.N.T. Bus Co.; Short Lines; Greyhound.
Airlines-USAir; Elarco (charter); Mall Airways; Brockway Air; Empire; Piedmont.

3 - POPULATION:
Corp. City 90 Cen. 33,724; E&P 92 Est. 33,403
NDM-ABC: (80) 179,413
County/MSA 90 Cen. 95,195; E&P 92 Est. 95,007
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 12,971; E&P 92 Est. 12,847
NDM-ABC: (80) 64,194
County/MSA 90 Cen. 35,697; E&P 92 Est. 35,627

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	2	$210,000,000
Savings & Loan	3	$190,400,000
Commercial	4	$437,750,000

6 - PASSENGER AUTOS: Chemung County 51,148

7 - ELECTRIC METERS: Residence 21,000

8 - GAS METERS: Residence 16,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-All Mfg. 8,300 ($360); Durable Goods 6,600 ($375); Non-durable Goods 1,600 ($310).

10 - CLIMATE: Min. & Max. Temp.-Spring 35-58; Summer 54-83; Fall 36-62; Winter 22-38. First killing frost, Oct. 10-20; last killing frost, Apr. 20-30.

11 - TAP WATER: Alkaline; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks E. and W. Water Sts.; 6 on N. Main St.; 1 on Gray St.; 1 on W. Church St.
Neighborhood Shopping Centers-S. Main St.; Bulkhead (S. edge of CZ); Church & Hoffman Sts.; Church & Water Sts.; E. Church & Madison Ave.; Grand Central Plaza, Rt. 17; Horseheads (12 stores); Elmira Hghts.; South Town Shpg. Ctr. (S. edge of CZ); Lakehills Plaza; Diven Plaza (8 stores); Langdon Plaza (10 stores); Midtown Plaza (15 stores); Miller Plaza (4 stores); Arnot Mall, Rt. 17 (NW edge of CZ) (100 stores).

Principal Shopping Days-Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; McCordy's; Hess's; Sears; Rosenbaum.
Discount Stores-Nichols; Hills; K mart; Bradlees; Ames.
Variety Store-Newberry.
Chain Drug Stores-Brooks 2; Nichols; Rea & Derrick; Fay's 2; Rite Aid 5; Carl's.
Chain Supermarkets-Acme; Great American 2; P&C 2; Super Duper 2; Tops 2; Weis; Weginan.
Other Chain Stores-Goodyear; Endicott-Johnson; Richman Bros.; Sherwin-Williams.

14 - NEWSPAPERS: STAR-GAZETTE (m) 35,253; (S) 51,263; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Marks Logsdon, Adv. Dir., STAR-GAZETTE, 201 Baldwin St.; PO Box 285, Elmira, NY 14902; Tel. (607) 734-5151.
National Representative: Gannett National Newspaper Sales.

FREDONIA
See DUNKIRK

FULTON
See OSWEGO

GARDEN CITY
See LONG ISLAND

GENEVA

1 - LOCATION: Ontario County (In Rochester MSA). E&P Map C-3. Industrial, agricultural & education center. On U.S. Hwys. 5 & 20; State Hwy. 14.

2 - TRANSPORTATION: Railroad-Conrail.
Motor Freight Carriers-7.
Intercity Bus Lines-Onondaga Coach; Elmira; Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 14,143; E&P 92 Est. 13,945
CZ-ABC: (80) 15,133
RTZ-ABC: (80) 112,488
County 90 Cen. 95,101; E&P 92 Est. 97,544
MSA 90 Cen. 1,002,410; E&P 92 Est. 1,021,254
City & RTZ-ABC: (80) 127,621
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 5,440; E&P 92 Est. 5,363
CZ-ABC: (80) 5,241
RTZ-ABC: (80) 38,880
County 90 Cen. 35,989; E&P 92 Est. 36,913
MSA 90 Cen. 385,169; E&P 92 Est. 392,402
City & RTZ-ABC: (80) 44,121

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	1	$125,000,000
Commercial	2	$99,348,000

6 - PASSENGER AUTOS: Ontario County 54,462

7 - ELECTRIC METERS: Residence 4,555

8 - GAS METERS: Residence 3,998

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food Prods. 250 ($180); Printing & Pub. 100 ($275); Primary Metal 130 ($200); Fab. Metal 100 ($250); Mach. 850 ($250); Electronics 100 ($150).

10 - CLIMATE: Min. & Max. Temp.-Spring 27-94; Summer 36-99; Fall -2-84; Winter -11-59. First killing frost, Oct. 22; last killing frost, Apr. 17.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-1 block on Main St.; 4 on Seneca; 4 on Exchange; 2 on Linden.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pyramid Mall(10)	2	K mart, Carl's, Tops
Town & Country Plaza(23)	1	Bell's, Penneys, McCurdy
Ames Plaza(3)	4	

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Store-McCurdy.
Variety Store-Woolworth.
Discount Stores-Present, Inc.; K mart; Ames.
Chain Drug Stores-Fays; Carl's Drug.
Chain Supermarkets-Red & White Bell's; P&C; Tops; Bell's; Big M.
Other Chain Stores-JCPenney; Kinney's; Fannie Farmer; Sears (catalog).

14 - NEWSPAPERS: FINGER LAKES TIMES (e) 19,602; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Thomas R. Miller, Adv. Dir., FINGER LAKES TIMES, 218 Genessee St., Geneva, NY 14456; Tel. (315) 789-3333.
National Representative: U.S. Suburban Press.

GLENS FALLS

1 - LOCATION: Warren County (MSA). E&P Map F-3. 50 mi. N of Albany on Route 9, halfway between NYC and Montreal. Manufacturing, agricultural, and resort area.

2 - TRANSPORTATION: Railroad-D&H.
Motor Freight Carriers-18.
Intercity Bus Lines-Adirondack Trailways; Greyhound; Vermont Transit.

3 - POPULATION:
Corp. City 90 Cen. 15,023; E&P 92 Est. 14,848
CZ-ABC: (80) 30,591
RTZ-ABC: (80) 124,288
County 90 Cen. 59,209; E&P 92 Est. 60,831
MSA 90 Cen. 118,539; E&P 92 Est. 121,821
City & RTZ-ABC: (80) 154,879

4 - HOUSEHOLDS:
City 90 Cen. 5,778; E&P 92 Est. 5,711
CZ-ABC: (80) 11,336
RTZ-ABC: (80) 41,146
County 90 Cen. 22,112; E&P 92 Est. 22,718
MSA 90 Cen. 46,148; E&P 92 Est. 47,426
City & RTZ-ABC: (80) 52,482

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	N.A.
Savings	4	N.A.

6 - PASSENGER AUTOS: Warren County 35,641

7 - ELECTRIC METERS: Residence 52,864

8 - GAS METERS: Residence 14,680

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper Prods. 2,200 ($400); Shirts, Dresses 650 ($185); Elect. Prods. 1,725 ($325); Mach. 500 ($200); Ins. 1,200 ($200); Cement 140 ($240); Gloves 75 ($200); Textiles 540 ($200); Surg. Inst. 600 ($250); Print & Pub. N.A. ($325).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-70; Summer 60-90; Fall 25-66; Winter -50-50. First killing frost, Oct. 1; last killing frost, May 5.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-3 blocks on Glen St.; 1 on Ridge St.; 1 on Warren St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Aviation Mall(80)	NA	JCPenney, Sears, Caldor
Northway(34)	2	Howland
Midtown(10)	1	Joy, Barbers
Zayre(5)	3	Zayre
Northgate(10)	1	Radio Shack
Glen Square(5)	1	Grand Union
Pyramid Mall(70)	NA	Mont. Ward
Queensbury Plaza(18)	1	ShopRite, Rite Aid

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Downtown-Thur.; Shopping Ctrs. and Discount-Mon. through Sat., Sun. noon-5 p.m.

13 - RETAIL OUTLETS: Department Stores-Sears; Joy; Pearl's; JCPenney; Magram's; Caldor.
Discount Stores-Joy; Zayre.
Variety Store-Woolworth.
Chain Drug Stores-Rite Aid; CVS; Fay's.
Chain Supermarkets-Grand Union 6; Price Chopper 3; ShopRite.
Other Chain Stores-Endicott-Johnson; Thom McAn; Kinney's; Triangle; Fanny Farmer; Women's Clothing: Erlanger's, Honigsbaum's, Magram's, Barbara Moss, Argersinger's.

14 - NEWSPAPERS: POST-STAR (m) 34,793; (S) 34,799; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Nick Caimano, Adv. Dir., POST-STAR, Lawrence & Cooper Sts., Glens Falls, NY 12801; Tel. (518) 792-3131.
National Representative: Landon Associates.

GLOVERSVILLE-JOHNSTOWN

1 - LOCATION: Fulton County. E&P Map E-3. County Seat. Central New York. 43 mi. W of Albany; 42 mi. E of Utica; 4 mi. N of Barge Canal. On State Hwys. 29, 30A; 5 mi. N of exit 28, N.Y.S. Thruway.

2 - TRANSPORTATION: Railroad-Conrail.
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. Cities 90 Cen. 25,714; E&P 92 Est. 25,418
Gloversville 90 Cen. 16,656; E&P 92 Est. 16,420
Johnstown 90 Cen. 9,058; E&P 92 Est. 8,998
CZ-ABC: (80) 34,739
RTZ-ABC: (80) 47,918
County 90 Cen. 54,191; E&P 92 Est. 54,074
City & RTZ-ABC: (80) 82,657

4 - HOUSEHOLDS:
Cities 90 Cen. 9,890; E&P 92 Est. 9,776
Gloversville 90 Cen. 6,406; E&P 92 Est. 6,315
Johnstown 90 Cen. 3,484; E&P 92 Est. 3,461
CZ-ABC: (80) 13,420
RTZ-ABC: (80) 16,465
County 90 Cen. 20,485; E&P 92 Est. 20,441
City & RTZ-ABC: (80) 29,885

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	2	N.A.
Commercial	10	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: Fulton County 30,641

7 - ELECTRIC METERS: Residence 30,114

8 - GAS METERS: Residence 11,526

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Tanneries 900; Gloves 480; Shoes 185; Phono. Records 250; Machine Shops 499; Awnings/Boats/Supplies 295; Knit/Fabric 500; Toys 200; Refrigeration 180.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 60-96; Fall 45-65; Winter 5-45. First killing frost, Oct. 10; last killing frost, Apr. 23.

11 - TAP WATER: Alkaline, very soft; Gloversville-fluoridated; Johnstown-not fluoridated.

12 - RETAILING: Principal Shopping Districts-Gloversville: 6 blocks on Main St., 2 on Bleecker St., 2 on W. Fulton St.; Johnstown: 5 blocks on Main St., 2 on Market St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Arterial Plz.(10)	3	Ames, CVS, P&C
Pyramid Mall(20)	2	Jamesway, Price Chopper, Fay's Drug, Radio Shack
Amsterdam Mall(35)	12	CVS, Present Co.
K mart Plz.(12)	11	K mart, Great American

Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Fri. Shopping centers 6 nights.

13 - RETAIL OUTLETS: Department Store-Argersinger.
Chain Drug Stores-Rite Aid 2; CVS 2; Fay 2.
Discount Stores-Jamesway; Ames.
Variety Store-Woolworth.
Chain Supermarkets-Grand Union 2; P&C 2; Price Chopper 2; Great American.
Other Chain Stores-Picway Shoes 2; Radio Shack; Family Dollar; Grossman's; Agway; Stylish Women; Sears; Auto Palace; Stewart 9; Woodbury Lumber; Monro Muffler; Midas; Fashion Bug.

14 - NEWSPAPERS: THE LEADER-HERALD (e) 12,843; (S) 11,912; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Lawrence V. Hadley, Adv. Dir., THE LEADER-HERALD, 8-10 E. Fulton, Gloversville, NY 12078; Tel. (518) 725-8616.

National Representative: Landon Associates.

HERKIMER-ILION

1 - LOCATION: Herkimer County (In Utica-Rome MSA). E&P Map E-3. County Seat. Midway between NY and Buffalo on State Hwys. 5, 5S, 28; NYS Thruway (Interchange 30) and NY State Barge Canal.

2 - TRANSPORTATION: Motor Freight Carriers-16.

Intercity Bus Lines-Central New York; Greyhound; Trailways to Mohawk.

Airlines-USAir; Empire.

3 - POPULATION:

Corp. Cities 90 Cen. 16,833; E&P 92 Est. 16,633
  Herkimer 90 Cen. 7,945; E&P 92 Est. 7,857
  Ilion 90 Cen. 8,888; E&P 92 Est. 8,776
CZ-ABC: (80) 20,789
RTZ-ABC: (80) 31,700
County 90 Cen. 65,797; E&P 92 Est. 65,434
MSA 90 Cen. 316,633; E&P 92 Est. 315,873
City & RTZ-ABC: (80) 52,489

4 - HOUSEHOLDS:

Cities 90 Cen. 6,474; E&P 92 Est. 6,397
  Herkimer 90 Cen. 3,056; E&P 92 Est. 3,022
  Ilion 90 Cen. 3,418; E&P 92 Est. 3,375
CZ-ABC: (80) 7,761
RTZ-ABC: (80) 10,447
County 90 Cen. 25,500; E&P 92 Est. 25,360
MSA 90 Cen. 118,974; E&P 92 Est. 118,685
City & RTZ-ABC: (80) 18,208

5 - BANKS	NUMBER	EST. DEP.
Commercial	13	$195,000,000
Savings & Loan	3	$21,500,000

6 - PASSENGER AUTOS: Herkimer County 34,923

7 - ELECTRIC METERS: Residence CZ 8,739

8 - GAS METERS: Residence CZ 6,265

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Apparel 581; Mach. 5,084; Textile 284; Metal Fab. 1,597; Furn. & Fixtures 1,112; Computer Components 2,300.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-66; Summer 55-92; Winter -15-40. First killing frost, Oct. 10; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Districts-Herkimer: 4 blocks on Main St., 3 on Mohawk St., 3 on Albany St., 1 on Park Ave., 1 on Prospect St., 3 on Smith St.; Ilion: 5 on Main St., 2 on Otsego St., 2 on Central Ave., 1 on Morgan St., 2 on First St., 1 on State St.; Mohawk: 2 on Main St., 1 on S. Otsego St.; Frankfort: 4 on Main St., 2 on Litchfield St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Herkimer(9)	NA	
Central Plz.(34)	NA	Fays
Little Falls(6)	NA	JCPenney

13 - RETAIL OUTLETS: Discount Store-K mart.

Variety Store-Woolworth.

Chain Drug Stores-Gallinger; Daw Rite Aid; Burns; Fay's; Wardle's Plz.; Carl's.

Chain Supermarkets-P&C; Victory 2; Aiello's; Big M 2.

Other Chain Store-National Auto.

14 - NEWSPAPERS: EVENING TELEGRAM (e) 7,152 Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Frank R. Lockwood, Pub., EVENING TELEGRAM, 111-113 Green St., Herkimer, NY 13350; Tel. (315) 866-2220.

National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

HORNELL

1 - LOCATION: Steuben County. E&P Map C-4. Industrial Center 90 mi. SE of Buffalo; 65 mi. S of Rochester; 65 mi. NW of Elmira. On State Rts. 70, 21, 36.

2 - TRANSPORTATION: Railroad-Conrail.

Motor Freight Carriers-17.

Intercity Bus Lines-Greyhound; Genesee Valley; Short Line.

3 - POPULATION:

Corp. City 90 Cen. 9,877; E&P 92 Est. 9,806
County 90 Cen. 99,088; E&P 92 Est. 98,775

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 3,799; E&P 92 Est. 3,771
County 90 Cen. 38,330; E&P 92 Est. 38,209

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$600,000,000
Savings & Loan	2	$31,300,000

6 - PASSENGER AUTOS: Steuben County 54,291

7 - ELECTRIC METERS: Residence 4,206

8 - GAS METERS: Residence 4,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-R.R. 400 ($275); Textiles 400; Mach. 275 ($175); Ret. 1,500 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 55-85; Fall 45-75; Winter -10-50. First killing frost, Nov. 1; last killing frost, Apr. 1.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks downtown-Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plz.(6)	NA	K mart
Nichols Plz.(7)	NA	S.E. Nichols
Rt. 21 Plz.(3)	NA	Food Barn

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Gates of Hornell; JCPenney; Sears.

Variety Stores-Woolworth; Servi-Star.

Discount Stores-K mart; S.E. Nichols.

Chain Drug Stores-Brooks; Fay's; Rexall; Rite Aid.

Chain Supermarkets-Super Duper; Acme; Wegman's; Food Barn; Big M.

Other Chain Stores-Harold's Army & Navy; Monro Muffler/Brake.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 8,450; (S) 14,127; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: R.E. Deuel, Gen. Adv. Mgr., TRIBUNE, 85 Canisteo St., Hornell, NY 14843; Tel. (607) 324-1425.

National Representative: Landon Associates.

HUDSON

1 - LOCATION: Columbia County. E&P Map I-4. County Seat. Industrial and residential center. On E bank of Hudson River, 28 mi. S of Albany; 115 mi. N of New York. On Routes 9, 23, 66, 9G.

2 - TRANSPORTATION: Railroads-Conrail; B&A; Amtrak.

Intercity Bus Line-Greyhound.

Airline-Columbia County Airport.

3 - POPULATION:

Corp. City 90 Cen. 8,034; E&P 92 Est. 8,044
CZ-ABC: (80) 12,015
RTZ-ABC: (80) 47,472
City & RTZ-ABC: (80) 59,487
County 90 Cen. 62,982; E&P 92 Est. 64,477

4 - HOUSEHOLDS:

City 90 Cen. 3,090; E&P 92 Est. 3,094
CZ-ABC: (80) 4,703
RTZ-ABC: (80) 16,622
City & RTZ-ABC: (80) 21,325
County 90 Cen. 23,138; E&P 92 Est. 23,687

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	6	$269,959,000

6 - PASSENGER AUTOS: Columbia County 39,306

7 - ELECTRIC METERS: Residence 9,651

8 - GAS METERS: Residence 3,800

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. (Durable and nondurable goods) 1,131 ($363); Agric. 1,872 ($303); Gov't. Employees 455 ($353).

10 - CLIMATE: Temperate, large variations.

11 - TAP WATER: City Zone: Neutral, soft; surrounding area: very hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairview Plaza	1	Ames
Jamesway Plz.	2	Jamesway
Hudson Valley Mall	25	Hess's, K mart, JCPenney

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Variety Store-J.J. Newberry.

Discount Stores-Jamesway; Ames.

Chain Supermarkets-ShopRite; Price Chopper.

Other Chain Stores-Endicott-Johnson; CVS; Radio Shack; Fays; Grossman's.

14 - NEWSPAPERS: REGISTER-STAR (e-mon to fri) 11,040; (S) 9,089; Mar. 31, 1990 ABC.

Local Contact for Advertising and Merchandising Data: J. Thomas Martin, Adv. Dir., REGISTER-STAR, 364 Warren St., Hudson, NY 12534; Tel. (518) 828-1616.

National Representative: Landon Associates.

ITHACA

1 - LOCATION: Tompkins County. E&P Map D-4. County Seat. S central part of western state. On State Hwys. 13, 34, 79, 89, 96. Eastern & Southern gateway to the Finger Lakes Region. 240 mi. NW of N.Y.C.; 150 mi. E of Buffalo; 55 mi. SW of Syracuse; 35 mi. NE of Elmira; 30 mi. N of Pennsylvania border. Education; dairy; some fruit and mfg. Home of various agric. enterprises.

2 - TRANSPORTATION: Railroad-Lehigh Valley (freight).

Intercity Bus Lines-Interstate; Greyhound.

Airlines-USAir; Piedmont.

3 - POPULATION:

Corp. City 90 Cen. 29,541; E&P 92 Est. 29,703
CZ-ABC: (80) 44,754
RTZ-ABC: (80) 42,331
County 90 Cen. 94,097; E&P 92 Est. 96,693
City & RTZ-ABC: (80) 87,085

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 11,362; E&P 92 Est. 11,424
CZ-ABC: (80) 14,105
RTZ-ABC: (80) 15,443
County 90 Cen. 29,490; E&P 92 Est. 30,303
City & RTZ-ABC: (80) 29,548

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$138,000,000
Savings	1	$102,000,000
Savings & Loan	1	$31,000,000

6 - PASSENGER AUTOS: Tompkins County 45,900

7 - ELECTRIC METERS: Residence 32,336

8 - GAS METERS: Residence 11,063

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mach. Shop Mfg. 2,850; Textiles 150; Tooling 175; Cornell Univ. 10,000; Ithaca College 500.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-94; Summer 32-98; Fall 4-82; Winter 2-66. First killing frost, Oct. 9; last killing frost, May 5.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on State St.; 1 on Green St.; 1/2 on Seneca St.; (these 3 parallel); 3 on Aurora St.; 3 on Tioga St.; 3 on Cayuga St.; (these 3 crossings).

Neighborhood Shopping Centers-Triphammer, NE; The Plz. to SE College Town (2 blocks on College Ave., 1 on Dryden Rd., 1 on Eddy Cayuga Mall, NE on College Ave., 1 on Dryden Rd., 1 on Eddy St., near Cornell, Univ.); Community Corners, about 3 mi. NE, beyond vlg. of Cayuga Heights; Pyramid Mall NE.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Corners Community(20)	NA	IGA
East Hill(12)	NA	Rite Aid, P&C
Ithaca Plz.(13)	NA	Grand Union
Triphammer(15)	NA	A&P, Jamesway
Cayuga Mall(8)	NA	Fays, Paper Cutts Rd C
Pyramid Mall(80)	NA	JCPenney, Sears, J.W. Rhodes, Hills, Mont. Ward

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Downtown-Thur.; Malls-every night except Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Woolworth; Hills; J.W. Rhodes; Montgomery Ward; McCordy's.

Discount Stores-Jamesway; Rite Aid; Down Town; Fay's; K mart.

Chain Drug Stores-The Hills; Rite Aid.

Chain Supermarkets-A&P; P&C 2; Great American; Tops; Payless; Wegmans.

Other Chain Stores-Outdoor; Firestone; Goodyear; Sears (catalog); Sherwin-Williams.

14 - NEWSPAPERS: THE ITHACA JOURNAL (e) 19,565, Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Roger Reynolds, Adv. Dir., THE ITHACA JOURNAL, 123 W. State St., Ithaca, NY 14850; Tel. (607) 272-2321.

National Representative: Gannett National Newspaper Sales.

JAMESTOWN

1 - LOCATION: Chautauqua County. E&P Map B-4. Wholesale shipping & manufacturing center 70 mi. from Buffalo; 60 mi. from Erie; 150 mi. from Pittsburgh; 140 mi. from Rochester.

2 - TRANSPORTATION: Railroad-Conrail.

Motor Freight Carriers-24.

Intercity Bus Lines-Greyhound; Blue Bird; D&F Transit.

Airlines-USAir; Commuter.

3 - POPULATION:

Corp. City 90 Cen. 34,681; E&P 92 Est. 34,462
CZ-ABC: (80) 46,579
RTZ-ABC: (80) 96,345
County 90 Cen. 141,895; E&P 92 Est. 141,650
City & RTZ-ABC: (80) 142,924

4 - HOUSEHOLDS:

City 90 Cen. 13,339; E&P 92 Est. 13,255
CZ-ABC: (80) 18,391
RTZ-ABC: (80) 33,316
County 90 Cen. 52,648; E&P 92 Est. 52,557
City & RTZ-ABC: (80) 51,707

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: Chautaugua County 73,778

7 - ELECTRIC METERS: City Residence 19,907

8 - GAS METERS: Jamestown Area Residence 27,570

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mach. Shop Mfg. 2,850; Woodworking 3,500; Tooling 175.

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-44; Summer 54-91; Fall 51-74; Winter 5-36. First killing frost, Sept. 27; last killing frost, May 20.

11 - TAP WATER: Neutral, hard, fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Third St.; 2 on Main St.; 3 on Second St.; 4 on Fourth St.; 2 in Brooklyn Sq.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
South Side Plz.	2	Eckerd, Quality Mkt. Brand Names
Fairmont Plz.	3	
Ames Plz.(8)	2	Ames
Super Duper Plz.	5	Super Duper
Ames Plz.(7)	4	Revco, Valu Home Ctr., Ames
Quality Markets	1	Fay's Drug
Chautauqua Mall(59)	4	Sears, Rite Aid, Woolworth, Firestone
Fluvanna Plz.	1	Super Duper, Revco, Jamesway

Principal Shopping Days-Fri., Sat.

Stores Open Evenings-Drugs; Supermkts. & mall stores; Discount Stores. Downtown-Fri. eve.

13 - RETAIL OUTLETS: Department Stores-Carnahan's; Sears.

Discount Stores-Jamesway; Ames; Hills; Brand Name Sales.

Variety Store-Woolworth.

Chain Drug Stores-Eckerd 2; Rite Aid 3; Revco 2; Fay's 2.

Chain Supermarkets-Bells 2; Super Duper 2; Quality Markets 5.

Other Chain Stores-Thom McAn; Triangle. Richman Bros.; Fashion Factory; Fanny Farmer; Betty Dixon; Radio Shack; Fashion Bug; Wheels.

14 - NEWSPAPERS: THE POST-JOURNAL (e) 26,516; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Ron Schultz, Adv. Dir., THE POST-JOURNAL, PO Box 190, Jamestown, NY 14702; Tel. (716) 487-1111.

National Representative: Landon Associates.

JOHNSTOWN

See GLOVERSVILLE

KINGSTON

1 - LOCATION: Ulster County, E&P Map F-5, County Seat. Mfg., agriculture, dairy and resort area. On W bank of Hudson River, 83 mi. N of NYC; 54 mi. S of Albany. At Gate 19 on NY Thruway; U.S. Hwy. 9W; State Hwys. 28, 32, 213, 209.

2 - TRANSPORTATION: Motor Freight Carriers-6.

Intercity Bus Lines-Mountain View; Adirondack Pine Hill; Eagle; Adirondack Trailway; Acker; Arrow.

3 - POPULATION:

Corp. City 90 Cen. 23,095; E&P 92 Est. 22,818
County 90 Cen. 165,304; E&P 92 Est. 168,817
CZ-ABC: (80) 41,489
Bal. in NDM-ABC: (80) 68,882
Total NDM-ABC: (80) 110,371

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 8,883; E&P 92 Est. 8,776
County 90 Cen. 60,408; E&P 92 Est. 61,692
CZ-ABC: (80) 15,897
Bal. in NDM-ABC: (80) 24,142
Total NDM-ABC: (80) 40,039

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$615,576,548
Savings & Loan	2	$212,068,267
Commercial	3	$472,355,185

6 - PASSENGER AUTOS: Ulster County 110,657

7 - ELECTRIC METERS: Residence 68,524

8 - GAS METERS: Residence 10,718

9 - PRINCIPAL INDUSTRIES: Computer Equip.; Farm Prods.; Wineries; Apple Orchards, Knit Goods; Apparel; Shirts; Electronics; Cooling Equip.

Principal Pay Days-Mon., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-93; Summer 46-98; Fall 32-82; Winter 5-58. First killing frost, Oct. 18; last killing frost, Apr. 27.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-2 blocks on Wall St.; 2 on Fair St.; 2 on John St. & 4 on N. Front St.; Kingston Shopping Center adjacent to uptown business section.

Neighborhood Shopping Centers-Central Shopping Center 10 blocks on Bdwy.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hudson Valley Mall(35)	2 NA	Hess's, K mart, JCPenney, Sears
Ulster Plaza(12)	1	Woolworth
Simmons Plaza(8)	9	
New Paltz Plz.(26)	NA	Great American, Rite Aid
Caldor	1	Waldbaums
Kings Mall	1	Marshalls
Kingston Plz. (29)	NA	Jamesway, Grand Union

Principal Shopping Days-Wed., Fri., Sat.

Stores Open Evenings-All Fri., many Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Sears; Hess's.

Variety Store-Woolworth.

Discount Stores-Caldor; James Way; K mart.

Chain Drug Stores-Walgreens; CVS; Fay's; Rite Aid.

Chain Supermarkets-Grand Union; Waldbaums; Weis Markets; ShopRite.

Other Chain Stores-Standard Furn.; Firestone; Consumer Distributors; Grossmans; Flah's; Pittsburgh Plate Glass.

14 - NEWSPAPERS: FREEMAN (m-mon to fri) 22,386; (S) 30,948; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Jack Martin, Adv. Dir., FREEMAN, 79-97 Hurley Ave., Kingston, NY 12401; Tel. (914) 331-5000.

National Representative: Branham Newspaper Sales.

LITTLE FALLS

1 - LOCATION: Herkimer County (In Utica-Rome MSA), E&P Map E-3. 22 mi. E of Utica. On Hwys. 5, 5S, 167, 169, 170. 2 mi. to New York Thruway, Exit 29A.

2 - TRANSPORTATION: Railroads-Conrail.

Motor Freight Carriers-21.

Intercity Bus Lines-N.Y. Central Coach; Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 5,829; E&P 92 Est. 5,764
MSA 90 Cen. 316,633; E&P 92 Est. 315,873
County 90 Cen. 65,797; E&P 92 Est. 65,434

4 - HOUSEHOLDS:

City 90 Cen. 2,242; E&P 92 Est. 2,217
County 90 Cen. 25,500; E&P 92 Est. 25,360
MSA 90 Cen. 118,974; E&P 92 Est. 118,685

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$100,000,000

6 - PASSENGER AUTOS: Herkimer County 34,923

7 - ELECTRIC METERS: Residence 5,750

8 - GAS METERS: Residence 10,686

9 - PRINCIPAL INDUSTRIES: Dairy Equip.; Redco Foods; Shoes; Paper; Knit Goods; Plastic Backing; Leather Finishing; Ladies Dresses; Bookcases; Computer Hdwe.

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: First killing frost, Oct. 6; last killing frost, May 9.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St.; 2 on Ann St.; 2 on 2nd St.; 2 on Albany St.; 2 on John St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Albany St. Plaza(6)	NA	JCPenney, Great American
Shoppers Sq.(20)	NA	P&C, McCrory

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Wed., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Wonder; Boston Store; McCrory.

Variety Stores-Lovenheim's; Park Row; Daffy.

Chain Supermarkets-P&C; Great American.

Other Chain Stores-Sears; Genuine Auto.

14 - NEWSPAPERS: TIMES (e) 6,495; sworn Oct. 5, 1990.

Local Contact for Advertising and Merchandising Data: Kathy Kelly, Adv. Dir., EVENING TIMES, 347 S. Second St., Little Falls, NY 13365; Tel. (315) 823-3680.

National Representative: Landon Associates.

LOCKPORT

1 - LOCATION: Niagara County (In Niagara Falls PMSA), E&P Map B-3, County Seat. 26 mi. N of Buffalo 20 mi. E of Niagara Falls. Shipping center for fruit & vegetable growing area. On N.Y. State Barge Canal; State Hwys. 31, 78, 93, 263.

2 - TRANSPORTATION: Railroads-Erie-Lackawanna; Conrail.

Motor Freight Carriers-5.

Intercity Bus Lines-Greyhound; Metro Bus.

3 - POPULATION:

Corp. City 90 Cen. 24,426; E&P 92 Est. 24,342
CZ-ABC: (80) 24,844
RTZ-ABC: (80) 51,718
PMSA/County 90 Cen. 220,756; E&P 92 Est. 219,500
City & RTZ-ABC: (80) 76,562

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 9,395; E&P 92 Est. 9,362
CZ-ABC: (80) 9,635
RTZ-ABC: (80) 16,568
PMSA/County 90 Cen. 84,920; E&P 92 Est. 84,437
City & RTZ-ABC: (80) 26,203

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$92,126,108
Savings & Loan	1	$12,500,000
Commercial	4	N.A.

6 - PASSENGER AUTOS: Niagara County 127,184

7 - ELECTRIC METERS: Residence 10,241

8 - GAS METERS: Residence City & Town 8,480

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Automotive 8,900 ($320); Steel 1,000 ($300); Plastics 400 ($175); Wallboard 390 ($175); Chem. 100 ($160); Food Proc. 200.

Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-55; Summer 57-79; Fall 40-59; Winter 20-39. First killing frost, Oct. 15; last killing frost, May 10.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-14 blocks on East Ave. and Main St., centered on Cottage, Pine, Locust, Market Sts.

Neighborhood Shopping Centers-S. side of city; 17 stores served by free parking area.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lockport Plz.(17)	1	Valu
Lockport Mall(33)	1	Hills, Mont. Ward, AM&A
Transit Rd. Plz.(4)	1	K mart, Bell's
Transit Plaza(4)	1	Ames, Tops

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-All.

13 - RETAIL OUTLETS: Department Stores-AM&A's; Montgomery Ward; Sample; Hills.

Discount Stores-Bell's Family Center; Ames; Quartet Sales; Valu Discount; KML; K mart.

Chain Drug Stores-Peterson; Rite Aid; CVS; Fay's 2.

Chain Supermarkets-Super Duper; IGA 2; Tops 2.

Other Chain Stores-Endicott-Johnson; S.B. Thing; Singer Co.; Mary Carter; Morse Shoe; Kinney Shoes; Waldenbooks; Foxmoor; JoAnn Fabrics; Stuart's Books; Kay Bee Toys; Radio Shack; Brand Names; Pickway Shoes.

14 - NEWSPAPERS: UNION-SUN & JOURNAL (e) 18,200; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Daniel Caswell, Adv. Mgr., UNION-SUN & JOURNAL, 459-491 S. Transit, Lockport, NY 14094; Tel. (716) 439-9222.

National Representative: Landon Associates.

LONG ISLAND

1 - LOCATION: Nassau & Suffolk Counties, E&P Map F-6, G-5, G-6. Long Island consists of four counties: Kings & Queens which are a part of NYC; Nassau and Suffolk which lie E of the New York City boundary line are a Metropolitan center, a Primary Metropolitan Statistical Area, adjacent to but not part of NYC. At this time, approximately 81 percent of its labor force works & lives within the two counties.

2 - TRANSPORTATION: Railroad-LIRR.

Motor Freight Carriers-260.

Intercity Bus Lines-Metropolitan Suburban Bus Authority.

Water Freight Carriers-22.

Airlines-All major Natl. and Intl. Airlines from Kennedy and La Guardia Airports. In Suffolk County: MacArthur Airport in Islip, Republic Airport in Farmingdale, and the Suffolk County Airport near Riverhead are experiencing increased usage by major airlines.

3 - POPULATION:

Corp. Counties/PMSA 90 Cen. 2,609,212; E&P 92 Est. 2,632,515
Nassau 90 Cen. 1,287,348; E&P 92 Est. 1,286,507
Suffolk 90 Cen. 1,321,864; E&P 92 Est. 1,346,008
NDM-ABC: (80) 2,605,813

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

Counties/PMSA 90 Cen. 1,130,607; E&P 92 Est. 1,140,724
Nassau 90 Cen. 556,768; E&P 92 Est. 556,404
Suffolk 90 Cen. 573,839; E&P 92 Est. 584,320
NDM-ABC: (80) 809,120

5 - BANKS:

Banking Offices (Main Offices and Branches): Deposits in Mutual Savings Bank, Savings & Loan Associations & Commercial Banks in Nassau and Suffolk Counties; Total Number of Banks is 909; Total Est. $505 Billion.

Source: LIB News.

6 - PASSENGER AUTOS: Counties: Nassau 952,753; Suffolk 969,151

7 - ELECTRIC METERS: 1,007,649 (Lilco) Nassau & Suffolk Counties; Residential N/A; Commercial & Industrial N/A All other N/A

8 - GAS METERS: Nassau & Suffolk Counties 433,449 (Lilco); Residential N/A Commercial & Industrial N/A

9 - PRINCIPAL INDUSTRIES: (Nassau/Suffolk)-Total Non-Agric. employed 1,123,500. In Mfg., 154,900; Larger plants manufacture Electrical Equipment & Instruments, Aerospace Equip., Aircraft. Retail Trade 298,500; Services 311,800; Fin. Ins. & R.E. 84,200; Local Gov't. 184,500. Total Non-Mfg. 973,000. Average Weekly Wage $476. Source: L.I. Almanac.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-81; Summer 59-98; Fall 33-64; Winter 26-45. First killing frost, Oct. 28; last killing frost, Apr. 21.

11 - TAP WATER: Varied water source both neutral & alkaline; hard & soft.

12 - RETAILING: Retail Establishments-NASSAU COUNTY-Total 10,200; Building & Hdwe. 371; General Mdse. 142; Food Stores 1,349; Automotive Dealers 185; Gasoline Service Stations 695; Apparel and Accessory Stores 1,321; Furn., Home Furnishings & Equip. Stores 766; Drug & Propriety Stores 385; Total Serv. Establishments 15,062; Hotels, Motels, Camps 69; Personal Servs. (Laundry Cleaning & Pressing, Linen Supplies, Rug Cleaning, Barber Shops, Beauty Parlors, Funeral Directors, etc.) 1,542; Auto Repairing 824; Motion Picture Theatres 35; Other Amusements 680; Misc. Repair Servs. 505.

SUFFOLK COUNTY-Total 8,666; Building Materials & Hdwe. 473; Gen. Merchandising 148; Food Stores 1,254; Automotive Dealers 173; Gasoline Service Stations 546; Apparel & Accessory Stores 804; Furn., Home Furnishings & Equip. Stores 626; Drug & Propriety Stores 319. Total Serv. Establishment 11,123. Hotels, Motels, Camps 152; Personal Servs. (Laundry, Cleaning & Pressing, Linen Supplies, Rug Cleaning, Barber Shops, Beauty Parlors, Shoe Shine Parlors, Funeral Directors, etc.) 1,163; Auto Repairing 841; Motion Picture Theatres 38; Other Amusements 452; Misc. Repair Servs. 539; Source: County Business Patterns 1988.

Principal Shopping Days-Mon., Thur., Sun.
Stores Open Evenings-Department Stores: One to six nights a week. Food: six nights. Many Shopping Ctrs. every evening except Sun.

Nearby Shopping Centers (Principal Stores 75,000 Sq. Ft. or more)
NASSAU COUNTY
Manhasset-Abraham & Straus; Lord & Taylor; Filene's.
Garden City-Abraham & Straus; Bloomingdale's; Lord & Taylor; Saks Fifth Ave.
Green Acres-Alexander's; JCPenney; Sterns; Abraham & Straus.
Roosevelt Field-Fortunoff's; Macy's; JCPenney; Sterns.
Broadway Mall-Sterns; Sears; Ikea.
Nassau Mall-Rickels; Pergament; Caldor.
Sunrise Mall-Sterns; Macy's; JCPenney; Abraham & Straus; Sears.
SUFFOLK COUNTY
Gardiner Manor Mall-Sterns; Sears.
Walt Whitman-Abraham & Straus; Macy's; Filene's.
Big H/Huntington-Lord & Taylor; Marshalls.
Great South Bay-JCPenney; Caldor.
South Shore Mall-Macy's; JCPenney.
Commack/East Northport-Modell's; Sears; Sterns.
Smith Haven Mall-Abraham & Straus; Macy's; Sears; Steinbach; Stern's; Loehmann's.

13 - RETAIL OUTLETS: Department Stores-Abraham & Straus 7; Alexander's; Bloomingdale's; Sterns 9; Macy's 5; JCPenney 9; Sears 9; Filene's 5; Saks Fifth Ave.; Steinbach's.
Discount Stores-Pergament 20; Rickels 7; Modell's 9; Marshalls 17; Channel Home Ctr.; Caldor 8; Home Depot 6; K mart 2.
Chain Drug Stores-Genovese 46; Austin Drugs 9; Rockbottom 13; Rite Aid 11; SupeRx 6; CVS 23.
Chain Supermarkets-A&P 24; Associated Food 6; C-Town 12; Dan's Supreme 4; Finast 9; Foodtown 15; Grand Union 11; IGA 5; Gristedes 3; Key Food 15; King Kullen 46; Pathmark 24, Waldbaums 46; ShopRite 5; Food Emporium. Total 225.
Other Chain Stores-Newmark & Lewis; Harwyn; Father & Son; U.S. Shoe; Sherwin-Williams; Fayva; Lerner; Goodyear; PC Richards; Castro; Radio Shack; Wiz; Sabor; Playworld; Child World; Toys 'R' Us; Service Mdse.; Consumer's Warehouse; Herman's; Levitz; Maurice Villency; La-Z-Boy Showcase; Bond; Wallach's; Jeffreys.

14 - NEWSPAPERS: NEWSDAY (all day - mon to fri) 825,512; (sat) 690,913; (S) 960,308; Mar. 31, 1991 ABC; published in Melville, Suffolk County.
Local Contact for Advertising and Merchandising Data: Carey Gates, Adv. Mgr., NEWSDAY, 235 Pinelawn Rd., Melville, NY 11747-4250; Tel. (516) 454-2600.
National Representative: Newspapers First.

MALONE

1 - LOCATION: Franklin County. E&P Map E-1. Shipping, light manufacturing and agriculture center. 55 mi. NW of Plattsburgh.

2 - TRANSPORTATION: Motor Freight Carriers-3.
Intercity Bus Line-Adirondack Trailways.

3 - POPULATION:
Corp. City 90 Cen. 6,777; E&P 92 Est. 6,599
County 90 Cen. 46,540; E&P 92 Est. 47,448

4 - HOUSEHOLDS:
City 90 Cen. 2,607; E&P 92 Est. 2,538
County 90 Cen. 18,040; E&P 92 Est. 18,391

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$500,000,000
Credit Unions	2	N.A.

6 - PASSENGER AUTOS: Franklin County 22,673

7 - ELECTRIC METERS: Residence 5,009

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Shoes 212 ($270); Dresses 65 ($250); Corrections 1400 ($575); Industrial-recreational vehicle distributor 109 ($375).
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-90; Summer 38-95; Fall 20-70; Winter -20-60. First killing frost, Sept. 30; last killing frost, May 26.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-16 blocks on 3 streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Seaway Plz.(4)	1	Super Duper Mkt., Fay Drug
Ames Center(5)	1	Ames
Malone Plz.(7)	1	Great American, K mart K Mart

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-K mart; National Army.
Variety Store-Newberry.
Discount Store-Ames.
Chain Supermarkets-IGA; Super Duper; Great American; P&C.
Other Chain Stores-Radio Shack; Kinney's; Grossman's; Fay.

14 - NEWSPAPERS: TELEGRAM (e) 6,700; sworn SEPT. 30, 1990.
Local Contact for Advertising and Merchandising Data: Laura Chapman, Adv. Dir., TELEGRAM, 387 E. Main St., Malone, NY 12953; Tel. (518) 483-4700.
National Representative: Landon Associates.

MAMARONECK

1 - LOCATION: Westchester County. (In New York PMSA). E&P Map F-6. Residential center; 4 mi. N of New Rochelle. On U.S. Hwy. 1 and State Hwy. 127. New England Thruway.

2 - TRANSPORTATION: Railroads-Amtrak; Metro North.
Airlines-American Eagle; Business Express; Delta; Northwest; United; USAir.

3 - POPULATION:
Corp. City 90 Cen. 17,325; E&P 92 Est. 17,267
NDM-ABC: (80) 37,397
County 90 Cen. 874,866; E&P 92 Est. 887,476
PMSA 90 Cen. 8,546,846; E&P 92 Est. 8,797,995
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 6,663; E&P 92 Est. 6,641
NDM-ABC: (80) 13,312
County 90 Cen. 336,824; E&P 92 Est. 341,679
PMSA 90 Cen. 3,516,812; E&P 92 Est. 3,622,155

5 - BANKS	NUMBER	EST. DEP.
Commercial	17	$7,330,923,000
Savings	23	$6,093,885,000
Savings & Loan	12	$836,176,000

6 - PASSENGER AUTOS: Westchester County 658,304

7 - ELECTRIC METERS: County 292,835

8 - GAS METERS: County 186,475

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fabricated Metal 2,400 ($427); Non Elect. Mach. 14,000 ($997); Elect. Mach. 6,300 ($508); Trans. Equip. 4,600 ($719); Instruments 3,900 ($523); Food 10,400 ($798); Printing & Pub. 10,000 ($492); Chem. & Petroleum Refining 6,100 ($673).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31; last killing frost, Apr. 10.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Mamaroneck Ave.; 3 on Boston Post Road, Mamaroneck; 1 on Post Rd.; 1 on Chatsworth Ave.; 1 on Larchmont Ave.; 3 on Palmer Ave., Larchmont.

Principal Shopping Days-Thur. through Sun.

13 - RETAIL OUTLETS: Discount Store-Home Fair.
Chain Supermarkets-A&P; Grand Union; Finast; Daitch Shopwell; Food Emporium.
Other Chain Stores-Castro Convertible; Kinney Shoes.

14 - NEWSPAPERS: THE DAILY TIMES (e) 5,878; (S) 5,998; Mar. 30, 1991 ABC.
NOTE: Member of Gannett Suburban Newspaper Group.
Local Contact for Advertising and Merchandising Data: Gannett Suburban Newspapers, One Gannett Drive, White Plains, NY 10604; Tel. (914) 694-9300.
National Representative: Gannett National Newspaper Sales.

MANHATTAN
See NEW YORK CITY

MEDINA

1 - LOCATION: Orleans County (In Rochester MSA). E&P Map B-3. On the N.Y. State Barge Canal. On State Hwys. 31, 63; U.S. Hwy. 104; 41 mi. W of Rochester.

2 - TRANSPORTATION: Railroad-Conrail.
Motor Freight Carriers-4.
Intercity Bus Line-Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 6,686; E&P 92 Est. 6,745
MSA 90 Cen. 1,002,410; E&P 92 Est. 1,021,254
NDM-ABC: (80) 17,081
County 90 Cen. 41,846; E&P 92 Est. 43,047

4 - HOUSEHOLDS:
City 90 Cen. 2,572; E&P 92 Est. 2,594
County 90 Cen. 16,256; E&P 92 Est. 16,722
MSA 90 Cen. 385,169; E&P 92 Est. 392,402
NDM-ABC: (80) 5,888

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.
Savings & Loan	1	$7,630,558
Savings	1	N.A.

6 - PASSENGER AUTOS: Orleans County 22,093

7 - ELECTRIC METERS: Residence 22,225

8 - GAS METERS: Residence 1,508

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Foundry 300 ($210); Tool and Die 120 ($200); Insecticides 400 ($156); Automotive 500 ($225); Toys 1,500 ($175); Specialties 200 ($140).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-80; Summer 55-95; Fall 40-75; Winter 0-65. First killing frost, Sept. 30; last killing frost, Apr. 1.

11 - TAP WATER: Soft.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main and Center Sts.; Maple Ridge Plaza.

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Crowley's; JCPenney; Ames.
Variety Store-G.C. Murphy.
Chain Drug Stores-Jay's; Rite Aid.
Chain Supermarkets-Super Duper; Bell's.
Other Chain Stores-Radio Shack; Valu Home Centers.

14 - NEWSPAPERS: JOURNAL-REGISTER (e-mon to fri) 5,252; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Gregory P. Kerth, Adv. Mgr., JOURNAL-REGISTER, 409-13 Main St., Medina, NY 14103; Tel. (716) 798-1400.
National Representative: Landon Associates.

MIDDLETOWN

1 - LOCATION: Orange County (In Orange County PMSA). E&P Map E-5. Industrial center. 22 mi. from Newburgh; 60 mi. from N.Y.C. On State Hwys. 17 and 84.

2 - TRANSPORTATION: Railroads-Middletown & New Jersey (freight); Conrail; New York, Susquehanna & Western Railway; Metro-North Commuter-Port Jervis Line.
Motor Freight Carriers-6.
Intercity Bus Line-Short Line.

3 - POPULATION:
Corp. City 90 Cen. 24,160; E&P 92 Est. 24,701
CZ-ABC: (80) 46,233
RTZ-ABC: (80) 299,667
County/PMSA 90 Cen. 307,647; E&P 92 Est. 321,221
City & RTZ-ABC: (80) 345,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 9,292; E&P 92 Est. 9,500
CZ-ABC: (80) 15,631
RTZ-ABC: (80) 98,360
County/PMSA 90 Cen. 124,209; E&P 92 Est. 129,689
City & RTZ-ABC: (80) 113,991

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$528,000,000
Savings & Loan	3	$202,419,259
Commercial	4	$127,257,000

6 - PASSENGER AUTOS: Orange County 189,820

7 - ELECTRIC METERS: Residence 9,121

8 - GAS METERS: Residence 7,688

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 13,300; Constr. 4,400; Trans. 6,700; Whol./Ret. 29,200; Fin./Ins. 4,800; Service 23,700; Gov't 24,800.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 45-95; Fall 35-70; Winter 20-50. First killing frost, Nov. 2; last killing frost, Mar. 11. Av. Annual Precip.-45.7 in.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on North St., 4 on E. and W. Main Sts., 1 on King St.; Rt. 211 & Rt. 17m.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Dunning Farms	3	Ames, Service Merchandise
Lloyd's(9)	3	Lloyd's
Orange Plaza(87)	3	Sears, JCPenney, Woolworth, CVS
Campbell Plz.(16)	1	ShopRite
Caldor(6)	3	Caldor

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A word to the wise from

Newsday/New York Newsday

Source: Newsday Proprietary Readership Survey.

(Circle No. 16 on Market Request Card)

Playtogs Plz.	1	Waldbaum's, Playtogs
Wallkill Plz.(25)	NA	Bradlees, ShopRite

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.; Stores on 211 & 17M open every evening and Sunday.

13 - RETAIL OUTLETS: Department Stores-Green's; Sears; Kassel Bros.; Lloyds; Sullivan's; JCPenney; Flahs.
Variety Stores-Woolworth; Caldor 2.
Discount Stores-Playtogs; Lloyd's; North End Sales; Rickel; Caldor; Bradlees; Service Merchandise.
Chain Drug Stores-CVS; Rite Aid; Fay's.
Chain Supermarkets-ShopRite 2; Waldbaum's 2.
Other Chain Stores-Fanny Farmer; Barbara Moss; Hickory Farms; General Nutrition; Joyce Leslie; Florsheim; Thom McAn; Father & Son; Book & Record; Zales; Record World; Firestone; Color Tile; B. Dalton; Grossman's; Consumer Distrib.; Service Mdse.

14 - NEWSPAPERS: TIMES HERALD-RECORD (m) 83,762; SUNDAY RECORD (S) 99,351; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Edward P. Schultz, Adv. Dir., TIMES HERALD-RECORD, 40 Mulberry St., Middletown, NY 10940; Tel. (914) 343-2181.
National Representative: Branham/Newspaper Sales.

MOUNT VERNON

1 - LOCATION: Westchester County (In New York PMSA). E&P Map F-6. E of Yonkers on U.S. Hwy. 1; State Hwy. 22.

2 - TRANSPORTATION: Railroads-Metro North; Amtrak.
Airlines-American Eagle; Business Express; Delta; Northwest; United; USAir.

3 - POPULATION:
Corp. City 90 Cen. 67,153; E&P 92 Est. 67,241
NDM-ABC: (80) 66,713
County 90 Cen. 874,866; E&P 92 Est. 887,476
PMSA 90 Cen. 8,546,846; E&P 92 Est. 8,797,995
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 25,828; E&P 92 Est. 25,862
NDM-ABC: (80) 25,377
County 90 Cen. 336,824; E&P 92 Est. 341,679
PMSA 90 Cen. 3,516,812; E&P 92 Est. 3,622,155

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	17	$7,330,923,000
Savings	23	$6,093,885,000
Savings & Loan	12	$836,176,000

6 - PASSENGER AUTOS: Westchester County 658,304

7 - ELECTRIC METERS: County 292,835

8 - GAS METERS: County 186,475

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fabricated Metal 2,400 ($427); Non Elect. Mach. 14,000; ($997); Elect. Mach. 6,300 ($508); Trans. Equip. 4,600 ($719); Instruments 3,900 ($523); Food 10,400 ($798); Printing & Pub. 10,000 ($492); Chem. & Petroleum Refining 6,100 ($673).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31; last killing frost, Apr. 10.

11 - TAP WATER: Acid, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Gramaton Ave.; 3 blocks 4th Ave.
Shopping Centers-Eastchester Shopping Center at Vernon Hills; Pelham Manor.

Principal Shopping Days-Thur. through Sun.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Bonwit Teller; Lord & Taylor; Caldor.
Variety Stores-Woolworth; Green.
Chain Drug Store-Rite Aid.
Chain Supermarkets-Finast; Waldbaums; Pioneer; Shopwell.

14 - NEWSPAPERS: THE DAILY ARGUS (e) 6,809; (S) 10,225; Mar. 30, 1991 ABC.
NOTE: Member of Gannett Suburban Newspaper Group.
Local Contact for Advertising and Merchandising Data: Gannett Suburban Newspapers, One Gannett Drive, White Plains, NY 10604; Tel. (914) 694-9300.
National Representative: Gannett National Newspaper Sales.

NEW ROCHELLE

1 - LOCATION: Westchester County (In New York PMSA), E&P Map F-6. Residential center; 4 mi. E of Mt. Vernon. On U.S. Hwy. 1 and State Hwy. 1-B; New England Thruway.

2 - TRANSPORTATION: Railroads-Metro North; Amtrak.
Airlines-American Eagle; Business Express; Delta; Northwest; United; USAir.

3 - POPULATION:
Corp. City 90 Cen. 67,265; E&P 92 Est. 66,559
NDM-ABC: (80) 83,772
County 90 Cen. 874,866; E&P 92 Est. 887,476
PMSA 90 Cen. 8,546,846; E&P 92 Est. 8,797,995
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 25,871; E&P 92 Est. 25,600
NDM-ABC: (80) 30,062
County 90 Cen. 336,824; E&P 92 Est. 341,679
PMSA 90 Cen. 3,516,812; E&P 92 Est. 3,622,155

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	17	$7,330,923,000
Savings	23	$6,093,885,000
Savings & Loan	12	$836,176,000

6 - PASSENGER AUTOS: Westchester County 658,304

7 - ELECTRIC METERS: County 292,835

8 - GAS METERS: County 186,475

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fabricated Metals 2,400 ($427); Non Elect. Mach. 14,000 ($997); Elect. Mach. 6,300 ($508); Trans. Equip. 4,600 ($719); Instruments 3,900 ($523); Food 10,400 ($798); Printing & Pub. 10,000 ($492); Chem. & Petroleum Refining 6,100 ($673).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-15 blocks on Main St., 12 on North Ave., New Rochelle; Pelham Manor, Pelham, Larchmont, Eastchester.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
New Rochelle Mall(50)	NA	Macy's, Shopwell, McCrory
WyKagyl(11)	NA	
Quaker Ridge(19)	NA	A&P
Scarsdale(19)	NA	

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Dept. Stores-Mon., Thur.; Food-Thur., Fri.

13 - RETAIL OUTLETS: Department Store-Macy's.

Variety Stores-Woolworth; McCrory.
Chain Drug Stores-Liggett; Rite Aid.
Chain Supermarkets-A&P; Shopwell; Caruso's; Pioneer.
Other Chain Stores-Sears, National Shoes; A.S. Beck.

14 - NEWSPAPERS: THE STANDARD-STAR (e) 11,217; (S) 12,714; Mar. 30, 1991 ABC.
NOTE: Member of Gannett Suburban Newspaper Group.
Local Contact for Advertising and Merchandising Data: Gannett Suburban Newspapers, One Gannett Dr., White Plains, NY 10604; Tel. (914) 694-5337.
National Representative: Gannett National Newspaper Sales.

NEW YORK

1 - LOCATION: (Bronx, Kings, New York, Queens and Richmond counties). E&P Map F-6. Eastern seaboard; largest port in USA in 1987 in value of imports and exports and city with largest value of retail sales; important financial, publishing and garment center. About 10% of U.S. garment workers, and a much higher percentage of U.S. garment industry company headquarters, are located within the New York metropolitan area. United Nations Headquarters; approximately 20 million visitors annually.

The Port of New York and New Jersey, the nation's primary gateway for international commerce, handled $111.1 billion in foreign trade goods in 1988. The Port covers 1,500 sq. mi. in the two states, generally within a 25-mi. radius of the Statue of Liberty.

2 - TRANSPORTATION: Railroads-Conrail, with connecting service throughout the U.S., furnishes service to industrial and marine facilities. Other railroads serving the city are Amtrak, Metro-North, LIRR, NJ Transit.
Motor Freight Carriers-102,534 commercial vehicles were registered in New York City in 1989, and 390 registered motor freight carriers based in New York City provided local and long haul service.
Port Steamship Service-Ships of 73 steamship lines carry cargos and passengers from and to the leading ports of the world. The New York City Passenger Ship Terminal on the Hudson River between 48th and 52nd Streets served 403,153 passengers in 1988, mostly on cruises.

CARRIERS SERVING THE PORT AUTHORITY BUS TERMINAL:
Intercity Bus Lines
Short Haul Carriers
Boulevard Transit Lines
Carey Transportation
Community Transit Lines
DeCamp Bus Lines
Domenico Bus Service
The Hudson Bus Transportation Co.
Lakeland Bus Lines
NJ Transit
North Boulevard Transportation Co.
Red Apple Transit
Rockland Coaches
Long Haul Carriers
Academy Lines
Adirondack Transit Lines (Adirondack Trailways)
Atlantic Express Coachways
Bieber Tourways
Blue & Grey Transit
Bonanza Bus Lines
Capitol Bus Co.
Evergreen Trails
Frank Martz Coach Co. (Martz Trailways)
Greyhound
Hampton Jitney
Hudson Transit Lines, Inc. (Short Line)
Lakeland Bus Lines
Leisure Lines
NJ Transit
Newburgh Beacon Bus Corp.
Peter Pan Bus Lines
Pine Hill Trailways
Suburban Transit Corp.
Susquehanna Transit Co. (Susquehanna Trailways)
Trans-Bridge Lines
West Hunterdon Transit Company
Source: Port Authority of NY & NJ, Tunnels, Bridges & Terminals Dept., July 26, 1989.

AIRLINES SERVING THE NEW YORK-NEW JERSEY METROPOLITAN REGION
Scheduled Airlines and Certified Cargo Carriers
Airports-The regional airport system serving the New York-New Jersey metropolitan area, operated by the Port Authority, comprises John F. Kennedy International and LaGuardia Airports in Queens, and Newark International and Teterboro Airports in northern New Jersey. Kennedy handles most international flights and long distance domestic flights. The Air Cargo Center, the largest in the world, handles approx. 1.3 million tons a year between major cities in the U.S. and worldwide markets. LaGuardia handles short and medium range flights. Newark International, recently rebuilt by the Port Authority, handles both domestic and international flights, and has a cargo center second in size only to Kennedy Airport. Teterboro, operated by Pan American World Airways under agreement with the Authority, handles general aviation traffic only.

AIRLINES SERVING METRO AIRPORTS

US FLAG AIRLINES:	**Newark**	**LaGuardia**	**Kennedy**
Allegheny Commuter	*	*	
America West	*		
American	*	*	*
American Eagle	*	*	
American Trans Air	*		
Bar-Harbor	*		
Braniff	*	*	
Brockway Air		*	
Business Express		*	
Catskill		*	*
City Express			*
Command Airways	*		
Continental	*	*	*
Continental Express			*
Delta	*	*	*
East Hampton Air		*	
Holiday			*
Key Air	*		
Long Island		*	
MGM Grand Air	*		
Mall Airways			*
Midway		*	
Midwest Express		*	*
New York Helicopter	*		
Northwest	*	*	*
Pan American	*	*	
Pan American Express	*	*	
Piedmont	*	*	*
Piedmont Commuter	*		*
Resorts International		*	
Tower Air	*		
Trans World (TWA)	*	*	*
The Trump Shuttle		*	
United	*	*	*
USAir		*	*

Source: Port Authority of NY & NJ, April, 1989.

AIR CARGO ONLY:			
Air America	*		
Air Express International	*		*
Airborne Express	*		
Arrow	*		
Federal Express	*		*
Flying Tigers	*		*
Global	*		
Viking International	*		
Zantop International Airlines			*

COMMUTER AIRLINES:
(Terminal designations refer to LaGuardia)

Allegheny Commuter (Main Terminal)	*	*	
American Eagle (Main Terminal)	*	*	
Bar Harbor (Main Terminal)	*		
Business Express (Delta/Northwest)		*	
Catskill (Trump Shuttle Terminal)		*	*
Command Airways	*		
Continental Express			*
East Hampton Air (Marine Air)		*	
Holiday			*
Long Island (Marine Air Terminal)		*	
Mall Airways			*
Pan American Express (Main Terminal)	*	*	
Pan American Shuttle (Marine Air)		*	
Piedmont Commuter	*		*
The Trump Shuttle (Trump Shuttle)		*	

FOREIGN FLAG AIRLINES (Only at Kennedy, except where indicated):
Aer Lingus (Ireland)
Aeroflot (USSR)
Aerolineas Argentinas

Lookin' Good!

Circulation and Readership are Up at the Staten Island Advance!

These days we're upbeat at the Staten Island Advance, and why not? Our circulation is up to 79,000 daily and a resounding 95,000 on Sunday. On Staten Island, the Advance still has twice the combined circulation of the New York Times, the New York Post, the New York Daily News, and New York Newsday.

According to the latest 1990 Belden Associates, CMS Staten Island Market Study, our regular readership is 73% daily and 82% Sunday for a net cumulative audience of 84%.

And, to accomodate all this success we have recently expanded our office and newsroom space.

For complete, upbeat information about Staten Island and the Staten Island Advance, contact the marketing department at (718) 816-2809.

REPRESENTED NATIONALLY BY NEWHOUSE NEWSPAPERS
NEW YORK • CHICAGO • LOS ANGELES • DETROIT • ATLANTA • MIAMI

Staten Island Advance
DAILY & SUNDAY
Since 1886

(Circle No. 17 on Market Request Card)

Aeromexico
Air Afrique
Air Canada (LaGuardia, Newark; not JFK)
Air Europa (Newark)
Air France
Air India
Air Jamaica
Alitalia
ALM Antillean Airlines
Austrian Airlines
Avensa (Venezuela)
Avianca (Colombia)
Balair (Switzerland)
British Airways
BWIA (Caribbean)
CAAC (Civil Aviation Administration of China)
Cayman Airways
China Airlines (Taiwan)
Czechoslovak Airlines
Dominicana (Dominican Republic)
Ecuatoriana
Egyptair
El Al Israel Airlines
Finnair
Guyana Airways
Iberia Airlines of Spain
Icelandair
Japan Air Lines
KLM (Netherlands)
Korean Airlines
Kuwait Airways
LACSA (Costa Rica)
Lan Chile
LOT-Polish Airlines
LTU (Lufttransport Unternehmen)
Lufthansa German Airlines
Martinair Holland
Nigeria Airways
Olympic Airways (Greece)
Pakistan International
Qantas (Australia)
Royal Air Maroc (Morocco)
Royal Jordanian
Sabena (Belgium)
SAS-Scandinavian Airlines System (Newark)
SAUDIA - Saudi Arabian Airlines
SwissAir
TAP (Air Portugal)
Tarom Romanian Airlines
Turkish Airlines
Varig Airlines (Brazil)
VIASA Airlines (Venezuela)
Virgin Atlantic Airways (Newark)
Yugoslav Airlines
Zambia Airways

Source: Port Authority of NY & NJ, April, 1989.

SUPPLEMENTAL AIRLINES (U.S. & Foreign):
Balair
Condor Air Service
LTU (Lufttransport Unternehmen)

Air Terminals 1988

Totals at the Three Major Airports:

Plane Movements	1,036,900
Passenger Traffic (total)	77,820,000
Domestic	57,904,000
Overseas	19,916,000
Cargo-Tons	1,807,200
Revenue Mail-Tons	243,500

Kennedy International Airport:

Plane Movements	304,500
Passenger Traffic (total)	31,166,000
Domestic	12,861,000
Overseas	18,305,000
Cargo-Tons	1,300,000

LaGuardia Airport:

Plane Movements	362,100
Passenger Traffic (total)	24,159,000
Domestic	23,977,000
Overseas	182,000
Cargo-Tons	56,500

Newark International Airport:

Plane Movements	370,300
Passenger Traffic (total)	22,495,000
Domestic	21,066,000
Overseas	1,428,687
Cargo-Tons	449,800

Source: Port Authority of New York & New Jersey.

3 - POPULATION:

	(90 Census)	(92 Est.)
Total Corporate City	7,322,564	7,554,165
Bronx	1,203,789	1,241,174
Kings (Bklyn.)	2,300,664	2,363,850
New York	1,487,536	1,540,357
Queens	1,951,598	1,998,555
Richmond (S.I.)	378,977	410,229

City Zone: Consists of corporate limits New York City, plus cities of Bayonne, Hoboken, Jersey City and Union City; towns of Guttenberg and West New York, and township of Weehawken, all in Hudson County, NJ.

Retail Trading Area Populations: Extends north to Cornwall-on-Hudson, NY; east to Patchogue, NY; south to Silverton, NJ; west to Washington, NJ; all of these places being 50 mi. from the heart of Manhattan.

Within this area there are numerous daily newspaper centers that have their own retail trading areas. Users of the Market Guide should consult the surveys of these cities for more detailed information.

Retail Trading Zone: The largest towns in retail trading zone: Yonkers, NY; Mt. Vernon, NY; Levittown, NY; Newark, NJ; Passaic, NJ; Paterson, NJ; Clifton, NJ; Elizabeth, NJ; The Oranges, NJ.

Corp. City (5 Boros)

NDM-ABC: (80) 19,052,253

PMSA 90 Cen. 8,546,846; E&P 92 Est. 8,797,995

4 - HOUSEHOLDS:

	(90 Census)	(92 Est.)
Total Corporate City	3,030,310	3,127,840
Bronx	447,423	461,318
Kings (Bklyn.)	878,502	902,630
New York	826,408	855,753
Queens	723,226	740,627
Richmond (S.I.)	154,751	167,512

NDM-ABC: (80) 6,845,708

PMSA 90 Cen. 3,516,812; E&P 92 Est. 3,622,155

5 - BANKS	NUMBER	DEPOSITS
Commercial Banks:		
Bronx	16	$5,065,731,000
Kings(Bklyn.)	20	$8,599,760,000
New York	79	$155,321,376,000
Queens	27	$10,653,828,000
Richmond (S.I.)	7	$81,975,741,000
Savings Banks:		
Bronx/New York	9	$26,913,390,000
Brooklyn	11	$32,442,388,000
Queens	3	$2,069,688,000
Richmond (S.I.)	3	$1,532,975,000
Total Entire City	26	$62,958,441,000

NOTE: Banking Laws in NY State permit branch banking throughout the city and into adjacent counties, hence accurate figures for a specific portion of this area are not possible.

Number of banks represents headquarter offices only. Data are only for savings banks headquartered in New York City including their non-New York City branches. Not all banks report. Data for non-New York City-based banks with branches within the city are excluded.

Sources: Savings Banks Association of NY State, Mar. 31, 1989. Federal Deposit Insurance Corporation, June 30, 1989.

6 - PASSENGER AUTOS: Bronx 264,371; Kings (Brooklyn) 473,861; New York (Manhattan) 198,945; Queens 705,738; Richmond (Staten Island) 209,472; Total Paid Registrations New York City 1990: 1,852,387.

Source: State of N.Y. Dept. of Motor Vehicles, 1989.

7 - ELECTRIC METERS: Bronx 350,435; Brooklyn 800,716; Manhattan 624,983; Queens 673,894; Richmond (S.I.) 138,146; Total 2,588,174.

Residential: Bronx 312,255; Brooklyn 586,824; Manhattan 509,415; Queens 593,889; Richmond (S.I.) 124,494; Total 2,226,877.

Commercial & Industrial: Bronx 38,065; Brooklyn 113,716; Manhattan 115,345; Queens 79,818; Richmond (S.I.) 13,553; Total 360,497.

Source: Consolidated Edison Co. of New York, Inc., to the NY State Public Service Commission for the year ended Dec. 31, 1988.

8 - GAS METERS: Brooklyn Union Gas Co., Sept. 30, 1985: Brooklyn 656,336; Queens 340,021; Richmond 100,286; Total: 1,096,643.

Consolidated Edison Co., Dec. 31, 1989: Bronx 282,149; Manhattan 348,768; Queens 185,777; Total: 816,694. Long Island Ltg. Co. provides gas in part of Queens County. Long Island Ltg. Co. provides gas in part of Queens County.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners in Thousands (Av. Weekly Wage), New York City-Mfg. (total) 350.4 ($375); Durable Goods 91.7 ($386); Furn. & Fixtures 7.7 ($378); Fabricated Metal Prods. 13.7 ($356); Mach., except Elect. 7.9 ($499); Electrical & Electronic Equip. 15.9 ($351); Instruments & Related Prods. 6.8 ($368); Misc. Mfg. Industries 27.2 ($366); Non-Durable Goods 258.7 ($370); Food & Kindred Prods. 18.2 ($470); Textile Mill Prods. 15.4 ($300); Apparel & Other Textiles 98.0 ($295); Paper & Allied Prods. 9.8 ($418); Printing & Publishing 86.4; Chemicals & Allied Prods. 17.7 ($551); Non-Mfg. (total) 3,178.3; Construction 114.0 ($824); General Bldg. Contractors 23.2; Heavy Const. Contractors 7.8; Special Trade Contractors 83.0; Transport. & Public Utils. 222.0; Local & Interurban Transit 19.2; Air Transport. 49.4; Communications, exc. U.S. Postal Serv. 63.8; Electrical, Gas, Sanitary Servs. 22.7 ($765); Whol. & Retail Trade 630.0; Whol. Trade 226.1 ($518); Ret. Trade 403.9; Gen. Mdse. Stores 50.9; Food Stores 60.7; Apparel & Accessory Stores 46.0; Eating & Drinking Places 136.2; Misc. Ret. 62.0; Fin., Ins. & R.E. 525.3; Banking 166.3 ($489); Security & Commodity Brokers 139.7; Insurance Carriers 64.6; Real Est. & Combinations 118.2; Services & Misc. 1,178.3; Hotels & Other Lodging 32.4; Business Servs. 269.8; Health Servs. 257.0; Legal Servs. 81.5; Educational Servs. 100.1; Social Servs. 127.7; Membership Organizations 57.5; Gov't. (total) 622.6; Federal 83.6; State 57.0; Local 482.0. Total Non-Agricultural 3,643.0.

Source: NY State Dept. of Labor, June 1990.

10 - CLIMATE: Normal Mean Temp.-Spring 52.1; Summer 74.5; Fall 57.8; Winter 33.8; An. Av. Temp.-54.5; Av. Annual precipitation 44.12 in.

Source: National Weather Service.

11 - TAP WATER: Three major sources of water supply through the Catskills & Delaware subsystems (Neutral, soft; neutral, av. pH 7.0) and Croton subsystem (Moderately hard; alkaline, av. pH 7.1). Av. consumption from municipal sources per day in city during 1988: 1,456.5 M.G.D. (Millions of Gallons per Day); Av. consumption per day from mun. sources by outside communities 125.2 M.G.D.; Total average consumption from municipal sources 1,581.7 M.G.D. Avg. consumption per day in Queens supplied by the Jamaica Water Supply Co. during 1988: 27.8 M.G.D. Average total consumption per day in city during 1988: 1,484.3 M.G.D. New city water tunnel under construction. Water is fluoridated and chlorinated.

Source: NY City Dept. of Environmental Protection.

12 - RETAILING: Principal Shopping Districts

Retail distribution in the City requires study of shopping districts that have developed from original neighborhood sections to expanded centralized retail areas. Every type of retail outlet from small specialty shops and corner drug stores, to most modern large department stores and national chain outlets, may be found in some of these centers. A partial list follows.

Bronx Borough (Bronx County)

Fordham Road, Grand Concourse E. to 3rd Ave.: Alexander's; Lerner; Plymouth Shops; Sears; Woolworth; Miles; Thom McAn; Florsheim, Fayva; Adler; Castro Convertible.

Fordham Road, Jerome Ave. to Grand Concourse: Woolworth; Modell's; Singer; Thom McAn.

149th St. and 3rd Ave.: Alexander's; Fayva; Florsheim; Fred Michaels Shoes; Hardy Shoe; Lerner; McCrory; Modell's; Nadeen Children's Dept. Store; Thom McAn; The Wiz; Youngland.

Department Stores: Alexander's; Macy's; Sears.

Variety Stores: Frank Bee; Cee Cee; Kay & Eff; Lamston; Lopez; McCrory; C.H. Martin; Woolworth.

Discount Stores: B & L; Honig's Parkway.

Principal Supermarkets: A&P; Altagracia; Baychester Consumers Cooperative; Best Way; C-Town; Concourse Food Corp.; D'Agostino; Domino; Durso Supermarkets; Food City; Food Emporium; Key Food; Met Food; New Way; Pathmark; Pioneer; Shopwell; Sloan's; Superior Mkts.; Waldbaum's.

Brooklyn Borough (King's County)

Principal Shopping Area is between Borough Hall and Flatbush Ave. on Fulton St. This section is close by Brooklyn Civic Center stores.

Department Stores: Abraham & Straus; Alexander's; Macy's; Sears; Times Square Stores.

Ladies Shops: Bargain Rite; Fashion House; Joyce Leslie; Lerner; Loehmann's; Lynn's; Mandee; Modern Woman; Plymouth; Smart Size.

Men's Clothing: Bond; Wallachs; B&B Lorry's.

Ladies Shoes: Baker's; Carlyle Bootery; Chandler; Coward; Fabco; Fayva; Miles; National; Selby.

Men's Shoes: Adler; Father & Son; Hardy; Naturalizer; Regal; Stadler's; Thom McAn.

Drug: Genovese; Harrico; Kings; Pathmark; Silver Rod.

Candy: Barton; Loft's.

Discount Stores: B.D.'s; Buy Rite; Jack's Bargain Stores.

Variety Stores: Gem Stores; Gray-Shel; Lamston's; McCrory; Newberry; Payless Dept. Stores; Thrifty's; Woolworth.

Other Chain Stores: Castro Convertibles; Singer Clothing; Busch's Jewelry.

Retail Centers along Flatbush Ave. at main thoroughfares such as Times Plaza and Park Pl., Rogers, Church and Newkirk Aves. and Cortelyou Rd. and Kings Highway in Flatbush section. Montague Street in downtown Brooklyn. Fifth and Seventh Avenues in Park Slope section. In South Brooklyn, a number of blocks on Fifth Ave., Broadway from Myrtle Ave. to the intersection of S. 8th and Havemeyer St., near East River, in Williamsburg and Bushwick sections, mostly local retailers, merging with light industry close to the river. Also Broadway at Flushing Ave. and at Lexington Ave. Others on Knickerbocker, Wilson, Ralph, Reid, Throop, Tompkins, Sumner and Nostrand Aves.

In Bedford-Stuyvesant section Nostrand and Flatbush Aves.; Manhattan Ave. in Greenpoint section; 86th St., Third, Fourth, Fifth and Seventh Aves. in Bay Ridge; Mermaid Ave. in Coney Island and in shopping center that is part of Gravesend housing project.

In densely populated East New York and Brownsville sections, Pitkin and Sutter Aves. including stores such as Fayva, Lane Bryant, Miles Shoes, Thom McAn, Woolworth.

Other retail sections in Brooklyn are: 13th avenue in Borough Park, Graham Avenue in Williamsburg, and 8th Avenue in Sunset Park and in the neighborhoods of Canarsie, Crown Heights, Cypress Hills, East Flatbush, Fort Greene, New Utrecht and Ulmer Park.

Principal Supermarkets: A&P; Associated; C-Town; Dan's Supreme; Key Food; Man-Dell; Met Food; New Way; Pal; Pathmark; Pioneer; Royal Farms; Stop One; Superior Mkts.; Waldbaum's.

Manhattan Borough (New York County)

Many shopping areas all over the borough.

The most famous is along Fifth Ave., where from 34th to 59th Sts., many well-known chain stores are located. Among them: Bergdorf Goodman, Harry Winston, Tiffany, Mark Cross, Ciro Jewelers, Steuben Glassware, Elizabeth Arden, Chandler Shoes, Gucci, Fortunoff, Plymouth Shops, Cartier Jewelry, Saks Fifth Avenue, Scribner's, Doubleday, Wallachs, Hoffritz, Florsheim, Lerner, Lane Bryant, I. Miller Shoes, Barton's, Lord & Taylor; Selby Shoes, Miles Shoes, Red Cross Shoes, Hallmark, B. Altman.

From Herald Square (34th St. & the Avenue of the Americas) along 34th St. in both directions is a well-known and diverse shopping area. Stores in the 34th St. area include Abraham & Straus, Macy's, Baker's Shoes, Red Cross Shoes, Fanny Farmer, Hoffritz, Barton's, Barricini, Woolworth, Simco Shoes, Busch's Jewelry, Castro Convertibles.

Broadway, longest avenue in city, extends from the Battery at lower end of Manhattan, through the entire borough. The character of Broadway changes from the financial district around Wall St. to Inwood at the northern tip of the borough (see below). Two prominent points along Broadway are the Union Square area near 14th St. (now home to predominantly discount stores and currently undergoing change) and the entertainment and theater district of Times Square (near 42nd St.).

In addition, prominent shopping districts are located on Madison Ave. from 42nd to 59th Sts. (known for upscale specialty stores) and the vicinity of the intersection of Lexington Ave. and 59th St. (Alexander's; Bloomingdale's).

In recent years, areas south of the traditional Midtown (23rd St. to 59th St.) retail focus of Manhattan have attained prominence.

One of these Downtown areas is SoHo, where many boutiques and art galleries are located. Primary retail axes of this neighborhood are: West Broadway between Houston St. and Canal St., Grand St. between Broadway and West Broadway and Spring St. between Broadway and Ave. of the Americas (6th Ave.).

Another is the Wall Street financial district and its environs. Notable here are the South Street Seaport shopping center (see under New York City Shopping Centers), the World Trade Center, the new World Financial Center, the Nassau Street pedestrian mall.

Another up-and-coming area lies between 14th and 23rd Sts. and between Park Ave. South and 7th Ave. This area - long the home of Barnes & Noble's flagship store and of Barney's clothing store - is rapidly being filled in with supermarkets, fashion outlets and other stores. Primary retail axes of this area are Park Avenue South, Broadway, Fifth Ave., and 7th Ave.

Greenwich Village has become a retail center with clothing stores such as Banana Republic and The Gap and branches of bookstore chains Barnes & Noble and B. Dalton. Primary retail axes here include 8th St., Broadway and Ave. of the Americas (6th Ave.) in the central Village; 7th Ave. South, Hudson St., Christopher St. and Greenwich Ave. in the West Village, and 2nd Ave., 3rd Ave. and St. Marks Place in the East Village.

Other areas of note include Columbus Ave. and Broadway retail axes of the Upper West Side and Madison Ave., Lexington Ave. and 3rd Ave. retail axes of the Upper East Side (59th to 96th Sts.) and discount corridor of Canal St. (between the Bowery and Broadway) in Chinatown.

Some Uptown (above 96th St.) retail sections are: 3rd Ave. at 110th St., 116th St. and 125th St. (Spanish Harlem/East Harlem); 116th St. from Adam Clayton Powell, Jr. Blvd. (7th Ave.) to Frederick Douglass Blvd. (8th Ave.) and 125th St. from Fifth Ave. to Morningside Ave. (Harlem); Broadway from 168th St. to 181st St. (Washington Heights); Dyckman (200th) St. between Nagle Ave. and Broadway and 207th St. between Broadway and 10th Ave. (Inwood).

Department Stores: Abraham & Straus; Alexander's; B. Altman; Bergdorf Goodman; Bloomingdale's; Bonwit Teller; Fortunoff; Lane Bryant; Lord & Taylor; Macy's; Saks Fifth Ave.

Variety Stores: All in One Shops; Amitan International; Gem Stores; Lamston's; McCrory; Woolworth.

Discount Stores: American Value Center; Ninety-Nine Cent Shops.

Principal Supermarkets: Associated; C-Town; D'Agostino; Food Emporium; Gristedes; Pioneer; Shopwell; Sloan's; Superior Mkts.

Queens Borough (Queens County)

Jamaica and Flushing have the two main shopping districts serving the borough's extensive single-dwelling residential population. Primary business areas in Jamaica are Jamaica Ave. from Sutphin Blvd. to 169th St. - including the boutique-oriented Gertz Plaza - and a pedestrian mall located on 165th St. between 89th Ave. and Jamaica Ave. Stores include Fayva, Goodwin's, Lerner, Martin Paint, Modell's, Spear's, Sterling Optical, Strawberrys, Thom McAn, Vim Stores, The Wiz, Woolworth, Young World.

In Flushing from Sanford Ave. to Northern Blvd. and Main St. are Kays, Thom McAn, Alexander's. Roosevelt Ave. is a shopping thoroughfare leading off of Main St.

Smaller shopping districts are located in the neighborhoods of Fresh Meadows, Richmond Hill, Woodhaven, Ozone Park, St. Albans, Forest Hills, Kew Gardens (near the Queens Borough Hall), Jackson Heights, Astoria, Queens Village, Ridgewood, and Far Rockaway.

Department Stores: Abraham & Straus, Alexander's; Bloomingdale's; Macy's; Sears, Sterns; Times Square Stores.

Variety Stores: Gomez; Jamaica Variety; Lamston; McCrory; C.H. Martin; Woolworth.

Discount Stores: Modell's.

Principal Supermarkets: A&P; C-Town; Dan's Supreme; Key Food; King Kullen; Met Food; Pioneer; Scaturro Food Mkts.; Stop One; Waldbaum's.

Borough of Staten Island

Twenty two shopping areas, largest of which is the Staten Island Mall (171 stores).

Other shopping areas include Forest Ave. Shoppers Town, Greenridge Plaza, Hylan Shopping Plaza.

Neighborhood shopping districts include those of New Brighton, Port Richmond, Stapleton and Tompkinsville.

Department Stores: Garber's; Macy's; JCPenney; Sears.

Variety Stores: McCrory; C.H. Martin; Woolworth.

Discount Stores: The Closeout Store; Job Lot Pushcart; K mart; Masters.

Principal Supermarkets: A&P; Acme; C-Town; Pathmark; ShopRite; Waldbaum's.

NEW YORK CITY SHOPPING CENTERS

Name & Location	No. of Stores
Bronx:	
Bay Plz. (I-95/Hutch. Riv. Pkwy.)	NA
Castle Hill (Castle Hill Ave.)	21
Concourse Plz. (Grand Concourse)	NA
Kingsbridge Plz. (B'way/233rd)	NA
Shopwell Plz. (Boston Post Rd.)	12
TSS Plaza (Bruckner Blvd.)	30
Brooklyn:	
Albee Sq. Mall (De Kalb Ave.)	80
Ceasar's Bay Bazaar (Bay & Shore Pkwys.)	16
College Corners (Flatbush/Nostrand Aves.)	7
Dykers Plz.(535 86th St.)	4
Fort Greene (Myrtle Ave.)	21
Glenwood (Flatlands & Ralph Ave.)	9
Kings Bay (Nostrand Ave.)	17
Kings Plz. (Flatbush & Ave. U)	152
Rock Point (Neptune Ave.)	NA
Seaview Vlg. (Rockaway Pkwy. & Ave. M)	12
Manhattan:	
A & S Plaza (33rd St. & B'way)	NA
Belz Factory O. Mall (10th Ave./17th St.)	NA
Herald Center (Herald Sq.)	140
Manhattan Plz (42nd/43rd Sts. & 9th/10th Aves.)	NA
Palatina (Old Slip/South St.)	NA
Shoreview Towers (1st Ave. & 85 St.)	NA
South St. Seaport (Fulton & Water Sts.)	150
Queens:	
Bay Terrace (Bayside)	64
Beach 32nd St. (Far Rockaway)	NA
Beechcroft (Kissena Blvd., Elder Ave.)	14
Breezy Point (Forest Hills)	NA
Crossrds. at Whitestone (Whitestone)	9
Dayton Plz. (Rockaway Beach)	25
Expressway (99th St. Long Island Expwy.)	NA
Far Rockaway (Mott, Central Aves.)	32
Flatlands Mart (S/E/C Flatlands Ave., 108th St.)	12
Glen Oaks (255-55 Union Turnpike)	NA
Jackson Hgts. (31st Avenue)	20
Lefrak Cityz (Junction Blvd. & 57th Ave.)	24
Northridge (Northern Blvd., Jackson Hghts.)	NA
Queens Ctr. (Queens & Woodhaven Blvds., L.I. Expwy.)	75
Queens Plz. North (L.I.C.)	NA
Rego City (57th Ave., 96 & 97 Sts.)	10
Rego Park (Queens Blvd.)	20
Rentar Plz. Mall (Queens)	NA
Whitestone (Cross-land Pkwy.)	NA
Yellowstone (Forest Hills)	NA
Staten Island:	
Forest Ave. (Forest Ave. & Decker St.)	37
Fox Hills (Targee St.)	17
Green Tree Mall (Victory Blvd.)	20
Greenridge Plz. (Arthur Kill Rd.)	22
Heartland Vlg. (Richmond & Nome Aves.)	14
Hylan Plz. (New Dorp)	55
New Springville (Richmond & Yukon)	21
Oakwood (Amboy Rd.)	16
Pathmark Mall (1351 Forest Ave.)	21
Pergament Mall (Richmond & Yukon)	18
Richmond (Richmond & Yukon)	10
Southgate Ctr. (Forest Ave. & Mersereau Ave.)	NA
ShopRite Plz. (Forest Ave.)	NA
S.I. Mall (Richmond Ave.)	171

13 - RETAIL OUTLETS: Largest Department Stores

Bronx: Alexander's; Macy's; Sears.

Brooklyn: Abraham & Straus; Alexander's; Macy's; Sears; Times Square Stores.

Manhattan: Abraham & Straus; Alexander's; Bloomingdales; Bonwit Teller; Fortunoff; Lane Bryant; Lord & Taylor; Macy's; Saks Fifth Avenue.

Queens: Abraham & Straus; Alexander's; Bloomingdale's; Macy's; Sears; Sterns; Times Square Stores.

Staten Island: Garber's; Macy's; JCPenney; Sears.

Leading Chain Drug Stores

Bronx: Ace; Baychester Co-op; Courtesy; Drug Palace; Family; Leroy; Pathmark; Pressman; Rite Aid.

Brooklyn: Duane Reade; Genovese; Harrico; Kings; Neergard; Pathmark; Rexall; Rite Aid; Sam's Drugs; Silver Rod; Thriftway; Valu-Rite; Walgreens; Whelan.

Manhattan: Block; Clearfield; Drug Mart; Duane Reade; Legend; Leroy; Love; Pathmark; Raemart; Rite Aid; Walgreens; Whelan.

Queens: Drug Mart; Drug Palace; Duane Reade; Genovese; Legend; Leroy; Pathmark; Rexall; Rite Aid; Thrif-D; Valu-Rite; Walgreens.

Staten Island: Almac; Genovese; Hylan Prescription Ctr.; Pathmark; Rock Bottom; Sav-On; Shop Rite; Thriftway; Valu-Rite.

Leading Grocery Supermarkets

Bronx: Altagracia 4; Domino 7; Baychester Consumers Co-op 3; Gristedes; Finast; Merit Farms; Food City 11; Pioneer 4; D'Agostino's 3; Grand Union 7; Associated 23; Shopwell 8; Sloans 3; Pathmark 2; Concourse Food Corp. 4; D'Urso 17.

Brooklyn: Danza 4; Bernstein Bros. 6; D'Agostino; Pioneer 3; Speedway 7; Miele-Key Mkts. 3; Associated; Key Food; Met; Waldbaums.

Manhattan: A&P 25; D'Agostino 15; Gristedes 81; Finast 30; Grand Union 6; Shopwell 22; Pathmark; Food Family 2; Food-O-Rama 3; Food Pageant 8; Smilers 10; Sloan's; Shop Quick 6; Great Way 2.

Queens: A&P 21; Finast 10; Gristedes; Grand Union 7; Shopwell 5; Pathmark 4; Sloan's.

Staten Island: A&P 5; Pathmark 4; ShopRite.

Largest Variety Stores

Bronx: Woolworth; Kresge's; Green; Lamston's; Newberry; McCrory 3.

Brooklyn: Woolworth; Kresge's; Green; Lamston; Newberry; McCrory 3.

Manhattan: Woolworth 30; Green 3; Lamston 20; Nichols 3; McCrory 3.

Queens: Woolworth 23; Kresge's 2; Green; Lamston 4; McCrory 3.

Staten Island: Woolworth 2; Kresge's 2; McCrory.

14 - NEWSPAPERS: Contacts for Advertising and Merchandising Data.

Bronx Borough

No daily newspaper published in the Bronx.

Brooklyn Borough

DAILY CHALLENGE (m-mon to fri) 78,000; sworn Nov 30, 1990. Thomas Watkins, Jr., Pub., 1360 Fulton St., Brooklyn, NY 11216; Tel. (718) 643-1162.

National Representative: None.

Manhattan Borough

JOURNAL OF COMMERCE and COMMERCIAL (m-mon to fri) 23,266; Mar. 31, 1991 ABC. Alan Newborn, V.P. Adv., 110 Wall St., New York, NY 10005; Tel. (212) 425-1616.

National Representative: Newspapers First.

DAILY NEWS (m-mon to fri) 754,043; (m-sat) 623,820; (S) 887,840; June 30, 1991 ABC. Les Goodstein, Adv. Mgr., 220 E. 42nd St., New York, NY 10017; Tel. (212) 210-2096.

National Representatives: Chicago Tribune Newspapers; Towmar; Western States Associates.

POST (m-mon to fri) 644,738; (m-sat) 536,694; Mar. 31, 1991 ABC. Bill Trombetta, Nat. Dir., 210 South St., New York, NY 10002; Tel. (212) 815-8000.

National Representatives: Branham/Newspaper Sales; Metropolitan Publishers Representatives, Inc.

TIMES (m-mon to fri) 1,209,225; (m-sat) 951,419; (S) 1,762,015; Mar. 31, 1991 ABC. Erich G. Linker, V.P./Adv. Dir., 229 W. 43rd St., New York, NY 10036; Tel. (212) 556-1234.

National Representative: Direct-through branch offices.

WALL STREET JOURNAL (Eastern Edition m-mon to fri) 798,515; Mar. 31, 1991 ABC. (Total all editions m-mon to fri) 1,857,131; Sept. 30, 1990 ABC. Paul Atkinson, National Adv. Dir., Main Office-200 Liberty St., New York, NY 10281; Tel. (212) 416-2000. Ad Offices (NYC)-420 Lexington Ave., New York, NY 10170; Tel. (212) 808-6700.

National Representative: Direct-through branch offices.

Queens Borough

No daily newspaper published in Queens.

Borough of Staten Island

STATEN ISLAND ADVANCE (e-mon to fri) 77,777; (S) 93,947; Mar. 31, 1991 ABC. Gary V. Cognetta, Display Adv. Mgr., 950 Fingerboard Rd., Staten Island, NY 10305; Tel. (718) 981-1234.

National Representative: Newhouse Newspapers/Metro Suburbia.

NEWBURGH-BEACON

1 - LOCATION: E&P Map F-5 (Newburgh in Orange County PMSA; Beacon in Poughkeepsie MSA). Newburgh in Orange County on W bank of Hudson River; Beacon in Dutchess County on E bank of Hudson River; 60 mi. N of N.Y. City; 16 mi. S of Poughkeepsie; 90 mi. S of Albany; 1 mi. from N.Y. State Thruway; I-84.

2 - TRANSPORTATION: Railroads-Conrail; Erie-Lackawanna.

Motor Freight Carriers-10.

Intercity Bus Lines-Greyhound; Shortline; Flying Eagle; Fishkill; Mohawk.

Airlines-American; American Eagle; United Express.

3 - POPULATION:

Corp. Cities 90 Cen. 39,697; E&P 92 Est. 40,361
Newburgh 90 Cen. 26,454; E&P 92 Est. 27,057
Beacon 90 Cen. 13,243; E&P 92 Est. 13,304
CZ-ABC: (80) 59,122
RTZ-ABC: (80) 199,173
Counties/PMSA & MSA 90 Cen. 567,109; E&P 92 Est. 586,611
Dutchess Co./MSA 90 Cen. 259,462; E&P 92 Est. 265,390
Orange Co./PMSA 90 Cen. 307,647; E&P 92 Est. 321,221
City & RTZ-ABC: (80) 258,295

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

Cities 90 Cen. 15,268; E&P 92 Est. 15,524
Newburg 90 Cen. 10,175; E&P 92 Est. 10,407
Beacon 90 Cen. 5,093; E&P 92 Est. 5,117
CZ-ABC: (80) 20,306
RTZ-ABC: (80) 63,105
Counties/PMSA & MSA 90 Cen. 221,236; E&P 92 Est. 228,932
Dutchess Co./MSA 90 Cen. 97,027; E&P 92 Est. 99,243
Orange Co./PMSA 90 Cen. 124,209; E&P 92 Est. 129,689
City & RTZ-ABC: (80) 83,411

5 - BANKS	NUMBER	EST. DEP.
Savings	4	$273,669,000
Savings & Loan	2	$98,640,000
Commercial	12	$2,080,160,000

6 - PASSENGER AUTOS: Counties: Orange 189,820; Dutchess 179,316.

7 - ELECTRIC METERS: Residence: Newburgh 12,243; Beacon 7,220.

8 - GAS METERS: Residence: Newburgh 12,223; Beacon 9,532.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Newburgh: Textiles 2,440; Electronics 450; Tile 325; Pocketbooks 1,000; Trucking 3,352; Aviation & Cargo Transport 700; Plastics 500; Metropolitan Transit Authority; Military Academy 8,300; Beacon: Research 1,160; Printing 565; Tape Prods. 300; Rubber Prods. 210; Electronics 19,750; Apparel 200; Furn. 154.

Principal Industrial Pay Days-Newburgh: Wed., Thur., Fri.; Beacon: Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-48; Summer 58-95; Fall 55-79; Winter 3-46. First killing frost, Oct. 8; last killing frost, May 1.

11 - TAP WATER: Newburgh: Alkaline, soft; Beacon: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Newburgh-Newburgh Mall; Vails Gate Plaza; Mid-Valley Mall; Beacon-Main Street; South Hills Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mid Valley Mall(47)	2	JCPenney, Woolworth, Price Chopper, Lloyd Lumber
Newburgh Mall(70)	3	Sears, Caldor,
Big V Plz	3	ShopRite, Caldor
South Hills	11	K mart, Sears, Hess's

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Lloyd's; Caldor; Hess's.

Variety Stores-Woolworth; Sears; Caldor's; Big V; Albany Market.

Discount Stores-Service Mdse.; Rosenbaum's; Miron's.

Chain Drug Stores-Rexall; Rite Aid; Fay's; CVS.

Chain Supermarkets-Grand Union 4; ShopRite 3; A&P 2; Weis Markets; Waldbaum's; Price Chopper.

Other Chain Stores-Miles; Thom McAn; Radio Shack 2; Firestone 2; General Tire; Regal Shoe; Fayva; Cranes; Royce Shoe; Goodyear; Cumberland Farms; Singer; Wickes Lumber; Lloyd Lumber; Aubuchon 2; Kay Jewelers; Anderson Little; Endicott-Johnson; Casual Corner; Kay Bee Toys; Upstage Shoes; Tano; Sixteen Plus; Dora Dale; Waldenbooks; Book & Record; The Gap.

14 - NEWSPAPERS: HUDSON VALLEY NEWS (all day) 9,370; (S) 9,294; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Debbie Dressel, Ret. Adv. Mgr., HUDSON VALLEY NEWS, 85 Dickson St., Newburgh, NY 12550; Tel. (914) 561-3000.

National Representative: Thomson Newspapers.

NIAGARA FALLS

1 - LOCATION: Niagara County (PMSA), E&P Map B-3. Niagara Power project site. Electrochemical, abrasive & metallurgical manufacturing center; 23 mi. NW of Buffalo on Niagara River.

2 - TRANSPORTATION: Railroads-Conrail; Lehigh Valley; Erie-Lackawanna; Pere Marquette; West Shore; Mich. Central; Wabash; Canadian Nat. & Niagara Junction (all are freight only).

Motor Freight Carriers-55.

Intercity Bus Lines-Niagara Frontier Transportation (Metro Bus); Greyhound; Canada Coach.

Airlines-Westates Airlines (Niagara Falls Airport).

3 - POPULATION:

Corp. City 90 Cen. 61,840; E&P 92 Est. 59,931
NDM-ABC: (80) 161,739
County/PMSA 90 Cen. 220,756; E&P 92 Est. 219,500

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 23,785; E&P 92 Est. 23,050
NDM-ABC: (80) 571,461
County/PMSA 90 Cen. 84,920; E&P 92 Est. 84,437

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$373,685,000
Commercial	5	$245,618,000

6 - PASSENGER AUTOS: Niagara County 127,184.

7 - ELECTRIC METERS: Residence 47,000.

8 - GAS METERS: Residence 30,181.

9 - PRINCIPAL INDUSTRIES: Chem. Abrasives. Metallurgical, Paper Prods. Tourism, Electronics (9,500 employees).

10 - CLIMATE: Min. & Max. Temp.-Spring 30-54; Summer 60-76; Fall 44-54; Winter 26-44.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-7 on Main St.; 23 blocks on Pine Ave.; Military Rd. from Pine Ave. to Saunders Settlement Rd., 93-store mall.

Neighborhood Shopping Centers-12 blocks on Buffalo Ave. (La Salle sec); 4 on 18th St.; shopping plazas on N. Main St., Pine Ave., Portage Rd., Military Rd., and at Lewiston; mall on Williams Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Rainbow Center	NA	Burlington Coats
Niagara Factory Outlet	8	
Haeberle(6)	NA	Rite Aid
Military Sq. Plz.(11)	NA	Rosas.
Mil-Pine Plz.(9)	7	Tops Mkt.
Pine Plaza(22)	7	Super Duper
Summit Park Mall(66)	9	AMA's, Jenss, Sears

Principal Shopping Days-Mon., Wed., Thur., Sat.

Stores Open Evenings-City: Mon., Thur., Fri.; Plazas: every eve.

13 - RETAIL OUTLETS: Department Stores-Jenss 2; Sears; AM&A.

Discount Stores-Hills, Ames, K mart; Brand Names.

Chain Drug Stores-Rexall; Freddies; CVS; Phar-Mor; Stines; Coulson 2; Rite Aid 4; Fays 2.

Chain Supermarkets-Super Duper 2; Bell's; Wilson Farms; Wilson Farms 8; Tops 5; B Kwik 2.

Other Chain Stores-Shoes: Kinney's, Dexter, Payless, Picway, Fayva, Shoeworks, Thom McAn 2; Clothing: His Place, Browns, Deb Gutmans, Limited, Chess King, Casual Corner, Lerner, Norban; Auto Supplies: Firestone, Goodrich, Goodyear, General Tire; Paints: Sherwin-Williams, Crandall; Misc.: Color Tile, Gordon Jewelers, Child World, The Gap, Cavage's, Kay Bee Toys, General Nutrition, Zales, Reeds, Silo, Rosas.

14 - NEWSPAPERS: GAZETTE (m) 25,746; (S) 27,855; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Francis Skally, Adv. Dir., GAZETTE, 310 Niagara St., Niagara Falls, NY 14303; Tel. (716) 282-2311.

National Representatives: Gannett National Newspaper Sales; U.S. Suburban Press; London Associates.

NORTH TONAWANDA-TONAWANDA

1 - LOCATION: Niagara & Erie Counties (Tonawanda in Buffalo PMSA; North Tonawanda in Erie Co. & Niagara Co. & Niagara Falls PMSA). E&P Map B-3. 9 mi. from Niagara Falls; 10 mi. from Buffalo on Hwys. 62, 265, 324, 384, 425, 429; on Erie Barge Canal at junction with Niagara River.

2 - TRANSPORTATION: Railroad-Conrail.

Motor Freight Carriers-4.

Intercity Bus Line-Metro Bus.

Airlines-American; United; USAir; Eastern.

3 - POPULATION:

Corp. Cities 90 Cen. 52,273; E&P 92 Est. 51,837
North Tonawanda 90 Cen. 34,989; E&P 92 Est. 34,835
Tonawanda 90 Cen. 17,284; E&P 92 Est. 17,002
CZ-ABC: (80) 54,453
RTZ-ABC: (80) 114,531
Counties/PMSAs 90 Cen. 1,189,288; E&P 92 Est. 1,177,553
Niagara/PMSA 90 Cen. 220,756; E&P 92 Est. 219,500
Erie/PMSA 90 Cen. 968,532; E&P 92 Est. 958,053
City & RTZ-ABC: (80) 168,984

4 - HOUSEHOLDS:

Cities 90 Cen. 20,105; E&P 92 Est. 19,937
North Tonawanda 90 Cen. 13,457; E&P 92 Est. 13,398
Tonawanda 90 Cen. 6,648; E&P 92 Est. 6,539
CZ-ABC: (80) 19,549
RTZ-ABC: (80) 40,731
Counties/PMSAs 90 Cen. 446,604; E&P 92 Est. 442,208
Niagara/PMSA 90 Cen. 84,920; E&P 92 Est. 84,437
Erie/PMSA 90 Cen. 361,684; E&P 92 Est. 357,771
City & RTZ-ABC: (80) 60,280

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: Counties: Erie 547,478; Niagara 127,184.

7 - ELECTRIC METERS: Residence 20,706.

8 - GAS METERS: Residence 16,018.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Chem., Plastics, Paints 797 ($320); Paper & Allied Prods. 53 ($330), Machine Shop Metal Trades 172 ($340).

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-50; Summer 60-94; Fall 45-58; Winter 20-33. First killing frost, Oct. 21; last killing frost, Apr. 27.

11 - TAP WATER: Medium hard.

12 - RETAILING: Principal Shopping Centers-3 blocks on Main St.; 1 each on Broad, Young, Niagara Sts., Tonawanda; 2 on Webster St., N. Tonawanda.

Neighborhood Shopping Centers-3 blocks at Oliver and Wheatfield Sts., N. Tonawanda; Wurlitzer Park; Green Acres Plaza; Colvin Eggert Plaza; Parkview Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Midcity Plz.(25)	3	Bell's, Sav-Rite
Blvd. Mall(77)	4	Kleinhans, Jenss, JCPenney
Sheridan Plz.(25)	4	AM&A, Bergers
Northtown Plz.	5	AM&A, Bergers
Del-Ton Plz.(15)	2	Rite Aid
Powerline Plaza	2	Rite Aid
Rainbow Ctr.(65)	11	Beir's
Summit Park Mall(66)	5	Sears, McCrory, Jenss, AM&A

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Mon., Sat. until 9 p.m.

13 - RETAIL OUTLETS: Discount Stores-Ames; Valu; Hills.
Variety Store-G.C. Murphy.
Chain Drug Stores-Leader; Rite Aid 6; P.K. 2; Brooks; CVS 3; Fay's 2.
Chain Supermarkets-Bell Mkts. 2; Super Duper 2; Tops 2.
Other Chain Stores-Endicott-Johnson; Kinney's; Dunlop Tire; Firestone; Goodyear.

14 - NEWSPAPERS: NEWS (e) 13,880; Sept. 30, 1990 ABC.
Local Contact for Advertising and Merchandising Data: Terry V. Harding, Adv. Dir., NEWS, 435 River Rd., North Tonawanda, NY 14120; Tel. (716) 693-1000.
National Representatives: Landon Associates; U.S. Suburban Press.

NORWICH

1 - LOCATION: Chenango County, E&P Map D-4, County Seat. On Chenango River, 42 mi. N of Binghamton, 50 mi. S of Utica, 65 mi. SE of Syracuse. On State Hwys. 12, 23, 319.

2 - TRANSPORTATION: Railroads-Erie & Lackawanna (freight).
Intercity Bus Line-Shortline.
Airlines-Midstate; Airport Chartered Service.

3 - POPULATION:
Corp. City 90 Cen. 7,613; E&P 92 Est. 7,519
CZ-ABC: (80) 8,082
RTZ-ABC: (80) 49,185
County 90 Cen. 51,768; E&P 92 Est. 52,906
City & RTZ-ABC: (80) 57,267
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 2,928; E&P 92 Est. 2,892
County 90 Cen. 20,688; E&P 92 Est. 21,143
CZ-ABC: (80) 3,185
RTZ-ABC: (80) 15,857
City & RTZ-ABC: (80) 19,042

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	$270,000,000
Savings & Loan	1	$26,000,000
Mutual Savings	1	$32,000,000

6 - PASSENGER AUTOS: Chenango County 28,380

7 - ELECTRIC METERS: County 11,323

8 - GAS METERS: County 3,345

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Pharmaceutical 1,200; Textile 400; Aircraft Parts 400; Metal Working 335; Footwear 500; Food Proc.; Storage; Shipping 800.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-75; Summer 60-90; Fall 35-75; Winter 15-34.

11 - TAP WATER: Very soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Great American Plaza(9)	NA	Great American, Ames, Family Bargain
Norwich(15)	NA	Jamesway, Grand Union

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Store-McLaughlin's.
Discount Stores-Ames; Jamesway.
Chain Drug Stores-Carl; Rite Aid; Fayes.
Chain Supermarkets-Grand Union; A&P; Great American.
Other Chain Stores-Sears (catalog); Bern's; Endicott-Johnson; Natl. Auto; Mila Fabrics; Montgomery Ward; Emily Lawrence; Napa Auto; Champion.

14 - NEWSPAPERS: SUN (e-mon to fri) 5,656; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Jack Williams, Gen. Mgr., SUN, 45-47 Hale St., Norwich, NY 13815; Tel. (607) 334-3276.
National Representative: Landon Associates.

NYACK

1 - LOCATION: Rockland County (In New York PMSA). E&P Map F-6. On New York State Thruway; Garden State Pkwy., Routes 17 & 59.

2 - TRANSPORTATION: Railroads-Metro North; New Jersey Transit.
Motor Freight Carrier-1.
Intercity Bus Lines-Mohawk; Rockland; Short Line; Red & Tan.

3 - POPULATION:
Corp. City 90 Cen. 6,558; E&P 92 Est. 6,584
NDM-ABC: (80) 259,530
County 90 Cen. 265,475; E&P 92 Est. 269,997
PMSA 90 Cen. 8,546,846; E&P 92 Est. 8,797,995
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 2,522; E&P 92 Est. 2,532
NDM-ABC: (80) 77,905
County 90 Cen. 114,983; E&P 92 Est. 116,941
PMSA 90 Cen. 3,516,812; E&P 92 Est. 3,622,155

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	11	$1,463,153,000
Savings	7	$794,128,000
Savings & Loan	7	$549,762,000

6 - PASSENGER AUTOS: Rockland County 188,276

7 - ELECTRIC METERS: County 83,010

8 - GAS METERS: County 65,423

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 15,800 ($506); Constr. 4,200 ($448); Trans. & Public Util. 4,100 ($585); Whol. & Ret. Trade 22,100 ($268); Fin., Ins. & R.E. 3,700 ($389).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Rockland Plz., Nanuet Mall, Nanuet; Pacesetter Park, Ponoma; Samsondale Plz., West Haverstraw; Main St. & Broadway, Nyack; Central Ave., Pearl River; Lafayette Ave., Suffern; Main St., Spring Valley; Main St. & Broadway, Haverstraw; Main St., New City.

Principal Shopping Days-Thur. through Sun.

13 - RETAIL OUTLETS: Department Stores-Sears; Caldor; Marshalls; Macy's.
Variety Stores-Woolworth; Newberry.
Chain Supermarkets-ShopRite; A&P; Grand Union; Waldbaums; Pathmark; Foodtown; Stop 'N Shop.
Other Chain Stores-National; Firestone; Strauss; Lightning; Pergament Paint; Rickels; Huffman-Koos; Sandler & Worth; Childworld; Channel Lumber; Trader Horn.

14 - NEWSPAPERS: THE JOURNAL-NEWS (e) 42,287 (S) 52,976; Mar. 30, 1991 ABC.
NOTE: Member of Gannett Suburban Newspaper Group.
Local Contact for Advertising and Merchandising Data: Gannett Suburban Newspaper, One Gannett Dr., White Plains, NY 10604; Tel. (914) 694-9300.
National Representative: Gannett National Newspaper Sales.

OGDENSBURG

1 - LOCATION: St. Lawrence County, E&P Map D-1. Only U.S. Harbor on the St. Lawrence River. Wholesale & retail center of a three-county area in northern N.Y. Major distribution center for gasoline, oil & coal. Site of St. Lawrence Seaway & Power Projects. Bridge to Canada. 130 mi. N of Syracuse; 60 mi. N of Watertown; 60 mi. S of Ottawa; 115 mi. W of Montreal; 220 mi. E of Toronto.

2 - TRANSPORTATION: Intl. Bridge provides fast truck & car connections with Canada. Also, Ogdensburg Bridge & Port Authority-Port of Ogdensburg.
Motor Freight Carriers-5.
Freight Steamship Lines-2.
Intercity Bus Line-Thousand Island.
Airport-Broadway Air.

3 - POPULATION:
Corp. City 90 Cen. 13,521; E&P 92 Est. 13,750
County 90 Cen. 111,974; E&P 92 Est. 111,333
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 5,200; E&P 92 Est. 5,289
County 90 Cen. 42,365; E&P 92 Est. 42,123

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	1	$63,632,393
Savings & Loan	1	$14,342,140
Commercial	3	$198,000,000

6 - PASSENGER AUTOS: St. Lawrence County 51,544

7 - ELECTRIC METERS: Residence 4,382

8 - GAS METERS: Residence 3,557

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-State Hosp. 1,050 ($269); Correctional Facility 371 ($500); Shade Rollers 150 ($200); Office Equip. 175 ($225); Drapery Hdwe. 100 ($240); Office Supplies 250 (N.A.); Telephone Components 325.
Principal Pay Days-Wed., Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-70; Summer 40-94; Fall 40-70; Winter -28-35; First killing frost, Oct. 15; last killing frost, Apr. 1.

11 - TAP WATER: Normal; fluoridated.

12 - RETAILING: Principal Shopping Centers-2 blocks on State St.; 1 on Ford St.
Neighborhood Shopping Centers-2 blocks on E. Ford St.; 2 blocks on Main St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Seaway Ctr.(13)	2	P&C, Sears, Kinney Drugs, K mart, Fay's, Ames
Park Plz.(30)	1	
Charlestown Mall(20)	NA	

Principal Shopping Days-Tues. through Sun.
Stores Open Evenings-Shpg. ctrs. every evening; Sun. 1-6 p.m.

13 - RETAIL OUTLETS: Department Store-Ames.
Discount Stores-K mart; Hackett's True Value.
Chain Drug Stores-B.O. Kinney's, Fay's
Chain Supermarkets-Great American; Eddy's Mkt.; P&C; Super Duper.
Other Chain Stores-Singer Co.; Sperlings Furn.; Goodyear; Agway; Sears; Montgomery Ward; Grossman's; Endicott-Johnson; Natl. Army Stores; Garns Supply; Dixie Lee.

14 - NEWSPAPERS: COURIER-OBSERVER (m-tues to sat) 8,500; JOURNAL (e-mon to fri) 5,250; ADVANCE NEWS (S) 10,600; sworn Jan. 31, 1991.
Local Contact for Advertising and Merchandising Data: Pat Baker, Adv. Mgr., COURIER-OBSERVER/JOURNAL and ADVANCE-NEWS, 308-312 Isabella St.; PO Box 409, Adgensburg, NY 13669, Tel. (315) 393-1000.
National Representative: Landon Associates.

OLEAN

1 - LOCATION: Cattaraugus County, E&P Map B-4. On State Hwys. 16, 17; on New York-Pennsylvania boundary; 70 mi. S of Buffalo.

2 - TRANSPORTATION: Railroad-Conrail (2).
Motor Freight Carriers-18.
Airports-Olean Municipal; Giermek Executive.
Bus Lines-Blue Bird Coach Line.

3 - POPULATION:
Corp. City 90 Cen. 16,946; E&P 92 Est. 16,694
CZ-ABC: (80) 25,845
RTZ-ABC: (80) 112,966
County 90 Cen. 84,234; E&P 92 Est. 84,091
City & RTZ-ABC: (80) 138,811
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 6,518; E&P 92 Est. 6,421
CZ-ABC: (80) 9,046
RTZ-ABC: (80) 39,500
County 90 Cen. 32,463; E&P 92 Est. 32,408
City & RTZ-ABC: (80) 48,546

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	N.A.
Savings	2	$208,000,000

6 - PASSENGER AUTOS: Cattaraugus County 40,770

7 - ELECTRIC METERS: Residence 7,225

8 - GAS METERS: Residence 6,304

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Turbines, Compressors 2,700; Electric Components 1,050; Capacitors, Resistors 700; Ceramic Tile 400; Elect. Protect. Equip. 185; Household Cutlery 150; Precision Machine Work; Tool & Die; Industrial Supplies; Industrial Mach.; Electroplating.
Principal Pay Days-Wed., Thur., Fri., Sat.

10 - CLIMATE: Av. Temp.-Spring 46; Summer 72; Fall 52; Winter 30. First killing frost, Oct. 30; last killing frost, May 15.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Allegany(3)	NA	Reids Food Barn, K mart, Tops Mkt., Quality Mkt.
Ames(3)	NA	Ames, JCPenney
Olean Mall(53)	NA	AM&A's, Hills

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Downtown: Fri.; Shopping centers: every night.

13 - RETAIL OUTLETS: Department Stores-AM&A's; Bradner's; Hills; Sears; JCPenney.
Discount Stores-K mart; Ames.
Chain Drug Stores-CVS; Rexall; Fay's.
Chain Supermarkets-Reids Food Barn 2; F.J. Mahar 5; Tops; Quality.
Other Chain Stores-Co-op Grocery; Grossmans; Valu-Homes; Brand Names; 84 Lumber; Present Co.

14 - NEWSPAPERS: TIMES-HERALD (e) 24,511; (S) 22,718; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Ron Waite, Adv. Mgr., TIMES-HERALD, 639 Norton Dr., Olean, NY 14760; Tel. (716) 372-3121.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

ONEIDA

1 - LOCATION: Madison County (In Syracuse MSA). E&P Map D-3. Geographic center of State. On State Hwys. 5, 46, 365; 263 mi. from NYC; 26 mi. E of Syracuse; 22 mi. W of Utica. On NYS Thruway.

2 - TRANSPORTATION: Railroad-Conrail.
Motor Freight Carriers-3.
Intercity Bus Line-Central N.Y.

3 - POPULATION:
Corp. City 90 Cen. 10,850; E&P 92 Est. 10,858
County 90 Cen. 69,120; E&P 92 Est. 70,788
MSA 90 Cen. 659,864; E&P 92 Est. 671,533
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 4,173; E&P 92 Est. 4,176
County 90 Cen. 26,341; E&P 92 Est. 26,976
MSA 90 Cen. 247,629; E&P 92 Est. 252,032

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$2,457,027,000
Savings	2	$1,247,920,136

6 - PASSENGER AUTOS: Madison County 35,887

7 - ELECTRIC METERS: Residence 14,251

8 - GAS METERS: Residence 7,064

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Silverware 2,200, Paper Plates 300; Food Prods. 190; Milking Mach. 110.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: N.A

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St.; 2 on Madison St.; 1 on Lenox Ave.; Farrier Ave. & Phelps St.; 3 on Broad St.; 4 New Shpg. Ctrs.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Big 'N Plz.(10)	NA	Ames, JoAnn Fabrics
Oneida Shpg. Ctr.(16)	NA	P&C Mkt., Carl's Drugs
Tops Plz.	NA	Tops Mkts., Radio Shack

Principal Shopping Days-Tues., Thur., Fri.
Stores Open Evenings-Grocery; Glenwood Shopping Plaza.

13 - RETAIL OUTLETS: Department Stores-Ames; Jamesway.
Discount Stores-Alfred's Bargain City; Agway; Ames; Jamesway.
Chain Drug Stores-Carl's; Fay's; Rite Aid.
Variety Stores-H.L. Green; Phillipson's Army-Navy.
Chain Supermarkets-P&C; Price Chopper; Tops Market.
Other Chain Stores-Singer Co.; Sears (catalog).

14 - NEWSPAPERS: DISPATCH (e) 9,800; sworn Oct. 1, 1990.
Local Contact for Advertising and Merchandising Data: Frank McGivern, Adv. Dir., DISPATCH, 130 Broad St.; PO Box 120, Oneida, NY 13421; Tel. (315) 363-5100.
National Representative: Landon Associates.

ONEONTA

1 - LOCATION: Otsego County. E&P Map E-4. Agricultural and dairy center. 80 mi. SW of Albany; 62 mi. from Binghamton. On I-88 and State Hwys. 23 and 28. 60 mi. S of Utica.

2 - TRANSPORTATION: Railroad-Delaware & Hudson.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Adirondack; Pine Hill.
Airline-Catskill Airways.

3 - POPULATION:
City 90 Cen. 13,954; E&P 92 Est. 13,665
CZ-ABC: (80) 16,648
RTZ-ABC: (80) 79,302
County 90 Cen. 60,517; E&P 92 Est. 61,565
City & RTZ-ABC: (80) 95,950
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 5,246; E&P 92 Est. 5,137
CZ-ABC: (80) 5,162
RTZ-ABC: (80) 27,830
County 90 Cen. 21,103; E&P 92 Est. 21,469
City & RTZ-ABC: (80) 32,992

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$157,000,000
Savings & Loan	1	$140,000,000
Savings	1	$46,000,000

6 - PASSENGER AUTOS: Otsego County 32,714

7 - ELECTRIC METERS: Residence 4,123

8 - GAS METERS: Residence 2,919

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Colleges 1,223 ($280); R.R. 172 ($365); Plastics 276 ($180); Electronics 365 ($230); Paper Proc. 142 ($230); Dress Mfg. 190 ($160); Feed Mill 76 ($200); Metal Prods. 85 ($230).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-73; Summer 52-98; Fall 31-72; Winter -12-55. First killing frost, Oct. 12; last killing frost, May 17.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: Principal Shopping Center-10 blocks on Main St., Chestnut, Broad and Market Sts.
Neighborhood Shopping Centers-E. Main St.; Chestnut St.; River St.; Oneonta Shpg. Plaza; West End Shpg. Center; Route 7; Oneonta Trade Mart; West End; Sidney Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pyramid(8)	2	P&C Mkt., Fay's Drug, Nichols
Southside Mall	1	K mart, JCPenney, Great American
Westgate(12)	2	Ames, Rite Aid, Grand Union

Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Mon. through Sat. at shopping centers. Thur. downtown. Some stores open Sun.

13 - RETAIL OUTLETS: Department Stores-Bresee's; Argersingers; JCPenney; K mart; Nichols.
Discount Stores-Carl's Drug; Jamesway; Ames.
Variety Stores-Woolworth; Fay's.
Chain Supermarkets-Victory; Grand Union; P&C; Price Chopper; Great American.
Other Chain Stores-Endicott-Johnson; Montgomery Ward; Sears (catalog).

14 - NEWSPAPERS: STAR (m) 19,412; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Cliff Cromwell, Ret. Adv. Mgr., STAR, 102 Chestnut St., Oneonta, NY 13820; Tel. (607) 432-1000.
National Representative: Branham/Newspaper Sales.

OSSINING

1 - LOCATION: Westchester County (In New York PMSA). E&P Map F-5. Residential center 30 mi. N of NYC. On U.S. Hwy. 9; State Hwys. 133 & 134.

2 - TRANSPORTATION: Railroads-Metro North; Amtrak.
Airlines-American Eagle; Business Express; Delta; Northwest; United; USAir.

3 - POPULATION:
Corp. City 90 Cen. 22,582; E&P 92 Est. 23,059
NDM-ABC: (80) 50,274
County 90 Cen. 874,866; E&P 92 Est. 887,476
PMSA 90 Cen. 8,546,846; E&P 92 Est. 8,797,995
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 8,685; E&P 92 Est. 8,869
NDM-ABC: (80) 16,240
County 90 Cen. 336,824; E&P 92 Est. 341,679
PMSA 90 Cen. 3,516,812; E&P 92 Est. 3,622,155

5 - BANKS	NUMBER	DEPOSITS
Commercial	17	$7,330,923,000
Savings	23	$6,093,885,000
Savings & Loan	12	$836,176,000

6 - PASSENGER AUTOS: Westchester County 658,304

7 - ELECTRIC METERS: County 292,835

8 - GAS METERS: County 186,475

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fabricated Metal 2,400 ($427); Non Elect. Mach. 14,000 ($997); Elect. Mach. 6,300 ($508); Trans. Equip. 4,600 ($719); Instruments 3,900 ($523); Food 10,400 ($798); Printing & Pub. 10,000 ($492); Chem. & Petroleum Refining 6,100 ($673).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 3; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Area-4 blocks on Main St.; 3 on Spring St.; Croton Ave.

Nearby Shopping Centers -Chilmark (Pleasantville Rd.); Arcadia (S. Highland Ave.).

Principal Shopping Days-Thur. through Sun.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Variety Stores-Woolworth; J.J. Newberry.
Chain Drug Stores-Kipp's; Medicine Shoppe 4.
Chain Supermarkets-A&P; Grand Union 4; Finast Shopwell 4; ShopRite.

14 - NEWSPAPERS: THE CITIZEN REGISTER (e) 6,785; (S) 8,137; Mar. 30, 1991 ABC.
NOTE: Member of Gannett Suburban Newspaper Group.
Local Contact for Advertising and Merchandising Data: Gannett Suburban Newspapers, One Gannett Dr., White Plains, NY 10604; Tel. (914) 694-9300.
National Representative: Gannett National Newspaper Sales.

OSWEGO-FULTON

1 - LOCATION: Oswego County (In Syracuse MSA). E&P Map D-3. County Seat. Shipping center for 2-county agricultural & dairy area. Miscellaneous manufacturing, wholesale & education center (State Univ. of N.Y. at Oswego, 9,500 students). 350 mi. from NYC; 145 mi. from Buffalo; 70 mi. from Rochester. Easternmost U.S. port on Great Lakes. First U.S. port on St. Lawrence Seaway. Lake Ontario terminus on N.Y. State Barge Canal. On State Hwys. 48, 57, 104.

2 - TRANSPORTATION: Railroad-Conrail (freight).
Motor Freight Carriers-4.
Intercity Bus Lines-Watertown-Oswego-Rochester; Syracuse-Fulton-Oswego.

3 - POPULATION:
Corp. Cities 90 Cen. 32,124; E&P 92 Est. 31,927
Fulton 90 Cen. 12,929; E&P 92 Est. 12,852
Oswego 90 Cen. 19,195; E&P 92 Est. 19,075
CZ-ABC: (80) 19,793
RTZ-ABC: (80) 54,727
County 90 Cen. 121,771; E&P 92 Est. 124,887
MSA 90 Cen. 659,864; E&P 92 Est. 671,533
City & RTZ-ABC: (80) 74,520

4 - HOUSEHOLDS:
Cities 90 Cen. 12,356; E&P 92 Est. 12,280
Fulton 90 Cen. 4,973; E&P 92 Est. 4,943
Oswego 90 Cen. 7,383; E&P 92 Est. 7,337
CZ-ABC: (80) 7,239
RTZ-ABC: (80) 17,221
County 90 Cen. 47,584; E&P 92 Est. 48,802
MSA 90 Cen. 247,629; E&P 92 Est. 252,032
City & RTZ-ABC: (80) 24,460

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$95,091,251
Savings & Loan	1	$7,299,948
Commercial	3	$65,000,000

6 - PASSENGER AUTOS: Oswego County 63,166

7 - ELECTRIC METERS: Residence: Oswego 12,102; Fulton 7,508

8 - GAS METERS: Residence: Oswego 9,302; Fulton 5,717

9 - PRINCIPAL INDUSTRIES: Beer Brewing; Food Proc.; Aluminum Mfg.; Paper Prods.; Wire Mfg.; Steel; Atomic Energy.
Principal Industrial Pay Days-Oswego-Thur., Fri. Fulton-Tues., Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-83; Summer 45-96; Fall 20-80; Winter 15-32.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-Oswego: 3 blocks on W. Bridge St.; 9 on E. Bridge St.; 3 on W. 1st St.; 3 on W. 2nd St.; 2 on E. 1st St.; 2 on E. 2nd St.; 2 on E. 3rd St.; 2 on S. 1st St.; 1 on Oneida St.; 2 on Cayuga St.; 3 on W. Broadway; 1 on E. Broadway; 1 on W. First St. S.; Canalview Mall; Pyramid Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mid-Town(10)	NA	Radio Shack, Sears, Fays, JoAnn Fabrics
Pyramid Mall(10)	NA	Jamesway
Price Chopper	NA	Price Chopper
Oswego Plz.(12)	1	P&C, JCPenney

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Plaza Stores-Mon. through Sat.
Store Open Sundays-Many in Plaza.

13 - RETAIL OUTLETS: Variety Stores-McCrory; McLellan; Green's.
Discount Stores-KBC; Jamesway; Wheels.
Chain Drug Stores-Wayne 2; Fay's 2.
Chain Supermarkets-P&C Foods 3; Price Chopper 2; Morabito 3; IGA 2; Top's; Super Duper 2.
Other Chain Stores-Endicott-Johnson 2; M. Goldberg & Sons 2; Agway Farm 2; Pickway Shoes; JoAnn Fabrics; JCPenney; Midas Muffler; Goodyear; Woolworth.

14 - NEWSPAPERS: THE PALLADIUM-TIMES (e) 10,331; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: John DeRousie, Adv. Dir., THE PALLADIUM-TIMES, 140 W. First St., Oswego, NY 13126; Tel. (315) 343-3800.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

PEEKSKILL

1 - LOCATION: Westchester County (In New York PMSA). E&P Map F-5. Residential ctr. On E bank of Hudson River. 41 mi. N of NYC. On U.S. Hwys. 6, 9, 202.

2 - TRANSPORTATION: Railroad-Metro North.
Intercity Bus Lines-Liberty Lines; American.
Airlines-American Eagle; Business Express; Delta; Northwest; United; USAir.

3 - POPULATION:
Corp. City 90 Cen. 19,536; E&P 92 Est. 19,796
NDM-ABC: (80) 41,475
County 90 Cen. 874,866; E&P 92 Est. 887,476
PMSA 90 Cen. 8,546,846; E&P 92 Est. 8,797,995

4 - HOUSEHOLDS:
City 90 Cen. 7,514; E&P 92 Est. 7,614
NDM-ABC: (80) 14,030
County 90 Cen. 336,824; E&P 92 Est. 341,679
PMSA 90 Cen. 3,516,812; E&P 92 Est. 3,622,155

5 - BANKS	NUMBER	DEPOSITS
Savings	23	$6,093,885,000
Savings & Loan	12	$836,176,000
Commercial	17	$7,330,923,000

6 - PASSENGER AUTOS: Westchester County 658,304

7 - ELECTRIC METERS: County 292,835

8 - GAS METERS: County 186,475

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fabricated Metal 2,400 ($427); Non-Elect. Mach. 14,000 ($997); Elect. Mach. 6,300 ($508); Trans. Equip. 4,600 ($719); Instruments 3,900 ($523); Food 10,400 ($798); Printing & Pub. 10,000 ($492); Chem. & Petroleum Refining 6,100 ($673).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-44; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31; last killing frost, Apr. 10.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-11 blocks on Division, South, Main, Bank & Park Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beach(37)	NA	Woolworth, Grand Union
Westchester Mall(40)	NA	Pergament, Fayva, Radio Shack, Waldbaum, Jamesway
Hampton Oaks	NA	IGA

Welcher Ave.	NA	A&P
Baldwin Pl.(38)	NA	Sears (catalog), Radio Shack
Yorktown Green(30)	NA	Caldor, A&P, Shopwell
Putnam Sq.(10)	NA	Shopwell
Jefferson Valley Mall(70)	NA	Reads, Sears,

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Howland; Reads; Pergament; Jamesway.
Variety Stores-McCrory; Woolworth.
Discount Store-Caldor.
Chain Drug Stores-Brooks 3; Rite Aid.
Chain Supermarkets-A&P; Grand Union; Shopwell 2; ShopRite; Waldbaum 2.
Other Chain Stores-Sears; Shoe Town; Thom McAn; Singer; Trader Horn; Kinney's; Sherwin-Williams.

14 - NEWSPAPERS: THE STAR (e) 6,463; (S) 9,004; Mar. 30, 1991 ABC.
NOTE: Member of Gannett Suburban Newspaper Group.

Local Contact for Advertising and Merchandising Data: Gannett Suburban Newspapers, One Gannett Dr., White Plains, NY 10604; Tel. (914) 964-9300.
National Representative: Gannett National Newspaper Sales.

PLATTSBURGH

1 - LOCATION: Clinton County. E&P Map F-1. County Seat. Center of retail, wholesale, industrial and tourist area of NE New York. College center. Air Force Base. On U.S. Rt. 9 I-87, 310 mi. from N.Y.C., 60 mi. S of Montreal; on western shore of Lake Champlain and bordering Adirondack Forest Preserve.

2 - TRANSPORTATION: Railroad-Delaware & Hudson.
Intercity Bus Line-Greyhound.
Motor Freight Carriers-8.
Airline-Trans World Express.

3 - POPULATION:
Corp. City 90 Cen. 21,255; E&P 92 Est. 21,295
CZ-ABC: (80) 37,441
RTZ-ABC: (80) 48,979
County 90 Cen. 85,969; E&P 92 Est. 88,070
City & RTZ-ABC: (80) 86,420

4 - HOUSEHOLDS:
City 90 Cen. 8,175; E&P 92 Est. 8,190
CZ-ABC: (80) 11,650
RTZ-ABC: (80) 15,217
County 90 Cen. 31,734; E&P 92 Est. 32,510
City & RTZ-ABC: (80) 26,867

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	5	$288,292,000
Savings & Loan	1	$107,000,000

6 - PASSENGER AUTOS: Clinton County 41,483

7 - ELECTRIC METERS: Residence 9,444

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Paper Prods.; Wallpaper; Federal, State Employees; Plastics; Lumber & Wood Prods.; Machine Prods.; Air Force Base (SAC) Population over 10,000.
Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-74; Summer 50-80; Fall 16-60; Winter -10-39.

11 - TAP WATER: Acid, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Margaret; 2 on Clinton; 2 on Bridge; 1 on Brinkerhof.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Pyramid Mall (50)	3	K mart, JCPenney, Mont. Ward, Sears, Sun Foods, Toys For Joy, Price Chopper, Service Mdse.
North Country(40)	2	A&P, H.L. Green
Plattsburgh Plaza(16)	2	Grand Union
Skyway Corners(15)	2	Ames, Grand Union, Woolworth
Ames Plaza(8)	2	Ames, P&C Food, Kinney's

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Merkels; Sears; JCPenney; Magram's.
Variety Stores-Woolworth; Green.
Discount Stores-Kinney's; Fay's; Ames; K mart.
Chain Supermarkets-Grand Union 2; A&P; P&C Mkts.; Price Chopper; Sun Foods.
Other Chain Stores-Bass Shoe; Dexter Shoe; Kinney's; Anderson-Little; Zales Jewelers; Shoe Corp. of America; Endicott-Johnson; Fashion; Polo; Limited; Casual Corner; Caren Charles; The Gap; Goodyear; Goodrich; Western Auto; Thom McAn.

14 - NEWSPAPERS: PRESS-REPUBLICAN (m) 23,294; (S) 23,764; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Sean T. McNamara, Adv. Mgr., PRESS-REPUBLICAN, 170 Margaret St., Plattsburgh, NY 12901; Tel. (518) 561-2300.
National Representative: Branham/Newspaper Sales.

PORT CHESTER

1 - LOCATION: Westchester County (In New York PMSA). E&P Map F-6. Residential center. On U.S. Hwy. 1 and State Hwys. 119, 120, 120A; 9 mi. E of White Plains; New England Thruway; Connecticut Tpke.; Cross-Westchester Expwy.

2 - TRANSPORTATION: Railroads-Metro North; Amtrak.
Airlines-American Eagle; Business Express; Delta; Northwest; United; USAir.

3 - POPULATION:
Corp. City 90 Cen. 24,728; E&P 92 Est. 24,961
NDM-ABC: (80) 59,069
County 90 Cen. 874,866; E&P 92 Est. 887,476
PMSA 90 Cen. 8,546,846; E&P 92 Est. 8,797,995
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 9,511; E&P 92 Est. 9,600
NDM-ABC: (80) 21,000
County 90 Cen. 336,824; E&P 92 Est. 341,679
PMSA 90 Cen. 3,516,812; E&P 92 Est. 3,622,155

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	17	$7,330,923,000
Savings	23	$6,093,885,000
Savings & Loan	12	$836,176,000

6 - PASSENGER AUTOS: Westchester County 658,304

7 - ELECTRIC METERS: County 292,835

8 - GAS METERS: County 186,475

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fabricated Metal 2,400 ($427); Non Elect. Mach. 14,000 ($997); Elect. Mach. 6,300 ($508); Trans. Equip. 4,600 ($719); Instruments 3,900 ($523); Food 10,400 ($798); Printing & Pub. 10,000 ($492); Chem. & Petroleum Refining 6,100 ($673).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, very soft, not fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks on Main St.; 6 blocks on Westchester Ave.

Principal Shopping Days-Thur. through Sun.
Shopping Centers-Rye Ridge; Caldors; Finast; Woolworth, Montgomery Ward; Boston Post Rd., 1 mi. south of shopping district; Washington Park Plaza Ctr.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Chain Drug Stores-Rock Bottom, CVS.
Chain Supermarkets-Finast 4; Shopwell 4; Waldbaum; Pathmark; Food Emporium.
Other Chain Stores-Caldor; Kaplan's; Neisner Bros.; Pergament Paints.

14 - NEWSPAPERS: THE DAILY ITEM (e) 9,633; (S) 10,877; Mar. 30, 1991 ABC.
NOTE: Member of Gannett Suburban Newspaper Group.

Local Contact for Advertising and Merchandising Data: Gannett Suburban Newspapers, One Gannett Drive, White Plains, NY 10604; Tel. (914) 694-9300.
National Representative: Gannett National Newspaper Sales.

PORT JERVIS

1 - LOCATION: Orange County (In Orange County PMSA). E&P Map E-5. On Delaware River; 88 mi. NW of N.Y. City.

2 - TRANSPORTATION: Railroads-Conrail; Metro-North Commuter.
Motor Freight Carriers-3.
Intercity Bus Line-Shortline.

3 - POPULATION:
Corp. City 90 Cen. 9,060; E&P 92 Est. 9,132
County/PMSA 90 Cen. 307,647; E&P 92 Est. 321,221

4 - HOUSEHOLDS:
City 90 Cen. 3,485; E&P 92 Est. 3,512
County/PMSA 90 Cen. 124,209; E&P 92 Est. 129,689

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	2	N.A.
Savings & Loan	3	N.A.
Commercial	7	N.A.

6 - PASSENGER AUTOS: Orange County 189,820

7 - ELECTRIC METERS: Residence 3,784

8 - GAS METERS: Residence 3,642

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass 170 ($275); Cosmetics 800 ($325).

10 - CLIMATE: Min. & Max. Temp.-Spring 39-54; Summer 58-92; Fall 34-68; Winter -10-43.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-Pike, Front, Sussex, and Ball Sts.
Neighborhood Shopping Centers-W. Main St.; Kingston Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Tri State Mall(10)	1	Jamesway, ShopRite
Port-Jervis Plaza(7)		K mart, Great American

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney, K mart.
Variety Store-Jamesway.
Chain Supermarkets-Grand Union 2; ShopRite; Great American.

14 - NEWSPAPERS: TRI-STATE-GAZETTE (e) 5,500; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Michael J. Kowal, Adv. Dir., TRI-STATE-GAZETTE, 84-88 Fowler St., Port Jervis, NY 12771; Tel. (914) 856-5383.
National Representative: Branham/Newspaper Sales.

POUGHKEEPSIE

1 - LOCATION: Dutchess County (MSA). E&P Map F-5. County Seat. Industrial center on the E bank of Hudson River. On U.S. Hwy. 9, I-84, 9G; State Hwys. 44 & 55; 75 mi. N of NYC; 75 mi. S of Albany.

2 - TRANSPORTATION: Railroads-Conrail; Amtrak.
Motor Freight Carriers-20.
Intercity Bus Lines-Arrow; Greyhound; Mohawk; Mountain View; Trailways; Short Line; Leprechaun Lines.
Airlines-Command Airlines Air Taxi to Kennedy, La Guardia & Newark Airports; Colgan to Washington, DC, and to Raleigh-Durham, NC.

3 - POPULATION:
Corp. City 90 Cen. 28,844; E&P 92 Est. 28,661
INDM-ABC: (80) 245,055
Bal. in RTZ-ABC: (80) 43,679
County/MSA 90 Cen. 259,462; E&P 92 Est. 265,390
Total NDM & Bal. in RTZ-ABC: (80) 288,734
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 11,094; E&P 92 Est. 11,024
NDM-ABC: (80) 80,642
Bal. in RTZ-ABC: (80) 14,475
County/MSA 90 Cen. 97,027; E&P 92 Est. 99,243
Total NDM & Bal. RTZ-ABC: (80) 95,117

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	6	$909,655,000
Commercial	12	$433,105,000
Savings & Loan	2	$121,346,000

6 - PASSENGER AUTOS: Dutchess County 179,316

7 - ELECTRIC METERS: County 83,000

8 - GAS METERS: County 18,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Bus. Machines 22,000; Pumps & Separators 800; Printing, Litho. 1,150; Electric Inst. 1,477; Util. 12,264; Elect. Prods. 487.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-56; Summer 64-79; Fall 48-63; Winter 25-38. First killing frost, Oct. 1; last killing frost, May 1.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-Galleria Mall, Rt. 9, Poughkeepsie.
Neighborhood Shopping Centers-Hooker Ave.; Raymond Ave.; Poughkeepsie Plz., South Rd.; Bradlee Plz., South Rd.; Hudson Plz., South Rd.; 44 Plz., Route 44; Red Oaks Mill, Manchester Rd.; Hyde Pk. Mall; South Hills Mall; Imperial Plz.; Nine Mall (Wappingers Falls); Fishkill; Dutchess Mall; Hopewell Junction.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Hyde Pk. Mall	4	ShopRite, Jamesway
South Hills Mall(72)	5	K mart, Sears
Dutchess Mall(75)	15	Service Mdse., May's
Hopewell Plz.	8	Grand Union
Poughkeepsie(70)	2	Grand Union, Marshalls
Hudson Plz.(20)	2	Mont. Ward, Hermans, Flah's
Bradlees Plz.(25)	2	Bradlees, Stop & Shop
Dutchess Ctr.	2	K mart, ShopRite, Miron Catalogue Ctr.
44 Plz.(25)	1	Edwards, Caldor
9 Mall(23)	6	Caldor, ShopRite
Imperial Plz.	7	Grand Union
Fishkill	13	Grand Union
Galleria	NA	G Fox, Steinbachs, JCPenney, Lechmere Sales
Blodgett Farm Plz.	13	Ames
Dutchess Park	15	A&P
Hyde Park	4	Grand Union
Rhinebeck	16	Grand Union, A&P, Jamesway
Apple Valley Plz.	4	Grand Union
Red Oaks Mill(9)	4	Rite Aid, A&P, Grand Union
Arthursburg	14	A&P
Wappingers	3	Channel Home Ctr., Waldbaums

Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-All Stores, Thur.; Food & Shpg. Ctrs., Mon. through Fri. and Sun.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Sears; Steinbachs; Danish Design; G. Fox; Lechmere; JCPenney.

Discount Stores-Bradlees; Caldor 2; K mart 2; Jamesway; Ames.

Variety Store-Woolworth.

Chain Drug Stores-CVS 2; Neustat 6; Liggett Rexall; Rite Aid 2.

Chain Supermarkets-A&P 4; Grand Union 15; Edwards; Stop & Shop; ShopRite 4; IGA 2; Waldbaum.

Other Chain Stores-Goodyear 3; Goodrich; Miles; Deltone's Shoes; Thom McAn; Singer Co.; Fanny Farmer; David's; Flah's; Pittsburgh Paint; Grossman's Lumber; Friendly Ice Cream 3; Flannigans; Lloyd Lumber 3; Western Auto; Shoe Town; Up-To-Date; Schwartz & Co.; Stewart's Ice Cream 2; Channel Lumber.

14 - NEWSPAPERS: POUGHKEEPSIE JOURNAL (m) 45,067; (S) 61,571; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Sheila Parker, Adv. Dir., POUGHKEEPSIE JOURNAL, 85 Civic Center Plaza, Poughkeepsie, NY 12602; Tel. (914) 454-2000.

National Representative: Gannett National Newspaper Sales.

QUEENS

See NEW YORK CITY

ROCHESTER

1 - LOCATION: Monroe County (MSA). E&P Map C-3. County Seat. Third largest city in state. On Lake Ontario, the Genesee River and N.Y. State Barge Canal; also a port of entry for trade with Canada and Seaway. 88 mi. W of Syracuse; 71 mi. E of Buffalo. Distribution center of nine-county agricultural area. Manufacturing scientific equipment, electronics, photographic supplies, optical supplies, men's clothing, food processing. On I-390, I-490, I-590; U.S. Hwys. 15, 104; State Hwys. 31, 33, 47; New York State Thruway.

2 - TRANSPORTATION: Railroads-Amtrak; Conrail; Chessie System.

Motor Freight Carriers-91

Intercity Bus Lines-Greyhound; Blue Bird; Regional Transit; Trailways; Grand Island Transit.

Airlines-American; Delta; United; USAir; Ransom; Pan Am; Northwest; Continental; Skywalker.

3 - POPULATION:

Corp. City 90 Cen. 231,646; E&P 92 Est. 229,627
CZ-ABC: (80) 623,173
RTZ-ABC: (80) 468,811
County 90 Cen. 713,968; E&P 92 Est. 725,268
MSA 90 Cen. 1,002,410; E&P 92 Est. 1,021,254
City & RTZ-ABC: (80) 1,091,984

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 89,095; E&P 92 Est. 88,318
CZ-ABC: (80) 229,655
RTZ-ABC: (80) 153,135
County 90 Cen. 274,603; E&P 92 Est. 278,949
MSA 90 Cen. 385,169; E&P 92 Est. 392,402
City & RTZ-ABC: (80) 382,790

5 - BANKS	NUMBER	EST. DEP.
Savings	6	N.A.
Savings & Loan	3	N.A.
Commercial	10	N.A.

6 - PASSENGER AUTOS: Monroe County 441,777

7 - ELECTRIC METERS: Residence 280,000

8 - GAS METERS: Residence 240,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg./Durable Goods 107,600 ($550); Mfg./Nondurable Goods 29,600 ($376); Constr. 17,500; Trans. & Public Util. 13,600; Whol. & Ret. Trade 98,900; Fin., Ins. and R.E. 20,600; Services and Misc. 106,900; Gov't. 65,200.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-85; Summer 24-91; Fall 9-85; Winter 5-81.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Neighborhood Shopping Centers and Areas-Brighton: BelAire Plz.; Brighton Commons; Monroe Clover Shopping Ctr.; Southview Commons; Twelve Corners Plz.; West Brighton Plz. **Brockport**: Big 'N Plz.; Brockport Plz. **Chili**: Chili Ctr. Mart; Chili Paul Plz.; Chili Pixley Plz.; Churchville Commons. **Gates**: Buffalo Road Shopping Ctr.; C & C Plz.; Chili Hinchey Shopping Ctr.; Gates Shopping Ctr.; Gateway Plz.; Gates Colonial Plz.; Spencerport Road Plz.; Top's Plz.; Westgate Plz.; Westmar Plz. **Greece**: Dewey Stone Shopping Ctr.; English Corners Convenience Ctr.; Greece Towne Mall; Home Furnishing Plz.; Latta Road Plz.; Long Ridge Mall, Mt. Read Maiden Lane Plz.; Northgate Plz.; Ridgecrest Shopping Ctr.; Ridgemont Plz.; Shoremont Convenience Ctr.; Stone & Dewey Shopping Ctr.; Stoneridge Plz.; Street of Shops; West Ridge Shopping Ctr.; Ridgecrest Shopping Ctr. **Henrietta**: Cohoes Commons; Henrietta Town Line Plz.; Quality Plz.; Jefferson Plz.; Wayside Plz.; Wegmans Henrietta Plz.; Westover Plz.; Henrietta K mart Plz.; Henrietta Plz.; Marketplace Mall; Southtown Plz.; Todd Mart Plz.; Winjef Plz.; Suburban Plz. **Irondequoit**: Atrium and Pizza Hut Plz.; Irondequoit K mart Plz.; East Ridge Plz.; Empire Plz.; Georgetown Plz.; Irondequoit Mall; Irondequoit Wegman Plz.; Muxworthy Plz.; Ridge Hudson Plz.; Stutson Bridge Plz.; Sunrise Plz.; Titus Shopping Plz. **Penfield**: Boulevard Plz.; Panorama Outlet Mall; Penn Fair Plz.; Panorama Plz.; Penfield Plz.; Browncroft Corners, (Perinton): Fairport Village Landing; Country Club Plz.; Hitching Post Plz.; Perinton Hills Mall; Perinton Sq.; Perinton Plz. **Pittsford**: Pittsford Plz. W; Ardan/Marshalls Plz.; Pittsford Colony; Pittsford Pl.; Pittsford Plz.; Clover Commons. **Rochester**: Goodman Shopping Ctr.; Loehmann's Plz.; Highland Hills; Mt. Hope; Mt. Hope Crittenden; Lyell-Mt. Read Shopping Ctr.; Ridgecrest Shopping Ctr.; Bulls Head Plz.; Culver Ridge Plz.; Lyell Shopping Plz.; Merchants-Main Shopping Ctr.; Midtown Plz.; North Park Plz.; Park-Vassar Plz.; Ridge Clinton Plz.; Ridge Seneca Plz.; Waring Road Shopping Ctr.; West Ave. Plz. (Victor); Eastview Mall. **Webster**: Eastway Plz.; Webster Plz.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Chili Ctr. Mart(3)	7	K mart, Bell's
Cohoes Commons (10)	6	Cohoes
Country Club(21)	9	Chase-Pitkin, Wegman's
Culver Ridge(30)	6	B. Forman, Burlington Coat Woolworth, Rite Aid
Dewey-Stone(4)	7	Super Duper
Eastview(109)	15	Sears, Sibley's, Woolworth, Fay's, McCurdy's
Eastway(21)	9	Wegman's, Chase Pitkin
Empire(3)	4	Bell's
Georgetown(6)	6	Fays
Greece Towne(64)	8	Sibley's, CVS, Hills
Irondequoit(28)	5	Bell's, McCurdy's, Fay's
Latta Road Plz.	8	Rite Aid
Loehmann's(8)	3	Loehmann's, Tops
Long Ridge(74)	8	B. Forman, JCPenney, Sears, McCurdy's
Merchants-Main(6)	5	CVS, Wilson Farms
Marketplace(134)	6	B. Forman, Sibley, Sears, McCurdy's, JCPenney
Midtown(95)	NA	B. Forman, McCurdy's, Wegman
Mt. Hope & Crittenden(3)	NA	Wegman's, CVS
Mt. Read & Maiden Lane(10)	8	Chase-Pitkin, Wegman's
Northgate(36)	9	JCPenney, Big M, McCurdy's, Fay's
Panorama(42)	8	Woolworth
Perinton Sq.(33)	NA	Fay's, K mart, Present Co.
Pittsford Pl.(9)	NA	Lauer's
Pittsford Plz.(44)	5	Woolworth, Fay's, JCPenney, B. Forman, Lerner
Ridge-Hudson(16)	5	Radio Shack, Western Auto
Ridge-Seneca(11)	4	Fay's
Ridgecrest(18)	6	Top's, CVS
Ridgemont(31)	8	Wegman's, K mart, Fay's, Chase-Pitkin
Southtown(51)	6	Outlet Center
Stoneridge(29)	6	Present Co., Rite Aid, Toys 'R' Us
Stutson(16)	NA	Bell's, Fay's
Suburban(19)	7	Fay's
Top's Plz.(8)	9	Hills, Top's, CVS
Twelve Corners(15)	NA	Altier's,
Waring Road(14)	4	Fay's
Webster Plz.(14)	15	Ames, Bell's, Fay's
Westgate(41)	6	Fay's, Bell's
Westmar(29)	6	Fay's

Principal Shopping Days-7 days a week.

Stores Open Evenings-Most major stores open evenings except Sun.

13 - RETAIL OUTLETS: Department Stores-B. Forman 6; JCPenney 5; McCurdy's 7; Sears 4; Sibley's 4.

Variety Stores-McCrory 3; Woolworth 7.

Discount Stores-Ames 7; Barker's 2; Hills; K mart 5; Marshalls 3; Present Co. 7; Syms.

Chain Drug Stores-CVS 20; Fay's 27; Freddy's 2; Rite Aid 29; Wegman's 17.

Chain Supermarkets-Bell's 20; Big M 18; Convenient 17; 7-Eleven 13; Stop-N-Go 12; Sugarcreek 23; Super Duper 8; Tops 12; Wegman's 26; Wilson Farms 13.

Other Chain Stores-Altiers 11; Anderson-Little 3; Baker's 4; Casual Corner 5; Dunhams 2; Chase-Pitkin 10; Endicott-Johnson 6; Fanny Farmer 9; Johnny Antonelli (Firestone) 12; Florsheim 3; Goodyear 5; Grossman's 3; Hechinger's 2; Kinney's 5; Lane Bryant 3; Lechmere 2; Lerner 4; Marjax 3; Nobil's; Ormond's 3; Radio Shack 20; Rosa & Sullivan 3; Sherwin-Williams 7; Shoe Works 3; Silo 4; Thom McAn 5; Western Auto; Waldert Opticians 10; Whelpley & Paul 8.

14 - NEWSPAPERS: DEMOCRAT AND CHRONICLE (m-mon to fri) 133,672; TIMES-UNION (e-mon to fri) 83,342; DEMOCRAT & CHRONICLE (m-sat) 204,566; (S) 259,990; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: James Carey, Adv. Dir., GANNETT ROCHESTER NEWSPAPERS, 55 Exchange Blvd., Rochester, NY 14614-2001; Tel. (716) 232-7100; (800) 462-0089.

National Representatives: Gannett National Newspaper Sales; American Publishers' Representatives.

ROME

1 - LOCATION: Oneida County (In Utica-Rome MSA). E&P Map D-3. County Seat. Industrial and military research-development, supply, and operations center. 15 mi. W of Utica; 40 mi. E of Syracuse, at gateway to Adirondack Mountains. On State Hwys. 26, 46, 69 and 233. Griffiss Air Force Base 4,437 military personnel, 2,922 civilian personnel.

2 - TRANSPORTATION: Railroads-Amtrack; New York State Barge Canal terminal.

Motor Freight Carriers-10.

Intercity Bus Lines-Utica-Rome-Syracuse; Greyhound.

Canal Freight and Passenger Lines-2.

Airline-Mohawk.

3 - POPULATION:

Corp. City 90 Cen. 44,350; E&P 92 Est. 44,455
CZ-ABC: (80) 44,998
RTZ-ABC: (80) 64,593
County 90 Cen. 250,836; E&P 92 Est. 250,439
MSA 90 Cen. 316,633; E&P 92 Est. 315,873
City & RTZ-ABC: (80) 109,591

4 - HOUSEHOLDS:

City 90 Cen. 17,058; E&P 92 Est. 17,098
CZ-ABC: (80) 15,624
RTZ-ABC: (80) 20,426
County 90 Cen. 93,473; E&P 92 Est. 93,326
MSA 90 Cen. 118,974; E&P 92 Est. 118,685
City & RTZ-ABC: (80) 36,050

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$250,656,000
Savings & Loan	1	$9,440,000
Commercial	3	$194,581,000
Credit Union	5	$111,207,000

6 - PASSENGER AUTOS: Oneida County 138,737

7 - ELECTRIC METERS: Residence 24,322

8 - GAS METERS: Residence 12,102

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Revere Copper Products 1,000 ($182); Wire 1,000 ($184); Gov't 8,919 ($198).

Principal Pay Days-Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-95; Summer 41-96; Fall 10-80; Winter 10-48. First frost, Oct. 1; last frost, May 20.

11 - TAP WATER: Chlorine-Complete filtration

12 - RETAILING: Principal Shopping Centers-Liberty Mall; Rome City Ctr. Mall; All Downtown; Freedom Mall; Downtown Mall.

Neighborhood Shopping Centers-At Black River Blvd. & E. Garden St., 18 units; Black River Blvd. & Chestnut St., 24 units; Westgate Manor, 12 units; Thomas and Jay Sts., (1 1/4 mi.) 5 units; Price Chopper Plz., 4 units; Freedom Mall, 10 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
City Ctr. Mart(48)	NA	JCPenney
Black River Blvd.	1	Great American, Sears, Kanoffs, Fay's Drug
Mohawk Acres(26)	2	Wards, McCrory
Westgate Manor (12)	3	Great American, Radio Shack, McCrory
Price Chopper	3	Price Chopper, Carl's Drug
Freedom Plz.(15)	NA	P&C, Ames, JCPenney
Suburban Plz.	NA	Carl's Drug
Riverside Mall, Utica(87)	10	Steinbach, Mont. Ward, Bradlees
Sangertown Sq.(125)	15	Hess, Sears, Bradlees, JCPenney,
New Hartford(42)	12	Steinbach, Doyle-Knower, Ames, Woolworth, Radio Shack

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Sears; Goldberg's; Philipsons; JCPenney; Ames.

Variety Store-McCrory.

Chain Drug Stores-Rite Aid 2; Fay's.

Chain Supermarkets-Great American 3; P&C 2; Price Chopper.

Other Chain Stores-Endicott-Johnson; National Auto; Goodyear; Radio Shack; Grossman's; Ben Franklin; So-Fro Fabrics; Sherwin-Williams.

14 - NEWSPAPERS: DAILY SENTINEL (e) 18,234; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Ronald D. O'Neil, Adv. Dir., DAILY SENTINEL, 333 W. Dominick St., Rome, NY 13440; Tel. (315) 337-4000.

National Representative: None.

SALAMANCA

1 - LOCATION: Cattaraugus County. E&P Map B-4. On Allegany River, 62 mi. S of Buffalo; south central part of county. On State Hwys. 17, 353; U.S. 219, and 2 hwys. to Buffalo.

2 - TRANSPORTATION: Railroads (Freight Only)-C&O (Chessie System); Southern Tier Expressway; NY & Lake Erie (short line).

Motor Freight Carriers-2.

Intercity Bus Lines-Bluebird; Trailways; Intra City-Mini-bus.

3 - POPULATION:

Corp. City 90 Cen. 6,566; E&P 92 Est. 6,501
County 90 Cen. 84,234; E&P 92 Est. 84,091

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 2,525; E&P 92 Est. 2,500
County 90 Cen. 32,463; E&P 92 Est. 32,408

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	1	$5,433,631
Commercial	2	$163,220,000

6 - PASSENGER AUTOS: Cattaraugus County 40,770

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: Residence 3,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Woodworking 430 ($140); R.R. 135 ($160); Lumber Mill 121 (N.A.).

Principal Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-55; Summer 61-90; Fall 45-58; Winter 20-33. First killing frost, Sept. 23; last killing frost, May 28.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St. plus downtown shpg. mall; 1 on Church; 1 on River St.; 2 on Broad St.

Neighborhood Shopping Areas-Washington & Ctr., Broad & Ctr. 12 units; Broad & Eagle.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Allegany	16	K mart, Rite Aid, Reid's Food Barn
Bradner(24)		Loblaw, McCrory
Olean Ctr.(53)	18	A.M.&A., Hills

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Discount Stores-Hampshire Mills Outlet Store; Fisher's Big Wheel.

Variety Stores-McCrory; Rite Aid.

Chain Supermarkets-Bell; Parkview.

Other Chain Stores-Sears (catalog); True Value Hdwe.; Agway; Radio Shack.

14 - NEWSPAPERS: SALAMANCA PRESS (e) 2,666, sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Ted Mike, Adv. Mgr., SALAMANCA PRESS, 36-42 River St., Salamanca, NY 14779; Tel. (716) 945-1644.

National Representative: Landon Associates.

SARANAC LAKE

1 - LOCATION: Franklin & Essex Counties. E&P Map E-2. 100 mi. N of Glens Falls; 50 mi. S of Malone; 50 mi. SW of Plattsburgh. On State Hwys. 3, 86, 365.

2 - TRANSPORTATION: Intercity Bus Lines-Greyhound; Trailways.

Airlines-TWA Express.

3 - POPULATION:

Corp. City 90 Cen. 5,377; E&P 92 Est. 5,337
Counties 90 Cen. 83,692; E&P 92 Est. 85,237
  Franklin 90 Cen. 46,540; E&P 92 Est. 47,448
  Essex 90 Cen. 37,152; E&P 92 Est. 37,789

4 - HOUSEHOLDS:

City 90 Cen. 2,068; E&P 92 Est. 2,053
Counties 90 Cen. 31,972; E&P 92 Est. 32,561
  Franklin 90 Cen. 18,040; E&P 92 Est. 18,391
  Essex 90 Cen. 13,932; E&P 92 Est. 14,170

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	N.A.

6 - PASSENGER AUTOS: Counties: Franklin 22,673; Essex 20,183

7 - ELECTRIC METERS: Residence 5,220

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Medical Research; Hospitals; Wood Prods.; Tourism; Colleges (2); Gov't.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-50; Winter 30-40. First killing frost, Sept. 15; last killing frost, May 30.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Center-6 blocks on 2 streets; Shopping Centers 2.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ames(5)	1	Radio Shack, Brooks, Brooks, Grand Union
Tupper Lake(7)	1	A&P, Ames, Aubuchon
Lake Placid	NA	Grand Union

Principal Shopping Days-Mon., Thur., Fri.

Stores Open Evenings-Dept. Stores: Fri.; Food: Daily.

13 - RETAIL OUTLETS: Department Stores-Altman's; Sears; National Army; Pennys Catalog; Bass Shoe; Grossman's; Woodburys; Dexter Shoe.

Discount Store-Ames.

Variety Store-Newberry.

Chain Drug Stores-Meyer's 3; Brooks; Rite Aid.

Chain Supermarkets-Grand Union 4; A&P 2; IGA 3; Super Duper.

Other Chain Stores-Eastern Mountain Sports; Radio Shack.

14 - NEWSPAPERS: ADIRONDACK ENTERPRISE (e-mon to fri) 5,278, sworn Sept. 28, 1990.

Local Contact for Advertising and Merchandising Data: Catherine Moore, Adv. Dir., ADIRONDACK ENTERPRISE, 61 Broadway, Saranac Lake, NY 12983; Tel. (518) 891-2600.

National Representative: Landon Associates.

SARATOGA SPRINGS

1 - LOCATION: Saratoga County (In Albany-Schenectady-Troy MSA). E&P Map F-3. 30 mi. N of Albany. On U.S. Hwy. 9; I-87.

2 - TRANSPORTATION: Railroads-Delaware & Hudson; Amtrak.

Intercity Bus Lines-Greyhound; Trailways.

Airlines Serving City-American; USAir.

3 - POPULATION:

Corp. City 90 Cen. 25,001; E&P 92 Est. 25,220
CZ-ABC: (80) 23,906
RTZ-ABC: (80) 111,471
County 90 Cen. 181,276; E&P 92 Est. 189,114
MSA 90 Cen. 874,304; E&P 92 Est. 890,514
City & RTZ-ABC: (80) 135,377

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 9,616; E&P 92 Est. 9,700
CZ-ABC: (80) 8,526
RTZ-ABC: (80) 37,037
County 90 Cen. 70,783; E&P 92 Est. 73,843
MSA 90 Cen. 318,500; E&P 92 Est. 324,528
City & RTZ-ABC: (80) 45,563

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan & Commercial	3	$64,553,490

6 - PASSENGER AUTOS: Saratoga County 109,842

7 - ELECTRIC METERS: Residence 21,249

8 - GAS METERS: Residence 7,862

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textile 300; Electronics 450; Pkg. 600; Seasonal Industries: Racetrack, Apr.-Dec. 250; Racetrack, Aug. 500; Performing Arts Center, July, Aug. 100; Printing 300; Educ. 700.

Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 11-86; Summer 45-96; Fall 9-77; Winter -22-47. Last killing frost, May 8-9.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-4 blocks on Broadway; 1 block on Caroline St.; on Division St., West Hill Plz.; West Ave. & Rt. 29; Pyramid Mall Rt. 50; Grand Union Plz.-Grand Union, CVS, State Photo, Flavor Land.

Neighborhood Shopping Centers-Washington & Church Sts.; Five Points (Park Pl., Clark St.).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Colonie	25	Macy's, Sears
Latham Circle Mall(75)	20	Boston Store, Mont. Ward, JCPenney
Northway Plz.	18	Mont. Ward
Aviation Mall(53)	18	Caldor, Sears, JCPenney
Northway Mall	25	
Saratoga Mall (67)	4	Carl's, Albany Public Market
Clifton Country Mall(80)	18	JCPenney, Denby's, Carl Co.
West Hill Plz.(7)	NA	Jamesway Dept., P&C Mkt.
K mart Plz.	NA	K mart, Fay's Drug
Crossgates Mall	NA	Caldor, JCPenney, Brooks Bros.

Principal Shopping Days-Wed., Fri., Sat.

Stores Open Evenings-Fri., Mon. through Sat., July and Aug.

13 - RETAIL OUTLETS: Department Stores-Boston Store; Carl Co.; JCPenney; Sears; Montgomery Ward; Caldor, Macy's.

Variety Stores-Woolworth 2.

Discount Stores-Jamesway; K mart; Joy Store.

Chain Drug Stores-Rite Aid 2; Mac Finn 2; Fays; Carls; CVS.

Chain Supermarkets-Price Chopper 7; Grand Union 10; Albany Public 4.

Other Chain Stores-Standard Furniture; Service Mdse. (catalog store).

14 - NEWSPAPERS: SARATOGIAN (m) 11,733; (S) 13,739; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Majorie B. MacElroy, Adv. Dir., SARATOGIAN, 20 Lake Ave., Saratoga Springs, NY 12866; Tel. (518) 584-4242.

National Representatives: Gannett National Newspaper Sales; Landon Associates.

SCHENECTADY

1 - LOCATION: Schenectady County (In Albany-Schenectady-Troy MSA). E&P Map F-4. County Seat. Barge Canal Terminal, east part of State. 160 mi. from N.Y. City; 715 mi. from Chicago. On U.S. Hwys. 9 and 20; State Hwys. 5, 7, 50, 158 and New York State Thruway, Northway, I-87 and I-88.

2 - TRANSPORTATION: Railroads-Amtrak (passenger); D&H and B&M (freight); Conrail.

Motor Freight Carriers-14.

Intercity Bus Lines-Greyhound; Schenectady Trans.; Mohawk Valley Transit; Adirondack Trailways; Wade's.

Airlines-Through Albany, N.Y. Airport: Delta; American; Page Airways; United; USAir; American Eagle; USAir Express; Mohawk; United Express; Northwest; Continental; Business Express; Pan Am Express.

3 - POPULATION:

Corp. City 90 Cen. 65,566; E&P 92 Est. 65,085
CZ-ABC: (80) 137,049
RTZ-ABC: (80) 128,666
County 90 Cen. 149,285; E&P 92 Est. 149,017
MSA 90 Cen. 874,304; E&P 92 Est. 890,514
City & RTZ-ABC: (80) 265,715

4 - HOUSEHOLDS:

City 90 Cen. 25,218; E&P 92 Est. 25,033
CZ-ABC: (80) 51,867
RTZ-ABC: (80) 43,071
County 90 Cen. 53,871; E&P 92 Est. 53,774
MSA 90 Cen. 318,500; E&P 92 Est. 324,528
City & RTZ-ABC: (80) 94,938

5 - BANKS	NUMBER	EST. DEP.
Savings	2	$362,000,000
Savings & Loan	1	$95,000,000
Commercial	6	$418,000,000

6 - PASSENGER AUTOS: Schenectady County 95,912

7 - ELECTRIC METERS: Residence 69,880

8 - GAS METERS: Residence 46,800

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Elect., Atomic, Jet Mach. and Materials 25,000; Bakery 330; Plates & Printing 800; Synthetic Resins & Varnishes 300; Knit Gloves 200; Meat Prods. 200; Concrete Prods. 100; Dairy Prods. 250; Gov't 3,780; Plastic 250. Av. Wkly. Wage: $185.

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-46; Summer 56-96; Fall 47-67; Winter 0-37. First killing frost, Oct. 10-15; last killing frost, Apr. 15-30.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Area-4 blocks on State St.; 1 on Jay St.; 1 on Broadway and 1 on N. Broadway. There are 8 neighborhood shpg. areas: Upper State St.; Upper Union St.; Van Vranken Ave.; Albany St.; Upper Broadway; Crane St.; Upper Nott St. and Scotia, N.Y.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mohawk Mall(81)	NA	Bradlees, Mont. Ward, Boston Store
Canal Sq.(22)	NA	
Sheridan Plz.(12)	NA	P&C
Mayfair(11)	NA	Woolworth, Great American
Shoporama(9)	NA	Toys for Joy
Royce	NA	Jamesway, ShopRite
Crosstown Plz. (12)	NA	Caldor, Fay's
Rotterdam Sq. Mall(115)	2	Hess's Sears, K mart, Silo, Anderson Little, CVS, Woolworth
Wilton Mall (125)	NA	JCPenney, Sears, Wards, Steinbach Addis & Dey
Village Sq.	3	Fay's, Wheels
20 Mall(24)	4	Price Chopper
Colonie Ctr.(74)	5	Macy's, Sears
Northway Mall(65)	5	Anderson Little, Mont. Ward
Clifton Country Mall(110)	5	Caldor, JCPenney
Latham Circle Mall(100)	5	Caldor, Mont. Ward, JCPenney
Crossgates(120)	6	Filene's, JCPenney, Jordan Marsh, Caldor
Stuyvesant Plz.(70)	6	Flahs, Woolworth, Grand Union
Amsterdam Mall(13)	16	

Principal Shopping Days-Thur., Sat.

Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Steinbach; Addis & Dey; Sears; Montgomery Ward; JCPenney.

Discount Stores-K mart; Bradlees; Caldor; Jordan Marsh; Filenes; Duane Sales; Joy Dept. Store; Marshalls; Jamesway.

Chain Drug Stores-Brooks 9; CVS 31; Fay's 11; Rite Aid 15.

Chain Supermarkets-Price Chopper 37; Grand Union 18; P&C 2; Great American 6; Edwards.

Other Chain Stores-Shoes: Fayva, Shoe Town, Endicott-Johnson, Bakers, A.S. Beck, Butler, Kinney, Red Cross Shoes, Thom McAn; Furniture: Standard, Taft, Robinson, Olenders; Clothing: Dash, Laura Ashley, Lerner, Foxmoor, Casual Corner, Fashion Bug, Dress Barn, Limited, Ormond, Stuarts, Talbots, Weathervane, Gentlemans Wearhouse, Flahs, Benetton; Auto Supplies: Firestone, Goodrich, Goodyear, ADAP, Wheels; Misc.: Consumers, Present Co., Fanny Farmer, Waldenbooks, Woolworth, Radio Shack, Service Merchandise, Grossmans, Abercrombie & Fitch.

14 - NEWSPAPERS: GAZETTE (m) 61,402; (S) 61,616; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: M.G. Moran, Gen. Adv. Mgr., GAZETTE, 2345 Maxon Road, Schenectady, NY 12301-1090; Tel. (518) 395-3025.

National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

STATEN ISLAND
See NEW YORK CITY

SYRACUSE

1 - LOCATION: Onondaga County (MSA). E&P Map D-3. County Seat, 4th largest city in state, located near geographic center of New York State.

2 - TRANSPORTATION: Railroads-Amtrak; Conrail.

Intercity Bus Lines-Greyhound; Centro; C.N.Y. Coach; Syracuse & Oswego Coach; Onondaga Coach; Bluebird Coach Lines.

Airlines-American; USAir; TWA; Business Express/Delta Connection, United; Delta; Continental; Northwest, Pan Am Express; Commute Air; Mohawk; Continental Express/Bar Harbor Airways; United Express/Atlantic Coast Airlines.

3 - POPULATION:

Corp. City 90 Cen. 163,860; E&P 92 Est. 162,611
CZ-ABC: (80) 389,731
RTZ-ABC: (80) 399,186
County 90 Cen. 468,973; E&P 92 Est. 475,858
MSA 90 Cen. 659,864; E&P 92 Est. 671,533
City & RTZ-ABC: (80) 788,917

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 63,023; E&P 92 Est. 62,543
CZ-ABC: (80) 141,310
RTZ-ABC: (80) 131,266
County 90 Cen. 173,704; E&P 92 Est. 176,254
MSA 90 Cen. 247,629; E&P 92 Est. 252,032
City & RTZ-ABC: (80) 272,576

5 - BANKS	NUMBER	EST. DEP.
Savings	5	N.A.
Savings & Loan	2	N.A.
Commercial	11	N.A.

6 - PASSENGER AUTOS: Onondaga County 268,756

7 - ELECTRIC METERS: City 200,136

8 - GAS METERS: City 158,295

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Stone, Clay & Glass 1,300; Principal metals 3,500; Fab. metals 2,300; Industrial Mach. & Equip. 7,100; Electronic & Elect. Equip. 5,100; Trans. Equip. 2,300; Food & Kindred Prods. 5,700; Paper & Allied Prods. 2,200; Printing & Pub. 4,000; Chem. & Allied Prods. 1,700; Trans. & Pub. Util. 19,000; Wholesale & Retail Trade 76,700; Fin., In., & R.E. 21,000; Serv. 80,700; Gov't 53,900.

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-76; Summer 56-81; Fall 33-72; Winter 16-35. Last killing frost: Apr. 27. First killing frost: Oct. 16.

11 - TAP WATER: Slightly alkaline, moderately hard; fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on Salina St.; 5 blocks on Warren St.

Neighborhood Shopping Centers-Westcott St.; Eastwood; Elmwood; Geddes St.; Butternut St.; S. Salina at Brighton; Dewitt; Lyncourt; Mattydale; North Salina St.; Marshall St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Camillus Mall (120)	8	JCPenney, Hess's, K mart, Hills, Sears
Carousel Ctr. (145)	2	Chappell's, Steinbach, Filene's Basement, Kaufmann's, Hills, Bonwit Teller
Fairmount Fair (8)	5	Addis & Deys, Marshalls, Ames
Fayetteville Mall(85)	7	Kaufmann's, Sears, Addis & Deys, Hess's
Great Northern Mall(120)	10	Hess's, Kaufmann's, Sears, Toys 'R' Us
Market Place Mall(55)	7	Price Chopper, Service Mdse.
Penn Can Mall (90)	7	Addis & Deys, Hills, Chappell's, Steinbach
Shoppingtown Mall(140)	5	Addis & Deys, JCPenney, Chappell's

Principal Shopping Days-Mon., Fri. & Sat.

Stores Open Evenings-Dept. Stores: Mon. through Sun., Food: Daily & Sun.

13 - RETAIL OUTLETS: Department Stores-Addis & Dey; Chappells; Kaufmann's; Sears; B. Forman; JCPenney; Hess's; Steinbach.

Variety Stores-Woolworth; McCrory.

Discount Stores-Ra-Lin; K mart; Service Mdse.; T.J. Maxx; Hill's; Linens & Things; Gentlemen's Wearhouse; Marshalls; China Towne; Peter Harris; Boltons; Champion; Zayre; Wheels; Freddy's; Paper Cutter; Ames; RxPlace; Filene's Basement; Linens & Wares.

Chain Drug Stores-Carl's 12; Fay's 20; Rite Aid 17; CVS 8.

Chain Supermarkets-P&C 16; Price Chopper 7; Wegman's 9; Big M/Midstate 26; Green Hills; Hometown Mkt. 19; Williams Grocery.

Other Chain Stores-Firestone; Fanny Farmer; Lerner; Endicott-Johnson; Goodrich; Goodyear; Radio Shack; Anderson-Little; Lane Bryant; Florsheim Shoes; Charney's; Chess King; Ormonds; Ups & Downs; Casual Male; Chase-Pitkin; Fashion Bug; Hit or Miss; Stylish Women; Barbara Moss; Altiers; Thom McAn; Casual Corner; Sherwin-Williams; Grossmans; Marjax; Rosa & Sullivan; Silo; Hechinger's; St. Clair Paints; Victoria's Secret; Williams-Sonoma; The Museum Company; The Bombay Compamy.

14 - NEWSPAPERS: THE POST-STANDARD (m) 88,874; HERALD-JOURNAL (e) 91,802; HERALD-AMERICAN (S) 222,005; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: J.Kleinklaus, HERALD-JOURNAL/THE POST-STANDARD & HERALD-AMERICAN Clinton Square; PO Box 4915, Syracuse, NY 13221; Tel. (315) 470-0011.

National Representatives: Newhouse Newspapers Metro Suburbia; American Publishers' Representatives; Leonard Co.

TARRYTOWN

1 - LOCATION: Westchester County (In New York PMSA). E&P Map F-6. On the E bank of the Hudson River, 6 mi. W of White Plains on U.S. Hwy. 9 and State Hwys. 117 and 119.

2 - TRANSPORTATION: Railroads-Metro North; Amtrak.

Airlines-American Eagle; Business Express; Delta; Northwest; United; USAir.

3 - POPULATION:

Corp. City 90 Cen. 10,814; E&P 92 Est. 10,847
NDM-ABC: (80) 27,261
County 90 Cen. 874,866; E&P 92 Est. 887,476
PMSA 90 Cen. 8,546,846; E&P 92 Est. 8,797,995

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 4,159; E&P 92 Est. 4,172
NDM-ABC: (80) 10,034
County 90 Cen. 336,824; E&P 92 Est. 341,679
PMSA 90 Cen. 3,516,812; E&P 92 Est. 3,622,155

5 - BANKS	NUMBER	DEPOSITS
Savings	23	$6,093,885,000
Savings & Loan	12	$836,176,000
Commercial	17	$7,330,923,000

6 - PASSENGER AUTOS: Westchester County 658,304

7 - ELECTRIC METERS: County 292,835

8 - GAS METERS: County 186,475

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fabricated Metal 2,400 ($427); Non-Elect. Mach. 14,000 ($997); Elect. Mach. 6,300 ($508); Trans. Equip. 4,600 ($719); Instruments 3,900 ($523); Food 10,400 ($798); Printing & Pub. 10,000 ($492); Chem. & Petroleum Refining 6,100 ($673).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Broadway N. Tarrytown; 2 blocks Beckman Ave.; Tappan Zee Shopping Center; Main St. & Orchard St.

Principal Shopping Days-Thur. through Sun.

Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Store-Howland's.

Variety Stores-Woolworth, M.H. Fishman.

Chain Drug Stores-Tappan 2.

Chain Supermarkets-Finast; C Town.

14 - NEWSPAPERS: THE DAILY NEWS (e) 4,027; (S) 4,807; Mar. 30, 1991 ABC.

NOTE: Member of Gannett Suburban Newspaper Group.

Local Contact for Advertising and Merchandising Data: Gannett Suburban Newspapers, One Gannett Dr., White Plains, NY 10604; Tel. (914) 694-9300.

National Representative: Gannett National Newspaper Sales.

TONAWANDA
See NORTH TONAWANDA

TROY

1 - LOCATION: Rensselaer County (In Albany-Schenectady-Troy MSA). E&P Map F-4. On the E bank of the Hudson River at the head of the tidewater, 150 mi. N of N.Y.C.; eastern terminus of Barge Canal; on State Hwys. 2, 7, 40, 66 & U.S. Hwy. 4; Interstate 87, 90, & 787.

2 - TRANSPORTATION: Railroads-Conrail; D&H; Amtrak; freight service.

Motor Freight Carriers-120.

Intercity Bus Lines-C.D.T.A.; Yankee Trails; Greyhound; Trailways; Vermont.

Airlines-American; Eastern; Northwest; Bar Harbor; Mall; Command; Air Vermont; United; Business Express; Piedmont; Delta; Pan Am Express; Trans World Express.

3 - POPULATION:

Corp. City 90 Cen. 54,269; E&P 92 Est. 53,795
CZ-ABC: (80) 113,027
RTZ-ABC: (80) 145,682
County 90 Cen. 154,429; E&P 92 Est. 156,858
MSA 90 Cen. 874,304; E&P 92 Est. 890,514
City & RTZ-ABC: (80) 258,709

4 - HOUSEHOLDS:

City 90 Cen. 20,873; E&P 92 Est. 20,690
CZ-ABC: (80) 41,876
RTZ-ABC: (80) 49,897
County 90 Cen. 57,871; E&P 92 Est. 58,781
MSA 90 Cen. 318,500; E&P 92 Est. 324,528
City & RTZ-ABC: (80) 91,773

5 - BANKS	NUMBER	EST. DEP.
Savings	14	$4,600,649,000
Savings & Loan	4	N.A.
Commercial	19	$5,189,661,000

6 - PASSENGER AUTOS: Rensselaer County 85,451

7 - ELECTRIC METERS: Residence 56,916

8 - GAS METERS: Residence 36,292

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Technical Engineers 7,880; Life & Physical Scientists 1,788; Mathematical Specialists 381; Engineering Technicians 6,418; Medical Non-Technicians 8,157; Health Technicians/Technologists 2,299; Technicians (non-health, engineering, science) 508; Computer Specialists 1,983; Social Scientists 1,122; Teachers 13,932; Writers, Artists, Entertainers 4,466; Other Professional/Technical Workers (architects, accountants) 15,727; Managers, Non-Farm Proprietors 33,979; Sales Workers 20,098; Secretaries, Stenographers 24,800; Office Machine Operators 4,046; Other Clerical 50,376; Constr. Workers/Craftsmen 41,731; Blue Collar Workers/Supervisors 5,675; Metalworking Craft Workers 3,653; Mechanics, Repairers, Installers 10,498; Printing Trades 1,827; Public Util./Trans. 1,962; Other Craft Workers 4,831; Metalworking Operators 5,231; Semi-skilled Textile Operators 2,280; Semi-skilled Packing 4,191; Other Operators (ex. transport) 18,850; Transport Operators 12,381; Service Workers 41,765; Non-Farm Laborers 16,280; Farm Owners/Mgrs. 1,908; Farm Laborers & Supervisors 1,365.

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-52; Summer 45-89; Fall 45-56; Winter 0-35. First killing frost, Oct. 15; last killing frost, early May.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: Principal Shopping Center-19 blocks from Congress St. N. to Jacob St., on River, Third & Fourth Sts.; also Broadway, Congress & Fulton St.

Neighborhood Shopping Centers-Upper Congress St. at 14th St.; Pawling Ave.; Lansingburg (northern section of Troy); 5th Ave. & 112th St.; 116th St. & 2nd Ave.; 126th St. & 2nd Ave.; Hoosick St., bet. 10th & 15th Sts.; Hudson Valley Plz.; Cohoes: Seven blocks centering at Ontario & Remsen St.; Watervliet: Broadway from 14th St. N. to 19th St.; Waterford: Broad St. from 2nd to 5th St.; Latham: Latham Corners Mall; Menand's: Broadway; Mechanicville: Park Ave.; Hoosick Falls: Downtown Area; Colonie Shpg. Ctr. (87 stores); Northway Mall (65 stores); East Greenbush Plz. (20 Stores); Clifton Country Mall (120 stores); Troy Mall; Downtown Troy; Wolf Road Pk.; Westgate; Stuyvesant Plz. (62 stores); Cross Gates Mall (165 stores); Cohoes Commons; Columbia Plz. (24 Stores).

Principal Shopping Days-Wed. through Sun.

Stores Open Evenings-Dept.-Fri. Some Tues. & Thur.; Shopping Ctr. every eve. & Sun.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Stanleys; Boston Store; JCPenney; Macy's; Sears; Carl Co.; Caldor; Bradlees; Jordan Marsh; Filene's.

Variety Stores-Woolworth 2.

Discount Stores-Stanley's; McCrory; K mart; Joy.

Chain Drug Stores-CVS Phcy. 5; Rite Aid 3; Fay's 5; Brooks; Pathmark.

Chain Supermarkets-Grand Union 10; A&P 3; Price Chopper 12; Star Super 3; Food Circus 3; Stewarts 6; Great American; Cumberland Farms; Shop 'N Save.

Other Chain Stores-Endicott-Johnson; Bass; Dexter; Dunham's; Color Tile; Johnson & Murphy; Brookstone Service Mdse.; Present Co.; Lechters; Grossman; Wickes; Ralph Lauren; Lenox; Lee Jay; Cohoes Specialty; Yield House; Outlet Barn; Firestone; Goodyear; Perreault; American Seal Paint; Thom McAn; Waldenbook; Nut Factory; Sterling Optical; Barbizon; Hit or Miss; Color Your World; Shatz Stationery; Casual Corner; The Limited; Radio Shack; Field's Hosiery; Herman's; Lechmere; Toys 'R' Us; The Gap; David's; Weathervane; Marshalls; ADAP; Wheels; The Talbots; Carroll Reed; Laura Ashley; Sparrs; B.J.'s Wholesale Club; Standard Furniture; Narragansett; American Eagle; Benetton; Abercrombie & Fitch; Kids 'R' Us; Silo.

14 - NEWSPAPERS: RECORD (e) 39,007; SUNDAY RECORD (S) 41,438; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Irene Taber, Adv. Natl. Mgr., RECORD & SUNDAY RECORD, Broadway & 5th Ave., Troy, NY 12181; Tel. (518) 272-2000.

National Representative: Landon Associates.

UTICA

1 - LOCATION: Oneida County (In Utica-Rome MSA). E&P Map E-3. County Seat. Center of State: on Mohawk Valley; 190 mi. E of Buffalo; 240 mi. NW of NYC. On State Hwys. 5, 12; U.S. Hwy. 20; on N.Y. State Thruway.

2 - TRANSPORTATION: Railroads-Amtrak (passenger); Conrail (freight).

Motor Freight Carriers-50.

Intercity Bus Lines-Greyhound; Central N.Y. Coach; Chenango Valley; Utica-Rome; Trailways.

Airlines-Piedmont; Catskills.

3 - POPULATION:

Corp. City 90 Cen. 68,637; E&P 92 Est. 67,238
NDM-ABC: (80) 338,976
County 90 Cen. 250,836; E&P 92 Est. 250,439
MSA 90 Cen. 316,633; E&P 92 Est. 315,873

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 26,399; E&P 92 Est. 25,861
NDM-ABC: (80) 118,554
County 90 Cen. 93,473; E&P 92 Est. 93,326
MSA 90 Cen. 118,974; E&P 92 Est. 118,685

5 - BANKS	NUMBER	EST. DEP.
Commercial	51	$1,502,323,000
Mutual Savings	12	$979,835,000
Savings Institutions	6	$123,825,000
Credit Unions	46	$267,790,000

6 - PASSENGER AUTOS: Oneida County 138,737

7 - ELECTRIC METERS: Residence 94,000

8 - GAS METERS: Residence 59,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Durable Goods 18,600; Non-Durable Goods 6,400; Mach. & Trans. Equip. 8,300; Metals 5,700; Food 1,300; Textiles & Apparel 1,400; Paper Prods. 3,600.

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-65; Summer 55-90; Fall 30-55; Winter -10-50. First killing frost, Sept. 20; last killing frost, May 10.

11 - TAP WATER: Acid, soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-In Utica: 12 blocks on Genesee St.; 5 on Lafayette St.; 4 on Columbia St.; 8 on Bleecker St. In North Utica: Riverside Mall-83 stores (enclosed mall) Rt. 12, North-Riverside Drive. Charlestown Outlets. Pyramid Mall 85 stores.

Neighborhood Shopping Centers-2 blocks on N. Genesee St.; 2 on Genesee St. at Oneida Sq.; 3 on S. Genesee St.; 2 at Columbia Sq.; 5 on South St.; 5 on James St.; 3 on Varick St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Whitestown	4	Great American, McCrory, Rite Aid
North Utica(16)	2	Price-Chopper, McCrory
Grand Union(11)	2	Grand Union
New Hartford	5	Zayre, Present Co., Grand Union, Rosa & Sullivan
Plaza East(9)	2	Great American, Rite Aid
Nichols	6	Nichols Discount, Marcy, P&C
King Cole(7)	2	Dave Hayes Appl.
Riverside Mall(90)	83	Mont. Ward, Bradlees, Present Co.
Sangertown Mall (125)	NA NA	Sears, Hess's, JCPenney, Bradlees

Principal Shopping Days-Fri., Sat., Sun.

Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; JCPenney; Hess; Zayre.

Variety Stores-Woolworth 4.

Discount Stores-Nichols 2; K mart; Tehans; Bradlees 2; Present Co. 2.

Chain Drug Stores-Rite Aid 8; Carl's 4; Fays 4; CVS.

Chain Supermarkets-Great American Stores (Victory) 6; Grand Union 2; Foodland 10; Chanatry 2; Hapanowicz Bros.; P&C 2; Price Chopper 3.

Other Chain Stores-Endicott-Johnson 2; Thom McAn 2; Fanny Farmer 3; Firestone 2; National Auto; The Limited; Wall to Wall Sound; Pier 1 Imports; Lerner; Barbara Moss 2; Radio Shack; Hickory Farms; Wicks & Greenman; Casual Corner; Anderson Little 2; Grossman's; 84-Lumber.

14 - NEWSPAPERS: OBSERVER-DISPATCH (m) 56,198; (S) 68,277; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: John Dimambro, Adv. Dir., OBSERVER-DISPATCH, 221 Oriskany Plaza, Utica, NY 13501; Tel. (315) 792-5000.

National Representative: Gannett National Newspaper Sales.

WATERTOWN

1 - LOCATION: Jefferson County, E&P Map D-2. County Seat. Shipping center for industrial & agricultural area. On Black River, in northern part of state, 11 mi. E of Lake Ontario & 30 mi. S of St. Lawrence River & Canadian border. 152 mi. from Rochester; 314 mi. from NYC; 70 mi. from Syracuse. On U.S. Hwy. 11; I-81.

2 - TRANSPORTATION: Railroad-Conrail.

Bus Line-Central Greyhound.

Airlines-Piedmont; Catskill.

3 - POPULATION:

Corp. City 90 Cen. 29,429; E&P 92 Est. 29,743
CZ-ABC: (80) 38,900
RTZ-ABC: (80) 199,363
County 90 Cen. 110,943; E&P 92 Est. 116,945
City & RTZ-ABC: (80) 238,263

4 - HOUSEHOLDS:

City 90 Cen. 11,319; E&P 92 Est. 11,439
CZ-ABC: (80) 14,192
RTZ-ABC: (80) 64,042
County 90 Cen. 43,950; E&P 92 Est. 46,328
City & RTZ-ABC: (80) 78,234

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$339,990,027
Commercial	5	$621,282,411

6 - PASSENGER AUTOS: Jefferson County 53,594

7 - ELECTRIC METERS: Residence 43,594

8 - GAS METERS: Residence 11,645

9 - PRINCIPAL INDUSTRIES: Air Brakes; Paper Making Mach.; Clinical Thermometers; Paper; Deodorizers; Elect. Motors; Hydraulic Equip.; Snow Plows; Garbage Trucks; Ski Lifts; Safety Tools; Paper Bags; Coin Cards; Cheese Prods.; Concrete Pipe; Optical Goods; Auto Springs; Pulp & Paper Testing Equip.; Specialty Test Equip.; Burglar Alarm Equip.; Graphic Charts; Canvas Goods; Zinc Die Castings; Perforated Cutting Blades; Skids & Pallets; Log Splitters; Tourism; Dairying.

Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-40; Summer 60-90; Fall 50-70; Winter 20-32. First killing frost, Oct. 31; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Principal Shopping Center-Public Square, State, Arsenal & Court St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Salmon Ron Mall	NA	Sears, Penneys, Steinbach, Hills, Chappell's
K mart	1	K mart
Northland Plz.(3)	2	A&P, Kinney Drug, Ames
Washington St.	1	Kinney Drug, Crosby's, Super Duper
Seaway Plz.(17)	2	Super Duper, P&C
Watertown Plz.	2	Nichol's, Great American, A&P

Stores Open Evenings-Thur.

Stores Open Sundays-Drug, discount, food, department.

13 - RETAIL OUTLETS: Department Stores-JCPenney; F.A. Empsall; Sears; Steinbach; Chappell's.

Discount Stores-Nichols; Woolworth; Ames; Fay's; K mart.

Variety Store-Bockman's.

Chain Drug Stores-Kinney's; Fay's; Rite Aid 2.

Chain Supermarkets-A&P; Super Duper 2; Red & White; P&C 2; Great American 2; Price Chopper.

Other Chain Stores-Sherwin-Williams; Goodyear; Grossman's; Wickes Home Supply.

14 - NEWSPAPERS: DAILY TIMES (e) 40,156; (S) 42,905; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Robert C. Cornell, Adv. Dir., DAILY TIMES, 260 Washington St., Watertown, NY 13601; Tel. (315) 782-1000.

National Representative: Landon Associates.

WAVERLY

See SAYRE, PA

WELLSVILLE

1 - LOCATION: Allegany County, E&P Map C-4. In Genesee Valley, heart of Allegheny oil & natural gas field on State Hwys. 417, 19. 85 mi. N to Rochester; 87 mi. to Buffalo.

2 - TRANSPORTATION: Railroads-Conrail.

Motor Freight Carriers-4.

Intercity Bus Lines-Shortline Bus Service.

3 - POPULATION:

Corp. City 90 Cen. 5,241; E&P 92 Est. 5,135
County 90 Cen. 50,470; E&P 92 Est. 50,243

4 - HOUSEHOLDS:

Corp. City 90 Cen. 2,016; E&P 92 Est. 1,975
County 90 Cen. 18,442; E&P 92 Est. 18,359

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$95,000,000
Savings & Loan	2	N.A.
Credit Union	1	N.A.

6 - PASSENGER AUTOS: Allegany County 23,163

7 - ELECTRIC METERS: Residence 2,616

8 - GAS METERS: Residence 1,600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Turbines 1,000; Heat Exchangers 1,000; Oil Well Packers; Outdoor Furn.; C-E Air Preheater.

Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-80; Summer 45-90; Fall 10-80; Winter 0-60. First killing frost, Oct. 1; last killing frost, May 1.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-4 blocks on Main St.

Principal Shopping Days-Thur., Fri.

Shopping Plaza-Ames Big N; K mart; Park Ave. Plz.

Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Variety Stores-Sears; Newberry.

Discount Stores-S.S. Kresge; K mart; Ames; Big N.

Chain Supermarkets-Giant; Bell's.

Chain Drug Stores-Peterson's; Rite Aid; Fays.

Other Chain Stores-Western Auto; Sherwin-Williams.

14 - NEWSPAPERS: REPORTER (e-mon to fri) 3,750; SPECTATOR (S) 14,127; sworn Oct. 2, 1990.

Local Contact for Advertising and Merchandising Data: Oak Duke, Gen. Mgr., REPORTER and SPECTATOR, 159 N. Main St., Wellsville, NY 14895; Tel. (716) 593-5300.

National Representative: Landon Associates.

WHITE PLAINS

1 - LOCATION: Westchester County (In New York PMSA). E&P Map F-6. County Seat. 22 mi. N of New York on State Hwys. 22, 119 and Bronx River, Hutchinson; Cross-Westchester Expwy.

2 - TRANSPORTATION: Railroad-Metro North.

Airlines-American Eagle; Business Express; Command Airways; Delta; Empire; Mall Airways; Northwest; United; USAir.

3 - POPULATION:

Corp. City 90 Cen. 48,718; E&P 92 Est. 49,062
NDM-ABC: (80) 363,854
County 90 Cen. 874,866; E&P 92 Est. 887,476
PMSA 90 Cen. 8,546,846; E&P 92 Est. 8,797,995

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 18,738; E&P 92 Est. 18,870
NDM-ABC: (80) 121,222
County 90 Cen. 336,824; E&P 92 Est. 341,679
PMSA 90 Cen. 3,516,812; E&P 92 Est. 3,622,155

5 - BANKS	NUMBER	DEPOSITS
Commercial	17	$7,330,923,000
Savings	23	$6,093,885,000
Savings & Loan	12	$836,176,001

6 - PASSENGER AUTOS: Westchester County 658,304

7 - ELECTRIC METERS: County 292,835

8 - GAS METERS: County 186,475

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fabricated Metals 2,400 ($427); Non-Elect. Mach. 14,000 ($997); Elect. Mach. 6,300 ($508); Trans. Equip. 4,500 ($719); Instruments 3,900 ($523); Food 10,400 ($798); Printing & Pub. 10,000 ($492); Chem. & Petroleum Refining 6,100 ($673).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St.; 4 on Mamaroneck Ave.; 5 on E. Post Rd.; 2 on Bloomingdale Rd. Yonkers, White Plains, Mount Kisco, New Rochelle.

Shopping Centers-Galleria, White Plains; Midway Shpg. Ctr., Ardsley Rd. (Greenburgh), 14 acres. North White Plains Shpg. Ctr.; Dalewood Shpg. Ctr., Central Ave., Westchester Sq.; Cross Roads Ctr.; Greenburg Shpg. Ctr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cross Country Yonkers(81)	NA	Sterns, Finast, Wanamaker
The Mall, New Rochelle(85)	NA	Shopwell, Macy's

Principal Shopping Days-Thur. through Sun.

Stores Open Evenings-Dept.-Mon., Thur.; Food-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Macy's; Saks 5th Ave.; Sears; Bloomingdale's; Marshalls; Abraham & Straus; JCPenney; Neiman-Marcus.

Variety Store-Woolworth.

Discount Stores-Masters; Caldor.

Chain Drug Stores-Rite Aid; Post Road Phcy.; CVS.

Chain Supermarkets-Shopwell; Finast; Gristede; Pathmark; Waldbaum's; A&P; Grand Union.

Other Chain Stores-Firestone; Martin Paint; Child World; Thom McAn; Pappagallo; Herman's; Radio Shack; Kinney Shoes; Modell's; Pergament.

14 - NEWSPAPERS: THE REPORTER DISPATCH (e) 50,880; (S) 61,337; Mar. 30, 1991 ABC.

(NOTE): White Plains is the headquarters for the Gannett Suburban Newspapers. Combined circulation for all newspapers for the 6-month period to Mar. 31, 1991 was (e) 170,567; (S) 219,500.

Local Contact for Advertising and Merchandising Data: Gannett Suburban Newspapers, One Gannett Dr., White Plains, NY 10604. Tel. (914) 694-9300.

National Representative: Gannett National Newspaper Sales.

YONKERS

1 - LOCATION: Westchester County (In New York PMSA). E&P Map F-6. North of N.Y. City. On U.S. Hwy. 9; State Hwys. 9A, 100; N.Y. Thruway. Saw Mill River Pkwy.

2 - TRANSPORTATION: Railroads-Metro North; Amtrak.

Airlines-American Eagle; Business Express; Delta; Northwest; United; USAir.

3 - POPULATION:

Corp. City 90 Cen. 188,082; E&P 92 Est. 186,628

NDM-ABC: (80) 213,977

County 90 Cen. 874,866; E&P 92 Est. 887,476

PMSA 90 Cen. 8,546,846; E&P 92 Est. 8,797,995

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 72,339; E&P 92 Est. 71,780

NDM-ABC: (80) 80,541

County 90 Cen. 336,824; E&P 92 Est. 341,679

PMSA 90 Cen. 3,516,812; E&P 92 Est. 3,622,155

5 - BANKS	NUMBER	DEPOSITS
Commercial	17	$7,330,923,000
Savings	23	$6,093,885,000
Savings & Loan	12	$836,176,000

6 - PASSENGER AUTOS: Westchester County 658,304

7 - ELECTRIC METERS: County 292,835

8 - GAS METERS: County 186,475

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fabricated Metals 2,400 ($427); Non-Elect. Mach. 14,000 ($997); Elect. Mach. 6,300 ($508); Trans. Equip. 4,600 ($719); Instruments 3,900 ($523); Food 10,400 ($798); Printing & Pub. 10,000 ($492); Chem. & Petroleum Refining 6,100 ($673).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31; last killing frost, Apr. 10.

11 - TAP WATER: 2 sources (1 acid-very soft; 1 acid-hard); fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks at Getty Square incl. Main St., New Main St., S. Broadway, N. Broadway and Palisade Ave.

Neighborhood Shopping Center-South Yonkers-5 blocks on Lower S. Broadway.

Nearby Shopping Center -Cross County (3 mi.)-Wanamaker's, Finast, Stearns. Central Plz.-Alexander's, Caldor's.

Principal Shopping Days-Thur. through Sun.

Stores Open Evenings-Mon., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Wanamakers; Sterns; Alexander's; Caldor.

Variety Stores-Green's; Woolworth.

Discount Store-Trader Horn.

Chain Drug Store-Rite Aid.

Chain Supermarkets-Finast; Waldbaum; A&P; Shopwell; C Town; Pathmark; Pioneer; ShopRite; Key Food.

14 - NEWSPAPERS: THE HERALD STATESMAN (e) 26,493; (S) 43,425; Mar. 30, 1991 ABC.

NOTE: Member of Gannett Suburban Newspaper Group.

Local Contact for Advertising and Merchandising Data: Gannett Suburban Newspapers, One Gannett Dr., White Plains, NY 10604; Tel. (914) 694-9300.

National Representative: Gannett National Newspaper Sales.

NORTH CAROLINA SURVEYS

METROPOLITAN STATISTICAL AREAS

Asheville-Buncombe County.

Burlington-Alamance County.

Charlotte-Gastonia-Rock Hill, NC-SC-Cabarrus, Gaston, Lincoln, Mecklenburg, Rowan and Union Counties, NC; York County, SC.

Fayetteville-Cumberland County.

Greensboro-Winston-Salem-High Point-Davidson, Davie, Forsyth, Guilford, Randolph, Stokes and Yadkin Counties.

Hickory-Alexander, Burke and Catawba Counties.

Jacksonville-Onslow County.

Raleigh-Durham-Durham, Franklin, Wake and Orange Counties.

Wilmington-New Hanover County.

POPULATION ESTIMATES

(Thousands)

Age Group	1980	1990	1992
Under 5 Years	410	558	578
5-14 Years	929	991	1,026
15-24 Years	1,144	1,097	1,136
25-44 Years	1,645	2,204	2,281
45-64 Years	1,158	1,194	1,235
65 and Over	602	611	633
TOTAL	5,888	6,656	6,888

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1977 Census	1982 Census	1992 Est.
Bldg. Mat./Hdwr	1,091	1,482	3,674
General Mdse	1,992	2,482	5,157
Food	3,831	6,003	9,974
Automobiles	3,769	4,673	10,734
Gasoline Stations	1,360	1,899	2,564
Apparel	805	1,356	2,664
Furniture	825	1,156	2,723
Eat-Drink Places	1,177	2,095	4,882
Drugs	558	858	2,033
TOTAL SALES	16,842	25,005	50,362

ABERDEEN

1 - LOCATION: Moore County, E&P Map D-2. U.S. Hwys. 15 & 501. On Southern part of state. 50 mi. from Raleigh; 35 mi. from Fayetteville.

2 - TRANSPORTATION: Railroad-Amtrak.

Intercity Bus Line-Trailways.

Airline-Mid-South Atlantic.

3 - POPULATION:

Corp. City 90 Cen. 2,700; E&P 92 Est. 2,747

County 90 Cen. 59,013; E&P 92 Est. 61,868

4 - HOUSEHOLDS:

City 90 Cen. 1,016; E&P 92 Est. 1,034

County 90 Cen. 23,143; E&P 92 Est. 24,262

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: Moore County 35,862

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Textile Mfg.; Tourism.

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Overall Av. Temp. 72.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plz.(4)	NA	K mart
Sandhill(7)	NA	Family Dollar
Town & Country (45)	NA	Winn-Dixie, Sears

Principal Shopping Days-Food-Mon., Wed.; Retail-Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Belk; JCPenney; Peebles.

Discount Stores-Wal-Mart; K mart; Roses.

Chain Drug Stores-Eckerd; Revco; Kerr; Rite Aid.

Chain Supermarkets-Kroger; Harris-Teeter; Food Lion; Winn-Dixie; A&P; Big Star; Lowe's Food.

14 - NEWSPAPERS: CITIZEN NEWS-RECORD (e-mon to fri; S) 3,500; sworn Feb. 17, 1991.

Local Contact for Advertising and Merchandising Data: Edna F. Douglas, Pub., CITIZEN NEWS-RECORD, 202 N. Sandhills Blvd.; PO Box 336, Aberdeen, NC 28315; Tel. (919) 944-2356.

National Representative: Landon Associates.

ASHEBORO

1 - LOCATION: Randolph County (In Greensboro-Winston-Salem-High Point MSA). County Seat. E&P Map D-2. 23 mi. S of Greensboro on Hwys. 49, 64, 220.

2 - TRANSPORTATION: Railroad-Norfolk Southern.

Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:

Corp. City 90 Cen. 16,362; E&P 92 Est. 16,833

NDM-ABC: (80) 73,051

County 90 Cen. 106,546; E&P 92 Est. 111,592

MSA 90 Cen. 942,091; E&P 92 Est. 978,873

4 - HOUSEHOLDS:

City 90 Cen. 6,157; E&P 92 Est. 6,334

NDM-ABC: (80) 26,618

County 90 Cen. 40,357; E&P 92 Est. 42,269

MSA 90 Cen. 368,708; E&P 92 Est. 383,082

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	$187,247,318
Commercial	8	$209,319,444

6 - PASSENGER AUTOS: Randolph County 57,598; City 23,241

7 - ELECTRIC METERS: Residence 13,269

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Furn.; Textiles; Wood Prods.; Lumber; Wearing Apparel; Mach.; Batteries; Shoes; Paper Board; Elect. Prods.; Hosiery; Radial Tires.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-60; Summer 50-95; Fall 30-85; Winter 10-60.

11 - TAP WATER: Soft, treated.

12 - RETAILING: Principal Shopping Centers-Downtown-3 blocks on Sunset Ave.; 3 blocks on S. Fayetteville St. and Randolph Mall on Dixie St.

Neighborhood Shopping Centers-Northgate Plaza-N. Fayetteville St. (10 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hammer Vlg.(10)	NA	Revco, Winn-Dixie, Bur-Mil, Advance
Hillside(9)	NA	Moores Bldg., Supplies
Randolph Mall	NA	Belk, Roses, Eckerd, JCPenney, Sears
Northgate Plz. (10)	NA	Roses, Eckerd
Crossroads	NA	Food Lion
Lowe's Plaza	NA	Lowe's Foods, Revco Drug
Village Mktpl.	NA	Wal-Mart, + 15 Units, Harris-Teeter, Dixie Drive

Principal Shopping Days- Mon., Wed., Fri., Sat.

Stores Open Evenings-Dept. & Discount open nightly until 9 p.m.

13 - RETAIL OUTLETS: Department Stores-Belk-Yates; JCPenney; Sears.

Discount Stores-Family Dollar; K mart; Roses; Wal-Mart.

Chain Drug Stores-Revco; Eckerd; Value-Pak; Rite Aid.

Chain Supermarkets-Winn-Dixie; Lowes Foods 3; Harris-Teeter; Food Lion 2.

Other Chain Stores-Sears; Carolina Tire Co.; Advance Stores; Pic 'N Pay Shoes; Cato; Kimbrell's Furn.; Moore's Bldg. Supplies; Heilig-Meyers Furn.; Shoe Show; General Nutrition Centers; Disc Jockey; Radio Shack; Mother-Daughter Shops; Kinney Shoes; Auto Zone; Triad Tire; Fine's Mens Shop; Claire's; Lowe's Bldg. Supplies; J.E.'s; Waldenbooks; Stewart Sporting Goods; Jewel Box; Friedman's Jewelry.

14 - NEWSPAPERS: COURIER TRIBUNE (e-mon to fri) 17,533; (S) 18,675; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Lawrence C. Brown Jr., Mktg. Dir., COURIER TRIBUNE, 500 Sunset Ave.; PO Box 340, Asheboro, NC 27204; Tel. (919) 626-6104.

National Representative: Landon Associates.

ASHEVILLE

1 - LOCATION: Buncombe County (MSA). E&P Map B-2. County Seat. On Blue Ridge Pkwy. (connects Shenandoah and Great Smoky Mt. Natl. Parks) 112 mi. W of Charlotte; 112 mi. S of Knoxville, TN. On U.S. Hwys. 19, 23, 25, 70 & 74; I-26 & I-40.

2 - TRANSPORTATION: Railroad-Southern.

Motor Freight Carriers-45.

Intercity Bus Lines-Greyhound; Continental Trailways.

Airlines-Piedmont; Wheeler; Atlantic Southeastern; Eastern Metro Express; American Eagle.

3 - POPULATION:

Corp. City 90 Cen. 61,607; E&P 92 Est. 64,160

CZ-ABC: (80) 80,523

RTZ-ABC: (80) 406,661

County/MSA 90 Cen. 174,821; E&P 92 Est. 181,101

City & RTZ-ABC: (80) 487,184

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 23,182; E&P 92 Est. 24,143

CZ-ABC: (80) 31,594

RTZ-ABC: (80) 146,309

County/MSA 90 Cen. 69,928; E&P 92 Est. 72,441

City & RTZ-ABC: (80) 177,903

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$775,362,670
Savings & Loan	8	(incl. above)
Savings	6	(incl. above)

6 - PASSENGER AUTOS: Buncombe County 99,661; City 56,391

7 - ELECTRIC METERS: Residence 59,927

8 - GAS METERS: Residence 13,578

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food 900; Apparel 2,600; Textile 2,400; Lbr./Wood-Furn./Fab. Metals 3,100; Printing & Pub./Chem. (Nylon-Rayon & Allied Prods.) 3,600; Elect. Mach. 4,400. (Av. Wkly. Wage $323).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-74; Summer 60-83; Fall 47-68; Winter 39-49. First killing frost, Oct. 17; last killing frost, April 29.

11 - TAP WATER: Acid, very soft; fluoridated.

12 - RETAILING: Principal Downtown Shopping Centers-Haywood St.; Patton Ave.; Pack Sq.; Biltmore Ave.; Broadway, Lexington Ave., and Coxe Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Innsbruck Mall (42)	1	Eckerd, Brendle's, Ingles Supermarket
Tri-City(10)	12	Bi-Lo, Western Auto
K mart No. 1(4)	3	K mart, Eckerd, Bi-Lo
K mart No. 2(10)	3	K mart, Winn-Dixie
K mart No. 3	6	K mart, Winn-Dixie, Byrd's

Town & Country	3	Fine Fare, Byrd's
Asheville Mall	3	Sears, Woolworth, Lerner, Ivey's, Meyers Arnold
South Forest(25)	3	Ingles, Eckerd
Grace Plz.(3)		Winn-Dixie, Eckerd
Westgate(46)	2	
Eastvale(8)	3	Catherine's Stout Shop
Northland	4	Margaret's Fashions, Bur-Carr Interiors, Fresh Market
WNC	13	Ward Drug
Valley View(9)	12	Dollar General, Davis Outlet, Davis Mkt.
Bi-Lo Plaza(2)	12	Bi-Lo, Revco
Ingles West Plz.	4	Revco, Roses, Pic-N-Pay Shoes, Ingles
Enka Market Pl.	8	Winn-Dixie,
Westridge	7	Food Lion, Eckerd
River Ridge Mkt. Place	5	Food Lion, Eckerd
Dingles Creek Crossing	6	The Sports Fan, Dundies Outback

Principal Shopping Days-Dept. Stores-Sat., Fri., Sun. Food-Thur., Fri., Sat.

Stores Open Evenings-Some Fri., some Mon. Discount stores and shopping centers open every night & Sun. afternoons.

13 - RETAIL OUTLETS: Department Stores-Upton's; Belk; JCPenney; Ivey's; Sears; Fain's; Byrd's.

Discount Stores-Sky City 4; K mart 3.

Variety Stores-Woolworth; Roses 2; Davis 2; United; Family Dollar; Dollar General.

Chain Drug Stores-Eckerd 6; Revco 9; Rite Aid 5.

Chain Supermarkets-Winn-Dixie 5; Bi-Lo 6; Ingles 16; Ice Service Stores 14; Food Lion 2.

Other Chain Stores-Goodrich; Firestone 2; Western Auto; Heilig-Meyers Furn.; Lerner; Sherwin-Williams 2; Glidden Paints; Moore's; Lowe's; 84 Lumber.

14 - NEWSPAPERS: CITIZEN (m-mon to fri) 52,617; TIMES (e-mon to fri) 8,207; CITIZEN-TIMES (m-sat) 64,470; (S) 72,705; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Kay Lindler, Ret. Adv. Mgr., CITIZEN and TIMES, 14 O'Henry Ave., Asheville, NC 28802; Tel. (704) 252-5611.

National Representative: Sawyer-Ferguson-Walker.

BURLINGTON

1 - LOCATION: Alamance County (MSA). E&P Map D-2. Manufacturing and agricultural center.

2 - TRANSPORTATION: Railroads-Southern; Amtrak.

Motor Freight Carriers-31.

Intercity Bus Line-Carolina Trailways.

Airlines-American; Piedmont; USAir; Delta.

3 - POPULATION:

Corp. City 90 Cen. 39,498; E&P 92 Est. 40,544
CZ-ABC: (80) 56,144
RTZ-ABC: (80) 53,362
County/MSA 90 Cen. 108,213; E&P 92 Est. 112,231
City & RTZ-ABC: (80) 109,506

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

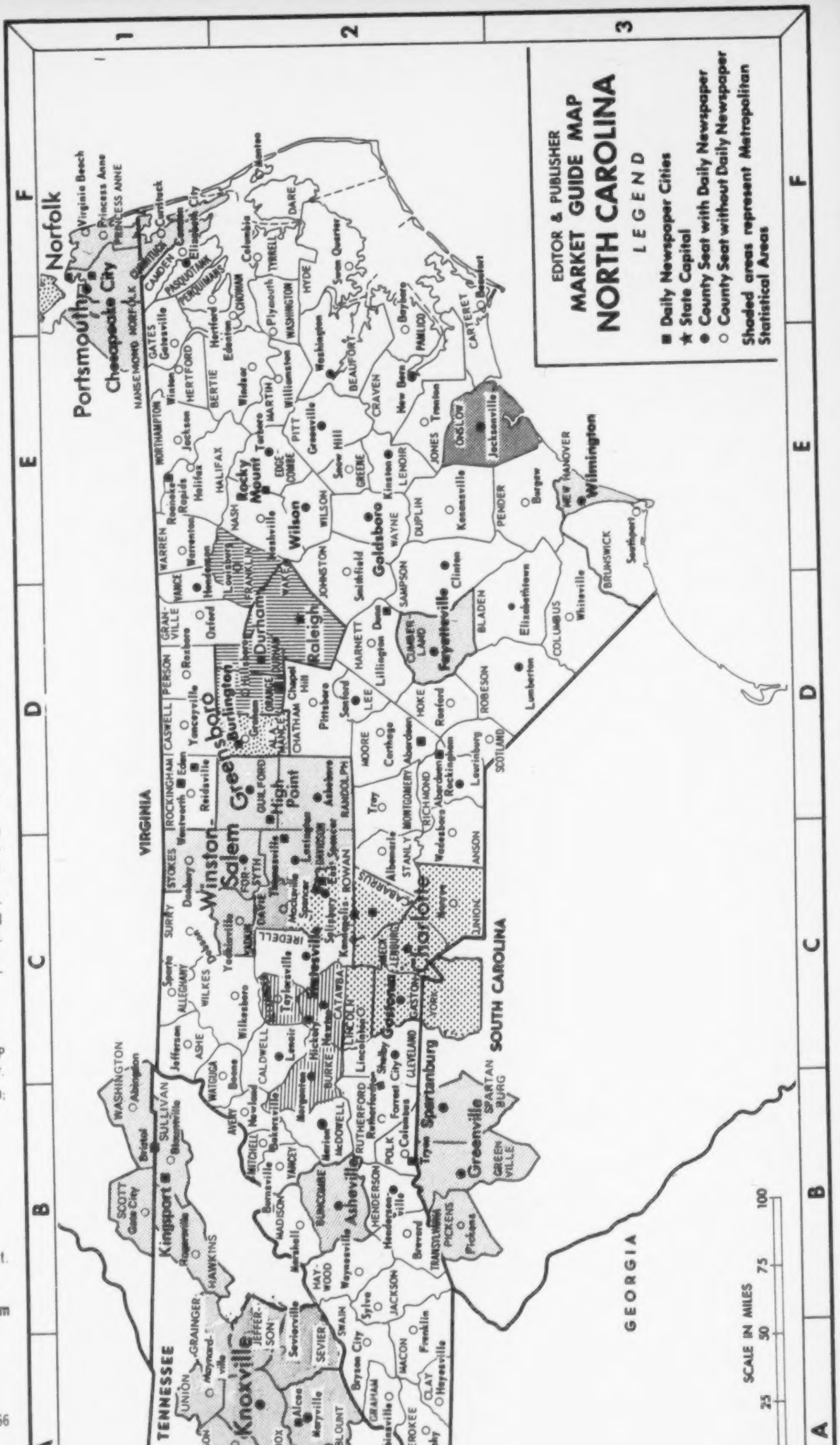
City 90 Cen. 14,863; E&P 92 Est. 15,256
CZ-ABC: (80) 20,794
RTZ-ABC: (80) 18,627
County/MSA 90 Cen. 41,620; E&P 92 Est. 43,166
City & RTZ-ABC: (80) 39,421

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$1,491,193,647
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: Alamance County 66,932; City 37,956

7 - ELECTRIC METERS: Residence 47,049

8 - GAS METERS: Residence 14,058


EDITOR & PUBLISHER
MARKET GUIDE MAP
NORTH CAROLINA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0
25
50
75
100
VIRGINIA
TENNESSEE
SOUTH CAROLINA
GEORGIA
Norfolk
Portsmouth
Chesapeake City
Winston-Salem
Greensboro
Burlington
Durham
Raleigh
High Point
Charlotte
Gastonia
Asheville
Knoxville
Kingsport
Spartanburg
Greenville
Fayetteville
Goldsboro
Wilson
Rocky Mount
Jacksonville
Wilmington
Hickory
Statesville
A
B
C
D
E
F
1
2
3

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 12,500 ($275); Furn. 600 ($302); Electronics 1,108 ($431); Foods 330 ($302).

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-94; Summer 60-97; Fall 32-85; Winter 11-73. First killing frost, Nov. 1; last killing frost, Mar. 28.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St., 2 blocks on Davis, 2 blocks on Front; Burlington Outlet Pk. (40 stores); Burlington Manufacturers Outlet Ctr. (75 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cum-Park Plz.(35)	NA	Winn-Dixie, Roses
Glen Raven(6)	NA	Winn-Dixie, Byrd's
Holly Hill East (4)	NA	Revco, Food Lion
Holly Hill Mall (43)	NA	Sears, Belk-Beck JCPenney
Byrd's(3)	NA	Revco, Byrd's, Family Dollar
K mart Plz.(7)	NA	K mart, Eckerd, Food Lion
Bur-Mil Plz.	NA	
Northgate Plz.(4)	NA	Winn-Dixie
New Market Sq.	NA	Roses, Eckerd, Winn-Dixie
Spoon Plz.(5)	NA	Byrd's
Edgewood Vlg.(11)	NA	Brendle's, SuperRx, Harris-Teeter
Huffman Mill Vlg.(10)	NA	Ashley Porters

Principal Shopping Days-Mon., Fri., Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Fri.
Stores Open Sundays-Grocery and Discount.

13 - RETAIL OUTLETS: Department Stores-Sellars; JCPenney; Belk-Beck; Sears.
Discount Stores-Super $; Family Dollar; Bur-Mil; Mann's Consumer Sales; K mart; Wal-Mart.
Variety Stores-Roses 2; Woolworth; Bell's.
Chain Drug Stores-Eckerd 3; SuperRx; Revco 2.
Chain Supermarkets-Byrds 4; Winn-Dixie 2; Food Lion; Harris-Teeter.
Other Chain Stores-Advance; Firestone; Goodyear; Lerner Shop; Butler's; Lowe's; Bill Boyce Music; Wills Book Store; Radio Shack; Hickory Farms; Kinney Shoes; Anderson Little; Brooks; Singer; Stereo Village; Wickes; Pic 'N Pa Brendles; Piece Goods.

14 - NEWSPAPERS: TIMES-NEWS (e-mon fri) 30,032; (m-sat) 29,791; (S) 31,520, Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Trip Hatley, Ret. Adv. Mgr., TIMES-NEWS, 707 S. Main St., Burlington, NC 27215; Tel. (919) 227-0131.

National Representative: Landon Associates.

CHAPEL HILL

1 - LOCATION: Orange and Durham Counties (In Raleigh-Durham MSA). E&P Map D-2. Residential-agricultural area; home of University of North Carolina. 12 mi. SW of Durham; on U.S. Hwys. 15, 501; State Hwy. 54; I-40 & I-85.

2 - TRANSPORTATION: Railroads-Carrboro; Southern.
Motor Freight Carriers-6.
Bus Line-Trailways.
Airlines-(Raleigh-Durham) Pan Am; TWA; United; Eastern; Piedmont; Delta; USAir; American; Ozark.

3 - POPULATION:
Corp. City 90 Cen. 38,719; E&P 92 Est. 40,578
Counties 90 Cen. 275,686; E&P 92 Est. 290,406
Orange County 90 Cen. 93,851; E&P 92 Est. 99,084
Durham County 90 Cen. 181,835; E&P 92 Est. 191,322
MSA 90 Cen. 735,480; E&P 92 Est. 776,363

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 14,570; E&P 92 Est. 15,269
Counties 90 Cen. 111,837; E&P 92 Est. 117,812
Orange County 90 Cen. 39,104; E&P 92 Est. 41,284
Durham County 90 Cen. 72,733; E&P 92 Est. 76,528
MSA 90 Cen. 294,430; E&P 92 Est. 310,798

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	N.A.

6 - PASSENGER AUTOS: Counties: Orange 51,095; Durham 105,221

7 - ELECTRIC METERS: Residence 19,216

8 - GAS METERS: Residence 8,230

9 - PRINCIPAL INDUSTRIES: Education; Med. Servs.; Pub.; Health Ins.; Agric.; Dairy, Wheat, Corn, Tobacco.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-81; Summer 64-90; Fall 37-84; Winter 31-55. First killing frost, Oct. 29; last killing frost, Apr. 13.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastgate(25)	NA	Eckerd, Food Lion
Willow Creek	NA	Food Lion, Eckerd
Glen Lennox(62)	NA	
University Mall (62)	NA	Dillard's, Belk, Roses, Kerr Drug
Glenwood Plz.(15)	NA	Harris-Teeter
Carr Mill Mall (15)	NA	Harris-Teeter, Revco
Rams Plaza(3)	NA	A&P, Sears, Revco
Plantation Plz.	NA	A&P, Roses
Timberlyne	NA	Kerr Drugs, Food Lion

13 - RETAIL OUTLETS: Department Stores-Sears; Dillard's.
Chain Drug Stores-Eckerd; Revco; Kerr's.
Chain Supermarkets-Food Lion; A&P; Kroger; Harris-Teeter; Lowe's.
Variety Stores-Belk; Roses; Brendle's.

14 - NEWSPAPERS: CHAPEL HILL NEWSPAPER (e-mon, tues, thur, fri) 4,782; (wed; S) 4,947; Sept. 30, 1990 CAC.

Local Contact for Advertising and Merchandising Data: Floyd W. Jones, Adv. Dir., CHAPEL HILL NEWSPAPER, 505 W. Franklin St.; PO Box 870, Chapel Hill, NC 27514; Tel. (919) 967-7045.

National Representative: Landon Associates.

CHARLOTTE

1 - LOCATION: Mecklenburg County (In Charlotte-Gastonia-Rock Hill, NC-SC MSA). E&P Map C-2. County Seat. Wholesaling, financial, distribution, medical and industrial center. SW part of state on U.S. Hwys. 21, 29, 74, 521; State Hwys. 16, 27, 49, 51, 160; Interstate Hwys. 77, 85.

2 - TRANSPORTATION: Railroads-Seaboard Coastline; Amtrak, Southern Railroad.
Motor Freight Carriers-160.
Intercity Bus Lines-Charlotte Transit; Greyhound; Piedmont.
Airlines-Air Virginia; American; Atlantis; Bankair; Christman Air; Delta; Henson; Ozark; Pan Am; Lufthansa; TWA; Tennessee; TranSouth; United; USAir; Wheeler.

3 - POPULATION:
Corp. City 90 Cen. 395,934; E&P 92 Est. 427,112
CZ-ABC: (80) 404,270
RTZ-ABC: (80) 1,033,956
County 90 Cen. 511,433; E&P 92 Est. 537,815
MSA 90 Cen. 1,162,093; E&P 92 Est. 1,220,105
City & RTZ-ABC: (80) 1,438,226

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 148,987; E&P 92 Est. 160,719
CZ-ABC: (80) 146,967
RTZ-ABC: (80) 355,760
County 90 Cen. 196,705; E&P 92 Est. 206,852
MSA 90 Cen. 438,061; E&P 92 Est. 459,856
City & RTZ-ABC: (80) 502,727

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	12	N.A.
Commercial	17	$7,342,957,000

6 - PASSENGER AUTOS: Mecklenburg County 314,840; City 288,534

7 - ELECTRIC METERS: Residence 215,170

8 - GAS METERS: Residence 90,912

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-MSA-Constr. 23,184 ($477); Trans. & Util. 38,714 ($586); Trade 97,204 ($461); Fin., Ins. & R.E. 30,434 ($543); Servs. 49,810 ($283); Food 8,393 ($245); Textiles 3,834 ($433); Printing 6,299 ($470); Mach. 10,859 ($724).

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Av. Temp.-Spring 60; Summer 77; Fall 61; Winter 42. Av. Annual rainfall, 42.4 ins. First killing frost, Nov. 4.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Area-3 blocks on S. Tryon St.; 3 blocks on N. Tryon St.; 3 blocks on E. Trade St., and 3 blocks on W. Trade St.

Neighborhood Shopping Centers-No. of Stores-Amity Gardens 38; Carmel Commons 41; Central 4808 18; Central Square Shopping Ctr. 13; Chantilly 16; Coliseum Shopping Ctr. 29; The Depot 13; Eastway Shopping Ctr. 29; Foxcroft 12; Freedom Drive 5; Freedom Mart 17; Freedom Plz. 5; Freedom Vlg. 33; Independence Shopping Ctr. 31; K mart Plz. 21; Lanier 13; Loehmann's Plaza 15; Market Pl. 10; Myers Park 15; North Park Mall 21; Olde Towne Vlg. Ctr. 11; Park Pl. 15; Park Rd. 59; Providence Sq. 21; Quail Corners 22; Queensgate 25; Sardia Vlg. 5; Sedgefield 16; Seneca Shopping Ctr. 13; Sharon 18; Specialty Shops on the Pk. 19; Starmount 18; Tyvola 23; University Pl. 12; Vlg. Shopping Ctr. 11; Westerly Hills/Queensgate 25; Windsor Sq. 65.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Caroline Mall	7	Belk, Dillard's, JCPenney, Sears
Arboretum	7	Wal-Mart
Midtown(35)	1	Burlington Coat Factory
Cotswold(40)	4	Marshalls, Steinmart, Harris-Teeter, Dillard's
Eastland Mall (120)	6	Belk, Sears, JCPenney
Freedom Mall(50)	3	Peebles, Eckerd, Sears Surplus
Park Road Ctr. (51)	4	Eckerd, Sav-A-Center
Quail Corners(22)	NA	Eckerd, Harris-Teeter
South Park Mall (89)	6	Belk, Thalhimer's, Dillard's, Sears
Tryon Mall(47)	4	Eckerd, Peebles

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Most large community shopping ctrs.-Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores-Belk 3; Peebles 3; JCPenney 2; Sears 4; Marshalls; T.J. Maxx 2; Dillard's 3; Thalhimer's; Upton's 2; Pale 2; Sam's Club.
Discount Stores-Famous Mart 3; K mart 6; Service Mdse. 3; Family Dollar 10; Wal-Mart 2; Target 4; Brendles 3; Steinmart; American Fare.
Chain Supermarkets-Sav-A-Center; Bi-Lo 7; Food Lion 9; Harris-Teeter 17; Park 'N Shop 2; Village Market 2; Winn-Dixie 10.
Other Retail Stores-B. F. Goodrich 2; Casual Corner 2; Firestone 4; Florsheim 2; General Tires 2; HQ 2; Genuine Parts 9; Goodyear 5; Hahn Shoes 2; Havertys 2; J.O. Jones 2; Julies 4; Audio Video 2; Lowe's 4; Montaldos 2; Nationwide Auto Parts; One Price Tire 3; Pic 'N Pay 6; Queen City TV 6; Thom McAn 2; Western Auto 4; Circuit City 3; Plaza TV & Appliance 4; Rhodes 2; Hechinger's 2; Pep Boys 3; Rex 2.

14 - NEWSPAPERS: OBSERVER (m-mon to fri) 238,555; (S) 299,451; Mar. 31, 1991 ABC.

Local Contact for Advertising and Marketing Data: Bill McNey, Adv. Dir., KNIGHT PUBLISHNG CO., 600 S. Tryon St., PO Box 32188, Charlotte, NC 28232; Tel. (704) 358-5333.

National Representative: Newspapers First.

CLINTON

1 - LOCATION: Sampson County. E&P Map E-2. County Seat. 60 mi. from Wilmington, 60 mi. from Raleigh, 30 mi. E of Fayetteville. U.S. Hwys. 421, 701; State Hwy. 24.

2 - TRANSPORTATION: Railroads-Seaboard Coastline (freight).
Motor Freight Carriers-10.
Intercity Bus Line-Trailways.

3 - POPULATION:
Corp. City 90 Cen. 8,204; E&P 92 Est. 8,459
County 90 Cen. 47,297; E&P 92 Est. 47,094
NDM-ABC: (80) 49,687

4 - HOUSEHOLDS:
City 90 Cen. 3,087; E&P 92 Est. 3,183
County 90 Cen. 16,892; E&P 92 Est. 16,819
NDM-ABC: (80) 16,646

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$120,000,000
Savings	3	$80,000,000

6 - PASSENGER AUTOS: Sampson County 25,155; City 11,454

7 - ELECTRIC METERS: Residence 16,319

8 - GAS METERS: Residence 1,230

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Meat Packing 800; Elect. Appliances 750; Wood Prods. 200; Furn. 350; Glass 300; Garments 1400; Stereo Components 100; Yarns 200.

Principal Industry Pay Days-Thur., Fri.

10 - CLIMATE: An. Av. Temp. 62. First killing frost, Nov. 1; last killing frost, Mar. 15.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Coharie Plz.(14)	1	Roses, Belk, Revco
Jordan(20)	1	Piggly Wiggly, Mack's
Clinton Plaza	1	Family Dollar
Shamrock Plz.(5)	1	Piggly Wiggly, Eckerd
K mart Plaza	1	K mart, Revco, Wilson's
Northside Plaza	NA	Big Lots, Revco, Food Lion

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Coharie Plaza & K mart Plaza open until 9. All grocery stores open until 9. Piggly Wiggly stores open 24 hours. Northside Plaza open until 10.

13 - RETAIL OUTLETS: Department Stores-Belk; Leder Brothers.
Variety Stores-Roses, Eagle's; Mack's; Super Dollar; Family Dollar, Pope's; K mart.
Chain Drug Stores-Eckerd; Butler's Rexall; Reynold's; Valu-Rite; Revco 3.
Other Chain Stores-Scotchman Stores; Big Blue Stores; True Value Hardware; Ace Hardware; D. A. Kelly's; Cato; Heilig-Meyers; Sherwin-Williams; Wickes; Goodyear; Pic 'N Pay Shoes; Children's Shop; Dossenbach's.

14 - NEWSPAPERS: THE SAMPSON INDEPENDENT (e-mon to fri) 7,960; (S) 8,563; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Maria House, Adv. Mgr., SAMPSON INDEPENDENT, 303 Elizabeth St., Clinton, NC 28328; Tel. (919) 592-8137.

National Representative: Landon Associates.

CONCORD

1 - LOCATION: Cabarrus County (In Charlotte-Gastonia-Rock Hill, NC-SC MSA). E&P Map C-2, County Seat. In Piedmont sect. Textile, hosiery & cigarette manufacturing center; agricultural area. Midway between Washington, DC & Atlanta, GA.

2 - TRANSPORTATION: Railroad-Southern.
Intercity Bus Lines-Kannapolis Transit; Carolina Trailways.
Airlines-Services by Douglas Airport, Charlotte, NC.

3 - POPULATION:
Corp. City 90 Cen. 27,347; E&P 92 Est. 29,869
CZ-ABC: (80) 39,180
RTZ-ABC: (80) 91,584
County 90 Cen. 98,935; E&P 92 Est. 103,487
MSA 90 Cen. 1,162,093; E&P 92 Est. 1,220,105
City & RTZ-ABC: (80) 130,764

4 - HOUSEHOLDS:
City 90 Cen. 10,290; E&P 92 Est. 11,240
CZ-ABC: (80) 11,832
RTZ-ABC: (80) 34,543
County 90 Cen. 37,309; E&P 92 Est. 39,026
MSA 90 Cen. 438,061; E&P 92 Est. 459,856
City & RTZ-ABC: (80) 46,375

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$344,712,001
Savings & Loan	4	$396,679,791

6 - PASSENGER AUTOS: Cabarrus County 56,881; City 30,584

7 - ELECTRIC METERS: Residence 13,284

8 - GAS METERS: Residence 8,675

9 - PRINCIPAL INDUSTRIES: Industry, No. of Plants (No. of Wage Earners)-Apparel 6 (300); Brick and Tile 1 (41); Food 6 (280); Lumber & Wood 9 (79); Machine Shops 6 (40); Meat Packers 1 (55); Plastic & Boxed 1 (41); Poultry 3 (175); Printing & Pub. 3 (175); Rubber Prods. 1 (60); Textile Prods. 13; Woodworking 3 (75); Hosiery 16 (1,500); Cigarette Mfg. (1,200).
Principal Industrial Pay Days-Wed. & Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-71; Summer 67-89; Fall 49-78; Winter 31-55. First killing frost, Oct. 28; last killing frost, Mar. 21.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown shopping, 15 blocks-3 on Union St.; 3 on Cabarrus; 2 on Church; 2 on Corban; 1 on Market; 1 on Barbrick; 1 on Means; 2 on Spring St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carolina Mall (62)	NA	Winn-Dixie, Sears, Belk
Concord Plz.(3)	NA	
Concord Parkade	NA	Wal-Mart, Watson's
Cloverleaf Plz. (14)	NA	Belk, Brendle's
Branchview Plz. (8)	NA	Family Dollar, Food Lion, Revco

Principal Shopping Days-Thur., Fri., Sat.
Stores Close-Some Sun.
Stores Open Evenings-At shopping centers.

13 - RETAIL OUTLETS: Department Stores-Belks 2; JCPenney; The Hub; Sears; Zimmerman's.
Variety Stores-McClellan's; Mack's; McCrory; K mart.
Chain Drug Stores-Service; Revco; White Star; Eckerd; Medicine Shoppe.
Chain Supermarkets-Winn-Dixie; Harris-Teeter; Checker; Food Lion; Village Food Mart; Bi-Lo.
Other Chain Stores-Jarman; Kimbrell; K-Town; Heilig-Meyers; Johnnie's Clocks; Wooten's Jewelry; Sherwin-Williams; Western Auto; Pic 'N Pay; Singer; Family Dollar; Posey Peddler; Pauline's Dress; Merle Norman; Shoe Show; Wrangler Junction Wranch; Lowe's; Moore's.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 12,935; (S) 14,001; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Sharon Evdy, Adv. Dir., TRIBUNE, 125 Union St. S., Concord, NC 28025; Tel. (704) 782-3155.
National Representative: Landon Associates.

DUNN

1 - LOCATION: Harnett County, E&P Map D-2. In south central part of state on U.S. Hwys. I-95, 301, 421; 3 miles from I-40 and State Hwy. 55. 190 mi. S of Richmond; 57 mi. S of Durham.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line; Durham & Southern.
Motor Freight Carriers-5.
Intercity Bus Lines-Trailways, Southern.

3 - POPULATION:
Corp. City 90 Cen. 8,336; E&P 92 Est. 8,211
County 90 Cen. 67,822; E&P 92 Est. 70,843

4 - HOUSEHOLDS:
City 90 Cen. 3,137; E&P 92 Est. 3,090
County 90 Cen. 25,119; E&P 92 Est. 26,238

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	5	$339,684,000
Savings & Loan	2	$90,000,000

6 - PASSENGER AUTOS: Harnett County 32,392; City 10,962

7 - ELECTRIC METERS: Residence 4,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Elect. Motor Parts 500; Clothing 1,145; Wood Prods. 181; Food Prods. 75; Constr. Prods. 126; Furn. 80; Truck Bodies & Equip. 127.
Principal Pay Days-Thur., Fri., Sat.

10 - CLIMATE: N.A.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Harnett Crossing	NA	Belk, Food Lion, Wal-Mart, Revco
Dunn Plaza(14)	NA	Winn-Dixie, Roses, Eckerd
Wayne Ave.(9)	NA	Sears, Byrd's
Floral Gardens (5)	NA	Pic 'N Pay, Heilig-Meyers Furn. Family Dollar

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Belk; Arnold's; Louis Baer; Sears; The Men's; E. Baer; The Dollar.
Variety Stores-Roses; Pope's Family Center; Sky City.
Chain Drug Stores-Walgreens; Medlin Drug; Medicine Shoppe; Eckerd; Kerr; Revco.
Chain Supermarkets-Piggly Wiggly; Winn-Dixie; Byrd's; IGA; Food Lion.
Other Chain Stores-Pic 'N Pay Shoes; Family Dollar; Woodall's; McDonald Lumber; Hallmark Shop; Wal-Mart, Cato.

14 - NEWSPAPERS: RECORD (e-mon to fri) 8,917; sworn Jan. 1, 1991.
Local Contact for Advertising and Merchandising Data: Maere Kay Adams, Adv. Dir., RECORD, PO Box 1448, Dunn, NC 28334; Tel. (919) 892-3117.
National Representative: None.

DURHAM

1 - LOCATION: Durham County (In Raleigh-Durham MSA). E&P Map D-2. County Seat. Research Triangle Park. Tobacco, textile, university and medical center. Central part of state. 154 mi. S of Richmond; 134 mi. NE of Charlotte; 56 mi. E of Greensboro. On U.S. Hwys. 15, 70, 501, I-40, I-85; State Hwys. 54, 55, 98, 751.

2 - TRANSPORTATION: Railroad-Southern.
Motor Freight Carriers-19.
Intercity Bus Lines-Carolina Trailways; Greyhound; McBroom's Bus Co.; Southern Coach.
Airlines-American; Delta; Ozark; TWA; United; USAir; Continental; Commuter; Air-Lift Associates; American Eagle; Wheeler; Freight Carriers: Air Cargo; Air Couriers International; Airborne; Burlington-Northern; Emery; Federal Express; Flying Tigers; Purolator; WTC Air Freight.

3 - POPULATION:
Corp. City 90 Cen. 136,611; E&P 92 Est. 143,767
CZ-ABC: (80) 112,774
RTZ-ABC: (80) 385,924
County 90 Cen. 181,835; E&P 92 Est. 191,322
MSA 90 Cen. 735,480; E&P 92 Est. 776,363
City & RTZ-ABC: (80) 498,698
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 51,406; E&P 92 Est. 54,099
CZ-ABC: (80) 41,801
RTZ-ABC: (80) 134,338
County 90 Cen. 72,733; E&P 92 Est. 76,528
MSA 90 Cen. 294,430; E&P 92 Est. 310,798
City & RTZ-ABC: (80) 176,139

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	10	$955,347,000
Savings & Loan	8	$468,794,000

6 - PASSENGER AUTOS: Durham County 105,221; City 102,799

7 - ELECTRIC METERS: Residence 78,000

8 - GAS METERS: Residence 27,561

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 4,575 ($305); Mfg. 28,122 ($568); Trans., Commun. & Util. 4,468 ($474); Trade 13,403 ($193); Service 30,503 ($346); Fin., Ins. & R.E. 4,478 ($378).
Principal Pay Days-Factories: Fri.; Offices and Universities: 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-81; Summer 64-90; Fall 37-84; Winter 31-55. First killing frost, Oct. 28; last killing frost, Apr. 9.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Main St.; 4 on Chapel Hill St.; 2 on Parrish St.; 2 on Corcoran St.; 2 on Mangum St.; 2 on Church St.
Neighborhood Shopping Centers-Bragtown: Roxboro Rd.; W. Durham: Ninth St.; E. Durham: Driver & Angier Aves.; Forest Hills: University Drive & Lakewood Ave.; on Broad St. from W. Main to Club Blvd.; on W. Chapel Hill St. from Gregson to Gattis St.; E. Main & Angier Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Village(50)	3	Pope's Variety, Roses
Northgate(150)	3	Sears, Harris-Teeter, Thalhimer's, Roses
Lakewood(34)	4	Winn-Dixie, Kroger
Riverview(20)	6	
South Sq.(120)	5	JCPenney, Ivey's, Belk
Loehmann's at Croasdaile(35)	4	Loehmann's, Winn-Dixie
Eno Sq.	7	Food Lion
Murdock(10)	3	K mart, Winn-Dixie
N. Duke Mall(39)	5	Roses, Winn-Dixie
Shannon Plz.(7)	5	Revco Drugs
Triangle Sq.(20)	9	Winn-Dixie, Kerr Drug
Brightleaf Sq.(31)		Morgan Imports
Parkway Plz.(34)	5	K mart, Food Lion
Regency Plz.(22)	NA	Roses, Kroger
Willowdale(25)	NA	Kerr Drug, Harris-Teeter
Heritage Sq.(8)	1	Winn-Dixie, Family Dollar
Oak Creek(25)	5	T.J. Maxx
Woodcroft Shpg. Ctr.(25)	NA	Food Lion, Kerr Drugs
Cross Creek(5)	8	Food Lion

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Thalhimer's; Sears; Belk-Leggett; Dillard's; JCPenney.
Variety Stores-Woolworth 2; Pope's; Family Dollar 3.
Discount Stores-K mart 2; Roses 4.
Chain Drug Stores-Eckerd 5; Kerr Drug 9; Revco 5; Treasury; Rite Aid 3.
Chain Supermarkets-A&P; Winn-Dixie 5; Kroger 4; Byrd's 3; Big Star 4; Food Lion 5; Farm Fresh; Harris-Teeter.
Other Chain Stores-Auto: Advance 2, Firestone 2, Western 2; Shoes: Thom McAn, Hahn's, Butler's, Jarman, Roscoe Griffin, Hofheimer's, Baker, Kinney's, Regal, Hanover, Endicott-Johnson; Women's Clothing: Brooks, Baldwin's 3, Lerner, Paul Harris, Loehmann's, The Limited, Foxmoor, Marianne, Stuart's, Woman's World, Motherhood Shops, Ups 'N Downs, County Seat; Men's Clothing: Fine's, Chess King, S&K Famous Brands; Others: Radio Shack, Record Bar, Slack 'N Things, Anderson-Little, Camelot Music, Circus World, The Junction, S. Galeski Optical, General Nutrition Centers, K&K Toys, B. Dalton, O'Neill's Card Shop, Waldenbooks, Heritage Jewelers, Zales Jewelers, Osterman's Jewelers, Kay Jewelers, Reed's Jewelers, Circuit City, Computerland, Goodyear, Ashby's, The Gap, Montaldo's, Bailey Banks & Biddle, Carlyle & Co., Spencer Gifts, Ritz Camera, Toys 'R' Us, T.J. Maxx, Tart's.

14 - NEWSPAPERS: HERALD (m-mon to sat) 55,778; (S) 63,269; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Clark Godfrey, Gen. Adv. Mgr., HERALD, 2828 Pickett Rd., Durham, NC 27705; Tel. (919) 419-6700.
National Representative: Landon Associates.

EAST SPENCER
See SALISBURY

EDEN

1 - LOCATION: Rockingham County, E&P Map D-1, 38 mi. N of Greensboro.

2 - TRANSPORTATION: Railroad-Southern.
Motor Freight Carriers-12.

3 - POPULATION:
Corp. City 90 Cen. 15,238; E&P 92 Est. 15,151
County 90 Cen. 86,064; E&P 92 Est. 88,285

4 - HOUSEHOLDS:
City 90 Cen. 5,734; E&P 92 Est. 5,701
County 90 Cen. 32,699; E&P 92 Est. 33,543

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: Rockingham County 48,836; City 14,147

7 - ELECTRIC METERS: Residence 10,044

8 - GAS METERS: Residence 2,900

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 5,900 ($189); Brewery 1,100 ($384); Trucking 240 ($280).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-79; Summer 58-100; Fall 30-82; Winter 12-75. First killing frost, Oct. 21; last killing frost, Apr. 20.

11 - TAP WATER: Fluoriated.

12 - RETAILING: Principal Shopping Center-Eden Mall; Primary Stores: Belk, Globman's, K mart.
Neighborhood Shopping Centers-Kingsway; Meadow Greens; Eden Plaza; Wal-Mart Plz.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carolina Circle (88)	38	Ivey's, Belk, Mont. Ward
Four Seasons (102)	41	Ivey's, JCPenney, Thalhimer's
Hanes Mall(90)	50	Sears, Belk
Piedmont Mall(90)	28	JCPenney, Belk
Liberty Fair Mall(25)	NA	Penny's, Wal-Mart

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Belk; Sears; Ivey's; Globman's.
Discount Stores-White Dot; Pope's; Rolane; Cape Craftsman.
Chain Drug Stores-Revco; Rite Aid; Peoples.
Chain Supermarkets-Winn-Dixie; Food Lion 3; Byrd's.

14 - NEWSPAPERS: NEWS (e) 6,617; sworn Oct. 5, 1990.
Local Contact for Advertising and Merchandising Data: Clyde Dagenhart, Adv. Dir., NEWS, 804 Washington St.; PO Box 308, Eden, NC 27288; Tel. (919) 623-2155.
National Representative: Landon Associates.

ELIZABETH CITY

1 - LOCATION: Pasquotank County, E&P Map F-1, County Seat.

2 - TRANSPORTATION: Railroad-Norfolk Southern.
Intercity Bus Lines-Virginia Dare Trans.; Trailways.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 90 Cen. 14,292; E&P 92 Est. 14,565
CZ-ABC: (80) 14,004
RTZ-ABC: (80) 64,881
County 90 Cen. 31,298; E&P 92 Est. 32,496
City & RTZ-ABC: (80) 78,885

4 - HOUSEHOLDS:
City 90 Cen. 5,378; E&P 92 Est. 5,481
CZ-ABC: (80) 5,054
RTZ-ABC: (80) 22,529
County 90 Cen. 11,261; E&P 92 Est. 11,692
City & RTZ-ABC: (80) 27,583

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Comm.	4	$183,643,000
Savings & Loan	3	$43,500,000
Credit Unions	NA	$1,702,000

6 - PASSENGER AUTOS: Pasquotank County 14,832; City 14,934

7 - ELECTRIC METERS: Residence-City 8,847

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Cotton Mills; Hosiery Mills; Ship Lumber; Plastic; Metal; Wood; Furn. Mfg.; Boxes; Excelsior; Lumber; Veneer; Shipyards; Children's Clothing; Machine Shops; Seafood Proc.; Coast Guard Air Base; Coast Guard Repair Base; Toys; Wood Rollers; Plywood; Lawn Furniture; Candy Mfg.; Aircraft Repair; Electronics; Kitchen Cabinets; T.V. Cabinets; Stereo Cabinets; Mobile Homes; Peat Moss; Control Valves & Repair; Airborne Comm. Sys.; Fuel Sys. Components; Gov't. Printing.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-72; Summer 60-90; Fall 50-75; Winter 24-54.

11 - TAP WATER: Alkaline, med. hard; fluoridated.

12 - RETAILING: Principal Shopping Center-Southgate Mall (32 stores-JCPenney; Roses; Sears; Belk-Tyler).

Principal Shopping Days-Mon., Fri., Sat. Some Sun.

13 - RETAIL OUTLETS: Department Stores-Belk-Tyler; E. S. Chesson; Cader Harris; JCPenney; Sears; Roses.
Variety Store-Eagle.
Discount Stores-K mart; Wal-Mart.
Chain Drug Stores-Apothecary-Rexall; Walgreens; Peoples; Revco.
Chain Supermarkets-Farm Fresh; S&R 5; Open Air; Winn-Dixie; Food Lion.
Other Chain Stores-Mangel's; Sherwin-Williams; Brooks Fashions; Zip Mart; Family Dollar; Pic-Way Shoes; Lowe's; Cato; Stitches; Wise Fashions.

14 - NEWSPAPERS: ADVANCE (e-mon to fri) 13,456; (S) 13,846; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Karen Matthews, Adv. Dir., ADVANCE, 216 S. Poindexter St., Elizabeth City, NC 27909; Tel. (919) 335-0841.
National Representative: Thomson Newspapers.

ELIZABETHTOWN

1 - LOCATION: Bladen County, E&P Map D-3. County Seat. Southeastern part of state. On N.C. 87 & 701.

2 - TRANSPORTATION: N.A.

3 - POPULATION:
Corp. City 90 Cen. 3,704; E&P 92 Est. 3,791
County 90 Cen. 28,663; E&P 92 Est. 28,298

4 - HOUSEHOLDS:
City 90 Cen. 1,334; E&P 92 Est. 1,426
County 90 Cen. 10,237; E&P 92 Est. 10,107

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: Bladen County 14,441

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Textile; Elect.; Yarn; Counting Devices. Av. Wkly. Wage-N.A.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Av. Temp.-Summer 100; Winter 20. First killing frost Nov.; last killing frost Mar.

11 - TAP WATER: Fluoridated.

12 - RETAILING: N.A.

Principal Shopping Days-Everyday.

13 - RETAIL OUTLETS: Department Store-BC Moore & Son's.
Discount Stores-Wal-Mart; Jones.
Chain Drug Store-Revco.
Chain Food Supermarkets-Food-Lion; Winn-Dixie; A&P; Hills; Red & White.
Other Chain Stores-Shoe Show; Cato; Radio Shack; Carolina Tire Co.; Sears.

14 - NEWSPAPERS: BLADEN JOURNAL (e-mon to fri) 4,200; sworn Feb. 8, 1991.
Local Contact for Advertising and Merchandising Data: Denise Raynor, Gen. Mgr., BLADEN JOURNAL, PO Box 67, Elizabethtown, NC 28337; Tel. (919) 862-4163.
National Representative: Landon Associates.

FAYETTEVILLE

1 - LOCATION: Cumberland County (MSA), E&P Map D-2. County Seat. Pope Air Force Base; Fort Bragg (U.S. Army). On Cape Fear River. On U.S. Hwys. 13, 301, 401; I-95; State Hwys. 24, 53, 59, 87, 210.

2 - TRANSPORTATION: Railroads-Norfolk Southern; Aberdeen & Rockfish Railways; CSX Transportation.
Motor Freight Carriers-27.
Intercity Bus Lines-City Transit Dept.; Greyhound-Trailways.
Airlines-USAir; American; Atlantic Southeast; United Express.

3 - POPULATION:
Corp. City 90 Cen. 75,695; E&P 92 Est. 80,117
CZ-ABC: (80) 173,264
RTZ-ABC: (80) 383,892
County/MSA 90 Cen. 274,566; E&P 92 Est. 285,674
City & RTZ-ABC: (80) 557,156

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 28,484; E&P 92 Est. 30,147
CZ-ABC: (80) 57,074
RTZ-ABC: (80) 119,414
County/MSA 90 Cen. 102,027; E&P 92 Est. 106,155
City & RTZ-ABC: (80) 176,488

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	3	$213,118,000
Commercial	12	$824,862,000

6 - PASSENGER AUTOS: Cumberland County 123,647; City 97,125

7 - ELECTRIC METERS: Residence 98,453

8 - GAS METERS: Residence 16,900

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 12,360; Military 46,000; Tire Mfg. 4,000; Tools 1,200; Filters 1,000; Chemical & Plastics 1,000.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Av. Temp.-Spring 80; Summer 88; Fall 72; Winter 55. First killing frost, Oct.; last killing frost, Mar.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-Person St.; Ft. Bragg Rd.; Bragg Blvd.; Raeford Rd.; Hay St.; Raleigh Rd.; McPherson Church Rd.; Rim Rd.; Reilly Rd.; Hope Mills Rd.; Yadkin Rd.; Cliffdale Rd.; 401 Bypass.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bordeaux(42)	2	Roses, Winn-Dixie
Cross Creek Mall(90)	4	Belk, Thalhimer's, JCPenney, Sears, Brendle's
Eutaw Vlg.(75)	2	Kerr Drug, Pope's Family Ctr.
Highland Ctr.(3)	2	Eckerd, Harris-Teeter
Highland(29)	1	Wentz Supermkt.
Sycamore Sq.(48)	4	Roses, Food Lion, Revco
Tallywood(29)	2	Belk
Westwood S/C(43)	3	Focd Lion, Roses, Kerr Drug
Montibello(7)	8	Food Lion, Revco
Ponderosa(20)	4	Right Price, Winn-Dixie
Devonwood Plz. (65)	5	Pope's Family Center
Skyland(18)	7	Family Dollar
Eastgate(4)	2	Winn-Dixie, Revco, Family Dollar
Pamalee Plz.(8)	5	Winn-Dixie, Family Dollar, Revco
Cliffdale Plz.(27)	5	Kerr Drug
Windsor Mall(48)	4	Sam's, Phar-Mor Drug
Cross Pointe Ctr.(38)	4	Home Quarters, T.J. Maxx
Cape Fear Plz.(12)	2	Food Lion, Revco, Roses, Revco
Falcon Vlg. S/C(8)	7	Winn-Dixie
College Lakes Plz.(3)	2	Food Lion, Revco
Village S/C(19)	4	Roses, Food Lion, Cato
Rockfish S/C(14)	4	Food Lion
Cross Creek Plz.	4	Toys 'R' Us, Wal-Mart, Buy For Le$$
Northgate S/C	4	Wal-Mart
Southwind's Plz.	7	Wal-Mart, Byrd's Food

Principal Shopping Days-Mon. through Sun.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Belk 2; Sears; JCPenney; Thalhimer's.
Discount Stores-Best Prod.; Big Lots 2; Family Dollar 8; K mart 2; Sam's; Service Mdse.; Wal-Mart 3; Brendles.
Variety Stores-Right Price; McCrory; Pope's Family Center 2; Roses 5.
Chain Drug Stores-Eckerd 2; Revco 15; Kerr 5; Medicine Shoppe 3; Phar-Mor.
Chain Supermarkets-Economy Food Ctr. 2; Express Stop 5; Food Lion 12; Harris-Teeter 3; IGA Foodliner 4; Knight Bros. Food Mart 6; Kroger 3; O'Henry's Food Stores 4; The Pantry 21; Quick Stop 43; Sav-A-Ctr. 2; Scotchman Stores 7; Short Stop 12; Strictland's Grocery 6; V-Point Supermkt 2; Winn-Dixie 6; Byrd's; Buy For Le$$; Wilson's.
Building Supplies-Economy Building Supply Co.; Eighty-Four Lumber; Fayetteville Bldg. Supply; Home Quarters; Highland Lumber Co. Inc.; Lowe's; McDonald Lumber Co. 2; Moore's; Parks Building Supply Co.; Triangle Bldg. Supply Co. 2; Builder's Bargain Center.
Other Chain Stores-Clothing: Added Dimensions; Amy Sotudt; Anderson-Little; Baby Superstore; Brooks Fashion; Carolina Clothiers 2; Casual Corner; Casual Male; Catherine's Stout Shoppe; Cato 3; The Children's Shop; The Closet; D.A. Kelly's; The Dress Barn; Fashion Cents 2; Foxmoor Casuals; Mirage; Lane Bryant; Lerner Shop; The Limited; Maurices; Merry Go Round; Mitchell's Formal Wear; One Price Clothing Store 2; Ormond Shop; Petite Shop; Plumms; S&K Famous Brands; Stitches of Virginia; Stuarts; T.J. Maxx; Victoria's Secret; Webster Men's Wear; What's New.
Furniture-Bullard; DeVault's Furniture Galleries; Ethan Allen Galleries; Heilig-Meyers Furn. Co.; Rhodes Furniture.
Jewelry-Carlyle & Co; Gordon's Jewelers; Heritage Jewelers 2; Hinkamp Jewelers 2; Jewel Box 2; The Pierced Ear Inc.
Shoes-Burlington; Butler; Gussini Shoes; Hamilton Luggage & Handbags; Dolcis; Men's Name Brand Shoes 2; Michael's Shoes; Pic 'N Pay 7; Silver Slipper; Stride Rite Bootery; Thom McAn.
Linen/Fabrics-Houser's Hofheimers; Cloth World Fabrics; Piece Goods Shop Inc. 2.
Sporting Goods-Athletic World; Clark Sporting Goods Co.; The Finish Line; Champs.
Music/Electronics/Computers/Videos-Circuit City; Entre' Computer Ctr.; Inacomp Computer Ctr.; McFadyen Music 2; Radio Shack 6; Ed Kelly's.
Books/Cards/Gifts/Crafts-Grace's Hallmark 2; Hannah's Crafts; Kirklands; LaVerne's Hallmark; Micki's Hallmark; Paper & Paperbacks; Spencer Gifts Inc.; Things Remembered; The Tinder Box; Waldenbooks; World Bazaar.
Toys-K&K Toys; Toys 'R' Us.
Food/Restaurants-Olive Gargen; Darrl's; Annabelle's; Arby's 2; Baldino's; Chi-Chi's; Baskin-Robbins; Bennigan's; Bojangles 6; Burger King 10; Red Lobster; Chick-Fil-A; Dairy Queen 2; K&W Cafeteria; International House of Pancakes; Kentucky Fried Chicken 9; McDonald's 11; Morrison's; Oh! Brian's; Orange Julius; Pizza Hut 12; Pizza Inn; Pizza Palace 2; Rax 2; Shoney's 2; Subway 6; Taco Bell 3; Wendy's 6; Wiener Works 3.
Miscellaneous-Beauty Outlet 2; Color Tile Supermart; Dan's Fan City; Docktor Pet Center; Factory Firsts; Frame Whse; General Nutrition Ctr.; Lechter's; Merle Norman 2; Pearle Vision Ctr.; Sherwin-Williams; Speediprint 6.

14 - NEWSPAPERS: OBSERVER-TIMES (m-mon to sat) 70,941; (S) 77,579; Mar. 31, 1991 ABC.
Local Contact For Advertising and Merchandising Data: Jerry Burton, Adv./Mkt. Dir., OBSERVER-TIMES, PO Box 849, Fayetteville, NC 28306; Tel. (919) 323-4848.
National Representative: Landon Associates.

FOREST CITY

1 - LOCATION: Rutherford County, E&P Map B-2. Manufacturing; SW portion of state. U.S. Primary Hwys. 74 & 221; Interstate 26, 40 & 85.

2 - TRANSPORTATION: Railroads-Southern; Seaboard Coastline; Clinchfield.
Intercity Bus Line-Trailways.
Airlines-Eastern; Delta; Southern; United; USAir.

3 - POPULATION:
Corp. City 90 Cen. 7,475; E&P 92 Est. 7,432
County 90 Cen. 56,918; E&P 92 Est. 58,673

4 - HOUSEHOLDS:
City 90 Cen. 2,813; E&P 92 Est. 2,797
County 90 Cen. 21,637; E&P 92 Est. 22,304

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	4	N.A.
Commercial	4	N.A.

6 - PASSENGER AUTOS: Rutherford County 29,999; City 9,938

7 - ELECTRIC METERS: Residence 4,215

8 - GAS METERS: Residence 2,250

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage $263.82)-Automotive Hose 110; Cotton & Synthetic Fabrics 1,410; Flannel & Terry Cloth 1,770; Children's

Garments 415; Household Furn. 600; Upholstery Material 400; Ladies' Apparel 535; Yarn & Fabric 595; Textured Synthetic Yarn 1,800; Roller Bearings 120; Plastics 450.

Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Av. Temp. Jan 41; June 80; Av. An. Temp. 60 An. Rainfall 50 in. First killing frost, Oct. 31; last killing frost, May 1.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Tri-City Mall(17)	2	Belk, Harris-Teeter
White Oak Plz. (12)	3	Winn-Dixie, Wal-Mart
Oak St. Mall(6)	1	Ingles
Church St.(4)	1	K mart
Chimney Plaza(4)	1	Food Lion

Principal Shopping Days-Thur., Fri. & Sat.

Stores Open Evenings-Tri-City Mall & 2 Shpg. Ctrs. open until 9.

13 - RETAIL OUTLETS: Department Stores-Belk, Graham Cash; Dalton-Ward.

Discount Stores-K mart; Family Dollar; Wal-Mart.

Variety Store-Roses.

Chain Drug Stores-Eckerd; Revco; Smith's; Hardins Drug.

Chain Supermarkets-Winn-Dixie; Ingles; Bi-Lo; Harris-Teeter; Community Cash; A&P; Food Lion.

Other Chain Stores-True Value Hardware; Western Auto; Radio Shack; Lowes Building Supply; Kimbrells Furn.; Haynes Jones Furn.; Grindstaff's; Heilig-Meyers Furn.

14 - NEWSPAPERS: COURIER (e-mon to fri) 10,767; sworn Sept. 21, 1990.

Local Contact for Advertising and Merchandising Data: Jim Deviney, Adv. Dir., COURIER, 1111 Oak St., PO Box 1149, Forest City, NC 28043; Tel. (704) 245-6431.

National Representative: None.

GASTONIA

1 - LOCATION: Gaston County (In Charlotte-Gastonia-Rock Hill, NC-SC MSA). E&P Map C-2. County Seat. 21 mi. W of Charlotte on State Hwys. 72, 74; U.S. Hwys. 29, 74, 321, 1-85.

2 - TRANSPORTATION: Railroads-Norfolk-Southern; Carolina Seaboard System.

Motor Freight Carriers-58 (County).

Intercity Bus Lines-Gastonia Transit; Trailways; American Charters Transit.

Airlines-Eastern; Delta; United; American; USAir; Pan Am; TWA.

3 - POPULATION:

Corp. City 90 Cen. 54,732; E&P 92 Est. 57,055
CZ-ABC: (80) 112,479
RTZ-ABC: (80) 106,027
County 90 Cen. 175,093; E&P 92 Est. 181,944
MSA 90 Cen. 1,162,093; E&P 92 Est. 1,220,105
City & RTZ-ABC: (80) 218,506

4 - HOUSEHOLDS:

City 90 Cen. 20,595; E&P 92 Est. 21,469
CZ-ABC: (80) 39,644
RTZ-ABC: (80) 36,066
County 90 Cen. 65,676; E&P 92 Est. 68,246
MSA 90 Cen. 438,061; E&P 92 Est. 459,856
City & RTZ-ABC: (80) 75,710

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	10	N.A.
Commercial	9	N.A.

6 - PASSENGER AUTOS: Gaston County 95,123; City 48, 411

7 - ELECTRIC METERS: Residence 21,861

8 - GAS METERS: Residence & Commercial 24,668

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 20,646 ($363); Mach. 4,148 ($446); Motor Oil Filters 4,454 ($540); Corrugated Box 311 ($488); Chem. 100 ($574); Plastics 593 ($423); Auto & Truck Assembly 4,454 ($537).

Principal Industrial Pay Days-Wed., Thur., Fri.

10 - CLIMATE: An. Av. Temp.-Spring 60; An. Av. Precipitation: Rain-43 in. Snow-6 in. First killing frost, Nov. 8; last killing frost, Mar. 24.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Main; 10 on Franklin; 3 on Airline; 1 on South, 1 on Oakland; 2 on Marietta Sts.

Neighborhood Shopping Centers-E. Ozark; S. York; West Franklin Ave.; Bessemer City Rd.; E. Franklin Ave.; Wilkinson Blvd.; Linwood Rd; Union Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastridge Mall (100)	NA	JCPenney, Belk
Gaston Mall(43)	NA	Harris-Teeter, Brendle's
Dixie Vlg.(30)	NA	Eckerd, Winn-Dixie
Westgate(3)	NA	
Windsor(4)	NA	Winn-Dixie
Cherry Plz.(3)	NA	Foodtown
Food Lion Plz. (16)	NA	
Franklin(7)	NA	A&P, Family Dollar
Franklin Sq.	NA	Wal-Mart, Upton's, Watson, Pep Boys, Lowe's

Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Matthews; Belk; Sears; Ivey's; JCPenney.

Discount Stores-Target; Wal-Mart; K mart; Service Mdse.; Brendle's.

Chain Drug Stores-Smith's 2; Revco 5; Eckerd 5; Caldwell; Rite Aid.

Chain Supermarkets-Winn-Dixie; Mighty Midget; Harris-Teeter; Food Lion; Ingle's; A&P; Bi-Lo; Waynes.

Other Chain Stores-Morris (jewelry); Reeds Jewelers; D.P. Paul; Gordon's; Anderson-Little; Lerner; Endicott Johnson; Kinney (shoes); Star Furn.; Heilig-Meyers; Kimbrell's 2; Western Auto; HG; Michaels; Radio Shack 2; B. Dalton; Waldenbooks; Mr. Sport; GNC; Computerland; Circuit City; Hechinger; Lowe's; Watson's; Upton's; Pep Boys; Office America; Toys 'R' Us; New York Carpet World; Cato.

14 - NEWSPAPERS: GAZETTE (m) 41,073; (S) 45,129; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Earl K. Brackett, Adv. Dir., GAZETTE, 2500 E. Franklin Blvd., PO Box 1538, Gastonia, NC 28053; Tel. (704) 864-3291; FAX (704) 867-6988.

National Representative: Landon Associates.

GOLDSBORO

1 - LOCATION: Wayne County, E&P Map E-2, County Seat. Location of Seymour Johnson Air Force Base (TAC & SAC). Agricultural and commercial center. On Neuse and Little Rivers, 52 mi. SE of Raleigh; 89 mi. N of Wilmington. On U.S. Hwys. 13, 70, 117; State Hwys. 111, 581.

2 - TRANSPORTATION: Railroads-Seaboard Coastline; Southern (freight).

Intercity Bus Lines-Greyhound; Seashore Transportation.

3 - POPULATION:

Corp. City 90 Cen. 40,709; E&P 92 Est. 43,114
CZ-ABC: (80) 37,369
RTZ-ABC: (80) 91,833
County 90 Cen. 104,666; E&P 92 Est. 108,324
City & RTZ-ABC: (80) 129,202

4 - HOUSEHOLDS:

City 90 Cen. 15,319; E&P 92 Est. 16,223
CZ-ABC: (80) 12,332
RTZ-ABC: (80) 30,820
County 90 Cen. 39,501; E&P 92 Est. 40,882
City & RTZ-ABC: (80) 43,152

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$597,791,000
Savings & Loan	3	$400,000,000

6 - PASSENGER AUTOS: Wayne County 50,407; City 33,646

7 - ELECTRIC METERS: Residence County 27,600

8 - GAS METERS: 4,230

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage $254)-Textile Mfg. 200; Industrial Laundry 194; Metalworking 1,202; Food Prods. 517; Furn. 830; Elect. Generating 100; Roofing Materials 167; Textile Finishing 160; Agric. Research 112; Health Care 213; Apparel 2,310; Lumber 472; Auto Parts Mfg. 896; Bakery Equip. Mfg. 120; Distributors 86.

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-64; Summer 70-96; Fall 62-78; Winter 28-50.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Center St.; 4 on Walnut St.; 2 on John St.; 1 on Mulberry St.

Neighborhood Shopping Centers-East Ash St. (1700-1800 Block); Seymour-Johnson Homes on Slocumb St. Ext.; Adamsville on Kinston Hwy.; 1 mi. N. on William St.; Beech and Madison Sts.; N. Berkeley Blvd.; S. Berkeley Blvd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Berkeley Mall (43)	4	Sears, JCPenney, Belk, Weils
Oak Square(24)	3	Sherwin-Williams, OOB
Eastgate(22)	3	Roses, Winn-Dixie
Sunrise(15)	2	Kerr Drug
Ashley Plaza(9)	3	K mart
Barnyard(7)	3	Cloth Barn, True Value
Wayne Plaza(4)	2	Clinard, Piggly Wiggly
Nichols(2)	4	Nichols, Winn-Dixie
Neuse River(4)	6	Winn-Dixie, Kerr's
North Plaza	4	Food Lion
Spence Pl.(9)	4	Farm Fresh, Wal-Mart
Cobblestone Pl.	14	

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Belk-Tyler; JCPenney; Leder Bros.; Brody's; Sears.

Discount Stores-Roses; Wal-Mart; K mart.

Chain Drug Stores-Eckerd; Revco 2; Kerr's 3.

Variety Stores-McClellan; McCrory.

Chain Supermarkets-A&P; Winn-Dixie 3; Piggly Wiggly 5; Food Lion; Farm Fresh.

Other Chain Stores-Goodyear 2; Butler Shoes; Diana Shops; Glamour Shop; Kinney Shoe; Jewel Box; Firestone; Singer Co.; Sherwin-Williams Paint; Heilig-Meyers Furn.; Western Auto; S&H Green Stamps; Waldenbooks; Deb Shop; Brooks; Radio Shack; Family Dollar 2; Dollar Store; Roscoe Griffin; K&K Toys; Docktor Pet; General Nutrition Ctr.; Cato Center; Fine's Men's Shop; Baldwins; Dorothy's Ruffled Originals; Colortyme TV; Burlington Shoes; Sportsman's World; Barnes Jewelers; Zales.

14 - NEWSPAPERS: NEWS-ARGUS (e-mon to fri) 22,462; (S) 25,045; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Hal Tanner, Jr., Pub., NEWS-ARGUS, PO Box 10629, Goldsboro, NC 27532; Tel. (919) 778-2211.

National Representative: Landon Associates.

GREENSBORO

1 - LOCATION: Guilford County (In Greensboro-Winston Salem-High Point). E&P Map D-2, County Seat. In center of state, 50 mi. S of VA state line. Manufacturing, transportation, college and insurance center. 200 mi. from Richmond, VA; 329 mi. from Atlanta, GA; 324 mi. from Baltimore, MD. On U.S. Hwys. 29, 70, 220, 421; I-40, I-85. State Hwys. 6, 22, 61, 62, 68, 150.

2 - TRANSPORTATION: Railroad-Norfolk Southern.

Intercity Bus Lines-Southern Greyhound; Carolina Trailways; Duke Transit.

Airlines-American; Piedmont; United; Delta; 3 Commuter Airlines.

3 - POPULATION:

Corp. City 90 Cen. 183,521; E&P 92 Est. 189,097
CZ-ABC: (80) 251,006
RTZ-ABC: (80) 735,818
County 90 Cen. 347,420; E&P 92 Est. 360,469
MSA 90 Cen. 942,091; E&P 92 Est. 978,873
City & RTZ-ABC: (80) 986,824

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 69,058; E&P 92 Est. 71,156
CZ-ABC: (80) 91,247
RTZ-ABC: (80) 261,446
County 90 Cen. 138,968; E&P 92 Est. 144,188
MSA 90 Cen. 368,708; E&P 92 Est. 383,082
City & RTZ-ABC: (80) 352,693

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	10	$763,834,000
Commercial	13	$746,262,000
Credit Unions	29	$64,106,000

6 - PASSENGER AUTOS: Guilford County 214,472; City 143,710

7 - ELECTRIC METERS: Residence 104,020

8 - GAS METERS: Residence 30,600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Mfg. 152,600; Lumber & Wood 6,100; Furn. & Fixtures 27,300; Stone, Clay & Glass 3,900; Primary & Fab. Metals 8,200; Non-Electrical Mach. 8,300; Other Durable Goods 19,400; Food & Kindred Prods. 5,200; Textiles 28,600; Apparel 11,800; Paper & Allied Prods. 2,600; Other Nondurable Goods 20,600; Non-Mfg. 275,900; Constr. 19,700; Trans., Commun. & Public Util. 23,200; Trade 93,000; Fin., Ins. & R.E. 19,400; Service & Misc. 68,700; Gov't 51,600; Chem. 4,300; Printing & Pub. 6,300.

10 - CLIMATE: Av. Temp.-Spring 66; Summer 75; Fall 49; Winter 42. First killing frost, Oct. 30; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-2 blocks on E. Market and W. Market Sts.; 2 blocks on N. Greene and S. Greene Sts.; 2 blocks on N. Davie and S. Davie Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ashley Sq.(3)	4	Harris-Teeter, Revco
Battleground Village(14)	4	Images, Rite Aid
Best(7)	2	Best, Peaches
Caldwell(6)	3	
Carolina Circle Mall(80)	4	Belk, Dillard's Mont. Ward.
Coliseum(12)	2	Food Lion, Family Dollar
Cook's(3)	3	Brendle's
Bessemer(8)	1	
High Point Rd. (14)	2	
Forest Oaks(5)	5	Winn-Dixie
Four Seasons (101)	3	Belk, Dillard's, JCPenney, Winn-Dixie
Friendly Center/ Forum Vlg.(10)	3	Belk, Thalhimer's, Sears, Montaldo's
Golden Gate(33)	2	Harris-Tetter, Food Lion, Revco
Greensboro Outlet Mall(35)	4	Dixie Bell, N.Y., Bag & Baggage.
Holden Plz.(4)	4	Food Lion
Irving Park(19)	2	Edmonds
K mart West Market(3)	4	K mart, Food Lion
K mart Randleman	3	K mart, Food Lion, Food World
K mart-E. Cone (2)	4	K mart, Big Lots
Kroger(13)	3	Aaron Rents
Oakcrest(9)	5	Omega Sports
O'Henry(6)	2	Winn-Dixie

Palmer Plz.(12)	2	Eckerd, Kroger, Lowe's
Price Place(10)	2	Harris-Teeter, Eckerd
Quaker Vlg.(28)	6	Fresh Market, Edmonds
Sedgefield(19)	5	Family Dollar, Harris-Teeter
Spring Valley(23)	2	Harris-Teeter, Sears, Surplus, Eckerd
Sunset Hills(7)	2	Food Rite
Westgate(9)	5	Shoe Town
Westridge Square(10)	5	Kroger, Eckerd
West Market St.(12)	4	Kroger, Marshalls, Revco

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings & Sundays-Drug; Discount; Department; Grocery; Shopping Centers.

13 - RETAIL OUTLETS: Department Stores-Belk 3; Dillard's 2; Montgomery Ward; JCPenney; Sears; Thalhimer's 2; Marshalls; Stein Mart.

Variety Stores-Woolworth 3; McCrory.

Discount Stores-Best; Brendle's 2; Family Dollar 4; Service Merchandise; K mart 4; T.J. Maxx 2; Wal-Mart.

Chain Drug Stores-Drug Emporium 2; Drug Palace; Phar Mor 2; Eckerd 8; Edmonds 4; Rite Aid 8; Revco 8; Medicine Shoppe; K mart Pharmacy 3; Valu-Rite 3.

Chain Supermarkets-Bestway; Bi-Rite; Food Lion 14; Harris-Teeter 10; Kroger 5; Winn-Dixie 6; Food Rite 4; Fresh Market 2.

Other Chain Stores-Baker's Shoes; Baskin-Robbins; Brooks; Butler's Shoes; Camera World; Captain D's; Casual Corner; Catherine's Stout Shop; Cato; Chess King; Darryl's; Elaine Powers; Fine Men's Shop; Firestone; 5-7-9 Shop; Florsheim Shoes; General Nutrition Ctr.; General Tire; Glidden Paint; Goodrich; Goodyear; Gordon's Jewelers; Hahn Shoes; Handy City; Hanover Shoes; Hardy Shoes; Hechinger's; Hickory Farms; Hofheimer Shoes; The Hub; Diamond Exchange; The Junction; K&K Toys; Kay's Jewelers; Kinney's; Lady Madonna Maternity; Lerner Shop; Levi's Place; The Limited; Limited Express; Lowe's; Mary Carter Paints; Master Auto; Maxwell Home Furnishings; Merle Norman Cosmetics; Moore's Building; Ormond Shop; Radio Shack; Rhodes Furniture; Sherwin-Williams; Singer; Stuarts; Swensen's; Thom McAn; Waldenbooks; Western Auto; Wrangler; Wranch.

14 - NEWSPAPERS: NEWS & RECORD (m) 120,055; (S) 134,593; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Vivienne Tyson, Gen. Adv. Mgr., NEWS & RECORD, 200 E. Market St.; PO Box 20848, Greensboro, NC 27420-0848; Tel. (919) 373-7111.

National Representative: None.

GREENVILLE

1 - LOCATION: Pitt County, E&P Map E-2, County Seat. Agricultural, educational, industrial, wholesale and residential center.

2 - TRANSPORTATION: Railroads-Seaboard Coastline; Norfolk Southern (freight only).

Motor Freight Carriers-8.

Intercity Bus Line-Trailways.

Airlines-Piedmont Commuter Service and American Eagle Service.

3 - POPULATION:

Corp. City 90 Cen. 44,972; E&P 92 Est. 47,521
CZ-ABC: (80) 36,088
RTZ-ABC: (80) 83,063
County 90 Cen. 107,924; E&P 92 Est. 115,002
City & RTZ-ABC: (80) 119,151

4 - HOUSEHOLDS:

City 90 Cen. 16,923; E&P 92 Est. 17,882
CZ-ABC: (80) 11,472
RTZ-ABC: (80) 28,880
County 90 Cen. 41,472; E&P 92 Est. 44,191
City & RTZ-ABC: (80) 40,352

5 - BANKS	NUMBER	DEPOSITS
Commercial	11	N.A.
Savings	3	N.A.

6 - PASSENGER AUTOS: Pitt County 53,328; City 34,058

7 - ELECTRIC METERS: Residence 32,537

8 - GAS METERS: Residence 5,313

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners(Av. Wkly Wage-NA)-Pharmaceuticals 1,475; Food 90; Textile 1,160; Apparel 1,040; Lumber & Wood 140; Printing 230; Chemicals 1,600; Fabricated Metals 520; Machinery, Nonelectric & Electric 1,190; Transportation Equipment 820; Agricultural 1,910.

10 - CLIMATE: First killing frost, Nov. 1 to 10; last killing frost, Mar. 10 to 20.

11 - TAP WATER: Neutral, medium soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Carolina East Mall (57 stores); Sears, Belk, Brody's, The Plaza (approx. 100 stores); JCPenney Co., Roses, Eckerd, Brody's, Radio Shack.

Other Shopping Areas-10 block area in center of city; Coffman's, Robinson Jewelers, Inc., Greenville Sq., (12 stores); K mart, A&P, Buyer's Market (21 stores); Goodyear, Rack Room; Big Lots, Dress Ban.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pitt Plaza(26)	2	JCPenney, Eckerd, Roses, Kroger
Greenville Sq. (14)	2	A&P, K mart
Carolina East (74)	3	Sears, Belk, Winn-Dixie, Kerr's

Principal Shopping Days-Fri., Sat.

Stores Open Evenings-Pitt Plaza, Greenville Sq., Carolina East-nightly; Food-Fri.

13 - RETAIL OUTLETS: Department Stores-White 2; Belk 2; Roses 2; Sears.

Discount Stores-K mart; Big Lots; Wal-Mart.

Chain Drug Stores-Hollowell 4; Eckerd 2; Rite Aid 2; Revco 2; Kerr 3.

Chain Supermarkets-Harris 7; A&P; Overton's; Winn-Dixie 2; Piggly Wiggly; Kroger; Farm Fresh; Food Lion 3; Foodland; Harris-Teeter.

Other Chain Stores-Brody's 2; Carlyle & Co.; Zales; Butler's; J.D. Dawson Co.; Brendles; Western Auto; Advance Auto.

14 - NEWSPAPERS: THE DAILY REFLECTOR (e-mon to fri) 18,812; (S) 21,404; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: J. Tim Holt, Pres., THE DAILY REFLECTOR, 209 Cotanche St., Greenville, NC 27834; Tel. (919) 752-6166.

National Representative: Landon Associates.

HENDERSON

1 - LOCATION: Vance County, E&P Map D-1, County Seat. Agricultural & manufacturing center. On U.S. Hwys. 1, 158; I-85 in NE part of state. 38 mi. to Raleigh, the state capital.

2 - TRANSPORTATION: Railroads-Seaboard Coastline; Southern Railway.

Motor Freight Carriers-16.

Intercity Bus Lines-Greyhound; Trailways.

Airlines-Delta; Eastern; United; Pan Am; TWA; Piedmont; NYAir; Ozark; USAir; Sunbird; American.

3 - POPULATION:

Corp. City 90 Cen. 15,655; E&P 92 Est. 16,323
CZ-ABC: (80) 20,273
RTZ-ABC: (80) 44,305
County 90 Cen. 38,892; E&P 92 Est. 40,092
City & RTZ-ABC: (80) 64,578

4 - HOUSEHOLDS:

City 90 Cen. 5,891; E&P 92 Est. 6,142
CZ-ABC: (80) 6,339
RTZ-ABC: (80) 15,077
County 90 Cen. 14,015; E&P 92 Est. 14,448
City & RTZ-ABC: (80) 21,416

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$270,000,000
Savings	3	$48,000,000

6 - PASSENGER AUTOS: Vance County 19,539; City 17,787

7 - ELECTRIC METERS: Residence 8,500

8 - GAS METERS: Residence 1,900

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textiles 3,200 ($280); Tobacco 760 ($200); Stone, Clay, Glass 775 ($450); Public Servs. 513 ($290); Trans. Equip. 300 ($390); Mfg. 2,000 ($260); Whol./Ret. 2,000 ($300).

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Av. Temp.-60; Jan. 42; June 78.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Garnett St.; 5 on Montgomery St.; 3 on William St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Corbitt Hill(7)	NA	Hill's Clothing
Henderson Mall(27)	NA	JCPenney, Roses, Eckerd, Leggett's
Kings Plz.(2)	NA	A&P, Roses
Northside Plz. (5)	NA	Food Lion, Revco
Vance Sq.(6)	NA	Winn-Dixie, Revco
Dabney Shpg. Ctr.(6)	NA	Food Lion, Rite Aid
Henderson Mkt. Pl.(10)	NA	Byrd's, Sears, Revco
Mill Outlet City(6)	NA	Fabric Shop, True Value Hdwe.

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Food Stores, Mall Stores, Other Shopping Areas.

Stores Open Sundays-4 Supermarkets & some retail.

13 - RETAIL OUTLETS: Department Stores-Aileen's; JCPenney; Leggett's; Shoe Locker.

Variety Stores-Roses; K mart.

Discount Stores-Dollar Store; Family Dollar; Super 10.

Chain Drug Stores-Eckerd; Henderson 2; Revco 3; Rite Aid 2.

Chain Supermarkets-Winn-Dixie; A&P; Byrd's 2; Food Lion 2.

Other Chain Stores-Star Furn.; Penny Furn.; Moores Building Supply; Schewel Furn.; Heilig-Meyers Furn.; The Junction (clothing); Perry Bros. Goodyear; Lowe's Building Supply.

14 - NEWSPAPERS: DISPATCH (e) 10,654; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Dennis Tharrington, Gen. Mgr., DISPATCH, 304 S. Chestnut St., Henderson, NC 27536; Tel. (919) 492-4001.

National Representative: Landon Associates.

HENDERSONVILLE

1 - LOCATION: Henderson County, E&P Map B-2, County Seat. Agricultural and industrial center and summer resort in W region of state. 21 mi. S of Asheville; 100 mi. W of Charlotte; 40 mi. N of Greenville, SC.

2 - TRANSPORTATION: Railroads-Southern (Cincinnati to Columbia, SC). Terminus Hendersonville-Toxaway Div.

Motor Freight Carriers-22.

Intercity Bus Lines-Greyhound; Continental Trailways; Suburban Coach.

Airlines-Piedmont; Wheeler; Eastern Metro; ASA.

3 - POPULATION:

Corp. City 90 Cen. 7,284; E&P 92 Est. 7,479
CZ-ABC: (80) 6,862
RTZ-ABC: (80) 51,718
County 90 Cen. 69,285; E&P 92 Est. 72,768
City & RTZ-ABC: (80) 58,580

4 - HOUSEHOLDS:

City 90 Cen. 2,741; E&P 92 Est. 2,814
CZ-ABC: (80) 2,897
RTZ-ABC: (80) 19,492
County 90 Cen. 27,171; E&P 92 Est. 28,536
City & RTZ-ABC: (80) 22,389

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	$83,437,222
Commercial	6	$163,542,170

6 - PASSENGER AUTOS: Henderson County 42,130; City 25,799

7 - ELECTRIC METERS: Residence County 19,451

8 - GAS METERS: Residence 2,511

9 - PRINCIPAL INDUSTRIES: Elect. 1,400; Paper 900; Textile 1,867; Constr. 897; Food 878; Apparel 1,789; Chem. 800.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-67; Summer 60-82; Fall 43-68; Winter 27-49. First killing frost, Oct. 18; last killing frost, Apr. 21.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Main St.; 2 each of 3rd, 4th & 5th Aves.; 3 on 7th Ave. E.; 2 S. of Main & Church Sts.; Four Seasons Boulevard at Dana Road; Spartanburg Hwy. S. of Main & Church Sts.; Blue Ridge Mall (60 stores).

Neighborhood Shopping Centers-Southgate, 1/2 mi. S. of city; Roses Plz., 2 mi. E. of city; Laurel Park Vlg., 2 mi. W of city; Sky City Plaza, 1/2 mi. S. of city.

Principal Shopping Days-Mon., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Belk-Simpson; Schulman's; K mart.

Variety Stores-Roses; Eagle's; Family Dollar; King's; Sky City; Otasco.

Chain Drug Stores-Eckerd; Revco; Rite Aid; Econo-Mart.

Chain Supermarkets-Winn-Dixie 3; Community Cash 2; Ingle's 3; Bi-Lo 2; Food Lion.

Other Chain Stores-Western Auto; Sherwin-Williams; Sears (catalog); Lowe's Hdwe.

14 - NEWSPAPERS: TIMES-NEWS (m) 20,310; (S) 20,137; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Grady Smith, Adv. Dir., TIMES-NEWS, 1717 Four Seasons Blvd.; PO Box 490, Hendersonville, NC 28793; Tel. (704) 692-0505.

National Representative: Landon Associates.

HICKORY

1 - LOCATION: Catawba County, (MSA). E&P Map C-2, Near Catawba River and Lake Hickory on U.S. Hwys. 40, 64, 70, 321 and State Hwys. 10, 16, 55, 127 mi. N of Charlotte; 80 mi. E of Asheville; 90 mi. SW of Winston-Salem; Interstate I-40.

2 - TRANSPORTATION: Railroads-Southern; C&NW.

Motor Freight Carriers-42.

Intercity Bus Line-Continental Trailways.

Airline-USAir (Commuter to Charlotte, NC).

3 - POPULATION:

Corp. City 90 Cen. 28,301; E&P 92 Est. 30,257
CZ-ABC: (80) 49,626
RTZ-ABC: (80) 195,625
County 90 Cen. 118,412; E&P 92 Est. 123,397
MSA 90 Cen. 221,700; E&P 92 Est. 229,849
City & RTZ-ABC: (80) 245,251

4 - HOUSEHOLDS:

City 90 Cen. 10,649; E&P 92 Est. 11,385
CZ-ABC: (80) 18,305
RTZ-ABC: (80) 67,684
County 90 Cen. 44,496; E&P 92 Est. 46,370
MSA 90 Cen. 82,916; E&P 92 Est. 85,962
City & RTZ-ABC: (80) 85,989

5 - BANKS	NUMBER	DEPOSITS
Commercial	41	$1,200,000,000
Savings & Loan	5	$39,279,386

6 - PASSENGER AUTOS: Catawba County 71,453; City 39, 473

7 - ELECTRIC METERS: Residence 53,451

8 - GAS METERS: Residence 5,000

9 - PRINCIPAL INDUSTRIES: Constr., Mfg., Trans. & Util.; Whol. & Ret. Trade.

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-90; Summer 56-52; Fall 33-85; Winter 5-78. First killing frost, Oct. 17; last killing frost, Apr. 29.

11 - TAP WATER: Slightly alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Main Ave. Pl., SW; 1 on Union Sq.; 2 on 3rd St., NW; 2 on 2nd St., NW; 2 on 1st Ave., NW; 1 on Main Ave., NW; 2 on Main Ave., NE.

Neighborhood Shopping Centers-Highland W. Hickory; Brookford; Viewmont; North Pointe & Northgate Plaza on Hwy. 127 North Hickory; Westover Plz.; Southridge Shpg. Ctr., Hwy. 127 S.; Midland 4 blocks Fronting Hwy. 64-70-321; Hickory Plaza; 321 U.S. 64-70; Catawba Mall on Hwy. 64-70 S.W.; Valley Hills Mall; Starmount Plz. Hwy. 64-70 S.E.; St. Stephens Square.

Shopping Centers-Viewmont, 10 blocks distant (Hickman Hdwe., Fresh Air Galaxy No. 2); Lowe's; Harris-Teeter; Winn-Dixie; Villa Park, 12 bldgs.; Lowe's Food.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Catawba Mall(30)	NA	Hamrick's, Eckerd, Heilig-Meyers Furn., Spainhours, Radio Shack
Kroger Center(6)	NA	Kroger, Roses
Midland(16)	NA	Baskin-Robbins, Advance Auto
Northgate Plz (4)	NA	Revco, Bi-Lo, Roses
North Pointe(13)	NA	Eckerd, Radio Shack, Harris-Teeter
Valley Hills Mall(90)	NA	Sears, Zales, Belk, West-Deal, JCPenney
Valley Crossing (15)	NA	Phar-Mor, Goody's, TJ. Maxx
Hickory Corners (22)	NA	Wal-Mart, Food Lion,
	NA	Carolina Waterrbed, Red Lobster, Oh Brian's
Hickory Plaza	NA	K mart, Cheap Joe's, Radio Shack

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Belk; Spainhour's; Sears; JCPenney; Melville's; Zerden's; Colony Casuals; West-Deal.

Variety Stores-Woolworth; Roses; Family Dollar.

Chain Drug Stores-Smith's; Eckerd, Viewmont 3; Revco; Peoples; Rite Aid; Crown Drug; Duo Drug.

Chain Supermarkets-Lowe's 2; Fresh Air Galaxy 3; Winn-Dixie 2; Harris-Teeter 2; Kroger Sav-On; Bi-Lo; Fine Fare; Food Lion.

Discount Stores-Brendle's; K mart, Wal-Mart.

Other Chain Stores-Butler's; (shoes), Kinney Shoes; Clark Tire; Pic 'N Pay Shoes; Lowe's Hdwe.

14 - NEWSPAPERS: RECORD (e) 25,468; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: David Millholland, Adv. Dir., RECORD, PO Box 968, Hickory, NC 28603; Tel. (704) 322-4510.

National Representative: Landon Associates.

HIGH POINT

1 - LOCATION: Guilford County (In Greensboro-Winston-Salem-High Point MSA), E&P Map D-2. Center of furniture & hosiery manufacturing. Near center of state on U.S. Hwys. 29, 29A, 70, 70A; I-85; State Hwys. 62, 68, 311. 15 mi. SW of Greensboro; 18 mi. SE of Winston-Salem; 340 mi. from Baltimore, MD; 350 mi. from Atlanta, GA; 736 mi. from Chicago, IL.

2 - TRANSPORTATION: Railroads-Norfolk & Western; High Point, Thomasville & Denton; C&NW; Amtrak.

Motor Freight Carriers-49.

Intercity Bus Lines-Carolina Trailways, Queen City Trailways.

Airlines-American; Enterprise; United; Delta; USAir; Continental.

3 - POPULATION:
Corp. City 90 Cen. 69,496; E&P 92 Est. 71,780
CZ-ABC: (80) 81,214
RTZ-ABC: (80) 96,854
County 90 Cen. 347,420; E&P 92 Est. 360,469
MSA 90 Cen. 942,091; E&P 92 Est. 978,873
City & RTZ-ABC: (80) 178,068

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 26,151; E&P 92 Est. 27,010
CZ-ABC: (80) 29,477
RTZ-ABC: (80) 33,352
County 90 Cen. 138,968; E&P 92 Est. 144,188
MSA 90 Cen. 368,708; E&P 92 Est. 383,082
City & RTZ-ABC: (80) 62,829

5 - BANKS	NUMBER	EST. DEP.
Commercial	8	$203,000,000
Savings & Loan	4	$79,742,918

6 - PASSENGER AUTOS: Guilford County 214,472; City 48,397

7 - ELECTRIC METERS: Residence 22,885

8 - GAS METERS: Residence 13,172

9 - PRINCIPAL INDUSTRIES: Furniture; Textiles; Food; Chem.; Machinery; Ore Mfg.; Constr.; Fin., Ins. & R.E.;-Servs.; Fab. Metals; Lumber & Wood; Printing & Publishing; Trans. Equip.; Trans., Commun. & Public Util.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-82; Summer 57-87; Fall 38-79; Winter 24-62. First killing frost, Oct. 11; last killing frost, Apr. 25.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Main St.; 4 on Wrenn St.; 2 on Washington St.; 2 on English; 1 on Montlieu.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
College Village (24)	2	Food Lion, Eckerd, Allied Radio
East Green Plaza(6)	NA	Rite Aid
Fairfield Plz (11)	3	Winn-Dixie, Sky City, Rite Aid
Southgate(10)	2	Roses, Harris-Teeter
Northwood	3	K mart, Food Lion
Westchester Mall(32)	1	Thalhimer's, JCPenney, Belk-Beck, Cloverleaf Leaf Mkt.
Eastgate(10)	3	Harris-Teeter, Family Dollar
Southwood Sq.	3	Harris-Teeter, K mart, Eckerd
West-Burton	3	Big Lots, Eckerd
Center Stage	NA	Kroger
High Pt. Mall(27)	NA	Roses, Winn-Dixie, Harris-Teeter
Westchester Commons	1	Kerr Drug, Lowe's Food

Principal Shopping Days-Thurs., Fri., Sat.

Stores Open Sunday-Some drug, food, discount.

Stores Open Evenings-Principal to 9 p.m. nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Belk-Beck; Sears, Roses 2; Thalhimer's.

Variety Stores-One-Dollar; Family Dollar 3; Big Lots, K mart 2.

Chain Supermarkets-Harris-Teeter 3; Circle K 3; Columbia; Cloverleaf 3; Red Dot; Winn-Dixie 3; Food Lion 6; Fresh Market; Kroger; Lowe's 2.

Drug Stores-Anderson; Arthur's; Calhoun; Cecil's; Eckerd 3; Hoffman; Leonards; Rite Aid 7; McLarty; Revco 2.

Other Chain Stores-Shoes: Pic 'N Pay, Pic Way, Bell Bros., Birttain's; Women's Apparel: Diana Shop, Tobias, Fashion Shop, Lerner, Mann's Consumer Catalog; Men's Clothing: Arnolds Craven, Wright's; Jewelry Stores: Friedman's, Zales, Perkinson, Hughes; Automotive: Auto Zone, Goodyear, Firestone, Goodrich, Advance, Western Auto, Boyles, Auto Shack, American, Dixie, Sid's, High Point Auto Parts, Motor Parts, Inc., Spencer Auto Supply, Wilson Auto Parts; Radio Shack.

14 - NEWSPAPERS: ENTERPRISE (e) 31,366; (S) 32,667; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Demi L. Foust, Adv. Dir., ENTERPRISE, 210 Church Ave.; PO Box 1009, High Point, NC 27261; Tel. (919) 888-3500.

National Representative: Landon Associates.

JACKSONVILLE

1 - LOCATION: Onslow County (MSA). E&P Map E-3, County Seat. Near Camp Lejeune, U.S. Marine Corps base. Situated on U.S. Hwys. 17, 258; State Hwy. 24; 51 mi. N of Wilmington; 37 mi. S of New Bern; 40 mi. W of Morehead City.

2 - TRANSPORTATION: Motor Freight Carriers-6.

Intercity Bus Lines-Carolina Trailways; Seashore Trailways.

Airlines-USAir; American Eagle.

3 - POPULATION:
Corp. City 90 Cen. 30,013; E&P 92 Est. 33,093
CZ-ABC: (80) 59,570
RTZ-ABC: (80) 53,214
County/MSA 90 Cen. 149,838; E&P 92 Est. 160,582
City & RTZ-ABC: (80) 112,784

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 11,294; E&P 92 Est. 12,453
CZ-ABC: (80) 10,434
RTZ-ABC: (80) 19,873
County/MSA 90 Cen. 53,514; E&P 92 Est. 57,351
City & RTZ-ABC: (80) 30,307

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	6	N.A.
Commercial	4	N.A.
Credit Unions	5	N.A.

6 - PASSENGER AUTOS: Onslow County 51,381; City 30,034

7 - ELECTRIC METERS: Residence 47,000

8 - GAS METERS: Residence 14,876

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Pulpwood 1,500 ($321); Civil Service 4,300 (N.A.); Military 47,000 (N.A.); Lumber Plywood Mill ($321); Garment 1,500 ($145); Boating 300 ($190); Tool & Die ($220).

Principal Industry Pay Days-Fri.; Marine Corps-15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 69-95; Fall 40-80; Winter 30-70. First killing frost, Nov. 18; last killing frost, Mar. 15.

11 - TAP WATER: Soft, fluoridated.

12 - RETAILING: Neighborhood Shopping Center-New Bridge St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Branchwood	NA	Revco, Food Lion
Brynn Marr(10)	NA	Eckerd, Winn-Dixie, Roses
College Plaza	NA	Food Lion, Revco
Jacksonville Mall	NA	Sears, Belk, JCPenney
New River(38)	NA	Pollards, Roses, Brendle's, Peebles, Kerr Drug
Northwoods(40)	NA	Piggly Wiggly, Northwood Drug
Onslow Mall(13)	NA	K mart, Harris-Teeter
West Park(8)	NA	Winn-Dixie, Maxway
Piney Green(16)	NA	Food Lion, K mart
Western Plz	NA	Wal-Mart, Wilsons Supermarket
Sneads Ferry	8	Food Lion, Revco

Principal Shopping Days-Thur., Fri., Sat., Sun.

Stores Open Evenings-Fri., Mon.

13 - RETAIL OUTLETS: Department Stores-Margolis; Belk; Sears; Boomtown; K mart; Brodys; Peebles; JCPenney.

Variety Stores-Roses 3; K mart 2; Brendle's; Maxway 2; Wal-Mart.

Chain Drug Stores-Kerr 3; Johnson's; Rexall 2; Eckerd 2; Walgreens; Revco 3.

Chain Supermarkets-Big Star 2; Piggly Wiggly 2; Winn-Dixie 2; Pollard's; IGA 5; Food Lion 4; Farm Fresh.

Other Chain Stores-Cato; Brooks; Pic 'N Pay; Lerner; Endicott-Johnson; Kinney's; K&K Toys; Zales; Carlyle; Reed's Jewelers; Precision Tune; Midas Muffler; Furniture Fair; Advance Auto Parts; Western Auto.

14 - NEWSPAPERS: NEWS (e) 21,951; (S) 23,312; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Bob Taylor, Adv. Dir., NEWS, PO Box 0196, Jacksonville, NC 28541-0196; Tel. (919) 353-1171.

National Representative: Landon Associates.

KANNAPOLIS

1 - LOCATION: Cabarrus and Rowan Counties, (In Charlotte-Gastonia-Rock Hill NC-SC MSA), Map C-2. Industrial, agricultural center. 25 mi. N of Charlotte; 68 mi. S of Greensboro. On U.S. & State Hwy. 29 & 29A. U.S. 601; I-85.

2 - TRANSPORTATION: Railroad-Southern.

Motor Freight Carriers-3.

Intercity Bus Lines-National Trailways; Carolina Coach.

3 - POPULATION:
Corp. City 90 Cen. 29,696; E&P 92 Est. 30,155
CZ-ABC: (80) 32,395
RTZ-ABC: (80) 87,122
Counties 90 Cen. 209,540; E&P 92 Est. 218,577
Cabarrus 90 Cen. 98,935; E&P 92 Est. 103,487
Rowan 90 Cen. 110,605; E&P 92 Est. 115,090
City & RTZ-ABC: (80) 119,517
MSA 90 Cen. 1,162,093; E&P 92 Est. 1,220,105

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 11,174; E&P 92 Est. 11,347
CZ-ABC: (80) 13,751
RTZ-ABC: (80) 29,469
Counties 90 Cen. 80,684; E&P 92 Est. 84,159
Cabarrus 90 Cen. 37,309; E&P 92 Est. 39,026
Rowan 90 Cen. 43,375; E&P 92 Est. 45,133
City & RTZ-ABC: (80) 43,220
MSA 90 Cen. 438,061; E&P 92 Est. 459,856

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$1,282,316,773
Savings & Loan	4	$80,594,154

6 - PASSENGER AUTOS: Counties: Cabarrus 56,881; Rowan 60,801

7 - ELECTRIC METERS: Residence 16,000

8 - GAS METERS: Residence 4,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile spinning and weaving 10,000 ($161); Textile finishing 4,000 ($170); Textile sewing 2,500 ($175).

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 75-100; Fall 40-70; Winter 25-50. First killing frost, Nov. 1; last killing frost, Apr. 19.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Centers-10 blocks on Main St., W. Ave.; Oak St., W. First, W. A St.; Chestnut St.; Cannon Vlg., 43 Mfg. Outlets & Specialty Shops.

Neighborhood Shopping Centers-Centerview; North Kannapolis; Jackson Park; Rodgers Park; Royal Oaks; Shadybrook; Lowe's Trading Center; Landis; Enochville; K mart, Ames.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carolina Mall(62)	NA	Belk, Eckerd, Penney's, Sears
Cabarrus Shopping City(10)	NA	Eckerd
Cloverleaf Plz.(14)	NA	Budget Fair, Brendle's

Concord Plz.	NA	Wal-Mart, Watsons.
Midway(19)	NA	

Principal Shopping Days-Wed., Thur., Fri., Sat.

Stores Open Evenings-Fri. Downtown; Shopping Centers nightly.

13 - RETAIL OUTLETS: Department Stores-Belk; Sears; Budget Fair; McCrory.

Variety Store-Family Dollar.

Discount Stores-Wal-Mart; K mart; Brendle's.

Chain Drug Stores-K mart; Wal-Mart; Eckerd 2; Revco; Medical Center; Drug Emporium; Medicine Shoppe.

Chain Supermarkets-A&P; Winn-Dixie; Food Lion 3; Bi-Lo; Harris-Teeter.

Other Chain Stores-Shoes: Phil's, Pic 'N Pay, Bass Outlet, Rack Room, Shoe Show; Auto Supply: Advance, Goodyear, Auto Zone, Clothing: Diana Shop, Watson's, One Price, Anderson Little; Furniture: Heilig Meyers, K-Town, Carolina Interior; Building Supplies : Lowe's, Moore's; Factory Outlets: Cannon Bed 'N Bath, Hamilton Luggage, Aileen's, Clothes Barn, Paper Factory, Kitchen Collection, Hanes, Van Heusen, London Fog; Others: Virginia's; Annes Dress.

14 - NEWSPAPERS: INDEPENDENT (e-mon to fri) 11,353; (S) 11,968; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Anne B. Lyerly, Adv. Dir., INDEPENDENT, 123 N. Main, Kannapolis, NC 28081; Tel. (704) 932-3131.

National Representative: Landon Associates.

KINSTON

1 - LOCATION: Lenoir County, E&P Map E-2, County Seat. Residential center 78 mi. SE of Raleigh; on Neuse River. On U.S. Hwys. 70 & 258; State Hwys. 11, 55, 58.

2 - TRANSPORTATION: Railroads-Southern Railway & Seaboard Coast Line.

Motor Freight Carriers-12 (Terminal for 4 Trucking Lines).

Intercity Bus Line-Seashore Trans.

Airline-USAir.

3 - POPULATION:

Corp. City 90 Cen. 25,295; E&P 92 Est. 25,687
CZ-ABC: (80) 26,175
RTZ-ABC: (80) 85,923
County 90 Cen. 57,274; E&P 92 Est. 57,100
City & RTZ-ABC: (80) 112,098

4 - HOUSEHOLDS:

City 90 Cen. 9,518; E&P 92 Est. 9,666
CZ-ABC: (80) 9,081
RTZ-ABC: (80) 29,198
County 90 Cen. 21,470; E&P 92 Est. 21,405
City & RTZ-ABC: (80) 38,279

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$221,000,000
Savings & Loan	2	$167,000,000

6 - PASSENGER AUTOS: Lenoir County 30,137; City 23,645

7 - ELECTRIC METERS: Residence 10,000

8 - GAS METERS: Residence 4,100

9 - PRINCIPAL INDUSTRIES: Tobacco (seasonal); Chem. Prods.; Constr.; Dacron; Textiles; Foods; Bakeries; Chem. Fertilizers; Meat Packing; Lumber & Wood Prods.; Concrete Prods.; Metal Fab.; Grocery; Furn.; Pharmaceutical Supplies; Industrial Mach.; Consumer Electrical Prods; Distribution; Automotive Prods.; Fork Lifts; Dishwashers; China; Neckwear; Shirts.

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 57-81; Summer 66-89; Fall 45-68; Winter 6-38. First killing frost, Oct. 20; last killing frost, Mar. 24.

11 - TAP WATER: Alkaline, very soft. Artesian wells, chemically pure, unfiltered. Fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Vernon Park Mall(55)	4	JCPenney, Roses, Belk, Winn-Dixie, Brody's
Kinston Plz.(16)	3	Brendle's, Piggly Wiggly, Eckerd, Family Dollar, Shoe Show
Herritage Plz. (10)	3	Food Lion, Kerr Drug, Radio Shack
Kingston Sq.(10)	2	K mart, Big Lots, Revco
McLewean Sq.(10)	NA	Piggly Wiggly, Family Dollar
Frenchman's Creek(15)	1	Piggly Wiggly, Neuse Sport Shop
Parkview Ctr. (10)	1	Swap-A-Book

Principal Shopping Days-Thur., Fri. and Sat.

13 - RETAIL OUTLETS: Department Stores-H. Stadiem, Brody Bros.; K mart; White's; JCPenney; Allied; Brendles; Belk.

Variety Stores-Roses; Dollar Store.

Discount Stores-Super 10; Family Dollar.

Chain Drug Stores-Eckerd 2; Revco; Kerr; Rite Aid.

Chain Supermarkets-Winn-Dixie; Piggly Wiggly 7; Food Lion 2.

Other Chain Stores-Kinney's; Auto Zone; Cato; Firestone; Advance Store; Belk-Tyler; JCPenney; Dollar Store; Jewel Box; Gordon Jewelers; Lowe's; Endicott-Johnson; Baldwins; Waldenbooks; Wickes Lumber; Radio Shack; Pic 'N Pay.

14 - NEWSPAPERS: FREE PRESS (e-mon to fri) 13,665; (S) 14,769; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Billy Moore, Adv. Dir., FREE PRESS, 2103 N. Queen St.; PO Box 129, Kinston, NC 28501; Tel. (919) 527-3191; FAX (919) 527-8838.

National Representative: Landon Associates.

LENOIR

1 - LOCATION: Caldwell County, E&P Map B-2, County Seat. 70 mi. N of Charlotte; 75 mi. SW of Winston-Salem; 60 mi. NE of Asheville.

2 - TRANSPORTATION: Railroad-C&NWRR (Southern).

Intercity Bus Lines-Queen City; Greyhound.

Airlines-Sunbird; Atlantis.

3 - POPULATION:

Corp. City 90 Cen. 14,192; E&P 92 Est. 14,495
CZ-ABC: (80) 16,636
RTZ-ABC: (80) 40,376
County 90 Cen. 70,709; E&P 92 Est. 72,674
City & RTZ-ABC: (80) 57,012

4 - HOUSEHOLDS:

City 90 Cen. 5,340; E&P 92 Est. 5,454
CZ-ABC: (80) 6,178
RTZ-ABC: (80) 13,463
County 90 Cen. 26,683; E&P 92 Est. 27,424
City & RTZ-ABC: (80) 19,641

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$47,063,387
Commercial	4	$980,972,180

6 - PASSENGER AUTOS: Caldwell County 38,018; City 23,070

7 - ELECTRIC METERS: Residence 15,752

8 - GAS METERS: Residence 2,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Furn. 9,000; Textile 1,500; Hosiery 785.

Principal Industrial Pay Day-Fri.

10 - CLIMATE: First killing frost, Nov. 1; last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Centers-8 blocks on Main St., West Ave., West Harper and Mulberry Sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Crossroads(5)	NA	Sears, Lowe's Foods, TG&Y
Fairway No. 1(5)	NA	Super Dollar Store
Food World Plz. (3)	NA	Food World, Revco Drug, Army Store
Holly Square(7)	NA	Revco, Holly Farms
Lenoir Crossings (6)	NA	Eckerd, Winn-Dixie
Lenoir Mall(48)	NA	Belk, Woolworth, Spainhour's
Thrift(25)	NA	Family Dollar Store, Lenoir Drug

Principal Shopping Days-Thur., Fri., Sat.

Stores Close-Wed. afternoon except Dec.

Stores Open Evenings-Some mall stores Mon. through Sat.; others Fri.

13 - RETAIL OUTLETS: Department Stores-Belk; Sears; Shields; Spainhour's; Smithey's.

Variety Stores-TG&Y; Family Dollar; Stelen's; Village Casuals; K mart; Mack's.

Discount Stores-Variety Discount; Family Dollar; Scotties; K mart.

Chain Drug Stores-Peoples Drug; Rite Aid 2; Eckerd; Revco.

Chain Supermarkets-Fairway 2; Lenoir & Whitnel; Winn-Dixie 2; Harris-Teeter; Lowe's 3; William's; Food Lion.

Other Chain Stores-Saslow's; The Gold Shop; Beanhardt-Seagle; Jewelers: Cato, Kay, Wooten, Tuttles; Sherwin-Williams Paints; Shaw's; Pic-N-Pay; Peterson's; Advance; Goodyear; Western Auto; Firestone; White's Auto.

14 - NEWSPAPERS: NEWS-TOPIC (e) 13,243; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Jerry T. Hodge, Adv. Dir., NEWS-TOPIC, 123 Pennton Ave., Lenoir, NC 28645; Tel. (704) 758-7381.

National Representative: Landon Associates.

LEXINGTON

1 - LOCATION: Davidson County (In Greensboro-Winston-Salem-High Point MSA). E&P Map C-2. County Seat. Industrial center. On U.S. Hwys. 29, 52, 64, 70, I-85. In Central part of state, 54 mi. N of Charlotte.

2 - TRANSPORTATION: Railroads-Southern; Winston-Salem Southbound.

Motor Freight Carriers-21.

Intercity Bus Lines-Trailways, Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 16,581; E&P 92 Est. 17,006
CZ-ABC: (80) 15,711
RTZ-ABC: (80) 42,029
County 90 Cen. 126,677; E&P 92 Est. 131,872
MSA 90 Cen. 942,091; E&P 92 Est. 978,873
City & RTZ-ABC: (80) 57,740

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 6,239; E&P 92 Est. 6,399
CZ-ABC: (80) 6,019
RTZ-ABC: (80) 14,505
County 90 Cen. 48,688; E&P 92 Est. 50,685
MSA 90 Cen. 368,708; E&P 92 Est. 383,082
City & RTZ-ABC: (80) 20,524

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$38,497,541
Commercial	5	$14,061,874,000

6 - PASSENGER AUTOS: Davidson County 73,484; City 34,029

7 - ELECTRIC METERS: Residence 19,000

8 - GAS METERS: Residence 4,600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Stone, Clay & Glass 800; Textile 3,120; Food 385; Mach. 350; Veneer 540; Apparel 500; Furn. 4,500; Electronics 550; Printing 120; Metals 190; Other 750; Total Mfg. 12,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-76; Summer 72-98; Fall 39-67; Winter 38-61. First killing frost, Nov. 3; last killing frost, Apr. 1.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-9 blocks on Main St.; 2 on 1st Ave.; 1 on 2nd Ave.; 1 on Center St.; Lexington Center-Hwy. 64 W at City Limits.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Lexington Sq. (12)	NA	Winn-Dixie, Roses
Norfex	NA	Thrifty Mart, Sky City, Sears (Mall)
Davidson Plz. (30)	NA	K mart, Thrifty Mart, Eckerd Drug

Principal Shopping Days-Thur. through Fri.

Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Belk-Martin; Roses; Zimmerman's; National Outlet.

Variety Store-Mack's.

Discount Stores-Towel Town of America; Bargain Center; Family Dollar; Sky City; K mart.

Chain Drug Stores-Walgreens; Eckerd; Valu Pak; Lexington 2; Rexall 2; Revco; Rite Aid; Crown Drugs.

Chain Supermarkets-Winn-Dixie 2; Food Lion; Thrifty Mart; 3 Guys.

Other Chain Stores-Western Auto; Sears (catalog); Advance Stores; Lowe's; Singer; Pic-N-Pay Shop; Shumaker's; Carolina Tire (Goodyear); Kimbrell's; Firestone; Sherwin-Williams.

14 - NEWSPAPERS: DISPATCH (e) 14,727; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Betty Barnes, Adv. Dir., DISPATCH, 30 E. 1st Ave., Lexington, NC 27292; Tel. (704) 249-3981.

National Representative: Landon Associates.

LUMBERTON

1 - LOCATION: Robeson County, E&P Map D-3, County Seat. On U.S. Hwys. 74, 301 and State Hwys. 41, 72, 211; I-95: 130 mi. E of Charlotte; 72 mi. W of Wilmington; 32 mi. S of Fayetteville; 60 mi. N of Florence.

2 - TRANSPORTATION: Railroads-Seaboard Virginia & Carolina Southern.

Motor Freight Carriers-3.

Intercity Bus Line-Queen City Coach.

Airlines-American; Piedmont; Fayetteville Airport 25 miles.

3 - POPULATION:

Corp. City 90 Cen. 18,601; E&P 92 Est. 18,953
CZ-ABC: (80) 18,241
RTZ-ABC: (80) 96,906
County 90 Cen. 105,179; E&P 92 Est. 107,983
City & RTZ-ABC: (80) 115,147

4 - HOUSEHOLDS:

City 90 Cen. 6,994; E&P 92 Est. 7,132
CZ-ABC: (80) 6,455
RTZ-ABC: (80) 29,536
County 90 Cen. 35,654; E&P 92 Est. 36,604
City & RTZ-ABC: (80) 35,991

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	$650,000,000
Savings & Loan	3	$40,000,000

6 - PASSENGER AUTOS: Robeson County 47,755; City 20, 408

7 - ELECTRIC METERS: Residence 5,500

8 - GAS METERS: North Carolina Natural Gas

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Redrying Tobacco 1,120; Textile Mills 550; Garment Mfg. 1,500; Lumber 85; Shoes 2,800; Textile 2,000; Dyeing, Processing 300; Beverages 150.

Principal Pay Days-Thur., Fri., Sat.

10 - CLIMATE: First killing frost, Oct. 29; last killing frost, Apr. 9.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Elm, Chestnut, 2, 3, & 4 Sts.; 5 blocks on N. Elm St., Mall (36 units).

Neighborhood Shopping Centers-North Elm, 3 blocks on Elm St. and 3 blocks on 24th St. (6 units).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Biggs Park Mall(36)	NA	Eckerd, JCPenney, Winn-Dixie, Belk

Wal-Mart Plz.	NA	Lowe's, Wal-Mart Wilsons
K mart Plaza	NA	K mart, Revco, Family Dollar

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-All Shopping Centers; Discount and Food Stores open until 9 p.m.

13 - RETAIL OUTLETS: Department Stores-Belk-Hensdale; JCPenney; Sears.
Chain Drug Stores-Eckerd; Hedgpeth 2; Rite Aid; Revco; Medicine Shoppe.
Discount Stores-K mart; Roses; Wal-Mart.
Variety Stores-Family Dollar; Jones Store.
Chain Supermarkets-Big Star; Winn-Dixie; Harris-Teeter; Foodtown 2; Bo's 3; Hills; Foodland; Piggly Wiggly; Wilson's.
Other Chain Stores-Goodyear; Goodrich; Firestone; Sherwin-Williams; Western Auto; Rent America; Singer; Homeway Furniture; Lowe's; Kimbrells.

14 - NEWSPAPERS: ROBESONIAN (e-mon to fri) 14,002; (S) 15,729; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Robert E. Dixon, Natl. Adv. Mgr., ROBESONIAN, 121 W. 5th St.; PO Box 1028, Lumberton, NC 28359; Tel. (919) 739-4322.
National Representative: Landon Associates.

MARION

1 - LOCATION: McDowell County, E&P Map B-2, County Seat.

2 - TRANSPORTATION: Railroads-Southern; Clinchfield.

3 - POPULATION:
Corp. City 90 Cen. 4,765; E&P 92 Est. 5,056
County 90 Cen. 35,681; E&P 92 Est. 36,476

4 - HOUSEHOLDS:
City 90 Cen. 1,793; E&P 92 Est. 1,903
County 90 Cen. 13,634; E&P 92 Est. 13,938

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: McDowell County 18,069; City 12,731.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 3,170 ($270); Furn. 1,480 ($270).

10 - CLIMATE: Av. Temp.-Summer 75; Winter 41.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Center-Sky City; Marion City Square.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Lady Marian Plz.(6)	2	Roses

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Belk; B.C. Moore; Sears.
Discount Stores-Roses; Sky City; Family Dollar.
Chain Drug Stores-Revco; Eckerd; Rite Aid.
Chain Supermarkets-Harris-Teeter; Winn-Dixie; Ingles; Bi-Lo; Lowe's Foods.

14 - NEWSPAPERS: McDOWELL NEWS (e) 5,905; sworn Sept. 28, 1990.
Local Contact for Advertising and Merchandising Data: Vangie Peek, Adv. Dir., McDOWELL NEWS, PO Box 610, Marion, NC 28752; Tel. (704) 652-3313.
National Representative: Landon Associates.

MONROE

1 - LOCATION: Union County (In Charlotte-Gastonia-Rock Hill, NC-SC MSA), E&P Map C-2, 25 mi. SE of Charlotte on U.S. Hwys. 74, 601; State Hwys. 75, 84, 200, 207.

2 - TRANSPORTATION: Railroad-Seaboard Coast Line.
Intercity Bus Line-Trailways.
Motor Freight Carriers-9.
Airlines-Commercial frt. & charter.

3 - POPULATION:
Corp. City 90 Cen. 16,127; E&P 92 Est. 17,077
CZ-ABC: (80) 14,589
RTZ-ABC: (80) 55,847
County 90 Cen. 84,211; E&P 92 Est. 88,619
MSA 90 Cen. 1,162,093; E&P 92 Est. 1,220,105
City & RTZ-ABC: (80) 70,436

4 - HOUSEHOLDS:
City 90 Cen. 6,068; E&P 92 Est. 6,426
CZ-ABC: (80) 4,471
RTZ-ABC: (80) 18,450
County 90 Cen. 30,346; E&P 92 Est. 31,935
MSA 90 Cen. 438,061; E&P 92 Est. 459,856
City & RTZ-ABC: (80) 22,921

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$163,236,000
Savings & Loan	4	$381,278,543

6 - PASSENGER AUTOS: Union County 46,739; City 23,554.

7 - ELECTRIC METERS: City Residence 5,974.

8 - GAS METERS: City Residence 2,232.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textiles 3,500 ($186); Constr. 2,459 ($265); Lumber & Wood Prods. 768 ($221); Fab. Metals 971 ($291); Agric. (N.A.); Mach. 1,114 ($310).
Principal Industry Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-86; Summer 54-93; Fall 34-87; Winter 14-73. Av. Rainfall 43 ins. yr. First killing frost, Nov. 26; last killing frost, Mar. 17.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Centers-Downtown-15 blocks on Main, Jefferson & Franklin Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Monroe Mall(50)	NA	Belk, JCPenney, Peebles, World Bazaar, Wal-Mart
Monroe Plz.(10)	NA	Sears, Roses, Eckerd, Radio Shack
Union County(25)	NA	
Union Vlg.(15)	NA	Winn-Dixie, Heilig-Meyers, Family Dollar
Union Sq. Shopping Ctr.	NA	Harris-Teeter
Sunset Plz.(3)	NA	Foodtown, Big Lots
K mart/Kroger Strip	NA	K mart, Food Lion, Sav-On

Stores Open Evenings-Most Shopping Centers Mon.-Sat. until 9:00 p.m.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Belk; Roses; Peebles; Sears.
Discount Stores-Family Dollar 2; Griffin 88; Pic 'N Pay Shoes; K mart; Wal-Mart.
Chain Drug Stores-Revco; Eckerd; Rexall.
Chain Supermarkets-Winn-Dixie; Foodtown; Harris-Teeter.
Other Chain Stores-Goodyear; B.F. Goodrich; Firestone; Kimbrells; Advance Auto; Heilig-Meyers; Kay Jewelers; Thom McAn; Gateway Books; Waldenbooks; General Nutrition Ctr.; Lowe's; Brand Jewelers; Radio Shack; True Value Hdwe.; Sentry Hdwe.

14 - NEWSPAPERS: ENQUIRER-JOURNAL (e-mon to fri) 13,886; (S) 14,741; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Olin Sikes, Adv. Mgr., ENQUIRER-JOURNAL, 500 W. Jefferson; PO Box 5040, Monroe, NC 28110; Tel. (704) 289-1541.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

MORGANTON

1 - LOCATION: Burke County, (In Hickory MSA), E&P Map B-2.

2 - TRANSPORTATION: Railroad-Southern.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-Piedmont; Morganton; Lenoir.

3 - POPULATION:
Corp. City 90 Cen. 15,085; E&P 92 Est. 15,580
CZ-ABC: (80) 15,102
RTZ-ABC: (80) 57,402
County 90 Cen. 75,744; E&P 92 Est. 77,860
City & RTZ-ABC: (80) 72,504
MSA 90 Cen. 221,700; E&P 92 Est. 229,849

4 - HOUSEHOLDS:
City 90 Cen. 5,676; E&P 92 Est. 5,863
CZ-ABC: (80) 4,945
RTZ-ABC: (80) 20,393
County 90 Cen. 28,583; E&P 92 Est. 29,381
City & RTZ-ABC: (80) 25,338
MSA 90 Cen. 82,916; E&P 92 Est. 85,962

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	4	$100,500,000
Commercial	7	$515,000,000

6 - PASSENGER AUTOS: Burke County 40,457; City 22,696.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Furn.; Children's Wear; Lingerie; Hosiery; Paper Boxes; Paint & Finishes; Electronics; Shoes; Chem.; Upholstery; Custom Marble; Ball Bearings; Glazed Tile; Heavy Axles; Case Good Furn.; Poultry.

10 - CLIMATE: Average Mean Temp.-59.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Avery Avenue(7)	NA	Family Dollar
Quaker Meadows	NA	Eckerd, K mart, Food Lion
Burkeley Sq.(5)	NA	Bi-Lo, Revco
Morganton Pl.(10)	NA	Roses, Eckerd
Magnolia Plz.(28)	6	Wal-Mart, Goody's, Ingle's Supermkt, Revco Drug, Carolina Tire
Wes-Mor	NA	Sears, Lowe's, Sky City
Valley Crossings (15)	22	Phar-Mor, TJ. Maxx, Tons of Toys
Catawba Mall(20)	NA	Spainhour's, Heilig-Meyers, Eckerd, Big Lots
Valley Hill(66)	25	Sears, Belk, Penny's
Lenoir Mall(52)	15	Woolworth, Kinney's, Rite Aid, Belk

Principal Shopping Days-Wed.-Sun.

13 - RETAIL OUTLETS: Department Stores-Belk; Lazarus; Morganton Hdwe.; Spainhour's.
Discount Stores-Family Dollar; K mart; Sky City; Roses; Wal-Mart.
Chain Drug Stores-Eckerd 2; Cornwell 9; Rite Aid 2; Revco 2.
Chain Supermarkets-Winn-Dixie; Harris-Teeter; Ingle 2; Lowe's; Bi-Lo; Food Lion 2.
Other Chain Stores-Army Store; John Graham; Lowe's Hardware; Kimbrell's Furn.; Sears; Carolina Tire; Auto Zone; Goody's; Glidden Paints; Sherwin-Williams; Jewelry Exchange; Pic 'N Pay Shoes; Shoe Show; Advance Auto Parts; Cato; Radio Shack.

14 - NEWSPAPERS: NEWS HERALD (e-mon to fri) 11,659; (S) 11,376; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Randy Hart, Adv. Dir., NEWS-HERALD, 301 Collett St., Morganton, NC 28655; Tel. (704) 437-2161.
National Representative: Landon Associates.

MOUNT AIRY

1 - LOCATION: Surry County, NW part of state. 40 mi. N of Winston-Salem; 150 mi. from Raleigh; 75 mi. from Charlotte. Hwys. 52, 77, 89, and 601.

2 - TRANSPORTATION: Railroad-Southern.
Motor Freight Carriers-17.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-Access to Greensboro and Smith Reynolds Airports.

3 - POPULATION:
Corp. City 90 Cen. 7,156; E&P 92 Est. 7,323
County 90 Cen. 61,704; E&P 92 Est. 63,364

4 - HOUSEHOLDS:
City 90 Cen. 2,693; E&P 92 Est. 2,756
County 90 Cen. 23,254; E&P 92 Est. 23,880

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: Surry County 35,304; City 18,949

7 - ELECTRIC METERS: Residence County 28,742

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Children's Apparel 1,600 ($205); Men's Apparel 1,100 ($175); Socks 1,800 ($225); Appliances 850 ($220); National-Furn. 425 ($256); Women's Apparel 450 ($225).
Principal Industrial Pay Days-Bi-Weekly.

10 - CLIMATE: Min. & Max. Temp.-Spring 73-80; Summer 80-90; Fall 60-75; Winter 30-45. First killing frost, Oct.; last killing frost, Apr.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-Mayberry Mall (20 stores) Hwy. 52 North.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mayberry Mall (21)	NA	Belk, K mart, JCPenney
Forest Oaks(20)	NA	Wal-Mart, Lowe's Foods
Surry Plz.(12)	NA	Advance Auto Parts Food Lion, Family Dollar
Westwood Plz. (10)	NA	Food Lion, Rite Aid Discount Ctr.
Thru-Way(10)	NA	Dollar General
Mount Airy Plz.(4)	NA	Sky City, Food Lion, Family Dollar
Northwood(2)	NA	Lowe's Foods, Big Lots
Three Oaks Plz.(2)	NA	Winn-Dixie, Revco

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Shopping Center Nightly ex. Sun.; Downtown Roses and JCPenney.

13 - RETAIL OUTLETS: Department Stores-Belk; JCPenney; Roses; K mart.
Discount Stores-Wal-Mart; Sky City.
Variety Stores-Family Dollar; Dollar General.
Chain Drug Stores-Eckerd; Revco; Rite Aid.
Chain Supermarkets-Winn-Dixie; Food Lion; Thriftimart; Ingles.
Other Chain Stores-Advance Store; Pic 'N Pay; Radio Shack; Cheap Joes; Sherwin-Williams; Lowes Hardware; Carolina Tire; Cato.

14 - NEWSPAPERS: NEWS (e-mon to fri; S) 8,500; sworn Sept. 26, 1990.
Local Contact for Advertising and Merchandising Data: Bernard Flippin, Adv. Mgr., NEWS, PO Box 808, Mount Airy, NC 27030; Tel. (919) 786-4141.
National Representative: Landon Associates.

NEW BERN

1 - LOCATION: Craven County, E&P Map E-2, at confluence of Neuse and Trent Rivers, central part of eastern North Carolina, County Seat. Near two U.S. Marine bases, Cherry Pt. M.C.A.S. On U.S. Hwys. 17, 70; 176 mi. S of Norfolk, VA, 113 mi. E of Raleigh, 276 mi. N of Charleston SC. 13 foot intercoastal waterway connection.

2 - TRANSPORTATION: Railroads-A&EC Southern (freight); Seaboard Coast Line.
Motor Freight Carriers-14.
Airline-Mid-South.

3 - POPULATION:
Corp. City 90 Cen. 17,362; E&P 92 Est. 18,193
NDM-ABC: (80) 91,146
County 90 Cen. 81,613; E&P 92 Est. 85,432

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 6,534; E&P 92 Est. 6,846
NDM-ABC. (80) 30,380
County 90 Cen. 29,312; E&P 92 Est. 30,684

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$7,000,000
Commercial	4	$80,000,000

6 - PASSENGER AUTOS: Craven County 39,885; City 25, 258

7 - ELECTRIC METERS: Residence 8,870

8 - GAS METERS: Residence 2,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 300 (N.A.); Boat Works 450 ($145); Lumber 1,000 (All Timber Prods.) (N.A.); Apparel 750 (N.A.); Stone Prods. 55 (N.A.); Tool Workers 245 ($140); Military 2,450 ($225); 63 Mfg. Establishments in County; 2,800 Employees.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-66; Summer 76-88; Fall 59-69; Winter 41-51.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-3 blocks on Middle St.; 5 on Broad; 2 on Tryon Palace Drive; 2 on Craven; 2 on Pollock; 9 blocks on Neuse Blvd.; 1 block on Riverside; 4 blocks (5 points) Broad St.; 2 blocks Clarendon Blvd.; Twin Rivers Mall, U.S. 17 S.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Twin Rivers Mall(60)	NA	Belk, JCPenney
Triangle Plz.(3)	NA	Eckerd, Mont. Ward, Piggly Wiggly
Berne(10)	NA	Peoples, Roses, Winn-Dixie
Neuse Village(9)	NA	Maxwell's

Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Belk; Montgomery Ward; JCPenney; Sears.
Discount Stores-Family Dollar; Wal-Mart; Lowe's; K mart.
Variety Stores-McClellan's; Roses.
Drug Stores-Bynum's; Pinnix; Anderson's; Professional Drive Drug; Smith's; Medical Arts Phcy.; Scottie's; Rite Aid; Peoples; Eckerd; Revco.
Chain Supermarkets-Winn-Dixie; Pac-A-Sak 5; Parker's; Buy-For-Less; Piggly Wiggly 3; Food Lion.

14 - NEWSPAPERS: SUN JOURNAL (e) 16,375; (S) 16,265; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Judy Giachetti, Ret. Adv. Mgr., SUN JOURNAL, 226 Pollock St.; Box 1149, New Bern, NC 28560; Tel. (919) 638-8100.
National Representative: Landon Associates.

NEWTON

1 - LOCATION: Catawba County (In Hickory MSA). E&P Map C-2. County Seat. Mfg. & agric. area in W Central Piedmont part of state; 35 mi. NW of Charlotte on Hwys. 16, 321; 10. 8 mi. SE of Hickory.

2 - TRANSPORTATION: Railroads-C&N; Southern.
Motor Freight Carriers-37.
Intercity Bus Lines-Trailways; Greyhound; Newton-Conover.
Airlines-Piedmont; Sunbird.

3 - POPULATION:
Corp. City 90 Cen. 9,304; E&P 92 Est. 9,785
County 90 Cen. 118,412; E&P 92 Est. 123,397
MSA 90 Cen. 221,700; E&P 92 Est. 229,849

4 - HOUSEHOLDS:
City 90 Cen. 3,501; E&P 92 Est. 3,682
County 90 Cen. 44,496; E&P 92 Est. 46,370
MSA 90 Cen. 82,916; E&P 92 Est. 85,962

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$77,606,000
Commercial	6	$286,718,000

6 - PASSENGER AUTOS: Catawba County 71,453; City 11,747

7 - ELECTRIC METERS: Residence 32,600

8 - GAS METERS: Residence 25,800

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 2,446 ($304); Mfg. 38,583 ($312); Trans., Commun. & Util. 2,428 ($428); Trade 14,876 ($243); Service 6,530 ($287); Gov't 5,588 ($307); Fin., Ins., & R.E. 1,357 ($309). Area Manufacturers: Cotton; Rayon Cloth; Hosiery; Yarn; Cottonseed Oil; Fertilizer; Gloves; Brake Lining; Lumber and Furn.; Automotive Glass; Satellite Dishes; Agric. (includes Dairy Prods.); Wheat; Corn; Soybean; Apples.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-65; Summer 70-74; Fall 47-66; Winter 34-47. First killing frost, Oct. 15; last killing frost, Mar. 20.

11 - TAP WATER: Neutral, alkaline, soft.

12 - RETAILING: Principal Shopping Center-12 blocks on Hwy. 321; smaller shpg. ctr. 1 1/2 mi. at intersection of Hwys. 321 & 64-70 (combined 21 stores).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Catawba Mall(30)	14	JCPenney, Belk
Midland Plz.(10)	14	Sky City
North Plaza(12)	14	Harris-Teeter
Springs Rd. Plz.	~20	Lowe's Food
Valley Hills(90)	7	Belk, Sears

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Shpg. Ctr.

13 - RETAIL OUTLETS: Department Stores-Belk; Brendle's; Sears; JCPenney.
Discount Stores-Nichols; Crown Drug; TG&Y; Family Dollar; Sky City; Roses.
Chain Drug Stores-Crown; Rexall; Eckerd; Revco; Rite Aid.
Chain Supermarkets-Winn-Dixie; Lowe's; Harris-Teeter; Bi-Lo; Galaxy Stores.
Other Chain Stores-Pic 'N Pay; Goodyear.

14 - NEWSPAPERS: OBSERVER-NEWS-ENTERPRISE (e-mon to fri) 4,547; sworn Sept. 28, 1990.
Local Contact for Advertising and Merchandising Data: Gayle J. Smith, Gen. Mgr., OBSERVER-NEWS-ENTERPRISE, 309 N. College Ave.; Box 48, Newton, NC 28658; Tel. (704) 464-0221; FAX (704) 464-1267.
National Representative: Landon Associates.

RALEIGH

1 - LOCATION: Wake County (In Raleigh-Durham MSA). E&P Map D-2. State Capital and County Seat. Retail and wholesale center of Eastern and Central NC. On U.S. Hwys. 1, 64, 70, 70A, 401; State Hwys. 39, 42, 54, 55, 59; I-40. 490 mi. S of NYC; 490 mi. N of Jacksonville; 120 mi. from Atlantic Ocean; I-40 (East-West).

2 - TRANSPORTATION: Railroads-Seaboard; Southern; Amtrak.
Motor Freight Carriers-[illegible]7.
Intercity Bus Lines-Greyhound/Trailways; Carolina Coach.
Airlines-Delta; USAir; United; TWA; American; Eagle; United Express.

3 - POPULATION:
Corp. City 90 Cen. 207,951; E&P 92 Est. 219,490
CZ-ABC: (80) 152,185
RTZ-ABC: (80) 600,433
County 90 Cen. 423,380; E&P 92 Est. 447,541
MSA 90 Cen. 735,480; E&P 92 Est. 776,363
City & RTZ-ABC: (80) 752,618

4 - HOUSEHOLDS:
City 90 Cen. 78,251; E&P 92 Est. 82,593
CZ-ABC: (80) 55,402
RTZ-ABC: (80) 206,582
County 90 Cen. 169,351; E&P 92 Est. 179,016
MSA 90 Cen. 294,460; E&P 92 Est. 310,798
City & RTZ-ABC: (80) 261,984

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	14	$2,511,602,000
Savings & Loan	12	$715,329,000
Credit Unions	7	$2,096,387,000

6 - PASSENGER AUTOS: Wake County 270,466; City 183, 914

7 - ELECTRIC METERS: County 208,678; City 94,000

8 - GAS METERS: County 75,124

9 - PRINCIPAL INDUSTRIES: Wake County Industry, (No. of Firms), No. of Wage Earners (Av. Wkly. Wage)-Constr. (1,655), 14,884 ($386); Mfg. Food (15), 1,985 ($419); Textiles (14), 1,275 ($400); Apparel (18), 1,127 ($233); Printing & Pub. (162), 3,011 ($422); Chem. (15), 1,278 ($519); Fab. Metal Prods. (31), 2,335 ($492); Industrial Mach. & Equip. (51), 3,443 ($557); Instruments & Related Prod. (25), 1,848 ($529); Trans. Comm., Util. (317), 12,389 ($540); Fin. Ins. & R.E. (1,034), 15,624 ($450); Whol. Trade (970), 15,220 ($585); Ret. Trade (2,430), 45,881 ($223); Servs. (4,448), 55,039 ($371); Federal Govt. (50), 3,620 ($618); State Gov't. (158), 28,823 ($477); Local Govt. (28), 18,160 ($400); Elect. Equip. & Supplies (51), 6,496 ($547).
Principal Pay Days-1st, 5th, 15th, 20th & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-72; Summer 69-89; Fall 51-73; Winter 35-50. First killing frost, Nov. 16; last killing frost, Mar. 24.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: Downtown Shopping Area-6 blocks long, 4 blocks wide, starting at the State Capitol.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Avent Ferry(15)	3	Food Lion, Rite Aid
Beacon Plz.(10)	7	Eckerd Drugs
Brandon Station	NA	Drug Emporium, Food Lion
Brentwood Sq. (22)	4	Rite Aid
Cameron Vlg. (75)	1	Thalhimer's, JCPenney, Harris-Teeter
Carytowne Ctr. (61)	7	Belk-Hudson, Dillard's
Cary Vlg. Sq. (29)	7	Winn-Dixie, Kerr's
Colony(14)	5	Sav-A-Center
Crabtree Valley(180)	4	Belk-Hudson, Sears, Thalhimer's
Creedmoor Crossings(18)	6	Food Lion, Eckerd
Eastgate(11)	4	A&P, Kerr Drugs, Sav-A-Center
Falls Vlg.(30)	7	TJ. Maxx, Treasury Drug, Harris-Teeter
Fayetteville Street Mall	NA	Belk-Hudson, Revco, McCrory
Forest Hills(15)	5	Treasury Drug, Food Lion
Glenwood Vlg.(10)	3	Harris-Teeter
Holly Park(16)	3	Roses, Tons 'O Toys, Eckerd, Western Auto
Kidds Hill Plz. (11)	4	Brendle's, Food Lion
Kildaire Plz.(10)	8	Harris-Teeter, Revco
Hechinger's Plz. (18)	4	Revco, Hechinger's
K mart Plz.(15)	4	K mart, Revco
Lake Boone Trail(17)	4	Kerr Drugs, Sav-A-Center
Longview(34)	2	Winn-Dixie, Kerr Drugs
Mission Valley (26)	2	Kerr Drugs
North Boulevard Plaza(20)	5	Winn-Dixie, Kerr Drugs, Revco
North Hills Mall & Plaza(93)	4	Dillard's, JCPenney, Kerr Drugs
North Market Sq. (16)	4	Kanki
Pleasant Valley Promenade(30)	9	Phar-Mor
North Ridge(34)	6	Winn-Dixie, Kerr Drugs, True Value Hdwe.
North-South Station	NA	Wal-Mart, Winn-Dixie, Phar-Mor, Cato
Northside(10)	2	Kerr Drugs
Oak Park(24)	7	
Plaza West(20)	4	Harris-Teeter, Revco
Quail Corners (26)	5	Eckerd
The Marketplace (35)	12	Hit or Miss, Rack Room, Linen's 'N Things
Ridgewood(22)	4	Winn-Dixie, Kerr
Celebration at Six Forks(31)	7	Revco
Six Forks(19) Station(17)	8	Food Lion, Eckerd, K mart, Waccamaw, Pottery
South Hills(80)	6	Burlington Coat, Kerr Drug
Starmount(23)	5	Stylecraft Furn.
Stonybrook(16)	5	Harris-Teeter, Mutual Drug
Tower(35)	4	Food Lion, Kerr, Sears Surplus
Towne North(15)	8	Winn-Dixie, Kerr Drugs
Townridge(22)	6	Winn-Dixie, Revco
Southgate(10)	4	Winn-Dixie
Tryon(12)	3	Roses, Eckerd
Wakefield Vlg. (17)	3	Revco
Western Blvd.(8)	3	Best Prods., Sav-A-Center, Revco, Advance Auto
Stonehenge(35)	8	Harris-Teeter,
Triangle Factory Shops(50)	NA	
Shoppes of Kildaire(32)	8	Roses, Winn-Dixie
Greystone Vlg. (20)	7	A&P, Kerr Drug, Sav-A-Center

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Food-Mon. through Sat., Dept.-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Dillard's 2; Belk-Hudson 5; Sears; Sears Surplus; JCPenney 2; Thalhimer's 2; Upton's; Steinmart.
Variety Stores-Woolworth; G.C. Murphy; Roses 7; McCrory.
Discount Stores-K mart 5; Super Dollar; Best Products; Brendle's 2; Family Dollar 4; Wal-Mart.
Chain Drug Stores-Eckerd 12; Treasury 4; Kerr 27; Rite Aid 3; Revco 15; K mart 5; Farm Fresh 3.
Chain Supermarkets-Winn-Dixie 16; Save-A-Center; Piggly Wiggly 3; Food Lion 19; Kroger 3; Farm Fresh 3; Harris-Teeter 11.
Other Chain Stores-Western Auto; Thom McAn; Lerner Shops; Jarman; Goodyear; Goodrich; Firestone; Lowe's; Wickes; Sherwin-Williams; General Tire; Baker Shoes; Singer; Jewel Box; Lane Bryant; Anderson-Little; Lillie Rubin; Kinney Shoes; Radio Shack; Circuit City; Hofheimer Shoes; N.Y. Carpet World; Kuppenheimer's; Barry's Mfg.; Hechinger's; S&K Famous Brands; Upton's; Lechmere; Marshalls; TJ. Maxx; 84 Lumber; Ace Hdwe.; True Value Hdwe.

14 - NEWSPAPERS: NEWS AND OBSERVER (m) 148,931; (S) 181,703; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Robert L. Oney, Mktg. Res. Dir., NEWS AND OBSERVER, 215 S. McDowell St.; PO Box 191, Raleigh, NC 27602; Tel. (919) 829-4622.
National Representative: Branham/Newspaper Sales.

REIDSVILLE

1 - LOCATION: Rockingham County. E&P Map D-1. On U.S. Hwys. 29, 158 and State Hwys. 14, 87. 20 mi. N of Greensboro; 21 mi. S of Danville, VA.

2 - TRANSPORTATION: Railroad-Southern.
Motor Freight Carriers-35.

3 - POPULATION:
Corp. City 90 Cen. 12,183; E&P 92 Est. 12,121
County 90 Cen. 86,064; E&P 92 Est. 88,285

4 - HOUSEHOLDS:
City 90 Cen. 4,584; E&P 92 Est. 4,561
County 90 Cen. 32,699; E&P 92 Est. 33,543

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	N.A.
Commercial	4	N.A.

6 - PASSENGER AUTOS: Rockingham County 48,836; City 20,026

7 - ELECTRIC METERS: Res./Ind. 21,191

8 - GAS METERS: Res./Ind. 11,210

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Canning N.A. ($550); Tobacco 1,200 ($575); Textile 2,000 ($275); Garment 1,110; Plastics 500; Metal Working 400; Home Furnishings 1,700; Light Fixtures 300. Av. Wkly. Wage $200.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-69; Summer 65-86; Fall 47-70; Winter 29-50. An. Av. Temp. 56.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on four sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Penrose Mall(21)	NA	Belk, Eckerd, Winn-Dixie, JCPenney
Southwood Vlg.	NA	Revco, K mart, Ashcroft, Food Lion

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Belk; JCPenney; Sears; Family Dollar; Super Dollar; K mart.
Variety Stores-Roses; K mart.
Chain Drug Stores-Eckerd; Revco; Rite Aid; Medicine Shoppe.
Chain Supermarkets-Winn-Dixie; Piggly Wiggly; Food Lion; Harris-Teeter.

14 - NEWSPAPERS: REVIEW (e-mon to fri) 7,575; sworn Sept. 27, 1990.
Local Contact for Advertising and Merchandising Data: Michael Rindahl, Assoc. Pub., REVIEW, PO Box 2157, Reidsville, NC 27320; Tel. (919) 349-4331; FAX (919)342-2513.
National Representative: Landon Associates.

ROANOKE RAPIDS

1 - LOCATION: Halifax County. E&P Map E-1. 80 mi. from Raleigh, in NE part of state. State Hwys. 46, 48, 125, U.S. Hwys. 158, I-95.

2 - TRANSPORTATION: Railroad-Seaboard Coast Line.
Intercity Bus Line-Greyhound.
Air Transportations-At Rocky Mount, NC (43 mi.) and Raleigh, NC (80 mi.). Private planes, Roanoke Rapids Airport.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 90 Cen. 15,722; E&P 92 Est. 16,165
CZ-ABC: (80) 14,702
RTZ-ABC: (80) 43,113
County 90 Cen. 55,516; E&P 92 Est. 56,695
City & RTZ-ABC: (80) 57,815

4 - HOUSEHOLDS:
City 90 Cen. 5,916; E&P 92 Est. 6,083
CZ-ABC: (80) 5,491
RTZ-ABC: (80) 13,446
County 90 Cen. 19,827; E&P 92 Est. 20,248
City & RTZ-ABC: (80) 18,937

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	12	$151,000,000
Savings & Loan	4	$112,000,000

6 - PASSENGER AUTOS: Halifax County 26,755; City 12, 991

7 - ELECTRIC METERS: Residence 8,000

8 - GAS METERS: Residence 2,075

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textiles 2,800; Apparel 850; Medical 800; Paper 600; Lumber & Wood Prods. 825; Elect. Molded Prods. 400; Pub. 40; Chip Board 100; Constr. 320; Service 280; Ret. & Whol. Trade 1,200; Carbide inserts 180; Trans., Commun. and Util. 250; Gov't 320; Tourist Services 1,250; Milk Prods. 30; Concrete Prods. 35; Steel 155; Molded Fiber 85; Rubber 220. Potroleum 175; Textile Converting 42.
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-75; Summer 65-100; Fall 45-75; Winter 15-65.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Forest Hills(20)	NA	Drug Barn, Dollar Store
Oakland(15)	NA	Brendle's, Sears, Winn-Dixie
Park Plaza(8)	NA	Mast Drug, Goodyear, Farm Fresh
Roanoke Rapids(28)	NA	Eckerd, Peebles, Roses, Piggly Wiggly Firestone
Becker Village Mall(34)	NA	Leggetts, K mart, JCPenney
Ames Plz.	NA	Food Lion, Rite Aid

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Leggetts; Peebles; JCPenney; Roses.
Discount Stores-Dollar; Drug Barn; Rite Aid; Treasury Drug; Stephens Outlet; Mast Drugs; Pope's; Maxway; K mart; Brendle's; Wal-Mart.
Chain Supermarkets-Red & White; Winn-Dixie; Food Lion; Piggly Wiggly; Bi-Lo; Vaughan's; Fast Fare; Farm Fresh; Byrd's.
Other Chain Stores-Goodyear; Heilig-Meyers; Pic 'N Pay; Sherwin-Williams; Star Furn.; Harding and Grizzard; Moore's Bldg. Supplies; Fisher Auto Supply; Sears; Firestone; Fines; Fashion Bug; Kinney's; Radio Shack; Waldenbooks; Camelot Music; Hallmark; Endicott-Johnson; Cato; Peanut Shack; Roscoe Griffin Shoes; Eckerd; Goldmine; Kay Jewelers; Zales; Blockbuster Video; Fashion Cents; Advance Auto.

14 - NEWSPAPERS: HERALD (e-mon to fri) 12,674; (S) 13,300; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Kyle Cox, Adv. Dir., HERALD, 916 Roanoke Ave., Roanoke Rapids, NC 27870; Tel. (919) 537-2505.
National Representative: Landon Associates.

ROCKINGHAM

1 - LOCATION: Richmond County. E&P Map D-2.

2 - TRANSPORTATION: Railroad-CSX.
Motor Freight Carriers-5.
Intercity Bus Line-Trailways.

3 - POPULATION:
Corp. City 90 Cen. 9,399; E&P 92 Est. 9,763
CZ-ABC: (80) 15,583
RTZ-ABC: (80) 29,578
County 90 Cen. 44,518; E&P 92 Est. 44,300
City & RTZ-ABC: (80) 45,161

4 - HOUSEHOLDS:
City 90 Cen. 3,537; E&P 92 Est. 3,674
CZ-ABC: (80) 5,639
RTZ-ABC: (80) 10,170
County 90 Cen. 16,806; E&P 92 Est. 16,724
City & RTZ-ABC: (80) 15,809

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$10,254,388
Savings & Loan	2	$11,216,201

6 - PASSENGER AUTOS: Richmond County 21,751; City 12,339

7 - ELECTRIC METERS: Residence 20,000

8 - GAS METERS: Residence 2,800

9 - PRINCIPAL INDUSTRIES: Textiles; Timber; Paper; Plastic Cups; Farming; Paper; Furn.; R.R.; Total 7,300 employees.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-84; Summer 60-89; Fall 55-80; Winter 30-55. First killing frost, Oct. 20; last killing frost, Apr. 15.

11 - TAP WATER: Constant pH of 6.7; soft.

12 - RETAILING: Shpg. ctr. 2 mi. from central business district, open nightly; 30 stores.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Richmond Plz. (36)	NA	Belk, JCPenney, Revco
Tri-City(21)	NA	K mart, A&P, Eckerd
Westside Sq.(6)	NA	Bi-Lo

13 - RETAIL OUTLETS: Department Stores-Belk; JCPenney; R.W. Goodman; Long's; Kay's; Gaddy's.
Discount Stores-Lowe's; Family Dollar; K mart; Wal-Mart; Carter Lumber.
Variety Store-Roses.
Chain Drug Stores-Eckerd; Revco; Rite Aid.
Chain Supermarkets-A&P; Bi-Lo; Winn-Dixie; Lowe's; Food King; Food Lion.
Other Chain Stores-Goodyear; Western Auto; Sears (catalog); Singer Co.; Economy Auto; Baxter Clothing; Cato; Shoe Show; Firestone; Sherwin-Williams; Pic 'N Pay.

14 - NEWSPAPERS: RICHMOND COUNTY JOURNAL (e-mon to fri) 8,685; (S) 7,939; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: W.T. Walls, Adv. Mgr., RICHMOND COUNTY JOURNAL, PO Box 1888, Rockingham, NC 28379; Tel. (919) 997-3111.
National Representative: Landon Associates.

ROCKY MOUNT

1 - LOCATION: Nash and Edgecombe Counties. E&P Map E-2. On the county line dividing Nash and Edgecombe Counties. 110 mi. S of Richmond; 51 mi. E of Raleigh. On I-95; U.S. Hwy. 64.

2 - TRANSPORTATION: Railroads-CSX; Amtrak.
Motor Freight Carriers-13.
Intercity Bus Lines-Carolina Trailways; Seashore Trans.; Greyhound.
Airline-Piedmont.

3 - POPULATION:
Corp. City 90 Cen. 48,997; E&P 92 Est. 51,298
CZ-ABC: (80) 44,084
Bal. in NDM-ABC: (80) 94,922
Counties 90 Cen. 133,235; E&P 92 Est. 137,962
Edgecombe 90 Cen. 56,558; E&P 92 Est. 57,806
Nash 90 Cen. 76,677; E&P 92 Est. 80,156
Total NDM-ABC: (80) 138,806

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 18,437; E&P 92 Est. 19,303
CZ-ABC: (80) 15,138
Bal. in NDM-ABC: (80) 31,287
Counties 90 Cen. 49,328; E&P 92 Est. 51,086
Edgecombe 90 Cen. 20,567; E&P 92 Est. 21,020
Nash 90 Cen. 28,761; E&P 92 Est. 30,066
Total NDM-ABC: (80) 46,425

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$280,000,000
Savings & Loan	6	$273,000,000

6 - PASSENGER AUTOS: Counties: Nash 42,530; Edgecombe 25,146

7 - ELECTRIC METERS: Residence 17,150

8 - GAS METERS: Residence 8,800

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage $330)-Food & Drug Prods. 2,550; Tobacco Proc. (seasonal) 600; Textile Mill Prods. & Apparel 3,300; Lumber & Wood Furn. 1,250; Printing & Pub. 180; Chem. & Prods. 1,050; Stone, Clay, Glass & Concrete 220; Fab. Metal Prods. 1,500; Trans. 400; Constr. 2,200; Elect. Equip. & Supplies 175.
Principal Pay Days-1st, 15th & 30th; Mills, Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-82; Summer 63-89; Fall 29-82; Winter 29-55. First killing frost, Nov. 2; last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks Main St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Golden East Crossing	2	Belk, JCPenney, Roses, Sears
Oakwood(19)	2	Almand, Dollar Store, Winn-Dixie, Advance Auto
Tarrytown Mall	4	Big Lots, Mont. Ward, Nichols
Westridge Vlg.	5	Harris-Teeter, Almands
Edgecombe Park	3	Roses, Colortyme, Kerr Drug
Englewood Sq.	4	Eckerd, Tarts
Fairview(6)	NA	Gurganus Bros., Oakwood Phcy.
K mart Plz.(15)	NA	K mart, Radio Shack
Peddler's Vlg. (12)	4	
Raleigh Road(5)	NA	Family Dollar, Kerr Drug
Walnut(14)	NA	Dollar Store, Piggly Wiggly
Wellongate(8)	3	Convenient Market, Raper Drug
Tiffany Square	5	Kerr Drug, Radio Shack
Sutter's Creek	4	Wal-Mart, Brendle's

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Belk; JCPenney; Baldwin's; Montgomery Ward; Sears.
Variety Stores-McCrory-McClellan; Pope's Dollar Stores; Roses 2; Tarts; Manns.
Discount Stores-K mart; Bailey's Discount Jewelry; Family Dollar.
Chain Drug Stores-Almands 3; Kerr 4; Eckerd 3; Raper's 2; Revco.
Chain Supermarkets-Gurganus 2; Piggly Wiggly 5; White's; Zip Mart 10; Winn-Dixie 3; 7-Eleven; Food Lion 3; Expressway 8; Farm Fresh; Harris-Teeter.
Other Chain Stores-Cato; Lowe's; Singer Co.; Goodyear; Firestone; Jewel Box; Marilyn; Advance Stores; Serotta's; Heilig-Meyers; Record Bar; Shoe Show; Lowe's; Moore's; Diana Shops; Roscoe Griffin.

14 - NEWSPAPERS: TELEGRAM (e-mon to sat) 18,046; (S) 19,045; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Carl Worsley, Pub., TELEGRAM, 150 Howard St., Rocky Mount, NC 27802-1080; Tel. (919) 446-5161.
National Representative: Thomson Newspapers.

SALISBURY-SPENCER-EAST SPENCER

1 - LOCATION: Rowan County (In Charlotte-Gastonia-Rock Hill, NC-SC MSA). E&P Map C-2, County Seat. Center of industrial and agricultural Piedmont area. 42 mi. NE of Charlotte; 38 mi. S of Winston-Salem; 50 mi. SW of Greensboro. Retail, wholesale, college and medical center. 290 mi. from Atlanta. On U.S. Hwys. 29, 52, 70, 601; State Hwy. 150; I-85.

2 - TRANSPORTATION: Railroads-Norfolk/Southern main line; also Asheville to Cincinnati Div.; & Salisbury to Norwood Div.
Motor Freight Carriers-45.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. Cities 90 Cen. 28,361; E&P 92 Est. 32,835
Salisbury 90 Cen. 23,087; E&P 92 Est. 27,524
Spencer 90 Cen. 3,219; E&P 92 Est. 3,275
East Spencer 90 Cen. 2,055; E&P 92 Est. 2,036
County 90 Cen. 20,567; E&P 92 Est. 21,020

CZ-ABC: (80) 31,376
RTZ-ABC: (80) 257,964
County 90 Cen. 110,605; E&P 92 Est. 115,090
MSA 90 Cen. 1,162,093; E&P 92 Est. 1,220,105
City & RTZ-ABC: (80) 289,340

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 90 Cen. 10,671; E&P 92 Est. 12,355
Salisbury 90 Cen. 8,687; E&P 92 Est. 10,357
Spencer 90 Cen. 1,211; E&P 92 Est. 1,232
East Spencer 90 Cen. 773; E&P 92 Est. 766
CZ-ABC: (80) 11,622
RTZ-ABC: (80) 92,539
County 90 Cen. 43,375; E&P 92 Est. 45,133
MSA 90 Cen. 438,061; E&P 92 Est. 459,856
City & RTZ-ABC: (80) 104,161

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$290,046,000
Savings & Loan	5	$211,419,000
Credit Unions	5	$4,841,000

6 - PASSENGER AUTOS: Rowan County 60,801

7 - ELECTRIC METERS: County 46,546

8 - GAS METERS: County 6,689

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textiles 4,641 ($345); Chem. & Allied Prods. N.A. (N.A); Apparel & Other Finished Prods. 1,652 ($211); Trans., Commun. & Util. 995 ($504); Mach. (excluding electrical) 1,046 ($439); Fab. Metal 622 ($541); Stone, Clay, Glass and Concrete 766 ($415); Food & Kindred 345 ($384); Lumber & Wood 478 ($355); Rubber & Plastics 359 ($492); Furn. & Fixtures 482 ($325).

10 - CLIMATE: Min. & Max. Temp.-Spring 47-73; Summer 68-91; Fall 48-74; Winter 32-53. Rainfall: 47 in. Snowfall: 6 in. First killing frost, Oct. 30; last killing frost, Apr. 7.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main; 2 on Innes.

Neighborhood Shopping Centers-1 1/2 blocks (one side) 800-900 S. Main, Salisbury; 3 blocks in Spencer; 2 blocks in E. Spencer; S. Fulton at Lincolnton Rd. 1 block.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Salisbury Mall (38)	4	Belk, JCPenney, Roses, Eckerd
Salisbury Market Place(18)	4	Food Lion, Revco
Ketner Ctr.(15)	2	Food Lion, K mart
Rowan Mall(12)	2	Roses, Eckerd
Towne Mall(10)	1	Sky City
West Mkt. Sq.(9)	3	Lowe's Food, Crown Drugs
Westland Ctr.(8)	3	Food Lion, Revco, Family Dollar
Avalon Ctr.(8)	2	Food Lion, Revco, Pic 'N Pay

13 - RETAIL OUTLETS: Department Stores-Belk-Harry; JCPenney; Roses; Zimmerman's.
Variety Stores-Woolworth; Family Dollar 3; Plej's.
Discount Stores-K mart; Sky City.
Chain Drug Stores-Innes Street 3; Mark Drug 2; Eckerd 3; Revco 2; White Star.
Chain Supermarkets-A&P; Winn-Dixie 2; Foodtown 5; 3 Guys; Kroger Sav-On.
Other Chain Stores-Shoes: Pic 'N Pay, Endicott-Johnson, Walker; Ladies Wear: Tobias, Gold Shops, Guyes, Diana Shops, Cato; Jewelers: W.H. Leonard, Friedman; Furniture: Hometown Furniture, K-Town, Rustin's, Sterchi's; Others: Carolina Tire, Advance Stores, Western Auto, Sears (catalog), Montgomery Ward, Radio Shack, Firestone, Sherwin-Williams, New York Carpet, Ed Kelly's.

14 - NEWSPAPERS: POST (e) 25,719; (S) 25,775; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Steve Johnson, Gen. Mgr., POST, 131 W. Innes St., Salisbury, NC 28144; Tel. (704) 633-8950; FAX (704) 633-7373.
National Representative: Landon Associates.

SANFORD

1 - LOCATION: Lee County, E&P Map D-2, County Seat. Shipping and Industrial center in central part of state. Approx. 45 mi. SW of Raleigh; 30 mi. NE of Pinehurst; 20 mi. NW of Ft. Bragg on U.S. Hwys. 1, 15, 421, 501; State Hwy. 87.

2 - TRANSPORTATION: Railroads-Seaboard Coastline; Southern; Norfolk & Southern; Atlantic & Western.
Motor Freight Carriers-10.
Intercity Bus Lines-Carolina Coach; Carolina Trailways.

3 - POPULATION:
Corp. City 90 Cen. 14,475; E&P 92 Est. 14,415
CZ-ABC: (80) 14,773
RTZ-ABC: (80) 91,375
County 90 Cen. 41,374; E&P 92 Est. 43,126
City & RTZ-ABC: (80) 106,148

4 - HOUSEHOLDS:
City 90 Cen. 5,447; E&P 92 Est. 5,424
CZ-ABC: (80) 5,545
RTZ-ABC: (80) 32,745
County 90 Cen. 15,742; E&P 92 Est. 16,409
City & RTZ-ABC: (80) 38,290

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$3,000,000,000
Savings & Loan	2	$170,000,000

6 - PASSENGER AUTOS: Lee County 23,555; City 23,495

7 - ELECTRIC METERS: Residence 7,500

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 1,375 ($360); Mfg. 7,583 ($250); Trans., Commun., Util. 690 ($270); Trade 4,231 ($230); Gov't. 2,142 (N.A.).
Principal Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Av. Daily: Spring 48-70; Summer 69-88; Fall 51-71; Winter 33-51. First killing frost, Oct. 20; last killing frost, Apr. 5.

11 - TAP WATER: Acid, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Steele, Wicker, Moore, Carthage, Horner Blvd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Kendale(36)	3	A&P, Sears, Winn-Dixie
Sanford(3)	NA	Food Lion, Revco
Riverbirch Corner(35)	2	Belk, Winn-Dixie, JCPenney, Roses, Eckerd

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Food-Thur., Fri.; Dept. & Furn. Stores-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Belk; Sears; Avent & Thomas; JCPenney; Moore's.
Discount Stores-Family Dollar; Revco; Advance; K mart; Big Lots.
Variety Stores-Macks; Maxway 2; Roses.
Chain Drug Stores-Rite Aid 2; Revco 2; Medicine Shoppe; Eckerd 2.
Chain Supermarkets-A&P; Piggly Wiggly; Cardinal 4; Winn-Dixie 2; Byrd's LoMark; Food Lion 2.
Other Chain Stores-Saslow's Jewelry; H&H Auto Parts; Lowe's; Dossenbach's Finer Furn. 3; Kimbrell's Furn.; Diana Shops; Firestone; Advance; Pic 'N Pay; Sew 'N Save; Heilig-Meyers; Radio Shack 2; Pantry 16; D.A. Kelly's; Cato; Tucker Jones Furn.

14 - NEWSPAPERS: HERALD (e) 13,716; Mar. 31, 1991 ABC.

National Contact for Advertising and Merchandising Data: Norman Branch, Adv. Dir., HERALD, 208 St. Clair Ct., Sanford, NC 27330; Tel. (919) 776-0538.
National Representative: None.

SHELBY

1 - LOCATION: Cleveland County, E&P Map B-2, County Seat. Situated on State Hwys. 18, 74; 45 mi. W of Charlotte; 75 mi. E of Asheville; 40 mi. N of Spartanburg, SC.

2 - TRANSPORTATION: Railroads-Southern; Seaboard.
Motor Freight Carriers-30.

3 - POPULATION:
Corp. City 90 Cen. 14,669; E&P 92 Est. 14,541
CZ-ABC: (80) 31,324
RTZ-ABC: (80) 77,066
County 90 Cen. 84,714; E&P 92 Est. 86,638
City & RTZ-ABC: (80) 108,390

4 - HOUSEHOLDS:
City 90 Cen. 5,520; E&P 92 Est. 5,472
CZ-ABC: (80) 11,096
RTZ-ABC: (80) 26,256
County 90 Cen. 32,337; E&P 92 Est. 33,072
City & RTZ-ABC: (80) 37,352

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$175,000,000
Commercial	4	$300,000,000

6 - PASSENGER AUTOS: Cleveland County 45,787; City 25,345

7 - ELECTRIC METERS: Residence 7,429

8 - GAS METERS: Residence 4,344

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 13,836 ($303); Constr. 1,178 ($261); Trades 6,238 ($226).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-78; Summer 61-93; Fall 40-84; Winter 24-54. First killing frost, Nov.; last killing frost, Apr.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Center-City Sq., 3 block radius around square; Cleveland Mall, 3-5 miles E. of Shelby.
Neighborhood Shopping Centers-South Shelby; Dover-Ora Mill Section; Hwy. 74 Bypass; Huxley Village; Shelby Plaza; River Hill Plaza; Bi-Lo Plaza.

Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Hudson's 2; Wray's 2; JCPenney; Belk.
Variety Stores-Roses 2; Scottie's.
Discount Stores-Sky City; Family Dollar 2; K mart; Wal-Mart.
Chain Drug Stores-Cornwell Drug (Rexall); Eckerd 2; Shelby Drug; Revco 2; SupeRx.
Chain Supermarkets-Harris-Teeter 3; Winn-Dixie; Lowe's; Ingle's; Bi-Lo; Food Lion.
Other Chain Stores-Sears; Goodyear.

14 - NEWSPAPERS: STAR (e) 18,862; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Steve Hudgins, Adv. Dir., STAR, 315 E. Graham St., Shelby, NC 28150; Tel. (704) 484-7000.
National Representative: Thomson Newspapers.

SPENCER

See SALISBURY

STATESVILLE

1 - LOCATION: Iredell County, E&P Map C-2. County Seat, residential center. On U.S. Hwys. 21, 64, 70, I-40, I-77; State Hwys. 90, 115; 40 mi. N of Charlotte.

2 - TRANSPORTATION: Railroads-Southern; Alexander.
Motor Freight Carriers-27.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 90 Cen. 17,567; E&P 92 Est. 17,356
NDM-ABC: (80) 71,000
County 90 Cen. 92,931; E&P 92 Est. 96,863

4 - HOUSEHOLDS:
City 90 Cen. 6,610; E&P 92 Est. 6,531
NDM-ABC: (80) 63,126
County 90 Cen. 34,419; E&P 92 Est. 35,875

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$210,976,000
Savings & Loan	3	$237,400,000

6 - PASSENGER AUTOS: Iredell County 54,673; City 31, 158

7 - ELECTRIC METERS: City Residence 10,202

8 - GAS METERS: Residence 7,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textiles 4,320 ($231); Apparel 3,210 ($181); Furn. 1,760 ($202); Fab. Metals 910 ($294); Non-electric Mach. 1,200 ($264); Paper 540 ($248); Trades 6,430 ($159); Constr. 1,470 ($218); Food & Agri-business 850 ($212); Heavy Metal 550 ($287).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 57-80; Summer 65-86; Fall 41-63; Winter 34-58. First killing frost, Oct. 15; last killing frost, Apr. 11.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Centers-8 blocks on 3 central sts.
Neighborhood Shopping Centers-2 blocks on W. Front St.; 1 on N. Center St.; 2 on Davie Ave.; 3 on Broad St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Brookdale Sq. (14)	1	Food Lion
Forest Hts.(12)	1	Harris-Teeter
Newtowne Plz. (12)	1	Roses, Harris-Teeter
Northwinds(6)	3	Bi-Lo, Revco
Signal Hill Mall(46)	2	Belk, Woolworth, JCPenney, Winn-Dixie, Spainhour's
Westgate(7)	2	Lowe's Mkt.
Southland(5)	1	Family Dollar, Food Lion
Westpark(8)	4	Ingles, Sky City
Cross Roads(4)	4	K mart, A&P

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Thur., Fri., Sat.
Stores Open Sundays-All.

13 - RETAIL OUTLETS: Department Stores-Belk; Spainhour's; JCPenney; Smithey's.
Discount Stores-Family Dollar; Roses; K mart.
Variety Stores-Woolworth; Sky City.
Chain Drug Stores-Statesville; Eckerd; Revco 8; Rite Aid 2; Crown Drug.
Chain Supermarkets-A&P; Winn-Dixie; Harris-Teeter 2; Lowe's; Food Lion 4; Ingle's; Bi-Lo.
Other Chain Stores-Jewel Box; Wooten's Jewelry; Goodrich; Goodyear; Western Auto; Advance Auto; Piece Goods Shop; Radio Shack; N.Y. Carpet World; Endicott-Johnson; General Nutrition; Lerner; Mr. Sport; Pearl Vision Centers; White Star; R. Gregory, Jeweler.

14 - NEWSPAPERS: RECORD & LANDMARK (e-mon to fri) 17,195; (S) 17,478; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Marilyn Moore, Adv. Dir., RECORD & LANDMARK, 220 East Broad St., Statesville, NC 28677; Tel. (704) 873-1451.
National Representative: Landon Associates.

TARBORO

1 - LOCATION: Edgecomb County, E&P Map E-2.

2 - TRANSPORTATION: Railroads-Seaboard System; Amtrak.
Motor Freight Carriers-16.
Intercity Bus Line-Carolina Trailways.
Airline-Piedmont.

3 - POPULATION:
Corp. City 90 Cen. 11,037; E&P 92 Est. 11,690
County 90 Cen. 56,558; E&P 92 Est. 57,806

4 - HOUSEHOLDS:
City 90 Cen. 4,153; E&P 92 Est. 4,399

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$71,500,000
Savings & Loan	3	$82,600,000

6 - PASSENGER AUTOS: Edgecombe County 27,317; City 11,015

7 - ELECTRIC METERS: Residence 5,229

8 - GAS METERS: Residence 2,208

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Plastic Prods. 700; Power Tools 850; Textile Prods. 2,000; Farm Mach. 500; Masonite Prods. 250; Misc. 100; Commun. 500; Wire & Cable Prods. 250; Furn. Prods. 500; Av. Wkly. Wage $262.

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 55-95; Fall 30-70; Winter 25-50. First killing frost, Oct. 31; last killing frost, Apr. 6.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Centers-30 blocks on 14 streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairview(11)	NA	Goodyear, Revco, Piggly Wiggly
Parkhill Mall (32)	NA	Belk-Tyler, A&P, K mart, Radio Shack
Tarboro(14)	NA	Kerr

Principal Shopping Days-Mon., Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Belk-Tyler; Alder's; Shugar's; Deena Casuals.

Variety Stores-Eagle; Dollar General; K mart; Aims.

Discount Stores-Family Dollar; Value Pak; Pic 'N Pay Shoes.

Chain Drug Stores-Bryan Discount; People's; Kerr; Revco.

Chain Supermarkets-A&P; Harris; Piggly-Wiggly; Big Star; Food Lion.

Other Chain Stores-Goodyear; Radio Shack; FCX; Cato; Heilig-Meyers; Pope's.

14 - NEWSPAPERS: SOUTHERNER (e-mon to fri; S) 6,526; sworn Oct. 3, 1990.

Local Contact for Advertising and Merchandising Data: J. Creech, Pub., SOUTHERNER, 504 W. Wilson St., Tarboro, NC 27886; Tel. (919) 823-3106.

National Representative: Landon Associates.

THOMASVILLE

1 - LOCATION: Davidson County (In Greensboro-Winston-Salem-High Point MSA). E&P Map 8-2. Industrial and agricultural area in Central Piedmont section. 7 mi. from High Point; 24 mi. from Greensboro; 20 mi. from Winston-Salem; on U.S. Hwys. 29, 70, I-85.

2 - TRANSPORTATION: Railroads-Southern (Main Line); High Point, Thomasville & Denton; AM/Trak-Main Line from Rocky Mount N.C. to Charlotte, N.C. also connections New York or Jacksonville, FL.

Motor Freight Carriers-20.

Intercity Bus Lines-Carolina Trailways, Queen City Trailways.

3 - POPULATION:
Corp. City 90 Cen. 15,915; E&P 92 Est. 16,513
CZ-ABC: (80) 23,401
RTZ-ABC: (80) 61,593
County 90 Cen. 126,677; E&P 92 Est. 131,872
MSA 90 Cen. 942,091; E&P 92 Est. 978,873
City & RTZ-ABC: (80) 84,994

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 5,989; E&P 92 Est. 6,214
CZ-ABC: (80) 8,479
RTZ-ABC: (80) 21,822
County 90 Cen. 48,688; E&P 92 Est. 50,685
MSA 90 Cen. 368,708; E&P 92 Fst. 383,082
City & RTZ-ABC: (80) 30,301

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: Davidson County 73,484; City 20,158

7 - ELECTRIC METERS: Residence 11,116

8 - GAS METERS: Residence 760

9 - PRINCIPAL INDUSTRIES: Textiles 4,210 Emp.; Furn. 4,269 Emp.

10 - CLIMATE: Av. An. Temp.-58; Av. An. rainfall 48 ins.

11 - TAP WATER: Very soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southgate(19)	NA	K mart, Eckerd, Winn-Dixie, Radio Shack
Midway Plz.(11)	NA	Food Lion, Revco
Randolph St.(5)	NA	A&P, Revco, Pic 'N Pay
708 Randolph(3)	NA	Advance Auto, Sherwin-Williams
Holly Hill Station(3)	NA	Great Escapes
Galleria(2)	NA	Classic Video, Credit Union
Creekside(2)	NA	Century Video
Erwin Heights	NA	Lowes Food

Principal Shopping Days Mon., Wed., Thur., Fri., Sat., Sun.

Stores Open Evenings Downtown Dept., Fri.; Southgate, Randolph St., Sky City Ctr., Mon. Through Sat.

13 - RETAIL OUTLETS: Department Store Belk-Yates.

Discount Stores-K mart; Big Lots; Family Dollar.

Chain Drug Stores-Revco 2; Eckerd; Rite Aid 2.

Chain Supermarkets-A&P; Winn-Dixie; Food Lion 2; Lowes Food; Food Mart.

Other Chain Stores-Shoe Show; Cato; Clothes Whse.; Radio Shack; K mart; Ellis Jewelers; One Price Clothing; Kelway; Pic 'N Pay; Triad Tire; Advance Auto; Sherwin-Williams; Quality Hdwe.; Spencer-Parlier Bros.; Carolina Tire; White Star; Firestone.

14 - NEWSPAPERS: TIMES (m) 8,293; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Dwight W. Baldwin, Adv. Mgr., TIMES, 512 Turner St., Thomasville, NC 27360; Tel. (919) 472-9500; FAX (919) 476-7272.

National Representative: Landon Associates.

TRYON

1 - LOCATION: Polk County, E&P Map B-2 , 30 mi. NW of Spartanburg.

2 - TRANSPORTATION: Railroad-Southern.

3 - POPULATION:
Corp. City 90 Cen. 1,680; E&P 92 Est. 1,657
County 90 Cen. 14,416; E&P 92 Est. 14,985

4 - HOUSEHOLDS:
City 90 Cen. 632; E&P 92 Est. 623
County 90 Cen. 5,884; E&P 92 Est. 6,116

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: Polk County 8,816

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Resort Area; Pine & Hardwood Timber; Mfg. of Cotton Goods, Cotton Yarn Knitting; Hand Weaving; Agric.

10 - CLIMATE: N.A.

11 - TAP WATER: N.A.

12 - RETAILING: Shopping Center-Tryon Plaza (Community Cash, Sears, Family Dollar Store).

13 - RETAIL OUTLETS: Variety Stores-Family Dollar; Popes United Variety; The Shop of Thomas; Blue Ridge Weavers.

Chain Supermarkets-A&P; Community Cash; Smith's; Fast Fare; The Pantry; Cowan's; Food Lion.

Other Chain Stores-Western Auto; Sears (catalog); Ward Auto Supply; Car Parts, Inc.

14 - NEWSPAPERS: BULLETIN (m-mon to fri) 3,850; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Jeffrey A. Byrd., Adv. Mgr., BULLETIN, 106 N. Trade St.; PO Box 790, Tryon, NC 28782; Tel. (704) 859-9151.

National Representative: None.

WASHINGTON

1 - LOCATION: Beaufort County, E&P Map E-2. 135 mi. S of Norfolk, VA; 104 mi. E of Raleigh; navigable Pamlico River; U.S. Hwys. 17 (Ocean Hwy.), 264; 3 State Hwys.

2 - TRANSPORTATION: Railroads-Atlantic Coast Line; Norfolk Southern.

Motor Freight Carriers-6.

Intercity Bus Lines-Seashore Trans.; Trailways.

Waterways-Pamlico River; Tar River.

3 - POPULATION:
Corp. City 90 Cen. 9,075; E&P 92 Est. 9,344
CZ-ABC: (80) 9,409
RTZ-ABC: (80) 70,920
County 90 Cen. 42,283; E&P 92 Est. 43,533
City & RTZ-ABC: (80) 80,329

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 3,415; E&P 92 Est. 3,516
CZ-ABC: (80) 3,396
RTZ-ABC: (80) 24,628
County 90 Cen. 15,660; E&P 92 Est. 16,123
City & RTZ-ABC: (80) 28,024

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	$193,000,000
Commercial	3	N.A.

6 - PASSENGER AUTOS: Beaufort County 21,892; City 12,432

7 - ELECTRIC METERS: Residence 9,338

8 - GAS METERS: Residence 2,150

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lumber 381; Shirts 198; Worsted Mill 350; Dressmaking 85; Furn. 260; Truck Body 42; Textile & Apparel 977; Lumber & Wood Prods. 162; Trans. Equip. 65; Phosphate Mining 600; Elect. Appliance 500; Heavy Mach. 100; Boat Building 250; Filters 200; Direct Mail 150.

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Av. Temp.-Spring 62; Summer 77; Fall 64; Winter 47. First killing frost, Oct. 15; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Main St.; Market and Gladden Sts.; Washington Square Mall (28 Stores).

Principal Shopping Days-Fri., Sat.

Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Scott's; Cato; Belk-Tyler; Roses; Lewis.

Variety Stores-McClellan's; K mart; Family Dollar; Wal-Mart.

Chain Supermarkets-Foodland; Piggly Wiggly; Smith Brothers; Food Lion; Byrd's; Food King.

Chain Drug Stores-Taylor's; Hospital Phcy.; Revco; Rite Aid; May's; Kerr Drugs.

Other Chain Stores-Kinney (shoes); Heilig-Meyers Furn.; Roscoe Griffin; Southern States; True Value Hdwe.

14 - NEWSPAPERS: NEWS (e-mon to sat) 10,814; (S) 10,531; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Gene E. King, Adv. Dir., NEWS, 217 Market St.; PO Box 1788, Washington, NC 27889; Tel. (919) 946-2144.

National Representative: Landon Associates.

WILMINGTON

1 - LOCATION: New Hanover County, (In Wilmington MSA). E&P Map E-3. In SE part of State on Cape Fear River; 10 mi. from ocean on U.S. Hwys. 17, 74, 76, 117, 421; 90 mi. S of Goldsboro; 125 mi. SE of Raleigh; 200 mi. E of Charlotte; 165 mi. N of Charleston.

2 - TRANSPORTATION: Railroad-Seaboard Coast Line.

Motor Freight Carriers-48.

Intercity Bus Lines-Greyhound; Seashore Transportation; Carolina Trailways.

Airlines-Piedmont; USAir; American Eagle (Commuter).

3 - POPULATION:
Corp. City 90 Cen. 55,530; E&P 92 Est. 58,704
CZ-ABC: (80) 103,471
RTZ-ABC: (80) 161,267
County/MSA 90 Cen. 120,284; E&P 92 Est. 126,060
City & RTZ-ABC: (80) 264,738

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 20,896; E&P 92 Est. 22,090
CZ-ABC: (80) 37,691
RTZ-ABC: (80) 54,754
County/MSA 90 Cen. 45,118; E&P 92 Est. 47,284
City & RTZ-ABC: (80) 92,445

5 - BANKS	NUMBER	DEPOSITS
Commercial	18	$709,219,000
Savings & Loan	10	N.A.

6 - PASSENGER AUTOS: New Hanover County 69,470; City 61,090

7 - ELECTRIC METERS: Residence 69,248

8 - GAS METERS: Residence 7,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Mfg. 8,980; Non Manufacturing 46,980; Agriculture 210; Non Agriculture 4,880.

Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-70; Summer 71-86; Fall 55-74; Winter 40-60.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-20 blocks on Front, Second, Third, Grace, Chestnut, Princess and Market Streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Azalea Plaza(4)	3	Winn-Dixie, Tarts Appliance, Haverty Furn.
Canterbury(10)	2	Hills Food, Revco Drug
College Sq.(10)	5	Kroger, Best Prod., Rolane
Hanover Ctr.(17)	3	Roses Stores, Eckerd Drug, Hills Food, Tempo Fashion
Independence Mall(92)	3	Belk-Beery, Sears, JCPenney
Long Leaf Mall (46)	5	Roses, Eckerd Drug, Ben Franklin
University Landing(23)	5	
Cotton Exchange (33)	NA	

13 - RETAIL OUTLETS: Department Stores-Belk-Beery; Brendle's; JCPenney; Redix; Sears; Best Products; Tomlinson's; National Outlet; TJ Maxx.

Discount Stores-Family Dollar 3; K mart 2; Wal-Mart; Maxway; Roses 4.

Chain Drug Stores-Eckerd 4; Phar-Mor; Revco 8; Rite Aid 3; Kerr.

Chain Supermarkets-Harris-Teeter 3; Hills Food 7; Kroger; Wilson's Food 5; Winn-Dixie; Food Lion 5.

Other Chain Stores-Radio Shack; Lowe's; Rhodes Furn.; Haverty Furn.; Wickes; Heilig-Meyers;

New York Carpet; Tart's Appliance; Toys 'R' Us; 84 Lumber; Firestone.

14 - NEWSPAPERS: STAR-NEWS (m) 51,605; (S) 59,598; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Dave Schuette, Adv. Dir., STAR-NEWS, PO Box 840, Wilmington, NC 28402; Tel. (919) 343-2000.

National Representative: Branham/Newspaper Sales.

WILSON

1 - LOCATION: Wilson County, E&P Map E-2, County Seat. Agricultural & Manufacturing Center 46 mi. from Raleigh, State Capital and 140 mi. S of Richmond, VA. On U.S. Hwys. 117, 264, 301; I-95; State Hwys. 42, 58.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line; Norfolk & Southern; Amtrak.

Motor Freight Carriers-32.

Intercity Bus Lines-Carolina Trailways; Seashore Trans.

Airline-Mid South.

3 - POPULATION:

Corp. City 90 Cen. 36,930; E&P 92 Est. 37,993
CZ-ABC: (80) 34,424
RTZ-ABC: (80) 64,459
County 90 Cen. 66,061; E&P 92 Est. 67,944
City & RTZ-ABC: (80) 98,883

4 - HOUSEHOLDS:

City 90 Cen. 13,897; E&P 92 Est. 14,296
CZ-ABC: (80) 12,343
RTZ-ABC: (80) 21,327
County 90 Cen. 24,993; E&P 92 Est. 25,706
City & RTZ-ABC: (80) 33,670

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	7	$175,000,000
Commercial	12	$250,000,000

6 - PASSENGER AUTOS: Wilson County 34,848; City 25, 650

7 - ELECTRIC METERS: Residence 13,810

8 - GAS METERS: Residence 6,097

9 - PRINCIPAL INDUSTRIES: Tobacco Proc.; Textile Fab.; Meat Proc.; Auto Tire Mfg.; Feed & Grain Proc., Bus & Truck Bodies; Fertilizers; Glass Containers.

Principal Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-85; Summer 60-102; Fall 32-70; Winter 24-60.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown 8 Blocks on Nash St., 2 blocks deep Ctr. 32 Post; Parkwood Mall.

Main Shopping Days-Mon., Thur., Fri., Sat., Sun.

Stores Open Evenings-Shopping Centers, Downtown: Belk-Tyler; Drugs; Mall Stores; Other Downtown Stores Fri. night.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Stantonburg	12	Baker's, Bailey's Gardners
Elm City	6	McKeel's, Cobb's
Bailey	13	W.H. Farmer, Hagwood's, Clarks
Brentwood Ctr.	3	Food Lion, Eckerd
Sims	9	Whitley's, Boykins
Lucama	8	Bass Bros.
PharmHouse	NA	PharmHouse, Food King
Kenly	26	J. Dobbin Bailey, IGA
Boulevard Plz. (13)	NA	Eckerd, Family Dollar
Gold Park(11)	NA	Family Dollar, Revco
K mart Plaza(10)	NA	Heilig-Meyers, Revco
Parkwood Mall (72)	NA	JCPenney, Winn-Dixie, Roses, Belk-Tyler
Village(Lucama)	NA	Countryside Furn., Village Grocery
Winoca(18)	NA	Tucker's Furn., Sears
Wren Village(23)	NA	Winn-Dixie, Bissette's Drug
Regency Plz.	4	Food Lion, Dail's, The Parson's House, Brendle's, Revco

13 - RETAIL OUTLETS: Department Stores-JCPenney; Leder's, Inc.; Belk-Tyler; Sears.

Discount Store-Brendle's.

Variety Stores-Roses; Value Pak.

Chain Drug Stores-Eckerd 2; Kerr 2; Revco 3.

Chain Supermarkets-Food Lion 2; Piggly Wiggly; Winn Dixie 3; IGA; Food King 2; Harris-Teeter.

Other Chain Stores-Firestone; Western Auto; Kinney Shoes; Heilig-Meyers Furn.; Tucker's Furn. 2; Radio Shack; Lowes Building Materials; Singer Co.; Diana Shops; Zales; Sherwin-Williams; Fast Fare Convenient Foods; Zip Mart; Carpetland; Family Dollar; Carolina Builders Supplies; Roscoe-Griffin Shoes; Durham Sporting Goods; K&K Toys; General Nutrition Center; Saslow's Jewelers; Scoops; Cato; Short-Stop Mart.

14 - NEWSPAPERS: TIMES (e) 18,209; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Christopher C. Taylor, Adv. Dir., TIMES, 2001 Downing St., Wilson, NC 27893; Tel. (919) 243-5151.

National Representative: Landon Associates.

WINSTON-SALEM

1 - LOCATION: Forsyth County (In Greensboro-Winston-Salem-High Point MSA). E&P Map C-2, County Seat. Center of important tobacco market. Retail trading, college and medical center; halfway bet. Washington, DC and Atlanta. On U.S. Hwys. 52, 158, 311, 421, I-40 and State Hwys. 8, 66, 67, 109 and 150.

2 - TRANSPORTATION: Railroads-Norfolk Southern; Winston-Salem Southbound; Union Pacific.

Motor Freight Carriers-45.

Intercity Bus Lines-Greyhound; Trailways; Winston-Salem Transit Authority.

Airlines-Eastern; United; Delta; American; USAir; British Airways.

3 - POPULATION:

Corp. City 90 Cen. 143,485; E&P 92 Est. 147,992
NDM-ABC: (80) 243,683
Bal. in RTZ-ABC: (80) 422,533
County 90 Cen. 265,878; E&P 92 Est. 275,614
MSA 90 Cen. 942,091; E&P 92 Est. 978,873
Total NDM & Bal.in RTZ-ABC: (80) 666,216

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 53,992; E&P 92 Est. 55,688
County 90 Cen. 105,298; E&P 92 Est. 109,154
MSA 90 Cen. 368,708; E&P 92 Est. 383,082
NDM-ABC: (80) 90,146
Bal. in RTZ-ABC: (80) 149,441
Total NDM & Bal. in RTZ-ABC: (80) 239,587

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	5	N.A.
Commercial	16	N.A.

6 - PASSENGER AUTOS: Forsyth County 163,175; City 120,553

7 - ELECTRIC METERS: Residence 144,947

8 - GAS METERS: Residence 25,670

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Tobacco Prods.3,244; Textile Mill Prods. 5,696; Elect. & other Elect. Equip. 6,284; Mfg. 36,421; Agriculture & Forestry 531; Mining 254; Construction 6,282; Wholesale Trade 6,092; Retail Trade 27,197; Finance, Insurance & Real Eastate 8,334; Services 39,863; Government 14,050.

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Av. Temp.-Spring 58; Summer 76; Fall 59; Winter 39. First killing frost, Oct. 31; last killing frost, Apr. 9.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Hanes Mall(211)	NA	Sears, JCPenney, Belk, Thalhimer's, Dillard's
Cloverdale Plz. (14)	NA	Kroger
Northside(41)	NA	Eckerd
Old Town(17)	NA	Food Fair
Parkview(27)	NA	Roses, Winn-Dixie
Parkway Plz.(40)	NA	Eckerd, Hamrick
Pine Ridge Plz. (11)	NA	Roses, Lowe's Food
Reynolds Manor(27)	NA	Brendle's, Davis
Sherwood Plz. (22)	NA	Food Fair, Revco, Ross, T.J. Maxx
Thruway(54)	NA	Roses, Thalhimer's
Silas Creek Crossing(39)	NA	Toys 'R' Us, Marshalls
Winston-Salem Market Pl.(54)	NA	Burlington Shoe, Hanes Mill Outlet

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Belk; K mart; Davis; JCPenney; Sears; Thalhimer's; Dillard's.

Discount Stores-Brendle's; Best; K mart; Roses; T.J. Maxx; Ross; Marshalls.

Variety Stores-Woolworth; McCrory.

Chain Drug Stores-Eckerd 12; Revco 15; Crown 12; Phar-Mor; Drug Emporium.

Chain Supermarkets-Food Fair 8; Harris-Teeter 5; Kroger 5; Winn-Dixie 3; Food Lion 14; Lowes Food 5; Mount Tabor 3.

Other Chain Stores-Mother and Daughter 5; Advance 4; Western Auto 6; Firestone 3; Goodyear 3.

14 - NEWSPAPERS: JOURNAL (m) 96,250; (S) 105,021; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Richard Hickman, Natl. Adv. Mgr., JOURNAL, PO Box 3159, Winston-Salem, NC 27102; Tel. (919) 727-7418.

National Representative: Sawyer-Ferguson-Walker.

NORTH DAKOTA SURVEYS

METROPOLITAN STATISTICAL AREAS

Bismark-Burleigh and Morton Counties.

Fargo-Moorhead, ND-MN-Cass County, ND; Clay County, MN.

Grand Forks-Grand Forks County.

POPULATION ESTIMATES
(Thousands)

Age Groups	**1980**	**1990**	**1992**
Under 5 Years	56	58	58
5-14 Years	100	97	97
15-24 Years	133	106	106
25-44 Years	168	201	201
45-64 Years	116	107	107
65 and Over	81	72	72
TOTAL	654	641	642

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1977 Census**	**1982 Census**	**1992 Est.**
Bldg. Mat./Hdwr	244	242	392
General Mdse	217	347	513
Food	370	559	704
Automobiles	559	818	1,529
Gasoline Stations	202	361	343
Apparel	130	171	243
Furniture	97	132	239
Eat-Drink Places	190	283	415
Drugs	69	95	133
TOTAL SALES	2,250	3,367	4,877

BISMARCK

1 - LOCATION: Burleigh County (MSA). E&P Map B-3. State Capital and County Seat. Electrical generation, manufacturing, distribution, wholesale, educational & health care center 200 mi. W of Fargo, ND; 108 mi. W of Jamestown, ND; 410 mi. W of Minneapolis.

2 - TRANSPORTATION: Railroad-Burlington Northern.

Motor Freight Carriers-11.

Airlines-Continental; Delta; Northwest.

3 - POPULATION:

Corp. City 90 Cen. 49,256; E&P 92 Est. 50,210
CZ-ABC: (80) 59,998
RTZ-ABC: (80) 109,171
County 90 Cen. 60,131; E&P 92 Est. 62,008
MSA 90 Cen. 83,831; E&P 92 Est. 85,475
City & RTZ-ABC: (80) 169,169

4 - HOUSEHOLDS:

City 90 Cen. 18,875; E&P 92 Est. 19,241
CZ-ABC: (80) 21,783
RTZ-ABC: (80) 36,462
County 90 Cen. 22,271; E&P 92 Est. 22,966
MSA 90 Cen. 31,214; E&P 92 Est. 31,821
City & RTZ-ABC: (80) 58,245

5 - BANKS	**NUMBER**	**EST. DEP.**
State	1	N.A.
Savings & Loan	3	N.A.
Commercial	6	N.A.

6 - PASSENGER AUTOS: Burleigh County 38,190

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Govt's 9,100; Services (including medical) 12,800; Ret. Trade 8,150; Whol. Trade 2,100; Trans., Comm. & Utilities 2,850; Mining & Constr. 1,550; Producing Goods 3,800; Fin., Ins. & R.E. 1,500. (source: Job Service of N.D.)

Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Av. Temp.-Spring 30-53; Summer 54-82; Fall 38-66; Winter 5-27. First killing frost, Sept. 24; last killing frost, May 11.

11 - TAP WATER: Medium hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main Ave.; 4 on Broadway; 2 on 5th St.; 4 blocks on 4th St.; 4 Shopping Ctrs.-3 neighborhood, 2 Regional.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Northbrook(19)	2	
Arrowhead(12)	1	Dan's Super Valu
Kirkwood Mall (100)	NA	Mont. Ward, Super Valu, JCPenney, Target, Dayton's, Herberger's
K mart	2	K mart
Gateway Mall(55)	2	Super Valu, Osco, Herberger's, Menards, Gateway, Sears

Principal Shopping Days-Mon. through Sun.

Stores Open Evenings-Dept. Mon.; Food Mon. through Sun.; Shopping Ctr. Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Sears; JCPenney; Herberger's; Best; Dayton's.

Discount Stores-K mart; Target; Wal-Mart.

Variety Store-Ben Franklin.

Chain Drug Stores-Rexall; White; Osco; Thrifty White.

Chain Supermarkets-Super Valu 4; Cash Wise; Econofoods (Nashfinch).

Other Chain Stores-Firestone; True Value; Menards; United Bldg. Ctr.; Payless; Traderhorn; Musicland; Casual Corner; Naturalizer; B. Dalton; Maurices; Benetton; Braun's; County Seat; Endicott Johnson; McDonald's 5; Fanny Farmer; Merle

Norman; Radio Shack; Sbarro's; Arby's; Hardee's; Foot Locker; Susie's Casuals; Zales Jewelers; Kay Bee Toys & Hobby; Kinney Shoes; Lerner; Singer; Goodyear; General Tire; Ace Hdwe.; Hardware Hanks.

14 - NEWSPAPERS: TRIBUNE (m) 31,317; (S) 32,266; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Tom Lund, Adv. Dir., TRIBUNE, 7th & Front Sts., PO Box 1498; Bismarck, ND 58501; Tel. (701) 223-2500.

National Representative: Landon Associates.

DEVILS LAKE

1 - LOCATION: Ramsey County, E&P Map C-2. County Seat. Agricultural and livestock center. On Devils Lake; 90 mi. WNW of Grand Forks.

2 - TRANSPORTATION: Railroads-Burlington Northern; Minneapolis S.P. and S.S.M. (Branch); Amtrak.

Airline-Great Lakes.

3 - POPULATION:

Corp. City 90 Cen. 7,782; E&P 92 Est. 7,850
County 90 Cen. 12,681; E&P 92 Est. 12,642

4 - HOUSEHOLDS:

City 90 Cen. 2,969; E&P 92 Est. 2,995
County 90 Cen. 4,785; E&P 92 Est. 4,770

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$23,356,447
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: Ramsey County 7,246

7 - ELECTRIC METERS: Residence 2,434

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Railroad Shops; Small Farm Implements; Fiber Glass Mfg.; Liquid Fertilizers; Macaroni Noodles.

10 - CLIMATE: Min. & Max. Temp.-40-110.

11 - TAP WATER: New Supply, Potable; not fluoridated.

12 - RETAILING: Principal Shopping Days-Mon., Thur., Fri., Sat., Sun.

Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Brauns; Maurices.

Discount Stores-TBA Wholesalers; Gateway Direct; White Mart; K mart; Wal-Mart.

Variety Store-Ben Franklin.

Chain Drug Store-White's.

Chain Supermarkets-Wally's; Super Valu.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 5,053; sworn Oct. 1, 1990.

Local Contact for Advertising and Merchandising Data: Rick Schneider, Adv. Mgr., JOURNAL, 516 4th St., Devils Lake, ND 58301; Tel. (701) 662-2127.

National Representative: Papert Companies.

DICKINSON

1 - LOCATION: Stark County, E&P Map A-3. County Seat. Agricultural, Wholesale and educational center on I-94; U.S. Hwy. 10; State Hwy. 22. 300 mi. W of Fargo.

2 - TRANSPORTATION: Motor Freight Carriers-5.

Intercity Bus Line-Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 16,097; E&P 92 Est. 16,132
CZ-ABC: (80) 15,924
RTZ-ABC: (80) 26,369
County 90 Cen. 22,832; E&P 92 Est. 22,687
City & RTZ-ABC: (80) 42,293

4 - HOUSEHOLDS:

City 90 Cen. 5,455; E&P 92 Est. 5,467
County 90 Cen. 8,616; E&P 92 Est. 8,561
CZ-ABC: (80) 5,473
RTZ-ABC: (80) 8,788
City & RTZ-ABC: (80) 14,261

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$117,400,000
Savings & Loan	3	$109,350,000

6 - PASSENGER AUTOS: Stark County 13,244

7 - ELECTRIC METERS: Res. & Comb. 7,104

8 - GAS METERS: Residence 5,425

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mining 340 ($250); Constr. 530 ($225); Mfg. 520 ($215); Trans., Commun. & Public Util. 460 ($230); Whol. Trade 360 ($175); Ret. Trade 1,730 ($175); Fin., Ins. & R.E. 300 ($275); Servs. 1,560 ($180); Gov't 1,220 ($225); Oil Related 400 ($375).

Principal Industrial Pay Days-Mon., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-64; Summer 51-71; Fall 34-67; Winter -7-16. First killing frost, Sept. 17; last killing frost, May 20.

11 - TAP WATER: Alkaline, soft; not fluoridated.

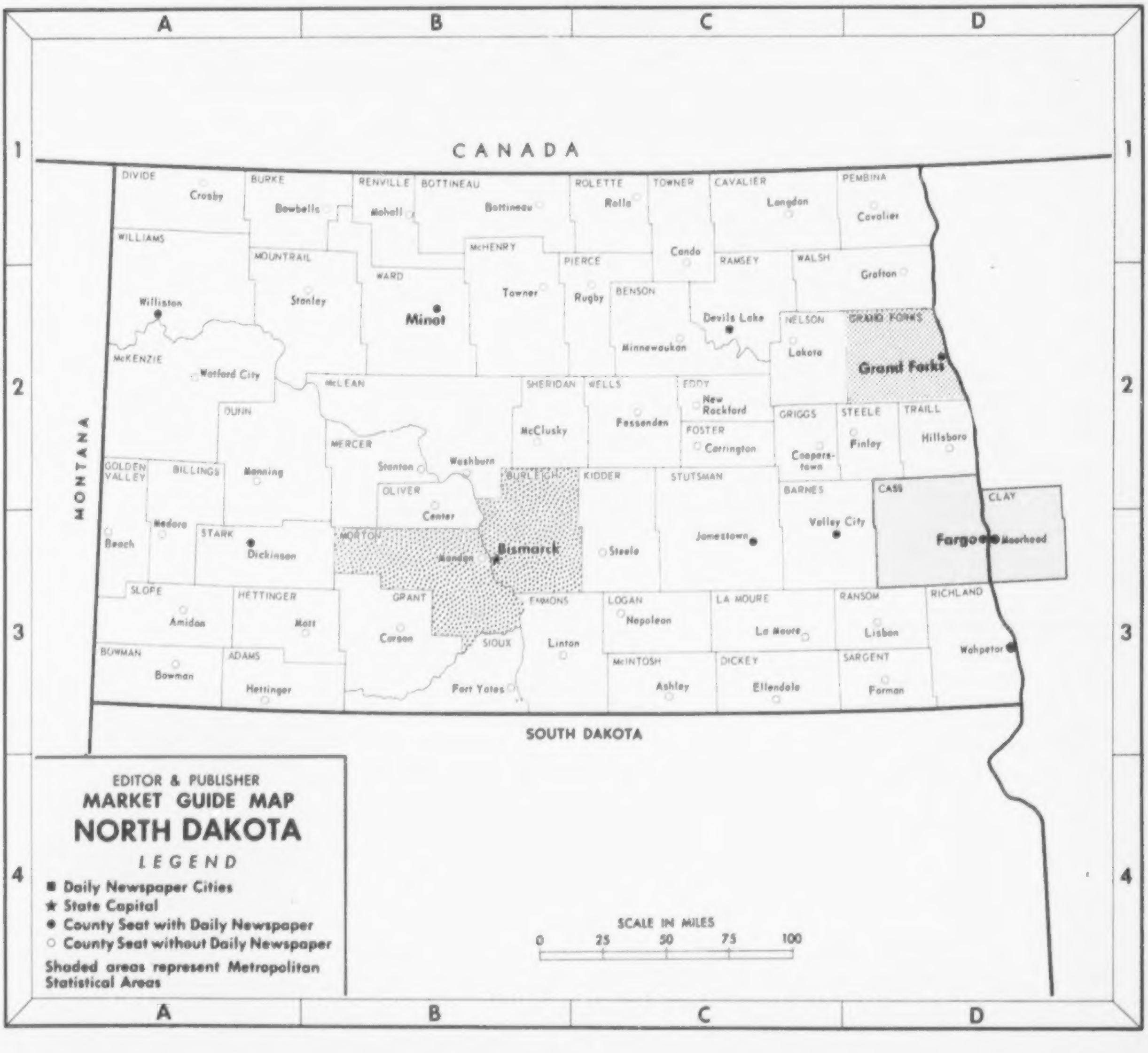
12 - RETAILING: Principal Shopping Centers-5 blocks on 1st St.; 7 blocks on Villard St.

Shopping Centers-King's Royale Plz.; 4 blocks E.; TSC, Anfinsons 1.5 mi. E.; TSC Store 1 mi. E.; Fairway Vlg. Ctr. 10 Blks. W.; Downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Big Sky(13)	1	True Value Hdwe., Dickinson TV, Goldie's Furn.
Prairie Hills Mall(45)	2	Herberger's, K mart, JCPenney

Principal Shopping Days-Wed., Thur., Fri.


A
B
C
D
1
2
3
4
CANADA
MONTANA
SOUTH DAKOTA
DIVIDE
Crosby
BURKE
Bowbells
RENVILLE
Mohall
BOTTINEAU
Bottineau
ROLETTE
Rolla
TOWNER
Cando
CAVALIER
Langdon
PEMBINA
Cavalier
WILLIAMS
Williston
MOUNTRAIL
Stanley
WARD
Minot
McHENRY
Towner
PIERCE
Rugby
BENSON
Minnewaukan
RAMSEY
Devils Lake
WALSH
Grafton
NELSON
Lakota
GRAND FORKS
Grand Forks
McKENZIE
Watford City
McLEAN
Washburn
SHERIDAN
McClusky
WELLS
Fessenden
EDDY
New Rockford
FOSTER
Carrington
GRIGGS
Cooperstown
STEELE
Finley
TRAILL
Hillsboro
DUNN
Manning
MERCER
Stanton
OLIVER
Center
GOLDEN VALLEY
Beach
BILLINGS
Medora
STARK
Dickinson
MORTON
Mandan
BURLEIGH
Bismarck
KIDDER
Steele
STUTSMAN
Jamestown
BARNES
Valley City
CASS
Fargo
CLAY
Moorhead
SLOPE
Amidon
HETTINGER
Mott
GRANT
Carson
EMMONS
Linton
LOGAN
Napoleon
LA MOURE
La Moure
RANSOM
Lisbon
RICHLAND
Wahpeton
BOWMAN
Bowman
ADAMS
Hettinger
SIOUX
Fort Yates
McINTOSH
Ashley
DICKEY
Ellendale
SARGENT
Forman
EDITOR & PUBLISHER
MARKET GUIDE MAP
NORTH DAKOTA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0
25
50
75
100

Stores Open Evenings-Thur.

Stores Open Sundays-Groc., Drug.

13 - RETAIL OUTLETS: Department Stores-JCPenney; S&L; Sears; Stevenson's; Brauns; Desmonds.

Variety Store-Woolworth.

Discount Stores-TSC; Anfinson's; K mart.

Chain Drug Stores-White; Walgreens.

Chain Supermarkets-Red Owl; King's; Buttreys; Fairway Vlg.; Dan's County Mart.

Other Chain Stores-Coast-to-Coast; Firestone; Goodyear; Hardware Hank.

14 - NEWSPAPERS: PRESS (m-tues to sat) 7,489; (S) 7,825; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Erv Barth, Pub., PRESS, 127 1st St., Dickinson, ND 58601; Tel. (701) 225-8111.

National Representative: Landon Associates.

FARGO, ND-MOORHEAD, MN

1 - LOCATION: E&P Map D-3 (In Fargo-Moorhead, ND-MN MSA). Fargo, County Seat of Cass County, ND; Moorhead, County Seat of Clay County, MN; E&P Map D-3. Manufacturing, distributing, retail, wholesale, processing & medical center on E boundary of ND sugar beet plant, manufacturing, wholesale & college center on W boundary of MN. Both cities are in heart of Red River Valley. Transcontinental Hwys. 10, 52, 75, 81 and I-29 and I-94 serve both cities; 250 mi. NW of Minneapolis, St. Paul.

2 - TRANSPORTATION: Railroad-Burlington Northern.

Motor Freight Carriers-32.

Intercity Bus Lines-Greyhound; Jack Rabbit; Doyle.

Airlines-Northwest Orient; United.

3 - POPULATION:

Corp. Cities 90 Cen. 106,406; E&P 92 Est. 109,411

Fargo 90 Cen. 74,111; E&P 92 Est. 76,657

Moorhead 90 Cen. 32,295; E&P 92 Est. 32,754

CZ-ABC: (80) 104,530

RTZ-ABC: (80) 126,034

Counties 90 Cen. 153,296; E&P 92 Est. 158,188

Cass Co. ND 90 Cen. 102,874; E&P 92 Est. 106,985

Clay Co. MN 90 Cen. 50,422; E&P 92 Est. 51,2[illegible]

MSA 90 Cen. 153,296; E&P 92 Est. 158,188

City & RTZ-ABC: (80) 230,564

4 - HOUSEHOLDS:

Cities 90 Cen. 38,259; E&P 92 Est. 39,347

Fargo 90 Cen. 27,017; E&P 92 Est. 27,945

Moorhead 90 Cen. 11,242; E&P 92 Est. 11,402

CZ-ABC: (80) 37,729

RTZ-ABC: (80) 44,137

Counties 90 Cen. 58,611; E&P 92 Est. 60,495

Cass Co. ND 90 Cen. 39,936; E&P 92 Est. 41,531

Clay Co. MN 90 Cen. 18,675; E&P 92 Est. 18,964

MSA 90 Cen. 58,610; E&P 92 Est. 60,495

City & RTZ-ABC: (80) 81,866

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	5	$1,675,382,000
Commercial	6	$492,900,000

6 - PASSENGER AUTOS: Counties: Cass (ND) 62,467; Clay (MN) 23,514

7 - ELECTRIC METERS: Residence 42,850

8 - GAS METERS: Residence 15,110

9 - PRINCIPAL INDUSTRIES: Creameries; Newspaper; Structural Steel & Tanks; Sugar Refining; Colleges; Medical; Tractor Mfg.; Beet Sugar Mfg.; Malting Plant; Printing; Skid-Steer Loaders.

Principal Industrial Pay Days-Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-92; Summer 39-114; Fall -16-93; Winter -36-53. First killing frost, Sept. 25; last killing frost, May 12.

11 - TAP WATER: Fargo-Alkaline, soft; fluoridated. Moorhead-Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Fargo: 5 blocks on Broadway; 2 on Main Ave.; 2 on N.P. Ave. and 1st Ave. N; 2 on 2nd Ave. N Moorhead: 4 on Ctr. Ave.; 5 on Main Ave.

Neighborhood Shopping Centers-Fargo: K mart Plz. 10; South Plz. 18; Southside 1-13; Southside 2 -14; Park Place Plz. 15, Southgate Area 64; 13 Ave. S 35. Moorhead: South of the Border 35; K mart.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brookdale(10)	2	Northwest Fabrics
SunMart/Osco(6)	3	Osco Drugs, SunMart
Holiday Mall(15)	2	Best Buy, Coast-to-Coast
Moorhead Ctr. Mall(24)	NA	Herberger's, Foss Drug
Northport(6)	4	Hornbacher Foods
Village West(12)	5	Hornbacher Foods, Northwest Fabrics
West Acres(112)	5	DeLendrecie's, Sears, Dayton's, JCPenney
Southside(12)	3	Hornbacher Foods
Best Plz.(8)	4	Best
Outlet Mall(12)	5	

Principal Shopping Days-Mon. evening. Malls open evenings Mon. through Fri. Moorhead stores open Sun. 1-5. Food: 24 hours, 6 days a week.

13 - RETAIL OUTLETS: Department Stores-Dayton's; DeLendrecie's; Sears; JCPenney; Herberger's.

Discount Stores-Wal-Mart 2; Sam's Warehouse; Target; Best Co.

Variety Stores-Woolworth; Ben Franklin 4.

Chain Drug Stores-Osco 3; Foss; Walgreens 2.

Chain Supermarkets-Fairway; Jack & Jill 2; SunMart 5; Super Valu; Hornbacher 3.

14 - NEWSPAPERS: FORUM (m) 55,309; (S) 68,911; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: James Boberg, Nat'l. Adv. Mgr., FORUM, PO Box 2020, Fargo, ND 58102; Tel. (701) 235-7311.

National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

GRAND FORKS, ND-E. GRAND FORKS, MN

1 - LOCATION: Grand Forks County, Polk County, MN (In Grand Forks MSA) E&P Map D-2, County Seat. Wholesale distribution, shipping center for 2-county potato-sugar beet area. Milling, regional medical center, education center (University of ND). 14 county retail trade center. Eastern border of state in Red River Valley. 250 mi. to Duluth; 300 mi. to Minneapolis; 150 mi. to Winnipeg. On U.S. Hwy. 2; I-29.

2 - TRANSPORTATION: Railroads-Burlington Northern; Amtrak.

Motor Freight Carriers-17.

Intercity Bus Lines-Greyhound; Triangle; Star Bus.

Airlines-Northwest; Mesaba Airlink.

3 - POPULATION:

Corp. Cities 90 Cen. 58,083; E&P 92 Est. 59,239

Grand Forks, ND 90 Cen. 49,425; E&P 92 Est. 50,557

E. Grand Forks, MN 90 Cen. 8,658; E&P 92 Est. 8,682

CZ-ABC: (80) 52,302

RTZ-ABC: (80) 161,510

Counties 90 Cen. 103,181; E&P 92 Est. 104,578

Grand Forks, ND 90 Cen. 70,683; E&P 92 Est. 72,181

Polk, MN 90 Cen. 32,498; E&P 92 Est. 32,397

City & RTZ-ABC: (80) 213,812

MSA 90 Cen. 70,683; E&P 92 Est. 72,181

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

Cities 90 Cen. 20,898; E&P 92 Est. 21,312

Grand Forks, ND 90 Cen. 17,608; E&P 92 Est. 18,012

E. Grand Forks, MN 90 Cen. 3,290; E&P 92 Est. 3,300

CZ-ABC: (80) 18,602

RTZ-ABC: (80) 55,398

Counties 90 Cen. 38,473; E&P 92 Est. 38,989

Grand Forks, ND 90 Cen. 26,179; E&P 92 Est. 26,734

Polk, MN 90 Cen. 12,294; E&P 92 Est. 12,255

City & RTZ-ABC: (80) 74,000

MSA 90 Cen. 26,179; E&P 92 Est. 26,734

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	3	$4,663,005,000
Commercial	6	$1,164,591,600

6 - PASSENGER AUTOS: Counties: Grand Forks (ND) 36,462; Polk (MN) 16,604

7 - ELECTRIC METERS: Residence 23,000

8 - GAS METERS: Residence 9,400

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Sugar Refining 450 ($400); Flour Milling 120 ($450); Potato Prods. Mfg. 500 ($450); Air Base 5,961 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 41-64; Summer 50-70; Fall 17-30; Winter 7-21. First killing frost, Sept. 25; last killing frost, May 16.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on 3rd St.; 3 on 4th St.; 5 on DeMers Ave.; Gateway Dr., South Forks, 32 blocks on S. Washington St.; East Grand Forks, 3 blocks on DeMers Ave.; 1/2 mile Hwy. 220 N.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Columbia Mall(80)	5	Dayton's, JCPenney, Target
S. Forks Plz.(50)	3	Sears, K mart
Town & Country (12)	3	Columbia Sports
Holiday Mall(6) (E. Grand Forks)	1	White Mart

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Most shopping centers nightly.

13 - RETAIL OUTLETS: Department Stores-Herberger's; Dayton's; JCPenney; Sears.

Discount Stores-Home of Economy; K mart; White Mart; Target; Best; Pamida; Wal-Mart.

Variety Store-Ben Franklin.

Chain Drug Stores-White 2; Osco.

Chain Supermarkets-Hugo's 5; Leevers; Food Bonanza (Nash Finch); Wally's; Festival Foods.

Other Chain Stores-Sherwin-Williams; Kinney's 2; Seifert's; Payless Shoes 2; Maurice's; Young America; Spencer Gifts; Joyce Selby Stores; Rings 'n Things; Jeans West; Baker Shoes; Hallmark; Fanny Farmer Candies; B. Dalton Booksellers; County Seat Stores; Stuart's Clothing; Susie's Casuals; Footlocker Shoes; Helzberg Jewelers; Claire's Boutique; Shirt Works; Thom McAn; Team Electronics; Braun's; Sir John Barleycorne; Straus; Mandels; Black Photo; Firestone; Berman Leather; The Closet; The Better Half; Waldenbooks; Scheel's; Northwest Fabrics; House of Fabrics.

14 - NEWSPAPERS: HERALD (m) 40,058; (S) 41,140; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Tom Kuchera Jr., Adv. Dir., HERALD, 120 N. 4th St., Grand Forks, ND 58201, Tel. (701) 780-1160.

National Representative: Newspapers First.

JAMESTOWN

1 - LOCATION: Stutsman County, E&P Map C-3, County Seat. On U.S. Hwys. 10, 20, 52, 281 and I-94.

2 - TRANSPORTATION: Railroad-Burlington Northern.

Intercity Bus Lines-Greyhound; Jack Rabbit.

Airline-Great Plains Airlines.

3 - POPULATION:

Corp. City 90 Cen. 15,571; E&P 92 Est. 15,429

County 90 Cen. 22,241; E&P 92 Est. 21,944

4 - HOUSEHOLDS:

City 90 Cen. 5,938; E&P 92 Est. 5,883

County 90 Cen. 8,393; E&P 92 Est. 8,281

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	5	$307,065,619

6 - PASSENGER AUTOS: Stutsman County 12,856

7 - ELECTRIC METERS: Residence 7,098

8 - GAS METERS: Residence 4,655

9 - PRINCIPAL INDUSTRIES: Constr.; Farming; Farm Prods.; Aerospace Prods.; Farm Equip.; Steel Bldg. Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-70; Summer 56-96; Fall 19-80; Winter -30-65. Av. Temp. 40.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Buffalo(40)	NA	K mart, JCPenney, Bostwick's
Jamestown(16)	NA	Leevers, True Value Home Ctr., Maurice's
Park Plaza(11)	28	White Drug, County Market

Stores Open Evenings-Mon.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Fair Store; Feinstein's; Coast-to-Coast.

Discount Stores-Pamida; K mart; Wal-Mart.

Variety Stores-Woolworth; Ben Franklin.

Chain Drug Stores-White Drug 2; Medicine Shoppe.

Chain Supermarkets-County Market; Super Valu.

14 - NEWSPAPERS: SUN (e) 8,837; sworn Sept. 13, 1990.

Local Contact for Advertising and Merchandising Data: Gene Keller, Adv. Mgr., SUN, 122 2nd St. N.W., Jamestown, ND 58401; Tel. (701) 252-3120.

National Representative: Landon Associates.

MINOT

1 - LOCATION: Ward County, E&P Map B-2, County Seat. 125 mi. W of Devils Lake; 130 mi. E of Williston; 115 mi. N of Bismarck; 60 mi. S of Canadian-U.S. border. On U.S. Hwys. 2, 52, 83.

2 - TRANSPORTATION: Railroads-Burlington Northern; Soo Line; Amtrak.

Motor Freight Carriers-10.

Intercity Bus Lines-Interstate Trans.; JB Shortway; B&B; D&J; Turtle Mountain Line.

Airlines-Northwest; Continental.

3 - POPULATION:

Corp. City 90 Cen. 34,544; E&P 92 Est. 34,884

CZ-ABC: (80) 32,843

Bal. in NDM-ABC: (80) 81,795

County 90 Cen. 57,921; E&P 92 Est. 57,887

Total NDM-ABC: (80) 114,638

4 - HOUSEHOLDS:

City 90 Cen. 11,513; E&P 92 Est. 11,627

CZ-ABC: (80) 12,270

Bal. in NDM-ABC: (80) 27,523

County 90 Cen. 21,857; E&P 92 Est. 21,844

Total NDM-ABC: (80) 39,793

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$389,000,000
Savings & Loan	3	$2,414,520,000

6 - PASSENGER AUTOS: Ward County 32,083

7 - ELECTRIC METERS: Residence 9,530

8 - GAS METERS: Residence 11,544

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-R.R. 530; Medical Ctrs. 1,489; Creameries 100; Meat Packing 49; Air Force Base 6,172; (An. payroll $116.47 million); Oil & Grease Compounding; Grain Elevators; Farm Mach.; Plastics; Insulated Windows.

Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-45; Summer 50-105; Fall 40-65; Winter 20-40; First killing frost, Sept.; last killing frost, May.

11 - TAP WATER: Neutral, medium 8-9 grains hardness; fluoridated.

12 - RETAILING: Principal Shopping Center-Main and Side Streets Area, 6 blocks by 4 blocks.

Neighborhood Shopping Areas-South Broadway 35 blocks; North Broadway 22 blocks; 3rd St. N.E.; Oak Park-Garden Valley on 4th Ave. N.W.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Arrowhead(22)	2	Piggly Wiggly, White Drug
Town & Country (34)	2	Piggly Wiggly
K mart	2	K mart, Miracle Mart
Dakota Sq.(80)	4	JCPenney, Target, Herberger's, Sears

Principal Shopping Days-Mon., Thur., Sat.

Stores Open Evenings-Downtown Thur.; Shpg. Ctrs. & Food stores nightly.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Herberger's.

Discount Stores-K mart; Home of Economy; Air Force P-X; Peavey/Thunderbird; Big Bear; Target; Wal-Mart.

Chain Drug Stores-White's 2; Osco.

Chain Supermarkets-Piggly-Wiggly 3; Jack & Jill (area) 4; Miracle Mart; Market Place.

Other Chain Stores-Firestone; Sherwin-Williams; Stevenson's; Kinney Shoes; Mann's Automotive; Coast-to-Coast Hdwe.; Scheels Hdwe.; Payless Shoes; Allied Radio Shack; K-G; Red Wing Shoes; Northwest Fabrics; Maurice's; Great Plains Supply; Better Half; Braun's; Baker Shoes; Coach House Gifts; Foxmoor Casuals; General Nutrition; Lerner; Jeans West; Musicland; Seiferts; Spencer Gifts; Thom McAn; B. Dalton; Clara's Boutique; Duling Optical; Century Eyewear; The Closet; Hallmark 3; Footlocker; Kay Bee Toys; So-Fro Fabrics; Susie's Casuals; Zales Jewelry; Rand's Shoes; Gordon's Jewelry; Riddle's Jewelry; Vanity; RCC Western Store; Hardware Hanks; Ben Franklin; Conlins Furniture; Nutri Systems; Diet Center; Benetton; Simolv Slim; Bermans Leather; Circus World; Lane Bryant.

14 - NEWSPAPERS: NEWS (e) 25,702; (S) 25,356; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Dan Corrow, Adv. Dir., NEWS, 301 4th St. S.E., Minot, ND 58701; Tel. (701) 852-3341.

National Representative: Papert Companies.

VALLEY CITY

1 - LOCATION: Barnes County, E&P Map C-3, County Seat. Agricultural Center. On Sheyenne River, 60 mi. W of Fargo; 35 mi. E of Jamestown; I-94; U.S. Hwys. 10, 52; State Hwys. 1, 9.

2 - TRANSPORTATION: Railroads-Burlington Northern; Soo Line.

Motor Freight Carriers-6.

Intercity Bus Line-Greyhound.

Airline-Northwest (at Fargo).

3 - POPULATION:

Corp. City 90 Cen. 7,169; E&P 92 Est. 7,048
County 90 Cen. 12,545; E&P 92 Est. 12,366

4 - HOUSEHOLDS:

City 90 Cen. 3,086; E&P 92 Est. 3,033
County 90 Cen. 4,825; E&P 92 Est. 4,756

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$94,806,000
Savings & Loan	2	$72,100,000
Credit Union	1	N.A.

6 - PASSENGER AUTOS: Barnes County 7,391

7 - ELECTRIC METERS: Residence 3,205

8 - GAS METERS: Residence 1,654

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-State College 105 ($410); Therapy Tables 12 ($285); Hospital Care 150 ($350); Plastic Bottle Mfg. ($200); Circuit Board Mfg. ($275); Waste Container & Silo Machinery Mfg. ($275).

10 - CLIMATE: Min. & Max. Temp.-Spring -10-55; Summer 45-94; Fall 28-96; Winter -28-37. First killing frost, Sept. 20; last killing frost, Apr. 1.

11 - TAP WATER: Soft.

12 - RETAILING: Principal Shopping Centers-5 blocks on Central Ave.; 4 on Main St.; 3 on 2nd Ave. E.; 6 on 2nd St. N.; 3 on 3rd St. N. Hub-Mac Center (9 units); Main St.; Straus Building (8 units); Central Ave. (downtown).

Stores Open Evenings-Dept. Mon.; Food every evening.

Principal Shopping Days-Fri., Sat., Mon.

13 - RETAIL OUTLETS: Department Stores-Pamida; The Fair; Sears; Foss; Fleet Wholesale.

Variety Stores-Woolworth; Ben Franklin.

Discount Store-Pamida.

Chain Drug Stores-Rexall; Foss.

Chain Supermarkets-Jack & Jill; Super Valu; Red Owl.

Other Chain Stores-True Value; Ace Hdwe.; Goodyear.

14 - NEWSPAPERS: TIMES-RECORD (e-mon to fri) 4,000; sworn Feb. 8, 1991.

Local Contact for Advertising and Merchandising Data: Janice Olafson, Adv. Mgr., TIMES-RECORD, 146 3rd St. N.E.; PO Box 697, Valley City, ND 58072; Tel. (701) 845-0463.

National Representative: American Newspaper Representatives.

WAHPETON, ND-BRECKENRIDGE, MN

1 - LOCATION: Wahpeton, ND. E&P Map D-3, in Richland County, County Seat, Southeast corner of the state. Agricultural, retail, wholesale, manufacturing area; State College 125 acres, 3,000 enrollment, BIA School; Breckenridge, MN. E&P Map (MN) A-3, in Wilkin County, County Seat. Agriculture; railroad; retail; hospital; processing center. Both at the head of the Red River; Breckenridge is on U.S. Hwy. 75 with connections on State Hwy. 210 to I-94. Wahpeton is on U.S. Hwy. 81 with connections on State Hwy. 210 W to I-29; Airport is the Harry Stern Airport with charter, instruction, ambulance service, hard surface for small multi-engine aircraft; 225 miles NW of Minneapolis-St. Paul.

2 - TRANSPORTATION: Railroads-Red River Valley; Western Railroad.

Motor Freight Carriers-4.

Intercity Bus Line-Jack Rabbit.

3 - POPULATION:

Corp. Cities 90 Cen. 12,459; E&P 92 Est. 12,376
Wahpeton, ND 90 Cen. 8,751; E&P 92 Est. 8,688
Breckenridge, MN 90 Cen. 3,708; E&P 92 Est. 3,688
Counties 90 Cen. 25,664; E&P 92 Est. 25,459
Richland, ND 90 Cen. 18,148; E&P 92 Est. 18,034
Wilkin, MN 90 Cen. 7,516; E&P 92 Est. 7,425

4 - HOUSEHOLDS:

Cities 90 Cen. 3,999; E&P 92 Est. 3,966
Wahpeton, ND 90 Cen. 2,558; E&P 92 Est. 2,540
Breckenridge, MN 90 Cen. 1,441; E&P 92 Est. 1,426
Counties 90 Cen. 9,743; E&P 92 Est. 9,664
Richland, ND 90 Cen. 6,848; E&P 92 Est. 6,805
Wilkin, MN 90 Cen. 2,895; E&P 92 Est. 2,859

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$266,427,277
Savings & Loan	3	(incl. above)

6 - PASSENGER AUTOS: Counties: Richland (ND) 10,063; Wilkin (MN) 3,939

7 - ELECTRIC METERS: Wahpeton and Breckenridge Counties 5,348

8 - GAS METERS: 1,481

9 - PRINCIPAL INDUSTRIES: Agric. & Processing Ctr. (wheat; corn; barley; sugar beets; soybeans; flax oats; sunflowers); Fabricating; Printing; Agricultural Mach. Mfg.; College, Bureau of Indian Affairs; School; Whol. Auto Parts; Medical Ctr.; Video Cassette Cartridges; Tele-Commun. Equip.; Wood & Metal processing plant; Tool & Dye Mfg.

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-92; Summer 38-110; Fall 55-92; Winter -35-52. First killing frost, Sept. 26; last killing frost, May 10. Mean annual temp. 43; Average annual rainfall 20.38 inches.

11 - TAP WATER: Alkaline; fluoridated.

12 - RETAILING: Principal Shopping Centers-Wahpeton; 6 blocks. Breckenridge; 3 blocks.

Principal Shopping Days-Mon. through Sat., Breckenridge Also Sunday.

Stores Open Evenings-Thur.; Pamida Mon. through Sun.

13 - RETAIL OUTLETS: Department Store-JCPenney.

Discount Stores-Pamida; Holiday; Simonson's; Sta-Mart.

Variety Store-Ben Franklin.

Chain Drug Stores-Rexall 2; Snyder.

Chain Supermarkets-Super Valu; EconoFoods.

Other Chain Stores-Goodyear; Coast-to-Coast; Firestones; Sears (catalog); Auto Franchises 6; Farm Equipment Dealers 5; True Value Hdwe.

14 - NEWSPAPERS: DAILY NEWS (m-tues to sat; S) 4,901; sworn Oct. 1, 1990.

Local Contact for Advertising and Merchandising Data: Roger Harty, Adv. Mgr., DAILY NEWS, 601 Dakota Ave.; PO Box 970, Wahpeton, ND 58074; Tel. (701) 642-8585; FAX (701) 642-1501.

National Representatives: American Newspaper Representatives; Minnesota Newspaper Association; North Dakota Newspaper Association.

WILLISTON

1 - LOCATION: Williams County, E&P Map A-2. In NW corner of state. On State Hwys. 2, 85. Center of vast Williston Oil Basin.

2 - TRANSPORTATION: Railroads-Burlington Northern; Amtrak.

Motor Freight Carriers-4.

Airlines-Big Sky; Aircraft Charter; SerVair Air Taxi.

3 - POPULATION:

Corp. City 90 Cen. 13,131; E&P 92 Est. 13,090
County 90 Cen. 21,129; E&P 92 Est. 20,944

4 - HOUSEHOLDS:

City 90 Cen. 4,296; E&P 92 Est. 4,282
County 90 Cen. 7,973; E&P 92 Est. 7,903

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.
Savings & Loan	3	$92,210,000

6 - PASSENGER AUTOS: Williams County 12,087

7 - ELECTRIC METERS: Residence 6,766

8 - GAS METERS: Residence 5,139

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Railroad Shops 30 ($300); Oil Well Serv. 84 ($300); Trans., Commun. and Util. 637 ($150); Oil 320 ($350); Catalyst Processing 30 ($240); Ret. & Whol. 2,655; Gov't 1,095; Serv. 2,134; Agric. 32; Constr. 359; Fin., Ins. & R.E. 416; Other Mfg. 276.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-51; Summer 55-80; Fall 28-55; Winter 0-22.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks.

Neighborhood Shopping Centers-N. Main St.

Principal Shopping Days-Mon., Thur., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears (catalog).

Discount Stores-Home of Economy; Pamida; K mart; Wal-Mart.

Variety Stores-Woolworth; Ben Franklin.

Chain Drug Stores-Service; N.D. Pharmacy.

Chain Supermarkets-Family Thrift Ctr.; County Market; Buttrey's.

Other Chain Stores-Northern Auto; Western Auto; TCS Store; Sherwin-Williams; Maurices; Fashion Crossroads; Hardware Hank.

14 - NEWSPAPERS: HERALD (e-mon to fri; S) 5,891; Mar. 31, 1990 VAC.

Local Contact for Advertising and Merchandising Data: Charles Lotvedt, Adv. Mgr., HERALD, 14 W. 4th St.; PO Box 1447, Williston, ND 58802; Tel. (701) 572-2165.

National Representative: None.

E&P Classified

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OHIO SURVEYS

METROPOLITAN STATISTICAL AREAS

Canton-Carroll and Stark Counties.
Columbus-Delaware, Fairfield, Franklin, Licking, Madison, Pickaway and Union Counties.
Dayton-Springfield-Clark, Greene, Miami and Montgomery Counties.
Huntington-Ashland, WV-KY-OH-Cabell and Wayne Counties, WV; Boyd, Carter and Greenup Counties, KY; Lawrence County, OH.
Lima-Allen and Auglaize Counties.
Mansfield-Richland County.
Parkersburg-Marietta, WV-OH-Wood County, WV; Washington County, OH.
Steubenville-Weirton, OH-WV-Jefferson County, OH; Brooke and Hancock Counties, WV.
Toledo-Fulton, Lucas, and Wood Counties.
Wheeling, WV-OH-Ohio and Marshall Counties, WV; Belmont County, OH.
Youngstown-Warren-Mahoning and Trumbull Counties.

PRIMARY METROPOLITAN STATISTICAL AREAS

Akron-Portage and Summit Counties.
Cincinnati, OH-KY-IN-Includes Clermont, Hamilton and Warren Counties, OH; Boone, Campbell and Kenton Counties, KY; and Dearborn County, IN.
Cleveland-Cuyahoga, Geauga, Lake and Medina Counties.
Hamilton-Middletown-Butler County.
Lorain-Elyria-Lorain County.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Cincinnati-Hamilton, OH-KY-IN-Includes Cincinnati, OH-KY-IN PMSA and Hamilton-Middletown, OH PMSA.
Cleveland-Akron-Lorain-Includes Akron PMSA; Cleveland PMSA; and Lorain-Elyria PMSA.

POPULATION ESTIMATES

(Thousands)

Age Group	1980	1990	1992
Under 5 Years	787	943	948
5-14 Years	1,708	1,650	1,658
15-24 Years	2,103	1,639	1,647
25-44 Years	2,923	3,528	3,547
45-64 Years	2,197	2,054	2,065
65 and Over	1,172	1,070	1,076
TOTAL	10,800	10,884	10,942

Based on U.S. Census

POPULATION ESTIMATES

(Thousands)

Places of 50,000 or more and Central Cities of MSA's with 10% or more of Spanish Origin Population, according to the U.S. 1980 Census.

City	Total Pop.	Spanish Origin	Percent
Lorain	75	11	14.4

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1977 Census	1982 Census	1992 Est.
Bldg. Mat./Hdwr	1,694	1,804	3,869
General Mdse	5,451	6,136	10,606
Food	7,838	10,956	15,467
Automobiles	7,713	7,881	17,247
Gasoline Stations	3,117	5,309	6,184
Apparel	1,363	1,925	3,251
Furniture	1,547	1,749	3,784
Eat-Drink Places	3,105	4,611	7,769
Drugs	1,043	1,626	3,032
TOTAL SALES	35,563	46,315	80,240

AKRON

1 - LOCATION: Summit County (PMSA). E&P Map C-2. County Seat. College center; NE central part of state; 35 mi. S of Cleveland; 117 mi. from Pittsburgh; 119 mi. from Columbus; 14 mi. S of Ohio Tpke.; on U.S. Hwys. 224; I-71, I-76, I-77; State Hwys. 8, 18 and 91.

2 - TRANSPORTATION: Railroads-Conrail; Akron & Barberton Belt Line; Chessie System; Norfolk/Southern.

Motor Freight Carriers-146.

Intercity Bus Lines-Greyhound; Akron; Metropolitan Regional Transit Authority; Continental Trailways.

Airlines-United; Piedmont; Eastern; TWA; American; Delta; Pan Am; Northwest; USAir; Republic; Midway; Continental; Air Canada.

Airports-Akron Fulton Municipal; Akron-Canton & Cleveland Hopkins Intl.

3 - POPULATION:
Corp. City 90 Cen. 223,019; E&P 92 Est. 220,187
CZ-ABC: (80) 519,614
RTZ-ABC: (80) 373,857
County 90 Cen. 514,990; E&P 92 Est. 513,556
PMSA 90 Cen. 657,575; E&P 92 Est. 659,599
City & RTZ-ABC: (80) 893,471

4 - HOUSEHOLDS:
City 90 Cen. 85,777; E&P 92 Est. 84,687
CZ-ABC: (80) 187,102
RTZ-ABC: (80) 124,378
County 90 Cen. 188,565; E&P 92 Est. 188,040
PMSA 90 Cen. 243,703; E&P 92 Est. 244,515
City & RTZ-ABC: (80) 311,480

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$49,038,423,921
Savings & Loan	9	$6,385,200,000

6 - PASSENGER AUTOS: Summit County 351,994

7 - ELECTRIC METERS: Residence 282,508

8 - GAS METERS: Residence 192,881

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 67,500 ($446); Trans. Util. 12,700 ($446); Constr. 6,200 ($517); All Industries Total Employment 249,000.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-78; Summer 52-83; Fall 22-62; Winter 17-43. First killing frost, Oct. 22; last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-Downtown: 14 blocks, Main St.

Neighborhood Shopping Centers-6 blocks on W Market & Exchange Sts.; 3 on Highland Sq. on W Market St.; 4 on W Market from Valley St. to Maple St.; 2 on Wooster & Hawkins; 3 on Copley Rd. & Hawkins; 1 on Copley Rd. at Madison; 8 on Maple & W Exchange St.; 7 on Wooster Rd. bet. Pine & Moon Sts.; 7 on Kenmore Blvd. bet. 12th & 19th Sts.; 3 on Stanton & S Main St.; 3 on Mapledale & S Main St.; 5 on Arlington bet. Welton & 2nd Ave.; 2 on Eastland Ave. & North St.; 2 on Eastland Ave. & Arnold Ave.; 2 on Bingham & Shawnee Sts.; 6 on Akron Canton Rd. at Albrecht Ave.; 8 on Main St. bet. Ora Ave. & Campbell St., South; 3 on Waterloo Rd. & S Arlington St.; 11 on E Market bet. Carroll St. & Detroit. Cuyahoga Falls & Barberton directly north and south of Akron have own Principal Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Akron Square(8)	6	Gen. Nutrition
Arlington Plz. (26)	5	Kresge, Darrow Foods, JCPenney
Bel Par(17)	NA	Brown Derby, Ethel Wilson
Belden Vlg.(85)	5	Sears, May Co., Stern & Mann's, Higbee's, Carls
Carnation Mall (40)	NA	K mart, Revco
Chapel Hill(75)	4	Sears, Woolworth, May Co., JCPenney, Twin Value
Coventry Plz.(7)	10	Stambugh's
Eastgate Plz.(7)	6	Home Fair, Nobil's
Edison Park(12)	10	Fisher's Big Wheel, Aid Drug, IGA
Evaporator Works(25)	19	The Bootery, Hood & Hoover
Fairlawn Plz. (40)	7	Woolworth, Carls, Gray Drug, Home Center
Great Oaks(23)	15	Big Wheel, Buehler's
Hawkins Plz.(18)	3	Acme
Hudson Plaza(16)	15	Acme
Lakemore Plz. (24)	9	Gray Drug, JCPenney, May Bros.
Liberty Commons (19)	4	Carnaby St. Inn
Magic City Plz. (18)	10	JoAnn Fabric
Midway Plz.(24)	5	Home Center
Northfield Plz. (23)	14	Gray Drug, JCPenney
Norton Village (18)	15	Acme, Revco
Quaker Sq.(50)	NA	Tavern In the Sq.
Rolling Acres Mall(134)	11	Sears, JCPenney, May Co., Higbee's
South Plaza(16)	4	Home Center, Gray Drug
State Road(27)	5	Mont. Ward, JCPenney, Firestone
Stow Kent(27)	12	May Co., Home Center, Stambaugh's
Streetsboro Plz. (21)	9	Sparkle, Fisher's Big Wheel
Summit Mall(93)	5	Higbees, Jewel Mart, Woolworth, May Co.
University Plz. (19)	13	Acme, Western Auto

Principal Shopping Days-Dept.-Thur., Fri., Sat. Food-Thur., Fri., Sat.

Stores Open Evenings-Dept.-Mon.-Sat. Food-Thur., Fri., Sat.; some open every evening until 9; some open 24 hours. Shopping Centers open until 9:30.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; May Co.; JCPenney; Sears; Higbees; Stern & Mann's.

Variety Store-Woolworth.

Discount Stores-Click 10; K mart 16; Ames; Hills 8; Fisher's Big Wheel 3; Twin Value.

Chain Drug Stores-Aid 11; Family Discount 6; Fazios 4; Gray Discount 11; Gold Circle; Revco 13; Union Prescription 4; Youngfellow 21; K mart 3.

Chain Supermarkets-IGA 27; Acme/Click 23; Sparkle 26; Carls 11; Stop 'N Shop; Buehler's 4; Darrow's 4; Bisson's; May Bros.; Giant Eagle 6; Apples.

Other Chains Stores-Firestone; General; Goodrich; Goodyear; Kinney Shoes; Nobil Shoes; Richman Bros.; Thom McAn; Western Auto; Winkelman's; Casual Corner; Foxmoor; The Limited; Baker's Shoes; Hickory Farms; Lerner Shops.

14 - NEWSPAPERS: BEACON JOURNAL (m) 158,725; (S) 225,871; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Rick Brouse, Adv. Dir., BEACON JOURNAL, 44 E. Exchange St., Akron, OH 44328; Tel. (216) 996-3000.

National Representative: Newspapers First.

ALLIANCE

1 - LOCATION: Stark County (In Canton MSA). E&P Map C-6. 17 mi. NE of Canton on Hwys. 62, 173, 183, 225.

2 - TRANSPORTATION: Railroads-Conrail; C&P.

Intercity Bus Line-Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 23,376; E&P 92 Est. 23,188
CZ-ABC: (80) 34,424
RTZ-ABC: (80) 52,051
County 90 Cen. 367,585; E&P 92 Est. 366,307
MSA 90 Cen. 394,106; E&P 92 Est. 393,415
City & RTZ-ABC: (80) 86,075

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 8,991; E&P 92 Est. 8,919
CZ-ABC: (80) 12,548
RTZ-ABC: (80) 16,950
County 90 Cen. 137,567; E&P 92 Est. 137,088
MSA 90 Cen. 148,052; E&P 92 Est. 147,806
City & RTZ-ABC: (80) 29,498

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	3	$650,000,000
Commercial	4	$1,150,700,000

6 - PASSENGER AUTOS: Stark County 244,068

7 - ELECTRIC METERS: Residence 11,000

8 - GAS METERS: Residence 13,744

9 - PRINCIPAL INDUSTRIES: (City Zone)-Aluminum Prods.; Machinery; Elect. Appliances; Tools; Research; Steel Forging; Paint; Millwork; Rubber Prods.; Fertilizers; Insulation; Bleach; Brick; Plastics; Traveling Cranes.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, hard; municipal water softener; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alliance Plz.(4)	NA	Rite Aid, Murphy's
Carnation City (9)	NA	Grove Refrigeration
College Plz.(22)	NA	Sears, Woolworth, Stambaugh
Carnation Mall	NA	K mart, Carlisles, JCPenney

Principal Shopping Days-Thur., Fri. & Sat.

Stores Open Evenings-Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Value City; Sears; Roberts; Carlisles.

Discount Stores-Jupiter; Murphy; Heck's; Value City; Buds Deep; Value City.

Variety Store-Woolworth.

Chain Drug Stores-Rite Aid; Cunningham; Peoples; Revco.

Chain Supermarkets-Sparkle 2; Quaker City; Buckeye; Super Duper; No Frills Food & Drugs.

14 - NEWSPAPERS: REVIEW (e) 11,914; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Don Peterson Jr., Adv. Dir., REVIEW, 40 S. Linden Ave.; PO Box 2180, Alliance, OH 44601-0180; Tel. (216) 821-1200.

National Representative: Papert Companies.

ASHLAND

1 - LOCATION: Ashland County, E&P Map B-2, County Seat. 60 mi. SW of Cleveland; 80 mi. N of Columbus; 90 mi. SE of Toledo; 40 mi. SW of Akron. On U.S. Hwys. 42, 71, 250 and State Roads 58, 60, 96 and 511.

2 - TRANSPORTATION: Railroad-Ashland.

Motor Freight Carriers-15.

3 - POPULATION:
Corp. City 90 Cen. 20,079; E&P 92 Est. 20,030
CZ-ABC: (80) 24,606
RTZ-ABC: (80) 25,378
County 90 Cen. 47,507; E&P 92 Est. 48,462
City & RTZ-ABC: (80) 49,984

4 - HOUSEHOLDS:
City 90 Cen. 7,723; E&P 92 Est. 7,704
CZ-ABC: (80) 8,735
RTZ-ABC: (80) 8,521
County 90 Cen. 17,036; E&P 92 Est. 17,379
City & RTZ-ABC: (80) 17,256

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$202,469,183
Savings & Loan	3	$115,243,113

6 - PASSENGER AUTOS: Ashland County 28,153

7 - ELECTRIC METERS: Residence 12,906

8 - GAS METERS: Residence 10,136

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Rubber 1,589; Printing 762; Pipe

Fittings 981; Water Systems 893; Bathroom China & Fixtures 625; Industrial/Residential Pumps 700.

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-60; Summer 60-82; Fall 43-63; Winter 21-36. First killing frost, Oct. 7; last killing frost, May 5.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Main; 1 on Center; 2 on Orange; 10-12 blocks on Claremont.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ashland Plz.(2)	NA	Foodtown, Wal-Mart
K mart	NA	K mart, Neff's Cardinal
Luray(4)	NA	Harlows, SupeRx

Principal Shopping Days-Mon., Tues., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Store-JCPenney.

Discount Stores-Harlows; K mart; Wal-Mart.

Chain Drug Stores-Rexall; SupeRx; Rite Aid; Family Independent Pharmacy.

Chain Supermarkets-Foodtown; (Seaway Foods); Neff's Cardinal; Hawkins Mkts. 2; Lawson 2; Quick Chek.

Other Chain Stores-Ashland Tire; Sears; Goodyear Auto Center; Bumper to Bumper Auto Parts; Wendy's; McDonald's; Pizza Hut; Friendly's; Taco Bell; Little Ceasar's; Hardee's; Long John Silver; Dairy Queen.

14 - NEWSPAPERS: TIMES-GAZETTE (e) 12,196; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Vern Brown, Gen. Mgr., TIMES-GAZETTE, 40 E. Second St., Ashland, OH 44805; Tel. (419) 281-0581.

National Representative: Branham/Newspaper Sales.

ASHTABULA

1 - LOCATION: Ashtabula County, E&P Map C-1. Third largest lake port in Ohio. Mfg. & R.R. center; chemicals. NE part of State; on U.S. Hwy. 20 & I-90, 40 mi. W of Erie; 60 mi. E of Cleveland on South shore of Lake Erie.

2 - TRANSPORTATION: Railroads-Conrail; Norfolk & Western; Bessemer and Lake Erie.

Motor Freight Carriers-19.

Freight Steamship Lines-28. 3 Docks; Great Lakes; International import/export shipping.

Intercity Bus Line-Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 21,633; E&P 92 Est. 21,270
CZ-ABC: (80) 33,332
RTZ-ABC (80): 54,969
County 90 Cen. 99,821; E&P 92 Est. 99,088
City & RTZ-ABC: (ABC) 88,301

4 - HOUSEHOLDS:

City 90 Cen. 8,320; E&P 92 Est. 8,181
County 90 Cen. 38,662; E&P 92 Est. 38,378
CZ-ABC: (80) 12,265
RTZ-ABC: (80) 17,857
City & RTZ-ABC: (80) 30,122

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$15,474,097,000
Savings & Loan	2	$491,265,000

6 - PASSENGER AUTOS: Ashtabula County 59,803

7 - ELECTRIC METERS: Residence 10,000

8 - GAS METERS: Residence 10,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Rubber & Plastics 2,975 ($414); Fabricated Metal 715 ($409); Electronics 821 ($508); Trans. & Pub. Utilities 1,686 ($555).

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 17-83; Summer 48-95; Fall 40-98; Winter 4-56. First killing frost, Oct. 20; last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, medium.

12 - RETAILING: Principal Shopping Centers-Downtown (Main Ave., W 46th, Park Ave., Center St.) 146 Stores.

Neighborhood Shopping Centers-Lake Ave. & 5th St. in Harbor (82); Station Ave. W. 32nd (11); Nappi's Plaza-West Ave. (10); Edgewood Plaza-State Road (20); Rt. 20 East (23); Prospect & West Ave. (16).

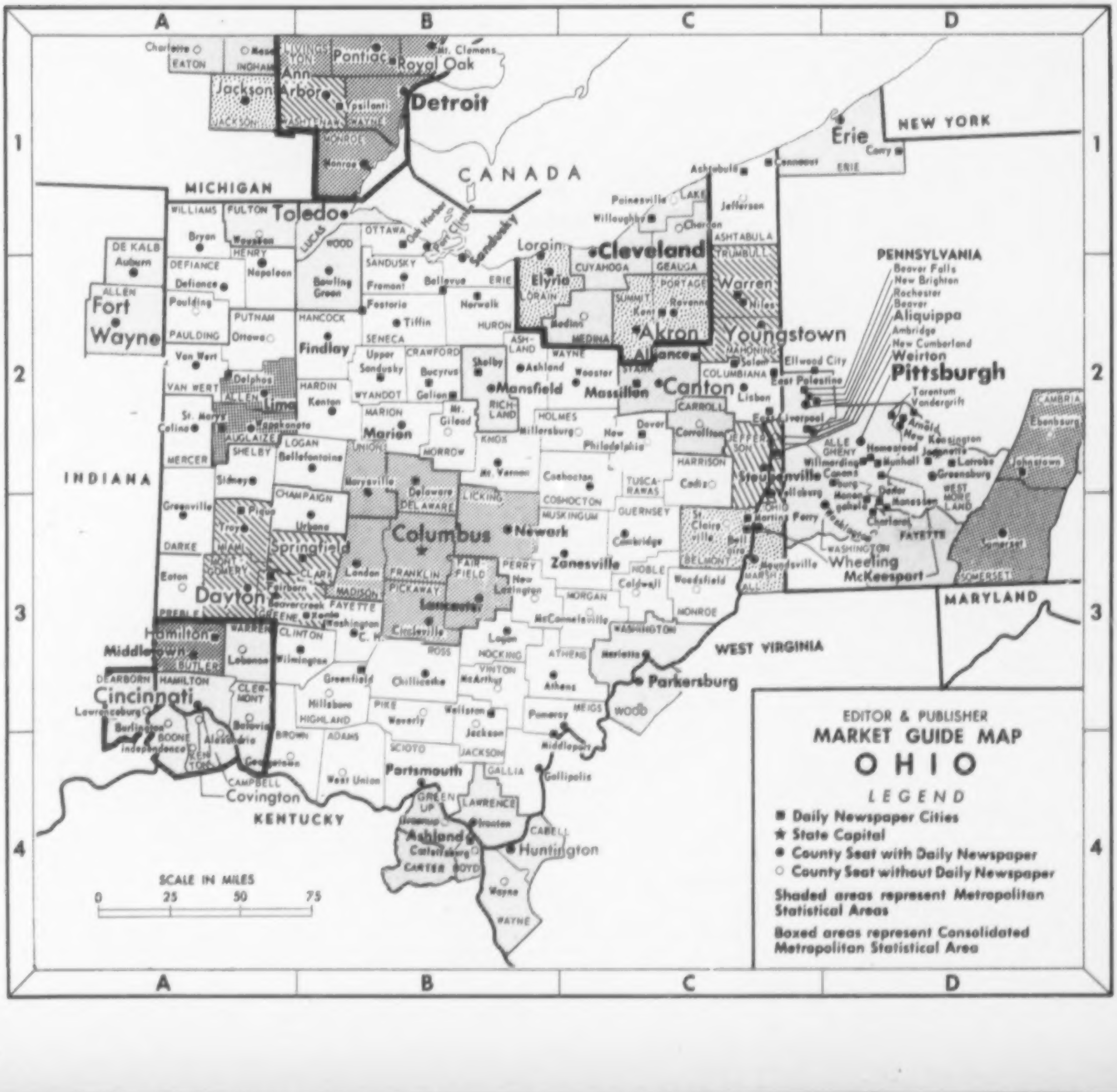
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Saybrook Plz. (22)	2	Hills Dept. Store, Giant Eagle, JCPenney, Big Lots
Ashtabula Plaza(24)	1	Dollar General, Rite Aid, Valu-King
N. Kingsville Plz.(5)	8	Conley's Discount Store, Golden Dawn
Conneaut Plz.(24)	15	Fisher's Big Wheel, Valu-King
Crossroads Plz.(7)	5	Finast, Revco
Windemere Plz.(4)	2	Hamiltons Appl., Subway

Principal Shopping Days-Mon., Wed., Fri., Sat.

Stores Open Evenings-Downtown Fri.; Shopping Centers-Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores-Carlisle's; Sears; JCPenney; Hills; K mart; Dahlkemper's.


EDITOR & PUBLISHER
MARKET GUIDE MAP
OHIO
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Area
SCALE IN MILES
0
25
50
75
A
B
C
D
1
2
3
4
MICHIGAN
CANADA
NEW YORK
PENNSYLVANIA
INDIANA
WEST VIRGINIA
KENTUCKY
MARYLAND
Detroit
Ann Arbor
Pontiac
Royal Oak
Mt. Clemens
Jackson
Ypsilanti
Monroe
Toledo
Fort Wayne
Erie
Corry
Ashtabula
Conneaut
Painesville
Willoughby
Chardon
Jefferson
Cleveland
Lorain
Elyria
Medina
Akron
Kent
Ravenna
Warren
Niles
Youngstown
Alliance
Salem
Canton
Massillon
Mansfield
Ashland
Wooster
Sandusky
Fremont
Bellevue
Norwalk
Tiffin
Findlay
Bowling Green
Lima
Marion
Mt. Vernon
Newark
Columbus
Zanesville
Cambridge
Coshocton
Delaware
Marysville
Springfield
Urbana
Dayton
Troy
Piqua
Sidney
Greenville
Hamilton
Middletown
Lebanon
Cincinnati
Covington
Chillicothe
Lancaster
Circleville
Logan
Athens
Marietta
Parkersburg
Portsmouth
Ashland
Huntington
Steubenville
Wheeling
Weirton
Pittsburgh
Aliquippa
McKeesport
New Castle
East Liverpool
East Palestine
Ellwood City
Beaver Falls
New Brighton
Rochester
Beaver
Ambridge
New Cumberland
Tarentum
Vandergrift
Arnold
New Kensington
Greensburg
Latrobe
Johnstown
Ebensburg
Somerset
Washington
Charleroi
Monessen
Gallipolis
Pomeroy
Middleport
Wilmington
Washington C. H.
Greenfield
Hillsboro
Waverly
West Union
Jackson
McArthur
Bucyrus
Galion
Kenton
Bellefontaine
Celina
Van Wert
Delphos
Wapakoneta
St. Marys
Bryan
Wauseon
Napoleon
Defiance
Ottawa
Paulding
Auburn
Eaton
London
Xenia
Fairborn
Beavercreek
New Lexington
Caldwell
Woodsfield
Cadiz
Carrollton
Dover
New Philadelphia
Millersburg
Lisbon
Bellaire
Martins Ferry
Moundsville
St. Clairsville
Batavia
Georgetown
Lawrenceburg
Burlington
Alexandria
Independence
Catlettsburg
Ironton
Wayne

Variety Store-Harbor Emporium.

Discount Store-Big and Small Lots.

Chain Drug Stores-Revco 2; Walgreens; Rite Aid 3.

Chain Supermarkets-Finast; Giant Eagle; Golden Dawn 2; Super Duper 2; Valu-King; Convenient Food 6; Dairy Mart 9.

Other Chain Stores-Fashion Bug; Firestone; Dollar General; Pic-Way Shoes; Monro Muffler; JoAnn Fabric; Radio Shack; Payless Shoes; Family Dollar; GNC; 84 Lumber; Stambaugh; McCrory; Sherwin-Williams; Dean & Barry; Endicott-Johnson; Rent-a-Center; Color Tyme; Appliance Store.

14 - NEWSPAPERS: STAR-BEACON (e) 19,599; SUNDAY PAPER (S) 30,023; Mar. 31, 1991 ABC.

NOTE: The Sunday Paper is sold in combination with the Chardon Geauga Times Leader and the Conneaut News-Herald.

Local Contact for Advertising and Merchandising Data: Ron Anthony, Adv. Mgr., STAR-BEACON, 4626 Park Ave., Ashtabula, OH 44004; Tel. (216) 998-2323.

National Representative: Cresmer, Woodward, O'Mara, & Ormsbee.

ATHENS

1 - LOCATION: Athens County, E&P Map C-3, County Seat. Education (Ohio University, Hocking Technical College), business, and retailing service center in Southeastern Ohio. On U.S. Routes 33 and 50 (State Route 32). 74 miles SE of Columbus, 157 miles E of Cincinnati and 38 miles W of Parkersburg.

2 - TRANSPORTATION: Railroad-Conrail.
Intercity Bus Line-Greyhound.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 90 Cen. 21,265; E&P 92 Est. 21,569
CZ-ABC: (80) 25,706
RTZ-ABC: (80) 39,714
County 90 Cen. 59,549; E&P 92 Est. 61,040
City & RTZ-ABC: (80) 65,420

4 - HOUSEHOLDS:
City 90 Cen. 8,179; E&P 92 Est. 8,296
CZ-ABC: (80) 7,525
RTZ-ABC: (80) 13,972
County 90 Cen. 23,820; E&P 92 Est. 24,416
City & RTZ-ABC: (80) 21,497

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$326,000,000
Savings & Loan	1	$27,000,000

6 - PASSENGER AUTOS: Athens County 27,001

7 - ELECTRIC METERS: Residence 6,749

8 - GAS METERS: Residence 4,117

9 - PRINCIPAL INDUSTRIES: Automotive manufacturing parts suppliers, shoe manufacturing, mining and printing.

10 - CLIMATE: Min. & Max. Temp. Recorded-20 to 95. Coldest month, Jan. (Av. 31). Warmest month, July (Av. 75). First killing frost, Oct. 11; last killing frost, May 6.

11 - TAP WATER: Alkaline, softened.

12 - RETAILING: Principal Shopping Centers-University Mall (17 Stores); Athens Mall (11 stores); 3 blocks, Court St.

Neighborhood Shopping Centers-2 blocks on Stimson Ave.; 3 blocks on Richland Ave.; 3 blocks on East State St.; 2 blocks, Public Square, Nelsonville; 1 block on The Plains.

Principal Shopping Days-Fri., Sat., Sun.

Stores Open Evenings-University Mall, 6 nights (closed Sunday); Athens Mall, 6 nights (closed Sunday).

13 - RETAIL OUTLETS: Department Stores-JCPenney; Elder-Beerman; Elberfeld's (Logan).

Discount Stores-K mart; Sears Brand Central; Ames; L.S. Discount (Nelsonville).

Variety Stores-Woolworth; Odd Lots; General Dollar; Family Dollar.

Chain Drug Stores-Rite Aid; SupeRx 2; Thrift; Fruth; Sundry Stores 3; Prescription Shops 3.

Chain Supermarkets-Kroger 4; Big Bear 2; Super Duper.

Other Chain Stores-Sherwin-Williams; Maxim's Beauty Salons; Fiesta Hair Salons; Follett Books; Radio Shack; B. Dalton; JoAnn Fabrics; Kinney Shoes; Gordon Jewelers; Fashion Bug; Autoworks; Subway; Firestone; Goodyear; Footlocker; Sycamore; Sharff's; Regis; Coach House Gifts; El-Bee Shoes; Royal Optical; E.B. Brown Optical; Ohio State Optical; Dexter's Subs; Kinko's; Hallmark Cards; McDonald's 3; Pizza Hut 2; Wendy's; Burger King; Taco John's; Long John Silver; Taco Bell; Picway Shoes; E-B Electronic; Carter Lumber; Dominos; Ponderosa; Subway 3.

14 - NEWSPAPERS: MESSENGER (e-mon to fri) 13,472; (S) 16,361; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Fred Weber, Mktg. Dir., MESSENGER, Rte. 33 North & Johnson Rd., Athens, OH 45701; Tel. (614) 592-6612.

National Representative: Papert Companies.

BEAVERCREEK

1 - LOCATION: Greene County, (In Dayton-Springfield MSA), E&P Map A-3. Residential, light industrial. Adjacent to Wright Patterson AFB. SW quadrant of OH, on U.S. Hwy. 35; I-675. 4 mi. E of Dayton; 4 mi. W of Xenia.

2 - TRANSPORTATION: Motor Freight Carriers-96.
Intercity Bus Lines-Greyhound (Dayton).
Airlines-American; Delta; Republic; TWA; United; USAir; Eastern; Pan Am; Piedmont; Wright Airlines through Cox Municipal Airport; Commuter service at a private Greene County airport.

3 - POPULATION:
Corp. City 90 Cen. 33,626; E&P 92 Est. 34,033
County 90 Cen. 136,731; E&P 92 Est. 140,179
MSA 90 Cen. 951,270; E&P 92 Est. 965,268

4 - HOUSEHOLDS:
City 90 Cen. 12,933; E&P 92 Est. 13,090
County 90 Cen. 51,667; E&P 92 Est. 52,969
MSA 90 Cen. 346,706; E&P 92 Est. 351,825

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	7	$3,391,557,073
Commercial	5	$2,240,062,061

6 - PASSENGER AUTOS: Greene County 86,846

7 - ELECTRIC METERS: Residence and Business 13,212

8 - GAS METERS: Residence and Business 1,571

9 - PRINCIPAL INDUSTRIES: Research & Technology 1,271 ($400); Light industry.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-72; Summer 61-85; Fall 34-77; Winter 21-39.

11 - TAP WATER: Alkaline, hard, iron present.

12 - RETAILING: Principal Shopping Center-One block, Beaver Valley Centre (27 stores).

Neighborhood Shopping Centers-Knollwood, two mi.; Bellfair Country Store, 1/4 mi. (6 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beavercreek Plz. (20)	NA	Kroger, Chakers
Beaver Sq. Vlg.(6)	NA	Tiffany Shoppe
Spicer	3	Eaveys
Indian Ripple	4	K mart, Fulmer's

Principal Shopping Days-Fri., Sat.

Stores Open Evenings-Shopping Centers every evening to 9.

13 - RETAIL OUTLETS: Discount Store-K mart.

Chain Drug Stores-Revco; Fidelity; Medicine Shoppe.

Chain Supermarkets-Kroger; Lofinos 2; Fulmer's.

Other Chain Stores-Main Auto; Famous Recipe; Cassanos; El-Bee; JoAnn Fabrics; Noble Roman's; Capitol Cleaners; Animal Castle; Carter Plumbing; Carter Lumber; Odd Lots; Wickes Lumber; Perry & Derrick; Dunkers Delight; Warehouse Paint; Radio Shack; PIP; Fine Cleaners; Pantorium; Pro-Kut 2; Hair Happening; Gemini Optical; Coast-to-Coast Hardware; Fox Cleaners; Hallmark Cards 2; Knollwood Garden Center.

14 - NEWSPAPERS: BEAVERCREEK DAILY NEWS (e) 5,200; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Jeri Hausman, Adv. Dir., DAILY NEWS, PO Box 1817 Fairborn, OH 45324; Tel. (513) 426-5222.

National Representatives: Landon Associates; U.S. Suburban Press.

BELLAIRE

See MARTINS FERRY

BELLEFONTAINE

1 - LOCATION: Logan County, E&P Map B-2, County Seat. Industrial and agricultural center. In west central part of state on U.S. Hwys. 33, 68 and State Hwys. 47, 117; 55 mi. NW of Columbus, 33 mi. N of Springfield; 31 mi. S of Lima; 100 mi. from Cincinnati.

2 - TRANSPORTATION: Railroad-Conrail.
Motor Freight Carriers-16.
Airline-Community Airport.

3 - POPULATION:
Corp. City 90 Cen. 12,142; E&P 92 Est. 12,193
CZ-ABC: (80) 11,888
RTZ-ABC: (80) 27,551
County 90 Cen. 42,310; E&P 92 Est. 43,573
City & RTZ-ABC: (80) 39,439

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 4,670; E&P 92 Est. 4,690
CZ-ABC: (80) 4,576
RTZ-ABC: (80) 9,777
County 90 Cen. 15,635; E&P 92 Est. 16,102
City & RTZ-ABC: (80) 14,353

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$226,348,000
Savings & Loan	3	$173,459,000

6 - PASSENGER AUTOS: Logan County 26,578

7 - ELECTRIC METERS: Residence 4,954

8 - GAS METERS: Residence 3,874

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Electric Motor & Circuit Breakers ($412); Automotive 2,400 ($675); Bearings 750 ($453); Commercial Printing & Publishing 221 ($350); Alum. Extrusions & Plat. 80 ($321); Sleeve Bearings 740 ($346); Food 408 ($325); Industrial Rubber Hose 325 ($385).

Principal Industrial Pay Days-Thur.; Fri.; 12th & 27th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 70-98; Fall 55-70; Winter 10-40. First killing frost, Sept. 23; last killing frost, Apr. 21.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St.; 3 on Columbus St.; 2 on Chillicothe St.; 2 on Detroit St.; 1 on Court St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fontaine Plz. (14)	NA	Kroger, Ames's Sears, Odd Lots, Nationwise
Hyland Hills Plaza(15)	NA	

Principal Shopping Days-Mon., Fri., Sat.

City Zone Stores Open-Fri. and Mon. evenings.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Uhlman's.

Variety Stores-Ames; Wal-Mart.

Discount Store-Gray's.

Chain Drug Stores-Rexall; SupeRx; Rite Aid; Revco.

Chain Supermarkets-Kroger; IGA; Food Mart; Fulmer's (Super Valu).

Other Chain Stores-Merit Shoes; Goodyear; Sears (catalog); Cato; Ten Below; Block Buster Video; Sycamore; Quality Farm and Fleet; TSC Store.

14 - NEWSPAPERS: EXAMINER (e) 10,913; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Cindy Titus, Gen. Adv. Mgr., EXAMINER, 127 East Chillicothe Ave., Bellefontaine, OH 43311; Tel. (513) 592-3060.

National Representative: Landon Associates.

BELLEVUE

1 - LOCATION: Huron and Sandusky Counties, E&P Map B-2. Agricultural, railroad center. 15 mi. from Sandusky; 45 mi. SE of Toledo; 68 mi. W of Cleveland.

2 - TRANSPORTATION: Railroads-Norfolk & Southern.
Motor Freight Carriers-10.

3 - POPULATION:
Corp. City 90 Cen. 8,146; E&P 92 Est. 8,138
Counties 90 Cen. 118,203; E&P 92 Est. 119,227
Huron Co. 90 Cen. 56,240; E&P 92 Est. 57,406
Sandusky Co. 90 Cen. 61,963; E&P 92 Est. 61,821

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 3,133; E&P 92 Est. 3,130
Counties 90 Cen. 46,846; E&P 92 Est. 47,250
Huron Co. 90 Cen. 22,207; E&P 92 Est. 22,667
Sandusky Co. 90 Cen. 24,639; E&P 92 Est. 24,583

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$101,912,000
Savings & Loan	2	$119,666,000

6 - PASSENGER AUTOS: Counties: Huron 34,119; Sandusky 38,276

7 - ELECTRIC METERS: Residence 5,011

8 - GAS METERS: Residence 3,359

9 - PRINCIPAL INDUSTRIES: Industry, No of Wage Earners-Railroads 800; Safes; Toys 250; Bean Proc. 200; Plastic 200; Metal Stamping 280.

10 - CLIMATE: Mean Temp. 50 degrees

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sandusky	18	JCPenney, Sears, Rite Aid, May Co.
Fremont	18	Fisher's Big Wheel, Heck's, Rite Aid, Ames
Norwalk	12	Ames, K mart

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Variety Stores-Ben Franklin; Harts.

Chain Drug Stores-Rexall; SupeRx.

Chain Supermarkets-Hogue Super Mkt.; Whitely's Cardinal; Foodtown.

14 - NEWSPAPERS: GAZETTE (e) 3,500; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Rick Miller, Adv. Mgr., GAZETTE, 107 N. Sandusky St., Bellevue, OH 44811; Tel. (419) 483-4190.

National Representative: Landon Associates.

BOWLING GREEN

1 - LOCATION: Wood County (In Toledo MSA), E&P Map B-2, County Seat. Agricultural, residential, university area; some manufacturing. 23 mi. S of Toledo.

2 - TRANSPORTATION: Railroad-Conrail.
Motor Freight Carriers-10
Intercity Bus Line-Greyhound.
Airlines-At Wood County Airport.

3 - POPULATION:
Corp. City 90 Cen. 28,176; E&P 92 Est. 28,666
CZ-ABC: (80) 25,728
RTZ-ABC: (80) 73,804
County 90 Cen. 113,269; E&P 92 Est. 116,064
MSA 90 Cen. 614,128; E&P 92 Est. 616,681
City & RTZ-ABC: (80) 99,532

4 - HOUSEHOLDS:
City 90 Cen. 10,837; E&P 92 Est. 11,025
CZ-ABC: (80) 7,130
RTZ-ABC: (80) 25,513
County 90 Cen. 41,951; E&P 92 Est. 42,987
MSA 90 Cen. 235,395; E&P 92 Est. 236,353
City & RTZ-ABC: (80) 32,643

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$630,000,000
Savings & Loan	4	$412,000,000

6 - PASSENGER AUTOS: Wood County 65,113

7 - ELECTRIC METERS: Residence Est. 9,774

8 - GAS METERS: Residence 5,882

9 - PRINCIPAL INDUSTRIES: Power Floor Machines; Potato Chips; Auto and Sport Parts; Rubber Parts for Autos; Liquid Filtration Equip.; Elect. Terminal Blocks and Fuse Holders; Metal Assembly Stampings. Average hourly rate. $12.45 Education: BGSU; 2,250 full time employees.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-60; Summer 58-82; Fall 39-63; Winter 20-38. First killing frost, early Oct.; last killing frost, early May.

11 - TAP WATER: Alkaline, soft, not fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks; 4 on Main St., 2 on Wooster, 2 on Court, 1 on Oak and 1 on Clough St.

Neighborhood Shopping Centers-1000 & 1200 block of N. Main St., 800 and 1100 block of S. Main, 1600 block of E. Wooster St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Ames Plz.	1	Ames Dept. Store
B.G. Center(8)	1	Kroger, Hart Stores
Crossroads Plz.(6)	1	K mart, Churchill's
Woodland Mall (30)	2	JCPenney, Hills, Elder-Beerman

Principal Shopping Days-Fri., Sat.

Stores Open Evenings-Dept. Mon., Fri., Food & Discount nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Uhlman's; Elder-Beerman.

Discount Stores-K mart; Hills; Harts.

Variety Store-Ben Franklin.

Chain Drug Stores-Revco; Rite Aid.

Chain Supermarkets-Kroger; Foodtown; Churchill's.

Other Chain Stores-Sterling (dairy); Fashion Bug; JoAnn Fabrics; Ameristop; Deb Shop; Claire's Boutique; Footlocker; Kinney Shoes; Maurice's Fashion; Radio Shack; Record Den; Waldenbooks.

14 - NEWSPAPERS: SENTINEL-TRIBUNE (e) 13,967; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Vicky Graf, Adv. Dir., SENTINEL-TRIBUNE, 300 E. Poe Rd., Bowling Green, OH 43402; Tel. (419) 352-4611.

National Representative: Papert Companies.

BRYAN

1 - LOCATION: Williams County. E&P Map A-1. County Seat. Agricultural and industrial center. 60 mi. W of Toledo; 45 mi. E of Fort Wayne, IN. On U.S. Hwy. 127 and State Hwys. 2, 15 and 34.

2 - TRANSPORTATION: Railroads-Conrail; Amtrak.

Motor Freight Carriers-3.

Airlines-Bryan Airport; 3 mi. from city; Bryan-Defiance Airport. 12 mi. from city.

3 - POPULATION:
Corp. City 90 Cen. 8,348; E&P 92 Est. 8,442
CZ-ABC: (80) 7,879
RTZ-ABC: (80) 30,904
County 90 Cen. 36,956; E&P 92 Est. 37,614
City & RTZ-ABC: (80) 38,783

4 - HOUSEHOLDS:
City 90 Cen. 3,211; E&P 92 Est. 3,247
CZ-ABC: (80) 3,139
RTZ-ABC: (80) 10,531
County 90 Cen. 13,934; E&P 92 Est. 14,182
City & RTZ-ABC: (80) 13,670

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: Williams County 22,821

7 - ELECTRIC METERS: Residence 4,091

8 - GAS METERS: Residence 6,907

9 - PRINCIPAL INDUSTRIES: Lubricating Equip.; Pneumatic Tools; Toys; Candy; Furnaces; Tires; Agriculture; Plastics.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-60; Summer 58-84; Fall 41-63; Winter 17-33.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: Principal Shopping Days-Mon., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Uhlmans; Hawks.

Discount Stores-K mart; Ames; Rite Aid; Food Mart; Dollar General.

Chain Supermarkets-Chief; Super Valu 2; IGA 4.

14 - NEWSPAPERS: TIMES (e) 10,948; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Tom Voigt, Gen. Mgr., TIMES, 127 S. Walnut, Bryan, OH 43506; Tel. (419) 636-1111; FAX (419) 636-8937.

National Representative: None.

BUCYRUS

1 - LOCATION: Crawford County. E&P Map B-2. County Seat. On Lincoln Hwy., U.S. Hwy. 30 N and State Hwys. 4, 19, 98, 100. 60 mi. N of Columbus.

2 - TRANSPORTATION: Railroads-Conrail; Norfolk & Western (freight).

Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 90 Cen. 13,496; E&P 92 Est. 13,509
CZ-ABC: (80) 13,433
RTZ-ABC: (80) 42,741
County 90 Cen. 47,870; E&P 92 Est. 47,665
City & RTZ-ABC: (80) 56,174

4 - HOUSEHOLDS:
City 90 Cen. 5,191; E&P 92 Est. 5,196
CZ-ABC: (80) 5,221
RTZ-ABC: (80) 15,019
County 90 Cen. 17,822; E&P 92 Est. 17,746
City & RTZ-ABC: (80) 20,240

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$210,900,839
Savings & Loan	2	$109,182,580

6 - PASSENGER AUTOS: Craford County 29,381

7 - ELECTRIC METERS: Residence 5,940

8 - GAS METERS: Residence 5,190

9 - PRINCIPAL INDUSTRIES: Roller Bearings; Rubber & Plastic Hose; Road Mach.; Locomotive & Auto-Cranes; Ditching Machines; Brass Castings; Steel Stampings; Heavy Mach.; Blades; Aluminum Prods.; Plastic Prods.; G.E.C. Glass & Lamps Wks.; Hydraulic Precision Components; Whole Poultry & Beef Proc.; Boats; Jewelry; Trans. Seats; Pattern Making; Special Pkg.; Insulation.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-67; Summer 55-84; Fall 39-70; Winter 23-41.

11 - TAP WATER: Alkaline, medium hard, some fluorides.

12 - RETAILING: Principal Shopping Centers-Southern Lights; Marion Road-Ames; Revco; Fashion Bug; Sycamore; Ponderosa; JoAnn Fabrics; K mart-E; Mansfield Road; Sack 'N Save; Bucyrus Plaza-N. Sandusky Ave.; Rt. 4; Subway; Bucyrus Ice Co.; Velvet Ice Cream; United Dairy Farmers; Suburban, Hopley Ave.-Geyer's Super Valu; Odd Lots. Near Downtown Center; Fischer's; Revco; Lawsons; Walgreen-Ben Franklin; Whetstone Plaza; Smith's Dairy; Radio Shack; Classic Family Video; Kacey's Closet; Avon Dist.; Yvette's Hair.

Principal Shopping Days-Thur. & Fri.

Stores Close-Wed. afternoon.

Stores Open Evenings-K mart; Ames; Odd Lots-Fri.; Geyer's Mkt.; Foodtown; Neff's; Sack 'N Save; United Dairy Farmers; Lawsons; Hy-Miler-Mon., Thur., Sat.

13 - RETAIL OUTLETS: Department Store-Uhlman's.

Variety Stores-Ames; K mart; Odd Lots.

Chain Drug Stores-Revco 2; Walgreens 2; Rexall; Cladys.

Chain Supermarkets-Geyer's Super Valu; Neff's; Foodtown; Sack 'N Save.

Other Chain Stores-Sherwin-Williams; True Value; TSC; Goodyear; JoAnn Fabrics; Radio Shack; Fashion Bug; United Dairy Farmers; Brown Derby; Sycamore Foods; McDonald's; Rax; Hardees; Pomerosa; Subway; Kentucky Fried Chicken; Ikes.

14 - NEWSPAPERS: TELEGRAPH-FORUM (e) 7,555; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: James F. Croneis, Pub., TELEGRAPH-FORUM, 119 W. Rensselaer St., Bucyrus, OH 44820; Tel. (419) 562-3333.

National Representative: Landon Associates.

CAMBRIDGE

1 - LOCATION: Guernsey County. E&P Map C-3. County Seat. On U.S. Hwys. 21, 22, 40, I-70, I-77; 75 mi. E of Columbus; 130 mi. S of Cleveland; 52 mi. W of Wheeling, WV.

2 - TRANSPORTATION: Railroads-Chessie System.

Motor Freight Carriers-12.

Intercity Bus Line-Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 11,748; E&P 92 Est. 11,383
CZ-ABC: (80) 23,943
RTZ-ABC: (80) 68,265
County 90 Cen. 39,024; E&P 92 Est. 38,579
City & RTZ-ABC: (80) 92,208

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 4,518; E&P 92 Est. 4,378
CZ-ABC: (80) 8,976
RTZ-ABC: (80) 23,649
County 90 Cen. 14,407; E&P 92 Est. 14,242
City & RTZ-ABC: (80) 32,625

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$170,000,000
Savings & Loan	1	$165,000,000

6 - PASSENGER AUTOS: Guernsey County 29,381.

7 - ELECTRIC METERS: Residental Industrial Commercial (county) 17,099

8 - GAS METERS: Residence 7,872

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Plastics 480; Ceramics 184; Spark Plug 361; Small Motors 305; Ferro Alloys 131; Strip Mining 118; Electronics 1,800.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-94; Summer 28-99; Fall 13-88; Winter 7-77. First killing frost, Oct. 1; last killing frost, May 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-6 blocks on Wheeling Ave. (60 stores).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Cambridge(8)	NA	Party Time
Cambridge Sq.(4)	NA	K mart, Revco, Dewey Ave. Mkt.
Dewey Avenue(5)	NA	
North Star(8)	NA	IGA Foodliner
Southgate Plz.(10)	NA	Kroger, Ames

Principal Shopping Days-Mon., Fri., Sat.

Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Store-JCPenney.

Discount Stores-Hills; Ames; K mart; Dollar General.

Chain Drug Stores-Nelson's; Revco.

Chain Supermarkets-Super Duper; Kroger; IGA Foodliners; Dairy Mart; Cardinal Royal Blue; Riesbeck Food Stores; Ameristop.

Other Chain Stores-Sherwin-Williams; Sears (catalog); Arrow Associated; Radio Shack; Rogers Jewelers; Picway Shoes; JoAnn Fabrics; Fashion Bug.

14 - NEWSPAPERS: JEFFERSONIAN (e) 13,365; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Fred McBride, Adv. Mgr., JEFFERSONIAN, 831 Wheeling Ave., Cambridge, OH 43725; Tel. (614) 439-3531.

National Representative: Landon Associates.

CANTON

1 - LOCATION: Stark County (In Canton MSA). E&P Map C-2. County Seat. Diversified industrial center in NE part of state; 58 mi. S of Cleveland and Lake Erie; 94 mi. W of Pittsburgh and the Ohio River. On I-77 and U.S. Hwys. 30, 62; State Hwys. 43, 153, 172, 687, 800.

2 - TRANSPORTATION: Railroads-Conrail; Norfolk & Western (freight); Nickel Plate (freight); Amtrak; Chessie System.

Motor Freight Carriers-90.

Intercity Bus Lines-Greyhound; RTA.

Airlines-United; USAir; Allegheny Commuter; Delta; American; Northwest; Continental.

3 - POPULATION:
Corp. City 90 Cen. 84,161; E&P 92 Est. 82,047
CZ-ABC: (80) 201,866
RTZ-ABC: (80) 277,045
County 90 Cen. 367,585; E&P 92 Est. 366,307
MSA 90 Cen. 394,106; E&P 92 Est. 393,415
City & RTZ-ABC: (80) 478,911

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 32,370; E&P 92 Est. 31,557
CZ-ABC: (80) 74,388
RTZ-ABC: (80) 92,683
County 90 Cen. 137,567; E&P 92 Est. 137,088
MSA 90 Cen. 148,052; E&P 92 Est. 147,806
City & RTZ-ABC: (80) 167,071

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	9	$1,318,832,800
Savings & Loan	10	$1,551,292,000

6 - PASSENGER AUTOS: Stark County 244,068

7 - ELECTRIC METERS: Commercial & Residence 40,047

8 - GAS METERS: Commercial & Residence 94,905

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Primary Metal 11,400 ($470); Fab. Metal 7,000 ($520); Fab. Structural Metal 2,500 ($638); Stone, Clay and Glass 1,900 ($266); Food 4,100 ($407); Util. 2,700 ($515); Nondurable Goods 11,500 ($382).

Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring -6-94; Summer 36-104; Fall 1-99; Winter -20-73.

11 - TAP WATER: Alkaline, very hard, fluoridated.

12 - RETAILING: Downtown Shopping Center-64 square blocks located in center of Canton.

Neighborhood Shopping Centers-23 units at Whipple Rd. & 12th St. NW; 24 units at W. Tuscarawas (Route 172) & Whipple Rd.; 48 units on 30th St. NW, 15 units Mahoning Rd. NE; 8 units on 30th NE & Market Ave.; 68 units at W. Tusc. (Rte. 172) & Whipple Rd.; 10 units Raff Rd. SW and Rt. 172; 14 units on Cleveland Ave. S. (Rte. 800) at 30 St.

70 units at Everhard Rd. & Whipple Rd. N.W.I.R. 77.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
County Fair(29)	6	Whitmam Furniture, Fleischers, Rite Aid
Plaza, 30th St.	4	Stern & Mann, Marc's, Stamboughs Stambaughs
Hills(15)	7	Hills
Tip Top Mart(13)	4	Ben Franklin, Rite Aid
Mahoning(15)	2	Rite Aid, Jay's Appl.
Myers Lake Plz. (34)	5	Cloth World, A&D Stambaughs, Odd Lots
Canton Ctr.(70)	4	JCPenney, Radio Shack, Goodyear, Mont. Ward, May Co., Zales
North Canton(8)	5	Acme, Stambaughs
Southgate(20)	3	Ben Franklin
Belden Vlg.(65)	7	Sears, Higbee, May Co., Radio Shack, Revco, Rite Aid, Builder Sq.
Meyers Lake Plz.	3	Value City, Stambaughs
Buckeye Plz.(8)	7	Rite Aid, Quik Shop
Harmont Plz.(11)	6	Radio Shack, Firestone
Hillsdale(10)	6	Acme, Price King Drugs
Kimco(6)	7	
North Plz.(18)	7	Miller Sales

Stores Open Evenings-Department Stores: Mon. through Sun.; Food: Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores-May Co. 2; Stern & Mann 2; JCPenney; Sears; Hills 3; Higbee (Dillard's).

Discount Stores-Stambaugh's 4; K mart 3; Click 2; Conley's 2; Heck's; Odd Lots; Value City.

Variety Stores-Woolworth; Aimes; Kresge; Ben Franklin.

Chain Drug Stores-Norman 3; Finney's 3; Kings 2; Davies 2; Rice; Rite Aid 21; Revco 3; Price King; Sid's for Less; Marc's.

Chain Supermarkets-Fisher 6; IGA Foodliner 8; Carl's; Giant Eagle 2; Acme 2; Valu King; Associated Grocers 25; Stoil's; Bordner's; Cardinal Foods; Twin Valu.

Other Chain Stores-Bakers; Cleveland Fabrics; Petri's; Parisian; George Ann's 3; Harvard; Walker's; Richman Bros.; Mr. Ted; Jon's Clothiers; Harry's; Gray Hosiery; Park Lane; Builder Square; Singer Co.; Rogers Jewelry; Zales; Hanover; Florsheim; Stride-Rite; Ups and Downs; Docktor Pet; Cloth World; Miller Sales; Home Centers; Northeast Appliance; Jewel Mart; Fretters; Office Max; Sun TV.

14 - NEWSPAPERS: REPOSITORY (e) 60,491; (S) 78,716, Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Michael J. Miller, Adv. Dir., REPOSITORY, 500 Market Ave. S., Canton, OH 44702; Tel. (216) 454-5611.

National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

CELINA

1 - LOCATION: Mercer County. E&P Map A-2. 70 mi. N of Dayton; 35 mi. SW of Lima. On U.S. Hwy. 127; State Hwy. 29.

2 - TRANSPORTATION: Railroad-Norfolk & Southern.

Motor Freight Carriers-3.

3 - POPULATION:

Corp. City 90 Cen. 9,650; E&P 92 Est. 9,753
County 90 Cen. 39,443; E&P 92 Est. 40,257

4 - HOUSEHOLDS:

City 90 Cen. 3,712; E&P 92 Est. 3,751
County 90 Cen. 17,027; E&P 92 Est. 17,378

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$331,917,434
Savings & Loan	1	$34,873,000

6 - PASSENGER AUTOS: Mercer County 24,774.

7 - ELECTRIC METERS: Residence 5,948.

8 - GAS METERS: Residence 4,925.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Furn. 510 ($218); Ins. 452 ($150); Lithography 584 ($201); Bicycles 1,800 ($240).

Principal Pay Day-Fri.

10 - CLIMATE: Av. Min. & Max. Temp.-Spring 51-79; Summer 55-81; Fall 30-52; Winter 21-40. First killing frost, Sept.; last killing frost, May 15.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-10 blocks on 4 streets.

Shopping Centers-Plaza Shopping Center (18 stores including Brown Drugs; Radio Shack; Sears; Shastar; Sycamore; Hallmark).

Principal Shopping Days-Fri., Sat.

Stores Open Evenings-Fri., Mon. until 9 p.m.; Food nightly & grocery open Sun.

13 - RETAIL OUTLETS: Department Stores-Goldstein's; JCPenney; Style Shop; Pogue's; Male Fashions; Haines Fashions.

Variety Stores-The Barr; Rankin's; Dollar General.

Discount Stores-Harts; Wal-Mart.

Chain Drug Stores-Hook's; Rite Aid; Celina Sundry.

Other Chain Stores-Radio Shack; Sears; Shasta; Sycamore.

14 - NEWSPAPERS: STANDARD (e) 10,300, sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: John Lake, Adv. Mgr., STANDARD, 126 E. Market, Celina, OH 45822; Tel. (419) 586-2371.

National Representative: Landon Associates.

CHARDON

1 - LOCATION: Geauga County, (In Cleveland PMSA). E&P Map C-1. County Seat. Manufacturing, agriculture & maple products. NE portion of state; 30 mi. E of Cleveland.

2 - TRANSPORTATION: Railroad-B&O.

Motor Freight Carrier-1.

Airports-2 mi. South, New County Airport, Middlefield, Ohio-12 mi.

3 - POPULATION:

Corp. City 90 Cen. 4,446; E&P 92 Est. 4,448
CZ-ABC: (80) 4,434
RTZ-ABC: (80) 70,040
PMSA 90 Cen. 1,831,122; E&P 92 Est. 1,834,744
County 90 Cen. 81,129; E&P 92 Est. 83,658
City & RTZ-ABC: (80) 74,474

4 - HOUSEHOLDS:

City 90 Cen. 1,710; E&P 92 Est. 1,711
CZ-ABC: (80) 1,589
RTZ-ABC: (80) 21,291
County 90 Cen. 35,188; E&P 92 Est. 36,285
PMSA 90 Cen. 736,276; E&P 92 Est. 737,861
City & RTZ-ABC: (80) 22,880

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$186,275,000
Savings & Loan	3	$28,000,000

6 - PASSENGER AUTOS: Geauga County 59,690.

7 - ELECTRIC METERS: Residence County 23,419.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Rubber; Plastics; Maple Prods.; Mining (constr. materials).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-65; Summer 60-82; Fall 40-60; Winter 10-35.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Burton	9	IGA
Chardon Plz.(5)	NA	Fisher's, Giant Eagel
Chesterland	8	IGA
Grant Plaza	7	Fisher's Big Wheel, Valu King, Revco
Great Lakes(114)	14	Higbee's, May Co., Sears, JCPenney, Joseph Horne
Middlefield	12	White's, Revco, Value King

Principal Shopping Days-Fri., Sat.

Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Bostwick's; Higbee's; May Co.; Sears; JCPenney.

Variety Store-Woolworth.

Discount Store-Conley's.

Chain Drug Stores-Rexall; Revco 2; Medic.

Chain Supermarkets-Golden Dawn; Lawson's; Convenient Food Stores; Valu King; White Bros.; Bi-Rite; Rogers.

Other Chain Store-Fisher's Big Wheel.

14 - NEWSPAPERS: GEAUGA TIMES LEADER (e) 8,447, Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Myron Kaiser, Adv. Mgr., GEAUGA TIMES LEADER, 111 Water St.; PO Box 349, Chardon, OH 44024; Tel. (216) 286-6101.

National Representative: Landon Associates.

CHILLICOTHE

1 - LOCATION: Ross County. E&P Map B-3. County Seat. 47 mi. S of Columbus; 90 mi. NE of Cincinnati. On U.S. Hwys. 50, 35, 23. On State Routes 28, 104, 277, 772.

2 - TRANSPORTATION: Railroads-CSX; Norfolk & Western.

Motor Freight Carriers-5.

Intercity Bus Lines-Greyhound; Dayton & Southeastern.

3 - POPULATION:

Corp. City 90 Cen. 21,923; E&P 92 Est. 21,624
CZ-ABC: (80) 31,469
RTZ-ABC: (80) 64,181
County 90 Cen. 69,330; E&P 92 Est. 71,233
City & RTZ-ABC: (80) 95,650

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 8,432; E&P 92 Est. 8,317
CZ-ABC: (80) 11,395
RTZ-ABC: (80) 21,162
County 90 Cen. 25,276; E&P 92 Est. 25,970
City & RTZ-ABC: (80) 32,557

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$126,662,800
Savings & Loan	4	$45,604,494

6 - PASSENGER AUTOS: Ross County 40,033.

7 - ELECTRIC METERS: County 18,602.

8 - GAS METERS: 10,200.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Aluminum Material 750; Atomic 1,950; Concrete 40; Gov't 1,870; Paper Making 2,600; Steel Springs 41; Heavy Duty Trucks 605; Wheel Mfg. 155; Plastics 40. (Av. Wkly. Wage $270).

Principal Pay Days-Thur., Sat., 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 70-95; Fall 35-65; Winter 0-50. First killing frost, Oct. 1; last killing frost, May 11.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Paint St.; 10 on Main St.; 3 on 2nd St.; 3 on Water St.

Neighborhood Shopping Centers-N. High St.; S. Paint St.; E. Main St.; Eastern Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Central Ctr.(38)	NA	Big Bear, Woolworth, Gray's Glick Furn.
Zane Plz.(25)	NA	Elder-Beerman
Chillicothe Mall(18)	NA	Sears, Big Bear, Woolworth, JCPenney
Western Ave. Plz.(5)	NA	Kroger, SupeRx
K mart Plz.(14)	NA	K mart, Kroger, SupeRx

Principal Shopping Days-Shopping Ctrs. Mon., Thur., Fri., Sat.

Stores Open Evenings-Downtown Dept. Fri.; Food 7 days; Shpg. Ctrs. Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Elder-Beerman; Mack's.

Variety Stores-Woolworth 2.

Discount Stores-K mart; Harts; Hills.

Chain Drug Stores-Gray's; Thrift Drug; SupeRx.

Chain Supermarkets-Big Bear 2; Kroger Superstores 2; Super Duper; IGA 2.

Other Chain Stores-Wurlitzer (music); Singer Co.; Autoworks; Goodyear; Firestone; Pic-Way; Nationwise (automotive); Moore's (Building Supplies); Radio Shack.

14 - NEWSPAPERS: GAZETTE (e) 15,782, Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Kathryn Powell, Adv. Dir., GAZETTE, 50 W Main St., Chillicothe, OH 45601; Tel. (614) 773-2111.

National Representative: Gannett National Newspaper Sales.

CINCINNATI

1 - LOCATION: Hamilton County (In Cincinnati, OH-KY-IN PMSA). E&P Map A-3. County Seat. 100 mi. from Indianapolis, Columbus and Louisville. On U.S. Hwys. 22, 25, 27, 42, 50, 52 and 127; State Hwys. (OH) 3, 4, 28, 32, 125, 126, 128, 131, 264, 561, 747; (KY) 8, 9, 10, 16, 17, 20, 177, 236, 237, 445, 1017, 1072, 1120, 1303, 1334, I-71, I-74, I-75, & I-275.

2 - TRANSPORTATION: Railroads-Amtrak; Chessie System; Conrail; Detroit, Toledo & Ironton; Norfolk & Western; Southern.

Freight Forwarding Companies-42.

Motor Freight Carriers-85.

Water-Ohio River navigable entire year and links Cincinnati with Mississippi River; 8 public water terminals, 41 private.

Airlines-American; Delta; Piedmont; Wright; TWA; North Central; USAir; Republic; ComAir; Pan Am; United.

Intercity Bus Lines-Queen City Metro; Transit Authority of Northern Kentucky; Greyhound; Southeastern Trailways.

3 - POPULATION:

Corp. City 90 Cen. 364,040; E&P 92 Est. 359,757
CZ-ABC: (80) 1,058,049
RTZ-ABC: (80) 795,363
County 90 Cen. 866,228; E&P 92 Est. 865,685
PMSA 90 Cen. 1,452,645; E&P 92 Est. 1,474,145
City & RTZ-ABC: (80) 1,853,412

4 - HOUSEHOLDS:

City 90 Cen. 140,015; E&P 92 Est. 138,368
CZ-ABC: (80) 387,832
RTZ-ABC: (80) 264,949
County 90 Cen. 346,491; E&P 92 Est. 346,274
PMSA 90 Cen. 579,141; E&P 92 Est. 587,747
City & RTZ-ABC: (80) 652,781

5 - BANKS	NUMBER	DEPOSITS
Cml. & Savings	NA	$7,295,592,000
Savings & Loan	NA	$6,166,000,000

6 - PASSENGER AUTOS: Hamilton County 529,232.

7 - ELECTRIC METERS: Residence 497,704.

8 - GAS METERS: Residence 366,287.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 144,600 ($441); Constr. 21,500 (N.A.); Trans. & Util. 31,100 ($477); Whol. Trade 39,200 ($365); Ret. Trade 109,300 ($165); Fin., Ins. & R.E. 34,200 ($230); Trans. Equip. 25,500 ($622); Mach. non-elect. 21,400 ($396); Food 12,900 ($378); Chem. 21,000 ($525); Fab. Metals 10,600 ($378); Printing & Pub. 12,100 ($430).

10 - CLIMATE: Min. & Max. Temp.-Spring 44-64; Summer 66-87; Fall 47-69; Winter 22-40. An. Average 54. First killing frost, Sept. 28; last killing frost, May 25.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Area-61 blocks on 19 Sts. Bounded by Central Pkwy. on north, 3rd St. on south, Broadway on east and Plum St. on west.

Neighborhood Shopping Centers in Metropolitan Area): Avondale Town Center; Beechmont Mall; Bigg's Place; Brentwood Plaza; Cassinelli Square; Cherry Grove Plaza; Colerain; Crestview Hills Mall; Del-Fair; Dillonvale; Eastgate Mall; Edgewood; Erlanger; Florence Mall; Florence Square; Forest Fair Mall; Forest Park Plz.; Greenhills; Heritage International; Hyde Park Plaza; Kenwood Mall; Kenwood Towne Centre; Latonia; Loveland Plaza; The MarketPlace of Montgomery; Milford; Montgomery Square; Newport Plaza; Newport; Northgate Square; Northgate Mall; Northland; Norwood Plaza; Princeton Plaza; Promenade; St. Bernard Square; Seymour Plaza; Springdale Mall; Surrey Square; Swifton; Commons; Towne Mall; Tri-County; University Plaza; Valley; Western Hills Plaza; Western Village; Western Woods; White Oak.

13 - RETAIL OUTLETS: Department Stores-Lazarus; Sears; Elder-Beerman; McAlpin; JCPenney; Saks; Hess's.

Discount Stores-Hills; K mart; Van Leunen's; Value City; Service Mdse.; Swallen's; Bigg's; Big Lots; Wal-Mart; Ames.

Variety Stores-Woolworth; J.J. Newberry.

Chain Drug Stores-Walgreens; SupeRx; Drug Emporium; Drug Palace; Revco; Becker; Rite Aid.

Chain Supermarkets-Kroger; IGA; Thriftway; Marsh; Stop-N-Go; United Dairy Farmers; Ameristop; Phar-Mor.

Other Chain Stores-Richman Bros.; Baker's Shoes; Lerner Shops; Florsheim Shoes; Singer Co.; Lane Bryant; Martin's Town & Country; Firestone; Goodyear; Johnston-Murphy Shoes; Payless Source Shoes; Sherwin-Williams; Levitz Furn.; Foxmoor Casuals; Thayer McNeil; Paul Harris; Casual Corner; Piece Goods; Fabric Circle; Perry-Derrick; Radio Shack; Kinney Shoes; Giddings-Jenney; Carriage Trade; Children's Palace; Waldenbooks; Family Tree; JoAnn Fabrics; The Limited; Hickory Farms of Ohio; B. Dalton; Benetton; T.J. Maxx; Marshalls; Loehmann's; Saks Fifth Ave.; Brooks Brothers; J. Riggins; Spare Change; Toys 'R' Us; Talbots.

14 - NEWSPAPERS: ENQUIRER (m) 203,033; (S) 351,163; POST (e) 105,469; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Gerald Silvers, V.P. Mktg. Serv., ENQUIRER and POST, 617 Vine St., Cincinnati, OH 45202; Tel. (513) 369-1802.

National Representatives: Gannett National Newspaper Sales; American Publishers Representatives (Canada).

CIRCLEVILLE

1 - LOCATION: Pickaway County (In Columbus MSA). E&P Map B-3. County Seat. On U.S. Hwys. 22, 23 and State Hwy. 56. 25 mi. S of Columbus; 100 mi. from Cincinnati.

2 - TRANSPORTATION: Railroads-Norfolk & Southern; CXS System.

Motor Freight Carriers-7.

Intercity Bus Line-Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 11,666; E&P 92 Est. 11,659
MSA 90 Cen. 1,377,419; E&P 92 Est. 1,420,217
County 90 Cen. 48,255; E&P 92 Est. 49,930

4 - HOUSEHOLDS:

City 90 Cen. 4,487; E&P 92 Est. 4,484
County 90 Cen. 18,428; E&P 92 Est. 19,067
MSA 90 Cen. 539,972; E&P 92 Est. 556,696

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$95,000,000
Commercial	6	$150,000,000

6 - PASSENGER AUTOS: Pickaway County 26,678.

7 - ELECTRIC METERS: Residence 5,600.

8 - GAS METERS: Residence 5,300.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Containers 512; Feed 213; Elect. Equip. 1,200; Plastic 400; Films 1,242; Synthetic Resins 172; Television Picture Tubes 500. (Av. Wkly. Wage $300).

10 - CLIMATE: First killing frost, Oct. 4; last killing frost, May 10.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Shopping Centers-Lancaster Pike (Rt. 22E) 7 units; N. Court St. 6 units.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Wacker(14)	2	Lowe's, Farm Fleet & Supply
North End(11)	1	Big Bear, Ames

Principal Shopping Days-Mon. to Sat.

Stores Open Evenings-Fri.; Shopping centers every evening to 9 p.m.

13 - RETAIL OUTLETS: Department Store-JCPenney.

Variety Stores-Ames; Sundry Store.

Chain Drug Stores-Risch; SupeRx; Revco.

Chain Supermarkets-Kroger; Cardinal; Big Bear.

Other Chain Stores-Fisher Big Wheel; Heck's; Radio Shack; Wal-Mart.

14 - NEWSPAPERS: HERALD (e) 8,800; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Jerry Shasteen, Adv. Dir., HERALD, 210 N. Court St., PO Box 498, Circleville, OH 43113; Tel. (614) 474-3131.

National Representative: Landon Associates.

CLEVELAND

1 - LOCATION: Cuyahoga County. (PMSA). E&P Map C-1. South shore of Lake Erie at the mouth of the Cuyahoga River. One of largest inland ports on St. Lawrence Seaway. 10 mi. of docks on river. City proper area 73.43 sq. mi. 576 mi. W of New York and 338 mi. E of Chicago.

2 - TRANSPORTATION: Railroads-Passenger Service-Amtrak Intercity Rail Service. Freight Only-CSX Trans System; Norfolk & Western; Conrail; Cuyahoga Valley Line; Newburg & South Shore. (These belt-line RRs intersect each RR at or near a freight yard.)

Intercity Bus Lines-Regional Transit Authority; Greyhound; Brecksville Rd. Transit; Cleve.-Astabula Bus Line; Maple Hts. Transit; N. Olmstead Municipal Line.

Motor Coach Routes-99.

Airlines-Air Canada; USAir; Midway; ComAir; Continental; American; Delta; Condor; Northwest; TWA; United; Pan Am; Yugoslavia Airlines.

3 - POPULATION:

Corp. City 90 Cen. 505,616; E&P 92 Est. 491,975
CZ-ABC: (80) 1,498,400
RTZ-ABC: (80) 840,356
County 90 Cen. 1,412,140; E&P 92 Est. 1,405,965
PMSA 90 Cen. 1,831,122; E&P 92 Est. 1,834,744
City & RTZ-ABC: (80) 2,338,756

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 194,468; E&P 92 Est. 189,221
CZ-ABC: (80) 563,478
RTZ-ABC: (80) 274,716
County 90 Cen. 564,856; E&P 92 Est. 562,386
PMSA 90 Cen. 736,276; E&P 92 Est. 737,861
City & RTZ-ABC: (80) 838,194

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	14	N.A.
Savings & Loan	10	N.A.

6 - PASSENGER AUTOS: Cuyahoga County 849,673.

7 - ELECTRIC METERS: Residence 704,127.

8 - GAS METERS: Residence 592,789.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agric., Forestry, Fishing 2,793 (N.A.); Mining 591 (N.A.); Gov't 121,000 (N.A.); Constr. 22,215 (N.A.); Mfg. 162,072 (N.A.); Services 195,574 (N.A.); Trans. & Util. 36,277 (N.A.); Fin., Ins., R.E. 47,898 (N.A.); Whol. & Ret. 181,672 (N.A.).

Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-71; Summer 60-78; Fall 44-63; Winter 27-43. First killing frost, Oct. 27; last killing frost, Apr. 18.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Beachwood Place	11	Saks Fifth Ave., Higbee
Cedar Ctr.(88)	8	May Co.
Euclid Sq.(100)	11	Higbee, May Co.
Great Lakes(120)	21	Higbee, May Co., Sears, JCPenney, Jos. Horne
Great Northern (180)	13	May Co., JCPenney, Sears
Parmatown(175)	9	Higbee, May Co., JCPenney
Randall Park Mall(148)	9	JCPenney, Higbee, Sears, May Co., Horne's
Richmond(88)	11	JCPenney, Sears
Severance(86)	7	Higbee, Horne's
Southland(100)	10	Sears
Westgate(82)	9	Jos. Horne, Higbee
The Avenue	NA	
Galleria	NA	

Principal Shopping Days-Downtown in order of buying traffic: Thur., Sat. & Mon. Neighborhood Fri., Sat., & Sun.

Stores Open Evenings-Neighborhood centers-most stores every night until 9 p.m. Food stores 11 p.m. Mon. through Sat.; Sun. to 6 pm.

13 - RETAIL OUTLETS: Department Stores-Higbee; Horne; May Co.; Sears; JCPenney; Saks Fifth Avenue.

Discount Stores-Value City; K mart; Forest City; Handy Andy; Hills; Fisher's Big Wheel; Silvermans; T.J. Maxx; Best Products; U.S. Merchandise; Builders Sq.; Diy Warehouse; Burlington's; D&K Stores; Marshalls; Valu Mart; Wholesale Club.

Variety Stores-Woolworth; Cargo Express; Murphy's Mart.

Chain Drug Stores-Rite Aid 42; Leader 9; Medic 24; Revco 52; Discount Drug Mart 15; Fox Drugs 10; Marc's/Bernie Schulman 13.

Supermarkets-Pick-N-Pay 10; Acme/Click 2; Bi-Rite/Sparkle 7; Heinen's 9; Finast 24; Carl's 3; Dave's 4; Stop-N-Shop 50; Food Centre 10; Convenient Food Mart 93; Dairy Mart 112; SavMor 11; Eagle 15; Twin Valu.

Other Chain Stores-Women's: Winkleman's, Weiss Furs, Esprit, Dress Barn, Hit or Miss, The Limited, Lane Bryant, Casual Corner, Cikra, Petrie Plus, Kelly-Kitt, Lerner, T.J. Fox, Fashion Bug Plus, Women's World, Loehmann's; Men's: Richman Bros., Diamond's, Davidson's, The Gap, Bunce Bros., Casual Male, Christian St. John, J. Riggings, Gentry, Brooks Brothers, Joseph A. Banks; Shoes: Dallas, Hanover, Regal, Thom McAn, Hahn's, Cole, Florsheim, Chandler's, Kinney's, Red Cross, Naturalizer, Faflik, Pic-Way, Gussini Shoes, Michael Stern, Golland, Red Wing, Revelations, Stride-Rite; Other: Goodrich, Firestone, Goodyear, Fanny Farmer, JoAnn Fabrics, Singer Co., Uniroyal, General Tire, Tire American, Home Centers, Fretter's, Mc Sporting, Herman's, Radio Shack, Malley's.

14 - NEWSPAPERS: PLAIN DEALER (m-mon to fri) 432,449; (m-sat) 411,425; (S) 561,421; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Robert Hagley, Adv. Dir., PLAIN DEALER, 1801 Superior Ave., Cleveland, OH 44114; Tel. (216) 344-4500.

National Representative: Newhouse Newspapers.

COLUMBUS

1 - LOCATION: Franklin County, (In Columbus MSA). E&P Map B-3. Capital and County Seat. Manufacturing, retail, wholesale and education center. 145 mi. from Cleveland; 110 mi. from Cincinnati; 185 mi. from Pittsburgh.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Conrail; Chessie; Burlington Northern; Union Pacific.

Intercity Bus Lines-Trailways; Greyhound.

Airlines-American; TWA; USAir; Delta; United; ComAir; Eastern; Commuter Express; Florida Express; Mid-State; American Eagle; Northwest; Pan Am.

3 - POPULATION:

Corp. City 90 Cen. 632,910; E&P 92 Est. 646,518
CZ-ABC: (80) 869,126
RTZ-ABC: (80) 530,288
County 90 Cen. 961,437; E&P 92 Est. 989,900
MSA 90 Cen. 1,377,419; E&P 92 Est. 1,420,217
City & RTZ-ABC: (80) 1,399,414

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 243,427; E&P 92 Est. 248,661
CZ-ABC: (80) 322,817
RTZ-ABC: (80) 179,922
County 90 Cen. 380,556; E&P 92 Est. 391,822
MSA 90 Cen. 539,972; E&P 92 Est. 556,696
City & RTZ-ABC: (80) 502,739

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	18	$495,714,100
Commercial	13	$17,619,000,000

(statewide banking system)

6 - PASSENGER AUTOS: Franklin County 624,922.

7 - ELECTRIC METERS: 472,000.

8 - GAS METERS: 330,000.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 105,000; Ret. 143,000; Whol. 37,000; Fin., Ins., R.E. 60,000; Servs. 171,000; Federal/State/Local Gov't. 125,000; Trans. and Util. 31,000; Contract Constr. 29,000; Forestry & Fisheries N.A.; Mining N.A.

Principal Pay Days-Fri., 15th & 30th.

10 - CLIMATE: Av. Temp.-Spring 58; Summer 70; Fall 39; Winter 36. First killing frost, Nov. 3; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, Medium soft.

12 - RETAILING: Neighborhood Shopping Centers-77 different locations throughout the MSA.

Principal Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
City Ctr (129)		Lazarus, Jacobson's, Marshall Field's
Cleveland-Innis Plaza(13)	7	Aldi
Eastland Mall (70)	7	Lazarus, Sears, JCPenney
Northland Mall(86)	7	Lazarus, Sears, JCPenney
Westland Mall (85)	6	Lazarus, Sears, JCPenney

Principal Shopping Days-Mon., Thur., Sat.

Stores Open Sundays-Most in major shopping areas.

Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Elder-Beerman 2; F&R Lazarus 11; JCPenney 7; Sears 7; Jacobson's; Marshall Field's.

Discount Stores-Andersons 3; Best 2; Harts 11; K mart 16; Marshalls 3; McCrory 5; Meijer 5; Odd Lot 19; Schottenstein's 4; Service Merchandise 4; T.J. Maxx 4; Woolworth 9.

Chain Drug Stores-Crosby's 5; Dane 9; Drug Emporium 8; Drug World 6; Lynn 6; Mediplex 3; Phar-Mor 4; Revco 12; Rite Aid 34; SupeRx Drug 24.

Chain Supermarkets-Big Bear 37; Convenient 4; Cub Foods 4; Food World 2; Gateway; Kroger 40;

Stop-N-Go 7; Super Duper 12; United Dairy Farmers 38.

Other Chain Stores-The Limited 6; Madison 8.

14 - NEWSPAPERS: DISPATCH (m) 264,058; (S) 399,108; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Leonard A. Zane, Nat'l. Adv. Mgr., DISPATCH, 5300 Crosswind Dr.; PO Box 1289, Columbus, OH 43216-1289. Tel. (614) 461-5000.

National Representative: Sawyer, Ferguson & Walker.

CONNEAUT

1 - LOCATION: Ashtabula County, E&P Map C-1. On Lake Erie Shore; Railroad dividing point, iron ore & coal port, diversified industries. 70 mi. E of Cleveland; 100 mi. W of Buffalo; large surrounding farm area. On Hwys. 7 & 20; near Cinn. Freeway.

2 - TRANSPORTATION: Railroads-Main div. point; N&W; Conrail; B&LE main lines.

Motor Freight Carriers-All mainline firms operating between Cleveland-Buffalo.

Freight Steamship Lines-15.

3 - POPULATION:

Corp. City 90 Cen. 13,241; E&P 92 Est. 13,122

CZ-ABC: (80) 13,835

RTZ-ABC: (80) 2,079

County 90 Cen. 99,821; E&P 92 Est. 99,088

City & RTZ-ABC: (80) 15,914

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 5,093; E&P 92 Est. 5,047

County 90 Cen. 38,662; E&P 92 Est. 38,378

CZ-ABC: (80) 5,062

RTZ-ABC: (80) 641

City & RTZ-ABC: (80) 5,703

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$68,000,000
Savings & Loan	2	$77,000,000

6 - PASSENGER AUTOS: Ashtabula County 59,803

7 - ELECTRIC METERS: Residence 6,069

8 - GAS METERS: Residence 4,187

9 - PRINCIPAL INDUSTRIES: Plastics & Rubber Mfg.; Docks; Wood Prods.; R.R.

Principal Industrial Pay Days-15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 70-90; Fall 40-72; Winter 25-40. First killing frost, Nov.; last killing frost, Mar.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-5 blocks on 4 sts.; Gateway Shpg. Plz.; Conneaut Shopping Plz. Harbor Area; East Conneaut.

Principal Shopping Days-Fri., Sat.

Stores Open Evenings-Mon to Sat.

13 - RETAIL OUTLETS: Department Store-JCPenney Catalog.

Variety Stores-Western Auto; Cooper's; Dollar General.

Discount Stores-Fisher Big Wheel; K mart.

Chain Drug Stores-Rite Aid; Revco.

Chain Supermarkets-Golden Dawn; Giant Eagle; Valu King.

14 - NEWSPAPERS: NEWS-HERALD (e) 4,201; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Larry Latva, Adv. Mgr., NEWS-HERALD, Broad St.; PO Box 150, Conneaut, OH 44030; Tel. (216) 593-1166.

National Representatives: Landon Associates; Cresmer, Woodward, O'Mara & Ormsbee.

COSHOCTON

1 - LOCATION: Coshocton County, E&P Map C-2, County Seat. Trading center for 30 mi. radius area. Diversified manufacturing center. East central part of state; 70 mi. E of Columbus; 100 mi. S of Cleveland; on U.S. Hwy. 36; State Hwys. 16, 83 and 271.

2 - TRANSPORTATION: Railroads-Conrail; Norfolk & Western (freight only).

Motor Freight Carriers-6.

Intercity Bus Lines-Pittsburgh & Weirton.

3 - POPULATION:

Corp. City 90 Cen. 12,193; E&P 92 Est. 11,951

CZ-ABC: (80) 15,415

RTZ-ABC: (80) 42,467

County 90 Cen. 35,427; E&P 92 Est. 35,340

City & RTZ-ABC: (80) 57,882

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 4,690; E&P 92 Est. 4,596

County 90 Cen. 13,249; E&P 92 Est. 13,217

CZ-ABC: (80) 6,149

RTZ-ABC: (80) 14,347

City & RTZ-ABC: (80) 20,496

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$78,060,807
Savings & Loan	2	$7,728,689

6 - PASSENGER AUTOS: Coshocton County 20,672

7 - ELECTRIC METERS: Residence 11,849

8 - GAS METERS: Residence 6,742

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Adv. Novelties 600; Steel Pipe 550; Enamel Ware 360; Plastics 1,000; Rub. Gloves 450; Rubber Goods 460; Paper Prod. 268; Canvas & Leather Gloves 230; Metal Acoustic Ceilings 235; Elect. 95; Stainless Steel 125.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-45; Summer 60-95; Fall 30-75; Winter 20-55. First killing frost, Oct. 22, last killing frost, May 24.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on two streets plus downtown shopping plaza.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Downtowner Plz.	NA	G.C. Murphy, Radio Shack, Revco

Principal Shopping Days-Fri., Sat.

Stores Close-Thur. afternoon.

Stores Open Evenings-All Stores-Fri.; Food-Fri., Sat.; Some Mon.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Newberry; Ulhmans.

Discount Stores-Big Wheel; Aims.

Chain Drug Store-Revco.

Chain Supermarkets-Brooks IGA; Buehlers.

Other Chain Stores-True Value Hardware; Coshocton Hat; Sears; Dairy Mart; Convenience Food.

14 - NEWSPAPERS: TRIBUNE (e) 8,075; (S) 8,318, Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Paul Hicks, Adv. Mgr., TRIBUNE, 550 Main St., Coshocton, OH 43812; Tel. (614) 622-1122.

National Representative: Thomson Newspapers.

DAYTON

1 - LOCATION: Montgomery County, (In Dayton-Springfield MSA), E&P Map A-3, County Seat. Industrial, research, & wholesale center. On Miami River, Interstate Hwys. 70, 75, 675; U.S. Hwys. 35, 40; State Hwys. 4, 48, 49, 201, 202, 440, 444, 725, 741.

2 - TRANSPORTATION: Railroads-Conrail; Chessie System; Detroit-Toledo-Ironton.

Motor Freight Carriers-60.

Intercity Bus Lines-Greyhound; Regional Transit Authority; Trailways.

Airlines-TWA; United; Delta; USAir; ComAir; Piedmont; American; Northwest Orient; Commuter Express; Jetstream.

3 - POPULATION:

Corp. City 90 Cen. 182,044; E&P 92 Est. 177,779

CZ-ABC: (80) 443,945

RTZ-ABC: (80) 498,226

County 90 Cen. 573,809; E&P 92 Est. 582,744

MSA 90 Cen. 951,270; E&P 92 Est. 965,268

City & RTZ-ABC: (80) 942,171

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 70,017; E&P 92 Est. 68,376

CZ-ABC: (80) 168,491

RTZ-ABC: (80) 168,524

County 90 Cen. 204,992; E&P 92 Est. 208,184

MSA 90 Cen. 346,706; E&P 92 Est. 351,825

City & RTZ-ABC: (80) 337,015

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	14	N.A.
Savings & Loan	12	N.A.

6 - PASSENGER AUTOS: Montgomery County 371,559

7 - ELECTRIC METERS: Residence County 239,177

8 - GAS METERS: Residence County 173,129

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. 30,300 ($532); Trans. Equip. 21,400 ($575); Durable Goods 75,400 ($494); Printing & Pub. 8,700 ($432); Rubber & Plastics 7,800 ($554); Nondurable Goods 29,300 ($466); Total Mfg. 104,700 ($487); Trans. & Util. 15,000 ($539); Whol. Trade 19,100 ($404); Ret. Trade 78,600 ($158); Fin., Ins. & R.E. 117,800 (N.A.); Servs. 105,300 (N.A.); Gov't 74,800 (N.A.); Total Non-Mfg. 329,100 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-28 to 108; Spring 35-92; Summer 40-108; Fall 14-83; Winter -28-71. Av. frost-free period, Apr. 19-Oct. 26.

11 - TAP WATER: City-alkaline, soft; County-alkaline, hard.

12 - RETAILING: Principal Shopping Centers-6 blocks on Main St. downtown (110); Arcade-Enclosed Mall (40).

Neighborhood Shopping Centers-No. of Stores-Airway Center 32; Alex-Ball Plaza 20; Beaver Valley Mall Center 31; Breitenstrater Square 17; Broadmoor Plaza 13; Carrollton Plaza 16; Centerville Place 24; Country Square 21; Corners at the Mall 24; Eastown 27; Fairmont Plaza 18; Forest Park Plaza 59; Hills & Dales 8; Huber Heights 33; Indian Ripple 19; Kettering 20, Marian Meadows 12; Miamisburg 26; Miracle Lane 18; North Plaza 14; Northtown 25; Oak Creek Plaza 29; Far Hills Center 42; Page Manor 12; Salem Plaza 11; Salem K mart 10; Skyway Plaza 23; Spin Kemp 10; Van Buren 28; Westown 23; Washington Square 43; Waynetown Plaza 31; Woodlane 21; Xenia Towne Square 28; Park Hills 33; Rikes Kettering 20.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Cross Pointe Ctr.(41)	8	Marshalls
Dayton Mall(143)	11	Lazarus, JCPenney, Sears
Northwest Plz. (44)	6	Elder-Beerman, Kroger
Salem Mall(108)	8	Lazarus, Sears, JCPenney
Town & Country (62)	6	The Union, Kroger,
South Town Centre(49)	11	Elder-Beerman, K mart, Children's World

Principal Shopping Days-Wed. through Sun. Most stores open evenings and Sunday.

13 - RETAIL OUTLETS: Department Stores-Lazarus 4; Elder-Beerman 9; JCPenney 3; Sears 3.

Variety Stores-Woolworth 3; McCrory 3; Ben Franklin.

Discount Stores-K mart 10; Gold Circle 3; Hills 4; Murphy Mart 2; Kroger Sav-On 4.

Chain Drug Stores-Revco 16; Gray Drug 17; Rite Aid 17; Medicine Shoppe 3; Fidelity Prescriptions 9; Hook's 5; Drug Mart 4.

Chain Supermarkets-Kroger 23; Fulmers 7; IGA 21; Eavey's 3; Stump's 8; Freedom Foods 4; Kash 'N Karry 4; Metro 6.

Other Chain Stores-Major Clothing Stores: Walker's, Donenfeld's; Shoes: Thom McAn, Florsheim, Gallenkamp, Baker's, Fitzharris, Nobil, Butler's Shoe Market, Kinney's, Red Cross, Pic-Way, Regal, El-Bee, Hanover, Roderer, Red Wing; Automotive: FAS Auto Works, Standard Auto Parts, Nationwise, Main Auto Parts, Genuine Auto Parts, Goodyear, Firestone; Paints-Lumber: Sherwin-Williams, Warehouse Paints, Wickes, 84 Lumber, Wolohan, Sutherland Lumber, Durrel Paints, PK Lumber, Carter, Furrows, Builders Square; Clothing: Richman Bros., Paul Harris, Lerner, L.S. Ayres, Lane Bryant, Margo's, National Shirts, Brooks, Casual Corner, Tall Fashions, Harry's Men Shop, Maternity Modes, Frederick's of Hollywood, County-Seat, Chess King, T.J. Maxx, Bottom Half, Marshalls; Jewelry: Robinson's, Jaccard's, Mayor's, Leroy Diamonds; Fabrics: JoAnn Fabrics, Hancock Fabrics; Other: Radio Shack, Merle Norman, Montgomery Ward, Best Products, Children's Palace, Dollar General, Family Dollar, Toys 'R' Us.

14 - NEWSPAPERS: NEWS (m) 184,464; (S) 233,039; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Steve Bernard, Adv. Dir., NEWS, 4th & Ludlow Sts., Dayton, OH 45401; Tel. (513) 225-2000.

National Representative: Sawyer-Ferguson-Walker Co.

DEFIANCE

1 - LOCATION: Defiance County, E&P Map A-2, County Seat. Industrial and Agricultural products ctr., 45 mi. NE Ft. Wayne; 50 mi. SW of Toledo.

2 - TRANSPORTATION: Railroads-Chessie Systems; Norfolk Southern.

Motor Freight Carriers-14.

Intercity Bus Line-Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 16,768; E&P 92 Est. 16,760

County 90 Cen. 39,350; E&P 92 Est. 39,248

CZ-ABC: (80) 16,810

RTZ-ABC: (80) 75,081

City & RTZ-ABC: (80) 91,891

4 - HOUSEHOLDS:

City 90 Cen. 6,449; E&P 92 Est. 6,446

County 90 Cen. 13,677; E&P 92 Est. 13,641

CZ-ABC: (80) 5,839

RTZ-ABC: (80) 24,919

City & RTZ-ABC: (80) 30,758

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$357,465,083
Commercial	3	$250,000,000

6 - PASSENGER AUTOS: Defiance County 24,804

7 - ELECTRIC METERS: Residence 6,520

8 - GAS METERS: Residence 6,210

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Primary & Fab. Metals 7,300; Food Prods. 735; Misc. Mfg. 2,510; Non-Mfg. 1,870.

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Av. Temp.-Spring 37; Summer 70; Fall 49; Winter 26.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Clinton St.; Northwest Mall on North Clinton St.; 2 Blocks on 2nd St.

Neighborhood Shopping Centers-Baltimore Rd.; Clinton & High; Plz. Ctr., E. Second St.; Hopkins & Douglas; N. Clinton at bypass.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Kroger Family (12)	NA	Kroger, TG&Y
Northtown Mall(15)	NA	Ames
Sun Rise Plz.(5)	NA	Rite Aid Drug

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Everyday.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sherman's Men's Wear; Elder-Beerman; K mart.
Variety Stores-Stop 'N Shop; McCrory; TGY.
Discount Stores-Ames; Hills.
Chain Drug Stores-Revco; Hills; Rite Aid; Medicine Shoppe.
Chain Supermarkets-Kroger; Chief 2; Sterling; Foodtown.
Other Chain Stores-Western Auto; Sears (catalog); Shoe World; Goodyear; Sherwin-Williams; Majestic Paint; JoAnn Fabrics; Family Owned Stores; Masterson Fleet Supply; Daoust Drugs; Patten's Flowers; Sherman's Men's Wear; Lawson's Hdwe.; Leever Glass; McDonald's; Taco Bell; Wendy's; Frisch's; Barnes Family; Black Lantern; Bud's Hamburger Shop; Corner Kitchen; Dairy Queen; Friendly Ice Cream Shop; Kentucky Fried Chicken; Maag's; Domino's Pizza; The Fort; Frankie's Little Caesar's Pizza; Pizza Hut; The Pizza Co.; Marco's Pizza; Defiance Inn; Kissner; Barley Pop Shoppe; Sycamore; Claires Boutique; Royal Optical; Natl. Record Mart; Maurices; Kinney Shoes; Gateway Books; House of Cards; El-Bee Shoes; Sox Plus; Keidman's Jewelry; General Nutrition; Denny's Burger Kings; Timko's; Frisch's.

14 - NEWSPAPERS: CRESCENT-NEWS (e) 16,823; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: James Eitniear, Adv. Mgr., CRESCENT-NEWS, PO Box 249, Defiance, OH 43512; Tel. (419) 784-5441.
National Representative: None.

DELAWARE

1 - LOCATION: Delaware County (In Columbus MSA). E&P Map B-2. County Seat. 23 mi. N of Columbus; 92 mi. NE of Dayton; 117 mi. SW of Cleveland. On U.S. Hwys. 23, 36, 42 and State Hwy. 37; 8 mi. E of I-71.

2 - TRANSPORTATION: Railroads-Conrail, Norfolk & Western, CSX.
Motor Freight Carriers-8.
Intercity Bus Line-Greyhound.
Airline-Municipal Airport.

3 - POPULATION:
Corp. City 90 Cen. 20,030; E&P 92 Est. 20,280
County 90 Cen. 66,929; E&P 92 Est. 70,534
MSA 90 Cen. 1,377,419; E&P 92 Est. 1,420,217

4 - HOUSEHOLDS:
City 90 Cen. 7,704; E&P 92 Est. 7,800
County 90 Cen. 23,904; E&P 92 Est. 25,191
MSA 90 Cen. 539,972; E&P 92 Est. 556,696

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$317,477,600
Savings & Loan	7	$98,570,000

6 - PASSENGER AUTOS: Delaware County 43,144

7 - ELECTRIC METERS: Residence 14,375

8 - GAS METERS: Residence 8,900

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Transit Bus Mfg. 1,000; Gas & Electric Ranges 1,000; Industrial & Automotive Paints 600; Environmental Computer Controls 470; Private University 400; Cold-Formed Copper Products 235; Automotive Parts Distribution 230; Preformed Concrete Castings 185; Packaging Materials 175; Services 1,225; Gov't 1,300; Whol./Ret. 2,600. (Av. Wkly Wage-$350).

10 - CLIMATE: Min. & Max. Temp.-Spring 2-92; Summer 40-104; Fall 10-90; Winter -15-65.

11 - TAP WATER: Alkaline, medium hard; not fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-West Side, Georgetowne, Troy Road, Central Ave., S. Side, Delaware, S. Sandusky St., Harrison Ave.

Nearby Shopping Center

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Delaware Sq.(20)	2	Big Wheel, Revco, Fashion Bug

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Downtown Dept., Mon. through Sat.; Delaware, Delaware Sq., Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Harts; Big Wheel; Peoples Store.
Variety Store-Pilsner's 5 and Dime.
Chain Drug Stores-Revco; SuperRx; Medicine Shoppe.
Chain Supermarkets-Kroger; Buehler's; U.S. Store.

14 - NEWSPAPERS: GAZETTE (e) 8,320; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: Dierdre Warden, Adv. Dir., GAZETTE, 18 E. William St., Delaware, OH 43015; Tel. (614) 363-1161.
National Representative: Landon Associates.

DELPHOS

1 - LOCATION: Allen & Van Wert Counties. E&P Map A-2 (In Lima MSA). On U.S. Hwys. 30, 30N, 309 and State Hwys. 66, 190 and 697. On the Miami & Erie Canal. 14 mi. NW of Lima.

2 - TRANSPORTATION: Railroads-Conrail; New York, Chicago & St. Louis; Akron-Canton-Youngstown; Norfolk & Western.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 7,093; E&P 92 Est. 7,049
Counties 90 Cen. 140,219; E&P 92 Est. 139,847
  Allen 90 Cen. 109,755; E&P 92 Est. 109,383
  Van Wert 90 Cen. 30,464; E&P 92 Est. 30,464
MSA 90 Cen. 154,340; E&P 92 Est. 155,033

4 - HOUSEHOLDS:
City 90 Cen. 2,728; E&P 92 Est. 2,711
Counties 90 Cen. 53,639; E&P 92 Est. 53,497
  Allen 90 Cen. 41,992; E&P 92 Est. 41,850
  Van Wert 90 Cen. 11,647; E&P 92 Est. 11,647
MSA 90 Cen. 59,656; E&P 92 Est. 59,935

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$4,412,273,920
Savings & Loan	2	$1,163,139,730

6 - PASSENGER AUTOS: Counties: Allen 67,149; Van Wert 19,540

7 - ELECTRIC METERS: Residence 3,300

8 - GAS METERS: Residence 2,300

9 - PRINCIPAL INDUSTRIES: Trailers; Galvanized Roofing & Siding; Soybean Prods.; Axle Mfg.; Egg Proc.; Mach. Tools; Filling Station Equip.; Crushed Stone; Screw Mach. Parts; Insulation Prods.; Sheet Metal Stamping; Brake Press Dies; Automotive Frames; Grain Hauling Bodies; Pizza Mfg. Co.; Bindery and Mailing Service Plant; Commercial Printing Plant; Military Vehicle Mfg.; Plastic Mfg.; Cml. Uniform & Cleaning Towel Co.; Egg Proc. Plant.

10 - CLIMATE: Min. Temp.-Spring 30; Summer 74; Fall 53; Winter -10.

11 - TAP WATER: Alkaline, hard. Soft water available for manufacturers; 2,350 Meters; not fluoridated.

12 - RETAILING: Principal Shopping Days-Thur.; Fri.; Sat.

13 - RETAIL OUTLETS: Variety Store-Val Discount.
Chain Drug Stores-Rite Aid Pharmacy; Family Independent Phcy.; Delphos Sundry Store.
Chain Supermarkets-IGA; Red & White 2; Meyer's IGA 2; Chief 9.

14 - NEWSPAPERS: HERALD (e) 3,724; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: Robert Gillespie, Vice Pres./Adv. Mgr., HERALD, 405 N. Main St., Delphos, OH 45833; Tel. (419) 695-0015.
National Representative: Papert Companies.

DOVER-NEW PHILADELPHIA

1 - LOCATION: Tuscarawas County. E&P Map C-2. Situated on U.S. Hwys. 21, 250; State Hwys. 8, 39, 211; I-77; 75 mi. S of Cleveland; 110 mi. W of Pittsburgh; 100 mi. E of Columbus.

2 - TRANSPORTATION: Railroads-Conrail; Norfolk & Southern; CSX (both freight).
Motor Freight Carriers-20.
Intercity Bus Line-Greyhound.
Airport-Harry Clever (New Phila).

3 - POPULATION:
Corp. Cities 90 Cen. 27,027; E&P 92 Est. 26,699
  Dover 90 Cen. 11,329; E&P 92 Est. 11,238
  New Philadelphia 90 Cen. 15,698; E&P 92 Est. 15,461
CZ-ABC: (80) 39,205
RTZ-ABC: (80) 55,523
County 90 Cen. 84,090; E&P 92 Est. 83,995
City & RTZ-ABC: (80) 94,728

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 90 Cen. 10,395; E&P 92 Est. 10,269
  Dover 90 Cen. 4,357; E&P 92 Est. 4,322
  New Philadelphia 90 Cen. 6,038; E&P 92 Est. 5,947
CZ-ABC: (80) 14,783
RTZ-ABC: (80) 18,882
County 90 Cen. 31,878; E&P 92 Est. 31,842
City & RTZ-ABC: (80) 33,665

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	12	$742,172,000

6 - PASSENGER AUTOS: Tuscarawas County 53,514

7 - ELECTRIC METERS: Residence 28,683

8 - GAS METERS: Residence 9,287

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agric./Forestry/Fishing 240 ($259.53); Mining 936 ($499.22); Constr. 997 ($369.21); Mfg. 8,769 ($410.33); Durables Goods 4,958 ($448.82); Nondurable Goods 3,811 (360.26); Trans. & Util. 1,086 ($434.82); Whol. & Ret. Trade 7,649 (212.31); Fin., Ins., & R.E. 783 ($335.44); Servs. 5,372 ($233.05); Gov't. 3,525 ($346.36); State 569 ($435.50); Local 2,956 ($329.20).
Principal Pay Days-Tues., Wed., Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-60; Summer 60-99; Fall 30-75; Winter 10-55. First killing frost, Oct. 17; last killing frost, May 3.

11 - TAP WATER: Alkaline, hard (Dover); Alkaline, soft (New Phila.).

12 - RETAILING: Principal Shopping Center-(Dover)-3 blocks on Third St.; 4 on N. Tuscarawas Ave., 4 on N. Wooster Ave., (New Phila.)-2 blocks each way on 4 streets; 600,000 sq. ft. New Towne Mall.
Neighborhood Shopping Centers-Dover-Boulevard, 2 blocks; Miracle Lane, 18 unit Plaza; New Phila.-W. High & 7th; E. High & 9th; S. Bway. & Commerce; La Costa Mall; Goshen Dairy Mini Mall; K mart Plaza; Dover Village Plaza.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
New Towne Mall(80)	1	Sears, Hills, Elder-Beerman, JCPenney
Miracle Lane Plaza(18)	NA	
Village Sq.(6)	NA	JCPenney
Monroe Mall(30)	NA	Radio Shack, Kline's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon., Fri. (Dover); Thur. & Fri. (New Phila.).

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Elder-Beerman; Kline's.
Discount Stores-Hart's Family Store; K mart; Hills; Big & Small Lots.
Variety Stores-Dollar General; Family Dollar; Radio Shack; Hobby Center; Fisher's Big Wheel.
Chain Drug Stores-Rite Aid; Hart's; Marlowe's 2; K mart; Discount Drug Mart; Phar-Mor.
Chain Supermarkets-Buehler's; Hart's; Teters IGA; Market Basket; Classic Fine Foods; Bag-N-Save; Clayland IGA; East High IGA; Ross' Market Basket.
Other Chain Stores-Endicott Johnson; Dairy Marts; House of Stones; Quik Shop; Moores; Carter Lumber-Plumbing; Klar's Athletic Supply; Quick Chek; Roberts Men's Stores; Moore's Center; Quality Farm & Fleet; Ziegler Tire; K&K Toys; Dollar Tree; Dean and Barry; Sherwin-Williams; Crown Jewels; Art Jewelers; Beauty Fair USA; Recordland; Nationwise Auto Parts; Quality Stores; Rental King Rent-a-Vision; Dr. Stein Optical Clinic; Cindy's Cinnamon Rolls; Sycamore; Royal Optical; Deb Shop; Claires Boutique; Waldenbooks; GNC Nutrition Center; CPI Photo Finish; Regis Hairstylists; The Great American Choc. Chip Cookie Co.; Casual Corner; Gordon's Jewelers; Hot Dogs & More; Dexter's Subs; Wendy's; Kinney Shoes; Yum Yum Tree; Canary & The Elephant; Naturalizer; Footlocker; Payless Shoe Source; Fashion Bug & Plus Stores; Ten Below; Burrow Bros. Stationers; Record Town; Master Cuts; Joey's Candies; First Federal of E.O.

14 - NEWSPAPERS: TIMES-REPORTER (e) 26,106; (S) 29,317; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Kathleen Johnson, Natl. Adv. Mgr., TIMES-REPORTER, 629 Wabash Ave. N.W., New Philadelphia, OH 44663; Tel. (216) 364-8325.
National Representative: Landon Associates.

EAST LIVERPOOL

1 - LOCATION: Columbiana County. E&P Map C-2. Industrial, dairy and agricultural area. On the Ohio River (39 mi. NW of Pittsburgh, PA) served by freight boat lines to ports on Ohio, Missouri and Mississippi Rivers. U.S. Hwy. 30; State Hwys. 7, 11, 39, 139. Bridges to Chester and Newell, W. VA.

2 - TRANSPORTATION: Railroads-Cleveland & Pittsburgh Division, Conrail (Freight).
Motor Freight Carriers-16 (4 with local terminals).
Intercity Bus Lines-Interstate; Greyhound; All American.
Airlines-Greater Pittsburgh Airport 45 min. Ohio Turnpike 27 mi. N.

3 - POPULATION:
Corp. City 90 Cen. 13,654; E&P 92 Est. 13,047
CZ-ABC: (80) 40,112
RTZ-ABC: (80) 67,321
County 90 Cen. 108,276; E&P 92 Est. 107,744
City & RTZ-ABC: (80) 107,433

4 - HOUSEHOLDS:
City 90 Cen. 5,252; E&P 92 Est. 5,018
CZ-ABC: (80) 14,756
RTZ-ABC: (80) 22,715
County 90 Cen. 41,838; E&P 92 Est. 41,633
City & RTZ-ABC: (80) 37,471

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	NA	$93,615,334
Savings & Loan	NA	$116,563,378

6 - PASSENGER AUTOS: Columbiana County 66,984

7 - ELECTRIC METERS: Residence 17,000

8 - GAS METERS: Residence 9,526

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Dinnerware & Ceramic Prods. 4,400 ($151); Steel & Fab. 5,400 ($252); Brick & Tile 400 ($154).
Principal Pay Days-Steel Mon., Tues., Wed.; Brick Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-60; Summer 60-85; Fall 30-60; Winter 20-30. First killing frost, Oct. 2; last killing frost, May 15.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-3 blocks on 5th and 6th Sts.; 2 on Broadway; 2

on Washington St.; 2 on Market St.; 3 on Dresden Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
St. Clair Plz. (10)	5	Hills, Foodland
Skyview Plz. (12)	5	K mart, Giant Eagle, Radio Shack

Principal Shopping Days-Mon., Thur., Fri., Sat.

Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Ogilvie; JCPenney.

Variety Store-McCrory.

Discount Stores-Thrifty-City; K mart; Hills.

Chain Drug Stores-Thrift; Lane; Rite Aid.

Chain Supermarkets-Valu King; IGA; Foodland 2; Convenient Food Mart; Giant Eagle 2.

Other Chain Stores-Goodyear; Sherwin-Williams; Sears (catalog); Radio Shack; Bobbie Gee; Dollar General; Fashion Factory; Nation Wise; Stop-N-Go; Lawsons; Fagan Lumber; JoAnn Fabrics; Pic Way.

14 - NEWSPAPERS: REVIEW (e) 12,662; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Lisa A Lim, Adv. Mgr., REVIEW 210 E. 4th St., East Liverpool, OH 43920; Tel. (216) 385-4545.

National Representative: Thomson Newspapers.

ELYRIA

1 - LOCATION: Lorain County (In Lorain-Elyria PMSA). E&P Map B-2. County Seat. On the Black River, 9 mi. from Lorain Harbor on Lake Erie; 25 mi. WSW of Cleveland. Diversified industries, agriculture. On U.S. Hwy. 20; the Ohio Tpke.; State Hwys. 10, 57, 58, 82, 83, 113, 254, 301, I-90, I-480.

2 - TRANSPORTATION: Railroads-Conrail; N&W; Amtrak; Chessie Systems.

Motor Freight Carriers-20.

Intercity Bus Lines-Greyhound; Lorain County Transit Authority.

Airlines-Most Airlines at Cleveland (14 mi.).

3 - POPULATION:

Corp. City 90 Cen. 56,746; E&P 92 Est. 56,588
NDM-ABC: (80) 138,131
County/PMSA 90 Cen. 271,126; E&P 92 Est. 270,583

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 21,825; E&P 92 Est. 21,764
NDM-ABC: (80) 44,979
County/PMSA 90 Cen. 108,548; E&P 92 Est. 108,330

5 - BANKS	NUMBER	DEPOSITS
Commercial	19	$398,174,000
Savings & Loan	9	$250,548,000

6 - PASSENGER AUTOS: Lorain County 172,587

7 - ELECTRIC METERS: Residence 28,050

8 - GAS METERS: Residence 23,975

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Auto Accessories 3,500 ($850); Plastics 350 ($650); Screw Mach. Prods. 1,037 ($625); Foundry 200 ($595); Furnace Mfg. 100 ($500); Spring Mfg. 325 ($600); Chem. 385 ($625).

Principal Pay Days-Fri.; 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-80; Summer 50-100; Fall 25-90; Winter 0-45. First killing frost, Oct. 12; last killing frost, Apr 30.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Broad St.; 3 on 2nd; 1 on Court St.; 2 on Middle Ave.; 3 on East Ave.; 2 on West Ave.; 3 Blocks on S. Abbe Rd.; 3 Blocks on N. Abbe Rd.

Neighborhood Shopping Areas-All of Cleveland St.; 8 blocks on Lake Ave.; 1 on East Bridge.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sheffield(10)	4	Finast
Midway Mall(60)	2	Higbee, Sears, JCPenney, May Co., Stop 'N Shop
Westgate	14	Horne's Higbee, Finast
Oakwood Plaza	6	Stop 'N Shop
Ridgeview(10)	1	Finast, Hills
W'gate(Lorain) (18)	8	Stop 'N Shop
Shoreway(28)	8	Woolworth, Stop 'N Shop
Great Northern	12	JCPenney, Sears, Finast, May Co.
Elyria Plaza(15)	NA	
Northgate(9)	2	Ames, Revco

Principal Shopping Days-Mon., Thur., Fri., Sat., Sun.

Stores Close-Some on Wed. afternoon.

Stores Open Evenings-Mon., Thur., Fri.

Stores Open Sundays-Sears; JCPenney; Higbee; May Co.; Discount; Dairy; Drug.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; The May Co.; Hills; Higbees; K mart.

Discount Stores-Value City Discount; J & B; Discount Drug Mart.

Variety Store-Woolworth.

Chain Drug Stores-Hess & Hess; Revco 3; Rite Aid.

Chain Supermarkets-Stop 'N Shop 6; Sparkle; IGA; Foodliner; Finast 2; Convenient Food Mart 20.

Other Chain Stores-Dairy Mart 12; Omar; Hough 2; Sally Ann Bakery; Osterman; Potasky; Brandau; Lowe Bros.; Sherwin-Williams 2; Pittsburgh; Domestic Sewing Center; Goodrich; Goodyear; Firestone; Uniroyal; Red Robin; Richman Bros.; Park Lane Hosiery; Thom McAn; Nobil 4; Pic-Way Shop; Merit; Miller-United; Baker; Fallik Regal; Boulevard Juvenile; Memory Lane; Cleveland Fabric Shop; Record World; Melody Manor; Schwede's; Ohio Edison; GE; Appliance Village; Florist; Carek's; Botaman; Puffers; Automobiles: J.R. Dall; Spitzer; Abraham; Stang; Miller's; Morris; Jack Knight; Hale-Kerns Real; Men's Furn.; Powers & Dawley; Sam Klein.

14 - NEWSPAPERS: CHRONICLE-TELEGRAM (e) 38,223; (S) 40,431; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Jack Weaver, Adv. Dir., CHRONICLE-TELEGRAM, 225 East Ave.; PO Box 4010, Elyria, OH 44036; Tel (213) 329-7000; FAX (216) 329-7187.

National Representative: Branham/Newspaper Sales.

FAIRBORN

1 - LOCATION: Greene County (In Dayton-Springfield MSA). E&P Map A-3. 12 mi. from Springfield, Dayton and Xenia; on I-70, I-675; SR 235, 444.

2 - TRANSPORTATION: Railroads-Erie-Lackawanna; Conrail.

Motor Freight Carriers-3.

3 - POPULATION:

Corp. City 90 Cen. 31,300; E&P 92 Est. 31,620
MSA 90 Cen. 951,270; E&P 92 Est. 965,268
County 90 Cen. 136,731; E&P 92 Est. 140,179

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 12,038; E&P 92 Est. 12,161
County 90 Cen. 51,667; E&P 92 Est. 52,969
MSA 90 Cen. 346,706; E&P 92 Est. 351,825

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$283,000,000
Savings & Loan	3	$221,000,000

6 - PASSENGER AUTOS: Greene County 86,846

7 - ELECTRIC METERS: Residence 10,918

8 - GAS METERS: Residence 10,325

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Cement 290 ($220); Air Force Base 34,000 (WP AFB); University Educ. (Wright State Univ.).

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-75; Summer 65-95; Fall 50-65; Winter 0-65.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown: 6 blocks on Main, 6 blocks on Broad.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park Hills Ctr.(4)	8	Kash 'N Karry, Rite Aid, Odd Lots
Fairborn Plz. (18)	2	Gray Drugs, Fulmers
Skyway Plz.(13)	5	Hook's, McCrory, Eaveys, Elder Beerman
Five Points(7)	NA	Kroger, K mart, Revco

Principal Shopping Days-Fri., Sat.

Stores Open Evenings-Fri.; Food-every night.

Stores Open Sunday-Grocery; drug; discount; major retail.

13 - RETAIL OUTLETS: Variety Stores-Foy's; McCrory; Handyman; K mart; Elder-Beerman.

Chain Drug Stores-Gray's; Revco; Rite Aid; Hook's; PK Lumber.

Chain Supermarkets-Kroger; Fulmer; Eaveys; Kash 'N Karry.

14 - NEWSPAPERS: HERALD (e) 5,800; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Jeri Hausman, Adv. Dir., HERALD, PO Box 1817, Fairborn, OH 45324-1817; Tel. (513) 878-3993.

National Representatives: Landon Associates; U.S. Suburban Press.

FINDLAY

1 - LOCATION: Hancock County, E&P Map B-2, County Seat. Shopping and residential center. In NW part of state on U.S. Hwys. 30, 68, 224; I-75; State Hwys. 12, 15, 37, 568. 33 mi. NE of Lima; 45 mi. S of Toledo.

2 - TRANSPORTATION: Railroads-Amtrak; Norfolk & Western.

Intercity Bus Line-Greyhound.

Motor Freight Carriers-6.

3 - POPULATION:

Corp. City 90 Cen. 35,703; E&P 92 Est. 35,725
CZ-ABC: (80) 35,594
RTZ-ABC: (80) 87,283
County 90 Cen. 65,536; E&P 92 Est. 66,718
City & RTZ-ABC: (80) 122,877

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 13,732; E&P 92 Est. 13,740
CZ-ABC: (80) 13,466
RTZ-ABC: (80) 28,120
County 90 Cen. 25,207; E&P 92 Est. 25,661
City & RTZ-ABC: (80) 41,586

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$416,985,000
Savings & Loan	2	$253,387,000

6 - PASSENGER AUTOS: Hancock County 43,285

7 - ELECTRIC METERS: Residence 23,881

8 - GAS METERS: Residence 14,442

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Rubber Tires 1,800 (N.A.); Gas & Oil 2,110 (N.A.); Integrated Circuits 1,249 (N.A.); Photographic Proc. 190 (N.A.); Plastics 275 (N.A.); Plastic Drainage 265 (N.A.); Appliances 1,900 (N.A.); Can Mfg. 500 (N.A.); Plastic Fab. 200 ($352); Reclaimed Rubber/Molded Plastic 300 (N.A.); Upholstered/Plastic Auto Interiors 350 (N.A.); Environmental Restoration 480 (N.A.); Crushed Stone & Lime 395 (N.A.); Automotive 230 (N.A.); Polyethylene Film Products 145 (N.A.); Filters & Pool Liners 220 (N.A.).

Principal Pay Days-Fri., 10th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-50; Summer 50-85; Fall 30-60; Winter 10-50. First killing frost, Nov. 1; last killing frost, Mar. 21.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St.; Findlay Village Mall; Market Square; Carriage House Sq.; Northview Plz.; Servus Center.

Principal Shopping Days-Mon., Fri., Sat.

Stores Open Evenings-Mon., Fri.; Ft. Findlay Village-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Elder-Beerman; Sears; Meijer.

Discount Stores-Pic-Way Shoe Mart; El Bee Shoes; Payless Shoe Source; Hills; K mart; The Pharm Discount; Big Lots; Sun TV & Appl.; Servex; Wal-Mart.

Chain Drug Stores-Rite-Aid; Revco.

Chain Supermarkets-Foodtown 2; Great Scot 3; Sur-Sav; Kroger.

Farm Supply-Quality Farm & Fleet; Mastersons.

14 - NEWSPAPERS: COURIER (m) 25,224; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Gene Weber, Adv. Mgr., COURIER, 701 W. Sandusky; PO Box 609, Findlay, OH 45839-0609; Tel. (419) 422-5151.

National Representative: None.

FOSTORIA

1 - LOCATION: Seneca, Hancock, and Wood Counties (In Toledo MSA). E&P Map B-2, NW of center of state.

2 - TRANSPORTATION: Railroads-C&O; N&W; Conrail.

3 - POPULATION:

Corp. City 90 Cen. 14,983; E&P 92 Est. 14,831
Counties 90 Cen. 238,538; E&P 92 Est. 242,298
  Seneca 90 Cen. 59,733; E&P 92 Est. 59,516
  Hancock 90 Cen. 65,536; E&P 92 Est. 66,718
  Wood 90 Cen. 113,269; E&P 92 Est. 116,064
MSA 90 Cen. 614,128; E&P 92 Est. 616,681

4 - HOUSEHOLDS:

City 90 Cen. 5,763; E&P 92 Est. 5,704
Counties 90 Cen. 90,290; E&P 92 Est. 91,696
  Seneca 90 Cen. 23,132, E&P 92 Est. 23,048
  Hancock 90 Cen. 25,207; E&P 92 Est. 25,661
  Wood 90 Cen. 41,751; E&P 92 Est. 42,987
MSA 90 Cen. 235,395; E&P 92 Est. 236,353

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$176,391,000
Credit Union	1	$16,472,345

6 - PASSENGER AUTOS: Counties: Hancock 43,285; Wood 65,113; Seneca 36,189.

7 - ELECTRIC METERS: Residence 8,314

8 - GAS METERS: Residence 5,816

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Carbon 400; Foundry; Steel Wire 300; Grain Milling 350; R.R. Signals 25; Rubber Prods. 235; Mach. Tools 300; Elevators, Steel Fab. 35; Mach. Shops; Aluminum Fab. 24; Grain Proc. 47; Fertilizer 71; Crankshafts 950; Local Lighting & Infrared Fixt. 300; Soybean Oil 51; Cement Blocks 500; Printing 208; Jet Blades 100; Automotive 1,000; Plastics 130; Wood Laminating 20.

Principal Industrial Pay Days-Wed. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-49; Summer 60-79; Fall 52-65; Winter 8-30. First killing frost, Oct. 8; last killing frost, May 4.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-4 blocks on Main St., 1 block east and west from Main in the 4 blocks. Outlying shpg. area, 8 blocks.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fostoria Plz. (12)	NA	Lane Drug, K mart, Fisher's Big Wheel
K mart Ctr.	NA	Kmart

Principal Shopping Days-Thur., Fri., Sat., Mon.

Stores Open Evenings-Dept., Mon., Fri.; Food, Nightly.

13 - RETAIL OUTLETS: Department Stores-Hills; JCPenney; Elder-Beerman; Sears.
Variety Stores-Dollar General; Rite Aid.
Discount Stores-K mart; Meijer; Wal-Mart.
Chain Drug Store-Lane.
Chain Supermarkets-Kroger; Sack 'n Save Seaway Foodtown; Lewis; IGA.
Other Chain Store-Sherwin-Williams.

14 - NEWSPAPERS: REVIEW-TIMES (e) 7,497; sworn Sept. 28, 1990.
Local Contact for Advertising and Merchandising Data: Mary Anne Nopper, Adv. Dir., REVIEW-TIMES, 113 E. Center St., Fostoria, OH 44830; Tel. (419) 435-6641.
National Representative: Papert Companies.

FREMONT

1 - LOCATION: Sandusky County, E&P Map B-2, County Seat. NW part of state, 85 mi. W of Cleveland; 32 mi. E of Toledo; 100 mi. N of Columbus; 16 mi. inland from Lake Erie. Retail trading center of county. At intersection of U.S. Hwys. 6 and 20; 4 mi. from interchange 6, Ohio Tpke.

2 - TRANSPORTATION: Railroads-Conrail; Norfolk & Western (freight).
Motor Freight Carriers-20.

3 - POPULATION:
Corp. City 90 Cen. 17,648; E&P 92 Est. 17,611
NDM-ABC: (80) 63,267
County 90 Cen. 61,963; E&P 92 Est. 61,821

4 - HOUSEHOLDS:
City 90 Cen. 6,788; E&P 92 Est. 6,773
County 90 Cen. 24,639; E&P 92 Est. 24,583
NDM-ABC: (80) 21,553

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: Sandusky County 38,276

7 - ELECTRIC METERS: Residence 21,988

8 - GAS METERS: Residence 12,477

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners, (Av. Wkly. Wage)-Total 28,100 ($328); Agric. 486 ($145); Constr. 654 ($434); Mfg. 8,687 ($527); Trans. 543 ($578); Whol. 496 ($361); Ret. 2,994 ($159); Fin. 586 ($232); Servs. 3,315 ($231); Gov't 2,506 ($287).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-58; Summer 59-83; Fall 42-62; Winter 21-37. Av. an. rainfall 38. Frost-free period, May 10-Oct. 10.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Front St.; 7 on State St.; 4 on Arch St.; 3 on Croghan St.; 1 on Garrison St.; 3 on Justice St.
Neighborhood Shopping Areas-4 blocks on W. State St., Lime St. and White Rd.; 4 on E. State St. from Collinwood to St. Joseph St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fremont Plz.(12)	3	Rite Aid, Ames
Potter Village (33)	3	Foodtown, Great Scot, Fisher's Big Wheel
Applewood Vlg.	3	Wal-Mart, Foodtown

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Most stores-Fri.; Food (chain) and shopping centers-nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears (catalog); Uhlmans.
Variety Store-Woolworth.
Discount Stores-Associated Buyers; Ames; Fisher's Big Wheel; Big Lots; Wal-Mart.
Chain Drug Stores-Revco; Rite Aid.
Chain Supermarkets-ShopRite (Spartan); Kroger; Great Scot 2; Seaway Foodtown 2.
Other Chain Stores-Firestone; 7-Eleven; Dairy Mart; Osterman Jewelers; Picway Shoes; Radio Shack; Super America.

14 - NEWSPAPERS: NEWS-MESSENGER (e) 13,472; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Genia Lovett, Adv. Dir., NEWS-MESSENGER, 1700 Cedar St., Fremont, OH 43420; Tel. (419) 332-5511.
National Representative: Gannett National Newspaper Sales.

GALION

1 - LOCATION: Crawford County, E&P Map B-2. 80 mi. SW of Cleveland; 60 mi. N of Columbus. On OH Rtes. 61, 309.

2 - TRANSPORTATION: Railroads-Conrail; Erie-Lackawanna.
Motor Freight Carriers-3.
Intercity Bus Lines-Galion-Mansfield Transit; Greyhound.
Airlines-USAir Commuter. GCS with 7 times daily feeder to Cleveland Airport.

3 - POPULATION:
Corp. City 90 Cen. 11,859, E&P 92 Est. 11,753
County 90 Cen. 47,870; E&P 92 Est. 47,665

4 - HOUSEHOLDS:
City 90 Cen. 4,561; E&P 92 Est. 4,520
County 90 Cen. 17,822; E&P 92 Est. 17,746

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$51,430,000
Savings & Loan	2	$40,132,000

6 - PASSENGER AUTOS: Crawford County 29,381

7 - ELECTRIC METERS: Residence 4,928

8 - GAS METERS: Residence 4,975

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Environmental Control Equip. 465 ($190); Telephonics 2,300 ($192); Road Mach. 745 ($193); Metallic Vaults 210 ($170); Custom Tool 330 ($167); Printing 275 ($148); Hydraulic Components 120 ($140); Custom Uniforms 95 ($136); Annual Payroll $63,000,000.
Principal Industrial Pay Days-15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-72; Summer 63-84; Fall 57-75; Winter 20-50. First killing frost, Oct. 20; last killing frost, Feb. 22.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on 3 sts. (Harding Way).
Neighborhood Shopping Centers-Galion; Murphy's Mart; West.

Principal Shopping Days-Mon., Thur., Sat.
Stores Close-Small stores Wed. p.m.
Stores Open Evenings-All Stores Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Nicholls Furniture; Bill's TV; Card; Poland True Value Hdwe.; Galion Sentry Hdwe.
Variety Store-Dean's.
Discount Store-Ames.
Chain Drug Stores-SupeRx; Rite Aid.
Chain Supermarkets-Geyer's; Charlie's; Neff Bros.; Save-A-Lot.

14 - NEWSPAPERS: INQUIRER (e) 5,000; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: Sandy Butterfield, Adv. Mgr., INQUIRER, 378 N. Market St., Galion, OH 44833; Tel. (419) 468-1117.
National Representative: Landon Associates.

GALLIPOLIS

1 - LOCATION: Gallia County, E&P Map B-4, County Seat. On Ohio River; midway between Cincinnati and Pittsburgh; 110 mi. SE of Columbus. On U.S. Hwy. 35; State Hwys. 7, 141, 160, 218.

2 - TRANSPORTATION:Railroads-Chesapeake & Ohio; Conrail; Baltimore & Ohio.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 90 Cen. 4,831; E&P 92 Est. 4,682
County 90 Cen. 30,954; E&P 92 Est. 31,579

4 - HOUSEHOLDS:
City 90 Cen. 1,858; E&P 92 Est. 1,801
County 90 Cen. 11,490; E&P 92 Est. 11,722

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$179,359,240
Savings & Loan	2	$21,824,387

6 - PASSENGER AUTOS: Gallia County 17,759

7 - ELECTRIC METERS: Residence 5,900

8 - GAS METERS: Residence 3,710

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electric Prods. 300; Furn. 24; Packing 55; Truck Farming 75; Medical Ctr. 1,000.
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-94; Summer 46-102; Fall 5-84; Winter 2-80. First killing frost, Sept. 15; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-Second Ave.; State St.; Third Ave.; Court St., Silver Bridge Plz.; K mart; Ames.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Big Bear Supermkt	NA	Hills Dept. Store

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Most on Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Gallipolis; Knight's; Dollar General; Hills Dept. Store.
Variety Stores-Ames; G.C. Murphy Co.
Discount Stores-Small/Big Lots; K mart; Hills.
Chain Drug Stores-Revco; Rite Aid.
Chain Supermarkets-Kroger; Foodland 2; Big Bear.
Other Chain Stores-Sears (catalog); Montgomery Ward; JCPenney (catalog).

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 6,067; TIMES-SENTINEL (S) 12,315; sworn Oct. 1, 1990.
Local Contact for Advertising and Merchandising Data: Larry L. Boyer, Adv. Mgr., TRIBUNE, 825 Third Ave., Gallipolis, OH 45631; Tel. (614) 446-2342.
National Representative: Landon Associates.

GREENFIELD

1 - LOCATION: Highland County, E&P Map B-3. 70 mi. E of Cincinnati; 55 mi. SW of Columbus; 70 mi. SE of Dayton. On State Hwys. 28, 41 & 70.

2 - TRANSPORTATION: Motor Freight Carriers-Commercial; Hillsboro Trans.

3 - POPULATION:
Corp. City 90 Cen. 5,172; E&P 92 Est. 5,200
County 90 Cen. 35,728; E&P 92 Est. 36,718

4 - HOUSEHOLDS:
City 90 Cen. 1,989; E&P 92 Est. 2,000
County 90 Cen. 13,673; E&P 92 Est. 14,052

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$26,956,465
Savings & Loan	3	$11,221,063

6 - PASSENGER AUTOS: Highland County 20,723

7 - ELECTRIC METERS: Residence 2,574

8 - GAS METERS: Residence 2,160

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Shoe Mfg. 675; Meat Proc. 297; Show Cases 225; Stone 165; Mortuary Supplies 63; Small Tools 30; Printing; Plastics 210; Iron Castings 35.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-80; Summer 50-100; Fall 30-80; Winter -5-55. First killing frost, Oct. 15; last killing frost, Apr. 29.

11 - TAP WATER: Aklaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Jefferson St.; 4 on Washington St.; 1 on N. 4th St.; 1 on S. 4th St.
Neighborhood Shopping Centers-Bainbridge (8 mi.); Leesburg (11 mi.); Frankfort (14 mi.).

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri., Sat.
Stores Open Sundays-Food; Drug.

13 - RETAIL OUTLETS: Department Stores-United; Sears.
Discount Stores-Wholesale Supply; Mason's; Bays; Sundry.
Chain Drug Stores-Rexall 3.
Chain Food Supermarkets-Kroger; Uhl Bros.; IGA 2; Bob's Super Valu 2.
Other Chain Stores-Western Auto; Moore's; Dairy Queen.

14 - NEWSPAPERS: TIMES (e-mon to fri) 4,386; sworn Sept. 28, 1990.
Local Contact for Advertising and Merchandising Data: Gary Schluep, Adv. Mgr., TIMES, 345 Jefferson St., Greenfield, OH 45123; Tel (513) 981-2141.
National Representative: Landon Associates.

GREENVILLE

1 - LOCATION: Darke County, E&P Map A-3. In Western central part of State. 35 mi. NW of Dayton; on U.S. Rt. 36; State Rt. 49 & 127.

2 - TRANSPORTATION: Railroads-Conrail; Baltimore & Ohio.
Motor Freight Carriers-10.
Airlines-Dayton International Airport, 25 mi.

3 - POPULATION:
Corp. City 90 Cen. 12,863; E&P 92 Est. 12,836
CZ-ABC: (80) 12,999
RTZ-ABC: (80) 46,005
County 90 Cen. 53,619; E&P 92 Est. 53,409
City & RTZ-ABC: (80) 59,004
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 4,947; E&P 92 Est. 4,937
CZ-ABC: (80) 5,009
RTZ-ABC: (80) 15,345
County 90 Cen. 20,492; E&P 92 Est. 20,411
City & RTZ-ABC: (80) 20,354

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$178,816,000
Savings & Loan	4	$1,374,188,000

6 - PASSENGER AUTOS: Darke County 33,887

7 - ELECTRIC METERS: City 5,906

8 - GAS METERS: City 4,582

9 - PRINCIPAL INDUSTRIES: Industry, (No. of Wage Earners)-Oil Filters (1,200); Dishwashers (97); Sporting Goods (280); Machine Shop (85); Corning Glass (404); Cadillac Gauge (172); Aggregate and Concrete Prods. (125); Plastics (100); Chemicals (125).
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-78; Summer 38-101; Fall 30-75; Winter 8-68. First killing frost, Oct. 23; last killing frost, May 9.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-covers ten blocks.
Neighborhood Shopping Centers-Harts, Ames; K mart (8); Buckeye Sq. Mall-10 stores. Open eves. until 9 and Sundays.

Nearby Shopping Centers-Salem Mall (Dayton)-Lazarus, Sears, Miami Valley Centre, Pigua.

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon. & Fri. Food and Shopping centers every evening.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Harts; Uhlman's.
Discount Stores-Ames; Harts; K mart.
Chain Drug Stores-Revco 2; SupeRx; Bonfiglio's; Medicine Shoppe.

Chain Supermarkets-Kroger; Eikenberry 2; Marsh Foodliner; Troutwine.

Other Chain Stores-Sears; Firestone; JoAnn Fabrics; Quality Farm Fleet; Holthouse Furniture.

14 - NEWSPAPERS: ADVOCATE (e) 8,722; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Gary K. Yount, Pub. or Sandy Klipstine, ADVOCATE, 6 Main & Sycamore; PO Box 220, Greenville, OH 45331; Tel. (513) 548-3151.

National Representative: Thomson Newspapers.

HAMILTON

1 - LOCATION: Butler County (In Hamilton-Middletown PMSA). E&P Map A-3. County Seat. Industrial City; rich farm, dairy area. 24 mi. N of Cincinnati on Great Miami. On U.S. Hwy. 127; State Hwys. 4, 129, 138, 177.

2 - TRANSPORTATION: Railroads-Baltimore & Ohio; Norfolk & Western.

Motor Freight Carriers-50.

Intercity Bus Line-All major lines.

3 - POPULATION:

Corp. City 90 Cen. 61,368; E&P 92 Est. 61,004
CZ-ABC: (80) 118,499
RTZ-ABC: (80) 49,705
County/PMSA 90 Cen. 291,479; E&P 92 Est. 302,260
City & RTZ-ABC: (80) 168,204

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 23,603; E&P 92 Est. 23,463
CZ-ABC: (80) 42,269
RTZ-ABC: (80) 14,228
County/PMSA 90 Cen. 108,389; E&P 92 Est. 112,398
City & RTZ-ABC: (80) 56,497

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	6	$461,922,000
Commercial	4	$354,200,000

6 - PASSENGER AUTOS: Butler County 172,298

7 - ELECTRIC METERS: Residence 23,771

8 - GAS METERS: Residence 23,497

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Paper Mfg. 4,800; Auto Bodies 2,500; Mach. 2,000; Sales 1,700; Steel 610.

Principal Pay Days-1st & 2nd. Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-74; Summer 58-84; Fall 52-55; Winter 27-46. First killing frost, Oct. 9; last killing frost, Apr. 23.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-Downtown area about 16 sq. blocks.

Neighborhood Shopping Centers-Lindenwald, 5 blocks on Pleasant Ave., West Side, 6 on Main St.; Hamilton Plaza; Town & Country; Hamilton West; Fair Plaza; Hicks Manor.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fair Plz.(12)	NA	Hart's, Marsh Mkt.
Hamilton Plz. (19)	NA	Durham, U Save, Odd Lots
Hamilton West (15)	NA	SupeRx, K mart
Town & Country (18)	NA	Woolworth, Marsh
Hicks Manor(15)	NA	Marsh, SupeRx
Tri-County(60)	NA	Sears, Lazarus
Northgate(47)	NA	Sears, McAlpins
Forest Fair Mall	NA	Bonwit, B. Altman, Teller, Parisian

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Mon. & Fri.; Supermarkets Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores-Elder-Beerman; Sears; JCPenney.

Discount Stores-K mart; Van Leunen's; Hart's.

Variety Stores-Woolworth; McCrory; Odd Lots.

Chain Drug Stores-Revco 3; SupeRx 2; Walgreen's 2.

Chain Supermarkets-Kroger 4; Marsh Foodliners 4; IGA 2.

Other Chain Stores-Shoes: Gallenkamp; Auto Supply: Goodrich, Firestone, Goodyear, Nationwise; Clothing: Lerner, Fashion Bug, Fashion Discovery; Misc.: National, Singer Co., Spiegel (catalog).

14 - NEWSPAPERS: JOURNAL-NEWS (e) 26,529; (S) 29,036; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data:Jim Anderson, Adv. Dir., JOURNAL-NEWS, Court & Journal Square, Hamilton, OH 45012; Tel. (513) 863-8200.

National Representative: Landon Associates.

IRONTON

1 - LOCATION: Lawrence County (In Huntington-Ashland, WV-KY-OH MSA). E&P Map B-4. On the Ohio River, most southern city in the state. 27 mi. SE of Portsmouth; 20 mi. from Huntington, WV; 128 mi. from Columbus; 140 mi. from Cincinnati. On U.S. Hwy 52; 1 mi. from U.S. Hwys. 23 and 60; and I-64 on State Hwys. 7, 93, 141, 217 and 243.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Chesapeake & Ohio.

Motor Freight Carriers-4.

Intercity Bus Line-Greyhound.

Airlines-Piedmont; USAir; Delta connection.

3 - POPULATION:

Corp. City 90 Cen. 12,751; E&P 92 Est. 12,443
CZ-ABC: (80) 17,245
RTZ-ABC: (80) 67,717
County 90 Cen. 61,834; E&P 92 Est. 61,587
MSA 90 Cen. 312,529; E&P 92 Est. 311,675
City & RTZ-ABC: (80) 84,962

4 - HOUSEHOLDS:

City 90 Cen. 4,904; E&P 92 Est. 4,786
CZ-ABC: (80) 6,655
RTZ-ABC: (80) 22,485
County 90 Cen. 24,292; E&P 92 Est. 24,195
MSA 90 Cen. 114,288; E&P 92 Est. 114,020
City & RTZ-ABC: (80) 29,140

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$97,353,000
Savings & Loan	4	$72,113,289

6 - PASSENGER AUTOS: Lawrence County 38,417

7 - ELECTRIC METERS: Residence 18,198

8 - GAS METERS: Residence 11,476

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Chem. 1,021 ($310); Stone-Clay 202 ($248); Primary Metals 287 ($198); Trans. & Util. 763 ($270); Whol. 299 ($202); Ret. 2,228 (N.A.).

Principal Pay Days-15th, 30th, Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-70; Summer 50-100; Fall 36-80; Winter 0-48. First killing frost, Nov.; last killing frost, Mar.

11 - TAP WATER: 7.2-7.6pH alkalinity; 5-10 gr/gal.; fluoridated.

12 - RETAILING: Principal Shopping Centers: 5 blocks on 3rd St.; 3 on 2nd St.; 2 on Ctr. & 1 on Park Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mid-Town(17)	6	Krogers, Hart's
Ashland Plz.(25)	4	Hills, Radio Shack, K mart
K mart Plz.	NA	K mart
Wheelersburg Mall(7)	15	Krogers, Big Lots
Greenup Mall(15)	4	Ames, K mart
Huntington Mall(23)	23	Sears, JCPenney, Lazarus
Ashland Town Ctr. Mall	NA	Hess's, Wal-Mart, JCPenney
Cannonsburg Galleria Mall	NA	Sears, K mart, Phar-Mor, Stone & Thomas

Principal Shopping Days-Mon., Fri. Sat.

Stores Open Evenings-Dept. Stores-Mon., Fri.; Food: Ind.-8 on Sat., Chain-Daily to 9.

13 - RETAIL OUTLETS: Department Store-JCPenney.

Variety Store-McCrory.

Discount Stores-Dollar Store; Big Lots.

Chain Drug Stores-Revco; Staley's 2; SupeRx.

Chain Supermarkets-Kroger; Foodland; Little Giant; Key; Tradewell; Gateway; Super Valu.

Other Chain Store-Goodyear.

14 - NEWSPAPERS: TRIBUNE (e-tues to fri) 7,971; (S) 8,501; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Nikki Hartwig-Clay, Adv. Mgr., TRIBUNE, PO Box 666, Ironton, OH 45638; Tel. (614) 532-1441.

National Representative: Landon Associates.

KENT-RAVENNA

1 - LOCATION: Portage County (In Akron PMSA). E&P Map C-2. Ravenna: 18 mi. E of Akron; 34 mi. SE of Cleveland; on State Hwys. 14, 44, 59. Kent: 11 mi. E of Akron; 32 mi. SE of Cleveland; on State Hwys. 43, 59 & 261.

2 - TRANSPORTATION: Railroads-Ravenna and Kent-Conrail; Conrail; Chessie System; Kent-Norfolk & Western.

Motor Freight Carriers-35

3 - POPULATION:

Corp. Cities 90 Cen. 40,904; E&P 92 Est. 41,454
  Kent 90 Cen. 28,835; E&P 92 Est. 29,369
  Ravenna 90 Cen. 12,069; E&P 92 Est. 12,085
CZ-ABC: (80) 53,104
RTZ-ABC: (80) 85,813
County 90 Cen. 142,585; E&P 92 Est. 146,043
PMSA 90 Cen. 657,575; E&P 92 Est. 659,599
City & RTZ-ABC: (80) 138,917

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

Cities 90 Cen. 12,732; E&P 92 Est. 15,944
  Kent 90 Cen. 11,090; E&P 92 Est. 11,296
  Ravenna 90 Cen. 4,642; E&P 92 Est. 4,648
CZ-ABC: (80) 18,587
RTZ-ABC: (80) 26,652
County 90 Cen. 55,138; E&P 92 Est. 56,475
PMSA 90 Cen. 243,703; E&P 92 Est. 244,515
City & RTZ-ABC: (80) 45,239

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$350,207,512
Savings & Loan	6	$137,420,312

6 - PASSENGER AUTOS: Portage County 87,731

7 - ELECTRIC METERS: Residence Ravenna 5,650; Kent 9,650

8 - GAS METERS: Residence Ravenna 7,383; Kent 8,889

9 - PRINCIPAL INDUSTRIES: Castings; Rubber Prods.; Plastic Prods.; Motors; Nuts & Bolts; G.E. Whse.; Steel Fab.; Hiram College 1,256; Kent State Univ. 20,060; Bohecker's Business College 207.

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-86; Summer 44-97; Fall -10-88; Winter -7-59. First killing frost, Oct. 19; last killing frost, May 7.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Area-Ravenna: 6 blocks on Main St.; 3 on Chestnut; 2 on Meridian; 2 on Prospect; Ravenna Plaza. Kent: 3 on Water St.; 2 on Main St.; 2 on Erie; 1 on Franklin. Streetsboro: Streetsboro Plaza. Aurora: Community Plaza. Stow: Stow-Kent Plaza.

Neighborhood Shopping Centers-Kent State Plaza, 1 mi. E. of Kent; Ravenna Plaza; Rootstown Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brimfield Plz. (10)	NA	Sparke Mkt.
Chapel Hill Mall	8	Sears, May Co., JCPenney
University Plz. (26)	NA	Acme
Stow-Kent Plz. (28)	2	Stambaugh
Streetsboro Plz. (22)	8	Big Wheel

Principal Shopping Days-Wed., Thur., Fri., Sun.

Stores Open Evenings-Nightly at shopping centers.

13 - RETAIL OUTLETS: Department Store-May Co.

Discount Stores-Click; Ames; Big Wheel; Hills; K mart.

Chain Drug Stores-Revco 3; Rite Aid.

Chain Supermarkets-Acme 3; Giant Eagle 4; Sparkle 2; IGA; Country Counter.

Other Chain Stores-Heinen's; Tradewell.

14 - NEWSPAPERS: RECORD-COURIER (e-mon to fri) 21,270; (S) 22,217; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Ray Drotar, Adv. Dir., RECORD-COURIER, 126 N. Chestnut St., Ravenna, OH 44240; Tel. (216) 296-9657.

National Representative: Branham/Newspaper Sales.

KENTON

1 - LOCATION: Hardin County, E&P Map B-2. County Seat. 25 mi. W of Marion; 26 mi. E of Lima; 65 mi. NW of Columbus; 72 mi. S of Toledo. On U.S. Hwys. 68, 309; State Hwys. 31, 53, 67.

2 - TRANSPORTATION: Railroad-Conrail.

Motor Freight Carriers-9

Intercity Bus Line-Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 8,356; E&P 92 Est. 8,306
County 90 Cen. 31,111; E&P 92 Est. 30,885

4 - HOUSEHOLDS:

City 90 Cen. 3,214; E&P 92 Est. 3,195
County 90 Cen. 11,015; E&P 92 Est. 10,935

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	N.A.
Savings	1	N.A.
Savings & Loan	2	$52,000,000

6 - PASSENGER AUTOS: Hardin County 17,853

7 - ELECTRIC METERS: Residence 3,042

8 - GAS METERS: Residence 2,860

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Machine Tools 205; Truck & Trailer Axles 750; Plastic 200; Automotive Switches 400; Signs 75; Ornamental Iron 30; Dies & Molds 40; Fertilizer 20; Metal Forgings 200; Paper Cup 200; Flagpoles 20; Castings 20.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-69; Summer 56-85; Fall 34-54; Winter 12-35.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kenton	9	Uhlmans, TG&Y, K mart, Kroger, SupeRx

Principal Shopping Days-Fri., Sat.

Stores Open Evenings-Downtown Fri.; Daily Shpg. Ctr.

13 - RETAIL OUTLETS: Department Stores-Uhlman's; K mart; Ames.

Variety Store-Barr.

Chain Drug Stores-Rexall; SupeRx; Rite Aid.

Chain Supermarkets-Kroger; Super Valu; Sack-N-Save; Clyde Evans.

Other Chain Stores-Sears (catalog); Sherwin-Williams; Dean & Berry; Hallmark; Coast-to-Coast Hardware; Radio Shack.

14 - NEWSPAPERS: KENTON TIMES (e) 7,075; sworn Mar. 31, 1990.

Local Contact for Advertising and Merchandising Data: Jeff Barnes, Pub., TIMES, 201 E. Columbus St., Kenton, OH 43326; Tel. (419) 674-4066.

National Representative: Landon Associates.

LAKE COUNTY

1 - LOCATION: Lake County (In Cleveland PMSA). E&P Map C-1. 18 mi. E of Cleveland on U.S. Hwys. 2, 20 and 90; State Hwys. 6, 84, 91, 271, 283, 306 & 640.

2 - TRANSPORTATION: Railroads-Conrail; Nickel Plate.
Intercity Bus Line-Lake Tran.

3 - POPULATION:
Corp. Cities 90 Cen. 67,868; E&P 92 Est. 68,530
Willoughby 90 Cen. 20,510; E&P 92 Est. 20,778
Mentor 90 Cen. 47,358; E&P 92 Est. 47,752
NDM-ABC: (80) 212,801
County 90 Cen. 215,499; E&P 92 Est. 219,222
PMSA 90 Cen. 1,831,122; E&P 92 Est. 1,834,744

4 - HOUSEHOLDS:
Cities 90 Cen. 25,679; E&P 92 Est. 25,929
Willoughby 90 Cen. 7,740; E&P 92 Est. 7,841
Mentor 90 Cen. 17,939; E&P 92 Est. 18,088
NDM-ABC: (80) 72,064
County 90 Cen. 84,526; E&P 92 Est. 85,986
PMSA 90 Cen. 736,276; E&P 92 Est. 737,861

5 - BANKS	NUMBER	DEPOSITS
Commercial	12	N.A.
Savings & Loan	10	N.A.

6 - PASSENGER AUTOS: Lake County 151,087
7 - ELECTRIC METERS: County 74,564
8 - GAS METERS: County 55,227
9 - PRINCIPAL INDUSTRIES: Rubber Prods.; Cranes; Dies and Gauges; Chemicals; Heavy Mach.; Precision Tools; Electronic; Quartz Prods.; Wire Cloth; Key Cutting Mach.; Textiles; Nurseries.
10 - CLIMATE: Min. & Max. Temp.-Spring 10-93; Summer 34-104; Fall 4-86; Winter -19-80. First killing frost, Nov. 8; last killing frost, May 4.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Great Lakes Mall(120)	NA	May Co., Sears, Hornes, JCPenney, Higbee
Erie Common	NA	Burlington, JoAnn Fabrics
Victoria Pl.(40)	NA	Carlisles, Revco
Painesville(32)	NA	Finast, Rite Aid
Richmond Mall (81)	NA	Sears, JCPenney
Euclid Square Mall(80)	NA	Higbee, May Co., Revco
Willo Plz.(32)	NA	Rite Aid
Shoregate(67)	NA	Hills, Best Prods.

Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Sears; Newberry; JCPenney; May Co.; Carlisles; Higbee; Joseph Horne.
Discount Stores-K mart; Hills; Handy Andy; Value City.
Chain Drug Stores-Revco; Medic 3; Discount Drug Mart; Bernie Shulman; Jote's.
Chain Supermarkets-Finast 3; Heinens 3; Stop 'N Shop 3; Giant Eagle 2.

14 - NEWSPAPERS: NEWS-HERALD (e) 55,091; (S) 64,849; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Richard T. Stenger, Gen. Mgr., NEWS HERALD, 38879 Mentor Ave., Willoughby, OH 44094; Tel. (216) 951-0000.
National Representative: Landon Associates.

LANCASTER

1 - LOCATION: Fairfield County (In Columbus MSA). E&P Map B-3. County Seat. 30 mi. S of Columbus. On U.S. Route 33.

2 - TRANSPORTATION: Railroad-Chessie.
Motor Freight Carriers-6.
Intercity Bus Line-Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 34,507; E&P 92 Est. 34,418
CZ-ABC: (80) 34,953
RTZ-ABC: (80) 69,502
County 90 Cen. 103,461; E&P 92 Est. 106,852
MSA 90 Cen. 1,377,419; E&P 92 Est. 1,420,217
City & RTZ-ABC: (80) 104,455

4 - HOUSEHOLDS:
City 90 Cen. 13,272; E&P 92 Est. 13,238
CZ-ABC: (80) 13,345
RTZ-ABC: (80) 22,047
County 90 Cen. 41,425; E&P 92 Est. 42,782
MSA 90 Cen. 539,972; E&P 92 Est. 556,696
City & RTZ-ABC: (80) 35,392

5 - BANKS	NUMBER	EST. DEP.
Commercial	6	$186,405,000
Savings & Loan	3	$167,000,000

6 - PASSENGER AUTOS: Fairfield County 66,185

7 - ELECTRIC METERS: Residence 19,300

8 - GAS METERS: Residence 12,352

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass Mfg. 4,792 ($175); Non Elect. Mach. 1,200 ($175); Shoes 400 ($140); Ind. & Electronic Glassware 1,168 ($175); Boiler Equip. 1,150 (N.A.); Food Proc. 285 ($140).

10 - CLIMATE: Min. & Max. Temp.-Spring 10-95; Summer 45-105; Fall 20-95; Winter 0-70. First killing frost, Oct. 15; last killing frost, Apr. 29.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-2 blocks on Main St.; 3 on Columbus St.; 3 on Broad St.; Several Shopping Ctrs.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
East Main(2)	NA	SupeRx, Kroger
Hocking Valley (13)	NA	K mart, Kroger
Plaza(8)	NA	Odd Lots, Big Bear
Center Point(4)	NA	Value City
Harts(9)	NA	Harts, Big Bear
River Valley Mall(58)	NA	Lazarus, Hills, Elder-Beerman, JCPenney, Sears

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Downtown Fri., Mall nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Lazarus; Elder-Beeman; Hills.
Variety Store-K mart.
Discount Stores-Lancaster Sales; Harts; Value City; Odd Lots.
Chain Drug Stores-SupeRx 2; Heritage Walgreens; Rexall 2.
Chain Supermarkets-Big Bear 2; Kroger 2; Bay's R&W 2; Aldi.
Other Chain Stores-Moore's; Lowe's; Quality Fleet; Pic-Way; Scott Lumber; Dairy Mart 3; Stop 'N Go 3; Convenient Food Market 2; Autoworks; Nationwise; Goodyear; Sohio Procare; GNC; Best Fabrics; Piece Goods; Radio Shack; Best Jewelers; Nat'l. Record Mart; Kenney Shoes; Waldenbooks; Le Roys; Fashion Bug 2; Bobbi Gee; Casual Corner; Footlocker; Thom McAn; CPI Photo; Regis/Mastercuts; Noah's Ark; Petland; Kay Bee Toys; Payless; Silverman's; Deb; Naturalizer.

14 - NEWSPAPERS: EAGLE-GAZETTE (e) 17,351; (S) 17,304; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Deborah L. Crook, Adv. Mgr., EAGLE-GAZETTE, 138 W Chestnut St.; PO Box 848, Lancaster, OH 43130; Tel. (614) 654-1321.
National Representative: Thomson Newspapers.

LIMA

1 - LOCATION: Allen County (In Lima MSA). E&P Map A-2. County Seat. Between Toledo and Dayton, 75 mi.; Columbus, 93 mi.; Ft. Wayne, 65 mi. On U.S. Hwy. 309; I-75; State Hwys. 65, 81, 117.

2 - TRANSPORTATION: Railroads-Norfolk Southern (freight); Conrail (freight); Detroit, Toledo & Ironton (freight); Baltimore & Ohio (freight); Spencerville & Elgin (freight).
Motor Freight Carriers-36.
Intercity Bus Lines-Greyhound-Trailways.

3 - POPULATION:
Corp. City 90 Cen. 45,549; E&P 92 Est. 45,183
CZ-ABC: (80) 81,344
RTZ-ABC: (80) 226,412
County 90 Cen. 109,755; E&P 92 Est. 109,383
MSA 90 Cen. 154,340; E&P 92 Est. 155,033
City & RTZ-ABC: (80) 307,756

4 - HOUSEHOLDS:
City 90 Cen. 17,519; E&P 92 Est. 17,378
CZ-ABC: (80) 29,169
RTZ-ABC: (80) 75,410
County 90 Cen. 41,992; E&P 92 Est. 41,850
MSA 90 Cen. 59,656; E&P 92 Est. 59,935
City & RTZ-ABC: (80) 104,579

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$815,796,789
Savings & Loan	4	$322,994,368

6 - PASSENGER AUTOS: Allen County 67,149

7 - ELECTRIC METERS: County 44,319

8 - GAS METERS: County 28,208

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 16,173 ($587); Trans. & Util. 2,339 ($489); Whol., Ret. Trade 13,491 ($236); Constr. 2,432 ($495).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-78, Summer 63-90; Fall 36-63; Winter -10-50. First killing frost, Oct. 14; last killing frost, May 4.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-1 block on 6 sts.: Main, Market, High, North, Elizabeth, West Sts.
Neighborhood Shopping Centers-Cole & North; Main & Kibby.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
American Mall (32)	NA	Phar-Mor Drug, Value City
Clock Tower Plz.	NA	Wal-Mart, Clyde Evans Mkt.
K mart Plz.(8)	NA	K mart, Rite Aid, Warehouse Paint
Lima Mall(65)	NA	JCPenney, Woolworth, Sears, Lazarus, Elder-Beerman
Northland Plz. (43)	NA	Odd Lots, Ray's, Kash & Karry, Dollar General, Rite Aid
Eastgate(19)	NA	Harts Discount, Ray's

Principal Shopping Days-Sun. through Sat.
Stores Open Evenings-Dept. Mon. through Sat.
Stores Open Sundays-Mall Stores; K mart Plaza; Clock Tower Plaza.

13 - RETAIL OUTLETS: Department Stores-Elder-Beerman; K mart; JCPenney; Sears; Lazarus; Value City; Harts Discount; Wal-Mart; Hills.
Variety Store-Woolworth.
Chain Drug Stores-The Pharm; Rite Aid; Phar-Mor.
Chain Supermarkets-Shawnee IGA; Clyde Evans 5; Kash & Karry; Ray's 4; County Market; Aldi Foods; Elida IGA.
Discount Stores-Odd Lot; Value City; Harts Discount; Lima Bargain Ctr.; K mart 2; Hills; Wal-Mart.
Other Chain Stores-Abrahams; Payless Shoes; Radio Shack; New York Carpet World; Zales; Rogers; Ostermans; Paul Harris; County Seat; Kinney Shoes; Butler Shoes; JoAnn Fabrics; Kay Bee Toys; Goodyear; Pittsburgh Plate Glass; Sherwin-Williams; Pic Way Shoes; El-Bee Shoes; Warehouse Paint; Dots; Regal Shoes; Thom McAn; Waldenbooks; Piece Goods; Carpetland U.S.A.; Camelot Music; General Nutrition; Hobby Center; Howard's Card & Gift Center; Nationwise Auto; Service Mdse.; The Gap; Jean Nicole; Brooks; Petries; Lerner; National Records; Petland; Naturalizer Shoes; Petries Plus; Fashion Bug Plus; K & K Toys; Deb Shop; D.O.C. Optical; 84 Lumber; Carter Lumber; Firestone; Classic Stereo; Wolohan Lumber; Spencer Gifts; Lane Bryant; Furrows Lumber; Rex TV; Fiesta Beauty; Waterbed Room; Systems 60; Little World; Sounds Easy; Poley's Big & Tall; Lazy Boy Showcase Shoppe; Musicland; Sycamore; Finish Line; Footlocker; Card Cage; So-Fro Fabrics; Fashion Bug-Kids; The Limited; Accessory Place; Family Dollar; Major Video; Video Towne; Big A Auto; Toy 'R' Us; Catherine's Stout Shoppe; $9.99 Stockroom; Shoe World; Mc Sporting Goods; Pearle Vision; Dollar General; Tire America.

14 - NEWSPAPERS: NEWS (e) 38,178; (m-sat) 44,997; (S) 50,637; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Gus Stroube, Adv. Dir., NEWS, 121 E. High St., Lima, OH 45802; Tel. (419) 223-1010.

National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

LISBON

1 - LOCATION: Columbiana County. E&P Map C-2. County Seat. 14 mi. NW of East Liverpool on Lincoln Hwy. 30 and State Hwy. 45.

2 - TRANSPORTATION: Railroad-Conrail.

Intercity Bus Line-Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 3,037; E&P 92 Est. 3,013

County 90 Cen. 108,276; E&P 92 Est. 107,744

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 1,168; E&P 92 Est. 1,159

County 90 Cen. 41,838; E&P 92 Est. 41,633

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$28,000,000
Savings & Loan	2	$2,700,000

6 - PASSENGER AUTOS: Columbiana County 66,984

7 - ELECTRIC METERS: Residence 1,350

8 - GAS METERS: Residence 1,400

9 - PRINCIPAL INDUSTRIES: Bronze & Aluminum Foundry; Office Supplies & Equip. & Medical Serv. Equip.; Hoists & Trolleys; Heating & Sheet Metal Work; Pattern Shop; Bridge Constr.; Fab.; Electric Hoists; Buffing Wheels for Belt Sanders; Bldg. Materials & Concrete & Feeds; Goss Community Printing; Coal Mining.

10 - CLIMATE: Average Temp.-Spring 47; Summer 68; Fall 53; Winter 27.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Columbiana Plz (7)	12	Ben Franklin
Columbiana Mall	12	
St. Clair Plz. (10)	15	Hills Dept. Store, Bobbi Gee Fashion
Thrifty City Plz.(6)	20	T.C. Annex
Eastgate Plz.	12	
Salem Plz.(10)	12	Penneware Mkt.
Solon Shpg. Ctr.	NA	Pick 'n Pay
Southeast Plz.(8)	NA	Franklin

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Variety Stores-Ben Franklin; Wickett Shoppe; Miller's; Bye & Bye Hardware.

Chain Drug Stores-Morgan; Rite-Aid.

Chain Supermarkets-Value King; Sparkle; IGA.

Other Chain Stores-Lawsons; True Value.

14 - NEWSPAPERS: MORNING JOURNAL (m) 15,760; (S) 13,796; sworn Sept. 27, 1990.

Local Contact for Advertising and Merchandising Data: Rhonda Geer, Nat'l. Adv. Mgr., MORNING JOURNAL, 308 Maple St., Lisbon, OH 44332; Tel. (216) 424-9541.

National Representative: Landon Associates.

LOGAN

1 - LOCATION: Hocking County, E&P Map B-3. County Seat. 50 mi. SE of Columbus on U.S. Hwy. 33 and State Hwys. 93, 664.

2 - TRANSPORTATION: Railroad-C&O.
Motor Freight Carriers-3.
Intercity Bus Line-Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 6,725; E&P 92 Est. 6,759
County 90 Cen. 25,533; E&P 92 Est. 26,135
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 2,587; E&P 92 Est. 2,599
County 90 Cen. 9,644; E&P 92 Est. 9,871

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$63,264,000
Savings & Loan	1	$75,700,000

6 - PASSENGER AUTOS: Hocking County 14,990

7 - ELECTRIC METERS: Residence 6,500

8 - GAS METERS: Residence 4,541

9 - PRINCIPAL INDUSTRIES: Industry, No. Wage Earners-Tires 600; Carborundum 92; Metalbestos 126; Mfg. 170; Clay Prods. 214; Oil Drilling 200; Constr. 103; Appliances 197; Metal Prods. 100.

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-49; Summer 55-100; Fall 30-75; Winter 0-50. First killing frost, Sept.; last killing frost, May 10.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-9 blocks on Main St., 5 on Hunter.

Neighborhood Shopping Centers-West Hunter St. & E. Front St.

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Dept. Fri.; Food every evening and Sunday.

13 - RETAIL OUTLETS: Department Stores-Elberfeld's; JCPenney.
Discount Stores-Odd Lot's; LS Department Store; Super Dollar.
Variety Store-Ames.
Chain Drug Stores-Risch 7; Rexall; Revco.
Chain Supermarkets-Super Thrift; Kroger; Super Duper.
Other Chains Stores-Sears; Radio Shack.

14 - NEWSPAPERS: NEWS (e) 5,960, sworn Mar. 31, 1990.
Local Contact for Advertising and Merchandising Data: Dan Rodenfels, Pub., NEWS, 72 E. Main; PO Box 758, Logan, OH 43138; Tel. (614) 385-2107.
National Representative: Papert Companies.

LONDON

1 - LOCATION: Madison County (In Columbus MSA), E&P Map B-3, County Seat. Primarily Agriculture; Manufacturing; Civil Service. 24 mi. SW of Columbus, 24 mi. SE of Springfield.

2 - TRANSPORTATION: Railroad-Conrail.
Motor Freight Carriers-6.
Airlines-Six major companies from Columbus or Dayton; Private planes at local airport. (Madison County Airport).

3 - POPULATION:
Corp. City 90 Cen. 7,807; E&P 92 Est. 7,977
County 90 Cen. 37,068; E&P 92 Est. 38,425
MSA 90 Cen. 1,377,419; E&P 92 Est. 1,420,217
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 3,003; E&P 92 Est. 3,068
County 90 Cen. 14,290; E&P 92 Est. 14,813
MSA 90 Cen. 539,972; E&P 92 Est. 556,696

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: Madison County 20,601

7 - ELECTRIC METERS: Residence 3,718

8 - GAS METERS: Residence 2,421

9 - PRINCIPAL INDUSTRIES: Agriculture; Steel Wool Prods.; Ohio Criminal Identification Bureau; HiTech Printing; Truck Rebuilding; Plastics; Grain Elevators; Lumber; Agri-Business Fertilizer Plants; Automotive Lighting. Av. Hrly. Wage-Unskilled $3.35/$5.65; Semi-skilled $5.00/$6.50; Skilled $6.00/$10.90. Av. Wkly. Wages-Madison Co. Mfg. $347; Whol.-Ret. $218; Fin.-Ins.-R.E. $269; Servs. (police, fire, janitorial) $268; Nondairy Creamer; Food Handling Equip.; Honey; Newspaper; Correctional Facility; BCI & I.

10 - CLIMATE: Av. An. Temp. 54; Mean Max. Temp. 61.5; Mean Min. Temp. 43; First killing frost, Oct. 29; last killing frost, Apr. 2.

11 - TAP WATER: 760,000 gallons daily; Capacity 1 1/2 million gallons. Soft (120 mg. per litre). Natural fluoridation and added fluoridation total 1.0-1.2 mg. per litre; 8 gr. hardness.

12 - RETAILING: Stores Open Evenings-Fri. & Sat. to 8:30 or 9.

13 - RETAIL OUTLETS: Variety Stores-Woods Shoe Store; Dwyers Hdwe.; Farm Bureau; TV Stores 3; Auto Firms 4; Cable Communications; Calico Basket; Blue Goose; Outlet Store; Hunt's Jewelry Shop; Yauger Monument Co.; Camelot Hallmark Gifts; Mabe's; Branwell Video; Tim's Carpet; London Florist; London Elect. Supply.
Discount Stores-Wilcar; K mart; Traders Mart; Sycamore; London Bargain House; Sportswear.
Chain Drug Stores-SupeRx; Revco; Medicine Shoppe.
Chain Supermarkets-Kroger; Cardinal; Super Duper.
Other Chain Stores-Dairy Mart; Quality Farm & Fleet; NAPA; Rax; Majestic Paint; Auto Works; Video Barn; Bridal Shops 2; Granny's Oven; Uptown Kids; Pizza Hut; Domino's.
Independent Foods-Carters; Davis Market; London Super Duper; Donato's; Video Towne; Frisch's; McDonald's.

14 - NEWSPAPERS: MADISON PRESS (e-mon to fri) 6,500; sworn Sept. 26, 1990.
Local Contact for Advertising and Merchandising Data: Don Hartley, Pub., MADISON PRESS, 30 S. Oak St., London, OH 43140; Tel. (614) 852-1616.
National Representative: Papert Companies.

LORAIN

1 - LOCATION: Lorain County (In Lorain-Elyria PMSA). E&P Map B-1. Shipping center for coal, steel, and iron ore. Heavy and light industry. North central part of the state; 27 mi. W of Cleveland; 76 mi. E of Toledo. Located on Lake Erie and on Black River. On U.S. Hwy. 6; State Hwys. 2, 57, 58, 254, 301, 611, I-900, I-480, and Exit 8 on Ohio Turnpike.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Baltimore & Ohio (freight); Wheeling & Lake Erie (freight); Lake & West Virginia (freight); Lake Terminal; Amtrak.
Water Transport-Great Lakes Freighters for bulk cargoes. Coal, Iron Ore, Limestone, Gypsum Sand, Gravel, Fuel Oil, Export steel on foreign freighters.
Motor Freight Carriers-20.
Intercity Bus Line-Greyhound.
Airlines-22 mi. to Cleveland Hopkins Airport; Most airlines scheduled; Lorain County Regional Airport.

3 - POPULATION:
Corp. City 90 Cen. 71,245; E&P 92 Est. 70,411
NDM-ABC: (80) 147,423
County/PMSA 90 Cen. 271,126; E&P 92 Est. 270,583
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 27,402; E&P 92 Est. 27,081
NDM-ABC: (80) 49,321
County/PMSA 90 Cen. 108,548; E&P 92 Est. 108,330

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$398,698,000
Savings & Loan	2	$272,939,000

6 - PASSENGER AUTOS: Lorain County 172,587

7 - ELECTRIC METERS: Residence 28,289

8 - GAS METERS: Residence 35,948

9 - PRINCIPAL INDUSTRIES: Mfg. (more than 105,000 emp. Av. Wkly. Wage-$437). Auto Trucks; Passenger Cars; Steel; Pipe; Building Prods.; Bearing; Screw Machine Prods.; Electronics; Chem.; Water Purification Equip.; Traffic Signals; Stud Welding Guns.

Principal Pay Days-Mon., Tues., Wed., Fri.

10 - CLIMATE: First killing frost, Oct. 12; last killing frost, May 5.

11 - TAP WATER: Alkaline, 7.6 hardness; fluoridated.

12 - RETAILING: Principal Shopping Centers-downtown, central and south Lorain.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Midway Mall(72)	6	Higbee, Sears, Woolworth, JCPenney, May Co.
Sheffield(15)	3	Finast
Oakwood Plz.(14)	3	Rini's, Rite Aid, Dollar Bargain
Shoreway(15)	5	Rite Aid, Rini's
Lorain Plz.(16)	2	Rini's, Revco, T.J. Maxx, Nationwise Auto
Midway Crossings (12)	7	U.S. Mdse., Kids Mart, T.J. Maxx, Toys 'R' Us
South Shore(21)	10	Geyer's, Rini's, Fisher's Big Wheel
Avon Lake(17)	8	Rini's, IGA
Amherst Plz.(22)	5	K mart, Rini's, Petries, Revco
North Ridge(6)	17	Revco, Rini's

Principal Shopping Days-Department Stores: Mon., Fri., and Sat.; Food Stores: Thur., Fri. and Sat.

Stores Open Evenings-All major stores.

Stores Open Sundays-All major stores.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; May Co.; Higbee Co.

Discount Stores-K mart; Dollar Bargain; Zayre; Hills; Big and Small Lots; Fisher's Big Wheel; Value City; Family Dollar; Dollar General.

Variety Store-Woolworth.

Chain Drug Stores-Rite Aid; Revco; Discount Drug Mart.

Chain Supermarkets-Geyer's 2; Rini's 9; IGA 10; Sparkle 3; Eagle 6; Finast 2.

Other Chain Stores-Builder's Square; Wicke's; True Value; Goodrich; Firestone; Goodyear; Nationwise Auto; Carter Lumber; 84 Lumber; Richman Brothers; Zales Jewelry; J.B. Robinson Jewelry; Sherwin-Williams; Northeast Appliance; Radio Shack; Osterman Jewelry; Color Tile; T.J. Maxx; Pearle Vision Center; Union Eye Care; Royal Optical; D.O.C.; Dunham; Kids Mart; Toys 'R' Us; U.S. Merchandise; Furniture Stores: Jonathan's, Value City, Lee, Kaplan, Wukie, Shane, Statman, Mars, Herman-Kirchner, Dewey, T.N. Molas, Furniture Land; Food Stores: Convenient, 7-Eleven, Dairy Mart.

14 - NEWSPAPERS: MORNING JOURNAL (m) 39,765; (S) 44,589; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: William J. Cyran, Adv. Mgr./Class.; MORNING JOURNAL, 1657 Broadway, Lorain, OH 44052-3489; Tel. (216) 245-6901.

National Representative: Landon Associates.

MANSFIELD

1 - LOCATION: Richland County (MSA). E&P Map B-2. County Seat, industrial center. In North Central part of state; 60 mi. from Canton; 73 mi. SW of Cleveland; 69 mi. NE of Columbus. On U.S. Hwys. 30N, 30S, 42; State Hwys. 13 and 39. Conneaut to Cincinnati Freeway State Route 1; I-71.

2 - TRANSPORTATION: Railroads-Conrail; B&O; Amtrak.
Motor Freight Carriers-41.
Intercity Bus Line-Greyhound.
Airline-G.C.S.

3 - POPULATION:
Corp. City 90 Cen. 50,627; E&P 92 Est. 49,967
CZ-ABC: (80) 86,948
RTZ ABC: (80) 106,412
County/MSA 90 Cen. 126,137; E&P 92 Est. 125,607
City & RTZ-ABC: (80) 193,360
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 19,472; E&P 92 Est. 19,218
CZ-ABC: (80) 31,739
RTZ-ABC: (80) 36,480
County/MSA 90 Cen. 46,774; E&P 92 Est. 46,577
City & RTZ ABC: (80) 68,219

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$918,917,000
Savings & Loan	4	$986,331,000

6 - PASSENGER AUTOS: Richland County 80,009

7 - ELECTRIC METERS: Residence 23,928

8 - GAS METERS: Residence 18,350

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees (Av. Wkly. Wage)-Stone, Clay & Glass 958 ($290); Metal 2,288 ($298); Fab. Metal Prods. 4,530 ($320); Mach. 1,505 ($318); Elect. 1,370 ($270); Printing & Pub. 1,048 ($260); Rubber & Plastic Prods. 675 ($313); Trans. & Util. 2,460 ($292); Whol. 1,378 ($286); Ret. 7,574 ($162); Banks, Securities & Fin. 616 ($226); Ins. 986 ($254); Servs. 3,185 ($170).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-68; Summer 73-97; Fall 53-92; Winter -20-35. First killing frost, Oct.; last killing frost, Apr.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St.; 5 on Park Ave.; 3 on Third & 4th. Lex.-Springmill Rd. & Rt. 30.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kingsgate Mall (24)	3	Mont. Ward, JC Penney
Johnny Appleseed (31)	4	Neff's
West Park(40)	3	Neff's, T.J. Maxx
Richland Mall (52)	5	Sears, May Co., Lazarus, New Line
Eastgate(6)	3	

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Shpg. Ctrs. Mon.-Sat.; Food Mon.-Sun.

13 - RETAIL OUTLETS: Department Stores-May Co., Sears; Montgomery Ward; JCPenney; H.L. Reed; Lazarus.
Discount Stores-Odd Lot; Ames; Swallens; K mart 2; Value City.
Variety Store-Woolworth.
Chain Drug Stores-Rite Aid; Shaw & Ott 2; SupeRx 2; Peoples 3; Phar-Mor.
Chain Supermarkets-Kroger 3; Foodtown; Super Dollar 4; Neff's Cardinal Mkts. 2; Finast.
Other Chain Stores-Thom McAn; Pic-Way Shoe; Normans Shoes; Liberty Shoe; Richman Bros.; Goodyear; Firestone; Singer Co.; JoAnn Fabrics; Andre Duval; Baker's Shoes; Bressler's 33 Flavors; Brooks Fashions; Casual Corner; Docktor Pet Center; Fanny Farmer; Foxwood Casuals; Hanover Shoes; Helen Gallagher Gifts; Jonathan's; Kinney Shoes; Midas Muffler; Mode O'Day; Mother-To-Be; Parklane Hosiery; Petries; Petty Card Shop; Radio Shack; Silvermans; Waldenbooks.

14 - NEWSPAPERS: NEWS JOURNAL (e) 39,598; (S) 54,397; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Mary DeNiro, Adv. Dir., NEWS JOURNAL, 70 West 4th St.; PO Box 25, Mansfield, OH 44901; Tel. (419) 522-3311.

National Representative: Landon Associates.

MARIETTA

1 - LOCATION: Washington County (In Parkersburg-Marietta, WV-OH MSA). E&P Map C-3. County Seat. Agricultural, manufacturing and dairy area. SE part of State on Ohio River at mouth of Muskingum River. 306 mi. from Indianapolis; 421 mi. from Chicago; 150 mi. from Cleveland; 149 miles from Pittsburgh; 115 miles from Columbus. I-77; U.S. Hwys. 50 Alt.; State Hwys. 7, 26, 60, 375, 676, and 821.

2 - TRANSPORTATION: Railroads-C & O/Chessie System.
Motor Freight Carriers-22.
Intercity Bus Line-Greyhound.
Airline-USAir.

3 - POPULATION:
Corp. City 90 Cen. 15,026; E&P 92 Est. 14,738
CZ-ABC: (80) 19,562
RTZ-ABC: (80) 55,012
County 90 Cen. 62,254; E&P 92 Est. 62,005
MSA 90 Cen. 149,169; E&P 92 Est. 148,156
City & RTZ-ABC: (80) 74,574

4 - HOUSEHOLDS:
City 90 Cen. 5,779; E&P 92 Est. 5,668
CZ-ABC: (80) 7,332
RTZ-ABC: (80) 18,880
County 90 Cen. 23,972; E&P 92 Est. 23,876
MSA 90 Cen. 55,376; E&P 92 Est. 55,004
City & RTZ-ABC: (80) 26,212

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$97,564,921
Commercial	4	$503,090,000

6 - PASSENGER AUTOS: Washington County 37,936

7 - ELECTRIC METERS: 7,025

8 - GAS METERS: 5,923

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Alloys & Metals 1,256; Plastics, Chem. 1,224; Office Equip. 945; Silos, Bldg. Supplies 711; Art Glass 464; Pipe Fab. 406; Oil, Gas Drilling 265; Trucking 269; Concrete 194; Util. 141; Dairy 170; Other 689. Av. Wkly. Wage $426.
Principal Industrial Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 16-89; Summer 54-98; Fall 8-79; Winter 2-65. First killing frost, Oct. 7-15; last killing frost, May 1-15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Putnam St.; 2 on Third St.; 3 on Second St.; 2 on Front St.; and 2 on Greene St.; Frontier Shopping Center, cor. 7th St. and Glendale Rd.; Washington Sq. Shopping Ctr., Acme & Pike Sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Frontier(17)	1	Big Bear, Revco, Hart's, Woolworth
K mart Plaza	NA	K mart
Lafayette Ctr.	NA	Hills, Appl. Store, JoAnn Fabrics

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Dept.-Mon., Thur., Fri., Shpg. Ctr. & Supermarkets-Every eve. to 9.

13 - RETAIL OUTLETS: Department Store-JCPenney.
Variety Stores-Woolworth; Dollar General.
Discount Stores-Hart's; K mart; Big Lots; Hills.
Chain Drug Stores-Revco 2; Nelson's; K mart; Rite Aid; Kroger; SupeRx.
Chain Supermarkets-Kroger; B Bear; County Market.
Other Chain Stores-Sherwin-Williams; Moore's; Sears; Montgomery Ward; Roberts Mens Shop; JoAnn Fabrics; Carter Lumber; Shoe World; Coffman Music; 20/20 Vision; Lowe's; EB Brown.

14 - NEWSPAPERS: TIMES (e) 13,309; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Roger Reynolds, Adv. Dir., TIMES, 700 Channel Ln., Marietta, OH 45750; Tel. (614) 373-2121.
National Representative: Gannett National Newspaper Sales.

MARION

1 - LOCATION: Marion County, E&P Map B-2. County Seat. Industrial Center. 138 mi. S of Detroit; 270 mi. E of Chicago; 143 mi. N of Cincinnati; 183 mi. E of Indianapolis; 87 mi. S of Toledo; 110 mi. S of Cleveland; 45 mi. N of Columbus. On U.S. Hwys. 23, 30S and State Hwys. 4 and 95.

2 - TRANSPORTATION: Railroads-Conrail; Norfolk & Western; Chesapeake & Ohio.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; City Bus Authority.

3 - POPULATION:
Corp. City 90 Cen. 34,075; E&P 92 Est. 33,482
CZ-ABC: (80) 46,388
RTZ-ABC: (80) 45,444
County 90 Cen. 64,274; E&P 92 Est. 63,698
City & RTZ-ABC: (80) 91,832

4 - HOUSEHOLDS:
Corp. City 90 Cen. 13,106; E&P 92 Est. 12,878
CZ-ABC: (80) 16,524
RTZ-ABC: (80) 15,659
County 90 Cen. 24,194; E&P 92 Est. 23,977
City & RTZ-ABC: (80) 32,183

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$350,000,000
Savings & Loan	3	$290,000,000

6 - PASSENGER AUTOS: Marion County 20,601

7 - ELECTRIC METERS: Residence 21,239

8 - GAS METERS: Residence 18,047

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Power Shovels 700; Dryers, Air Conditioners 1,416; Brakes, Axles 588; Steel 490; Dog Food 406; Industrial Hose 483; Conveyors 260; Soybean Prods. 123.

10 - CLIMATE: First killing frost, Oct. 24.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-14 blocks on Center St.; 18 on Main St.; 3 on State St.; 3 on Prospect St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Delco Plaza(3)	2	Hills
Marion Plz.(18)	3	Revco, Big Bear, Meijer Square
Southland Mall(52)	3	Foodtown, JCPenney, Sears
The Forum(9)	3	Kroger, SuperRx

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-All Stores Mon. & Fri., 9 p.m.; Food (Chain) Mon. to Sat., 9 p.m.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Ulhman's; S. Klien's; Elder-Beerman.
Discount Stores-Hills; K mart; Meijer Square; Quality Farm & Fleet; Odd Lots.
Chain Drug Stores-Henney & Cooper (Walgreens) 3; SupeRx; Gray's; Marion Rx Drugs; Schmidt Phcy.; Revco.
Chain Supermarkets-Al's Sparkle Mkt.; Big Bear; Kroger 2; Smith Cardinal; Greenwood St. Party Store; Lawson's Milk 5; Borden's Parish Dairy; Nickels; Smith Milk; Foodtown; T/A Supermarket; Kash 'N Karry Warehouse.
Other Chain Stores-Nobil Shoes; Paints: Sherwin-Williams, Pittsburgh, Hanna, Dean & Berry, Fox-Johnston's, Lowe Bros., Dupont, Dutch Boy; Auto: Goodyear, Firestone, Goodrich, U.S. Royal, United Delco; Misc.: Cashway Lumber, Ohio Edison.

14 - NEWSPAPERS: STAR (e) 18,978; (S) 18,914; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Linda Millisor, Adv. Dir., STAR, 150 Court St., Marion, OH 43302; Tel. (614) 387-0400; FAX (614) 382-2210.
National Representative: Thomson Newspapers.

MARTINS FERRY-BELLAIRE

1 - LOCATION: Belmont County (In Wheeling WV-OH MSA), E&P Map C-3. Industrial, residential center. 2 mi. NW of Wheeling, WV. On I-70, I-470; State Hwy. 7.

2 - TRANSPORTATION: Railroads-B&O; Chessie; Conrail.
Motor Freight Carriers-36.
Intercity Bus Lines-Greyhound; Trailways; Local Transit Authority.
Airlines-Pittsburgh International Airport.

3 - POPULATION:
Corp. Cities 90 Cen. 14,018; E&P 92 Est. 13,307
  Martins Ferry 90 Cen. 7,990; E&P 92 Est. 7,722
  Bellaire 90 Cen. 6,028; E&P 92 Est. 5,585
NDM-ABC: (80) 90,837
County 90 Cen. 71,074; E&P 92 Est. 69,762
MSA 90 Cen. 159,301; E&P 92 Est. 156,661
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 90 Cen. 5,391; E&P 92 Est. 5,118
  Martins Ferry 90 Cen. 3,073; E&P 92 Est. 2,970
  Bellaire 90 Cen. 2,318; E&P 92 Est. 2,148
NDM-ABC: (80) 33,329
County 90 Cen. 27,102; E&P 92 Est. 26,602
MSA 90 Cen. 60,460; E&P 92 Est. 59,454

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$500,000,000
Savings	4	$375,000,000

6 - PASSENGER AUTOS: Belmont County 44,560

7 - ELECTRIC METERS: Residence 26,641

8 - GAS METERS: Residence 15,187

9 - PRINCIPAL INDUSTRIES: Steel-Making; Blast Furnaces; Coal Mining; Trans.; Castings; Elect. Power; Ferro-Alloys.

10 - CLIMATE: Av. Temp.-Spring 45; Summer 77; Fall 60; Winter 20.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Ohio Valley Mall(150)	10	Sears, K mart, Best Products, Hills, JCPenney, Kroger, Kaufman's

13 - RETAIL OUTLETS: Department Stores-Murphy's; Kaufmann's; May Co.; Sears; JCPenney; Stone & Thomas.
Variety Stores-Woolworth; McCrory.
Discount Stores-Big Bear Plus; Hills; K mart.
Chain Drug Stores-Bellwood; McKelbey's; Save Rite 2; SupeRx; Rite Aid; Grey.
Chain Supermarkets-Kroger 4; Big Bear Plus; Riesbeck's 8; IGA; Co-op Food 8; Convenient; Farm Fresh; AG 4; Giant Eagle.

14 - NEWSPAPERS: TIMES-LEADER (e-mon to fri) 21,523; (S) 23,328; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Jeff Herr, Adv. Dir., TIMES-LEADER, 200 S. Fourth St., Martins Ferry, OH 43935; Tel. (614) 633-1131.
National Representative: Landon Associates.

MARYSVILLE

1 - LOCATION: Union County, (In Columbus MSA). E&P Map B-2, County Seat. 28 mi. NW of Columbus.

2 - TRANSPORTATION: Railroads-Conrail; CCC & StL.
Intercity Bus Line-Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 9,656; E&P 92 Est. 10,104
County 90 Cen. 31,969; E&P 92 Est. 32,937
MSA 90 Cen. 1,377,419; E&P 92 Est. 1,420,217

4 - HOUSEHOLDS:
City 90 Cen. 3,714; E&P 92 Est. 3,886
County 90 Cen. 12,413; E&P 92 Est. 12,789
MSA 90 Cen. 539,972; E&P 92 Est. 556,696

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$80,000,000
Savings & Loan	3	$200,000,000

6 - PASSENGER AUTOS: Union County 22,974

7 - ELECTRIC METERS: Residence 4,100

8 - GAS METERS: Residence 2,600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Plumbing Supplies 360; Lawn Seed & Lawn Prods. 870; Research & Control Chem. Labs. 180; Plastic Prods. 70; Highway & Heavy Constr. 64; Elect. Prods. 125; Brake Linings 125; Heavy-duty Conveyor Belting 250; Motorcycle Prods. 350; Hydraulic Piston Pumps & Motors 450; Automobile Prods. 5,000.

10 - CLIMATE: Min. & Max. Temp.-20-90.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Five Points(3)	NA	
Stocksdale Plz. (9)	NA	Community Mkts.
Marysville Plz. (12)	NA	Kroger, Hecks

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Weiss Bros., Otte's.
Variety Stores-Revco; K mart; McAuliffe's; Wal-Mart.
Chain Supermarkets-Cardinal; Kroger; Community Markets; Short Stop; Lawson's.

14 - NEWSPAPERS: JOURNAL-TRIBUNE (e-mon to fri) 6,026; sworn Oct. 1, 1990.
Local Contact for Advertising and Merchandising Data: Peyton Rardin, Adv. Mgr., JOURNAL-TRIBUNE, 207 N. Main St., Marysville, OH 43040; Tel. (513) 644-9111.
National Representatives: Landon Associates; U.S. Suburban Press.

MASSILLON

1 - LOCATION: Stark County (In Canton MSA). E&P Map C-2. Industrial center. On U.S. Hwys. 21, 30, 62 & 77. Akron-Canton Airport is located 10 mi.; 12 mi. NE of Massillon.

2 - TRANSPORTATION: Railroads-Norfolk & Southern (freight); Conrail.
Motor Freight Carriers-50.
Intercity Bus Lines-Greyhound; Fidelity.
Airlines-United; Commuter; Eastern; Allegheny; ComAir; American.

3 - POPULATION:
Corp. City 90 Cen. 31,007; E&P 92 Est. 31,097
CZ-ABC: (80) 22,210
RTZ-ABC: (80) 98,529
County 90 Cen. 367,585; E&P 92 Est. 366,307
City & RTZ-ABC: (80) 130,739
MSA 90 Cen. 394,106; E&P 92 Est. 393,415

4 - HOUSEHOLDS:
City 90 Cen. 11,926; E&P 92 Est. 11,960
CZ-ABC: (80) 11,431
RTZ-ABC: (80) 32,935
County 90 Cen. 137,567; E&P 92 Est. 137,088
City & RTZ-ABC: (80) 44,366
MSA 90 Cen. 148,052; E&P 92 Est. 147,806

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: Stark County 244,068

7 - ELECTRIC METERS: Residence 11,475

8 - GAS METERS: Residence & Comm. 14,004

9 - PRINCIPAL INDUSTRIES: Finishing of Steel Bars & Slabs; Paper; Rubber; Containers, Industrial Mach.; Baked Prods.; Whol. Groceries.

10 - CLIMATE: Min. & Max. Temp.-29-70. Av. Annual Temp.-50.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-Mayflower; Amherst Ctr.; Meadows Plz.; Oak Park Centre; Towne Plz.; Wales Sq.

Nearby Shopping Centers

Name (No.- of stores)	Miles from Downtown	Principal Stores
Amherst Centre (28)	1	Ben Franklin Bordner's, IGA
Oak Park Ctr.(40)	1	Food-4-Less, Bordner's
Belden Vlg.(64)	7	Higbee's, Sears, May Co.
Country Fair(29)	5	Josef's, Rite Aid, JoAnn Fabrics
Towne Plaza(13)	NA	Rite Aid, Massillon's
Mayflower(12)	1	Ben Franklin, Bordner's
Meadows Plz.(12)	1	Radio Shack, Hills, Drug Plus
Canton Centre (70)	1	JCPenney, May Co., Mont. Ward, Rite Aid

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Close-Dept. 9 p.m.
Stores Open Evenings-Food Every Night; Shopping Ctr. every night.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; May Co.; Montgomery Ward; Higbee's.
Discount Stores-Hills; K mart; Conley; Family Dollar.
Variety Store-Ben Franklin.
Chain Drug Stores-SupeRx; Baltzly 2; Revco; Rite Aid 2; Drug Plus.
Chain Supermarkets-Bordner's; Cardinal; Apples; Fishers.

14 - NEWSPAPERS: INDEPENDENT (e) 14,721; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Linda Milnes, Nat'l Adv. Mgr., INDEPENDENT, 50 North Ave. N.W.; Box 809, Massillon, OH 44648-0809; Tel. (216) 833-2631; FAX (216) 833-2635.
National Representative: Landon Associates.

MEDINA

1 - LOCATION: Medina County, (In Cleveland PMSA), E&P Map C-2, County Seat. Manufacturing and agricultural center, NE portion of state, 29 mi. SW of Cleveland; 18 mi. W of Akron; 114 mi. N of Columbus, on U.S. Hwy. 42; S.R. 3-57-18 and I-71.

2 - TRANSPORTATION: Railroad-N&S.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 90 Cen. 19,231; E&P 92 Est. 20,024
CZ-ABC: (80) 50,257
RTZ-ABC: (80) 44,164
County 90 Cen. 122,354; E&P 92 Est. 125,900
PMSA 90 Cen. 1,831,122; E&P 92 Est. 1,834,744
City & RTZ-ABC: (80) 94,421
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 7,397; E&P 92 Est. 7,701
CZ-ABC: (80) 15,746
RTZ-ABC: (80) 13,572
County 90 Cen. 51,706; E&P 92 Est. 53,204
PMSA 90 Cen. 736,276; E&P 92 Est. 737,861
City & RTZ-ABC: (80) 29,318

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	N.A.
Savings & Loan	8	N.A.

6 - PASSENGER AUTOS: Medina County 87,521

7 - ELECTRIC METERS: Residence 29,030

8 - GAS METERS: Residence 21,000

9 - PRINCIPAL INDUSTRIES: Bee Keeping Supplies; Mattress Mfg.; Plastic Prods.; Auto Speed Equip.; Dairying; Chem. Labs and diversified low employment high inventory specialized industries; Commercial Printing.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-78; Summer 52-83; Fall 22-62; Winter 17-43. First killing frost, Oct. 24; last killing frost, Apr. 21.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Medina(27)	2	Sears, Ziegler's
Laurel Sq.(20)	7	Drug Mart, Fazio's
Summit Mall(94)	12	May Co., Higbee
Victorian Vlg. (14)	NA	Stop-N-Go, Fabric Attic
Rolling Hills (10)	NA	
Rolling Acres (100)	NA	JCPenney, Sears
K mart Plz.(15)		K mart

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Fri.; Brunswick Shpg. Ctr. Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Zieglers; Sears; Carliles.
Discount Stores-Fisher's Big Wheel; K mart; Odd Lots.
Chain Drug Stores-Revco; Discount Drug Mart.
Chain Supermarkets-Buehler's; Drug Palace, Stop-N-Go 7; Country Counter; Hawkins Mkt.; Finast.
Other Chain Stores-Auto Accessories; Firestone; LeRoy's Jewelry; Al's Shoes; Goodyear; Open Pantry; Buster Brown Shoes.

14 - NEWSPAPERS: MEDINA COUNTY GAZETTE (m) 16,158; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Norman Rockwell, Adv. Dir., MEDINA COUNTY GAZETTE, 885 W. Liberty, Medina, OH 44256; Tel. (216) 725-4166.
National Representative: Branham/Newspaper Sales.

MENTOR, MENTOR-ON-THE-LAKE

See LAKE COUNTY

MIDDLEPORT

See POMEROY

MIDDLETOWN

1 - LOCATION: Butler County (In Hamilton-Middletown PMSA), E&P Map A-3. Industrial center. 35 mi. N of Cincinnati; 90 mi. from Columbus; 25 mi. from Dayton. On U.S. Hwy. I-75 and State Hwys. 4, 73 and State Rte. 122.

2 - TRANSPORTATION: Railroads-Conrail; Chessie System.
Motor Freight Carriers-55.
Intercity Bus Line-Greyhound.
Airlines-Cincinnati and Dayton International Airports one hour drive by I-75.

3 - POPULATION:
Corp. City 90 Cen. 46,022; E&P 92 Est. 46,483
CZ-ABC: (80) 85,348
RTZ-ABC: (80) 44,028
County/PMSA 90 Cen. 291,479; E&P 92 Est. 302,260
City & RTZ-ABC: (80) 129,376

4 - HOUSEHOLDS:
City 90 Cen. 17,701; E&P 92 Est. 17,878
CZ-ABC: (80) 30,660
RTZ-ABC: (80) 13,247
County/PMSA 90 Cen. 108,389; E&P 92 Est. 112,398
City & RTZ-ABC: (80) 43,907

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: Butler County 172,298

7 - ELECTRIC METERS: Residence 17,922

8 - GAS METERS: Residence 13,729

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Primary Metals 6,000 ($654); Paper & Packaging 5,590 ($508); Fabricated Metal Prods. 5,560 ($638); Machinery, Electrical 400 ($459); Machinery, Non-electrical 2,319 ($629); Trans., Utilities 2,400 ($436); Trans. Allied Services 1,761 ($414).

10 - CLIMATE: Min. & Max. Temp.-Spring 30-84; Summer 54-95; Fall 43-71; Winter 10-58.

11 - TAP WATER: Neutral; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Meijer	4	Meijer
Target Plaza	1	Target, Super Valu
Wildwood	2	Marsh Foods, SupeRx
East Gate	3	K mart, Super Valu
Hills Plaza(4)	4	Hills
Towne Mall(59)	4	McAlpin's, Sears, Elder-Beerman
City Centre Mall(15)	NA	Swallen's

Principal Shopping Days-Thur. thru Sun.
Stores Open Evenings-Most stores open evening and Sunday.

13 - RETAIL OUTLETS: Department Stores-Sears; McAlpin's; Elder-Beerman.
Chain Drug Stores-Revco; Lewis 2; Rite Aid 6; SupeRx 4; Phar-Mor.
Chain Supermarkets-Kroger 3; Marsh 2; Super Valu 4; IGA 4; Meijer; Aldi.
Discount Stores-Meijer; Hills; K mart; Swallens; Target.
Other Chain Stores-Sherwin-Williams; Auto Work; Wicke Lumber; Firestone; Goodyear; Steinberg's; Quality Farm & Fleet; Nationwise; Warehouse Paint; Radio Shack; Odd Lots; Family Dollar; Colortile; JoAnn Fabrics; Picway Shoes; Piece Goods; Franks Nursery; Sterling Optical.

14 - NEWSPAPERS: JOURNAL (e) 21,509; (S) 23,539; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Ray West, Adv. Mgr., JOURNAL, 52 S. Broad, Middletown, OH 45044; Tel. (513) 422-3611.
National Representatives-Thomas Newspapers; Cresmer; Woodward; O'Mara & Ormsbee.

MOUNT VERNON

1 - LOCATION: Knox County, E&P Map B-2, County Seat. 45 mi. N of Columbus. On State Routes 3, 13, 229, and U.S. 36. Within 30 minutes of I-70, I-71, and I-77.

2 - TRANSPORTATION: Railroad-CSX.

3 - POPULATION:
Corp. City 90 Cen. 14,550; E&P 92 Est. 14,595
CZ-ABC: (80) 15,391
RTZ-ABC: (80) 37,752
County 90 Cen. 47,473; E&P 92 Est. 48,418
City & RTZ-ABC: (80) 53,143
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 5,596; E&P 92 Est. 5,614
CZ-ABC: (80) 6,041
RTZ-ABC: (80) 12,240
County 90 Cen. 17,016; E&P 92 Est. 17,355
City & RTZ-ABC: (80) 18,281

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$358,000,000
Savings	1	$31,000,000
Savings & Loan	1	$94,000,000

6 - PASSENGER AUTOS: Knox County 26,859

7 - ELECTRIC METERS: Residence 16,534

8 - GAS METERS: Residence 9,868

9 - PRINCIPAL INDUSTRIES: Packaging; Diesel Engines; Turbine & Compressors; Electronic Controls; Cardboard Cartons; Conveyor Systems; Hydraulic Systems; Small Gas Engines; Windows; Gaskets; Auto Parts (trim, brakes, etc.); Educ. (two colleges); MUDC.-Residental Care For Developmentally Disabled-State Facility.

10 - CLIMATE: Mean Annual Temp., 53; Min. & Max. Temp. Est.-Spring 40-85; Summer 65-102; Fall 40-85; Winter 20-60.

11 - TAP WATER: Soft, not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart	2	K mart, Harts, Ames
Mt. Vernon Plaza(18)	2	Big Bear, Revco, Odd Lots, Autoworks, Kroger, SupeRx

Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Uhlmans; JCPenney; Harts.
Discount Stores-Ames; K mart; Conley's; Odd Lots; Sycamore.
Chain Drug Stores-Revco; SupeRx.
Chain Supermarkets-Kroger; Big Bear; Neff's Cardinal Markets.
Other Chain Stores-Sears (catalog); True Value Hdwe. 3; Sherwin-Williams; Firestone; Carter Lumber; Nationwise; Pro Hdwe.; Autoworks; HWI Hdwe.; ServiStar Hardware.

14 - NEWSPAPERS: NEWS (e) 10,300; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: John Nesbit, Adv. Dir.; NEWS, PO Box 791, Mount Vernon, OH 43050; Tel. (614) 397-5333.
National Representative: Papert Companies.

NAPOLEON

1 - LOCATION: Henry County, E&P Map A-1 & 2, County Seat. Agricultural & Manufacturing Center, NW portion of State, 45 mi. SW of Toledo.

2 - TRANSPORTATION: Railroads-Detroit, Toledo & Ironton; Norfolk & Western.

3 - POPULATION:
Corp. City 90 Cen. 8,884; E&P 92 Est. 8,938
County 90 Cen. 29,108; E&P 92 Est. 29,708

4 - HOUSEHOLDS:
City 90 Cen. 3,417; E&P 92 Est. 3,438
County 90 Cen. 11,206; E&P 92 Est. 11,437

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	N.A.
Commercial	3	$98,400,000

6 - PASSENGER AUTOS: Henry County 17,374

7 - ELECTRIC METERS: Residence 3,568

8 - GAS METERS: Residence 4,400

9 - PRINCIPAL INDUSTRIES: Agric.; Food; Soups; Auto Parts; Plastics; Machine & Tool Inserts; Chem.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-75; Summer 55-85; Winter 18-37. First killing frost, Oct. 1.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Centers-4 blocks on N. Perry, 3 on W. Washington, 1 on E. Clinton; 1 on N. Scott.
Neighborhood Centers-N. Scott St.; S. Perry St.; Oakwood Ave.

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.; some every evening.

13 - RETAIL OUTLETS: Department Stores-Charles Co.; Uhlman's; Fisher's Big Wheel.
Chain Supermarkets-Chief; Bernicke; County Pride; Super Valu.

Other Chain Stores-Sears; Gamble's; Rexall; Lane's; McCrory; Rite Aid; JCPenney; Sterling's.

14 - NEWSPAPERS: NORTHWEST SIGNAL (e-mon to fri) 5,708; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Christine Ganske, Adv. Dir., NORTHWEST SIGNAL, 595 E. Riverview; PO Box 567, Napoleon, OH 43545; Tel. (419) 592-5055; FAX (419) 592-9778.

National Representative: Landon Associates.

NEW PHILADELPHIA
See DOVER

NEWARK

1 - LOCATION: Licking County (In Columbus MSA). E&P Map B-3.

2 - TRANSPORTATION: Railroads-Conrail; Chessie System.

Motor Freight Carriers-45.

Intercity Bus Lines-Ashland City Lines.

Airlines-American; Eastern; Delta; United; TWA; ComAir; People Express; Republic; Wright; Aeromech; USAir; through Columbus, Ohio.

3 - POPULATION:

Corp. City 90 Cen. 44,389; E&P 92 Est. 45,027
CZ-ABC: (80) 51,620
RTZ-ABC: (80) 69,361
County 90 Cen. 128,300; E&P 92 Est. 131,639
City & RTZ-ABC: (80) 120,981
MSA 90 Cen. 1,377,419; E&P 92 Est. 1,420,217

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 17,073; E&P 92 Est. 17,318
CZ-ABC: (80) 19,346
RTZ-ABC: (80) 25,872
County 90 Cen. 48,958; E&P 92 Est. 50,232
City & RTZ-ABC: (80) 42,218
MSA 90 Cen. 539,972; E&P 92 Est. 556,696

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$393,746,897
Savings & Loan	4	$224,920,913

6 - PASSENGER AUTOS: Licking County 82,229

7 - ELECTRIC METERS: Residence 46,259

8 - GAS METERS: Residence 29,720

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-$357)-Fiberglass 3,500; Heavy Mach. 1,800; Aluminum 1,000; Air Force Missile Lab 2,800; Plastics 500; Glass 470.

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-79; Summer 50-101; Fall 20-79; Winter 7-40. First killing frost, Oct. 8; last killing frost, May 4.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-15 blocks; 2 each on N. & S. Park Pl., 1st to 15th St. E. & W.; 4 each N. & S. 2nd & 3rd Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southgate(33)	3	Sears, Odd Lots
Indian Mound Mall(75)	4	Penney's, Lazarus, Elder-Beerman, Hills, Value City, Sears
Southgate Corners(8)	4	
Colonial(16)	3	Connell's Furn., Gray Drug
Indian Valley (14)	4	Kroger, K mart
Plaza(16)	3	
Dugway(10)	4	Case Cardinal
Rt. 79 & 30th St.(89)	7	Quality Farm & Fleet, Kroger, Festival Foods
21st St.(55)	4	Harts, Super Duper, Meijers, Big Bear

Principal Shopping Days-Mon., Fri., Sat.

Stores Open Evenings-Mon. & Fri.; Food: Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores-Uhlman's; Sears; JCPenney; Value City; Elder-Beerman; Lazarus; Wal-Mart.

Variety Store-Woolworth.

Discount Stores-Meijer; Hart's Family Center; K mart; Hills; Odd Lots.

Chain Drug Stores-Thrift; Gray 2; Arcade 2; Arensberg 3; Larry's 2.

Chain Supermarkets-Kroger Sav-On 2; Big Bear 3; Case Cardinal; Super Duper 2; Meijer Thrifty; Aldi; Festival Foods.

Other Chain Stores-Shoes: Picway, El-Bee, Thom McAn; Auto Supplies: Goodyear, Nationwise, Muffler King, B.F. Goodrich, Corvairs; Women's Apparel: Fashion Bug, Hip Pocket, Abrahms & Sons; Sewing Machines: Singer Co.; Hardware: Sherwin-Williams, Glidden, Majestic; Lumber: Moore's, Scott Lumber, Carter Lumber; Stambough's; Men's Apparel: Robert's Men's Shop, Cornell's Bazaar; Christian St. John; Electronic: Radio Shack.

14 - NEWSPAPERS: ADVOCATE (e) 22,409; (S) 22,862; Mar 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Ronald L. Frailly, Adv. Mgr., ADVOCATE, 25 W. Main St., Newark, OH 43055; Tel. (614) 345-4053.

National Representatives: Thomson Newspapers; Cresmer, Woodward, O'Mara & Ormsbee.

NORWALK

1 - LOCATION: Huron County, E&P Map B-2. County Seat. 58 mi. E of Toledo; 59 mi. W of Cleveland on U.S. Routes 18, 20, 61, & 250; 6 mi. S OH Tpke. Exit 7.

2 - TRANSPORTATION: Railroads-Norfolk & Western.

Motor Freight Carriers-14.

3 - POPULATION:

Corp. City 90 Cen. 14,731; E&P 92 Est. 14,806
CZ-ABC: (80) 14,358
RTZ-ABC: (80) 47,797
County 90 Cen. 56,240; E&P 92 Est. 57,406
City & RTZ-ABC: (80) 62,155

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 5,666; E&P 92 Est. 5,694
CZ-ABC: (80) 5,264
RTZ-ABC: (80) 16,055
County 90 Cen. 22,207; E&P 92 Est. 22,667
City & RTZ-ABC: (80) 21,319

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$327,425,077
Savings & Loan	2	$166,806,000

6 - PASSENGER AUTOS: Huron County 34,119

7 - ELECTRIC METERS: Residence 5,296

8 - GAS METERS: Business & Residence 5,180

9 - PRINCIPAL INDUSTRIES: Food Prods.; Plastic Coloring; Truck Bodies; Furn.; Rubber Prods.; Paper Boxes; Thermostats; Foundries; Bookkeeping Forms; Surgical Instruments; Auto Parts; Candy; Ind. Powder Coatings; Limosine Refitting; Aircraft Refitting.

10 - CLIMATE: Min. & Max. Temp.-10 & 95.

11 - TAP WATER: Neutral, hard, fluoridated.

12 - RETAILING: Principal Shopping District-4 1/2 blocks on Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Town Plz.(3)	1	Sherwin-Williams, Radio Shack, SupeRx
Shoppers Sq.(4)	1	Cardinal Foods, Rite Aid, P&R Hdwe.

Principal Shopping Days-Mon., Fri., Sat.

Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Discount Stores-Ames; K mart; Big-N-Small Lots.

Chain Drug Stores-SupeRx; Kaiser-Wells; Rite Aid; Medicine Shoppe.

Chain Supermarkets-Cardinal; Foodtown; Schild's IGA; Fast Food 2; Apple's; Dairy Mart.

Other Chain Stores-Goodrich; Maxie-Firestone; Sears; Gift Gallery; Singer; White Lumber; Wickes; Wolohan; Caryl Crane; Maurice's.

14 - NEWSPAPERS: REFLECTOR (e) 9,279; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: John Ringenberg, Adv. Dir., REFLECTOR, 61 E. Monroe, Norwalk, OH 44857; Tel. (419) 668-3771.

National Representative: Landon Associates.

OAK HARBOR
See PORT CLINTON

PIQUA

1 - LOCATION: Miami County (In Dayton-Springfield MSA). E&P Map A-3. On Miami River, 29 mi. N of Dayton; 81 mi. N of Cincinnati; 71 mi. W of Columbus; 125 mi. S of Toledo. On 36, I-75; 36; State Hwys. 66 and 185.

2 - TRANSPORTATION: Railroads-Penna.; B&O.

Motor Freight Carriers-5.

Intercity Bus Line-Greyhound.

Airlines-TWA; United; Delta; USAir; ComAir; Piedmont; Simmons; Mid-State; Trans-Midwest.

3 - POPULATION:

Corp. City 90 Cen. 20,612; E&P 92 Est. 20,638
CZ-ABC: (80) 22,339
RTZ-ABC: (80) 62,087
County 90 Cen. 93,182; E&P 92 Est. 95,130
MSA 90 Cen. 942,725; E&P 92 Est. 951,396
City & RTZ-ABC: (80) 84,426

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 7,928; E&P 92 Est. 7,938
CZ-ABC: (80) 8,171
RTZ-ABC: (80) 21,305
County 90 Cen. 35,682; E&P 92 Est. 36,428
MSA 90 Cen. 340,279; E&P 92 Est. 346,614
City & RTZ-ABC: (80) 29,476

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$192,595,000
Savings & Loan	2	$133,894,850

6 - PASSENGER AUTOS: Miami County 62,149

7 - ELECTRIC METERS: Residence 8,965

8 - GAS METERS: Residence 9,921

9 - PRINCIPAL INDUSTRIES: Felts; Underwear; Machinery; Paper Containers; Steel Tubing Mfg.; Industrial Fans; Veneer; Propellers; Business Papers & Gift Wrapping; Electronics; Tool & Die; Quarry; Bearing & Transmission Prods.; Aerosol Pkg.; Zinc Plating. Total employees 8,642.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 65-90; Fall 55-80; Winter 0-40.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Areas-5 blocks on Main St. (downtown); 4 Shpg. Ctrs.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Piqua East(35)	NA	Sears, Woolworth, Uhlman's
Sunset Mall(9)	NA	Mr. McThrifty, Quality Farm & Fleet
Miami Valley Ctr.(47)	NA	Elder-Beerman Hills, JCPenney
Piqua Plaza(15)	NA	K mart, Kroger

Stores Open Evenings-Downtown Mon. to Fri.; Shopping: Food & Drug on Sun.; Shpg. Ctrs. 6 nights and 7 days.

13 - RETAIL OUTLETS: Department Stores-Uhlman's; JCPenney; Elder Beerman; Sears; McCrory; K mart; Heck's; Quality Farm & Fleet; Hills.

Variety Stores-K mart; Woolworth; Odd Lots.

Chain Drug Stores-Revco 2; Crosby's; Kroger.

Chain Supermarkets-Kroger; IGA 3; Super Valu; Mr. McThrifty.

Other Chain Stores-Radio Shack; Warehouse Paint; Goodyear; Sherwin-Williams; Paul Harris; Gallenkamp Shoes.

14 - NEWSPAPERS: CALL (e) 9,767; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Sandy F. Grubb, Adv. Mgr., CALL, 121 E. Ash St., Piqua, OH 45356; Tel. (513) 773-2721.

National Representative: Thomson Newspapers.

POMEROY-MIDDLEPORT

1 - LOCATION: Meigs County, E&P Map C-3. 100 mi. SE of Columbus on U.S. Hwy. 33 and State Hwys. 7, 124 and 143.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio.

3 - POPULATION:

Villages 90 Cen. 4,984; E&P 92 Est. 4,841
  Pomeroy 90 Cen. 2,259; E&P 92 Est. 2,165
  Middleport 90 Cen. 2,725; E&P 92 Est. 2,676
County 90 Cen. 22,987; E&P 92 Est. 22,868

4 - HOUSEHOLDS:

Villages 90 Cen. 1,917; E&P 92 Est. 1,862
  Pomeroy 90 Cen. 869; E&P 92 Est. 833
  Middleport 90 Cen. 1,048; E&P 92 Est. 1,029
County 90 Cen. 8,896; E&P 92 Est. 8,849

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$69,480,000

6 - PASSENGER AUTOS: Meigs County 13,850

7 - ELECTRIC METERS: Residence 2,384

8 - GAS METERS: Residence 2,633

9 - PRINCIPAL INDUSTRIES: Salt; Elect. Apparatus; Cement Blocks; Steel Rails; Electricity.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-94; Summer 46-102; Fall 5-84; Winter 2-80. First killing frost, Sept. 25; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Nearby Shopping Centers-Pomeroy PlazaKroger.

13 - RETAIL OUTLETS: Department Stores-Family Dollar; Middleport Dept. Store; Sundry Stores 2; Fisher Big Wheel.

Chain Supermarkets-Kroger; Foodland; Super Valu.

14 - NEWSPAPERS: SENTINEL (e-mon to fri) 5,055; TIMES-SENTINEL (S) 12,315; sworn Oct. 1, 1990.

Local Contact for Advertising and Merchandising Data: Larry Boyer, Adv. Dir., SENTINEL, 111 Court St., PO Box 729, Pomeroy, OH 45769; Tel. (614) 992-2156.

National Representative: Landon Associates.

PORT CLINTON-OAK HARBOR

1 - LOCATION: Ottawa County, E&P Map B-1. County Seat. Resort, manufacturing, industrial, fishing, mining, hunting, agriculture. 35 mi. E of Toledo; 15 mi. W of Sandusky; 75 mi. W of Cleveland; 15 mi. N of Fremont-Port Clinton Interchange on Ohio Tpke.; on State Routes 2, 53, 163; 6 mi. SE of Camp Perry.

2 - TRANSPORTATION: Railroads-Conrail; E&W.

Motor Freight Carriers-6.

Airline-Island.

3 - POPULATION:

Corp. Cities 90 Cen. 9,743; E&P 92 Est. 9,712
  Port Clinton 90 Cen. 7,106; E&P 92 Est. 7,083
  Oak Harbor 90 Cen. 2,637; E&P 92 Est. 2,629
NDM-ABC: (80) 28,707
County 90 Cen. 40,029; E&P 92 Est. 40,030

4 - HOUSEHOLDS:

Cities 90 Cen. 3,747; E&P 92 Est. 3,735
  Port Clinton 90 Cen. 2,733; E&P 92 Est. 2,724
  Oak Harbor 90 Cen. 1,014; E&P 92 Est. 1,011
NDM-ABC: (80) 10,465
County 90 Cen. 14,949; E&P 92 Est. 14,950

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$100,000,000

6 - PASSENGER AUTOS: Ottawa County 27,265

7 - ELECTRIC METERS: 15,995

8 - GAS METERS: 5,925

9 - PRINCIPAL INDUSTRIES: Aircraft Parts; Gypsum Prods.; Home Bldg. & Constr. Items; Automotive & Truck Engine Parts; Paint; Celotex; Rubber & Plastic Prods.; Vinyl Coated Fabrics.

10 - CLIMATE: Mean Temp. 50; Av. Rainfall 28.72 in.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Districts-2 blocks each on Madison, Perry & 2nd St.; Port Clinton Shopping Plaza 8 blocks on E. Perry St. from downtown Port Clinton; LA Joe (3 stores).

Principal Shopping Days-Mon., Fri.
Stores Open Evenings-Thur.; Super Mkts. every eve. ex. Sun., 24 hours in summer.

13 - RETAIL OUTLETS: Department Store-Ulman's.
Variety Store-W.R. Thomas.
Drug Stores-Green; Dean's; Revco; Rite Aid.
Chain Supermarkets-Great Scot; Kroger; Bassett's; Catawba Foodland; Foodtown.
Other Chain Stores-Leo Marks Jewelry; Radio Shack; Wal-Mart.

14 - NEWSPAPERS: NEWS-HERALD (e) 5,982; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: David Barth, Gen. Mgr., NEWS-HERALD, 115 W. 2nd St., Port Clinton, OH 43452; Tel. (419) 734-3141.
National Representative: Gannett National Newspaper Sales.

PORTSMOUTH

1 - LOCATION: Scioto County, E&P Map B-4. County Seat. SE part of state. Atomic energy; trading center for industrial, agricultural Ohio and Scioto river valleys, 90 mi. S of Columbus; 110 mi. E of Cincinnati. Business and industrial center of Southern Ohio. On U.S. Hwys. 23, 52; State Hwys. 73, 125, 139, 140, 335.

2 - TRANSPORTATION: Railroad-Norfolk & Southern.
Motor Freight Carriers-11.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 90 Cen. 22,676; E&P 92 Est. 22,023
CZ-ABC: (80) 42,012
RTZ-ABC: (80) 116,398
County 90 Cen. 80,327; E&P 92 Est. 79,662
City & RTZ-ABC: (80) 158,410
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 8,722; E&P 92 Est. 8,470
CZ-ABC: (80) 16,391
RTZ-ABC: (80) 38,337
County 90 Cen. 30,274; E&P 92 Est. 30,024
City & RTZ-ABC: (80) 54,728

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	N.A.
Savings & Loan	4	N.A.
Credit Union	2	N.A.

6 - PASSENGER AUTOS: Scioto County 46,169

7 - ELECTRIC METERS: Residence 25,778

8 - GAS METERS: Residence 14,673

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Foundry 1,250 ($280); R.R. 800 ($190); Pkg. 150 ($170).
Principal Pay Days-Railroad: 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-101; Summer 43-100; Fall 2-94; Winter 13-81. First killing frost, Oct. 25; last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-9 blocks on Chillicothe St.; 3 on Gallia St.; 2 on Sixth St.; 1 on Fifth St.; 3 on Second St.; 1 on Market St.

Neighborhood Shopping Areas-4 blocks in New Boston; 3 in Sciotoville; 1 on Gallia & 11th st.; Hart's Family Ctr., Rt. 23 North; Wheelersburg Shpg. Ctr. on Rt. 52 east; Kroger, Hart's and additional ret. outlets.
Shopping Center-K mart (one of 12 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
New Boston Mall(9)	NA	K mart, Revco

Principal Shopping Days-Dept. stores-Mon., Fri., Sat.; Food-Wed., Thur., Fri.
Stores Open Evenings-Dept.-Fri. & Sun. 1-5; Supermkts.-every evening.

13 - RETAIL OUTLETS: Department Stores-Marting's; JCPenney.
Variety Stores-Big & Small Lots; Family Dollar; H.L. Green; Wil-Car Sundry.
Discount Stores-Hart's; Heck's; K mart.
Chain Drug Stores-Revco 2; Rexall 5; Walgreens; Union Prescription Ctr.; Discount Prescription Store; Hart's; Staker's 2; Will-Car 2; Wurster 2.
Chain Supermarkets-Kroger 2; Royal Blue 7; Foodland 2; Super Valu 5; IGA; Big Bear.
Other Chain Store-Nobils 2.

14 - NEWSPAPERS: TIMES (e-mon to sat) 17,171; (S) 16,102; Mar. 31 1991 ABC.
Local Contact for Advertising and Merchandising Data: Phillip Jackson, Adv. Mgr., TIMES, 637 Sixth St., Portsmouth, OH 45662; Tel. (614) 353-3101.
National Representative: Thomson Newspapers.

RAVENNA
See KENT

ST. MARYS

1 - LOCATION: Auglaize County (In Lima MSA). E&P Map A-2. On Lake St. Marys & St. Marys River on the Miami and Erie Canal. 22 mi. SW of Lima, on State Hwys. 29, 33 and 66; 17,500 acre Grand Lake, Lake St. Marys.

2 - TRANSPORTATION: Railroads-Norfolk & Western.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 90 Cen. 8,441; E&P 92 Est. 8,446
County 90 Cen. 44,585; E&P 92 Est. 45,649
MSA 90 Cen. 154,340; E&P 92 Est. 155,033

4 - HOUSEHOLDS:
City 90 Cen. 3,247; E&P 92 Est. 3,249
County 90 Cen. 17,664; E&P 92 Est. 18,085
MSA 90 Cen. 59,656; E&P 92 Est. 59,935

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$93,092,500
Savings & Loan	7	$20,625,000

6 - PASSENGER AUTOS: Auglaize County 27,560

7 - ELECTRIC METERS: Residence 2,911

8 - GAS METERS: Residence 2,680

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Rubber Prods. 1,800; Foundry 150; Canning 60; Hydraulic Prods. 64; Cotton Mills 260; Meat Packing Plant 31; Farmers Landmark Coop.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart	1	K mart
St. Mary's Sq. Plaza(9)	1	JoAnn Fabrics, K mart, Radio Shack, Revco
Wal-Mart	8	Wal-Mart

Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Mon. & Fri.
Stores Open Sundays-3 Supermarkets; 2 Dept.

13 - RETAIL OUTLETS: Department Store-JCPenney.
Discount Store-K mart.
Chain Supermarkets-Pantry Pride; Super Valu; Cardinal.

14 - NEWSPAPERS: LEADER (e) 6,600; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: Tom E. Jacobs, Adv. Mgr., LEADER, 102 E. Spring St., St. Marys, OH 45885; Tel. (419) 394-7414.
National Representative: None.

SALEM

1 - LOCATION: Columbiana County, E&P Map C-2. Industrial & farm area; 15 mi. from Ohio Turnpike. Midway between Cleveland & Pittsburgh; 20 mi. from Youngstown; 30 mi. from Canton. U.S. Hwy. 62; State Hwys. 9, 14, 45, 344, 558. 6 mi. from Interstate Route 11 exit.

2 - TRANSPORTATION: Motor Freight Carriers-10.
Intercity Bus Line-Greyhound.
Airlines-United; USAir; Eastern; American.

3 - POPULATION:
Corp. City 90 Cen. 12,233; E&P 92 Est. 12,106
CZ-ABC: (80) 17,886
RTZ-ABC: (80) 63,959
County 90 Cen. 108,276; E&P 92 Est. 107,744
City & RTZ-ABC: (80) 81,845
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 4,705; E&P 92 Est. 4,656
CZ-ABC: (80) 6,678
RTZ-ABC: (80) 21,516
County 90 Cen. 41,838; E&P 92 Est. 41,633
City & RTZ-ABC: (80) 28,194

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$2,392,128,978
Savings & Loan	2	$777,053,221

6 - PASSENGER AUTOS: Columbiana County 66,984

7 - ELECTRIC METERS: Residence 6,300

8 - GAS METERS: Residence 5,870

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Fab. Metal Prods. 1,114; Machine Mfg. Tool & Die 710; Furn. & Fixt. 75; Print. & Pub. 236; Primary Metals Foundry 80; Util. 120; Constr. 75; Food Proc. 300; Total Ind. Employment 3,495.
Principal Pay Days-Thur. & Fri.

10 - CLIMATE: Av. Temp.-Spring 47; Summer 68; Fall 53; Winter 27. First killing frost, Oct. 2; last killing frost, May 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on State St.; 1 block on S. Broadway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Salem Plz.(10)	2	Rite Aid, Foodland, Stambaugh, Heck's
Southeast Plz. (8)	NA	

Principal Shopping Days-Dept. Stores-Mon., Thur., Fri., Sat. Groceries-Mon.
Stores Open Evenings-Food-Mon. through Sun. All others-Thur. & Fri.

13 - RETAIL OUTLETS: Department Store-JCPenney.
Variety Stores-Murphy's Mart; Heck's.
Chain Drug Stores-Rexall; Lanes; Walgreens; Rite Aid.
Chain Supermarkets-IGA; Sparkle; Foodland.
Other Chain Stores-Firestone; Stambaugh; Radio Shack; Sherwin-Williams; Sears (catalog).

14 - NEWSPAPERS: NEWS (e) 9,205; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Donald Miller, Adv. Dir., NEWS, 161 N. Lincoln Ave., Salem, OH 44460; Tel. (216) 332-4601.
National Representative: Thomson Newspapers.

SANDUSKY

1 - LOCATION: Erie County, E&P Map B-1. County Seat. Industrial center, seaway port, vacation resort; coal shipping; at mouth of Sandusky Bay, Lake Erie; 60 mi. W of Cleveland; 52 mi. E of Toledo; on U.S. Hwys. 2, 6, 250; State Hwys. 4, 13; 11 mi. N of Ohio Tpke., Interchange 7.

2 - TRANSPORTATION: Railroads-Conrail; B&O; N&W (all freight); Amtrak.
Motor Freight Carriers-21.
Intercity Bus Line-Greyhound.
Airlines-Private & charter service.

3 - POPULATION:
Corp. City 90 Cen. 29,764; E&P 92 Est. 29,445
CZ-ABC: (80) 51,628
RTZ-ABC: (80) 81,148
County 90 Cen. 76,779; E&P 92 Est. 76,373
City & RTZ-ABC: (80) 132,776
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 11,448; E&P 92 Est. 11,325
CZ-ABC: (80) 18,622
RTZ-ABC: (80) 27,757
County 90 Cen. 28,777; E&P 92 Est. 28,624
City & RTZ-ABC: (80) 46,379

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$1,305,686,000
Savings & Loan	4	$1,446,259,928

6 - PASSENGER AUTOS: Erie County 50,808

7 - ELECTRIC METERS: Residence 24,000

8 - GAS METERS: Residence 18,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 12,000 ($310); Whol.-Ret. 7,716 ($140); Non-Mfg. 2,350 ($170); Trans. & Util. 988 ($210); Constr. 1,008 ($230); Fin. & Ins. 808 ($145); Mining & Quarrying 117 ($215); All industry 24,987 ($192).
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-79; Summer 57-83; Fall 25-75; Winter 21-37. First killing frost, Oct. 20; last killing frost, Apr. 17. Rainfall, 45.03 in.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Downtown Shopping Centers-10 blocks; 2 on Water St.; 4 on Market St.; 2 on Columbus Ave.; 2 on Washington Row.
Neighborhood Shopping Centers-4 blocks on Hancock St. from E. Madison to Scott Sts.; 3 blocks on W. Washington St. from Fulton to Selby Sts.; 1 block on Columbus Ave. from Hayes Ave.; Neil St.; 14 blocks on Perkins Ave. from Milan to Mills St.; 8 blocks on Cleveland Road from Sycamore Line to Remington Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Perkins Plz.(20)	2	Hills
Sandusky Pl.(27)	2	Gray Drug
Sandusky Mall (80)	4	Sears, JCPenney, K mart, May Co., Pick 'N Pay, Elder-Beerman

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Downtown Fri., Shpg. ctr. & groc. every night, except Sun.
Stores Open Sundays-JCPenney; Hills; Heck's; Jupiter; Kroger; Pick-N-Pay; IGA; Foodtown; Lawson's; Revco; K mart; Sears; May Co.; Elder-Beerman; Rink's.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; May Co.; Elder-Beerman.
Variety Stores-Jupiter; Woolworth.
Discount Stores-Heck's; Hills; K mart; Rink's.
Chain Drug Stores-Gray 3; Revco; Drug Mart.
Chain Supermarkets-Kroger; Pick-N-Pay 2; Foodtown 2; IGA 2; Sandusky Cardinal.
Other Chain Stores-Firestone; Sherwin-Williams; Singer Co.; JoAnn Fabrics; Nobil Shoes; Carter Lumber; Pic Way Shoes; Wickes Lumber; Uniroyal; Radio Shack; Bing's Furniture; El-Bee

Shoes; Circus World; Rogers Jewelry; Pearl Vision; Waldenbooks; Hickory Farms; Thom McAn; Spencer's; Cole's Books.

14 - NEWSPAPERS: REGISTER (e) 23,623; (S) 26,547; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: W.E. Gray, Adv. Dir., REGISTER, Market & Jackson Sts., Sandusky, OH 44870; Tel. (419) 625-5500.

National Representative: Landon Associates.

SHELBY

1 - LOCATION: Richland County (In Mansfield MSA), E&P Map B-2. Halfway between Cleveland and Columbus. On State Hwys. 39, 61 and 96.

2 - TRANSPORTATION: Railroads-Conrail; Baltimore & Ohio; and truck lines.

Motor Freight Carriers-4.

3 - POPULATION:

Corp. City 90 Cen. 9,564; E&P 92 Est. 9,548
County/MSA 90 Cen. 126,137; E&P 92 Est. 125,607
MSA 90 Cen. 126,137; E&P 92 Est. 125,607

4 - HOUSEHOLDS:

City 90 Cen. 3,678; E&P 92 Est. 3,672
County/MSA 90 Cen. 46,774; E&P 92 Est. 46,577
MSA 90 Cen. 46,774; E&P 92 Est. 46,577

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$68,088,707
Savings & Loan	2	$52,384,376

6 - PASSENGER AUTOS: Richland County 80,009

7 - ELECTRIC METERS: Residence 4,119

8 - GAS METERS: Business & Residence 3,402

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Steel Tubing 850; Bus. Forms 300; Machine-Tooling 75; Paper Boxes 100; Elect. Control Systems 200; Ins. 400; Household Prods. 100; Warehousing 300; Packing & Shipping 100.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers: Rt 39; 7 blocks on Main St.; 2 on Gamble; 1 on Mansfield; 1/2 each on Washington & Mohican Sts.

Principal Shopping Days-Mon., Thur., Fri., Sat.

Stores Open Evenings-Mon., Thur.

13 - RETAIL OUTLETS: Variety Stores-Ben Franklin; Big Wheel.

Chain Drug Stores-Rite Aid; Struble's.

Chain Supermarkets-IGA; Great Scot; TJ's Scot Lad.

Other Chain Stores-NAPA; Radio Shack; Wickes; McDonald's; Pizza Hut; Wendy's; Domino's; Subway; KFC.

14 - NEWSPAPERS: GLOBE (e) 4,056; sworn Oct. 1, 1990.

Local Contact for Advertising and Merchandising Data: Barbara Sponseller, Adv. Dir., GLOBE, 37 West Main, Shelby, OH 44875; Tel. (419) 342-4276.

National Representative: Papert Companies.

SIDNEY

1 - LOCATION: Shelby County, E&P Map A-2, County Seat. 40 mi. N of Dayton; 70 mi. W of Columbus. On State Hwys. 29, 47, I-75.

2 - TRANSPORTATION: Railroads-B&O; Conrail.

Motor Freight Carriers-14.

Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:

Corp. City 90 Cen. 18,710; E&P 92 Est. 18,921
CZ-ABC: (80) 18,919
RTZ-ABC: (80) 24,170
County 90 Cen. 44,915; E&P 92 Est. 45,949
City & RTZ-ABC: (80) 43,089

4 - HOUSEHOLDS:

City 90 Cen. 7,196; E&P 92 Est. 7,277
CZ-ABC: (80) 6,718
RTZ-ABC: (80) 7,466
County 90 Cen. 18,337; E&P 92 Est. 18,759
City & RTZ-ABC: (80) 14,184

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$365,328,000
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: Shelby County 27,804

7 - ELECTRIC METERS: County 14,000

8 - GAS METERS: County 9,000

9 - PRINCIPAL INDUSTRIES: Compressors; Metal Finishing Fab.; Refrigeration; Lathes; Automotive Components.

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-66; Summer 51-96; Fall 50-80; Winter 8-50.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-2 city blocks surrounding Court House Sq., W end of city.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Sidney Plz.(12)	3	Cain's, Odd Lots
West Towne Ctr.	NA	Wal-Mart, Clyde Evans

Principal Shopping Days-Fri., Sat.

Stores Open Evenings-Every day except Sunday.

13 - RETAIL OUTLETS: Department Stores-Uhlman's; Wal-Mart.

Chain Drug Stores-SupeRx; Revco; Rite Aid.

Chain Supermarkets-Kroger; Cain's; Liberty Foods; Clyde Evans Independent.

Other Chain Stores-Western Auto; Radio Shack; Warehouse Paint; P.K. Lumber; 84 Lumber; Odd Lots; Sycamore.

14 - NEWSPAPERS: NEWS (e) 13,670; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Karen Brown, Display Adv. Mgr., NEWS, 911 S. Vandemark Rd.; PO Box 4099, Sidney, OH 45365; Tel. (513) 498-2111.

National Representative: Papert Companies.

SPRINGFIELD

1 - LOCATION: Clark County (In Dayton-Springfield MSA), E&P Map B-3, County Seat. SW part of OH, 45 mi. W of Columbus, OH; 140 mi. E of Indianapolis, IN; 79 mi. NE of Cincinnati. On U.S. Hwys. 40 (I-70), 68 and State Hwys. 4, 41, and 72.

2 - TRANSPORTATION: Railroads-Conrail; Grand Trunk.

Airlines-American; TWA; United; Delta; USAir; North Coast; Com Air; Northwest at James M. Cox Airport, Dayton.

Motor Freight Carriers-32 (8 local terminals).

Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:

Corp. City 90 Cen. 70,487; E&P 92 Est. 70,072
CZ-ABC: (80) 96,174
RTZ-ABC: (80) 116,991
County 90 Cen. 147,548; E&P 92 Est. 147,216
MSA 90 Cen. 951,270; E&P 92 Est. 965,268
City & RTZ-ABC: (80) 213,165

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 27,110; E&P 92 Est. 26,951
CZ-ABC: (80) 35,621
RTZ-ABC: (80) 39,029
County 90 Cen. 54,366; E&P 92 Est. 54,243
MSA 90 Cen. 346,706; E&P 92 Est. 351,825
City & RTZ-ABC: (80) 74,650

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$695,892,010
Savings & Loan	5	$428,174,444

6 - PASSENGER AUTOS: Clark County 90,004

7 - ELECTRIC METERS: County 57,610

8 - GAS METERS: County 40,769

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 1,753 ($366); Mfg. 13,194 ($530); Trans. 1,330 ($494); Whol.-Ret. 11,906 ($213); Fin., Ins. & R.E. 2,807 ($309); Servs. 10,396 ($273).

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-91; Summer 35-96; Fall 10-90; Winter 9-67. First killing frost, Oct.; last killing frost, Apr.

11 - TAP WATER: Hard, 7 grains per gal.; not fluoridated.

12 - RETAILING: Principal Shopping Centers - 3 blocks on Main St.; 3 on High St.; 3 on Limestone; 3 on Fountain; New downtown core area under Construction.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Upper Valley Mall(81)	NA	JCPenney, Sears, Lazarus
Southern Vlg. (28)	NA	Big Bear
Park Shpg.(35)	NA	Odd Lots
Burnett Rd. Plz.(13)	NA	Meijer Square, Fulmers
Northridge(10)	NA	IGA
Western Plz.(7)	NA	Floor Store
Bushnell Sq.(7)	NA	Pic Way Shoes, Howards
Circus Plz.(13)	NA	Odd Lots
Moorfield Sq. (14)	NA	Kroger, SupeRx
Springfield Plz.(13)	NA	Hills, Fulmers
Northland(19)	NA	Big Bear, K mart
South Gate Ctr.(13)	NA	Rite Aid, Howards
E. Main Plz.(6)	NA	Kroger, SupeRx
Upper Valley Plz.(4)	NA	
Springfield Crossing(11)	NA	

Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Lazarus.

Discount Stores-Meijer Square; Hills; K mart; Odd Lots.

Variety Store-Woolworth.

Chain Drug Stores-Revco 2; SupeRx 3; Drug Castle 2; Rite Aid 6.

Chain Supermarkets-Big Bear 4; Fulmer's 4; Kroger 4; Super Valu 2.

Other Chain Stores-Firestone; Thom McAn; Richman Bros.; Lowe's; Valu City Furniture; Goodyear; JoAnn Fabrics; Kinney Shoes; Wickes; Roberd's Furn. & Appliance; Nationwise Auto Parts; Warehouse Paint; Carter Lumber; Bobbie Gee; Furrows; Perry & Derrick; Color Tile.

14 - NEWSPAPERS: NEWS-SUN (m) 36,645; (S) 45,222; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Rob Mercer, Adv. Dir., NEWS-SUN, 202 N. Limestone, Springfield, OH 45503; Tel. (513) 328-0240.

National Representative: Sawyer-Ferguson-Walker.

STEUBENVILLE

1 - LOCATION: Jefferson County (In Steubenville-Weirton, OH-WV MSA), E&P Map C-2, County Seat. 26 mi. N of Wheeling; 39 mi. SW of Pittsburgh. On Ohio River, William Penn Hwy. U.S. 22 and Ohio River Hwy. State 7. Steel and coal mining center.

2 - TRANSPORTATION: Railroads-Conrail; Norfolk & Western.

Intercity Bus Lines-Greyhound; Shortway-Ashland lines; Continental Trailways; Steel Valley Transit Authority.

Airlines-TWA; Northwest; United; Eastern; Lake Central; Mohawk (via Greater Pittsburgh, Ohio County, Airports).

3 - POPULATION:

Corp. City 90 Cen. 22,125; E&P 92 Est. 21,270
CZ-ABC: (80) 37,371
RTZ-ABC: (80) 95,154
County 90 Cen. 80,298; E&P 92 Est. 79,068
MSA 90 Cen. 142,523; E&P 92 Est. 140,343
City & RTZ-ABC: (80) 132,525

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 8,510; E&P 92 Est. 8,181
CZ-ABC: (80) 13,934
RTZ-ABC: (80) 32,654
County 90 Cen. 30,228; E&P 92 Est. 29,765
MSA 90 Cen. 53,706; E&P 92 Est. 52,885
City & RTZ-ABC: (80) 46,588

5 - BANKS	**NUMBER**	**DEPOSITS**
Comm. & Savings	3	$1,038,000,000
Savings & Loan	2	$245,000,000

6 - PASSENGER AUTOS: Jefferson County 48,928

7 - ELECTRIC METERS: Residence 30,485

8 - GAS METERS: Residence 16,623

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners, (Av. Wkly. Wage)-Steel 4,279 ($572); Mining 535 ($575); Constr. 1,947 ($528); Trans. & Util. 2,693 ($416); Commun. 386 ($355); Whol. Trade 744 ($338); Ret. Trade 5,188 ($153); Fin., Ins. & R.E. 876 ($251); Banking, Fin., Securities 551 ($243); Ins. Carriers & Agents 227 ($320); R.E. & Investment 99 ($130); State Gov't. 143 ($320); Local Gov't 2,793 ($263); Lumber & Wood Prods. 69 ($303); Stone, Clay, and Glass Prods. 160 ($351); Fab. Metal Prods. 188 ($324); Mach. (N.A.); Food and Kindred Prods. 120 ($324); Printing and Pub. 183 ($206); Electric, Gas, and Sanitary Servs. 1,656 ($481); Hotels & Lodging 104 ($131); Personal Servs. 368 ($140); Motion Pictures and Recreation 278 ($120); Health Servs. 2,813 ($289).

Principal Industrial Pay Days-Wed., Thur., Fri.; 5th, 10th-15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-87; Summer 41-100; Fall 8-96; Winter-3-65. First killing frost, Oct.; last killing frost, Apr.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers - 3 blocks on Market St.; 2 on 4th St.; 2 on 5th St.; Fort Steuben Mall.

Neighborhood Shopping Centers-Hollywood Shpg. Ctr., 2200 Block & Sunset Blvd., Rt. 22 W; 7th St. & Washington to North Sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Weirton Hgts.(9)	8	A&P, Kroger, Thrift Drug
K mart Plz.(8)	7	K mart, Kroger
Kusic Ctr.(6)	4	G.C. Murphy, Kroger, Stone & Thomas
Big Bear Plus	NA	Big Bear Plus
Hecks Plz.	NA	Hecks, Foodland, Rite Aid
Ft. Steuben Mall(85)	5	Kaufmann's, Sears, Woolworth, Hills, JCPenney
Steuben Plz.(2)	NA	Kroger, Treasure Island
Hollywood Plz. (2)	1	Kroger, SupeRx
Tri-State Plz.	NA	Phar-Mor, K mart

Principal Shopping Days-Mon., Thur., Sat., Sun.

Stores Open Evenings-Department-Mon., Thur.; Food & Discount every nite.

13 - RETAIL OUTLETS: Department Stores-Kaufmann's; JCPenney; Woolworth; Sears; Denmark's (ladies); Myer & Stone (men's).

Discount Stores-Treasure Island; Hills; K mart; Harts Family Center; Heck's.

Variety Stores-McCrory; Woolworth; Odd Lots.

Chain Drug Stores-Thrift 2; SupeRx; Rite Aid 4.

Chain Supermarkets-Kroger 5; Big Bear; Convenient Foods; Lawson's; Foodland; IGA.

Other Chain Stores-Kinney Shoes; So-Fro Fabrics; Goodyear; Sherwin-Williams; Pic-Way Shoes; Payless Shoes; Regal Shoes; Nobil Shoes; Butler Shoes; Standard Sportwear; Nationwise Auto Parts; Top Value Enterprises; Reichart Furn.;

Fisher's Big Wheel; Kay Jewelers; Rogers Jewelers; General Nutrition; Vitamin World; Hello Shops; Deb Shop; Radio Shack; Spencer Gifts; Waldenbooks; Susie's Casuals; JoAnn Fabrics; Price's Candies; Pearle Vision; Benson's House of Visions; The Gap; Record Town; National Record Mart; Saxon Jewelers; Wayne Jewelers.

14 - NEWSPAPERS: HERALD-STAR (e) 21,879; (S) 21,746; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Leonard A. Pagnanelli, Adv. Mgr., HERALD-STAR, 401 Herald Sq., Steubenville, OH 43952; Tel. (614) 283-4711.

National Representatives: Thomson Newspapers; Cresmer, Woodward, O'Mara & Ormsbee.

TIFFIN

1 - LOCATION: Seneca County, E&P Map B-2, County Seat. Industrial and agricultural center. On U.S. Hwy. 224; State Hwys. 18, 53, 100, 101; 55 mi. SE of Toledo; 90 mi. N of Columbus; 100 mi. SW of Cleveland.

2 - TRANSPORTATION: Railroads-Conrail; Chessie System.

Motor Freight Carriers-13.

Airline-General Aviation.

3 - POPULATION:

Corp. City 90 Cen. 18,604; E&P 92 Est. 18,415
CZ-ABC: (80) 26,612
RTZ-ABC: (80) 23,596
County 90 Cen. 59,733; E&P 92 Est. 59,516
City & RTZ-ABC: (80) 50,208

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 7,155; E&P 92 Est. 7,083
CZ-ABC: (80) 9,204
RTZ-ABC: (80) 7,503
County 90 Cen. 23,132; E&P 92 Est. 23,048
City & RTZ-ABC: (80) 16,707

5 - BANKS	**NUMBER**	**DEPOSITS**
Comm. & Savings	4	$3,884,817,000
Savings & Loan	3	$748,910,456

6 - PASSENGER AUTOS: Seneca County 36,189.

7 - ELECTRIC METERS: Residence 6,847.

8 - GAS METERS: Residence 5,750.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Vitreous China Bathroom Fixtures 575; Refractories and Dolomite Stone 575; Elect. Wire and Cable 160; Food Proc. 100; Solar Heating Devices 60; Artificial Abrasive Grinding Wheels 540; Hot and Cold Forging Mach. 760; Sheet Metal Fab., Lockers 185; Hardboard & Flakeboard, Foam Insulation 150; Conveyor and Machinery Mfg. 350. Av. wkly. earnings (Seneca County): All industries-$311; Constr.-$399; Mfg.-$415; Trans. & Util.-$420; Whol. & Ret.-$221; Fin., Ins. & R.E.-$283; Servs.-$243; State & Local Gov't-$269.

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Mean An. Temp., 51. Av. rainfall, 36.44. Altitude, 777 ft. above sea level.

11 - TAP WATER: Alkaline, very hard, fluoridated.

12 - RETAILING: Principal Shopping Centers - 4 blocks on Washington St.; 2 blocks each way from Washington on 2 sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Westgate Vlg.(32)	2	Uhlman's, Foodtown, Sack N' Save, Sears.
Tiffin Mall(47)	2	JCPenney, K mart, Kroger

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Downtown-Fri.; Westgate & Tiffin Mall-weekdays.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Uhlman's.

Chain Drug Store-Rite Aid.

Discount Stores-Ames; K mart; Odd Lots.

Chain Supermarkets-Foodtown; Kroger; Sack N' Save.

Other Chain Stores-Sherwin-Williams; Merit; Olan Mills; Radio Shack; JoAnn Fabrics; Osterman Jrs.; Petrie's; Kinney Shoes; Nobil Shoes; Fashion Bug; Hobby Center Toys; Tractor Supply Co. (T.S.C.); Musicland.

14 - NEWSPAPERS: ADVERTISER-TRIBUNE (e) 11,009; (S) 11,178; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: John T. Elchert, Adv. Dir., ADVERTISER-TRIBUNE, PO Box 778, Tiffin, OH 44883; Tel. (419) 447-4455.

National Representative: None.

TOLEDO

1 - LOCATION: Lucas County, (In Toledo MSA), E&P Map B-1, County Seat. Ocean & Great Lake Port serving major ports of midcontinent U.S.A. Railroad hub. Wholesale center for NW Ohio, SE Mich. & NE Ind. Large heavy industry area; College center Highway mi. to Detroit 55; Cleveland 113; Chicago 234; New York 610. Interstate Freeways 75, 80, 90 (Ohio Turnpike); U.S. Hwys. 20, 23, 24; State Hwys. 2, 51, 65, 120.

2 - TRANSPORTATION: Railroads-Amtrak; CSX; Conrail; Norfolk & Southern; Detroit Toledo & Ironton; Detroit & Toledo Shoreline; Ann Arbor RR.

Motor Freight Carriers-100.

Intercity Bus Lines-Greyhound; Short Way; Trailways; TARTA (Toledo Area Regional Transit Authority).

Airlines-Delta; USAir; United Express; ComAir; Continental Express; American Eagle; Northwest AirLink.

3 - POPULATION:

Corp. City 90 Cen. 332,943; E&P 92 Est. 328,605
CZ-ABC: (80) 501,329
RTZ-ABC: (80) 737,558
County 90 Cen. 462,361; E&P 92 Est. 461,398
MSA 90 Cen. 614,128; E&P 92 Est. 616,681
City & RTZ-ABC: (80) 1,238,887

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 128,055; E&P 92 Est. 126,386
CZ-ABC: (80) 182,947
RTZ-ABC: (80) 246,586
County 90 Cen. 177,831; E&P 92 Est. 177,461
MSA 90 Cen. 235,395; E&P 92 Est. 236,353
City & RTZ-ABC: (80) 429,533

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	10	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: Lucas County 285,096.

7 - ELECTRIC METERS: Residence 283,750.

8 - GAS METERS: Residence 150,000.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Manufacturing 50,000; Constr. 10,000; Trans. & Util. 14,400; Whole Trade 14,900; Ret. Trade 54,800; Fin., Ins., & R.E. 11,900; Serv. 77,800; Gov't 45,900.

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-90; Summer 38-96; Fall 23-91; Winter 17-54. First killing frost, Oct. 12; last killing frost, May.

11 - TAP WATER: From Lake Erie, fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Country Charm (25)	NA	Rite Aid
Great Eastern (45)	NA	Foodtown, Kroger, Value City
Miracle Mile(48)	NA	Kroger, JCPenney, T.J. Maxx, Rite Aid, Value City Furn.
Parkway Plz.(28)	NA	Foodtown, Value City
Southland(42)	NA	Foodtown, Kroger, JCPenney, Rite Aid
Starlite Plz. (36)	NA	Churchill's, Damschroder's
Westgate Vlg. (53)	NA	Lion, Elder-Beerman, Sears
Franklin Park Mall(80)	NA	J.L. Hudson's, Jacobson's, JCPenney,
North Towne Sq.(90)	NA	Lion, Elder-Beerman, Mont. Ward
Southwyck Mall (115)	NA	Lion, Lion's Home, Mont. Ward
Alexis Park Mall(30)	NA	Value City
Woodville Mall(75)	NA	Elder-Beerman, The Andersons

13 - RETAIL OUTLETS: Department Stores-Elder-Beerman 3; Value City Stores 3; Lion 4; Sears 2; JCPenney 2; J. L. Hudson; Montgomery Ward 2; Jacobson's.

Variety Stores-Woolworth 4.

Discount Stores-K mart 6; TG&Y; The Andersons 3; Hills 4; Big & Small Lots 4; Target 2.

Chain Drug Stores-Rexall 14; F.I.P. 12; Rite Aid 41; Pharm Deep Discount 7; Phar-Mor.

Chain Supermarkets-Kroger 13; Foodtown 25; Five Star 10; IGA 3; Churchill's 5; Cub Food 2.

Other Chain Stores-Richman 3; Al Thomas 2; Florsheim 2; Thom McAn 4; Pic Way 6; Endicott-Johnson 2; Baker 5; Foot Saver; Kinney's 4; Phillips; Famous Footwear 2; Hanover Shoes 3; Athlete's Foot 3; Sneaker Circus 2; Brendamour's 3; Western Auto; Jiffy Mart 13; Sterling Milk 12; Lawson's 11; Open Pantry 9; 7-Eleven 14; J. Riggins 2; Casual Corner 3; The Ltd. 4; Petries 5; Herman's; M-C Sporting Goods 2; Best Prods.; Murray's Auto 3; Autoworld 3; Radio Shack 15; Toy 'R' Us 2; Kids 'R' Us; Wickes Lumber 4; 84 Lumber 3; Carter Lumber 3; Builder's Square 2; Home Clubs; Office Max 2; ABC Warehouse 3; Highland Appliance; Fretter Appliance; Service Merchandise 2; Pace Warehouse; Appliance Center.

14 - NEWSPAPERS: BLADE (e) 153,062; (S) 215,490; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Lowell Hank Baker, Gen. Adv. Sales Div. Mgr., BLADE, 541 Superior St., Toledo, OH 43660; Tel. (419) 245-6408.

National Representative: None.

TROY

1 - LOCATION: Miami County, (In Dayton-Springfield MSA), E&P Map A-3. 18 mi. N of Dayton; 23 mi. NW of Springfield; 21 mi. SE of Greenville. 15 minutes from Dayton International Airport, I-75; 15 minutes from I-70. State Hwys.: Routes 41, 55, 202, 718.

2 - TRANSPORTATION: Railroads-B&O; Conrail; Chessie System.

Motor Freight Carriers-21.

Intercity Bus Line-Greyhound.

Airlines-American; TWA; Delta; United; USAir; Eastern; Northwest; Piedmont; Emery Air Freight; People Express.

3 - POPULATION:

Corp. City 90 Cen. 19,478; E&P 92 Est. 19,556
CZ-ABC: (80) 19,086
RTZ-ABC: (80) 72,882
County 90 Cen. 93,182; E&P 92 Est. 95,130
MSA 90 Cen. 951,270; E&P 92 Est. 965,268
City & RTZ-ABC: (80) 91,968

Demographic Information Available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 7,492; E&P 92 Est. 7,522
CZ-ABC: (80) 7,148
RTZ-ABC: (80) 25,354
County 90 Cen. 35,682; E&P 92 Est. 36,428
MSA 90 Cen. 346,706; E&P 92 Est. 351,825
City & RTZ-ABC: (80) 32,502

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$596,034,793
Savings & Loan	3	$269,643,466

6 - PASSENGER AUTOS: Miami County 62,149.

7 - ELECTRIC METERS: Residence 8,551.

8 - GAS METERS: Residence 6,646.

9 - PRINCIPAL INDUSTRIES: Commercial Food Equip.; Paper Prods.; Arc Welders; Aviation Prods.; Tube Prods.; Ice Cream; Polstyrene Foam Prods.; Auto Manufacturing; Picture Tubes.

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 17-77; Summer 48-93; Fall 18-86; Winter 1-72. First killing frost, Nov. 25; last killing frost, Mar. 25.

11 - TAP WATER: Alkaline, very soft, not fluoridated.

12 - RETAILING: Principal Shopping Centers - 14 blocks on Square. Also 4 Shpg. Ctrs., one each on North and South edges of town, plus three at West edge of town.

Neighborhood Shopping Centers-South Dixie Hwy.; North Dixie Hwy.; Sherwood Manor, N. Market St.; Southbrook, W. Main St.; K mart/Kroger, W. Market St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Sherwood(14)	1	McCrory, Marsh, Coast-to-Coast, M&R Health Mart Drugs
Trojan Vlg.(38)	2	Ames, Ray's SuperMkt, Radio Shack, Goodyear,
Troy Towne Ctr. (6)	3	Wal-Mart, Uhlmans, Hallmark

Principal Shopping Days-Fri., Sat., Sun.

Stores Open Evenings-Dept., Discount, Food-every evening.

13 - RETAIL OUTLETS: Variety Stores-McCrory; Family Dollar.

Discount Stores-K mart; Ames; Wal-Mart.

Chain Drug Stores-M&R Health Mart 2; Revco; Rite Aid Drugs.

Chain Supermarkets-Marsh; Kroger; Rays; Cardinal Markets; IGA.

Other Chain Stores-Uhlman's; El-Bee Shoes; Auto Works; National Video; Dairy Mart; Radio Shack; Main Auto Parts; Warehouse Paint; Sherwin-Williams; Sycamore Shop; United Dairy Farmers; Shastar-Renting to Own.

14 - NEWSPAPERS: NEWS (e) 11,262; (S) 13,088; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Vicki Yetter, Ret. Adv. Mgr., NEWS, 224 S. Market St., Troy, OH 45373; Tel. (513) 335-5634.

National Representative: Landon Associates.

UNION CITY

See WINCHESTER, IN

UPPER SANDUSKY

1 - LOCATION: Wyandot County, E&P Map B-2, County Seat. 60 mi. S of Toledo; 65 mi. N of Columbus on U.S. Hwys. 23, 199, 30N, and State Hwys. 53, 67.

2 - TRANSPORTATION: Railroads-Conrail; Chesapeake & Ohio.

Intercity Bus Lines-Great Lakes; Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 5,906; E&P 92 Est. 5,894
County 90 Cen. 22,254; E&P 92 Est. 22,177

4 - HOUSEHOLDS:

City 90 Cen. 2,272; E&P 92 Est. 2,267
County 90 Cen. 8,599; E&P 92 Est. 8,569

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$175,000,000
Savings & Loan	2	$177,000,000

6 - PASSENGER AUTOS: Wyandot County 13,733.

7 - ELECTRIC METERS: Residence 2,742.

8 - GAS METERS: Residence 2,545.

9 - PRINCIPAL INDUSTRIES: Auto Parts; Small Electric Motors; Precision Tools; Knives; Burial Vaults; Metal Compartments; Plastic Prods.; Dairy Prods.; Fab. Steel; Automotive Glass.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Days-Thur., Fri.

Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Artz Bros.; Michael's; Armstrong's.

Variety Stores-Ben Franklin, Big Wheel.

Chain Drug Stores-Rexall; Rite Aid.

Chain Supermarkets-Cardinal; Scot Lad; IGA; Bailey's; A & A Market; Dairy Mart.

14 - NEWSPAPERS: CHIEF-UNION (e) 4,336; sworn Oct. 1, 1990.

Local Contact for Advertising and Merchandising Data: Tom Martin, Adv. Mgr., CHIEF-UNION, 111 Wyandot Ave.; PO Box 180, Sandusky, OH 43351; Tel. (419) 294-2332.

National Representative: Papert Companies.

URBANA

1 - LOCATION: Champaign County, E&P Map B-3, County Seat. 14 mi. N of Springfield; 40 mi. NE of Dayton; 47 mi. W of the State Capital, Columbus. On U.S. Hwys. 36, 68; State Hwys. 29, 54, 55, 56, 296.

2 - TRANSPORTATION: Railroad-Conrail.

Intercity Bus Line-Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 11,353; E&P 92 Est. 11,471

County 90 Cen. 36,019; E&P 92 Est. 37,033

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 4,367; E&P 92 Est. 4,412

County 90 Cen. 14,112; E&P 92 Est. 14,509

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$94,000,000
Savings	3	$153,000,000

6 - PASSENGER AUTOS: Champaign County 22,426

7 - ELECTRIC METERS: Residence 4,400

8 - GAS METERS: Residence 3,950

9 - PRINCIPAL INDUSTRIES: Fine Paper; Aircraft and Airport Lighting Equip.; Machine Tools, Dies, Jigs, Fixtures; Ventilator Screens; Railroad and Automotive Supplies; Farm Feeds; Gravel, Sand and Asphalt Supplies; Molded Plastic Prods.; Electric Controls and Distribution Equip.; Silos; Tungsten Carbide & Cutting Tool Tips; Oil Well Intensifiers; Solar Collectors; Window Fans; Bakery Equip.; Porcelain Enamel; Household Cleaners; Snack Foods.

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-86; Summer 42-89; Fall 16-82; Winter 11-63.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers - 1 block east, 2 south, 1 west and 3 north of Monument Sq.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Upper Valley Mall(80)	14	Sears, JCPenney, Rike, Blocks

Principal Shopping Days-Fri., Sat., Sun.

Stores Open Evenings-K mart; Revco; Crosby; Peoples; Wal-Mart; Groceries; Video Stores.

13 - RETAIL OUTLETS: Department Stores-Uhlman's; Boston.

Variety Stores-Wal-Mart; K mart; Odd Lots.

Chain Drug Stores-Revco; Peoples.

Chain Supermarkets-Kroger; Troutwine's (Super Valu); IGA; Cain's Foodmarket; Big Bear Grocery Whse.

Other Chain Stores-Dean & Barry; Lawson's; Sweeting Tire; JCPenney (catalog).

14 - NEWSPAPERS: CITIZEN (e) 7,474; sworn Oct. 2, 1990.

Local Contact for Advertising and Merchandising Data: Linda Anderson, Adv. Dir., CITIZEN, PO Box 191, Urbana, OH 43078; Tel. (513) 652-2278.

National Representative: Landon Associates.

VAN WERT

1 - LOCATION: Van Wert County, E&P Map A-2, County Seat. 34 mi. SE of Ft. Wayne, IN; 28 mi. W of Lima, on Main Hwys. 30, 127 and 224.

2 - TRANSPORTATION: Railroad-Conrail (frt. only).

Motor Freight Carriers-4.

Intercity Bus Line-Greyhound.

Airlines-Municipal Airport, Charter only.

3 - POPULATION:

Corp. City 90 Cen. 10,891; E&P 92 Est. 10,862

County 90 Cen. 30,464; E&P 92 Est. 30,464

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 4,189; E&P 92 Est. 4,178

County 90 Cen. 11,647; E&P 92 Est. 11,647

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$155,266,000
Savings & Loan	3	$71,815,460

6 - PASSENGER AUTOS: Van Wert County 19,540

7 - ELECTRIC METERS: Residence 7,863

8 - GAS METERS: Residence 5,513

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Packaging 548; Mach. Parts 1,877; Food 201; Specialties 240; Ins. 300.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-87; Summer 39-96; Fall 19-83; Winter 12-60. First killing frost, Oct. 9; last killing frost, May 6.

11 - TAP WATER: Alkaline, soft 5 1/2 grains.

12 - RETAILING: Principal Shopping Centers - 3 blocks on Main St.; 3 on Washington St.; 2 on Central Ave.; 2 on Mkt. St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Summit(17)	1	Clyde Evans
Van Wert Plz	1	Marsh
Shannon Stadium (4)	1	Wal-Mart, Pik 'N Save

Principal Shopping Days-Fri., Sat.

Stores Open-Fri. & Mon. evenings.

13 - RETAIL OUTLETS: Variety Store-Wal-Mart.

Chain Drug Stores-Revco; Derry's; Hook's; Rite Aid.

Chain Supermarkets-Marsh; Pick 'N Save; Clyde Evans.

Other Chain Stores-Sherwin-Williams; Ream-Steckbeck Paint; Sears; Radio Shack; Ace Hdwe.; Quality Farm & Fleet; Fashion Bug; Sycamore; JCPenney (catalog).

14 - NEWSPAPERS: TIMES-BULLETIN (e) 8,157; sworn Sept. 28, 1990.

Local Contact for Advertising and Merchandising Data: Donald R. Hemple, Mktg. Dir., TIMES-BULLETIN, 700 Fox Rd., Van Wert, OH 45891; Tel. (419) 238-2285.

National Representative: Landon Associates.

WAPAKONETA

1 - LOCATION: Auglaize County (In Lima MSA), E&P Map A-2, County Seat. In West Central OH, 17 mi. S of Lima; 83 mi. SW of Toledo; 117 mi. N of Cincinnati; 25 mi. from IN state line on State Hwys. 67, 198, 501 and U.S. Hwys. 25, 33, 75.

2 - TRANSPORTATION: Railroad-Conrail.

Motor Freight Carriers-15.

3 - POPULATION:

Corp. City 90 Cen. 9,214; E&P 92 Est. 9,376

County 90 Cen. 44,585; E&P 92 Est. 45,649

MSA 90 Cen. 154,340; E&P 92 Est. 155,033

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 3,544; E&P 92 Est. 3,606

County 90 Cen. 17,664; E&P 92 Est. 18,085

MSA 90 Cen. 59,656; E&P 92 Est. 59,935

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$50,000,000
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: Auglaize County 27,560

7 - ELECTRIC METERS: Residence 3,500

8 - GAS METERS: Residence 2,555

9 - PRINCIPAL INDUSTRIES: Machine Knives, Dairy Prods.; Chrome Plating; Trailer Bodies, Small Tubing & Electronic Supplies; Steel Fab.; Tallow, Hides & Meat Scraps; Floor Covering; Plastic Compounding; Compressor Rebuild.; Grain Meat Packer; Automotive & Airplane Interiors; Rubber Prods.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-65; Summer 70-90; Fall 40-70; Winter 0-40.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Center-4 blocks on Auglaize St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Grandview Plz. (12)	NA	Coast-to-Coast, Radio Shack, Sycamore, Shastar

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Val Corp.

Chain Drug Stores-People's; Rite Aid.

Variety Stores-Wapak Sundry; Big Bear.

Chain Supermarkets-Pantry Pride; Lawsons; Clyde Evans.

14 - NEWSPAPERS: NEWS (e) 5,300; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Dianna Epperly, Pub. Gen. Mgr., NEWS, 8 Willipie St., Wapakoneta, OH 45895; Tel. (419) 738-3318.

National Representative: Landon Associates.

WARREN

1 - LOCATION: Trumbull County (In Youngstown-Warren MSA), E&P Map C-2. 53 mi. SE of Cleveland; 19 mi. from Youngstown; 90 mi. from Pittsburgh. On U.S. Hwy. 422; State Hwys. 5, 11, 40, 45, 46, 82, 169.

2 - TRANSPORTATION: Railroads-Baltimore & Ohio; Erie-Lackawanna; Conrail.

Motor Freight Carriers-47.

Intercity Bus Lines-Ohio Greyhound; Continental Trailways.

Airlines-United; Piedmont Commuter; Crown; Northwest; Bas Commuter; Allegheny.

3 - POPULATION:

Corp. City 90 Cen. 50,793; E&P 92 Est. 49,626

CZ-ABC: (80) 65,460

RTZ-ABC: (80) 156,437

County 90 Cen. 227,813; E&P 92 Est. 226,078

MSA 90 Cen. 492,619; E&P 92 Est. 489,023

City & RTZ-ABC: (80) 221,897

4 - HOUSEHOLDS:

City 90 Cen. 19,536; E&P 92 Est. 19,087

CZ-ABC: (80) 24,059

RTZ-ABC: (80) 51,539

County 90 Cen. 87,873; E&P 92 Est. 87,203

MSA 90 Cen. 190,233; E&P 92 Est. 188,844

City & RTZ-ABC: (80) 75,598

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	10	$386,702,171
Savings & Loan	7	$222,512,817

6 - PASSENGER AUTOS: Trumbull County 151,571

7 - ELECTRIC METERS: Residence 54,250

8 - GAS METERS: Residence 49,081

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Primary Steelmaking 12,000 ($200); Steel Fabrication 4,400 ($212); Auto. & Appl. Wiring 12,300 ($217); Aluminum Extrusion; Automobile Assembly 12,300 ($220). Total 45,000 Employees (Annual Payroll $650,450,200).

Principal Pay Days-10th & 25th, Fri.

10 - CLIMATE: Min. & Max. Temp.-Min. -10, Max. 94. First killing frost, Oct. 14; last killing frost, May 3.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Principal Shopping Centers - 6 on W. Market; 5 on E. Market; 6 on N. park; 3 on High NE.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
McKinley Hts (5)	NA	Stambaugh-Thompson, Handyman
Warren Plz (34)	NA	Giant Eagle
Trumbull Plz (24)	NA	K mart
Village Plz (13)	NA	Value City Furn.
Ridgeview(14)	NA	
Eastwood Mall (100)	NA	Sears, Kaufmann's, Woolworth, JCPenney, Carlisle
Plaza West(7)	NA	Ames
Champion Plz (10)	NA	Hills
Austin Vlg (20)	NA	Super Duper, Big Lots
Gretchen Vlg (16)	NA	Ames
Howland Plz (8)	3	Giant Eagle
Great East Plz. (10)	5	Sparkle, Best, Phar-Mor

Principal Shopping Days-Dept. Stores-Mon. & Thur. night.

Stores Open Evenings-Dept.-Mon. & Thur.; Super Mkts. & Shpg. Ctrs.-every night to 9.

13 - RETAIL OUTLETS: Department Stores-Kaufmann's; Carlisle; Sears; JCPenney.

Discount Stores-Hills; K mart; Ames; Best; Big Lots; Burlington Coat; TJ Maxx.

Variety Store-Woolworth.

Chain Drug Stores-Revco 2; Rite Aid 8; Phar-Mor; Thrift; Aid-N-Save 3; Drug Castle.

Chain Supermarkets-Sparkle Markets 7; Valu King 3; Riverside 2; Woodland Market 2; Howland IGA; Super Duper 4; Giant Eagle 5; Apples.

14 - NEWSPAPERS: TRIBUNE-CHRONICLE (e) 41,152; (S) 46,319; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Timothy J. LaRose, Adv. Dir., TRIBUNE-CHRONICLE, 240 Franklin St. S.E., Warren, OH 44482; Tel. (216) 841-1620.

National Representative: Landon Associates.

WASHINGTON COURT HOUSE

1 - LOCATION: Fayette County, E&P Map B-3, County Seat. Agricultural center. Miscellaneous light manufacturing. South Central part of the state. 69 mi. NE of Cincinnati; 42 mi. SW of Columbus; 47 mi. E of Dayton.

2 - TRANSPORTATION: Railroads-Grand Trunk Western; Chessie System.

Intercity Bus Line-Pennsylvania Greyhound.

Motor Freight Carriers-5.

Air Travel-Commercial jets available 40 mi. away. Public airport with 4,000 ft. hard surface located 2 mi. from city.

3 - POPULATION:

Corp. City 90 Cen. 12,983; E&P 92 Est. 13,043

County 90 Cen. 27,466; E&P 92 Est. 27,453

4 - HOUSEHOLDS:

City 90 Cen. 4,993; E&P 92 Est. 5,017

County 90 Cen. 10,665; E&P 92 Est. 10,660

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$63,336,000
Savings & Loan	3	$51,802,516

6 - PASSENGER AUTOS: Fayette County 16,764

7 - ELECTRIC METERS: County 19,018

8 - GAS METERS: Residence 8,720

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Plastics 500; Stairwork 180; Auto Seats 405; Hand Tools 520; Cardboard Containers 115; Manufactured Homes 160; Meat Packing & Proc. 150; Steel Bldgs. 330. Wages-Unskilled ($165); Semiskilled ($210); Skilled ($340).

10 - CLIMATE: Av. Annual Temp. 52, max. 96, min. -10. First killing frost, Oct. 18; last killing frost, May 13.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Court St. (39 stores); 2 blocks on Main St. (12 stores); 2 blocks on Fayette St. (5 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Washington Sq. (13)	1	Radio Shack, Revco, Cato, Ames, Big Wheel

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Downtown-Fri., Shopping Centers-nightly.

13 - RETAIL OUTLETS: Department Stores-Craig; Foster Haines; JCPenney; Uhlman's.
Discount Stores-Sundry Store; TSC.
Variety Stores-Fisher's Big Wheel; K mart; Ames.
Chain Drug Stores-Medicine Shoppe; Downtown; Revco; Kroger.
Chain Supermarkets-Kroger; Sack-n-Save; Convenient Mart; Bob & Carl's.
Other Chain Stores-Sears (catalog); Belden Jewelers; Firestone; Cato; Corvair Auto Parts; Radio Shack; Hallmark; Rax; Frisch's; Odd Lots; McDonald's; Wendy's; Long John Silver; Kentucky Fried Chicken; Golden Corral; Nationwise.

14 - NEWSPAPERS: RECORD-HERALD (e) 6,400; sworn Aug. 14, 1991.
Local Contact for Advertising and Merchandising Data: Debbie Mangus, Adv. Dir., RECORD-HERALD, 138 S. Fayette St., Washington Court House, OH 43160; Tel. (614) 335-3611.
National Representative: Landon Associates.

WILLOUGHBY
See LAKE COUNTY

WILMINGTON

1 - LOCATION: Clinton County. E&P Map B-3. County Seat. 55 mi. NE of Cincinnati; 35 mi. SE of Dayton; 60 mi. SW of Columbus. On U.S. Hwys. 22, 68, I-71; State Hwys. 3, 73, 730. Agricultural section.

2 - TRANSPORTATION: Railroads-Conrail; B&O.
Motor Freight Carriers-8.
Intercity Bus Line-Greyhound.
Airlines-Wilmington Air Park 3 mi.; Clinton Field 5 mi.; Springfield Municipal Airport 35 mi. (Comm.); Sabina 11 mi. (private); Dayton Airport (Vandalia) 35 mi.; Cincinnati 70 mi.; Columbus 60 mi. Air Freight: Airborne Express; Airborne Express Hub.

3 - POPULATION:
Corp. City 90 Cen. 11,199; E&P 92 Est. 11,353
County 90 Cen. 35,415; E&P 92 Est. 36,103

4 - HOUSEHOLDS:
City 90 Cen. 4,307; E&P 92 Est. 4,366
County 90 Cen. 13,359; E&P 92 Est. 13,618

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$101,223,415
Savings & Loan	3	$98,441,002

6 - PASSENGER AUTOS: Clinton County 22,252

7 - ELECTRIC METERS: Residence 20,000

8 - GAS METERS: Residence 4,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 1,500; Retail 625; Servs. 455; Constr. 150; Util. 100; Quarry 40; Hydraulic Controls; Tools & Dies; Concrete & Concrete Blocks; Aluminum Castings; Furnaces & Air-Conditioning; Aircraft Parts & Assemblies; Wood-Boring Tools & Screw Drivers; Auto Trim & Assemblies; Hospital; Ambulance Furn. & Equip.; Plastics; Electronic Switches; Machine Tools; Commercial Crystals; Paper Bags; Forklift Mfg.; Air Freight Service 2,000.

10 - CLIMATE: Av. Annual Temp.-49; Min. 10; Max. 88. Min. & Max. Temp.-Spring 42-70; Summer 55-95; Fall 32-65; Winter -5-55. First killing frost, Nov. 1; last killing frost, May 10. Rainfall: Annual-39 in.

11 - TAP WATER: Not fluoridated.

12 - RETAILING: Principal Shopping Centers - 6 blocks on Main and South Sts.; 8 blocks on Rombach Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Wilmington Plz. (18)	2	Kroger, Revco, Odd Lot, Ace Hdwe.
Southridge(9)	2	K mart, Revco, Hallmark
Rombach Ctr.(9)	2	SupeRx, Pic-Way, Radio Shack, Auto Works
Meadow Park Ctr.(14)	3	Wal-Mart, Pick 'N Save, City Loan

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Shpg. ctr. every evening; Downtown Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; Foster-Haines; Murphy-Benham; Pick 'N Save; Haines; Adairs; Ace Hdwe.
Variety Stores-K mart; Sundry Store; Odd Lot; Cato; Meadow Park.
Chain Drug Stores-Revco; SupeRx.
Chain Supermarkets-Kroger; Bob & Carl's Finer Foods; Wal-Mart.

14 - NEWSPAPERS: NEWS-JOURNAL (e) 7,447; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: Rick Irvin, Adv. Mgr., NEWS-JOURNAL, 47 S. South St., Wilmington, OH 45177; Tel. (513) 382-2574.
National Representative: Papert Companies.

WOOSTER

1 - LOCATION: Wayne County. E&P Map C-2. County Seat. Industrial, agricultural center. On U.S. Hwy. 30; State Hwys. 3, 250, 585. 54 mi. S of Cleveland; 29 mi. SW of Akron; 30 mi. W of Canton; 31 mi. E of Mansfield.

2 - TRANSPORTATION: Railroad-Conrail.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 90 Cen. 22,191; E&P 92 Est. 22,771
CZ-ABC: (80) 23,390
RTZ-ABC: (80) 110,348
County 90 Cen. 101,461; E&P 92 Est. 103,746
City & RTZ-ABC: (80) 133,738

4 - HOUSEHOLDS:
City 90 Cen. 8,535; E&P 92 Est. 8,758
CZ-ABC: (80) 8,549
RTZ-ABC: (80) 35,101
County 90 Cen. 39,424; E&P 92 Est. 40,312
City & RTZ-ABC: (80) 43,650

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$191,675,000
Savings & Loan	3	$520,349,000

6 - PASSENGER AUTOS: Wayne County 62,291

7 - ELECTRIC METERS: Residence 9,264

8 - GAS METERS: Residence 7,401

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric., Forest & Fishing 316; Mining 551; Constr. 1,589; Mfg. 14,582; Fab. Metal Prods. 2,848; Rubber & Plastic Prods. 2,559; Food & Related Prods. 1,734; Trans. Equip 1,329; Agricultural Research 502; Colleges 772.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-59; Summer 61-81; Fall 45-64; Winter 22-37. First killing frost, Oct. 15; last killing frost, Apr. 2.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers - 6 blocks on Liberty St. and 7 blocks on Market St.
Neighborhood Shopping Centers-U.S. 30 East.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
College Hills (15)	NA	Sears, Woolworth, Big Wheel, IGA
Portage Sq.(5)	NA	K mart, Radio Shack, Shoe World

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Food: Mon. to Sat.

13 - RETAIL OUTLETS: Department Stores-H. Freedlander; Wm. Annat; Sears; Buehler's.
Variety Stores-Newberry; Woolworth; Retzler.
Discount Stores-K mart; Qual. Farm & Fleet; Big Wheel.
Chain Drug Stores-Revco; Drug Mart; Rite Aid.
Chain Supermarkets-Buehler 2; Hawkin's; Smith's; Convenient Food; Youngs; IGA 2; Dairy Mart.
Other Chain Stores-Moore's; Yum Yum Tree; Servex; Radio Shack; Sherwin-Williams; Goodrich; Hammonds; Singer; Carter Lumber; Wayne Auto Parts; Goodyear; Tuffy Muffler; Ky Fried; TCBY; Subway; McDonald's 3; Hardees; Burger King; Wendy's.

14 - NEWSPAPERS: RECORD (e) 25,275; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Bob Anderson, Adv. Dir., RECORD, 210-212 E. Liberty St., Wooster, OH 44691; Tel. (216) 264-1125.
National Representative: Branham/Newspapr Sales.

XENIA

1 - LOCATION: Greene County (In Dayton-Springfield MSA). E&P Map B-3. County Seat. 15 mi. from Dayton; 52 mi. from Columbus; 51 mi. from Cincinnati. Light manufacturing; agricultural center. On U.S. Hwys. 35, 42, 68; triangulated by I-70, I-71 and I-75.

2 - TRANSPORTATION: Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Dayton & Southeastern; Daybrook Lines.

3 - POPULATION:
Corp. City 90 Cen. 24,664; E&P 92 Est. 24,666
CZ-ABC: (80) 31,971
RTZ-ABC: (80) 64,983
County 90 Cen. 136,731; E&P 92 Est. 140,179
MSA 90 Cen. 951,270; E&P 92 Est. 965,268
City & RTZ-ABC: (80) 96,954

4 - HOUSEHOLDS:
City 90 Cen. 9,486; E&P 92 Est. 9,487
CZ-ABC: (80) 10,523
RTZ-ABC: (80) 20,463
County 90 Cen. 51,667; E&P 92 Est. 52,969
MSA 90 Cen. 346,706; E&P 92 Est. 351,825
City & RTZ-ABC: (80) 30,936

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$73,403,000
Savings & Loan	2	$144,814,430

6 - PASSENGER AUTOS: Greene County 86,846

7 - ELECTRIC METERS: County 34,566

8 - GAS METERS: County 20,854

9 - PRINCIPAL INDUSTRIES: 53,779 total county labor force.
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Av. Temp. 50. Max.: 94; Min.: -6. Annual rainfall 35.87 in.; Av. snowfall 50 snows/yr. Total precipitation 25.63 in.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers - 3 blocks on Detroit St.; 4 on Main St.; 1 on Green St.; (West Side) 10 units; Allison & Dayton Aves., (West Side) 15 units; Bellbrook & Charles Sts. (West) 8 units; Kinsey & Old Springfield Pike (North) 5 units; West 2nd St., & Ottawa (West) 5 units; S. Bellbrook & 35 Bypass (West) 7 units; W. 2nd & Orange 5 units; W. 2nd & Bellbrooks 4 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ledbetter Rd.(2)	2	Revco
Xenia Plz.(12)	1	Sears, Revco
Xenia Town Sq. (4)	NA	Fashion Bug, Rite Aid, K mart, Radio Shack
Ames Plz.(5)	NA	Ames, Kroger

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Food-Nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Foster Haines.
Discount Stores-K mart; Wal-Mart.
Variety Stores-Family Dollar; Dollar General.
Chain Drug Stores-Revco; Rite Aid; Hooks; Medicine Shoppe.
Chain Supermarkets-Super Valu 2; IGA 2; Stop 'N Go 3; Fulmer's; Kroger.
Other Chain Stores-Goodyear; Radio Shack; Quality Farm & Fleet; Wickes Lumber; Piece Goods.

14 - NEWSPAPERS: GAZETTE (e) 10,357; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Dan L. Emerich, Adv. Mgr., GAZETTE, 37 S. Detroit St., PO Box 400, Xenia, OH 45385; Tel. (513) 372-4444.
National Representatives: Thomson Newspapers; Cresmer, Woodward, O'Mara & Ormsbee.

YOUNGSTOWN

1 - LOCATION: Mahoning County, (with part extending into Trumbull County). (In Youngstown-Warren MSA). E&P Map C-2. County Seat. Industrial Center. On Mahoning River about 35 mi. from its junction with Ohio River; 70 mi. SE of Cleveland, approximately halfway between Cleveland and Pittsburgh. On Ohio Tpke.; I-80 & 80S; U.S. Hwys. 62, 224, 422; State Hwys. 11, 18, 164, 170, 616.

2 - TRANSPORTATION: Railroads-Conrail; P&LE; Amtrak.
Motor Freight Carriers-72.
Intercity Bus Lines-Western Reserve Transit Authority serves city and surrounding areas; Ohio Greyhound; Pennsylvania; Columbiana Coach Lines.
Airlines-United Express; USAir Express; Northwest Airlink.

3 - POPULATION:
Corp. City 90 Cen. 95,732; E&P 92 Est. 91,791
CZ-ABC: (80) 229,123
RTZ-ABC: (80) 268,514
Counties/MSA 90 Cen. 492,619; E&P 92 Est. 489,023
Mahoning Co. 90 Cen. 264,806; E&P 92 Est. 262,945
Trumbull Co. 90 Cen. 227,813; E&P 92 Est. 226,078
City & RTZ-ABC: (80) 497,637
Demographic Information (Limited) available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 36,820; E&P 92 Est. 35,304
CZ-ABC: (80) 83,006
RTZ-ABC: (80) 92,997
Counties/MSA 90 Cen. 190,233; E&P 92 Est. 188,844
Mahoning Co. 90 Cen. 102,360; E&P 92 Est. 101,641
Trumbull Co. 90 Cen. 87,873; E&P 92 Est. 87,203
City & RTZ-ABC: (80) 176,003

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$2,580,810,000
Savings & Loan	3	$1,473,040,000

6 - PASSENGER AUTOS: Counties: Mahoning 172,026; Trumbull 151,571

7 - ELECTRIC METERS: Residence 151,203

8 - GAS METERS: Residence 137,415

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Total All Industries 96,082 ($316); Constr. 2,433 ($367); Mfg. 15,734 ($413); Trans. & Util. 3,735 ($446); Whol. & Ret. 27,471 ($227); Fin., Ins., R.E. 5,289 ($309).

Principal Industrial Pay Days-Staggered.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-88; Summer 44-92; Fall 14-81; Winter 0-80. First killing frost, Oct. 15; last killing frost, Apr. 23. Annual Precipitation 44.50.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Principal Shopping Area-Southern Park Mall; Greater Boardman Plz., 5 blocks on Fed. Plz. East and West; Belmont Ave. Rte. 193; Austintown Plz., Rt. 18.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Boardman Plaza(52)	6	Hills, Carlisle's Jewel Mart, Children's Palace, Dunhams, D&K Stores, Super Duper
Mahoning	10	Family Dollar, Whitlocks
Plaza(17)	3	Rite Aid
McGuffey Mall (30)	3	Rite Aid
Lincoln Knolls Plaza(30)	4	Hills, Radio Shack, Apples, Rite Aid, Family Dollar
Mahoning Ave.	NA	Phar-Mor, Plaza Donuts, Bill's Place
Market Pl. (14)	NA	IGA
Howland Plz.(15)	NA	Giant Eagle
Hermitage Towne Plaza	NA	
Liberty Plaza (42)	4	Big Lots, Hills, Stambaugh's, Phar-Mor
Austintown Plaza(35)	7	Dots, Penny's, Hills, Stambaugh's
Canfield Colonial(17)	10	Sparkle, Thrift Drug
Struthers 5th Street(16)	7	Sparkle, Revco
Village Sq.	10	Value City, Giant Eagle
Southern Park Mall(106)	6	Sears, Kaufmann's, Horne's, JCPenney
Eastwood Mall (135)	12	Sears, Kaufmann's, JCPenney, Carlisles, Best, Apples
Belmont Plz.(8)	2	
Cornersburg Plaza(8)	5	Giant Eagle, Rite Aid
Valley View Plz.	11	Valley View Dept. Store
Marwood(8)	3	Yum Yum Tree
Market St. Plz.	6	Sassy Slacks, B&J Sales
Union Sq. Plz.(24)	3	Radio Shack, Sparkle, Revco
Wedgewood Plaza(15)	5	Rite Aid Drug, Bargain Port
Phar-Mor Plz. (12)	NA	Phar-Mor

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Food, Shopping Plazas and Malls every evening. Some Food Stores open 24 hours.

13 - RETAIL OUTLETS: Department Stores-Kaufmann's 2; Horne's; JCPenney 2; Sears; Carlisle's.
Discount Stores-Hills 5; Bargain Port 3; K mart 3; Valley View; Ames 2; Big Lots.
Variety Stores-Woolworth; McCrory; Ben Franklin 2.
Chain Drug Stores-Thrift; Revco 7; Rite Aid 20; Allen's 6; Phar-Mor 4.
Chain Supermarkets-Dairy Marts 12; Giant Eagle 10; Valu-King; United Family 3; Foodland 6; Apples 3; C. Anzivino's 2; Mahoning Sparkle Mkts 14; Sami Quick Stop 15; IGA 3; Lil Shoppers 2; Fast Check 9; Super Duper 7; County Market.
Other Chain Stores-Thom McAn; Color Tile; Firestone 3; Goodyear 4; Pic-Way Shoes; Kinney's Shoe Mkt. 2; Baker's; Regal Shoes; Nobil 4; Hanover; El-Bee; Lerner; Children's Palace; Toys 'R' Us; Kids 'R' Us; Catherine's Stout; Fashion Barn; Birnbaums; Marwen's; Harry's Big & Tall Shop; Richmans; Sherwin-Williams; Glidden Paints 3; Earl Scheib; Singer Co.; Fabric Fair; King's (jewelry) 3; JoAnn Fabrics; The Appliance Store 2; Home Centers; Bressler Ice Cream; Brooks Fashions; Pet Bazaar; Dunham's; Koenigs; Flagg Bros. Shoes; Foxmoor Casuals; Joan Bari Bags; Mode O'Day; Ormonds; Petris; Stambaugh's 8; T.J. Maxx; Spencer Gifts; Waldenbooks; B. Dalton Bookseller; Zales; Minnesota Fabrics 2; Garment Center; Radio Shack; Linens and More; Maaco Auto; Color Your World; Tempo Fashions; World Wide Auto Stores; Carter Lumber 4; Litehouse Pools; Do-Cut; Whitlock Corp; NTW; Fashion Bug; Burlington Coats; Value City.

14 - NEWSPAPERS: VINDICATOR (e) 88,325; (S) 131,954; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Charles Metzger, Gen. Adv. Mgr., VINDICATOR, PO Box 780; Vindicator Sq., Youngstown, OH 44501; Tel. (216) 747-1471.
National Representative: Sawyer-Ferguson-Walker Co.

ZANESVILLE

1 - LOCATION: Muskingum County, E&P Map C-3. County Seat. Industrial, mining and agricultural area. Junction of Muskingum and Licking Rivers. 52 mi. E of Columbus; 75 mi. W of Wheeling; 125 mi. SW of Pittsburgh; 84 mi. SW of Canton; 725 ft. above sea level. On U.S. Hwys. 22, 40, I-70.

2 -TRANSPORTATION: Railroads-N&W; Chessie; Conrail.
Motor Freight Carriers-16.
Intercity Bus Lines-Continental Trailways; Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 26,778; E&P 92 Est. 26,403
CZ-ABC: (80) 37,808
RTZ-ABC: (80) 76,108
County 90 Cen. 82,068; E&P 92 Est. 81,901
City & RTZ-ABC: (80) 113,916

4 - HOUSEHOLDS:
City 90 Cen. 10,299; E&P 92 Est. 10,155
CZ-ABC: (80) 14,478
RTZ-ABC: (80) 25,391
County 90 Cen. 30,971; E&P 92 Est. 30,908
City & RTZ-ABC: (80) 39,869

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$262,000,000
Savings & Loan	3	$254,000,000

6 - PASSENGER AUTOS: Muskingum County 48,958

7 - ELECTRIC METERS: Residence 29,218

8 - GAS METERS: Residence 17,950

9 - PRINCIPAL INDUSTRIES: Industry, (Av. Wkly. Wage)-Mfg. ($226); Trans. & Util. ($290); Constr. ($262).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-74; Summer 62-95; Fall 14-71; Winter 5-50. First killing frost, Oct. 8-20; last killing frost, May 1-15.

11 - TAP WATER: Alkaline, very hard, not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St.; 2 on 3rd St.; 3 on 4th St.; 5 on 5th St.; 3 on 6th St.; 2 on 7th St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Colony Square Mall(84)	5	JCPenney, Gray's, Sears, Elder-Beerman
Country Fair(25)	4	Kroger, Woolworth, Odd Lots
Sunrise Center	2	IGA
Zane Trail(18)	3	Big Bear, Hart's

Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Downtown Mon., Fri.; Mall Mon.-Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Nader & Sons; Sears; Elder-Beerman.
Discount Stores-Bargain City; Dollar Saver; K mart; Odd Lots.
Variety Stores-Woolworth; Hart's.
Chain Drug Stores-Revco 2; Thrift; SupeRx; Hart's; Gray; Nelson; Fox.
Chain Supermarkets-Kroger; Big Bear 3; Apple; Pick 'N Save.
Other Chain Stores-Moore's; Sherwin-Williams; Stambaugh's; Pittsburgh Plate Glass; Singer Co.; Pic-Way; Robert's Men Store; Radio Shack; Sun TV & Appliances; Kinney Shoes.

14 - NEWSPAPERS: TIMES RECORDER (m) 23,873; (S) 24,214; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Robert Simons, Adv. Mgr., TIMES RECORDER, 34 S. Fourth St., Zanesville, OH 43702; Tel. (614) 452-4561.
National Representative: Thomson Newspapers.

OKLAHOMA SURVEYS

METROPOLITAN STATISTICAL AREAS

Enid-Garfield County
Fort Smith, AR-OK-Crawford and Sebastian Counties, AR; Sequoyah County, OK.
Lawton-Comanche County.
Oklahoma City-Canadian, Cleveland, Logan, McClain, Oklahoma and Pottawatomie Counties.
Tulsa-Creek, Osage, Tulsa, Rogers and Wagoner Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	1980	1990	1992
Under 5 Years	233	276	281
5-14 Years	465	466	475
15-24 Years	568	493	502
25-44 Years	813	1,017	1,036
45-64 Years	583	561	572
65 and Over	376	344	350
TOTAL	3,038	3,157	3,217

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1992 Est.
Bldg. Mat./Hdwr	542	920	1,502
General Mdse	1,093	1,800	2,792
Food	2,096	3,684	4,383
Automobiles	2,884	3,649	6,303
Gasoline Stations	655	1,100	988
Apparel	549	938	1,235
Furniture	423	693	1,167
Eat-Drink Places	715	1,394	1,922
Drugs	211	337	445
TOTAL SALES	9,228	16,071	21,495

ADA

1 - LOCATION: Pontotoc County, E&P Map E-3. County Seat. Industrial, educational, medical, and residential center of ranching and oil & gas production region. SE quarter of state. On State Hwys. 1, 3, 19, 99. 81 mi. SE of Oklahoma City.

2 - TRANSPORTATION: Railroad-Burlington Northern.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 90 Cen. 15,820; E&P 92 Est. 15,804
CZ-ABC: (80) 15,902
RTZ-ABC: (80) 36,223
County 90 Cen. 34,119; E&P 92 Est. 35,019
City & RTZ-ABC: (80) 52,125

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 90 Cen. 5,970; E&P 92 Est. 5,964
CZ-ABC: (80) 6,440
RTZ-ABC: (80) 13,037
County 90 Cen. 12,299; E&P 92 Est. 12,623
City & RTZ-ABC: (80) 19,477

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	3	$90,000,000
Commercial	3	$209,300,000

6 - PASSENGER AUTOS: Pontotoc County 22,908

7 - ELECTRIC METERS: Residence 6,100

8 - GAS METERS: Residence 6,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass containers 440 ($350); Cement 165 ($400); Concrete prods. N.A. ($250); Meat packing 110 ($200); Brick 35 ($200); Garments 175 ($200); Feeds 100 ($200); Plastic cups 450 ($200); Plastic and rubber prods. 350 ($300); Mfg. and service of oilfield drilling tools 100 ($275); Trap & skeet targets 50 ($200); Overhead door mfg. 100 ($225); Hospitals 650 ($325); University 400 ($375).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-92; Summer 68-96; Fall 30-80; Winter 30-60. First killing frost, Nov. 14; last killing frost, Apr. 18.

11 - TAP WATER: Alkaline, very hard, fluoridated.

12 - RETAILING: Principal Shopping Area-8 blocks on Main St. and Broadway.
Neighborhood Shopping Centers-College, E. Main; 500 E. Main to Miss. Ave.; 400-700 S. Miss. Ave.; Arlington; 800 Arlington Blvd.; 15 units, 600 N. B'dwy.; North Hills Center, Lonnie Abbot & Industrial Blvd.
Principal Shopping Days-Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Dillons; Katz; C.R. Anthony; Beall's; Cato.
Variety Store-Bargain Mart.
Discount Stores-Wal-Mart; Wall's; Dollar General; K mart; Family Dollar.
Chain Drug Store-Revco.
Chain Supermarkets-Safeway; IGA.
Other Chain Stores-Singer Co.; Sears (catalog); Sherwin-Williams; Payless; Athlete's Foot; Orscheln's; Cost Warehouse.

14 - NEWSPAPERS: NEWS (e-mon to fri) 9,290; (S) 9,740; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Jon Barnes, Adv. Mgr., NEWS, 112-120 N. Bway; PO Box 489, Ada, OK 74820; Tel. (405) 332-4433.
National Representatives: Thomson Newspapers; Cresmer, Woodward, O'Mara & Ormsbee.

ALTUS

1 - LOCATION: Jackson County, E&P Map C-3. County Seat. Situated on U.S. Hwys. 62, 283; 155 mi. SW of Oklahoma City.

2 - TRANSPORTATION: Railroads-Santa Fe; Frisco; Hollis & Eastern.
Motor Freight Carriers-5.
Intercity Bus Line-Midcontinent.

3 - POPULATION:
Corp. City 90 Cen. 21,910; E&P 92 Est. 21,672
County 90 Cen. 28,764; E&P 92 Est. 28,538

4 - HOUSEHOLDS:
City 90 Cen. 8,268; E&P 92 Est. 8,178
County 90 Cen. 10,971; E&P 92 Est. 10,885

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$204,023,000
Savings & Loan	3	$101,660,000

6 - PASSENGER AUTOS: Jackson County 18,070

7 - ELECTRIC METERS: Residence 10,498

8 - GAS METERS: Residence 7,695

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Chem. Fertilizer N.A. ($170); Feed Mfg. 30 ($150); Cotton Seed Proc. 40 ($140); Asphalt Mixing 43 ($175); Cotton

Compress 48 (N.A.); Altus AFB 4,183 ($281); Univ. Educ. 650 ($304); Ladies Garments 90 ($137).

10 - CLIMATE: First killing frost, Nov. 7; last killing frost, Mar. 28.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-Downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Altus Plaza(24)	NA	JCPenney, Safeway, Zales, Otasco
Bunker Hill(12)	NA	Anthony, Winn's, Furr's

Shopping Days-Fri., Sat., Mon.
Stores Open Sundays-Supermarkets; Winn's; Surplus City; K mart; Wal-Mart; Braum's; JCPenney.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; JCPenney.
Discount Stores-Altus Surplus City; K mart; Base Exchange; Wal-Mart; Osborne's.
Variety Stores-Winn's 2; Dollar General; Wal-Mart.
Chain Drug Stores-Bunker Hill; United Discount; Revco.
Chain Supermarkets-United 2; Safeway.
Other Chain Stores-Sherman's Shoes; Otasco; S&H Green Stamps; Goodyear; Firestone; Furr's; Sherwin-Williams; 7-Eleven; Radio Shack; Love's Country Stores.

14 - NEWSPAPERS: TIMES (e-mon to fri; S) 6,409; sworn Oct. 1, 1990.
Local Contact for Advertising and Merchandising Data: Jesse Turner, Adv. Mgr., TIMES, 218-20 W. Commerce St., Altus, OK 73521; Tel. (405) 482-1221.
National Representative: Papert Companies.

ALVA

1 - LOCATION: Woods County, E&P Map C-1, County Seat. Wheat shipping, cattle raising and feeding (beef), oil and gas production. University Education. 160 mi. from Oklahoma City; 120 mi. from Wichita, KS; On U.S. Hwys. 64, 281.

2 - TRANSPORTATION: Railroads-AT&SF (Santa Fe); CRI & PRR (Rock Island).
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 90 Cen. 5,495; E&P 92 Est. 5,311
County 90 Cen. 9,103; E&P 92 Est. 8,979

4 - HOUSEHOLDS:
City 90 Cen. 2,074; E&P 92 Est. 2,004
County 90 Cen. 4,138; E&P 92 Est. 4,081

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$150,000,000

6 - PASSENGER AUTOS: Woods County 7,212

7 - ELECTRIC METERS: Residence 2,808

8 - GAS METERS: Residence 2,491

9 - PRINCIPAL INDUSTRIES: Industry-Agric.; Meat Packing; Tractors; Radio Airplane Repair & Rebuilding; Educ.; Farm Implement Mfg.
Principal Pay Days-Sat.; 1st & 15th; 5th & 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-78; Summer 62-112; Fall 39-72; Winter 15-70. First killing frost, Oct. 30; last killing frost, Apr. 18.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Neighborhood Shopping Center-12 blocks at College & Okla. Blvd.

Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Anthony's; Sears; Penney's Catalog.
Variety Store-Wal-Mart.
Chain Drug Stores-Rexall; Holder-Southern; Homeland Pharmacy.
Chain Supermarket-Homeland.

14 - NEWSPAPERS: REVIEW-COURIER (m-mon to fri; S) 1,700; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: Marione Martin, Pub., REVIEW-COURIER, 620 Choctaw; PO Box 668, Alva, OK 73717; Tel. (405) 327-2200.
National Representative: Papert Companies.

ANADARKO

1 - LOCATION: Caddo County, E&P Map D-2, County Seat. 60 mi. Southwest of Oklahoma City. On U.S. Hwys. 62, 281; State Hwys. 8, 9.

2 - TRANSPORTATION: Railroad-Rock Island.
Motor Freight Carriers-3.
Intercity Bus Line-Oklahoma Trans. Co.

3 - POPULATION:
Corp. City 90 Cen. 6,586; E&P 92 Est. 6,628
County 90 Cen. 29,550; E&P 92 Est. 29,368

4 - HOUSEHOLDS:
City 90 Cen. 2,486; E&P 92 Est. 2,501
County 90 Cen. 11,702; E&P 92 Est. 11,630

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$115,427,000
Savings & Loan	2	$61,389,000

6 - PASSENGER AUTOS: Caddo County 20,649

7 - ELECTRIC METERS: 3,000

8 - GAS METERS: 2,836

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Carpet Mfg. 471; Elect. Generation 265; Peanut Shelling 50; Bureau of Indian Affairs 313; City employees 113. Gross payroll yearly $25.8 million.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-85; Summer 69-105; Fall 50-80; Winter 25-65.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Shopping Centers-Southern Plains Plaza (1 mi. from center of town east); Petree Plaza (2 mi. southwest of center of town).

Principal Shopping Days-Fri., Sat.; Food-Wed.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; Famous; George's; The Green Apple.
Discount Stores-Wal-Mart; Dollar General.
Chain Supermarkets-Homeland; Warehouse Discount Foods; Dunn's Food Center.
Other Chain Stores-Otasco; Derby Wag-A-Bag; Sears (catalog); Radio Shack; True Value; Western Auto.
Other Stores-Jay's Jewelry; Allen Western Wear; Grady's Shoes; Graham's Jewelry; Calico Patch Fabrics; Yu-Neek Gifts; Jarvis Furn.; Hallmark.

14 - NEWSPAPERS: DAILY NEWS (e-mon to fri) 5,708; (m-sat) 5,708; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: Vic Bryan Jr., Adv. Mgr., DAILY NEWS, 117-119 E. Broadway, Anadarko, OK 73005-0548; Tel. (405) 247-3331.
National Representatives: Papert Companies; Oklahoma Press Service.

ARDMORE

1 - LOCATION: Carter County, E&P Map D-3, County Seat. In Southern part of state, 33 mi. from TX border; 95 mi. S of Oklahoma City; 100 mi. N of Dallas & Ft. Worth, TX. On U.S. Hwys. 70, 77, I-35; State Hwys. 18, 22, 53, 76.

2 - TRANSPORTATION: Railroads-Santa Fe, Burlington Northern.
Motor Freight Carriers-13.
Intercity Bus Lines-America; Okla. Trans.; Trailways; S.W. Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 23,079; E&P 92 Est. 23,412
CZ-ABC: (80) 23,689
RTZ-ABC: (80) 55,880
County 90 Cen. 42,919; E&P 92 Est. 42,826
City & RTZ-ABC: (80) 79,569

4 - HOUSEHOLDS:
City 90 Cen. 8,709; E&P 92 Est. 8,835
CZ-ABC: (80) 9,261
RTZ-ABC: (80) 20,615
County 90 Cen. 16,383; E&P 92 Est. 16,348
City & RTZ-ABC: (80) 29,876

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$417,100,000
Savings & Loan	3	$96,100,000

6 - PASSENGER AUTOS: Carter County 29,719

7 - ELECTRIC METERS: Residence 13,286

8 - GAS METERS: Residence 9,051

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Oil Refining 375; Oil Exploration 1,700; Tires 2,500; Electronic Equip.; Dairy; Concrete; Sportswear; Millwork; Roofing.
Principal Industrial Pay Days-Mon., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-65; Summer 85-100; Fall 60-65; Winter 15-45.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Main St.; 4 on Broadway; 3 on 1st Ave.; 4 on N. Wash.; 5 on Grand Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ardmore Mall(9)	NA	Midwest Showcase, Mont. Ward
Broadlawn(10)	NA	Red & White
Mid-Way(13)	NA	T&M Phcy., Larrys
Tiffany Plz.(6)	NA	Anthony's, Bestyet Food, TG&Y
Mountain View Mall(24)	NA	K mart, Beall's, JCPenney, United

Principal Shopping Days-Tues., Thur., Fri., Sat.
Stores Open Evenings-Dept.-Mon.; Food-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Daube's; JCPenney; Montgomery Ward; C.R. Anthony; Beall's.
Variety Store-TG&Y.
Discount Stores-Wal-Mart; K mart; TG&Y; United.
Chain Drug Stores-Rexall; I.D.L.; Reavis; Family Drugs; Revco.
Chain Supermarkets-Foodway; Safeway; Dicus; IGA; Draper's; Red & White; Bestyet; Winn-Dixie 2.
Other Chain Stores-White's Auto; The Automotive; Goodyear; Firestone; Babcock.

14 - NEWSPAPERS: ARDMOREITE (e-mon to fri) 12,865; (S) 12,865; sworn Oct. 1, 1990.
Local Contact for Advertising and Merchandising Data: Barbara Winkler, Adv. Mgr., ARDMOREITE, 117 W. Broadway; PO Box 1328, Ardmore, OK 73402; Tel. (405) 223-2200; FAX (405) 266-2363.
National Representative: Landon Associates.

BARTLESVILLE

1 - LOCATION: Washington County, E&P Map E-1, County Seat. Ctr. of large cattle-raising, oil & gas production district. On U.S. Hwys. 60, 75; State Hwy. 123; 49 mi. N of Tulsa, OK; 306 mi. NE of Dallas, TX; 199 mi. S of Kansas City, MO.

2 - TRANSPORTATION: Railroads-Atchison, Topeka & Santa Fe; Mo., Kans. & Tex.
Motor Freight Carriers-5.
Intercity Bus Line-K.G. Lines, Inc.

3 - POPULATION:
Corp. City 90 Cen. 34,526; E&P 92 Est. 34,518
CZ-ABC: (80) 41,993
RTZ-ABC: (80) 26,560
County 90 Cen. 48,066; E&P 92 Est. 47,993
City & RTZ-ABC: (80) 68,553

4 - HOUSEHOLDS:
City 90 Cen. 13,029; E&P 92 Est. 13,026
CZ-ABC: (80) 16,527
RTZ-ABC: (80) 10,264
County 90 Cen. 17,762; E&P 92 Est. 17,735
City & RTZ-ABC: (80) 26,791

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$388,760,102
Savings & Loan	3	$236,990,720

6 - PASSENGER AUTOS: Washington County 26,342

7 - ELECTRIC METERS: Residence 14,639

8 - GAS METERS: 14,788

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Oil Co. employees (clerical, engineering, research, plastics) 7,404; Ret. selling 6,060; Oil field supply and mfg. 1,627; Zinc smelting 394; Payroll Est. $1,422,380.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Seasonal Averages-Spring 57; Summer 72; Fall 59; Winter 47.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers Downtown-3 blocks on Dewey Ave; 3 on Osage; 3 on Johnstone; 5 on Frank Phillips Blvd.; 85 ret. stores including Martin's, Otasco, Piper Furniture, Brown's Shoe Fit.
Neighborhood Shopping Centers-Limestone Complex; East Bartlesville Complex (22 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastland(38)	NA	Mont. Ward
The Quarters(15)	NA	Specialty Shops
Pennington Hills Plz.	NA	IGA, Mays Drug
Washington Park Mall(68)	NA	Dillard's, Sears, JCPenney

Principal Shopping Days-Mon., Sat.
Stores Open Sundays-9 Food; 6 Drug. Shpg. Ctrs. open Thur. evenings & Sundays.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; Montgomery Ward; JCPenney; Sears; Dillard's.
Discount Stores-Wal-Mart; K mart.
Chain Drug Stores-Rexall 2; Mays.
Chain Supermarkets-Bestyet; IGA; Homeland 2; Thrift-T-Wise AG 3; United.
Other Chain Stores-Firestone; Edward's; Payless Shoes; Radio Shack; Sherwin-Williams; Zales Jewelry; Brown's Shoe Fit; Singer Co.

14 - NEWSPAPERS: EXAMINER-ENTERPRISE (e-mon to fri) 13,357; (m-sat) 12,663; (S) 15,498; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: James Kerby, Adv. Dir., EXAMINER-ENTERPRISE, PO Box 1278, Bartlesville, OK 74005; Tel. (918) 336-1600.
National Representative: Papert Companies.

BLACKWELL

1 - LOCATION: Kay County, E&P Map D-1. Residential center on Chikaskia River in fine agricultural area. On I-35 70 mi. S of Wichita, KS; 100 mi. N of Oklahoma City; 110 mi. NW of Tulsa; 20 mi. W of Kaw Lake on SH-11.

2 - TRANSPORTATION: Railroad-Santa Fe.
Motor Freight Carriers-11.
Intercity Bus Line-Continental Trailways.

3 - POPULATION:
Corp. City 90 Cen. 7,538; E&P 92 Est. 7,659
County 90 Cen. 48,056; E&P 92 Est. 47,925
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 2,845; E&P 92 Est. 2,890
County 90 Cen. 17,920; E&P 92 Est. 17,872

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: Kay County 39,501

7 - ELECTRIC METERS: Residence 3,360

8 - GAS METERS: Residence 3,516

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees-Foundry 230; Gas 38; Foods 38; Oil 125; Corset 165.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-90; Summer 60-115; Fall 37-90; Winter-2-78.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Graves Drug; Rexall; Homeland; United; Wal-Mart; Anthony's; Costal Mart; Town & Country.

13 - RETAIL OUTLETS: Department Store-C.R. Anthony's.

Chain Drug Stores-Rexall; Graves.
Chain Supermarkets-Homeland; United of Oklahoma.
Other Chain Store-Wal-Mart.

14 - NEWSPAPERS: JOURNAL-TRIBUNE (e) 3,284; (S) 3,432; sworn Oct. 31, 1990.
Local Contact for Advertising and Merchandising Data: Dayle E. McGaha, Gen. Mgr., JOURNAL-TRIBUNE, PO Box 760, Blackwell, OK 74631; Tel. (405) 363-3370.
National Representative: Papert Companies.

BROKEN ARROW

1 - LOCATION: Tulsa County (In Tulsa MSA), E&P Map E-2, County Seat. 18 mi. SE of Tulsa, NE portion of state; on I-44; U.S. Hwys. 66, 69; State Hwy. 51.

2 - TRANSPORTATION: Railroads-Missouri; Kansas; Texas.
Motor Freight Carriers-2.
Intercity Bus Line-Trailways.
Airlines-Major airlines at Tulsa.

3 - POPULATION:
Corp. City 90 Cen. 58,043; E&P 92 Est. 64,059
County 90 Cen. 503,341; E&P 92 Est. 521,549
MSA 90 Cen. 708,954; E&P 92 Est. 734,330

4 - HOUSEHOLDS:
City 90 Cen. 21,903; E&P 92 Est. 24,173
County 90 Cen. 201,336; E&P 92 Est. 208,620
MSA 90 Cen. 279,493; E&P 92 Est. 289,442

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	5	$128,170,482
Commercial	5	$245,583,228

6 - PASSENGER AUTOS: Tulsa County 384,916

7 - ELECTRIC METERS: Residence 18,000

8 - GAS METERS: Residence 16,000

9 - PRINCIPAL INDUSTRIES: Type of Industry-Oil Field Prods.; Feedmill; Manufactures-Heat exchangers; Plastic molding die castings; Stamping; Speed reducers; Gas fittings; Boat parts; Electronic structure; Atmosphere coolers; Medical Supplies; Thermoweld prods.; Cultured marble. Agric.-Pecans; Grain; Dairy Cattle; Quarterhorses; Apparel.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-90; Summer 70-100; Fall 20-90; Winter 10-80. First killing frost, Nov.; last killing frost, Mar.

11 - TAP WATER: Non-alkaline; medium.

12 - RETAILING: Neighborhood Shopping Centers-Alps; Arrow Vlg.; Arrowhead; Aspen Sq.; Boardwalk; Downtown; Broken Arrow Plz.; Broken Arrow Town Ctr.; Central Park; County Line; Elmwood Place; Indian Springs; Laurenwood Sq.; Lynn Lane; Mapleleaf; Market Sq.; Meadow Heights; North Main Plz.; Oakcrest; Oakwood; Washington Sq.; Quail Run; Sequoyah; South Main Plz.; Vlg. at Aspen Creek; Turtle Creek; Vandever Acres; Vandever East; Outlet Malls of America; Mayfair Shoppes; Wal-Mart.

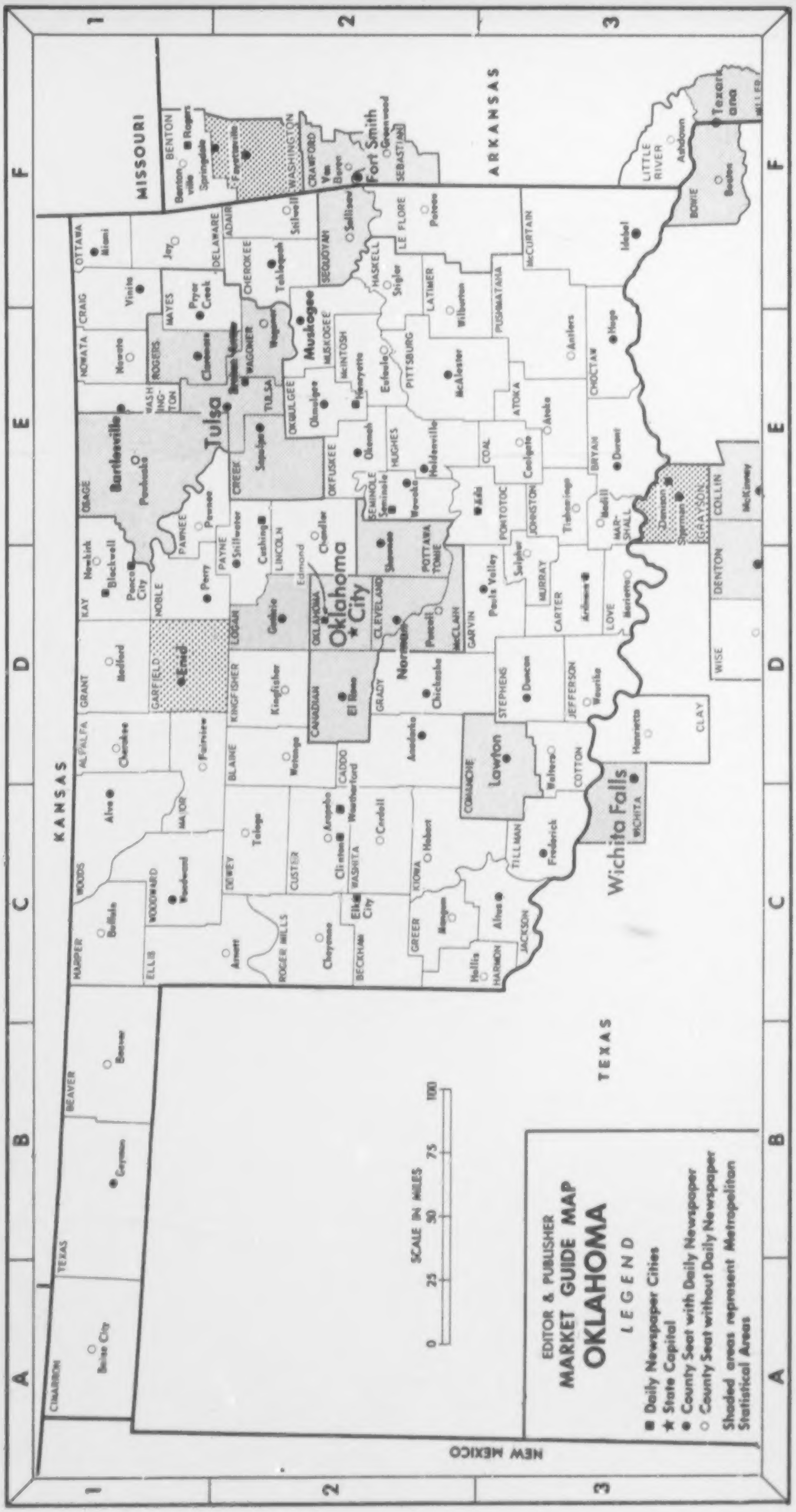
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Oakcrest(15)	3	Price Mart
Sequoyah Ctr.	2	Hancock Fabrics, Ben Franklin, IGA
Towne Ctr.	3	Beall's, Skaggs
Woodland Hills	5	Sears, Dillard's, JCPenney

Principal Shopping Days-Wed., Fri. & Sat.
Stores Open Evenings-Wal-Mart; K mart; Homeland.

13 - RETAIL OUTLETS: Department Stores-Anthony's; Beall's.
Discount Stores-K mart; Wal-Mart 2.
Variety Stores-Ben Franklin 2.
Chain Drug Stores-Ross; May's; Drug Warehouse.
Chain Supermarkets-Warehouse Market; Homeland; IGA; Skaggs; Price Mart; B.A. Discount; Aspen Discount.
Other Chain Store-Goodyear.

14 - NEWSPAPERS: LEDGER (e-tues to fri) 3,000; (S) 13,000; sworn Sept. 30, 1990.


EDITOR & PUBLISHER
MARKET GUIDE MAP
OKLAHOMA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0
25
50
75
100
KANSAS
MISSOURI
ARKANSAS
TEXAS
NEW MEXICO
Oklahoma City
Tulsa
Lawton
Norman
Enid
Muskogee
Bartlesville
Fort Smith
Wichita Falls
Texarkana
A
B
C
D
E
F
1
2
3

Local Contact for Advertising and Merchandising Data: Terry Smith, Adv. Dir., LEDGER, 525 S. Main St., Broken Arrow, OK 74012; Tel. (918) 258-6688.
National Representative: Landon Associates.

CHICKASHA

1 - LOCATION: Grady County, E&P Map D-2. County Seat. On Washita River (tributary of Red River), 40 mi. SW of Okla. City. On U.S. Hwys. 62, 81; State Hwys. 9, 19, 39, 92, 277; I-44.

2 - TRANSPORTATION: Railroads-Burlington-Northern; DKT-MKT.
Motor Freight Carriers-5.
Intercity Bus Lines-Oklahoma Trans.; Mid-Continent; Denco.

3 - POPULATION:
Corp. City 90 Cen. 14,988; E&P 92 Est. 15,099
County 90 Cen. 41,747; E&P 92 Est. 42,912

4 - HOUSEHOLDS:
City 90 Cen. 5,656; E&P 92 Est. 5,698
County 90 Cen. 17,052; E&P 92 Est. 17,528

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$244,000,000
Savings & Loan	4	$1,078,328,000

6 - PASSENGER AUTOS: Grady County 24,171

7 - ELECTRIC METERS: Residence 5,905

8 - GAS METERS: Residence 4,857

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Machine Shops 94; Foods 421; Mobile Homes 800; Trailers 259; Maremont Corp. 500.

10 - CLIMATE: Min. & Max. Temp.-Spring 59-70; Summer 79-105; Fall 61-75; Winter 39-50.

11 - TAP WATER: Alkaline, very hard (lake water).

12 - RETAILING: Principal Shopping Center-4 blocks on Chickasha; 4 on Choctaw; 2 on Kansas; 2 on 3rd; 3 on 4th; 3 on 5th; Shpg. Ctr. at 9th & Grand; Shpg. Ctr. 4th & Grand; Shpg. Ctr. at 1000 Choctaw.
Principal Shopping Days-Dept. Stores-Thur., Sat.; Food-Fri., Sat.
Stores Open Evenings-Thur.; Supermarkets every evening.

13 - RETAIL OUTLETS: Department Stores-Dixie; JCPenney; Anthony's; Hick's.
Discount Stores-Gibson's; Wal-Mart; Bargain Time.
Chain Drug Stores-Rexall; The Medicine Shoppe; Wal-Mart; Revco.
Chain Supermarkets-Safeway; Petty's IGA; Dunn's Red Bud.
Other Chain Stores-Goodyear; Sears; S&H Green Stamps.

14 - NEWSPAPERS: EXPRESS (e-mon to fri) 5,235; (S) 6,298; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: Tami Butler, Adv. Mgr., EXPRESS, 302 N. 3rd St., Chickasha, OK 73018; Tel. (405) 224-2600; FAX (405) 224-7087.
National Representative: Papert Companies.

CLAREMORE

1 - LOCATION: Rogers County (In Tulsa MSA). E&P Map E-1, 27 mi. from Tulsa; NE part of the state. On U.S. Hwy. 66; State Hwy. 88, Will Rogers Tpke.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Burlington Northern.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 90 Cen. 13,280; E&P 92 Est. 13,519
CZ-ABC:(80) 12,085
RTZ-ABC:(80) 25,027
County 90 Cen. 55,170; E&P 92 Est. 57,820
MSA 90 Cen. 708,954; E&P 92 Est. 734,330
City & RTZ-ABC: (80) 37,112

4 - HOUSEHOLDS:
City 90 Cen. 5,011; E&P 92 Est. 5,102
CZ-ABC:(80) 4,460
RTZ-ABC:(80) 8,195
County 90 Cen. 19,704; E&P 92 Est. 20,650
MSA 90 Cen. 279,493; E&P 92 Est. 289,442
City & RTZ-ABC:(80) 12,655

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	1	$173,167,671
Savings & Loan	2	$137,000,000

6 - PASSENGER AUTOS: Rogers County 42,963

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence 5,962

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Coal Mining 300 ($400); Motor Controls 60 (N.A.); Submersible Pump 800 ($420); Glass Coating 175 (N.A.); Cylinder 100 ($320); Cable 125 (N.A.); Custom Stamping 40 ($340); Farm Equip. 18 ($346); Bearings 100 ($400); Steel 125 ($400); Oil Equip. 125 ($350).

10 - CLIMATE: Min. & Max. Temp.-Spring 24-85; Summer 63-114; Fall 40-88; Winter 20-70. First killing frost, Nov. 12; last killing frost, Mar. 10.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Will Rogers Blvd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Ne-Mar(20)	NA	JCPenney, Anthony's
Mason Ctr.(4)	NA	
Claremont Ctr. (7)	1	Cato, Radio Shack

Principal Shopping Days-Wed. thru Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; C.R. Anthony; Sears (catalog).
Discount Store-Wal-Mart.
Chain Drug Stores-Wal-Mart; Warehouse Mkt; Drug Warehouse.
Chain Supermarkets-Homeland; Warehouse; Price Mart.

14 - NEWSPAPERS: PROGRESS (e-tues to fri) 6,492; (S) 7,351; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Dave Kucifer, Adv. Dir., PROGRESS, 315 W. Will Rogers Blvd., Claremore, OK 74017; Tel. (918) 341-1101; FAX (918) 341-1131.
National Representatives: Papert Companies; Oklahoma Press Service.

CLINTON

1 - LOCATION: Custer County, E&P Map C-2. Agricultural, livestock, industrial, distribution and hospital center 85 mi. W of Oklahoma City and 175 mi. E of Amarillo. Junction of U.S. Hwys. 183 and I-40.

2 - TRANSPORTATION: Railroads-St. Louis and San Francisco; AT&SF-Santa Fe.
Motor Freight Carriers-2.
Intercity Bus Line-Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 9,298; E&P 92 Est. 9,398
County 90 Cen. 26,897; E&P 92 Est. 27,542

4 - HOUSEHOLDS:
City 90 Cen. 3,509; E&P 92 Est. 3,547
County 90 Cen. 9,710; E&P 92 Est. 9,943

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$144,742,115
Savings & Loan	3	$121,667,918

6 - PASSENGER AUTOS: Custer County 18,184

7 - ELECTRIC METERS: Residence 3,612

8 - GAS METERS: Residence 3,510

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agric. Proc. 693 ($300); Precision Instr. 68 ($295); Mach. Shops 210 ($265); Brick & Tile 233 ($288); Soft Goods 1,001 ($265); Food Proc. 620 ($275); Oil Field Supply 402 ($528); Other 830 ($315).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 72-100; Fall 50-90; Winter 10-65.

11 - TAP WATER: Less than 300 parts per million dissolved solids.

12 - RETAILING: Neighborhood Shopping Centers-J.C. Lane; Darko Square West, K mart, Wal-Mart.

Principal Shopping Days-Mon., Thur., Sat.

13 - RETAIL OUTLETS: Department Stores-Simon's; C.R. Anthony; Guthrie's; Sears.
Discount Stores-K mart; Wal-Mart (Weatherford); Wonder World.
Chain Drug Stores-S&D 2; Salisbury's; Safeway.
Chain Supermarkets-Safeway; United; Puckett's.
Other Chain Stores-S&H Green Stamps; Dollar General; Family Dollar.

14 - NEWSPAPERS: NEWS (e-mon to fri; S) 5,500; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: Chas. E. Engleman, Pub. & Ed., NEWS, 522 Avant Ave.; Box 489, Clinton, OK 73601; Tel. (405) 323-5151.
National Representative: Papert Companies.

CUSHING

1 - LOCATION: Payne County, E&P Map E-2. Situated on State Hwys. 18, 33. 58 mi. W of Tulsa; 76 mi. E of Oklahoma City.

2 - TRANSPORTATION: Railroad-Cimarron Valley (Shortline).
Motor Freight Carriers-4.
Intercity Bus Line-MK&O.

3 - POPULATION:
Corp. City 90 Cen. 7,218; E&P 92 Est. 7,231
County 90 Cen. 61,507; E&P 92 Est. 61,334
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 2,724; E&P 92 Est. 2,729
County 90 Cen. 25,364; E&P 92 Est. 25,292

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$97,086,400
Savings & Loan	2	$10,000,000

6 - PASSENGER AUTOS: Payne County 39,047

7 - ELECTRIC METERS: Residence 3,153

8 - GAS METERS: Residence 3,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Oil 950; Food 300; Trucking 180; Plastic Bottles 25.
Industrial Pay Days-9th & 24th.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 80-110; Fall 55-80; Winter 10-50.

11 - TAP WATER: Neutral, 15 grains hard, chlorinated.

12 - RETAILING: Principal Shopping Centers-15 blocks on Broadway, Cherry, Harrison, Cleveland, Moses & Main Sts.; Summit Ridge, Cushing Plaza (both on East edge of city).

Principal Shopping Days-Mon., Sat.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; Peters; Sears.
Discount Store-Wal-Mart.
Chain Drug Stores-City (IDL); Revco; Ron's Health Mart.
Chain Supermarket-Escott's.
Other Chain Stores-Hughes Lumber; Coast-to-Coast; Cato; Radio Shack; Sherwin-Williams; Payless Shoes.

14 - NEWSPAPERS: CITIZEN (e-tues to fri; S) 2,780; sworn Oct. 1, 1990.
Local Contact for Advertising and Merchandising Data: R.V. Rick Clark, Pub., CITIZEN, 115 S. Cleveland, Cushing, OK 74023; Tel. (918) 225-3333.
National Representatives: Papert Companies; Oklahoma Press Association.

DUNCAN

1 - LOCATION: Stephens County, E&P Map D-3, County Seat. Industrial and residential center. 92 mi. SW of Oklahoma City; 140 mi. NW of Fort Worth. On U.S. Hwy. 81 and State Hwy. 7.

2 - TRANSPORTATION: Railroads-Texas-Oklahoma; Union Pacific.
Motor Freight Carrier-L&L Motor Freight.
Intercity Bus Line-Oklahoma Transport.

3 - POPULATION:
Corp. City 90 Cen. 21,732; E&P 92 Est. 22,009
County 90 Cen. 42,299; E&P 92 Est. 42,061
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 8,201; E&P 92 Est. 8,305
County 90 Cen. 16,321; E&P 92 Est. 16,230

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$272,608,389
Savings & Loan	3	$140,885,088

6 - PASSENGER AUTOS: Stephens County 32,782

7 - ELECTRIC METERS: Residence 11,163

8 - GAS METERS: Residence 8,600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Field Services, Research, Development & Equip. Mfg. 2,500 ($371); Farm Equip. Mfg. 40 ($225); Horse Trailer Mfg. 87 ($300); Oil Co. Area Office 20 ($450).

10 - CLIMATE: Min. & Max. Temp.-Spring 30-96; Summer 60-102; Fall 20-92; Winter 0-80. First killing frost, Nov. 25; last killing frost, Apr. 12.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main; 3 on Walnut; 2 on 8th; 2 on 9th; 3 on 10th; 23 blocks on U.S. 81 by-pass; 1 block on Bois D-Arc; 1 on Peach; 4 on E. Main.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
McCasland(2)	NA	Duncan Drug
Ward Mall(24)	NA	Wilson's Appliance, Market Basket
Elk Plaza(15)	NA	Goodner's, C.R. Anthony
Oak Tree	NA	Video Appliances, RJ's Video
Sledge Center(2)	NA	Goodners, R&S Drug

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Sundays-Food and Drug, some in Ward Mall; Orscheln; Gibson's; Wal-Mart.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; JCPenney; Crutcher's; Sears; Rags.
Discount Stores-Wal-Mart; Gibson's.
Drug Stores-R&S 3; Duncan Discount Drug; Star Discount Pharmacy 2.
Variety Store-Dollar General.
Chain Supermarkets-Goodner's (Scrivner, Inc.) 3; Homeland; Market Basket.
Other Chain Stores-Firestone; Payless Shoes; Orscheln; Auto Zone.

14 - NEWSPAPERS: BANNER (e-mon to fri; S) 10,700; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: Stanley Wilson, Adv. Dir., BANNER, PO Box 1268, Duncan, OK 73534; Tel. (405) 255-5354.
National Representatives: Oklahoma Press Services; Papert Companies.

DURANT

1 - LOCATION: Bryan County, E&P Map E-3, County Seat. 165 mi. SE of Oklahoma City; 100 mi. NE of Dallas. On State Hwys. 48, 199, 78, 32, 70E; U.S. Hwys. 69, 70, 75.

2 - TRANSPORTATION: Railroads-MK&T main line Burlington Northern; KO&G; Missouri Pacific.
Motor Freight Carriers-12.
Intercity Bus Line-Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 12,823; E&P 92 Est. 13,002
County 90 Cen. 32,089; E&P 92 Est. 32,951

4 - HOUSEHOLDS:
City 90 Cen. 4,839; E&P 92 Est. 4,906
County 90 Cen. 11,657; E&P 92 Est. 12,970

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$199,729,000
Savings & Loan	2	$85,514,996

6 - PASSENGER AUTOS: Bryan County 23,576

7 - ELECTRIC METERS: Residence 8,838

8 - GAS METERS: Residence 6,449

9 - PRINCIPAL INDUSTRIES: Boxes; Crates; Peanut & Cotton Proc.; Oil; Gas; Comm. Truck & Trailer Body Mfg.; Whol. Grocery Distrib.; Whol. Drug Distrib.; Meat Packers; Sausage Mfgs.; Feed; Peanut Prods.; Toys; Women's Clothing; Rebuilding Turbine Engines.

10 - CLIMATE: Av. Temp.-Spring 63; Summer 82; Fall 65; Winter 44.

11 - TAP WATER: Alkaline, average hardness; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Briarwood(6)	1	TG&Y, Bestyet, Anthony's
Northwest Hts. (5)	1	Winn-Dixie

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; JCPenney; Naifeh's; Durant Mercantile.
Variety Stores-Winn's; TG&Y; K mart; Trails End; Wal-Mart.
Chain Drug Stores-Rexall; Gibson.
Chain Supermarkets-Safeway; Best Yet Foods; Winn-Dixie.
Other Chain Stores-Goodyear; Babcock's; Western Auto; Otasco; Dollar General; Sears (catalog); Payless Shoe Stores; Radio Shack.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 6,750; (S) 7,500; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: Paula Howell, Adv. Mgr., DEMOCRAT, 200 W. Beech St.; PO Box 250, Durant, OK 74701; Tel. (405) 924-4388.
National Representative: Papert Companies.

EDMOND

1 - LOCATION: Oklahoma County (In Oklahoma City MSA). E&P Map D-2; In Central Oklahoma, 15 mi. N of Oklahoma City at the Junction of U.S. Hwys. 66, 77 & I-35.

2 - TRANSPORTATION: Railroads-Amtrak; Rock Island & Sante Fe.
Motor Freight Carriers-41.
Intercity Bus Lines-Continental Trailways; Greyhound; MK&O Lines.
Airlines-American; Continental; TWA; Southwest; Eastern; Delta; Braniff; Northwest; United.

3 - POPULATION:
Corp. City 90 Cen. 52,315; E&P 92 Est. 55,851
County 90 Cen. 599,611; E&P 92 Est. 633,686
MSA 90 Cen. 944,099; E&P 92 Est. 980,843
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 19,742; E&P 92 Est. 21,076
County 90 Cen. 239,844; E&P 92 Est. 246,202
MSA 90 Cen. 372,479; E&P 92 Est. 386,863

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$296,160,692
Savings	9	$4,350,000,000

6 - PASSENGER AUTOS: Oklahoma County 531,889

7 - ELECTRIC METERS: Residence 18,361

8 - GAS METERS: Residence 16,922

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Educ. 1,362; Furn./Fixtures 197; Food 320; Light 250; Whse. 148.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 27-68; Summer 50-100; Fall 36-98; Winter 1-66; First killing frost, Oct. 14; last killing frost, Mar. 28.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-Downtown on Broadway (27 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Edmond Plz.(17)	1	
Bryant Sq.(33)	1	Bargain Time, Beall's, Anthony's
Kickingbird Plaza(8)	1	Super Thrift
Broadway South (20)	NA	
Market Place(25)	3	Homeland
North Oaks(13)	2	Hyde Rx, Wynn's
Eagle Crest(2)	4	Super Thrift
Shepherd Mall(83)	14	JCPenney, Dillard's
Quail Springs (180)	6	JCPenney, Sears, Dillard's
Penn Sq.(50)	11	Mont. Ward
North Park Mall(40)	7	Streets, Safeway

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Every evening until 9. TG&Y; JCPenney; Montgomery Ward; John A. Brown; Safeway; Sears; Wal-Mart; IGA; Beall's.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; Sears; Dillard's; C.R. Anthony; Beall's.
Discount Stores-Wal-Mart; Super Saver.
Chain Supermarkets-Safeway 3; IGA; Food World 3.
Other Chain Stores-Goodyear; Firestone; True Value Hardware; Economy Auto Stores; McCalls; Kennemer Shoes; Auto Zone; Endurance Auto Parts; Payless Cashways.

14 - NEWSPAPERS: SUN (e-tues to fri; S) 9,871; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: Jack Hovorka, Adv. Dir., SUN, 126 S. Broadway; PO Box 2470, Edmond, OK 73083; Tel. (405) 341-2121.
National Representatives: U.S. Suburban Press; Oklahoma Press Service.

ELK CITY

1 - LOCATION: Beckham County. E&P Map C-2. Midway on Will Rogers U.S. Hwy. 66 (I-40) between Okla. City and Amarillo.

2 - TRANSPORTATION: Railroad-Farmrail.
Motor Freight Carriers-3.
Intercity Bus Line-Southwestern Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 10,428; E&P 92 Est. 10,598
County 90 Cen. 18,812; E&P 92 Est. 18,720

4 - HOUSEHOLDS:
City 90 Cen. 3,935; E&P 92 Est. 3,999
County 90 Cen. 7,169; E&P 92 Est. 7,134

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$129,000,000
Savings & Loan	2	$175,000,000

6 - PASSENGER AUTOS: Beckham County 13,183

7 - ELECTRIC METERS: Residence 8,849

8 - GAS METERS: Residence 4,775

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil 3,000 ($500); Food 400 ($240); Machine Shop 54 (N.A.).
Principal Pay Days-Fri., Sat., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-70; Summer 70-100; Fall 52-74; Winter 28-49. First killing frost, Oct. 10; last killing frost, Dec. 4.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main; 5 on Broadway; 16 on Hwy. 66; Fifth and Sixth Sts., Main and 20th.
Neighborhood Shopping Centers-Westgate Shpg. Ctr. 2600 to 3000, W. 3rd; 900 to 2200 blocks, W. 3rd (Hwy. 66); 5 blocks, N. Van Buren 20th to 25th Sts. on S. Main; S. Plaza Shpg. Ctr.
Principal Shopping Days-Mon., Wed., Fri., Sat.
Retail Stores Open Evenings-Wal-Mart; TG&Y; K mart.

13 - RETAIL OUTLETS: Department Stores-JCPenney; C.R. Anthony; Saied's; Jones; Khouries; Atwood's; Fashion Corner; Butcher's Shoes; June's; Maurice's.
Discount Stores-K mart; Wal-Mart.
Chain Drug Stores-Family; Puckett's; United; Safeway; Paul Jones; Swartz.
Chain Supermarkets-Homeland; Puckett's; United Super.
Other Chain Stores-Midwest Farms Supply (John Deere); Elk City Lumber (Higgambotham-Barlett); Case Power & Equip.; Lad n' Lassie; McKesson; Love's 2; Wag-A-Bag 2; Currell's Lumberjack; Western Lumber.

14 - NEWSPAPERS: NEWS (e-mon to fri; S) 3,230; sworn Sept. 21, 1990.
Local Contact for Advertising and Merchandising Data: Bill Ansley, Adv. Dir., NEWS, 200-206 W. Broadway; Box 1037, Elk City, OK 73648; Tel. (405) 225-3000.
National Representative: Papert Companies.

EL RENO

1 - LOCATION: Canadian County (In Oklahoma City MSA). E&P Map D-2. County Seat. 30 mi. W of Oklahoma City at intersection of State Hwy. 66, U.S. 81 & 270; I-40.

2 - TRANSPORTATION: Railroads-Union Pacific; Okla. Kansas & Texas (OKT).
Intercity Bus Lines-Greyhound; Mid-Continent Trailways.
Airlines-30 minutes from Will Rogers Airport connecting with American; Altus; Delta; Braniff; Southwest; Sunworld; Continental; Northwest; TWA; United; Trio Charter Service, El Reno Air Park.
Motor Freight Carriers-50.

3 - POPULATION:
Corp. City 90 Cen. 15,414; E&P 92 Est. 15,400
County 90 Cen. 74,409; E&P 92 Est. 81,028
MSA 90 Cen. 944,099; E&P 92 Est. 980,843
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 5,817; E&P 92 Est. 5,811
County 90 Cen. 29,764; E&P 92 Est. 32,411
MSA 90 Cen. 372,479; E&P 92 Est. 386,863

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$93,553,000
Savings & Loan	2	$82,444,140

6 - PASSENGER AUTOS: Canadian County 44,888

7 - ELECTRIC METERS: Residence 6,063

8 - GAS METERS: Residence 5,540

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Gov't 480 ($177); Mfg. 540 ($196); Constr. 279 ($172); Mining-Oil & Gas 60 ($290).

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 65-107; Fall 54-91; Winter 12-65. First killing frost, Nov. 10; last killing frost, Apr. 12.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 or 6 blocks each on Rock Island St., Bickford St. and Choctaw St., all parallel to each other and connected by two blocks each on Hayes St., Woodson St., Russell and Wade St.; Canadian Sq. Shpg. Ctr., Rt. 66 & Rt. 81 (4 stores); Country Club Sq. Shpg. Ctr., I-40 & Country Club Dr. (11 stores).
Neighborhood Shopping Centers-Elm Plz., 3 blocks on Elm and 3 blocks on Choctaw (10 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Yukon Town Plz.	12	Conrad Drugs, Merchant's Dept., Dee's General Tire
Okarche	10	Enochen's
Yukon Chisholm	10	Wal-Mart

Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Groceries 4, Drugs, Variety 2; Downtown open evenings.
Stores Open Sundays-2 drug, 4 groceries.

13 - RETAIL OUTLETS: Department Store-C.R. Anthony.
Variety Stores-Wal-Mart; Family Dollar.
Chain Drug Store-Health Mart.
Chain Supermarkets-Homeland; Beachler's IGA; Shop 'N' Save.
Other Chain Stores-Goodyear; 6 to 8; El Reno Lumber; Felt's Shoes; National; Payless Shoes; Sears; Braums; True Value Hdwe.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri; S) 4,230; sworn Oct. 1, 1990.
Local Contact for Advertising and Merchandising Data: Sandra Hart, Adv. Dir., TRIBUNE, 201 N. Rock Island, El Reno, OK 73036; Tel. (405) 262-5180.
National Representatives: Oklahoma Press Service; Papert Companies.

ENID

1 - LOCATION: Garfield County (MSA). E&P Map D-1. County Seat. On U.S. Hwys. 60, 64, 81 & State 15. 90 mi. N of Okla. City; 129 mi. W of Tulsa.

2 - TRANSPORTATION: Railroads-Sante Fe; Burlington Northern; Oklahoma-Kansas-Texas.
Motor Freight Carriers-13.
Intercity Bus Lines-MK&O Lines; Oklahoma Transportation & Trailways.
Airline-Executive Express.

3 - POPULATION:
Corp. City 90 Cen. 45,309; E&P 92 Est. 45,086
CZ-ABC: (80) 54,327
RTZ-ABC: (80) 54,045
County/MSA 90 Cen. 56,735; E&P 92 Est. 56,309
City & RTZ-ABC: (80) 108,372

4 - HOUSEHOLDS:
City 90 Cen. 17,098; E&P 92 Est. 17,014
CZ-ABC: (80) 20,799
RTZ-ABC: (80) 20,836
County/MSA 90 Cen. 20,907; E&P 92 Est. 20,750
City & RTZ-ABC: (80) 41,635

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: Garfield County 43,144

7 - ELECTRIC METERS: Residence 21,003

8 - GAS METERS: Residence 18,025

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Well Drilling 898 ($357); Constr. 1,180 ($336); Mfg. 2,700 ($305); Public Util. 210 ($273); Trades 5,860 ($210); Fin. and Ins. 800 ($252); Service Industries 2,620 ($221); Misc. 1,080 ($189).
Principal Pay Days-1st, 15th.

10 - CLIMATE: First killing frost, Nov. 4; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-16 blocks on ten streets.
Neighborhood Shopping Centers-3 on E. Broadway; 2 on W. Maine; 1 on W. Broadway; 2 on Owen K. Garriott Rd.; 2 on W. Willow.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Van Buren Sq.(5)	2	Boys Market, Hancock's Sav-Mor
Indian Hills(13)	2	Phillips Drug
Westgate(3)	2	Evans
Sunset Plz.(33)	2	Safeway, Zales, Anthony's, Otasco
Northgate(5)	2	Evans Drug, United
Varsity Sq.(2)	3	Boys Market, TG&Y
Heritage Hills (19)	3	Plant Patch, The Grocery Store
Oakwood Mall(61)	5	Dillard's, JCPenney, Newmans, Eckerd, Service Mdse.

Sycamore Sq.(10)	3	McCartney's, Revco

Principal Shopping Days-Mon., Thur., Fri.
Stores Open Evenings-Thurs.; Oakwood Mall every weeknight, Sun.

13 - RETAIL OUTLETS: Department Stores-Newman's; C.R. Anthony; JCPenney; Montgomery Ward; Sears; Dillard's.
Discount Stores-TG&Y Family Center; K mart; Wal-Mart.
Variety Store-Woolworth.
Chain Drug Stores-Evans 3; Scheffe's 3; Family Pharmacy; Eckerd; Revco.
Chain Supermarkets-McCartney's; Skaggs Alpha Beta.
Other Chain Stores-Singer Co.; Firestone; Oklahoma Tire; Zales Jewelers; Bell Jewelers; Davis Paint; Pat Healy Paint; S&H Green Stamps; Pittsburgh Plate Glass; Sutherland Lumber; Sherwin-Williams; Hughes Lumber Co.; Lowe's.

14 - NEWSPAPERS: NEWS & EAGLE (m) 22,162; (S) 24,893; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: David Burr, Adv. Mgr., NEWS & EAGLE, 227 W. Broadway; PO Box 1192, Enid, OK 73702; Tel. (405) 233-6600.
National Representative: Landon Associates.

FREDERICK

1 - LOCATION: Tillman County, E&P Map C-3, County Seat. Agricultural center in extreme SW corner of state. On U.S. Hwy. 183 and State Hwy. 5. 60 mi. NW of Wichita Falls, TX; 155 mi. from Oklahoma City.

2 - TRANSPORTATION: Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 90 Cen. 5,221; E&P 92 Est. 5,035
County 90 Cen. 10,384; E&P 92 Est. 10,175

4 - HOUSEHOLDS:
City 90 Cen. 1,970; E&P 92 Est. 1,900
County 90 Cen. 3,813; E&P 92 Est. 3,736

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	1	$49,368,000
Savings & Loan	2	$29,000,000

6 - PASSENGER AUTOS: Tillman County 6,242

7 - ELECTRIC METERS: Residence 2,612

8 - GAS METERS: Residence 2,514

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Leather Goods 260; Cotton Proc. 100; Cotton Seed 40; Hospital 98; Fybrant Inc. 65; Schlegel Oklahoma Inc. 360.
Principal Industrial Pay Days-Wed., Thur., Sat.

10 - CLIMATE: First killing frost, Nov. 9; last killing frost, Mar. 30.

11 - TAP WATER: Neutral, fluoridated.

12 - RETAILING: Principal Shopping Days-Wed., Thur., Sat.

13 - RETAIL OUTLETS: Chain Supermarkets-United; Coy's.
Other Chain Stores-Gibson's Discount Center; Sears (catalog).

14 - NEWSPAPERS: LEADER (e-tues to fri; S) 3,200; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: Barbara Tucker, Gen. Mgr., LEADER, 304 W. Grand, Frederick, OK 73542; Tel. (405) 335-2188.
National Representative: Papert Companies.

GUTHRIE

1 - LOCATION: Logan County, (In Oklahoma City MSA), E&P Map D-2, County Seat. 24 mi. N of Oklahoma City. On U.S. Hwys. 33, 66, 77 & I-35.

2 - TRANSPORTATION: Railroad-AT&SF.
Intercity Bus Line-Trailways.
Motor Freight Carrier-Mistletoe Express.

3 - POPULATION:
Corp. City 90 Cen. 10,518; E&P 92 Est. 10,559
County 90 Cen. 29,011; E&P 92 Est. 30,626
MSA 90 Cen. 944,099; E&P 92 Est. 980,843

4 - HOUSEHOLDS:
City 90 Cen. 3,969; E&P 92 Est. 3,985
County 90 Cen. 11,434; E&P 92 Est. 12,071
MSA 90 Cen. 372,479; E&P 92 Est. 386,863

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$80,598,000

6 - PASSENGER AUTOS: Logan County 15,733

7 - ELECTRIC METERS: Residence 3,200

8 - GAS METERS: Residence 3,100

9 - PRINCIPAL INDUSTRIES: Oil Field Equip.; Grain Elevator; Steel Fab. Plant; Fdry. & Mach. Shop; Hydraulic Equip.; Crating Pallets; Boxspring Frames; Caskets; Fertilizers; Animal Feeds; Flowers.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-70; Summer 70-91; Fall 51-73; Winter 30-49.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Days-Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; Sears.
Discount Stores-Wal-Mart; Dollar Store.
Chain Supermarkets-Homeland; IGA.

14 - NEWSPAPERS: LEADER (e-tues to fri; S) 3,077; sworn Oct. 1, 1990.
Local Contact for Advertising and Merchandising Data: Robert Hager, Gen. Mgr., LEADER, 107 W. Harrison, Guthrie, OK 73044; Tel. (405) 282-2222.
National Representative: Papert Companies.

GUYMON

1 - LOCATION: Texas County, E&P Map B-1, County Seat. Feed lot cattle center. Agricultural center. 100 mi. N of Amarillo, TX; 250 mi. E of Wichita, KS. On U.S. Hwys. 54, 64; State Hwy. 3. Largest city in Oklahoma Panhandle.

2 - TRANSPORTATION: Railroads-Southern Pacific; Cotton Belt.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 90 Cen. 7,803; E&P 92 Est. 7,665
County 90 Cen. 16,419; E&P 92 Est. 16,219
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 2,945; E&P 92 Est. 2,893
County 90 Cen. 6,425; E&P 92 Est. 6,347

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$114,000,000
Savings & Loan	2	$680,500,000

6 - PASSENGER AUTOS: Texas County 12,526

7 - ELECTRIC METERS: Residence 3,595

8 - GAS METERS: Residence 3,300

9 - PRINCIPAL INDUSTRIES: Chem.; Irrigation Equip.; Feed & Fertilizer Mfg.; Natural Gas; Gas Well Serv.; Farm Mach. and Equip.; Oil Well Drilling; Oil Well Service & Supply; Hardface Tools & Equip. Mfg.; Commercial Cattle Feed Lots (Av. Wkly. Wage, all industries; $213); (County av. farm family income highest in Okla., USDA Census).

10 - CLIMATE: Av. Temp.-Spring 55; Summer 78; Fall 44; Winter 35.

11 - TAP WATER: Neutral, hard.

12 - RETAILING:

Nearby Shopping Center

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Northridge(11)	NA	

Principal Shopping Days-Mon., Wed., Thur., Sat.

13 - RETAIL OUTLETS: Department Stores-Conrad's; C.R. Anthony; D&J Store; Sears.
Discount Store-Gibson's.
Variety Store-Wal-Mart.
Chain Supermarkets-United Supermarkets; Homeland.
Other Chain Store-Radio Shack.

14 - NEWSPAPERS: HERALD (e-mon to fri; Wknd) 3,658; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: Bill Murphy, Gen. Mgr., HERALD, 515 N. Ellison St., Guyman, OK 73942; Tel. (405) 338-3355.
National Representative: Papert Companies.

HENRYETTA

1 - LOCATION: Okmulgee County, E&P Map E-2. 85 mi. E of Okla. City; 45 mi. S of Tulsa. On I-40, Indian National Tpke.; Tulsa Bee-Line; U.S. Hwys. 62, 75, 266; State Hwys. 52, 124.

2 - TRANSPORTATION: Railroad-Main line Burlington Northern.
Intercity Bus Line-Trailways.

3 - POPULATION:
Corp. City 90 Cen. 5,872; E&P 92 Est. 5,760
County 90 Cen. 36,490; E&P 92 Est. 36,237
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 2,216; E&P 92 Est. 2,174
County 90 Cen. 13,505; E&P 92 Est. 13,412

5 - BANKS	**NUMBER**	**EST. DEP.**
City	2	$89,826,000
County	6	N.A.

6 - PASSENGER AUTOS: Okmulgee County 27,343

7 - ELECTRIC METERS: Residence 5,287

8 - GAS METERS: Residence 3,962

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Glass Mfg. 350; Tourism 550; Petroleum Refining 300; Plastics Mfg. 100; Trucking 150; Filtration Mfg. 48; Pipeline X-Ray 30.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 85-105; Fall 40-80; Winter 25-70.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Principal Shopping Center-8 blocks Main St., 5 blocks Tudgeon St., 101 stores.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; Archer's.
Chain Drug Stores-Rexall; Associated; Health Mart.
Discount Stores-Dollar General; Wal-Mart.
Chain Supermarkets-Homeland; IGA.
Other Chain Stores-Green Light; NAPA Auto Parts.

14 - NEWSPAPERS: FREE-LANCE (e-tues to fri; S) 2,501; sworn Oct. 1, 1990.
Local Contact for Advertising and Merchandising Data: Charlotte Klutts, Ret. Adv. Mgr., FREE-LANCE, 812-16 W. Main St., Henryetta, OK 74437; Tel. (918) 652-3311.
National Representative: Papert Companies.

HOLDENVILLE

1 - LOCATION: Hughes County, E&P Map E-2, County Seat. Center of agricultural, oil & manufacturing area. 75 mi. SE of Oklahoma City. On U.S. Hwy. 270; State Hwy. 48.

2 - TRANSPORTATION: Railroads-Burlington Northern; MKT.
Motor Freight Carriers-6.
Intercity Bus Lines-Interstate; Oklahoma; Ada.

3 - POPULATION:
Corp. City 90 Cen. 4,792; E&P 92 Est. 4,657
County 90 Cen. 13,023; E&P 92 Est. 12,809

4 - HOUSEHOLDS:
City 90 Cen. 1,808; E&P 92 Est. 1,757
County 90 Cen. 4,997; E&P 92 Est. 4,915

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$85,000,000
Savings & Loan	1	$25,000,000

6 - PASSENGER AUTOS: Hughes County 10,501

7 - ELECTRIC METERS: Residence 2,940

8 - GAS METERS: Residence 2,625

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lingerie 350; Sheet Metal 12; Oil 350; Furn. 15.
Principal Industrial Pay Days-Mon. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-75; Summer 70-109; Fall 20-60; Winter 2-45. First killing frost, Nov. 6; last killing frost, Mar. 26.

11 - TAP WATER: Alkaline, soft, not fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Main St.; 2 blocks on Broadway; Burton's Discount Center; Wal-Mart.

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Anthony's; Sharpe's; Dollar General Store.

Variety Store-Wal-Mart.

Chain Supermarkets-Larry's Red Bud; H&H; IGA.

Other Chain Stores-Otasco; Western Auto.

14 - NEWSPAPERS: NEWS (e-tues to fri; S) 3,500; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: Hazel Upton, Adv. Mgr., NEWS, 112 S. Creek St.; PO Box 751, Holdenville, OK 74848; Tel. (405) 379-5411; FAX (405) 379-5413.
National Representatives: Papert Companies; Oklahoma Press Service.

HUGO

1 - LOCATION: Choctaw County, E&P Map E-3, County Seat.

2 - TRANSPORTATION: Railroad-Burlington Northern.
Motor Freight Carriers-2.
Intercity Bus Lines-Jorden; Continental Trailways; Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 5,978; E&P 92 Est. 5,739
County 90 Cen. 15,302; E&P 92 Est. 15,161

4 - HOUSEHOLDS:
City 90 Cen. 2,256; E&P 92 Est. 2,166
County 90 Cen. 6,000; E&P 92 Est. 5,945

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$90,000,000

6 - PASSENGER AUTOS: Choctaw County 8,663

7 - ELECTRIC METERS: Residence 6,333

8 - GAS METERS: Residence 4,891

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Gloves 300 ($150); Gravel Pit 60 ($175); Wood Preserving 100 ($100); Lumber Mfg. 125 ($200); Lumber. Proc. 40 ($200); Dress Mfg. 200 ($90); Rail Car Repair 80 ($200); Elect. Generating 180 ($200).
Principal Pay Days-1st, 10th & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-85; Summer 65-108. Fall 24-80; Winter 15-72. First killing frost, Oct. 27; last killing frost, Mar. 23.

11 - TAP WATER: Soft (lake water).

12 - RETAILING: Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Sharpes; H&S Apparel; Sherman's; Fashion Crossroads.
Variety Stores-Perry's; Revco.
Discount Store-Wal-Mart.
Chain Supermarkets-Ford; Safeway; Winn-Dixie.
Other Chain Stores-Goodyear; Babcock Bros. Auto; White's Auto; Automotive, Inc.; Sherwin-Williams.

14 - NEWSPAPERS: NEWS (e-mon to fri) 3,057; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: Stan Stamper, Pub., NEWS, 218 E. Jackson St., Hugo, OK 74743; Tel. (405) 326-3311.
National Representatives: Papert Companies; Oklahoma Press Service.

IDABEL

1 - LOCATION: McCurtain County, E&P Map F-3. County Seat. Agricultural, manufacturing, timber area. On U.S. Hwy. 259; State Hwys. 3, 37.

2 - TRANSPORTATION: Railroad-Kiamichi Railroad.
Motor Freight Carriers-4

3 - POPULATION:
Corp. City 90 Cen. 6,957; E&P 92 Est. 6,824
County 90 Cen. 33,433; E&P 92 Est. 33,305

4 - HOUSEHOLDS:
City 90 Cen. 2,625; E&P 92 Est. 2,575
County 90 Cen. 11,940; E&P 92 Est. 11,895

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$107,000,000

6 - PASSENGER AUTOS: McCurtain County 22,450

7 - ELECTRIC METERS: Residence 2,444

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Lumber; Wood Preserving; Home Constr.; Garment Mfg.; Poultry Proc.; Steel Fab.

10 - CLIMATE: Av. an. Temp. 63.7; Av. an. Rainfall 44.3 in.; Snowfall 2.5 in.

11 - TAP WATER: N.A.

12 - RETAILING: Shopping Centers-McCurtain Village (22 stores-parks 800 cars). Jumper Shopping Center.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: GAZETTE (e-tues to fri) 5,900; (S) 8,000; sworn Sept 30, 1990.
Local Contact for Advertising and Merchandising Data: Bruce Willingham, Pub., GAZETTE, 107 S. Central St., Idabel, OK 74745; Tel. (405) 286-3321.
National Representatives: Oklahoma Press Service; Papert Companies.

LAWTON

1 - LOCATION: Comanche County (MSA). E&P Map D-3. SW section of state, 92 mi. from Oklahoma City. Wholesale distribution center. Fort Sill (U.S. Army); Goodyear Tire Plant; Light Manufacturing; Cattle Raising; Shipping ctr. On U.S. Hwys. 62, 277, 281; I-44; State Hwy. 7.

2 - TRANSPORTATION: Railroad-Burlington Northern.
Motor Freight Carriers-14
Intercity Bus Line-Oklahoma Trans.
Airlines Serving City-American Eagle; Atlantic Southeast.

3 - POPULATION:
Corp. City 90 Cen. 80,561; E&P 92 Est. 80,662
CZ-ABC: (80) 80,487
RTZ-ABC: (80) 107,927
County/MSA 90 Cen. 111,486; E&P 92 Est. 111,463
City & RTZ-ABC: (80) 188,414

4 - HOUSEHOLDS:
City 90 Cen. 30,400; E&P 92 Est. 30,439
CZ-ABC: (80) 28,287
RTZ-ABC: (80) 34,188
County/MSA 90 Cen. 41,144; E&P 92 Est. 41,135
City & RTZ-ABC: (80) 62,475

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$410,046,272
Savings & Loan	5	$376,551,000

6 - PASSENGER AUTOS: Comanche County 67,025

7 - ELECTRIC METERS: Residence 36,840

8 - GAS METERS: Residence 29,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Tire Mfg. 1,500 ($400); Clothing Mfg. 300 ($240); Metal Assembly 50 ($250); Military & civilian personnel 28,794.
Principal Pay Days-15th; 30th or 31st.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-92; Summer 65-107; Fall 30-94; Winter 1-65. First killing frost, Nov. 6; last killing frost, Mar. 31.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on C; 7 on D; 6 on E; & cross streets between.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Central Mall(64)	NA	Sears, JCPenney, Dillard's
Cache Rd. Sq.(25)	NA	Cloth World
Sheridan Mall(4)	NA	Mont. Ward, C.R. Anthony
Erwin Acres(13)	NA	Scott's
Lee Blvd.(8)	NA	Winn's
Regency Sq.(20)	NA	Wal-Mart, Kinney's
Willow Pk.	NA	Herbs

Principal Shopping Days-Thur., Sat., Sun.
Stores Open Evenings-Dept., food and Central Mall nightly.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; C.R. Anthony; Sears; Meadors; Dillard's; Beall's.
Discount Stores-K mart; Gibson's; Wal-Mart.
Variety Store-McCrory.
Chain Drug Store-Eckerd.
Chain Supermarkets-Homeland 4; Herbs 6.
Other Chain Stores-Goodyear; Firestone; Gordon Jewelers; Zales; Payless; Sight & Sound; Color Tile; Radio Shack.

14 - NEWSPAPERS: CONSTITUTION (m-mon to fri) 17,066; (e-mon to fri) 7,916; (m-sat) 24,056; (S) 29,756; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Mike Owensby, Ret. Adv. Mgr., CONSTITUTION, PO Box 2069, Lawton, OK 73502; Tel. (405) 353-0620.
National Representative: Landon Associates.

McALESTER

1 - LOCATION: Pittsburg County, E&P Map E-2. County Seat. 90 mi. SE of Tulsa on U.S. 69 & Indian Nations Tpke.; 110 mi. E of Okla. City; 175 mi. N of Dallas. On U.S. Hwys. 69, 270; State Hwy. 31; Rainbow Hwy. and Eastern Tpke. On So. Shore Lake Eufaula (160 sq. miles hydroelectric navigation project).

2 - TRANSPORTATION: Railroad-MKT.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Oklahoma Trans. Co.; Continental Trailways.
Airline-Executive Express.

3 - POPULATION:
Corp. City 90 Cen. 16,370; E&P 92 Est. 16,193
CZ-ABC: (80) 19,009
RTZ-ABC: (80) 44,092
County 90 Cen. 40,581; E&P 92 Est. 40,614
City & RTZ-ABC: (80) 63,101
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 6,177; E&P 92 Est. 6,111
CZ-ABC: (80) 7,201
RTZ-ABC: (80) 16,054
County 90 Cen. 14,955; E&P 92 Est. 14,067
City & RTZ-ABC: (80) 23,255

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$365,291,237
Savings & Loan	2	$73,835,097

6 - PASSENGER AUTOS: Pittsburg County 26,873

7 - ELECTRIC METERS: Residence 6,863

8 - GAS METERS: Residence 6,300

9 - PRINCIPAL INDUSTRIES: Mfg. 6,229 (An. Payroll $76,599,000).
Principal Pay Days-1st, 15th, 30th; Fri.

10 - CLIMATE: Mean annual temp. 62.6 degrees; average rainfall 42.45 inches.

11 - TAP WATER: Soft.

12 - RETAILING: Principal Shopping Center-8 blocks on two main thoroughfares.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carl Albert Pkwy.(3)	NA	Gibson's, Otasco
Tandy Town(25)	NA	Ben Franklin, JCPenney, Sears
Eastgate(2)	NA	Wal-Mart

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Tandy Town Mall & Wal-Mart; 9 p.m.

13 - RETAIL OUTLETS: Department Stores-JCPenney; C.R. Anthony.
Discount Stores-Dollar General; Wal-Mart; Ben Franklin.
Chain Drug Stores-Rexall; Wood's 2; Clinic Rx; Family Drugs.
Chain Supermarkets-Safeway; AG 2; IGA 2; Nichols Super Saver; Winn-Dixie; Food Whse.; Cash Saver.
Other Chain Stores-Goodyear; Otasco; Firestone; Sears; Zales; Williams' Shoes; Brown's Shoes; Nelson Furn.; Radio Shack; Payless Shoes; Braum's; Curtis Mathis.

14 - NEWSPAPERS: NEWS-CAPITAL & DEMOCRAT (e-mon to fri) 11,833; (S) 11,993; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Owen Jones, Pub./Gen. Mgr., NEWS-CAPITAL & DEMOCRAT, 500 S. 2nd St.; PO Box 987, McAlester, OK 74501; Tel. (918) 423-1700.
National Representative: Landon Associates.

MIAMI

1 - LOCATION: Ottawa County, E&P Map F-1. County Seat. Residential center.

2 - TRANSPORTATION: Railroads-St. Louis & San Francisco.
Motor Freight Carriers-18.
Intercity Bus Lines-Greyhound; MK&O Trailways.

3 - POPULATION:
Corp. City 90 Cen. 13,142; E&P 92 Est. 12,923
County 90 Cen. 30,561; E&P 92 Est. 30,203
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 4,959; E&P 92 Est. 4,877
County 90 Cen. 11,129; E&P 92 Est. 10,998

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$171,323,213
Savings & Loan	2	$70,000,000

6 - PASSENGER AUTOS: Ottawa County 22,879

7 - ELECTRIC METERS: Residence 5,565

8 - GAS METERS: Residence 5,490

9 - PRINCIPAL INDUSTRIES: Fiberglass Boats; Work Clothing; Springs; Awnings; Machine Supplies; Caskets; Mattresses & Pillows; Furnaces; Metal Containers; Brick & Stone Mfg.; Motor Coaches; Meat Packing; Manhole Factory; Steel; Buckles; Burial Vaults; Burial Garments; Florists Supplies; Furn.; Leather Goods; Mushroom Farm; Innertube Factory.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Av. Temp.-Spring 59; Summer 84; Fall 63; Winter 36. First killing frost, Oct. 23; last killing frost, Apr. 13.

11 - TAP WATER: Deep wells, neutral, very soft.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main; 4 on N. Main; 6 blocks on E. Central; 1 block on W. Central, approx. 120 stores.
Neighborhood Shopping Centers-Thunderbird Strip (8 small businesses).
Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Grocery; Wal-Mart.

13 - RETAIL OUTLETS: Department Stores-Belk; C.R. Anthony; Sears (catalog).
Discount Store-Wal-Mart.
Chain Drug Stores-Osborn; Wal-Mart Phcy.; Mays.
Chain Supermarkets-Consumers 2; IGA; Love's; Reasor's; Sav-Mor; Quik-Trip; 7-Eleven.
Other Chain Stores-Jeanie's; Kemph's; Hunt's Men's Wear and Fem Fashions; Sally's; Litwin's; Herman Lumber; Radio Shack; Home Furn.; Home Annex; True Value Economy Lumber; Ken's Farm & Home; Oklahoma Furn.; Miami Sales Co.; Merle Norman; Goodyear.

14 - NEWSPAPERS: NEWS-RECORD (e-mon to fri) 7,500; (S) 8,000; sworn Feb. 28, 1991.
Local Contact for Advertising and Merchandising Data: Donald Coppedge, Pub. & Gen. Mgr., NEWS RECORD, 14 First Ave.; PO Box 940, Miami, OK 74355; Tel. (918) 542-5533.
National Representative: Papert Companies.

MUSKOGEE

1 - LOCATION: Muskogee County, E&P Map E-1. County Seat. Agricultural & industrial center 54 mi. from Tulsa; 155 mi. ENE of Oklahoma City. On U.S. Hwys. 62, 64, 69; State Hwys. 2, 10, 16.

2 - TRANSPORTATION: Railroads-MK&T (freight); Missouri Pacific (freight); Burlington Northern.
Intercity Bus Line-Continental Trailways.
Motor Freight Carriers-13.
Waterway-Barge canal to Mississippi River.

3 - POPULATION:
Corp. City 90 Cen. 37,708; E&P 92 Est. 37,247
NDM-ABC: (80) 126,395
County 90 Cen. 68,078; E&P 92 Est. 69,525
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 14,229; E&P 92 Est. 14,056
NDM-ABC: (80) 46,171
County 90 Cen. 26,299; E&P 92 Est. 26,858

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$4,183,945,503
Savings & Loan	2	$782,629,118

6 - PASSENGER AUTOS: Muskogee County 45,528

7 - ELECTRIC METERS: Residence 19,465

8 - GAS METERS: Residence 14,284

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Automotive Prods. 213; Food Proc. 834; Feed Proc. 116; Structural Steel & Iron 409; Metallurgical 161; Lens Grinding Mach. 165; Corrugated Shipping Containers 156; Ventilating & Cooling 371; Paper 1,000.
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-92; Summer 50-104; Fall 15-97; Winter 5-82. First killing frost, Nov. 5; last killing frost, Mar. 27.

11 - TAP WATER: Alkaline, soft, not fluoridated.

12 - RETAILING: Principal Shopping Center-9 blocks on Broadway & Okmulgee St.
Neighborhood Shopping Centers-E. Side Blvd. & Broadway; 1 block, Gibson & York Sts.; Okmulgee & 24th; Eastside Blvd. & Callahan; Fredonia & York; 12th & Broadway; Honor Heights Plaza; Broadway to Okmulgee; 32nd to 33rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Arrowhead Mall	1	Dillard's, Sears, JCPenney
Broadway(13)	1	Weddle's
Curt's(55)	2	Beall's, Anthony's, TG&Y
Honor Heights	3	TG&Y
Lakeland(16)	1	Otasco, TG&Y
Wal-Mart(12)	4	Wal-Mart

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Dept.-Thur.; Food-every evening; Shpg. ctrs.-Nightly except Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; C.R. Anthony 2; Dillard's.
Discount Stores-Wall's; K mart; Wal-Mart.
Variety Store-TG&Y 2.
Chain Drug Stores-Kirk's 4; East Side; West Side; Family; Consumer Phcy.; Economy; Gaddy's Thrifty.
Chain Supermarkets-Safeway 2; Weddle 2; Muskogee Discount 2; Johnsons 3; 7-Eleven 4.
Other Chain Stores-Goodyear; Goodrich; Okla. Tire 3; Firestone; Consumer's Oil; Felt Family Shoes; Big J Store; S&H Green Stamps; Zales;

Hobby Lobby; Burls Tires; Kinney Shoes; Family Dollar.

14 - NEWSPAPERS: PHOENIX & TIMES-DEMOCRAT (m) 19,705; (S) 21,291; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Mike Ricken, Adv. Dir., PHOENIX & TIMES DEMOCRAT, PO Box 1968, Muskogee, OK 74402-1968; Tel. (918) 682-3311.

National Representative: Gannett National Newspaper Sales.

NORMAN

1 - LOCATION: Cleveland County, (In Oklahoma City MSA). E&P Map D-3. County Seat. 18 mi. S of Oklahoma City. Education, residential, research, light manufacturing, oil & agricultural center. University of Oklahoma. On I-35; U.S. Hwy. 77; State Hwys. 9, 74.

2 - TRANSPORTATION: Railroad-Railoax (Santa Fe).

Motor Freight Carriers-7.

Intercity Bus Lines-Continental; Oklahoma Trans.

3 - POPULATION:

Corp. City 90 Cen. 80,071; E&P 92 Est. 82,481
CZ-ABC: (80) 63,161
RTZ-ABC: (80) 28,604
County 90 Cen. 174,253; E&P 92 Est. 185,238
MSA 90 Cen. 944,099; E&P 92 Est. 980,843
City & RTZ-ABC: (80) 91,765

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 30,215; E&P 92 Est. 31,125
CZ-ABC: (80) 23,315
RTZ-ABC: (80) 9,478
County 90 Cen. 65,060; E&P 92 Est. 69,162
MSA 90 Cen. 372,479; E&P 92 Est. 386,863
City & RTZ-ABC: (80) 32,793

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	N.A.

6 - PASSENGER AUTOS: Cleveland County 102,063.

7 - ELECTRIC METERS: Residence 55,310.

8 - GAS METERS: Residence 19,750.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food Proc. 225 ($250); Univ. of Okla. 6,000 ($400); Research and Development 630 ($160); Light Mfg. 1,700 ($300); Constr. 900 ($300); State Hospital 1,400 ($250).

Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-90; Summer 65-113; Fall 55-95; Winter 40-65. First killing frost, Oct.; last killing frost, May.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-E. Lindsey & 12th Ave. S.E.; E. Alameda & 12th Ave. S.E.; N. Flood.

Neighborhood Shopping Centers-W. Robinson & Interstate Dr.; S-35 & W. Main St.; W. Robinson & 36th Ave. N.W.; Campus Corner area; Downtown area; West Main St.-Carriage Plaza; West Main St. at 24th Ave. S.W.; W. Lindsey at McGee.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Colonial Estates	2	Homeland, Treasury Drug
Downtown	NA	McCalls, Wackers, Lows
Heisman Sq.	1	Bargain Time
Hollywood	2	Homeland, Hancocks International Pantry
Normandy Creek	1	Furr's, Homeland, Hoelscher's, Earl's
Sooner Fashion Mall	2	Dillard's, JCPenney, Services Mdse., Sears
Alameda Sq.	1	Wright's IGA
Robinson Crossing	2	AMC Theatres
Brookhaven Vlg.	3	United Artists Theatres, Crispy's, Mazzio's
Campus Corner	NA	Harold's, Lathams, Buchanan Bicycles
Carriage Plz.	1	The Wess, Caymans, Betty Lou's Flowers

Principal Shopping Days-Thur., Fri., Sat., Sun.

Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Dillard's; Sears; Wackers; C.R. Anthony; JCPenney.

Variety Stores-Target; Wal-Mart.

Chain Drug Stores-Eckerd Drug; Rexall Drug; Treasury Drug; Revco Drug.

Chain Supermarkets-Homeland; IGA; Skaggs; Buy For Less.

Other Chain Stores-Goodyear; Firestone; Hebdon Tires; Payless Cashways.

14 - NEWSPAPERS: TRANSCRIPT (e-mon to fri) 15,026; (m-sat) 14,721; (S) 15,784; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Reg Freemyer, Adv. Dir., TRANSCRIPT, 215 Comanche St., Norman, OK 73069; Tel. (405) 321-1800.

National Representative: Papert Companies.

OKLAHOMA CITY

1 - LOCATION: Oklahoma County (MSA). E&P Map D-2. State Capital. County Seat. Wholesale & distribution center. Geographical, retail, financial & transportation center of state. Operational headquarters for Mid-Continent oil producing area. 260 mi. S of geographic center of Continental U.S. 98 mi. from Tulsa; 175 mi. from Wichita, KS; 200 mi. from Dallas, TX.

2 - TRANSPORTATION: Railroads-Santa Fe; Burlington Northern; Union Pacific.

Motor Freight-32 regular routes & more than 170 irregular route common-carrier lines. City served by more than 800 additional Okla. truck lines operating intra & interstate in all directions.

Intercity Bus Lines-Trailways; Greyhound; Oklahoma Transportation Co.

Airlines-American; Northwest; TWA; South West; Delta; United; Continental.

3 - POPULATION:

Corp. City 90 Cen. 444,719; E&P 92 Est. 453,020
CZ-ABC: (80) 657,872
Bal. in MSA-ABC: (80) 203,097
Bal. in NDM-ABC: (80) 1,115,563
Total NDM-ABC: (80) 1,976,532
County 90 Cen. 599,611; E&P 92 Est. 615,505
MSA 90 Cen. 944,099; E&P 92 Est. 980,843

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 167,818; E&P 92 Est. 170,951
CZ-ABC: (80) 249,097
Bal. in MSA-ABC: (80) 72,449
Bal. in NDM-ABC: (80) 407,361
Total NDM-ABC: (80) 728,907
County 90 Cen. 239,844; E&P 92 Est. 246,202
MSA 90 Cen. 372,479; E&P 92 Est. 386,863

5 - BANKS	NUMBER	DEPOSITS
Commercial	50	$5,347,423,000
Savings & Loan	8	$2,432,004,000

6 - PASSENGER AUTOS: Oklahoma County 531,889.

7 - ELECTRIC METERS: 360,917.

8 - GAS METERS: 274,768.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 47,800; Mining 10,400; Constr. 12,000; Trans. 11,300; Util. 9,900; Ret. 81,100; Whol. 22,100; Fin./R.E. 24,500; Service 106,300; Gov't 102,000.

Principal Pay Days-1st, 15th, 30th; Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-71; Summer 70-92; Fall 50-71; Winter 30-49. First killing frost, Nov. 7; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Nearby Shopping Centers (No. of Stores)-Sooner Fashion Mall (75); Almonte (25); Casady Sq. (44); Bryant Sq. (53); Crossroads (140); Kickingbird Sq. (31); Edmond Plz. (30); Mayfair (38); Economy Sq. (12); 50 Penn Pl. (27); French Mkt. (21); Downtown (MWC/29); Grant Sq. (24); Heritage Pk. (72); Lakewood (12); Southern Hills (29); Meridian (28); North Pk. Mall (29); City of Moore (25); Penn Sq. (160); Northwest Plz. (17); Quail Plz. (18); Quail Springs (125); Reding (21); Shepherd (97); Shields So. (16); Chisholm West (17); Springdale (38); Uptown (33); Westoaks (11); Windsor Hills (24); Lakeside (20); Shawnee (73).

Principal Shopping Days-Dept.-Mon. & Sat.; Food-Fri. & Sat.

Stores Open Evenings-Mon.-Sat.; Supermarkets every evening.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward 3; Sears 6; JCPenney 6; C.R. Anthony 19; Dillard's 6; Langston 3; Beall's; Foley's 3.

Discount Stores-Gibson's Factory Distributing; Target 5; Service Merchandise 4; Walls Bargain Center 2; Wal-Mart 10; Sam's Wholesale Club 4; Venture 4.

Chain Drug Stores-United Discount 4; Hyde's 7; Conrad Marr 4; Rexall 2; Gilliam; Gibson's 2; Skaggs 8; Target 4; Sheen's 2; Wheeler & Stuckey 5; Eckerd 19; Treasury Drugs 4; Drugs-4-Less 2; Wal-Mart 9; Venture 2; Thrifty 4; Drug Emporium 2; Homeland 15.

Chain Supermarkets-Homeland 26; IGA 24; Brannons United Super Mkts. 2; Buchanon 4; Best Yet 3; Stones; Skaggs 8; Buy-for-Less 6; Food-4-Less; Griders 2; Super Thrift 5; Pratts 5; Crest 2.

14 - NEWSPAPERS: DAILY OKLAHOMAN (m-mon to fri) 231,653; OKLAHOMAN & TIMES (m-sat) 214,055; SUNDAY OKLAHOMAN (S) 335,319; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: David Thompson, Adv. Dir., DAILY OKLAHOMAN, 9000 N. Broadway; PO Box 25125, Oklahoma City, OK 73125; Tel. (405) 475-3672.

National Representative: Sawyer-Ferguson-Walker.

OKMULGEE

1 - LOCATION: Okmulgee County. E&P Map E-2. County Seat. Agricultural, mining & mfg. center. On U.S. Hwys. 62, 75; State Hwy. 56.

2 - TRANSPORTATION: Railroad-Burlington-Northern.

Intercity Bus Lines-Continental; Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 13,441; E&P 92 Est. 12,877
County 90 Cen. 36,490; E&P 92 Est. 36,237

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 5,072; E&P 92 Est. 4,859
County 90 Cen. 13,505; E&P 92 Est. 13,412

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$131,599,991
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: Okmulgee County 27,343.

7 - ELECTRIC METERS: Residence 9,445.

8 - GAS METERS: Residence 5,549.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass 455 ($390); Okla. State Tech. 500 ($425); Mfg. 725 ($340).

Principal Pay Days-Mon., Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 19-78; Summer 63-109; Fall 50-101; Winter 6-75. First killing frost, Nov. 2; last killing frost, Mar. 26.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Neighborhood Shopping Centers-30 blocks on 8 sts.; East & West of R.R. on 12 streets.

Principal Shopping Days-Mon., Fri., Sat.

Stores Open Evenings-Food; Wal-Mart; Cash/Saver Wholesale Whse.

13 - RETAIL OUTLETS: Department Stores-Sharpe's; Anthony's; Dollar General; Family Dollar.

Discount Stores-Wal-Mart; Cash/Saver Wholesale Whse.

Chain Drug Store-Key Rexall.

Chain Supermarkets-Homeland; Warehouse Market; Harris Grocery; Dollar Saver Food Warehouse.

Other Chain Stores-Sears (catalog); Oklahoma Tire.

14 - NEWSPAPERS: TIMES (m-tues to sat) 5,339; (S) 5,339; sworn Oct. 1, 1990.

Local Contact for Advertising and Merchandising Data: Jerry Quinn, Pub., TIMES, 114 E. 17th St., Okmulgee, OK 74447; Tel. (918) 756-3600.

National Representatives: Papert Companies, Oklahoma Press Service.

PAULS VALLEY

1 - LOCATION: Garvin County. E&P Map D-3. County Seat. 50 mi. S of Oklahoma City. On U.S. Hwys. 77, I-35; State Hwy. 19.

2 - TRANSPORTATION: Railroad-Sante Fe.

Motor Freight Carriers-3.

Intercity Bus Lines-Denco; Okla. Trans.; Mid-Continent; SW Greyhound; Trailways.

3 - POPULATION:

Corp. City 90 Cen. 6,150; E&P 92 Est. 6,247
County 90 Cen. 26,605; E&P 92 Est. 26,395

4 - HOUSEHOLDS:

City 90 Cen. 2,321; E&P 92 Est. 2,357
County 90 Cen. 9,945; E&P 92 Est. 9,867

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$115,000,000
Savings & Loan	2	$333,014,770

6 - PASSENGER AUTOS: Garvin County 20,980.

7 - ELECTRIC METERS: Residence 2,722.

8 - GAS METERS: Residence 2,720.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil 1,050 ($275); Wood Working 40 ($134); Newspaper 20 ($195); Grain Dealers 100 (N.A.); Baking 25 ($134); Tree Nurseries 40 (N.A.); Agric. Fertilizer 5 (N.A.); Bldg. Contractors 50 (N.A.); Concrete 20 (N.A.); Mfg. Light Bulbs 300 ($134); Mach. Coating (N.A.); Film Pkg. (N.A.); Oil Field Pumps (N.A.); Livestock Handling Equip. (N.A.); Truck Canvas Prods. (N.A.); State School for Mentally Handicapped 750 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 60-110; Fall 40-80; Winter 0-70.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Burr(4)	1	David's Foods, Winn's, Anthony's
Valley Plz.(8)	2	Whse. Foods, Wal-Mart

Principal Shopping Days-Wed., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Lintz; C.R. Anthony; Reba Jo's; Alpha's; Jeans; Maverick's.

Variety Stores-Winn's; Bargain Time; Dollar General; Wal-Mart.

Chain Drug Stores-Reavis Rexall; Crabtree; Wal-Mart.

Chain Supermarkets-David's Discount Foods; Homeland; Warehouse Foods.

Other Discount Stores-Greenlight Automotives; Coast To Coast; Sears (catalog); JCPenney (catalog); Hardees; Pizza Hut; Braums; McDonald's; Western Sizzlin'; Mazzio's.

14 - NEWSPAPERS: DEMOCRAT (e-tues to fri, S) 3,913; sworn Sept. 28, 1990.

Local Contact for Advertising and Merchandising Data: Brenda Haney, Pub., DEMOCRAT, 108 S. Willow; PO Box 790, Pauls Valley, OK 73075; Tel. (405) 238-6464.

National Representative: Papert Companies.

PERRY

1 - LOCATION: Noble County, E&P Map D-1. County Seat. Shipping center for wheat & cattle. Light manufacturing. North central part of state. 60 mi. N of Oklahoma City; on I-35, U.S. Hwys. 77, 64.

2 - TRANSPORTATION: Railroads-Santa Fe, Burlington Northern.

Motor Freight Carriers-3.

Intercity Bus Line-Trailways.

3 - POPULATION:

Corp. City 90 Cen. 4,978; E&P 92 Est. 4,814
County 90 Cen. 11,045; E&P 92 Est. 10,973

4 - HOUSEHOLDS:

City 90 Cen. 1,878; E&P 92 Est. 1,817
County 90 Cen. 4,194; E&P 92 Est. 4,167

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$130,174,851

6 - PASSENGER AUTOS: Noble County 8,250

7 - ELECTRIC METERS: Residence 2,443

8 - GAS METERS: Residence 2,425

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Oil Field Supplies 25; Ditch Witch Trenching Equip. 800; Pipeline Constr. 20; Div. HQ State Highway Dept. 145.

10 - CLIMATE: Min. & Max. Temp.-Spring 17-81; Summer 57-101; Fall 35-99; Winter 9-74. First killing frost, Oct. 27; last killing frost, Apr. 4.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-16 blocks on Delaware, Cedar, 6th, 7th, Brogan, Flynn Sts.; Perry Plaza 15th St. at Fir Ave.

Neighborhood Shopping Centers-Kaw St.; Fir Ave.

Principal Shopping Days-Thur., Sat.; Community Auction Sale-every Wed. Regular Farm Community Trade-Wed.

Stores Close-Sun.

Stores Open Evenings-Thur.; Supermarkets 7 nights.

13 - RETAIL OUTLETS: Discount Store-Wal-Mart.

Chain Supermarkets-Homeland, Best Yet.

Other Chain Stores-Western Auto; Coast-to-Coast; Family Dollar; Braum's; Kentucky Fried Chicken; McDonald's; Pizza Hut; Taco Bell.

14 - NEWSPAPERS: JOURNAL (e) 3,228; sworn Sept. 28, 1990.

Local Contact for Advertising and Merchandising Data: Mabel Miller, Adv. Dir., JOURNAL, 714 Delaware, Perry, OK 73077; Tel. (405) 336-2222.

National Representative: None.

POTEAU

1 - LOCATION: LeFlore County, E&P Map F-2. Southeastern Okla. 10 mi. from Arkansas on U.S. Hwys. 59, 270, 271; State Hwys. 83 & 112; I-40.

2 - TRANSPORTATION: Railroad-Kansas City Southern Railroad.

Motor Freight Carriers-4.

Inter City Bus Line-Oklahoma Transportation Co.

3 - POPULATION:

Corp. City 90 Cen. 7,210; E&P 92 Est. 7,234
County 90 Cen. 43,270; E&P 92 Est. 45,096

Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 2,711; E&P 92 Est. 2,751
County 90 Cen. 17,124; E&P 92 Est. 17,847

5 - BANKS	NUMBER	DEPOSITS
Commercial Banks	2	$137,000,000
Savings & Loan	1	$21,500,000

6 - PASSENGER AUTOS: LeFlore County 34,178

7 - ELECTRIC METERS: Residential N.A.

8 - GAS METERS: Residential N.A.

9 - PRINCIPAL INDUSTRIES: Industry: Agric.; Fin., Ins. & R.E.; Comm. & Utrl.; Furn. & Appliance.

Principal Industrial Pay Days-1st. & 15th.

10 - CLIMATE: Av. annual Temp. - 63; Spring -62; Summer - 81; Fall 64; Winter 46.

11 - TAP WATER: Treated.

12 - RETAILING: Principal Shopping Center-N.A.

Principal Shopping Days-Mon.-Fri.

13 - RETAIL OUTLETS: Department Store-Holton's.

Chain Drug Store-Youngs.

Chain Food Supermarkets-Price Cutter; Poteau Foods; Marvyn's IGA.

Other Chain Store-Western Auto.

14 - NEWSPAPERS: NEWS & SUN (m-tues to fri; S) 5,400; sworn Jan. 31, 1990.

Local Contact for Advertising and Merchandising Data: Mitch Mullin, Adv. Mgr., NEWS & SUN, PO Box 1237, Poteau, OK 74953; Tel. (918) 647-3188; FAX (918) 647-8198.

National Representative: Papert Companies.

PONCA CITY

1 - LOCATION: Kay County, E&P Map D-1. Oil refining and production, manufacturing, stock raising, dairy and agricultural center. In SE part of County, 20 mi. from Kansas state line. On U.S. Hwys. 60, 77; State Hwys. 11, 15, 177. 106 mi. N of Oklahoma City; 98 mi. NW of Tulsa; 90 mi. S of Wichita, KS.

2 - TRANSPORTATION: Railroad-Santa Fe.

Motor Freight Carriers-14.

Intercity Bus Line-Greyhound-Trailways.

Airline-Exec. Express.

3 - POPULATION:

Corp. City 90 Cen. 26,359; E&P 92 Est. 26,383
CZ-ABC: (80) 26,238
RTZ-ABC: (80) 29,835
County 90 Cen. 48,056; E&P 92 Est. 47,925
City & RTZ-ABC: (80) 56,073

4 - HOUSEHOLDS:

City 90 Cen. 9,947; E&P 92 Est. 9,956
CZ-ABC: (80) 10,637
RTZ-ABC: (80) 10,936
County 90 Cen. 17,920; E&P 92 Est. 17,872
City & RTZ-ABC: (80) 21,573

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$299,992,000
Savings & Loan	2	$203,000,000

6 - PASSENGER AUTOS: Kay County 39,501

7 - ELECTRIC METERS: Residence 15,750

8 - GAS METERS: Residence 11,900

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Petroleum Refining 750 ($600); Metal Mfg. 1,558 ($341).

10 - CLIMATE: Min. & Max. Temp.-Spring 38-61; Summer 68-90; Fall 52-72; Winter 28-48. First killing frost, Oct. 26; last killing frost, Apr. 7.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Grand Ave.

Neighborhood Shopping Centers-4th & South Ave.; Hartford at Seventh; Fourteenth at Hazel; Hartford & 14th; 5th & Hartford.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ponca Plaza(22)	NA	JCPenney, Beall's
Hartford Sq.(8)	NA	
Pioneer(5)	NA	Homeland
Hartford Plz.(7)	NA	

Principal Shopping Days-Mon. & Thur.

Stores Open Evenings-Dept. Stores-Thur.; Food-Daily.

13 - RETAIL OUTLETS: Department Stores-JCPenney; C.R. Anthony; Sears (catalog); Beall's.

Variety Stores-K mart; Wal-Mart.

Discount Store-Dollar Saver.

Chain Drug Stores-Graves; Medicine Chest.

Chain Supermarkets-United; Miller's; Homeland 2; Pioneer IGA; Buy-For-Less; Food Warehouse.

Other Chain Stores-Goodyear; Sherwin-Williams; Brown Shoe Fit Co.; Hughes Lumber; Edwards (women's); Western Auto; Shafer's; Radio Shack.

14 - NEWSPAPERS: NEWS (e-mon to fri) 12,343; (S) 13,787; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Ellsworth Rains, Adv. Dir., NEWS, 300 N. Third; PO Box 191, Ponca City, OK 74602; Tel. (405) 765-3311.

National Representative: Landon Associates.

PRYOR

1 - LOCATION: Mayes County, E&P Map E-1. County Seat. On U.S. Hwy. 69; State Hwy. 20. Agriculture, industrial, dairying, broiler & recreation area. 50 mi. E of Tulsa; 200 mi. S of Kansas City.

2 - TRANSPORTATION: Railroad-MKT.

Motor Freight Carriers-6.

3 - POPULATION:

Corp. City 90 Cen. 8,327; E&P 92 Est. 8,296
County 90 Cen. 33,366; E&P 92 Est. 34,148

4 - HOUSEHOLDS:

City 90 Cen. 3,142; E&P 92 Est. 3,130
County 90 Cen. 13,604; E&P 92 Est. 13,923

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$127,866,462
Savings & Loan	2	$98,686,021

6 - PASSENGER AUTOS: Mayes County 25,612

7 - ELECTRIC METERS: Residence 3,300

8 - GAS METERS: Residence 3,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Paper 275; Grand River Dam 121; Chem. 425; Carbide 75; Cement 125; Tools 50; Meat Pkg.; Plastic 75; Heat Exchangers 100.

Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-65; Summer 60-100; Fall 50-70; Winter 10-55. First killing frost, Oct. 15; last killing frost, Mar. 30.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Centers-4 blocks on Graham Ave.; 2 each side of Graham Ave.

Shopping Centers-Wal-Mart (8 stores-Wal-Mart, Sav-Mor).

Principal Shopping Days-Tues., Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Peters; C.R. Anthony; Sharpe's.

Variety Stores-Pryor; McCrory; Dollar General.

Discount Store-Wal-Mart.

Chain Supermarkets-Safeway; Sav-Mor; Price Buster.

Other Chain Stores-Western Auto; Goodrich; Goodyear; Sears.

14 - NEWSPAPERS: TIMES (e-tues to fri) 5,700; (S) 7,300; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Henry Goodman, Gen. Mgr., TIMES, 105 S. Adair; PO Box 308, Pryor, OK 74361; Tel. (918) 825-3292.

National Representative: Papert Companies.

SAPULPA

1 - LOCATION: Creek County (In Tulsa MSA). E&P Map E-2. County Seat. 15 mi. from Tulsa; 100 mi. from Okla. City. On State Hwys. 33, 66, 75, 97; I-44.

2 - TRANSPORTATION: Railroads-Burlington Northern; Tulsa-Sapulpa Union.

Motor Freight Carriers-4.

Intercity Bus Lines-Greyhound; MK&O.

3 - POPULATION:

Corp. City 90 Cen. 18,074; E&P 92 Est. 18,518
MSA 90 Cen. 708,954; E&P 92 Est. 734,330
County 90 Cen. 60,915; E&P 92 Est. 62,317

Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 6,820; E&P 92 Est. 6,988
County 90 Cen. 25,345; E&P 92 Est. 25,928
MSA 90 Cen. 279,493; E&P 92 Est. 289,442

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$162,618,982
Savings & Loan	2	$91,470,199

6 - PASSENGER AUTOS: Creek County 39,466

7 - ELECTRIC METERS: Residence 7,161

8 - GAS METERS: Residence 8,638

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass 750 ($305), Pottery 25 ($220).

Principal Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-90; Summer 65-110; Fall 25-90; Winter 0-80. First killing frost, Oct. 15; last killing frost, Mar.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-21 blocks on eight streets, plus 4 strip shopping centers.

Principal Shopping Days-Sat. & Fri.

Stores Open Evenings-Shopping Ctr. nightly.

Stores Open Sundays-Shopping Centers & Supermarkets.

13 - RETAIL OUTLETS: Department Stores-Morton's; Bayouth's; JCPenney; Anthony's; Sears.

Discount Store-Wal-Mart.

Chain Drug Stores-Wal-Mart Phcy.; May's.

Chain Supermarkets-Safeway; Family Market; Tru-Discount; Reasor's Discount Foods.

Other Chain Stores-Otasco; Zales.

14 - NEWSPAPERS: HERALD (e-mon to fri) 6,850; (S) 7,250; Sworn Sept. 30 1991.

Local Contact for Advertising and Merchandising Data: T.L. Daniels, Adv. Dir., HERALD, 16 S. Park, Sapulpa, OK 74066; Tel. (918) 224-5185.

National Representative: Landon Associates.

SEMINOLE

1 - LOCATION: Seminole County, E&P Map E-2. Oil field service & supply center. Situated on U.S. Hwys. 270, 377 & State Hwys. 3, 9 & 99; 54 mi. SE of Oklahoma City.

2 - TRANSPORTATION: Railroad-M.K.& T.

Intercity Bus Lines-Okla. Trans.; Midco; Jefferson.

Motor Freight Carriers-4.

3 - POPULATION:

Corp. City 90 Cen. 7,071; E&P 92 Est. 6,767
County 90 Cen. 25,412; E&P 92 Est. 25,196

4 - HOUSEHOLDS:

City 90 Cen. 2,668; E&P 92 Est. 2,554
County 90 Cen. 10,103; E&P 92 Est. 10,017

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$55,108,000
Savings & Loan	2	$40,855,000

6 - PASSENGER AUTOS: Seminole County 17,995

7 - ELECTRIC METERS: Residence 3,844

8 - GAS METERS: Residence 3,568

9 - PRINCIPAL INDUSTRIES: Oil Well Drilling; Oil Prod.; Oil Field Servs. & Sup.; Oil Field Equip. Mfg.; Tank Mfg.; Tool Mfg.; Clothing Mfg.; Food Dist.

Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-76; Summer 74-93; Fall 52-79; Winter 27-48. First killing frost, Oct. 1; last killing frost, Mar. 15.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Main St. & 6 on intersecting streets.

Neighborhood Shopping Centers-Strothers St.; W. Broadway; N. Milt Phillips Ave.

Stores Open Evenings-Some on Sat. evenings.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony, Sharpes, Hammons, Newton Wall.

Discount Stores-Wall's Family Bargain Center; Wal-Mart.

Chain Drug Stores-I.D.L.; Wal-Mart.

Chain Supermarkets-IGA; Homeland; Best Yet.

Other Chain Stores-Firestone; Goodyear; Neil's; Perry McGee Furn.; Cato; Ace Hdwe.; Sherwin-

Williams; Home Bldg. Materials; Vogue; True Value Hardware; Dollar General Store; Parts Plus.

14 - NEWSPAPERS: PRODUCER (e-tues to fri; S) 5,393; sworn Sept. 28, 1990.

Local Contact for Advertising and Merchandising Data: Jim Keisman, Adv. Dir., PRODUCER, 121 N. Main; PO Box 431, Seminole, OK 74818; Tel. (405) 382-1100.

National Representatives: Papert Companies; Oklahoma Press Service.

SHAWNEE

1 - LOCATION: Pottawatomie County (In Oklahoma City MSA). E&P Map D-2. County Seat. Residential ctr. 42 mi. SE of Oklahoma City. On U.S. Hwys. 177, 270, I-40; State Hwys. 3, 18, 99A.

2 - TRANSPORTATION: Railroads-AT&SF; OCA&A; Missouri, Kansas, & Texas R.R.

Motor Freight Carriers-7.

Intercity Bus Lines-Jordan; O.T.C.; Greyhound; Mid Continent Coaches; Oklahoma Transportation.

Airlines-at Oklahoma City Airport 42 mi. W; American, Continental, Eastern, Southwest, Texas Intl., Trans Central, TWA.

3 - POPULATION:

Corp. City 90 Cen. 26,017; E&P 92 Est. 25,919
County 90 Cen. 58,760; E&P 92 Est. 60,488
MSA 90 Cen. 944,099; E&P 92 Est. 980,843

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 9,818; E&P 92 Est. 9,781
County 90 Cen. 23,136; E&P 92 Est. 23,816
MSA 90 Cen. 372,479; E&P 92 Est. 386,863

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$501,000,000
Savings & Loan	3	$129,000,000

6 - PASSENGER AUTOS: Pottawatomie County 35,083

7 - ELECTRIC METERS: Residence 11,993

8 - GAS METERS: Residence 9,961

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 430 ($240); Milling 175 ($250); Copper Tubing 300 ($245); Pump Mfg. 200 ($280); Other Mfg. 562 (N.A.); Polyethylene Film 370 (N.A.); Ceramic Magnets 420 (N.A.); Agric., Mineral Prods.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 60-95; Fall 45-85; Winter 18-65. First killing frost, Nov. 8; last killing frost, Apr. 5.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-Shawnee Mall, 5 blocks on Main St.

Neighborhood Shopping Centers-Independence & Harrison 12; Kickapoo & Federal 2; Kickapoo & MacArthur 5; 2300 N. Harrison 4 (K mart); Independence & Kickapoo 9.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Del Plaza(12)	2	Family Dollar, Auto Zone, Star Disc, Shawnee IGA
Northridge Sq.(15)	15	K mart.
Shawnee Plz.(7)	NA	Revco, Wal-Mart
N. Harrison	3	K mart, Pratt, Big 'O' Tires
Shawnee Mall	4	Dillard's, Kay Bee Toys, Sears, Zales, JCPenney, Wal-Mart, Gordon's, Radio Shack

Principal Shopping Days-Dept. Stores-Mon., Fri., Sat.; Food Stores-Thur., Fri. Sat.

Stores Open Evenings-Dept.-Mon. and Thur.; Food & Discount-nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney, Sears; C.R. Anthony; W.R. Jones; Newton Wall, Dillard's.

Discount Stores-Wal-Mart, K mart; Family Dollar.

Variety Store-Dollar General.

Chain Drug Stores-Rexall 6; Shawnee Medical Arts, Campus Star Discount Phcy.; Shawnee Medical Center Phcy.; Doctors Bldg. Phcy.; Medicine Shoppe; Revco, Eckerd.

Chain Supermarkets-Homeland; IGA; Pratt's 4.

14 - NEWSPAPERS: NEWS-STAR (m-tues to sat) 12,360; (S) 13,800; Sworn Oct. 13, 1991.

Local Contact for Advertising and Merchandising Data: Gene Norton, Adv. Dir., NEWS-STAR, 215 N. Bell, Shawnee, OK 74801; Tel. (405) 273-4200.

National Representative: Landon Associates.

STILLWATER

1 - LOCATION: Payne County, E&P Map D-2, County Seat. Educational (Okla. State Univ.), industrial, agricultural, oil, livestock and dairy center. State Hdqtrs. U.S. Dept. of Agriculture, State Office for Technical Training. 70 mi. NE of Okla. City; 60 mi. W of Tulsa.

2 - TRANSPORTATION: Railroad-Santa Fe.

Motor Freight Carriers-7.

Intercity Bus Line-MK&O.

3 - POPULATION:

Corp. City 90 Cen. 36,676; E&P 92 Est. 36,358
CZ-ABC: (80) 38,268
RTZ-ABC: (80) 45,732
County 90 Cen. 61,507; E&P 92 Est. 61,334
City & RTZ-ABC: (80) 84,000

4 - HOUSEHOLDS:

City 90 Cen. 13,840; E&P 92 Est. 13,720
CZ-ABC: (80) 12,829
RTZ-ABC: (80) 17,450
County 90 Cen. 25,364; E&P 92 Est. 25,292
City & RTZ-ABC: (80) 30,279

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$317,546,410
Savings & Loan	3	$143,000,000

6 - PASSENGER AUTOS: Payne County 39,047

7 - ELECTRIC METERS: Residence 14,729

8 - GAS METERS: Residence 10,491

9 - PRINCIPAL INDUSTRIES: Grain Elevator & Mills 2; Data Forms Mfg.; Electronics; Poultry Hatchery; Outboard Motor Mfg.; Tire Materials Mfg.; Printing.

Principal Pay Days-1st & 15th; Fri. & Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-60; Summer 77-82; Fall 49-74; Winter 37-42. First killing frost, Oct.; last killing frost, Mar.

11 - TAP WATER: Slightly alkaline, soft.

12 - RETAILING: Principal Shopping Center-7 blocks on Main St.; 10 on side streets off Main.

Neighborhood Shopping Centers-3 blocks on West 6th; 2 on Washington; 6 on Knoblock; 4 on East 6th; University Square, Cimarron Plaza, Pioneer Square, Rosewood Hills.

Principal Shopping Days-Mon., Thur., Sat.

Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Katz; JCPenney, C.R. Anthony; Sears, Newton Wall.

Discount Stores-Gibson's; Wal-Mart.

Variety Store-Ace Hdwe. Mart.

Chain Drug Stores-Thrifty, Treasury, Eckerd.

Chain Supermarkets-IGA 2; Homeland; Food-4-Less; Super Thrift.

Other Chain Stores-Goodyear; Firestone; Nelson Furn.; Brown's Shoe Fit; Braum's; Quick Trip; Sherwin-Williams; Zales; Captain D's; Atwoods; Sight 'N Sound; Hughes Lumber.

14 - NEWSPAPERS: NEWS-PRESS (e-mon to fri) 10,134; (S) 10,870; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Walt Disney, Adv. Dir., NEWS-PRESS, 211 W. 9th; PO Box 2288, Stillwater, OK 74076; Tel. (405) 372-5000.

National Representative: Landon Associates.

TAHLEQUAH

1 - LOCATION: Cherokee County, E&P Map F-2, County Seat. Resort area. Northeastern State College. Forestry, agriculture & farming area. 28 mi SE of Muskogee, 65 mi. SE of Tulsa. On U.S. Hwy 62; State Hwy. 51.

2 - TRANSPORTATION: Airlines-All major airlines at Tulsa Airport.

3 - POPULATION:

Corp. City 90 Cen. 10,398; E&P 92 Est. 10,536
County 90 Cen. 34,049; E&P 92 Est. 35,315

4 - HOUSEHOLDS:

City 90 Cen. 3,924; E&P 92 Est. 3,976
County 90 Cen. 12,902; E&P 92 Est. 13,382

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$245,905,935

6 - PASSENGER AUTOS: Cherokee County 20,131

7 - ELECTRIC METERS: 4,594

8 - GAS METERS: 5,777

9 - PRINCIPAL INDUSTRIES: Agric.; Forestry; Machine Shops; Cannery; Nursery Prods.; Tourism.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-90; Summer 55-100; Fall 15-95; Winter 5-80. First killing frost, Nov.; last killing frost, Mar.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Box Center	NA	IGA
Cherokee Hills(5)	NA	Wal-Mart
Downing Square	NA	
Plaza(8)	NA	

Principal Shopping Days-Fri. & Sat.

Stores Open Evenings-Shopping Centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores-Hinds; Anthony's; Workman's.

Discount Stores-Wal-Mart; Family Dollar.

Chain Drug Stores-Cherokee Hills Phcy.; Sun Drug.

Chain Supermarkets-Box's IGA; Reasor's; Safeway; Consumers; Food-4-Less.

Other Chain Stores-Doyles Shoes; Sirloin Stockade; Merle Norman; Payless Shoes; Ken's Pizza; Kentucky Fried Chicken; Big Cheese; Hardee's; Wendy's; McDonald's; Taco Hut; Pizza Hut; Goodyear; Love's; Sears; Fashion Crossroads; Domino Pizza; Western Sizzlin'; Cato; Charlie's Fried Chicken.

14 - NEWSPAPERS: PRESS (m-tues to fri) 7,030; (S) 7,295; sworn Mar. 31, 1990.

Local Contact for Advertising and Merchandising Data: Brad Sugg, Pub., PRESS, 106 W Second St.; PO Box 888, Tahlequah, OK 74465; Tel. (918) 456-8833.

National Representatives: Papert Companies; Oklahoma Press Service.

TULSA

1 - LOCATION: Tulsa County (MSA), E&P Map E-2, County Seat. Administrative center for many oil companies; electronics and aviation maintenance center. 262 mi. SW of Kansas City; 276 mi. NE of Dallas, TX; 519 mi. N of Houston, TX; 120 mi. E of Oklahoma City; 174 mi. SE of Wichita, KS. On U.S. Hwys. I-44, 64, 66, 75, 169; State Hwys. 11, 33, 51.

2 - TRANSPORTATION: Railroads-Burlington Northern; Santa Fe; M.K.&T.; Texas S. Pacific.

Motor Freight Carriers-46.

Intercity Bus Lines-Greyhound/Trailways; MK&O; KG Lines.

Airlines-American; Delta; TWA; Ozark; Eastern; Air Midwest; Scheduled Skyways; Southwest; United. (Three Airports).

3 - POPULATION:

Corp. City 90 Cen. 367,302; E&P 92 Est. 368,579
CZ-ABC: (80) 483,484
RTZ-ABC: (80) 452,107
County 90 Cen. 503,341; E&P 92 Est. 521,549
MSA 90 Cen. 708,954; E&P 92 Est. 734,330
City & RTZ-ABC: (80) 935,591

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 138,605; E&P 92 Est. 139,086
CZ-ABC: (80) 185,501
RTZ-ABC: (80) 162,583
County 90 Cen. 201,336; E&P 92 Est. 208,620
MSA 90 Cen. 279,493; E&P 92 Est. 289,442
City & RTZ-ABC: (80) 348,084

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	29	$4,296,260,000
Savings & Loan	3	$1,876,679,000

6 - PASSENGER AUTOS: Tulsa County 384,916

7 - ELECTRIC METERS: Residence 160,323

8 - GAS METERS: Residence 186,126

9 - PRINCIPAL INDUSTRIES: (Metro Area): Industry, No. of Wage Earners-Mfg. 53,040; Mining 18,104; Constr. 12,069; Trans. & Pub. Util. 24,138; Whol. Trade 22,492; Ret. Trade 56,592; Fin., Ins. & R.E. 18,104; Servs. 74,954; Gov't 13,975.

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-69; Summer 69-90; Fall 47-69; Winter 35-51. First killing frost, Nov. 3; last killing frost, Mar. 27.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Areas-Downtown from 3rd St. to 10th St. South, Denver Ave. east to Detroit; 21st to 22nd Pl. South, Utica Ave. east to Yorktown; 39th to 43rd St. South; Yale Ave. east to Hudson; Memorial 51st to 71st.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Fontana Ctr.(78)	NA	Cort, Ross, Luby's
Promenade(35)	NA	JCPenney, Dillard's, Mervyn's
Southroads Mall (69)	NA	Foley's, Vandever, Renbergs
Utica Sq.(71)	NA	Dillard's, Miss Jackson, Saks
Woodland Hill Mall(164)	NA	Dillard's, Foley's, JCPenney, Sears, Renbergs
Alameda(31)	NA	Casa Bonita, Whitlocks
Country Club Plz. (47)	NA	Skaggs
Crossing Oaks(36)	NA	Homeland, Target
Kensington Galleria(55)	NA	Dillard's
Walnut Creek(60)	NA	Homeland, Furr's, Med-X
Eastland Mall	NA	Dillard's, JCPenney, Mervyn's

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Vandever's; Dillard's 4; Woolf Bros.; Renberg's 3; Sears 3; C.R. Anthony 11; JCPenney 3; Foley's 2.

Discount Stores-Target 2; K mart 5; Mervyn's 3.

Variety Stores-McCrory 2.

Chain Drug Stores-Med-X 9; Walgreens 3; Getman 2; Skaggs 5; Mayes 8.

Chain Supermarkets-Thrift-T-Wise & Affiliated Food Stores 10; Homeland 23; Sipes 3; Superettes Git-N-Go 35; Quick-Trip 39; In-N-Out; Sloan's.

Other Chain Stores-Jewelry: Boswell's 3; Zales 3; Moody's 5; Automotive: Firestone 3; Goodyear 10; Thrift 3; Midas 3; Paint: Devoe 3; Cook's 6; PPG 10; Pittsburgh Paint 2; Sherwin-Williams 2.

14 - NEWSPAPERS: WORLD (m) 133,902; TRIBUNE (e) 69,044; WORLD (S) 241,478; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Dick Newman, Adv. Dir., TRIBUNE and WORLD, 315 S. Boulder Ave; PO Box 1770, Tulsa, OK 74102; Tel. (918) 581-8511.

National Representative: Branham Newspaper Sales.

VINITA

1 - LOCATION: Craig County, E&P Map F-1, County Seat. 65 mi. NE of Tulsa. On U.S. Hwys. 69, 60; Will Rogers Tpke.

2 - TRANSPORTATION: Railroads-M.K.&T., Burlington Northern.

Intercity Bus Lines-Greyhound; Continental Trailways; Natl. Trailways.

3 - POPULATION:

Corp. City 90 Cen. 5,804; E&P 92 Est. 5,617

County 90 Cen. 14,104; E&P 92 Est. 13,983

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 2,190; E&P 92 Est. 2,120

County 90 Cen. 5,154; E&P 92 Est. 5,109

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$112,947,000
Savings & Loan	1	$379,103,054

6 - PASSENGER AUTOS: Craig County 10,732

7 - ELECTRIC METERS: Residence 3,300

8 - GAS METERS: Residence 2,900

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Elect. Connector Mfg. 225; Agric.; Flag and Apron Mgr. 40; Eastern State Hospital 851; Tower Manufacturers 43; Automotive Parts 75; Ready Mix Concrete 9; Soft Drinks 42.

10 - CLIMATE: Av. Temp.-Spring 60; Summer 80; Fall 59; Winter 36; Av. Precip.-43.14 in.

11 - TAP WATER: 30 in. line from Grand Lake.

12 - RETAILING: Principal Shopping Days-Sat., Thur., Fri.

Stores Open Evenings-Supermarkets, Wal-Mart, Anthony's.

13 - RETAIL OUTLETS: Department Stores-Ogle's, Anthony's, Vanity Fair.

Discount Store-Wal-Mart.

Chain Supermarkets-Safeway, Warehouse Foods.

Other Chain Stores-Western Auto; Sherwin-Williams, Sears (catalog), Westco, Otasco.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 4,025; sworn Mar. 30, 1990.

Local Contact for Advertising and Merchandising Data: David Reid, Pub., JOURNAL, 140 S. Wilson; PO Box 328, Vinita, OK 74301-0328; Tel. (918) 256-6422; FAX (918) 256-7100.

National Representatives: Oklahoma Press Service, Papert Companies.

WEATHERFORD

1 - LOCATION: Custer County, E&P Map C-2, University Community, Agricultural Area, Nursery area; 73 mi. W of Oklahoma City. On I-40; State Hwy. 54.

2 - TRANSPORTATION: Railroad-Farmrail.

Motor Freight Carrier-1.

Intercity Bus Lines-Greyhound, Continental Trailways.

Airlines-Cargo at Thos. P. Stafford Field, Nearest Commercial Airfield at Oklahoma City.

3 - POPULATION:

Corp. City 90 Cen. 10,124; E&P 92 Est. 10,221

County 90 Cen. 26,897; E&P 92 Est. 27,542

4 - HOUSEHOLDS:

City 90 Cen. 3,820; E&P 92 Est. 3,857

County 90 Cen. 9,710; E&P 92 Est. 9,943

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$109,027,000

6 - PASSENGER AUTOS: Custer County 18,184

7 - ELECTRIC METERS: Residence 5,480

8 - GAS METERS: Residence 4,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Educ. 450 ($250); Photo. Proc. 100 (N.A.); Printing Prods. 270 (N.A.); Meat Proc. 26 (N.A.); Data Proc. Equip. 200 ($200); Oil & Gas Related ($350); Agric. (N.A.).

10 - CLIMATE: Av. An. Temp. 60.5; Rainfall 27.7; Temp. Summer 65-105; Winter 10-75.

11 - TAP WATER: Well water; soft.

12 - RETAILING: Principal Shopping Center-7 blocks on Main St. plus shpg. ctr. continuation.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Weatherford(14)	NA	Pucketts
Northpark Shoppes(6)	NA	Kwik Korner, Wal-Mart

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Dixie; Anthony's; In Crowd; Kloset; Frankie's; Smart Shop; Sears (catalog).

Discount Store-Wal-Mart.

Chain Supermarkets-Clink's; United.

14 - NEWSPAPERS: NEWS (e-tues to fri) 4,600; (S) 5,200; sworn Mar. 31, 1990.

Local Contact for Advertising and Merchandising Data: Phillip Reid, Pub., NEWS, 118 S. Broadway; PO Box 191, Weatherford, OK 73096; Tel. (405) 772-3301; FAX (405) 772-7329.

National Representative: Oklahoma Press Service.

WEWOKA

1 - LOCATION: Seminole County, E&P Map E-2.

2 - TRANSPORTATION: Railroad-Rock Island.

Motor Freight Carriers-4.

Intercity Bus Line-Oklahoma Trans. Co.

3 - POPULATION:

Corp. City 90 Cen. 4,050; E&P 92 Est. 3,764

County 90 Cen. 25,412; E&P 92 Est. 25,196

4 - HOUSEHOLDS:

City 90 Cen. 1,528; E&P 92 Est. 1,420

County 90 Cen. 10,103; E&P 92 Est. 10,017

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$54,178,128
Savings & Loan	1	$39,035,000

6 - PASSENGER AUTOS: Seminole County 17,995

7 - ELECTRIC METERS: Residence 2,600

8 - GAS METERS: Residence 2,425

9 - PRINCIPAL INDUSTRIES: Oil Production; Oil Field Servicing; Clothing Mfg.; Plastic Mfg.; Expanded Steel.

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-90; Summer 65-110; Fall 32-80; Winter 0-45. First killing frost, Nov. 1; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Wewoka Ave.; 4 blocks on Mekusukey Ave.; all cross streets in between.

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Cohen's; Dollar General; Sharpe's.

Chain Supermarkets-Red Bud; IGA.

Other Chain Stores-Nelson (furn.); Otasco (auto & home supplies).

14 - NEWSPAPERS: TIMES (e-tues to fri) 1,100; (S) 1,100; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Judith Collis, Gen. Mgr., TIMES, 210 S. Wewoka Ave.; PO Box 61, Wewoka, OK 74884; Tel. (405) 257-3341.

National Representative: Papert Companies.

WOODWARD

1 - LOCATION: Woodward County, E&P Map C-1, County Seat. Wholesale and agricultural center on the North Canadian River. On U.S. Hwys. 183, 270; State Hwys. 3, 15, 34. 140 mi. NW of Oklahoma City.

2 - TRANSPORTATION: Railroads-Atchinson, Topeka & Santa Fe; NW Oklahoma.

Motor Freight Carriers-5.

Intercity Bus Line-Oklahoma Trans.

3 - POPULATION:

Corp. City 90 Cen. 12,340; E&P 92 Est. 12,086

County 90 Cen. 18,976; E&P 92 Est. 18,848

4 - HOUSEHOLDS:

City 90 Cen. 4,657; E&P 92 Est. 4,561

County 90 Cen. 7,814; E&P 92 Est. 7,761

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$171,000,000
Savings & Loan	2	$137,000,000

6 - PASSENGER AUTOS: Woodward County 14,113

7 - ELECTRIC METERS: Residence 5,052

8 - GAS METERS: Residence 4,416

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-N.A. (Av. Wkly. Wage-N.A.) Metal Working; Livestock; Meat Packing; Natural Gas; Farming; Oil affiliates; Oil & Gas Drilling & Prod.; Iodine Mfg.; Fertilizer.

Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-71; Summer 63-93; Fall 29-82; Winter 21-62. First killing frost Oct.; last killing frost, Apr.

11 - TAP WATER: 8 gr. per gal.

12 - RETAILING: Principal Shopping Center-No. of Stores-6 blocks on Main St. Downtown; Westgate 2; Plaza 5; Southgate 5; Westwood 4.

Stores Open Evenings-Food; Discount.

Stores Open Sundays-Food; Discount.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; JCPenney; Hopkins; Star Model; Sears.

Variety Stores-TG&Y/McCrory.

Discount Store-Wal-Mart.

Chain Drug Store-Safeway.

Chain Supermarkets-Safeway; United; Econo-mart.

Other Chain Stores-Atwood's; Firestone; Maurices; Radio Shack; Payless Shoes.

14 - NEWSPAPERS: NEWS (m-tues to sat; S) 6,391; sworn Sept. 28, 1990.

Local Contact for Advertising and Merchandising Data: Jerry Potts, Adv. Dir., NEWS, 904 Oklahoma; PO Box 928, Woodward, OK 73802-0928; Tel. (405) 256-2200.

National Representatives: Oklahoma Press Service, Papert Companies.

OREGON SURVEYS

METROPOLITAN STATISTICAL AREAS

Eugene-Springfield-Lane County.

Medford-Jackson County.

Salem-Marion and Polk Counties.

PRIMARY METROPOLITAN STATISTICAL AREA

Portland-Clackamas, Multnomah, Washington and Yamhill Counties.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

Portland-Vancouver, OR-WA-includes Portland, OR PMSA and Vancouver, WA PMSA.

POPULATION ESTIMATES

(Thousands)

Age Group	**1980**	**1990**	**1992**
Under 5 Years	198	238	243
5-14 Years	392	401	409
15-24 Years	464	403	411
25-44 Years	790	996	1,016
45-64 Years	491	500	510
65 and Over	303	315	321
TOTAL	2,638	2,853	2,909

Based on U.S. Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	**1977 Census**	**1982 Census**	**1992 Est.**
Bldg. Mat./Hdw	629	549	1,176
General Mdse	1,256	1,780	3,126
Food	1,822	2,660	4,531
Automobiles	2,083	2,217	4,581
Gasoline Stations	655	1,107	1,581
Apparel	391	588	1,348
Furniture	481	493	1,388
Eat-Drink Places	879	1,323	2,612
Drugs	307	372	753
TOTAL SALES	9,348	12,634	23,205

ALBANY

1 - LOCATION: Linn County, E&P Map A-2, County Seat. On Willamette River, 75 mi. S of Portland, NW corner of county. 20 mi. S of Salem, 38 mi. N of Eugene, 12 mi. NE of Corvallis. Wholesale and shipping center for lumber export, heavy metals, dairy & agricultural prods. (primarily grass seed). On U.S. Hwys. 20, 99E & I-5.

2 - TRANSPORTATION: Railroads-Amtrak, Southern Pacific; Burlington Northern (freight).

Motor Freight Carriers-12.

Intercity Bus Line-Greyhound-Trailways.

3 - POPULATION:

Corp. City 90 Cen. 29,462; E&P 92 Est. 30,346

NDM-ABC: (80) 89,604

County 90 Cen. 91,227; E&P 92 Est. 92,485

4 - HOUSEHOLDS:

City 90 Cen. 11,968; E&P 92 Est. 12,327

NDM-ABC: (80) 32,640

County 90 Cen. 36,585; E&P 92 Est. 37,089

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$148,798,000
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: Linn County 78,595

7 - ELECTRIC METERS: Residence City 10,500

8 - GAS METERS: Residence City 5,128

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Metals 2,480; Wood Prods. 4,755; Food Proc. 1,012; Agric. 1,741; Utilities & Trans. 322; Constr. 1,633.

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-59; Summer 66-94; Fall 50-72; Winter 10-45. First killing frost, Oct. 25; last killing frost, Apr. 12.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-Heritage Mall: 14th Ave. between Geary & Clay Streets: Target, JCPenney, Sears, Emporium; Heritage Plaza: 14th Ave. & Geary St.: G.I. Joe's; Downtown: area bounded by 1st and 6th Aves. and Broadalbin & Lyon Sts.; K mart/Mervyn's: I-5 & Pacific Blvd.; Albany Plaza: Santiam Hwy. & Waverly Dr.; Fred Meyer: Santiam Hwy. & Waverly Dr.

Neighborhood Shopping Centers-Santiam Hwy. & Pacific Blvd., entire length of Pacific Blvd.

Principal Shopping Days-Tues., Thur. and Sat.

Stores Open Evenings-Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney, Sears, The Broadway, The Emporium, Mervyn's.

Discount Stores-Target, Bi-Mart, Fred Meyer, K mart, G.I. Joe's, Coastal Farm & Home.

Chain Drug Stores-Payless, Fred Meyer, Bi-Mart.

Chain Supermarkets-Safeway, IGA, Fred Meyer, Thriftway, Albertson's, Food Connection.

14 - NEWSPAPERS: DEMOCRAT-HERALD (e) 21,416; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: John Houch, Class. Mktg. Mgr., DEMOCRAT-HERALD, 138 S.W. 6th Ave.; PO Box 130, Albany, OR 97321-0041; Tel. (503) 926-2211.

National Representative: Papert Companies.

ASHLAND

1 - LOCATION: Jackson County (In Medford MSA). E&P Map A-3. 12 mi. SE of Medford; 22 mi. N of the CA State line on I-5 and Greensprings Hwys.; 290 mi. from Portland; 375 mi. from San Francisco, CA. Tourist & Southern Oregon College center.

2 - TRANSPORTATION: Motor Freight Carriers-12.

Intercity Bus Lines-Greyhound; Trailways; Rogue Rapid Transit.

Airlines-United; Horizon; Cascade; PSA.

3 - POPULATION:

Corp. City 90 Cen. 16,234; E&P 92 Est. 16,657
CZ-ABC: (80) 14,943
RTZ-ABC: (80) 5,806
County/MSA 90 Cen. 146,389; E&P 92 Est. 150,623
City & RTZ-ABC: (80) 20,749

4 - HOUSEHOLDS:

City 90 Cen. 6,571; E&P 92 Est. 6,745
CZ-ABC: (80) 5,909
RTZ-ABC: (80) 2,178
County/MSA 90 Cen. 55,174; E&P 92 Est. 56,770
City & RTZ-ABC: (80) 8,087

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$68,835,000
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: Jackson County 124,935

7 - ELECTRIC METERS: Residence 6,602

8 - GAS METERS: Residence 3,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-N.A.-Tourism; Lumbering; Wood Prods. Factory; Steel Tanks; R.R.; Box Factory; Planting Mill; Dental Equip.; Univ. Educ.; Ski Resort; Printing.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-81; Summer 48-95; Fall 37-65; Winter 32-59. First killing frost, Oct. 18; last killing frost, May 4.

11 - TAP WATER: Soft, not fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Main St.

Neighborhood Shopping Centers-Pioneer Vlg., 2 blocks at Pioneer & Oak Sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Gateway(8)	2	Buy Rite
Commercial Ctr.	2	Butler Ford, Town & Country Chev.
Ashland(20)	2	Sentry
Tolman-66	3	Bi-Mart, Safeway

Principal Shopping Days-Tues., Fri., Sat.

13 - RETAIL OUTLETS: Department Store-Fortmiller's.

Variety Store-Sprouse-Reitz.

Chain Supermarkets-Buy Rite; Sentry; Safeway; U Mark It.

Chain Drug Stores-Rexall; Bi-Mart; Thrifty.

Other Chain Stores-Taco Bell; Radio Shack; McDonald's.

14 - NEWSPAPERS: TIDINGS (e) 5,457; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: David Holgate, Adv. Dir., TIDINGS, 1661 Siskiyou Blvd., Ashland, OR 97520; Tel. (503) 482-3456.

National Representative: None.

ASTORIA

1 - LOCATION: Clatsop County, E&P Map A-1. County Seat. On South shore of Columbia River, 10 mi. from mouth; 100 mi. NW of Portland.

2 - TRANSPORTATION: Railroad-Burlington-Northern.

Intercity Bus Lines-Greyhound; North Coast Transit.

Motor Freight Carriers-5.

Freight Steamship Lines-15.

3 - POPULATION:

Corp. City 90 Cen. 10,069; E&P 92 Est. 10,184
CZ-ABC: (80) 9,998
RTZ-ABC: (80) 33,200
County 90 Cen. 33,301; E&P 92 Est. 33,805
City & RTZ-ABC: (80) 43,198

4 - HOUSEHOLDS:

City 90 Cen. 4,500; E&P 92 Est. 4,551
CZ-ABC: (80) 4,235
RTZ-ABC: (80) 13,069
County 90 Cen. 11,965; E&P 92 Est. 12,146
City & RTZ-ABC: (80) 17,304

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$166,920,000
Savings & Loan	2	(Incl. above)

6 - PASSENGER AUTOS: Clatsop County 29,927

7 - ELECTRIC METERS: Residence County 15,262

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lumber & Wood Prods. 780; Durable Goods 220; Paper and Allied Prods. 850; Food & Kindred Prods. 600; Contract Constr. 220; Trans., Commun. & Public Util. 590; Trade 2,750; Fin., Ins. & R.E. 460; Servs. & Misc. 2,210; Gov't 2,120.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-58; Summer 53-68; Fall 48-60; Winter 37-48.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING:

Nearby Shopping Center

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Young's Bay Plaza(13)	5	Payless Drug, Young's Bay Mkt., Fred Meyer, Inc.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Palos.

Variety Store-J.J. Newberry.

Chain Supermarkets-Safeway; Sentry; Thriftway; AG.

Other Chain Stores-Coast-to-Coast; Maytag Appliances; Firestone; Napa Auto Parts; Bumper to Bumper; Les Schwab Tires; OK Tires; Sears (appliance & catalog).

14 - NEWSPAPERS: ASTORIAN (e-mon to fri) 9,628; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Jim Maxwell, Ret. Mgr., ASTORIAN, 949 Exchange, PO Box 210, Astoria, OR 97103; Tel. (503) 325-3211.

National Representative: None.

BAKER

1 - LOCATION: Baker County, E&P Map D-2.

2 - TRANSPORTATION: Railroad-Union Pacific.

Motor Freight Carriers-2.

Intercity Bus Line-Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 9,500; E&P 92 Est. 9,601
CZ-ABC: (80) 9,471
RTZ-ABC: (80) 7,093
County 90 Cen. 15,317; E&P 92 Est. 15,157
City & RTZ-ABC: (80) 16,564

4 - HOUSEHOLDS:

City 90 Cen. 3,751; E&P 92 Est. 3,791
CZ-ABC: (80) 3,728
RTZ-ABC: (80) 2,602
County 90 Cen. 5,808; E&P 92 Est. 5,747
City & RTZ-ABC: (80) 6,330

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	8	$58,000,000
Savings & Loan	2	$25,000,000

6 - PASSENGER AUTOS: Baker County 14,721

7 - ELECTRIC METERS: Residence 3,754

8 - GAS METERS: Residence 1,848

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Woodwork 710 ($210); Agric. 500 ($175).

Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-56; Summer 48-92; Fall 34-62; Winter 19-35. First killing frost, Oct. 3; last killing frost, May 12.

11 - TAP WATER: Alkaline, soft, not fluoridated.

12 - RETAILING:

Nearby Shopping Center

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Maxi Mart(4)	2	True Value, Wilson's

Principal Shopping Days-Wed., Fri.

13 - RETAIL OUTLETS: Department Stores-Neuberger & Heilner; Big V.

Variety Stores-True Value; Hirsch Value Ctr.

Chain Supermarkets-Safeway; Albertson's.

Other Chain Stores-Coast-to-Coast; Mode O'Day; Western Auto.

14 - NEWSPAPERS: CITY HERALD (e) 3,075; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Jack R. Turner, Pub., CITY HERALD, 1915 First St., PO Box 807, Baker, OR 97814; Tel. (503) 523-3673; FAX (503) 523-3673.

National Representative: Oregeon Newspaper Publishers Associates.

BEND

1 - LOCATION: Deschutes County, Central Oregon, E&P Map B-2, County Seat. Wholesale lumber mfg. & re-mfg., Tourism. Retail sales & service center; area medical center & agriculture 160 mi. SE of Portland, 130 mi. E of Eugene, 320 mi. W of Boise. On junction of U.S. Hwys. 20, 97.

2 - TRANSPORTATION: Railroads-Burlington Northern, Union Pacific, USA Amtrak.

Motor Freight Carriers-6.

Intercity Bus Lines-Pacific Trailways; Resort.

Airlines-Horizon Air, United Express.

3 - POPULATION:

Corp. City 90 Cen. 20,469; E&P 92 Est. 21,321
CZ-ABC: (80) 27,232
RTZ-ABC: (80) 56,639
County 90 Cen. 74,958; E&P 92 Est. 78,104
City & RTZ-ABC: (80) 83,871

4 - HOUSEHOLDS:

City 90 Cen. 8,680; E&P 92 Est. 9,042
CZ-ABC: (80) 10,726
RTZ-ABC: (80) 20,263
County 90 Cen. 28,959; E&P 92 Est. 30,174
City & RTZ-ABC: (80) 30,989

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$337,060,000
Savings	2	(included above)
Savings & Loan	3	(included above)

6 - PASSENGER AUTOS: Deschutes County 77,100

7 - ELECTRIC METERS: Residence 16,500

8 - GAS METERS: Residence County 8,334

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Ret. trade & services including medical 13,230; Gov't 4,080; Lumber mfg. 3,150; Mfg. & other 1,540.

Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-70; Summer 43-90; Fall 33-70; Winter 27-42. First killing frost, Sept. 10; last killing frost, May 12.

11 - TAP WATER: ph 7 to 7.5, very soft.

12 - RETAILING: Principal Shopping Centers-Downtown shpg. ctr. 10 block area including Wall St., Bond St., Minnesota & Oregon Aves. Approx. 100 retail businesses. 7 mile strip of Third St. (Hwy. 97) approx. 150 retail businesses; 3 mile strip of Greenwood Ave. (Hwy. 20), approx. 50 retail businesses.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bend River Mall (28)	1	The Bon, Sears, Waldenbooks
Mountain(48) View Mall	2	Emporium, K mart, Food-4-Less, G.I. Joes, JCPenney
Bend Towne Ctr. (3)	3	Safeway, Andersch, Sprouse-Reitz
Coast-to-Coast	NA	Coast-to-Coast, Foodtown
Erickson's Ctr. (5)	1	Erickson's Sentry
Wagner Mall(11)	1	Payless, Wagner's

Principal Shopping Days-Department Stores-Mon.-Sun.; Food Stores Mon-Sun.(24hrs).

Stores Open Evenings-Mon-Fri.

13 - RETAIL OUTLETS: Department Stores-The Bon; Emporium; JCPenney.

Chain Supermarkets-Albertson's; Safeway; Food Value; Food-4-Less; Erickson's Sentry; Wagner's.

Major Retailers and Chain Stores-Sears; K mart; Payless 2; Bi-Mart; Pay 'N Pak; G.I. Joes; Coast-to-Coast; Zales; Waldenbooks; Radio Shack; Kinney Shoes; The Closet; Computerland; Weisfield's Jewelers; The Jean Machine; Volume Shoe Source; Sprouse-Reitz; Hickory Farms.

14 - NEWSPAPERS: BULLETIN (e-mon to fri) 23,150; (S) 24,420; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Michael Thorpe, Mktg. Dir., BULLETIN, 1526 N.W. Hill, Bend, OR 97701; Tel. (503) 382-1811.

National Representative: Papert Companies.

COOS BAY-NORTH BEND

1 - LOCATION: Coos County, E&P Map A-3. 219 mi. SW of Portland, 530 mi. N of San Francisco, CA; 125 mi. SW of Eugene. Business and population center for SW sector of Oregon. Lumber port 16 mi. long, landlocked deep water bay, major port between Portland and San Francisco. U.S. Hwy. 101.

2 - TRANSPORTATION: Railroad-Southern Pacific.

Intercity Bus Line-Greyhound.

Motor Freight Carriers-3.

Airline-Horizon.

3 - POPULATION:

Corp. Cities 90 Cen. 24,926; E&P 92 Est. 25,321
  Coos Bay 90 Cen. 15,076; E&P 92 Est. 15,358
  North Bend 90 Cen. 9,850; E&P 92 Est. 9,963
CZ-ABC: (80) 28,960
RTZ-ABC: (80) 59,494
County 90 Cen. 60,273; E&P 92 Est. 59,538
City & RTZ-ABC: (80) 88,454

Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

Cities 90 Cen. 9,641; E&P 92 Est. 9,796
  Coos Bay 90 Cen. 5,962; E&P 92 Est. 6,074
  North Bend 90 Cen. 3,679; E&P 92 Est. 3,722
CZ-ABC: (80) 10,321
RTZ-ABC: (80) 23,137
County 90 Cen. 23,685; E&P 92 Est. 23,396
City & RTZ-ABC: (80) 33,458

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	6	$453,700,000
Savings & Loan	3	$112,700,000

6 - PASSENGER AUTOS: Coos County 53,069

7 - ELECTRIC METERS: Residence 14,275

8 - GAS METERS: Residence 1,284

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber Shipping 1,580 ($275); Logging 1,160 ($300); Plywood 2,070 ($225); Sawmill 2,190 ($260); Wholesale 480 ($200); Retail 3,400 ($175); Constr. 790 ($300); Food Prods. 460. (Wage Averages are State figures).

Principal Pay Days-Lumber 10th & 25th; Retail 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-65; Summer 55-85; Fall 50-75; Winter 25-65. First killing frost, Oct. 15; last killing frost, Nov. 15.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Broadway; 3 on Central Ave.; 2 on Anderson Ave. (Coos Bay); 2 on Sherman Ave. (North Bend).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Public Sq.(18)	7	Bi-Mart, Radio Shack
Pony Vlg.(88)	7	Sprouse-Reitz, Payless, The Bon, Safeway, H.R. Jeweler
Coos Bay Plz.(20)	NA	K mart, Fred Meyer

Principal Shopping Days-Mon., Fri., Sat.

Stores Open-Mon. thru Sun. evening, All stores.

13 - RETAIL OUTLETS: Department Stores-Emporium; JCPenney; The Bon.

Variety Stores-Sprouse-Reitz 2; Big Value.

Chain Drug Stores-Payless 2; K mart; Bi-Mart; Fred Meyer.

Chain Supermarkets-Safeway 2; McKays 5; Albertson's; Fred Meyer.

Other Chain Stores-Coast-to-Coast; Firestone; Singer Co.; Viking Sewing Ctr.

14 - NEWSPAPERS: WORLD (e) 15,008; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Julie Wilkening, Adv. Dir., WORLD, 350 Commercial St.; P.O. Box 1840, Coos Bay, OR 97420; Tel. (503) 269-1222.

National Representative-None.

CORVALLIS

1 - LOCATION: Benton County, E&P Map A-2, County Seat. Lumber, wood by-products and agriculture, electronics & high tech. College center; on Willamette River, 35 mi. S of Salem and 85 mi. S of Portland. On U.S. Hwys. 20, 99 W, 55 mi. east of Pacific Ocean.

2 - TRANSPORTATION: Railroad-Southern Pacific.

Motor Freight Carriers-6.

Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:

Corp. City 90 Cen. 44,757; E&P 92 Est. 45,972
CZ-ABC: (80) 40,960
RTZ-ABC: (80) 21,275
County 90 Cen. 70,811; E&P 92 Est. 72,074
City & RTZ-ABC: (80) 62,235

Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 16,380; E&P 92 Est. 16,825
CZ-ABC: (80) 14,637
RTZ-ABC: (80) 7,427
County 90 Cen. 28,145; E&P 92 Est. 28,648
City & RTZ-ABC: (80) 22,064

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$243,844,000
Savings & Loan	5	$222,590,000
Credit Unions	19	$290,000,000

6 - PASSENGER AUTOS: Benton County 52,715

7 - ELECTRIC METERS: Residence 18,750

8 - GAS METERS: Residence 7,272

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Total Gov't 11,760; Service & Misc. 5,620; Lumber & Wood 1,520; Mach. 2,620; Fin., Ins., R.E. 1,110; Trade 5,220.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-91; Summer 40-103; Fall 14-81; Winter 12-70. First killing frost, Oct. 25; last killing frost, Apr. 12.

11 - TAP WATER: Soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-2 blocks on 2nd St.; 3 on 3rd St., 2 on 4th St.

Neighborhood Shopping Centers-College Hill; Monroe St. from 15th St. to 26th St.; North Ninth St. & Beca; Kings Blvd. & Fillmore; Ninth St. & Circle Blvd.; Kings Blvd. & Circle Blvd.; 1895 N.W. Ninth St.; 777 N.W. Ninth St.; 815 N.W. Ninth St.; Kings and Walnut.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Avery Sq.(13)	1	Kaufman's
Circle 9(31)	3	Payless, Richey's
King Circle(26)	4	Albertson's
Cannery Mall(21)	1	
Timberhill Shpg. Ctr.(17)	4	Cub Foods
Northgate(8)	2	Canned Foods Grocery
Plaza 9(12)	2	

Principal Shopping Days-Wed., Fri., Sat.

Stores Open Evenings-Most Retail-Fri., Some Retail-Mon.-Fri.; Foods-every evening.

Stores Open Sundays-Most Food, Dept. & Discount Stores.

13 - RETAIL OUTLETS: Department Stores-Lamonts Closet; JCPenney; Fred Meyer; Clothes Tree; Emporium; Kaufman's; Jay Jacobs; Fashion Connection.

Variety Stores-McGregor's; Sprouse-Reitz; Yellow Front.

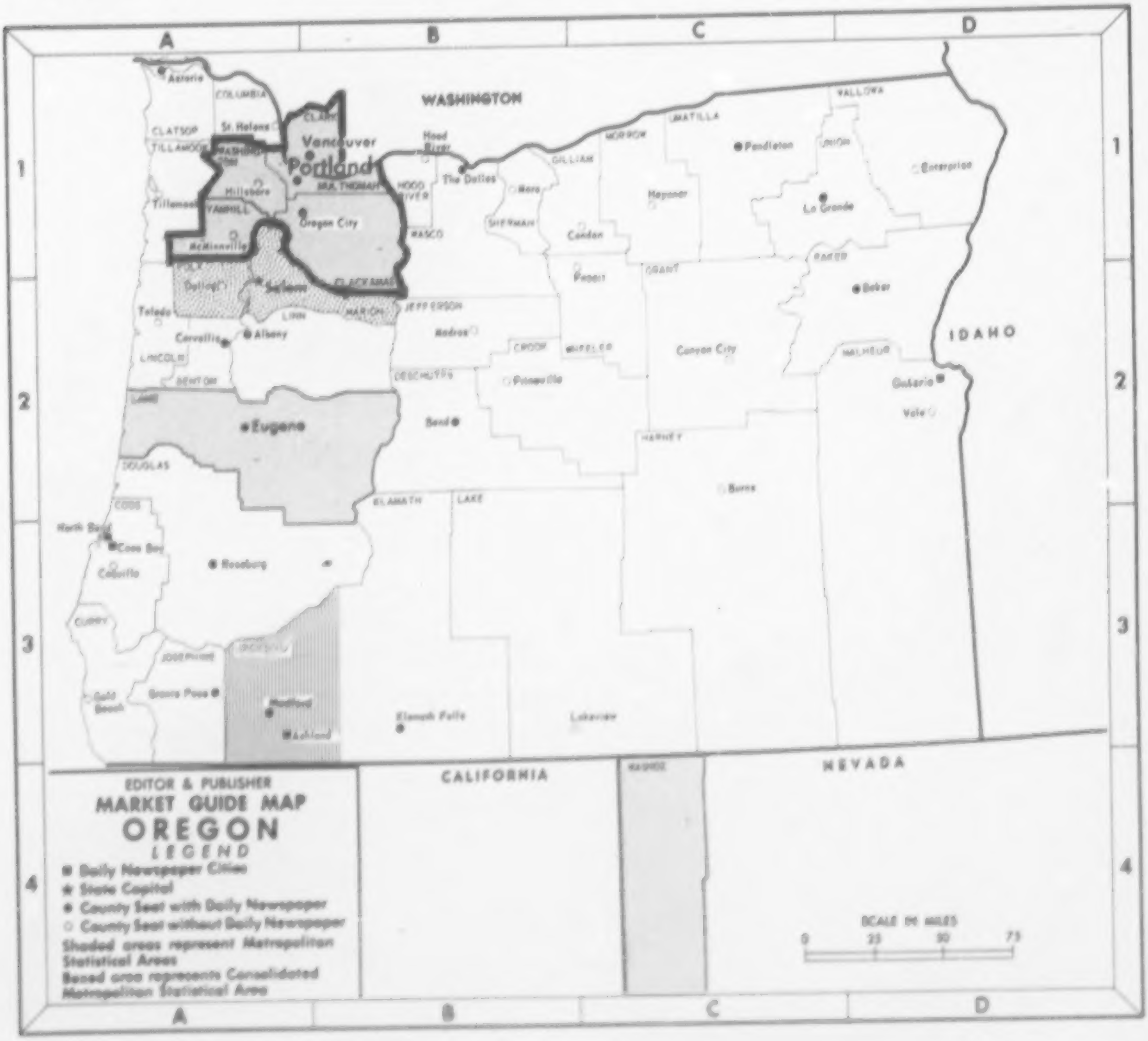
Discount Stores-Bi-Mart; Fred Meyer; Payless.

Chain Drug Store-Payless.

Chain Supermarkets-Safeway; Roth's IGA; Albertson's; Fred Meyer; Cub Foods.

14 - NEWSPAPERS: GAZETTE-TIMES (m) 13,393; (S) 14,752; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Richard White, Ret. Adv. Mgr., GAZETTE-TIMES, 600 S.W. Jefferson; PO Box 368, Corvallis,


A
B
C
D
1
2
3
4
WASHINGTON
Astoria
COLUMBIA
CLATSOP
St. Helens
TILLAMOOK
WASHINGTON
CLARK
Vancouver
Portland
Hillsboro
Tillamook
YAMHILL
MULTNOMAH
Oregon City
McMinnville
CLACKAMAS
POLK
Dallas
Salem
MARION
LINN
Toledo
Corvallis
Albany
LINCOLN
BENTON
LANE
Eugene
DOUGLAS
COOS
North Bend
Coos Bay
Coquille
Roseburg
CURRY
JOSEPHINE
JACKSON
Gold Beach
Grants Pass
Medford
Ashland
Hood River
HOOD RIVER
The Dalles
WASCO
JEFFERSON
Madras
CROOK
Prineville
DESCHUTES
Bend
KLAMATH
Klamath Falls
LAKE
Lakeview
Moro
SHERMAN
GILLIAM
Condon
MORROW
Heppner
UMATILLA
Pendleton
WHEELER
Fossil
GRANT
Canyon City
HARNEY
Burns
UNION
La Grande
WALLOWA
Enterprise
BAKER
Baker
MALHEUR
Ontario
Vale
IDAHO
CALIFORNIA
NEVADA
WASHOE
EDITOR & PUBLISHER
MARKET GUIDE MAP
OREGON
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed area represents Consolidated Metropolitan Statistical Area
SCALE IN MILES
0
25
50
75

OR 97339-0368; Tel. (503) 753-2641; FAX (503) 754-9026.

National Representative: Landon Associates.

EUGENE

1 - LOCATION: Lane County (In Eugene-Springfield MSA). E&P Map A-2. County Seat. Lumber, industrial, agricultural and education center. On Willamette River. 110 mi. S of Portland at head of Willamette Valley. 216 mi. N of the California border and 60 mi. E of Pacific Ocean. On U.S. Hwys. 99, 126, I-5; State Hwys. 36, 38 and 58.

2 - TRANSPORTATION: Railroads-Southern Pacific; Burlington Northern; Amtrak.

Motor Freight Carriers-29.

Intercity Bus Lines-Greyhound; Trailways.

Airlines-United; American; Horizon Air; PSA.

3 - POPULATION:

Corp. City 90 Cen. 112,669; E&P 92 Est. 115,219
CZ-ABC: (80) 192,001
RTZ-ABC: (80) 98,245
County/MSA 90 Cen. 282,912; E&P 92 Est. 287,131
City & RTZ-ABC: (80) 290,246

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 46,159; E&P 92 Est. 47,203
CZ-ABC: (80) 74,003
RTZ-ABC (80) 34,786
County/MSA 90 Cen. 105,850; E&P 92 Est. 107,428
City & RTZ-ABC: (80) 108,789

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	11	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: Care County 237,045

7 - ELECTRIC METERS: Residence 55,710

8 - GAS METERS: Residence 14,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 1,400 ($380); Lumber 10,900 ($464); Trans. 2,600 (N.A.); Whol. 4,800 (N.A.); Ret. 19,600 (N.A.); Gov't 22,100 (N.A.); Misc. 35,100 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 39-66; Summer 49-79; Fall 42-64; Winter 32-47. First killing frost, Nov. 7; last killing frost, Apr. 7. Average rainfall, 42.56.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Downtown Shopping Centers-8 blocks on Willamette; 5 on Olive; 5 on Oak St.; 4 each on 7th, 8th, 9th, 10th and 11th.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Coburg Plz.(8)	NA	Safeway, Thrifty's
Edgewood(11)	3	Safeway, Tiffany Drugs
Emerald(10)	3	
Farmdale(10)	4	Safeway
Gilbert(15)	4	Safeway, Sprouse-Reitz
Mohawk Center	6	Bi-Mart
Oakway Mall(40)	1	Albertson's, Tiffany
Riviera(15)	5	
Springfield Mall	6	Payless, Emporium, Albertson's
Valley River(86)	2	JCPenney, Meier & Frank, Ward's, Frederick & Nelson
West 11th(14)	NA	Drive-n-Save Mkt.
Willamette Plaza(12)	3	Emporium, Food Value, Payless

Principal Shopping Days-Thur., Fri., Sat.; Food-Wed. through Sat.

Stores Open Evenings-Most open nightly; Downtown Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Sears; JCPenney; Bon Marche; Meier & Frank; Emporium 3; Frederick & Nelson; Nordstrom Place II; Winston's.

Discount Stores-Fred Meyer 3; Bi-Mart 4; Payless 3; K mart 2; Jafco; G.I. Joe's.

Variety Stores-Woolworth; Newberry; Tiffany-Davis; Sprouse-Reitz.

Chain Drug Stores-Tiffany-Davis 5; Hirons 2; Payless 3; Thrifty.

Chain Supermarkets-Safeway 14; Albertson's 7; McKay's 5; Thriftway 2; Drive-n-Save 2; IGA 2; United Grocers 2; Waremart 2; Food Value 2.

Other Chain Stores-Weisfield Jewelers; Firestone 3; Leeds Shoes; Goodrich; Gallenkamps Shoes; Arden's; Mode O' Day; Goodyear 3; Kaufman Bros. 2; Burch's Shoes; Rubenstein's; Fabric House; Klopfenstein's; Motherhood Maternity; Memory Lane; Albert's Hosiery; The Clothes Tree; The Blade 2; Hallmark; House of Uniforms; Petries; See's Candies; Thom McAn Shoes; Topps & Trowsers; M. Jacobs Furniture; Brooks; Everybody's Records; Smith's Home Furnishings.

14 - NEWSPAPERS: REGISTER-GUARD (m) 74,786; (S) 79,288; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Michael Raz, Adv. Dir., REGISTER-GUARD, 975 High St.; PO Box 10188-2188, Eugene, OR 97440; Tel. (503) 485-1234.

National Representative: Sawyer-Ferguson-Walker.

GRANTS PASS

1 - LOCATION: Josephine County, E&P Map A-3, County Seat. Lumber and tourist center. 258 mi. S of Portland; 420 mi. N of San Francisco.

2 - TRANSPORTATION: Railroad-Southern Pacific.

Motor Freight Carriers-14.

Intercity Bus Lines-Greyhound; Trailways.

Airlines-United; PSA; Continental; Horizon.

3 - POPULATION:

Corp. City 90 Cen. 17,488; E&P 92 Est. 18,159
CZ-ABC: (80) 15,032
RTZ-ABC: (80) 57,600
County 90 Cen. 62,649; E&P 92 Est. 64,018
City & RTZ-ABC: (80) 72,632

4 - HOUSEHOLDS:

City 90 Cen. 7,161; E&P 92 Est. 7,436
CZ-ABC: (80) 6,057
RTZ-ABC: (80) 20,871
County 90 Cen. 23,966; E&P 92 Est. 24,489
City & RTZ-ABC: (80) 26,928

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	8	$257,495,000
Savings & Loan	6	$261,000,000

6 - PASSENGER AUTOS: Josephine County 62,628

7 - ELECTRIC METERS: Residence County 29,229

8 - GAS METERS: Residence 5,000

9 - PRINCIPAL INDUSTRIES: Lumber, Wood Prods., Light Ind., Tourism, Gov't., High Tech Electronic Assemblers.

Principal Pay Days-1st, 10th, 15th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-100; Summer 51-97; Fall 42-62; Winter 20-55. First killing frost, Sept. 28; last killing frost, May 9.

11 - TAP WATER: Neutral, slightly soft.

12 - RETAILING: Principal Shopping Centers-8 blocks on 6th & 7th Sts.; 2 on G St.; 2 on H St.; 2 on Williams Hwy.

Neighborhood Shopping Centers-1 block on N.W. 6th St., 7 units; Shopping Center on E.F. St., 28 units.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Mart Plz.(7)	NA	K mart
Cavean Plz.(12)	NA	Kacy's
Williams Plz. So.(9)	NA	Payless
Northgate(10)	NA	Drive 'N Save Mkt.
Grant's Pass(34)	NA	Payless, Mont. Ward

Principal Shopping Days-Mon., Fri., Sat.

Stores Open Evenings-Most on Fri.

13 - RETAIL OUTLETS: Department Stores-Golden Rule; JCPenney; Montgomery Ward; Griffiths.

Variety Store-Sprouse-Reitz.

Chain Supermarkets-Safeway; Independent 3; Warehouse Foods 2; Albertson's.

Other Chain Stores-Firestone; Payless Drug & Variety; Bi-Mart; Sears; K mart; Fred Meyer.

14 - NEWSPAPERS: COURIER (e) 17,681; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Michele Thomas, Adv. Dir., COURIER, 409 S.E. Seventh; PO Box 1468, Grants Pass, OR 97526; Tel. (503) 474-3700.

National Representative: Oregon Newspaper Publishers Association.

KLAMATH FALLS

1 - LOCATION: Klamath County, E&P Map B-3, County Seat. Shipping center for 4-county agricultural and lumbering areas, Wholesale center. Winter and summer recreation and resort area. South central part of the state, 266 mi. from Portland; 241 mi. from Salem, the State Capital; 378 mi. from San Francisco. On U.S. Hwy. 97; State Hwys. 39, 140, (connect with U.S. 236 and 395).

2 - TRANSPORTATION: Railroads-Amtrak; S. Pacific (pass. & freight); Burlington Northern (freight); OC&E (freight).

Motor Freight Carriers-10.

Intercity Bus Lines-Greyhound; Trailways.

Airlines-Horizon Air; American Eagle.

3 - POPULATION:

Corp. City 90 Cen. 17,737; E&P 92 Est. 18,132
County 90 Cen. 57,702; E&P 92 Est. 57,445

4 - HOUSEHOLDS:

City 90 Cen. 7,331; E&P 92 Est. 7,495
County 90 Cen. 22,351; E&P 92 Est. 22,252

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$272,880,000
Savings & Loan	5	$244,605,000
Credit Unions	4	$73,255,000

6 - PASSENGER AUTOS: Klamath County 53,959

7 - ELECTRIC METERS: Residence 23,000

8 - GAS METERS: Residence 7,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber & Wood 3,632 ($467); Agric. 3,000 ($206); Trans./Util. 1,040 ($376); Local Gov't. 2,340 ($274); Educ. 1,500 ($330).

10 - CLIMATE: Min. & Max. Temp.-Spring 22-87; Summer 30-93; Fall -3-79; Winter -8-64. First killing frost, Sept. 15; last killing frost, June 5.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Main St.; 4 on Pine St.; 6 on Klamath Ave.; intersecting streets and 7 blocks on Sixth St.; 13 blocks on S. Sixth St.; 8 blocks on Washburn Way.

Neighborhood Shopping Centers-12 blocks on East Main St.; 2 blocks on Oregon Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Grocery Whse.	NA	Albertson's Foods
Town & Country (50)	NA	Payless Drug
K mart Plaza	NA	K mart
Shasta Plz.(24)	NA	JCPenney, Woolworth
Jefferson Sq.(20)	NA	Emporium, Payless
Fred Meyer Shpg. Ctr.	NA	Fred Meyer
Campus Sq.(5)	NA	Market Basket

Principal Shopping Days-Thur., Fri., Sat., Sun.

Stores Open Evenings-Fri.

Stores Open Sundays-JCPenney; Woolworth; Payless; Big R; Bi-Mart; K mart, Fred Meyer and most food stores.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Emporium; Fred Meyer.

Discount Stores-Payless 2; Jefferson Square, Town & Country; Big R; Bi-Mart; K mart.

Variety Stores-Woolworth.

Chain Drug Stores-Payless 2; Bi-Mart.

Chain Supermarkets-Sherm's Thunderbird; Safeway 2; Rays Food Warehouse; Albertson's.

Other Chain Stores-Weisfields (jewelry); McMahan's; Volume Shoes; Radio Shack; Kinney Shoes; Maurice's; Waldenbooks; Allisons; Kay Bee Toys; Best Fabrics.

14 - NEWSPAPERS: HERALD & NEWS (e-mon to fri) 18,467; (S) 20,017; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Loren Abbott, Adv. Dir., HERALD & NEWS, PO Box 788, Klamath Falls, OR 97601; Tel. (503) 883-4000.

National Representative: None.

LA GRANDE

1 - LOCATION: Union County, E&P Map C-1, County Seat. Shipping Center. 257 mi. E of Portland; 189 mi. NW of Boise, ID. On Oregon Trail Hwy. and Wallowa Lake Hwy.

2 - TRANSPORTATION: Railroads-Union Pacific; Amtrak.

Motor Freight Carriers-4.

Intercity Bus Lines-Greyhound; Wallowa Valley Stages.

3 - POPULATION:

Corp. City 90 Cen. 11,766; E&P 92 Est. 11,967
CZ-ABC: (80) 12,270
RTZ-ABC: (80) 18,924
County 90 Cen. 23,598; E&P 92 Est. 23,529
City & RTZ-ABC: (80) 31,194

4 - HOUSEHOLDS:

City 90 Cen. 4,872; E&P 92 Est. 4,956
County 90 Cen. 9,834; E&P 92 Est. 9,806
CZ-ABC: (80) 4,541
RTZ-ABC: (80) 6,979
City & RTZ-ABC: (80) 11,520

5 - BANKS	**NUMBER**	**DEPOSITS**
Comm. & Savings	3	$111,250,000
Savings & Loan	3	$48,418,472

6 - PASSENGER AUTOS: Union County 20,711

7 - ELECTRIC METERS: 11,364

8 - GAS METERS: 4,278

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber & Wood 750 ($400); Feed Milling 12 ($250); Logging 300 ($500); Railroad 450 ($600); Food Pkg. 45 ($300); State & Fed. Gov't 1,050 ($400); Chem. 21 ($400); Trailer Mfg. 150 ($350).

Principal Industrial Pay Days-1st, 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-75; Summer 43-86; Fall 25-61; Winter 22-50.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Adams Ave.; 5 on Jefferson Ave.; 3 on Washington St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Grande Ronde(15)	1	Sprouse-Reitz, Emporium, Payless, Maurices

Principal Shopping Days-Mon., Wed., Thur.

Stores Open Evenings-Drug, Food and some neighborhood stores during summer.

13 - RETAIL OUTLETS: Department Stores-Arrow; JCPenney; Emporium.

Variety Store-Sprouse-Reitz.

Chain Drug Stores-Payless; Bi-Mart.

Chain Supermarkets-Safeway; Albertson's.

Other Chain Stores-Coast To Coast; Sears; Maurice's; Fashion Crossroads.

14 - NEWSPAPERS: OBSERVER (e) 7,460; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Don Powell, Gen. Mgr., OBSERVER, 1406 5th St., PO Box 3170, La Grande, OR 97850; Tel. (503) 963-3161.

National Representative: Papert Companies.

MEDFORD

1 - LOCATION: Jackson County (MSA). E&P Map A-3. County Seat. Industrial and wholesale center for S OR and N CA. 180 mi. S of Eugene. 75 mi. W of Klamath Falls. 157 mi. N of Redding, CA. 118 mi. E of Pacific Ocean; State Hwys. 62, 238 and feeding 66, 227, 234; I-5 (U.S. 99).

2 - TRANSPORTATION: Railroads-Southern Pacific; White City.

Motor Freight Carriers-31.

Intercity Bus Lines-Greyhound, Trailways; Rogue Valley Transit.

Airlines-United; Horizon (Alaska); United Express.

3 - POPULATION:

Corp. City 90 Cen. 46,951; E&P 92 Est. 48,905
CZ-ABC: (80) 54,922
Bal. in NDM-ABC: (80) 77,534
County/MSA 90 Cen. 146,389; E&P 92 Est. 150,623
Total NDM-ABC: (80) 132,456

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 18,887; E&P 92 Est. 19,673
County/MSA 90 Cen. 55,174; E&P 92 Est. 56,770
CZ-ABC: (80) 20,750
Bal. in NDM-ABC: (80) 28,261
Total NDM-ABC: (80) 49,011

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	N.A.
Savings & Loan	5	N.A.
Credit Union	2	$74,715,000

6 - PASSENGER AUTOS: Jackson County 124,935

7 - ELECTRIC METERS: County 62,247

8 - GAS METERS: County 19,338

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Total Mfg. 7,300 ($425); Lumber & Wood 4,070 ($435); Nondurable goods 1,490 ($461); Non-Mfg. 45,120 ($339); Trade 15,790; Servs. 12,660; Gov't 9,580.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-65; Summer 54-88; Fall 40-68; Winter 29-44. Av. An. Temp. 54.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Districts-Medford Ctr. Jackson St. at Hawthorne Park (28 acres); Downtown Medford 12 block area between 5th, 9th, Holly St. and Riverside Ave; W Main at Lozier & Ross Lanes; K mart; Barnett at Riverside; Bear Creek Plaza; Biddle at McAndrews; Black Oak; Barnett Road & Black Oak; Fred Meyer; Crater Lake Hwy.; Poplar Sq.; Poplar Ave.; Rogue Valley Mall, junction of McAndrews and Riverside, adjacent to I-5 interchange (54 acres).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Rogue Valley Mall(100)	2	JCPenney, Meier & Frank, Mervyn's
Medford Ctr.(42)	1	Sears, Emporium, Safeway, Payless, Newberry
Downtown Medford (52)	NA	Larson's
K mart(15)	1	K mart
Bi-Mart	2	Bi-Mart
Bear Creek Plz	2	Bi-Mart, Albertson's, Lamonts
Thunderbird(4)	1	Sherms-Sprouse
Black Oak(17)	2	Foodland
Fred Meyer(8)	3	Fred Meyer
Poplar Sq.(25)	3	G.I. Joe's, Ross
Target	3	Target

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Mon. through Sat.

Stores Open Sundays-Food; Discount; Drug; Dept.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Fred Meyer; Lamont's; Ross Dress for Less; Mervyn's; Meier & Frank.

Variety Stores-Newberry; Sprouse.

Discount Stores-K mart; Bi-Mart; Black Bird; Target; Pay 'N Pak; G.I. Joe's; Grover Elec.

Chain Drug Stores-Payless, Bi-Mart.

Chain Supermarkets-Safeway 2; John's Super Save 3; Albertson's; Sentry 2; Foodland 2.

Other Chain Stores-Firestone; Goodrich; Goodyear; Michelin; Uni-Royal; Kinney's; Lerner; Leed's; Best Fabrics; Sherwin-Williams; Weisfields; Fabric House; General Tire; The Closet; McMahan's Furn.; Radio Shack 2; Fabricland; Color Tile; Copeland Lumber; Friedman's Microwave; Larson's Appliance; Self-Service Furn.; Grover's Electric; Computerland; Emporium; Volume Shoe Source.

14 - NEWSPAPERS: MAIL TRIBUNE (e-mon to thur) 27,798; (e-fri) 35,983; (S) 32,308; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Grady Singletary, Adv. Dir., MAIL TRIBUNE, 33 North Fir St.; PO Box 1108, Medford, OR 97501; Tel. (503) 776-4430/25.

National Representative: Branham/Newspaper Sales.

NORTH BEND
See COOS BAY

ONTARIO

1 - LOCATION: Malheur County. E&P Map D-2. 72 mi. SE of Baker, OR; 60 mi. W of Boise, ID in E portion of State; on I-84; U.S. Hwy. 30; State Hwys. 7, 30 & 86.

2 - TRANSPORTATION: Railroads-Union Pacific; Amtrak.

Motor Freight Carriers-7.

Intercity Bus Lines-Greyhound; Trailways.

Airlines-Charter Flights.

3 - POPULATION:

Corp. City 90 Cen. 8,900; E&P 92 Est. 9,006
County 90 Cen. 26,038; E&P 92 Est. 25,863

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 3,369; E&P 92 Est. 3,409
County 90 Cen. 10,937; E&P 92 Est. 10,864

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	5	N.A.
Commercial	5	N.A.

6 - PASSENGER AUTOS: Malheur County 25,534

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners N.A. (Av. Wkly. Wage N.A.)-Vegetable & Fruit Proc.; Livestock Packing; Lumber Proc. & Finishing; Recreation; Educ. (Treasure Valley Community College); Agric./Food Production.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-56; Summer 50-103; Fall 34-64; Winter 5-58. First killing frost, Oct. 3; last killing frost, May 12.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park Center(7)	NA	Coast-To-Coast
W. Park Plz (30)	1	Albertson's, Sears, Hub, Payless, Emporium
K mart Ctr.(2)	1	McDonald's, K mart
Bi-Mart Ctr.(3)	1	Bi-Mart, Paul's

13 - RETAIL OUTLETS: Chain Drug Stores-Payless; Ontario Pharmacy; Bi-Mart.

Chain Supermarkets-Albertson's; Farmer Jack's; Paul's; Smith's.

Variety Stores-Anthony's; Emporium; Bi-Mart; K mart.

Other Chain Stores-Sears; Les Schwab; Pietro's; K-G Men's; Volume Shoe; Hudson's; D&B; Blackers.

14 - NEWSPAPERS: ARGUS OBSERVER (e-mon to fri) 7,819; (S) 8,576; VAC Oct. 1, 1990.

Local Contact for Advertising and Merchandising Data: Linda Warren, Adv. Mgr., ARGUS OBSERVER, 1160 S.W. 4th St., PO Box 130, Ontario, OR 97914; Tel. (503) 889-5387.

National Representative: Landon Associates.

PENDLETON

1 - LOCATION: Umatilla County. E&P Map C-1. County Seat. Shipping Center for agricultural and lumber area. Wholesale center for Northeastern Oregon. 208 mi. from Portland. On Old Oregon Trail and I-84.

2 - TRANSPORTATION: Railroads-N.P.; U.P.; Amtrak.

Motor Freight Carriers-5.

Intercity Bus Line-Greyhound.

Airline-Horizon.

3 - POPULATION:

Corp. City 90 Cen. 15,126; E&P 92 Est. 15,399
CZ-ABC: (80) 14,521
RTZ-ABC: (80) 51,859
County 90 Cen. 59,249; E&P 92 Est. 59,880
City & RTZ-ABC: (80) 66,380

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 6,072; E&P 92 Est. 6,182
CZ-ABC: (80) 5,534
RTZ-ABC: (80) 18,185
County 90 Cen. 22,836; E&P 92 Est. 23,079
City & RTZ-ABC: (80) 23,719

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	$87,136,000
Savings & Loan	3	$121,000,000

6 - PASSENGER AUTOS: Umatilla County 54,413

7 - ELECTRIC METERS: Residence 7,400

8 - GAS METERS: Residence 3,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Sawmills 800; Furn. 700; Flour Mills & Packing 100; Woolen Mills 175; Canneries (seasonal) 729; Leather Goods 50; Travel Trailers 144; Corrections 300.

Principal Pay Days-1st & 15th; 10th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-99; Summer 36-110; Fall 7-101; Winter 18-67.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown Pendleton; 4 blocks on Main St.; 4 on Court Ave.; 2 on Dorion Ave.; 3 on Emigrant Ave.; Melanie Square Shopping Ctr.; Hermiston Downtown, Hermiston Plz.

Principal Shopping Days-Dept. Stores-Mon., Fri., Sat.; Food-Wed., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Emporium; K mart; Bi-Mart; Hermiston.

Chain Drug Store-Payless.

Chain Supermarkets-Albertson's; Safeway; Big Apple.

Other Chain Stores-Sherwin-Williams; Les Schwab (tires); Radio Shack; Pendleton Tire & Auto Ctr.; Pay 'N Pak.

14 - NEWSPAPERS: EAST OREGONIAN (e) 13,099; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Ken Larson, Adv. Dir., EAST OREGONIAN, 211 S.E. Byers St.; PO Box 1089, Pendleton, OR 97801; Tel. (503) 276-2211.

National Representative: Landon Associates.

PORTLAND

1 - LOCATION: Multnomah County (PMSA). E&P Map A-1. Major Pacific Coast port. Commercial and shipping center. In NW part of state at confluence of Columbia and Willamette Rivers. 47 mi. N of Salem; 173 mi. S of Seattle; 639 mi. N of San Francisco, CA. On U.S. Hwys. 90, 30 and 26; State Hwys. 2, 8, 10, 18, 43, 57, 84, 205, 213, 217, 224, I-5.

2 - TRANSPORTATION: Railroads-Freight: Southern Pacific; Union Pacific; Burlington Northern; Passengers: Amtrak.

Motor Freight Carriers-194.

Steamship Lines-15.

Intercity Bus Lines-Greyhound; Trailways; Tri-Met.

Airlines-Alaska; American; Eastern; Northwest Orient; United; Emery Air (freight); Federal Express (freight); Continental; Delta; Air California; Cascade; Horizon; TWA; Pacific Southwest; Sunworld Intl.

3 - POPULATION:

Corp. City 90 Cen. 437,319; E&P 92 Est. 456,021
NDM-ABC: (80) 1,050,418
County 90 Cen. 583,887; E&P 92 Est. 594,236
PMSA 90 Cen. 1,239,842; E&P 92 Est. 1,279,060

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 178,582; E&P 92 Est. 186,219
NDM-ABC: (80) 408,763
County 90 Cen. 237,120; E&P 92 Est 241,323
PMSA 90 Cen. 497,235; E&P 92 Est. 512,870

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	10	$17,285,515,000
Savings & Loan	5	$7,805,991,494

6 - PASSENGER AUTOS: Multnomah County 412,318

7 - ELECTRIC METERS: Residence 190,160

8 - GAS METERS: Residence 59,904

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber & Wood 8,100 ($446); Metals 7,900 ($458); Food 7,500 ($418); Paper Prods. 3,800 ($586); Textiles & Apparel 1,400 ($275); Mach. 10,100 ($504); Print. & Pub. 6,500 ($410); Instruments & Related Prods. 13,900 ($484).

10 - CLIMATE: Min. & Max. Temp.-Spring 42-61; Summer 55-77; Fall 44-64; Winter 35-47. First killing frost, Nov. 8; last killing frost, Apr. 2.

11 - TAP WATER: Neutral, very soft, not fluoridated.

12 - RETAILING: Principal Shopping Centers-West side of Willamette River; 49 blocks on 3rd to 10th Aves. and Oak to Salmon Sts. Inclusive; East side of Willamette River; 24 blocks on Union and Grand Aves. from Holladay St. to Hawthorne acres on Multnomah St. to B'way and 9th to 15th Ave.

Neighborhood Shopping Centers-Hollywood, NE 42nd & Sandy; Lents-Mt. Scott; SE 82nd & Foster; Montavilla; SE 80th & Stark; Multnomah; SW Capitol Highway; St. Johns; North Jersey; Uptown; 23rd & W Burnside; Walnut Park; NE Union & Killingsworth; Westmoreland; SE Milwaukee & Bybee, Hillsdale, Raleigh Hills, Woodland Park, NE Halsey & 102nd, Parkrose, Burlingame, Laurelhurst Shopping Center, Sylvan, Cedar Hills, Tanasbourne Farmington Mall, Galleria, New Market Theater, John's Landing, Yamhill Market Place, Water Tower.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastport Plz.(48)	4	JCPenney, Mervyn's, Newberry
Gateway(38)	5	Fred Meyer, Mervyn's
Lloyd Ctr.(98)	1	Meier & Frank, Nordstrom, JCPenney
Oregon City(30)	13	Payless, JCPenney
Washington Sq.(104)	9	Frederick & Nelson, JCPenney, Nordstrom, Meier & Frank, Mervyn's

Mall 205(75)	6	Mont. Ward, Payless, Emporium
Jantzen Beach(123)	7	Frederick & Nelson, Mont. Ward, K mart, Payless
Beaverton Mall (98)	8	Payless, Emporium, G.I. Joe's
Vancouver Mall(110)	21	Meier & Frank, Sears, JCPenney, Mervyn's
Clackamas Town Center(159)	11	JCPenney, Sears, Nordstrom, Meier & Frank, Mont. Ward
Holly Farm Mall(21)	12	Jafco

Principal Shopping Days-Dept. Stores Mon., Fri., Sat.; Food. Wed. through Sat.

Stores Close-Sun ex. Shopping Centers and Super Mkts.

Stores Open Evenings-Dept. & Furn.-Mon., Fri.; Super Mkts. Every evening.

13 - RETAIL OUTLETS: Department Stores-Meier & Frank 5; Montgomery Ward 6; Frederick & Nelson; JCPenney 4; Sears 3; Emporium 3; Mervyn's 4; Nordstrom 6; Jafco 3.

Discount Stores-G.I. Joe's 6; K mart 8.

Variety Stores-Sprouse-Reitz; Newberry; Rodgers; Woolworth; Scott's 88 Center 3.

Chain Drug Stores-Payless 6; Cent-Wise; Century 3.

Chain Supermarkets-Safeway 21; Fred Meyer 27; Kienow's 13; Thriftway 31; Tradewell 5; Albertson's 18; AG Stores 8; Sentry 3; Prairie Market 7; IGA 5; 8 to 1 Stores; Plaid Pantry's 76; Swift Mart 7; Quick Shop Minute Mart 7; 7-Eleven Food Stores 49.

Other Chain Stores-Bart's Hush Puppies 5; Naturalizer 4; Volume Shoe 4; Goodyear 9; Goodrich; Zell Bros. 3; House of Fabric 7; Firestone 11; Florsheim Shoes 3; Gallenkamp Shoes 2; Pay & Pak 6; Kinney Shoes 9; Lerner Shops 4; Thom McAn 3; Van Duyn Candy 13; Weisfield's 4; Fred Meyer's (apparel, hardware, automotive) 28; J.K. Gill 6; B. Dalton 8; Maurices; Toys 'R' Us 2; I. Magnin.

14 - NEWSPAPERS: OREGONIAN (all day-mon to fri) 337,762; (m-sat) 329,879; (S) 440,923; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Dorothy H. Smith, Pub., OREGONIAN, 1320 S.W. Broadway, Portland, OR 97201; Tel. (503) 221-8327; FAX (503) 227-5306.

National Representatives: Newhouse Newspapers/Metro Suburbia.

ROSEBURG

1 - LOCATION: Douglas County, E&P Map A-3. County Seat. 177 mi. S of Portland; on I-5; North Umpqua Hwy.; 80 mi. E of Pacific Ocean; 124 mi. N of California state line.

2 - TRANSPORTATION: Railroad-Southern Pacific.

Motor Freight Carriers-5.

Intercity Bus Line-Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 17,032; E&P 92 Est. 17,281
NDM-ABC: (80) 93,748
County 90 Cen. 94,649; E&P 92 Est. 95,762

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 6,739; E&P 92 Est. 6,837
County 90 Cen. 37,698; E&P 92 Est. 38,141
NDM-ABC: (80) 33,367

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$475,668,000
Savings & Loan	1	$110,840,561

6 - PASSENGER AUTOS: Douglas County 86,035

7 - ELECTRIC METERS: Residence 36,414

8 - GAS METERS: Residence 6,380

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber & Wood Prods. 8,555 ($476); Primary Metals 125 ($436); Printing & Pub. 332 ($354); Constr. 731 ($369); Trans., Commun. & Util. 1,429 ($389); Whol. Trade 667 ($309); Ret. Trade 5,421 ($201).

10 - CLIMATE: Min. & Max. Temp.-Spring 41-64; Summer 53-80; Fall 44-66; Winter 36-49. First killing frost, Nov. 13; last killing frost, Apr. 5.

11 - TAP WATER: Neutral, ~~very soft~~ Trading Area-Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Jackson St.; 5 on Cass St.; 5 on Oak St.; 12 on Stephens St.

Neighborhood Shopping Centers-2 blocks on S. Stephens St. at South City Limits. 7 blocks vicinity of Garden Valley Rd. Jctn., Primary Road Jctn. to suburban Roseburg; 2 blocks on N. Umpqua Rd., 2 mi. E. of City Center; Shopping Center on Harvard Ave., 2 mi. W of City; Roseburg Plaza, 1 1/2 block area.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Roseburg Valley Mall	2	Sears, The Bon, Payless
W. Roseburg	2	Mark 'N Save
N.W. Roseburg	2	
Garden Valley(30)	2	Emporium, The Hub, JCPenney
N. Roseburg Plaza(31)	1	Albertson's, Payless

Principal Shopping Days-Dept. Stores-Mon., Fri., Sat., Food-Fri., Sat., Sun. in Winter; Fri., Sat. in Summer.

Stores Open Evenings-Food-daily to 9.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Payless 3; The Hub; Bi-Mart; Sears; The Bon; K mart; Fred Meyer; Emporium.

Variety Store-Newberry.

Chain Drug Stores-Rexall; Payless; Bi-Mart; Fred Meyer.

Chain Supermarkets-Safeway 2; Shop 'N Kart 2; Albertson's; Mark 'N Save 2; Dee's; IGA.

Other Chain Stores-Firestone; Fabric House; Lerner (women's); Radio Shack; Weisfield's (jewelry); Apex Stores.

14 - NEWSPAPERS: NEWS-REVIEW (e-mon to fri) 20,669; (S) 21,040; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Kelly Gant, Adv. Dir., NEWS-REVIEW, 345 N.E. Winchester St., Roseburg, OR 97470; Tel. (503) 672-3321.

National Representative: None.

SALEM

1 - LOCATION: Marion and Polk Counties (MSA). E&P Map A-6. County Seat. Capital of state in heart of Willamette Valley. 47 mi. S of Portland. Farming, food processing center. On I-5 and Willamette River.

2 - TRANSPORTATION: Railroads-Amtrak; Southern Pacific; Burlington.

Motor Freight Carriers-20.

Intercity Bus Lines-Greyhound.

Airlines-Horizon.

3 - POPULATION:

Corp. City 90 Cen. 107,786; E&P 92 Est. 112,612
CZ-ABC: (80) 139,157
Bal. in NDM-ABC: (80) 117,706
Counties/MSA 90 Cen. 278,024; E&P 92 Est. 286,361
  Marion 90 Cen. 228,483; E&P 92 Est. 235,417
  Polk 90 Cen. 49,541; E&P 92 Est. 50,944
Total NDM-ABC: (80) 256,863

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 42,688; E&P 92 Est. 44,578
CZ-ABC: (80) 52,535
Bal. in NDM-ABC: (80) 40,578
Counties/MSA 90 Cen. 103,146; E&P 92 Est. 106,236
  Marion 90 Cen. 83,188; E&P 92 Est. 85,713
  Polk 90 Cen. 19,958; E&P 92 Est. 20,523
  Total NDM-ABC: (80) 92,988

5 - BANKS	NUMBER	DEPOSITS
Savings	19	$416,298,000
Savings & Loan	8	$380,186,000

6 - PASSENGER AUTOS: Counties: Marion 188,677; Polk 40,003

7 - ELECTRIC METERS: Residence 101,500

8 - GAS METERS: Residence 38,941

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lumber & Wood Prods. 7,790; Food Proc. 5,192; State Admin. 15,551; Federal Gov't 2,184; Fin., Ins., R.E. 5,499.

Principal Pay Days-Canneries, Thur. & Fri.; Pulp, Paper, Ins., 1st., 15th; Gov't, 1st.

10 - CLIMATE: Av. Temp. Jan.-39; Av. Temp. June-61; First killing frost, Oct. 28; last killing frost, Apr. 14.

11 - TAP WATER: Soft mountain water.

12 - RETAILING: Principal Shopping Center-14 sq. blocks from Marion St. S. to Ferry St. and Commercial St. E. to High St.

Neighborhood Shopping Centers-Hollywood District Shpg. Area, 1 mi. along Hwy. 99E N. of city; S. Salem Business District about 4 mi. along Hwy. 99E S. of city; 4 blocks 12th & State Sts., 3 mi. at Keizer District; 5 blocks at Canadalaria District, 3 blocks in Liberty District S. of city; 2 on Hwy. 99E outskirts of city; about 5 blocks on Market St. near exit from Interstate Freeway; approx. 8 blocks in West Salem.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Keizer	5	Albertson's, Payless, Coast-to-Coast, Best Fabrics, Roth's
Westgate(2)	2	Frey's Thriftway
Sunnyslope(23)	4	IGA
Oak Hills(32)	2	Safeway
Roseland(6)	3	IGA
Keizer Vlg.	4	IGA
Lancaster Mall (53)	2	Payless, Emporium, The Bon, Wards
Lancaster	NA	Waremart
Fred Meyer North(7)	NA	Fred Meyer Stores
Fred Meyer East(7)	NA	Fred Meyer Stores
Fred Meyer South Salem(7)	NA	Fred Meyer Stores
K mart Plz. N	NA	K mart
K mart Plz. S(4)	NA	K mart
Salem Ctr.	NA	Nordstrom, Mervyn's, Radio Shack

Principal Shopping Days-Dept. Stores: Fri., Sat. & Mon.; Food: Thur., Fri. & Sat.

Stores Open Evenings-Mon., Thur. & Fri.

Stores Open Sundays-Supermarkets; Major Dept. & Drug Stores.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Sears; Meier & Frank; Emporium; Nordstrom; The Bon; Mervyn's.

Variety Stores-Metropolitan; Sprouse-Reitz 4.

Discount Stores-K mart 2; Fred Meyer 3; Pay-N-Pak; Payless 4; G.I. Joe's 2; Smith's Furnishing; Best; Bi-Mart 3; Ross Dress for Less; Target.

Chain Drug Stores-Rexall 5; Payless 4; Fred Meyer 3.

Chain Supermarkets-Safeway 5; IGA 5; Fred Meyer 3; Albertson's 2; Circle K 11; Plaid Pantry 2; Thriftway 4; Waremart 2; Select Mkt-2.

Other Chain Stores-Singer Co.; Coast-to-Coast; Firestone; Leeds; Fuller; Kinney Shoes; Zales Jewelers; Sure-Fit-Seat Covers; Fabricland; LaPointe's; Hickory Farms; Baskin-Robbins 3; Rubenstein Furn.; Norris Paint; K-G Men's Wear; Perfect Look 2; Orange Julius 2; Merle Norman; Motherhood Maternity Shops; House of Uniforms; Discount Fabrics; Radio Shack 6; Harry Ritchies; See's Candies; Weisfield's; Lerner; Goodyear; Les Schwab 3; J.K. Gill; Toys 'R' Us; The Limited.

14 - NEWSPAPERS: STATESMAN-JOURNAL (m) 60,172; (S) 69,015; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Gary Husman, Adv. Dir., STATESMAN-JOURNAL, 280 Church St. N.E.; PO Box 13009, Salem, OR 97309; Tel. (503) 399-6611.

National Representative: Gannett National Newspaper Sales.

THE DALLES

1 - LOCATION: Wasco County, E&P Map B-1. County Seat. 85 mi. E of Portland. On South bank of Columbia River. On Columbia River Hwy., Old Oregon Trail, U.S. Bridge connects U.S. Hwy. 30 (OR), I-84 (Boise-Portland), U.S. Hwy. 97 (WA); U.S. Hwy. 197 in The Dalles.

2 - TRANSPORTATION: Railroads-Union Pacific; Amtrak (Seattle-Portland-The Dalles-Salt Lake, E & W trains daily); Burlington Northern.

Motor Freight Carriers-5.

Intercity Bus Line-Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 11,060; E&P 92 Est. 11,219
County 90 Cen. 21,683; E&P 92 Est. 21,673

4 - HOUSEHOLDS:

City 90 Cen. 4,512; E&P 92 Est. 4,577
County 90 Cen. 8,473; E&P 92 Est. 8,469

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	7	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: County 20,391

7 - ELECTRIC METERS: Residence 6,000

8 - GAS METERS: Residence 1,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 320 ($500); Aluminum 700 ($500); Fruit Proc. 300 ($200); Trans. & Util. 370 ($300); Wood Prods. 390 ($400).

10 - CLIMATE: Min. & Max. Temp.-Spring 35-100; Summer 40-100; Fall 30-90; Winter 20-65.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Centers-2nd, 3rd, 4th and W. 6th streets.

Neighborhood Shopping Centers-W. 6th; W. 9th; Trevitt & W. 6th; Kelley Ave. & Chenowith Loop; Cascade Square.

Principal Shopping Days-Mon., Wed., Fri., Sat.

Stores Open Evenings-Fri., Sun.

13 - RETAIL OUTLETS: Department Stores-The Hub; Maurice's; JCPenney.

Variety Stores-Coast-to-Coast; Newberry; Fred Meyer; K mart; Bi-Mart.

Chain Drug Store-Payless.

Chain Supermarkets-Safeway; DeHart's Eastgate-Westgate; Fred Meyer Consumer Warehouse; Albertson's.

14 - NEWSPAPERS: CHRONICLE (e-mon to fri) 5,284; (S) 5,399; sworn Oct. 1, 1990.

Local Contact for Advertising and Merchandising Data: Harold Weaver, Adv. Dir., CHRONICLE, PO Box 902, The Dalles, OR 97058; Tel. (503) 296-2141.

National Representative. None.

PENNSYLVANIA SURVEYS

METROPOLITAN STATISTICAL AREAS

Allentown-Bethlehem, PA-NJ-Carbon, Lehigh and Northampton Counties, PA; Warren County, NJ.

Altoona-Blair County.

Erie-Erie County.

Harrisburg-Lebanon-Carlisle-Cumberland, Dauphin, Lebanon and Perry Counties.

Johnstown-Cambria and Somerset Counties.

Lancaster-Lancaster County.

Reading-Berks County.

Scranton-Wilkes Barre-Columbia, Lackawanna, Luzerne, Monroe and Wyoming Counties.

Sharon-Mercer County.

State College-Centre County.

Williamsport-Lycoming County.

York-Adams and York Counties.

PRIMARY METROPOLITAN STATISTICAL AREAS

Beaver County-Beaver County.
Philadelphia, PA-NJ-Bucks, Chester, Delaware, Montgomery and Philadelphia Counties, PA; Burlington, Camden and Gloucester Counties, NJ.

Pittsburgh-Allegheny, Fayette, Washington and Westmoreland Counties.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Philadelphia-Wilmington-Trenton, PA-NJ-DE-MD-Includes Philadelphia, PA-NJ PMSA; Trenton, NJ PMSA; Vineland-Millville-Bridgeton, NJ PMSA; and Wilmington, DE-NJ-MD.
Pittsburgh-Beaver Valley-Includes Beaver County PMSA and Pittsburgh PMSA.

POPULATION ESTIMATES

(Thousands)

Age Group	1980	1990	1992
Under 5 Years	748	916	921
5-14 Years	1,738	1,694	1,703
15-24 Years	2,149	1,742	1,751
25-44 Years	3,068	3,733	3,754
45-64 Years	2,646	2,459	2,473
65 and Over	1,531	1,382	1,390
TOTAL	11,880	11,927	11,992

Based on U.S. Census

POPULATION ESTIMATES

(Thousands)

Places of 50,000 or more and Central Cities of MSAs with 10% or more of Spanish Origin Population, according to the U.S. 1980 Census.

City	Total Pop.	Spanish Origin	Percent
Lancaster	55	7	12.0

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1977 Census	1982 Census	1992 Est.
Bldg. Mat./Hdwr	1,720	2,075	4,659
General Mdse	5,097	6,099	10,013
Food	8,304	11,679	18,636
Automobiles	7,386	8,593	19,631
Gasoline Stations	2,857	4,272	5,147
Apparel	1,832	2,703	4,701
Furniture	1,616	1,896	4,397
Eat-Drink Places	2,992	4,319	8,300
Drugs	1,092	1,662	3,352
TOTAL SALES	37,244	50,776	91,092

ALIQUIPPA

See BEAVER

ALLENTOWN

1 - LOCATION: Lehigh County (In Allentown-Bethlehem, PA-NJ MSA). E&P Map E-2, County Seat. Industrial & agricultural center. On Lehigh River, 52 mi. NNW of Philadelphia; 86 mi. E of Harrisburg; 92 mi. WSW of New York City. On U.S. Hwys. 22, I-78; and State Hwys. 29, 222, 309; NE Ext., PA Turnpike.

2 - TRANSPORTATION: Railroads-Conrail (freight); Amtrak.

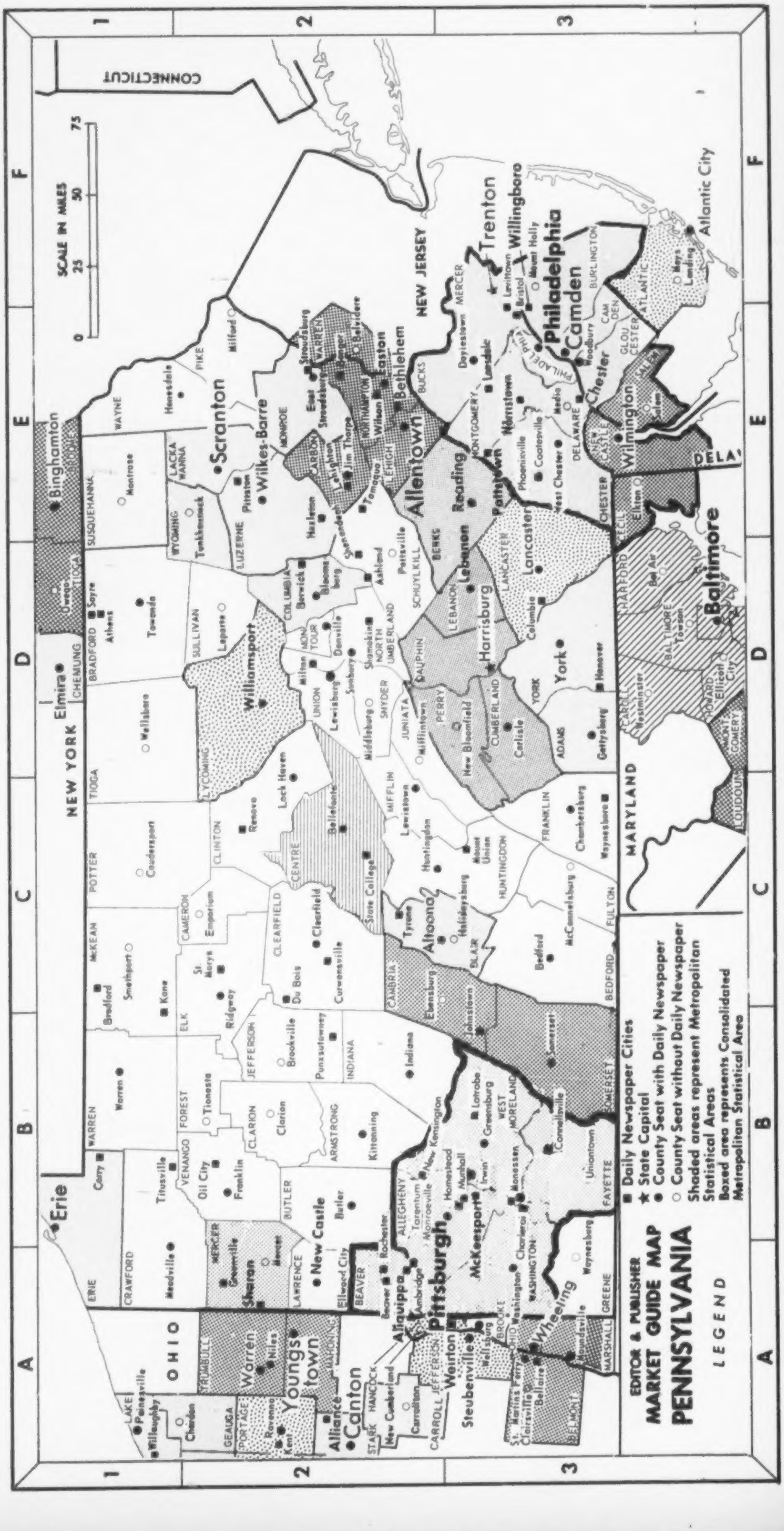
Motor Freight Carriers-49.

Intercity Bus Lines-Carl Bieber; Eastern Greyhound; Lanta; Trailways; Boro; Trans Bridge.

Airlines-United; Eastern; USAir; Northwest; Allegheny Commuter; Air Toronto; United Express; Continental Express; Atlantic Coast; Penn. Commuter.

3 - POPULATION:

Corp. City 90 Cen. 105,090; E&P 92 Est. 105,356
CZ-ABC: (80) 187,333
RTZ-ABC: (80) 318,936
County 90 Cen. 291,130; E&P 92 Est. 297,362
MSA 90 Cen. 686,688; E&P 92 Est. 703,542
City & RTZ-ABC: (80) 506,269


EDITOR & PUBLISHER
MARKET GUIDE MAP
PENNSYLVANIA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed area represents Consolidated Metropolitan Statistical Area
SCALE IN MILES
0
25
50
75
NEW YORK
NEW JERSEY
OHIO
MARYLAND
CONNECTICUT
DELA
Pittsburgh
Philadelphia
Harrisburg
Allentown
Bethlehem
Easton
Scranton
Wilkes-Barre
Erie
Reading
Lancaster
York
Altoona
Johnstown
Williamsport
State College
Sharon
Trenton
Camden
Wilmington
Baltimore
Atlantic City
Binghamton
Elmira
Youngstown
Warren
Canton
Wheeling
Steubenville
Weirton
A
B
C
D
E
F
1
2
3

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 40,061; E&P 92 Est. 40,162
CZ-ABC: (80) 71,920
RTZ-ABC: (80) 110,786
County 90 Cen. 116,452; E&P 92 Est. 118,945
MSA 90 Cen. 263,234; E&P 92 Est. 269,668
City & RTZ-ABC: (80) 182,706

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	NA	N.A.
Savings & Loan	NA	N.A.

6 - PASSENGER AUTOS: Lehigh County 160,680

7 - ELECTRIC METERS: County 105,181

8 - GAS METERS: County 35,962

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Primary & Fab. Metals 11,700; Elect. Equip. 6,100; Trans. Equip. 3,500; Apparel & Related Prods. 11,900; Textile Prods. 2,500; Chem. & Allied Prods. 7,200; Food & Related Prods. 7,000; Servs. 71,100; Fin., Ins. & R.E. 14,400; Whol. Trade 12,500; Ret. Trade 49,900; Gov't. 31,900. Total Resident Employment 314,700; Av. Wkly. Mfg. Wage $441.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-70; Summer 45-95; Fall 17-84; Winter 2-66.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Crest Plz.(21)	NA	Woolworth, IGA
Whitehall Mall (60)	NA	Sears, H. Leh, Clover, Woolworth
Lehigh Valley Mall(120)	NA	Macy's, JCPenney, John Wanamaker
Hamilton Mall(55)	NA	Hess's, H. Leh
Parkway(21)	NA	Woolworth
Mountainville(12)	NA	K mart, Channel
South Mall(20)	NA	Hess's, Jamesway
Airport Plz.(9)	NA	K mart
Westgate Mall(44)	NA	Hess's
Stefko(9)	NA	Lane Dept.
Valley Plz.(22)	NA	Service Mdse.
Allen St.(11)	NA	Foodlane
K mart(10)	NA	K mart, Foodlane
Whitehall Sq.(18)	NA	Bradlees, Phar-Mor, Rickel, Kids 'R' Us

Principal Shopping Days-Mon., Thur., Sun.
Stores Open Evenings-Thur., Fri.
Shopping Centers-Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores-Hess's; Leh's; Sears; Macy's; JCPenney; John Wanamaker; Orr's.
Discount Stores-Laneco Dept. (Lane); Bradlees; K mart; Clover; Jamesway.
Variety Stores-Woolworth; McCrory.
Chain Drug Stores-CVS; Carriage Drug; Drug Emporium; Revco; Rite Aid Discount; Thrift Drug; Rea & Derick; Phar-Mor; Fay's Drug.
Chain Supermarkets-Acme; Weis; Foodlane; Pathmark; Super Fresh; ShopRite; Giant; Thriftway; 7-Eleven; Wawa; PenSupreme.
Other Chain Stores-Auto: Firestone, Pep Boys, Penn Jersey, NAPA; Shoes: Baker's, Dollar, Endicott Johnson, Father & Son, Fayva, Foot Locker, Kinney's, Knapp, New York City Shoes, Thom McAn, Hanover, Shoe Rack; Jewelers: Bailey Banks & Biddle, Freeman, Gordon, Kay Littman, Zales; Others: Stover Candies, Allentown Paints, Glidden Paints, Singer Co., Pittsburgh Plate Glass, Spencer Gifts, Ormond's, Mother-to-Be, Fabric Center, Levitz Furn., Moore's, Dries', Triangle Home Centers, Kiddie City, Sherwin-Williams, Goodyear, Channel, Franks Nursery, Hechinger's.

14 - NEWSPAPERS: CALL (m) 137,688; (S) 185,060; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Howard Renner, Adv. Dir., MORNING CALL, 101 N. 6th St.; PO Box 1260, Allentown, PA 18105; Tel. (215) 820-6149.
National Representative: Newspapers First.

ALTOONA

1 - LOCATION: Blair County (MSA). E&P Map C-3. 99 mi. E of Pittsburgh; 235 mi. W of Phila.; 36 mi. SW of geographical center of state; 34 mi. N of PA Tpke. on Routes 22, 220.

2 - TRANSPORTATION: Railroads-Amtrak (passenger); Conrail (freight).
Motor Freight Carriers-6.
Intercity Bus Lines-Amtran; Blue & White; Greyhound.
Airlines-USAir; Penn-Air, Inc.; Allegheny Commuter.

3 - POPULATION:
Corp. City 90 Cen. 51,881; E&P 92 Est. 50,842
CZ-ABC: (80) 57,078
RTZ-ABC: (80) 79,543
County/MSA 90 Cen. 130,542; E&P 92 Est. 129,330
City & RTZ-ABC: (80) 136,621

4 - HOUSEHOLDS:
City 90 Cen. 19,789; E&P 92 Est. 19,393
CZ-ABC: (80) 21,156
RTZ-ABC: (80) 27,932
County/MSA 90 Cen. 49,311; E&P 92 Est. 48,853
City & RTZ-ABC: (80) 49,088

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$1.17 Billion
Savings & Loan	4	$219,426,000
Federal Credit Unions	14	$1.15 Billion

6 - PASSENGER AUTOS: Blair County 72,525

7 - ELECTRIC METERS: Residence 43,720

8 - GAS METERS: Residence 31,080

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Average Weekly Wage)-Health Services 6,500 ($404); Eating & Drinking Places 3,080 ($131); Food Stores 2,427 ($183); Fin., Ins. & R.E. 1,921 ($361); Printing & Pub. 1,539 ($368); Gen. Mdse. Store 1,854 ($179); Paper & Allied Prods. 1,467 ($570); Nondurable Goods 1,324 ($487); Automobile Dealers & Service Stations 1,396 ($311); Business Services 1,252 ($264); Durable Goods 1,072 ($384); Apparel & Textile Products 987 ($230); Industrial Machinery & Equipment 886 ($459); Trucking & Warehousing 869 ($422); Special Trade Contractors 918 ($336); General Building Contractors 971 ($357).

10 - CLIMATE: Min. & Max. Temp.-Spring 17-79; Summer 40-97; Fall 12-78; Winter 4-66. First killing frost, Oct. 12; last killing frost, Mar. 27.

11 - TAP WATER: Moderately alkaline, medium soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown Area-30 stores; 6 blocks on 11th Ave.; 4 blocks on 12th Ave. Principal stores: H & H. Appliance & TV; Ford Music; Shirley's Shoe; Meyer Jonasson; Young Men's Shop; Kaufman's Gallery; F.W. Woolworth.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Logan Valley Mall(94)	4	Hess's, Sears, JCPenney, G.C. Murphy
Pleasant Valley Shpg. Ctr.(22)	3	McCrory, Fishers, Thrift Drug
Pleasant Valley Area(28)	3	Value City, Revco
Park Hills Plz. (12)	4	Gee Bee, Weis Mkt., Dollar Bargain
Valley View(2)	3	Weis Mkt., Kopp's Drug
Station Mall(34)	NA	Hills Dept. Store, Riverside Market
Wissinger's Shpg. Vlg.(3)	1	Wissinger's IGA
Cricket Field Plz.(1)	NA	Thrift Drug
Orchard Plz.(8)	4	Bi-Lo Mkt., Rex
Plank Rd.(4)	4	K mart, Fiore Furn., Helsel Hdwe.
Morningside Plaza(5)	4	Phar-Mor, Giant Eagle Whitlock Auto
Meadows Intersection(6)	6	Wissinger's, IGA Lowe's

Principal Shopping Days-Department Stores: Sat., Mon.; Food Stores: Thur., Fri., Sat.; Shopping Centers: Mon., Thur., Fri., Sat., most open Sun.
Stores Close-Downtown: some on Mon. a.m.
Stores Open Evenings-Dept.: Mon., Thur.; Super Mkts., Shpg. Ctrs. every night.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Fisher's; Hills; Hess's.
Discount Stores-Unkel Joe's Woodshed; Value City; Revco 4; K mart; Pic-Way Shoe Mart; Gee Bee.
Variety Stores-Woolworth; McCrory; G.C. Murphy.
Chain Drug Stores-Thrift 3; Kopp's Leader 4; Revco 4; Phar-Mor.
Chain Supermarkets-Gateway 4; Riverside 10; Weis 2; Bi-Lo; Giant Eagle 2.
Other Chain Stores-Shoes: Payless Shoes, Kinney's, Father & Son, Sherwin-Williams; Firestone; Appliance Store; Kay Jewelers; Richman Bros. Clothes; Ormonds Fashions; Giant Auto; Pittsburgh Paint; General Tire; So-Fro Fabrics; General Nutrition; Thom McAn; National Record Mart; Gatlings; Chess King; Deb Shop; Feel Fine Shops; The Gap; Gordon Jewelry; Hickory Farms; House of Cards; Kay Bee Toy; Wall to Wall; Radio Shack; Fines Sportswear; Waldenbooks; Spencer Gifts; Whitlock; B. Dalton; Piece Goods; Rex; TCBY; Toy Warehouse; Toy Works.

14 - NEWSPAPERS: MIRROR (e) 35,306; (S) 39,505; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: William C. Keagle, Adv. Mgr., MIRROR, 1000 Green Ave.; PO Box 2008, Altoona, PA 16603; Tel. (814) 946-7411.
National Representative: Thompson Newspaper.

AMBRIDGE
See BEAVER

ASHLAND
See SHENANDOAH

ATHENS
See SAYRE

BANGOR

1 - LOCATION: Northampton County, (In Allentown-Bethlehem, PA-NJ MSA). E&P Map E-2. 15 mi. N of Easton. On U.S. Hwy. 611; State Hwy. 191.

2 - TRANSPORTATION: Railroads-DL&W; Lehigh & New England.
Motor Freight Carriers-6.
Intercity Bus Line-Keystone Tours.
Airlines-Eastern; TWA; USAir; United.

3 - POPULATION:
Corp. City 90 Cen. 5,383; E&P 92 Est. 5,458
County 90 Cen. 247,105; E&P 92 Est. 253,821
MSA 90 Cen. 686,688; E&P 92 Est. 703,542

4 - HOUSEHOLDS:
City 90 Cen. 2,079; E&P 92 Est. 2,108
County 90 Cen. 91,522; E&P 92 Est. 94,010
MSA 90 Cen. 263,234; E&P 92 Est. 269,668

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$60,000,000
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: Northampton County 161,488

7 - ELECTRIC METERS: Residence 5,225

8 - GAS METERS: Residence 3,000

9 - PRINCIPAL INDUSTRIES: Slate for Roofing and Blackboards; Textile Prods.; Electronics.

10 - CLIMATE: N.A.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Shopping Centers-Capitol Plz.; Bangor; Laneco; Windgap.
Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Variety Store-G.C. Murphy.
Chain Drug Stores-Hi-Lo; Private; Eisenhart's; Smith's; Ronco; Joseph Pharmacy; Sandt's.
Chain Supermarkets-American Acme; Food Lane; Keppel's; ShopRite.
Other Chain Store-Army & Navy (clothing).

14 - NEWSPAPERS: DAILY NEWS (m-mon to fri) 2,000; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: Kathleen J. McFall, Pub., DAILY NEWS, 13-15 S. Main, Bangor, PA 18103; Tel. (215) 588-2196.
National Representative: Landon Associates.

BEAVER-ROCHESTER-AMBRIDGE-ALIQUIPPA

1 - LOCATION: Beaver County (PMSA). E&P Map A-2. County Seat. Contiguous urbanized area along Beaver and Ohio River valleys. Industrial and transportation center. 25 mi. NW of Pittsburgh, 45 mi. SE of Youngstown, OH. On U.S. Hwys. 19 and 30; State Hwys. 18, 51, 65, and Pennsylvania Tpke.; Beaver Valley Expwy.; Rte. 60.

2 - TRANSPORTATION: Railroads-Conrail (Mainline); Pittsburgh & Lake Erie; Aliquippa & Southern; Baltimore & Ohio.
Intercity Bus Lines-Greyhound; Allegheny Port Authority; BCTA.
Motor Freight Carriers-33.
Ohio River Waterway Carriers-32; River Lock Tonnage: Annual 18,000,000 Tons.

3 - POPULATION:
Corp. Areas 90 Cen. 30,691; E&P 92 Est. 29,455
  Beaver 90 Cen. 5,028; E&P 92 Est. 4,945
  Rochester 90 Cen. 4,156; E&P 92 Est. 4,035
  Ambridge 90 Cen. 8,133; E&P 92 Est. 7,845
  Aliquippa 90 Cen. 13,374; E&P 92 Est. 12,630
NDM-ABC: (80) 204,441
County/PMSA 90 Cen. 186,093; E&P 92 Est. 185,426

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 90 Cen. 11,800; E&P 92 Est. 11,326
  Beaver 90 Cen. 1,944; E&P 92 Est. 1,912
  Rochester 90 Cen. 1,609; E&P 92 Est. 1,562
  Ambridge 90 Cen. 3,126; E&P 92 Est. 3,015
  Aliquippa 90 Cen. 5,121; E&P 92 Est. 4,837
NDM-ABC: (80) 71,691
County/PMSA 90 Cen. 71,826; E&P 92 Est. 71,568

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$220,779,292
Savings & Loan	17	$184,800,000
Federal Credit Unions	38	N.A.

6 - PASSENGER AUTOS: Beaver County 95,185

7 - ELECTRIC METERS: Residence Co. Est. 37,531

8 - GAS METERS: Residence Co. Est. 42,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Firms, (No. of Wage Earners)-Basic Steel 17 (4,300); Steel Fabrication 19 (7,150); Elect. Mach. 2 (3,750); Stone, Clay & Glass 25 (1,400); Chem. 9 (1,270); Non-Elect. Mach. (13,475); Food (22,380); Mining (21,390).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Jan. Av. 30; July Av. 73; Average Annual Rainfall: 35 to 39 in. First frost, Oct. 10-20; last frost, Apr. 30-May 10. Growing Season Average 163 days.

11 - TAP WATER: Varies from 4 to 15 gr.; not fluoridated.

12 - RETAILING: Principal Shopping Districts-3 on Third St., Beaver; 6 on Merchant St., Ambridge; 2 on Brighton Ave., Rochester; 4 on Penna Ave., Monaca.
Neighorhood Shopping Districts-3 blocks on Brodhead Rd. at Sheffield Rd., Aliquippa; 5 blocks 7th Ave., Beaver Falls.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beaver Valley Mall(108)	NA	Sears, Kaufman's, Hornes, Woolworth
Northern Lights(56)	NA	JCPenney, Hills, Shop 'N Save
Hopewell(23)	NA	Big 'N Small Lots
Gee Bee Plz.(2)	NA	Gee Bee, Giant Eagle
Green Garden Plaza(8)	NA	Hills, Giant Eagle
K mart Plaza(8)	NA	K mart Auto, Shop 'N Save
Aliquippa(16)	NA	Giant Eagle
Sheffield Plz. (20)	NA	
Chippewa Mall(21)	NA	K mart

Principal Shopping Days-Mon., Wed., Thur., Fri., Sat.

Stores Open Evenings-Aliquippa-Thur., Sat.; Beaver-Mon. & Fri.; Rochester-Fri.; Monaca-Sat.; New Brighton-Fri.; Midland-Tues., Sat., Mon.; Ambridge-Mon. & Sat.; Northern Lights Shpg. Ctr. (Baden) and Hopewell Shpg. Ctr. (Aliquippa); Beaver Valley Mall-Every Night.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Kaufman's; Jos. Horne.

Discount Stores-K mart; Hills.

Variety Stores-Murphy; Woolworth.

Chain Drug Stores-Thrift 4; Rowse 2; Economy 2; Health City; Revco; Rite Aid.

Chain Supermarkets-Giant Eagle 2; Foodland 10; Shop-N-Save; Stop & Go 4; Fast 'N Friendly; C&L; IGA 2.

Other Chain Stores-Auto Supplies: Goodyear, Goodrich, Firestone, Sol's 2; Shoes: Kinney's, Thom McAn, Jackson's, Nobil's, Bakers, Picway, Hanover, Regal; Men's Apparel: Zeiden, Richman Bros.

14 - NEWSPAPERS: BEAVER COUNTY TIMES (e-mon to fri) 45,691; (S) 51,210; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Terry L. Tolson, Adv. Dir., BEAVER COUNTY TIMES, 400 Fair Ave.; PO Box 400; Beaver, PA 15009; Tel. (412) 775-3200.

National Representative: Landon Associates.

BEDFORD

1 - LOCATION: Bedford County, E&P Map C-3. 32 mi. N of Cumberland; 40 mi. S of Altoona; 100 mi. E of Pittsburgh; 95 mi. W of Harrisburg. On U.S. Hwys. 30 and 220 and PA Tpke.

2 - TRANSPORTATION: Motor Freight Carriers-6.

Intercity Bus Line-Greyhound.

Airlines-Connection with Blair-Bedford Airport for USAir.

3 - POPULATION:

Corp. City 90 Cen. 3,137; E&P 92 Est. 3,099

County 90 Cen. 47,919; E&P 92 Est. 48,577

4 - HOUSEHOLDS:

City 90 Cen. 1,221; E&P 92 Est. 1,207

County 90 Cen. 18,838; E&P 92 Est. 19,097

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$544,437,546
Savings & Loan	1	$26,000,000

6 - PASSENGER AUTOS: Bedford County 26,271

7 - ELECTRIC METERS: Residence 1,820

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mining Tools 398; Telephone Pins 40; Trucking 73; Business Forms 154; Youth Furn. & Wheel Goods 421; Westinghouse 75.

Principal Pay Day-Every second Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 68-87; Fall 50-72; Winter 10-48. First killing frost, Oct. 15; last killing frost, May 5.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Pitt St.; 1 block on S. Juliana St.; 2 blocks on Richard St.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Bedford Plaza(6)	NA	Riverside Mkt., Thrift Drug, Murphy's Mart

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Food: Mon. through Sat. Other stores: Fri.

13 - RETAIL OUTLETS: Discount Stores-American Outfitters; Village Fashion Outlet.

Variety Stores-Murphy Mart; Dollar General.

Chain Drug Stores-L.F. Widmann; Health Mart; Rea & Derrick; Thrift.

Chain Supermarkets-Lowry's IGA; Riverside; Giant Eagle.

Other Chain Stores-Sears (catalog); JCPenney (catalog).

14 - NEWSPAPERS: DAILY GAZETTE (m) 10,000; Sept. 30, 1990 VAC.

Local Contact for Advertising and Merchandising Data: John Nebel, Adv. Mgr., DAILY GAZETTE, 424 W. Penn St.; PO Box 671, Bedford, PA 15522; Tel. (814) 623-1151.

National Representative: Landon Associates.

BELLEFONTE –

See STATE COLLEGE

BERWICK

See BLOOMSBURG

BETHLEHEM

1 - LOCATION: Lehigh and Northampton Counties (In Allentown-Bethlehem, PA-NJ MSA). E&P Map E-2. Contiguous to Allentown. 50 mi. N of Philadelphia; 90 mi. W of NYC.

2 - TRANSPORTATION: Railroad-Conrail.

Motor Freight Carriers-38.

Intercity Bus Lines-Greyhound; Tri-City Coach; Continental Trailways; Trans Bridge; Transport of New Jersey; Boro; Keystone Tours; Carl Beiber.

Airlines-United; Eastern; USAir; Allegheny Commuter; Suburban; Piedmont; PBA; Northwest; American; Delta.

3 - POPULATION:

Corp. City 90 Cen. 71,428; E&P 92 Est. 71,777

CZ-ABC: (80) 108,667

RTZ-ABC: (80) 93,675

Counties 90 Cen. 538,235; E&P 92 Est. 551,183

Lehigh 90 Cen. 291,130; E&P 92 Est. 297,362

Northampton 90 Cen. 247,105; E&P 92 Est. 253,821

MSA 90 Cen. 686,688; E&P 92 Est. 703,542

City & RTZ-ABC: (80) 202,342

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

Corp. City 90 Cen. 26,954; E&P 92 Est. 27,086

CZ-ABC: (80) 39,366

RTZ-ABC: (80) 32,050

Counties 90 Cen. 207,974; E&P 92 Est. 212,955

Lehigh 90 Cen. 116,452; E&P 92 Est. 118,945

Northampton 90 Cen. 91,522; E&P 92 Est. 94,010

MSA 90 Cen. 263,234; E&P 92 Est. 269,668

City & RTZ-ABC: (80) 71,416

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$795,074,000
Savings & Loan	3	$190,064,000

6 - PASSENGER AUTOS: Counties: Lehigh 160,680; Northampton 161,488

7 - ELECTRIC METERS: Residence 34,046

8 - GAS METERS: Residence 16,678

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Apparel 20,300 ($176); Primary Metals 14,200 ($515); Elec. Equip. 10,400 ($400); Textiles 5,300 ($225); Trans. 9,500 ($475); Fab. Metals 8,900 ($515); Food Prods. 5,900 ($412); Printing 4,500 ($328); Stone Cement 2,900 ($376); Mach. 7,900 ($414); Paper 1,900 ($295); Misc. Mfg. 2,000 ($243).

Principal Pay Days-Wed., Thur., bi-wkly.

10 - CLIMATE: Av. Temp.-Spring 29-80; Summer 61-85; Fall 42-75; Winter 19-48. First killing frost, Sept. 24; last killing frost, Apr. 23.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Main; 3 on Broad; 1 on New; 3 on 4th St.

Neighborhood Shopping Centers-500 & 600 blocks of W. Broad St.; 700-800 blocks of Linden St.; Stefko Blvd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lehigh Shpg. Ctr.(17)	3	Thrift Drug, Foodland, Rickel, Radio Shack, Franks Nursery
Shoppers Vlg.(8)	3	CVS
Valley Plz.(15)	3	Service Mdse., Revco Drug, Weis Market, Picway Shoes, Radio Shack
Westgate Shpg. Ctr.(50)	3	Radio Shack, Hess Dept., Kay Jewelers, IGA, Thrift Drug
Hillcrest Plz. (7)	5	Superfresh, Thrift Drug
Bethlehem Sq.(20)	5	Channel, Bradlees, Leh's, ShopRite
K mart Plz.(10)	4	K mart, Thrift Drug, Food Lane

Principal Shopping Days-Thur., Sun.

Stores Open Evenings-Dept.-Mon., Thur.; Food-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Orr's; Hess's; Leh's; JCPenney (catalog).

Variety Stores-Woolworth; McCrory; G.C. Murphy.

Discount Stores-K mart; Laneco; Rickel; Bradlees; Service Merchandise.

Chain Drug Stores-Rite Aid; Thrift; Revco; Rea & Derick; CVS.

Chain Supermarkets-Acme; IGA; ShopRite; Food Lane; Superfresh; Pathmark; Weis Market; Insalaco's; Giant.

Other Chain Stores-Triangle Lumber; Sherwin-Williams; M.A.B. Paints; Pic-Way Shoes; Kay Jewelers; Hickory Farms; National Auto Stores; Radio Shack; Channel Lumber; Franks Nursery.

14 - NEWSPAPERS: GLOBE-TIMES (e) 19,899; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Ernest S. Reed, Adv. Dir., GLOBE-TIMES, 202 W. Fourth St., Bethlehem, PA 18015; Tel. (215) 867-5000.

National Representative: Landon Associates.

BLOOMSBURG-BERWICK

1 - LOCATION: Columbia County, (In Scranton-Wilkes-Barre MSA), E&P Map D-2. (Bloomsburg is County Seat). Along Susquehanna River; on U.S. Hwy. 11; near Interstate 80.

2 - TRANSPORTATION: Railroads-Erie Lackawanna; Reading; Conrail.

Motor Freight Carriers-10.

Intercity Bus Lines-Greyhound; Continental Trailways; Lakes to Sea.

Airlines-Eastern; USAir.

3 - POPULATION:

Corp. Cities 90 Cen. 23,415; E&P 92 Est. 23,384

Bloomsburg 90 Cen. 12,439; E&P 92 Est. 12,583

Berwick 90 Cen. 10,976; E&P 92 Est. 10,801

County 90 Cen. 63,202; E&P 92 Est. 64,036

MSA 90 Cen. 734,175; E&P 92 Est. 739,035

4 - HOUSEHOLDS:

Cities 90 Cen. 8,973; E&P 92 Est. 8,961

Bloomsburg 90 Cen. 4,766; E&P 92 Est. 4,821

Berwick 90 Cen. 4,207; E&P 92 Est. 4,140

County 90 Cen. 22,360; E&P 92 Est. 22,655

MSA 90 Cen. 267,436; E&P 92 Est. 269,188

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$10,058,450
Commercial	9	$89,763,428

6 - PASSENGER AUTOS: Columbia County 35,672

7 - ELECTRIC METERS: Residence Est. 9,500

8 - GAS METERS: Residence Est. 5,700

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Metal Prod. 1,800; Apparel 1,309; Textiles 358; Food Prods. 1,221; Tobacco Mfg. 780; Also Mfg. of Carpets, Chemicals, Castings, Printing & Binding, Aluminum Fab., Truck Bodies, Springs, Railroad Car Underframes, Paper Containers.

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-75; Summer 70-80; Fall 32-68; Winter 10-65. First killing frost, Oct. 10; last killing frost, Mar. 28.

11 - TAP WATER: Soft, alkaline; not fluoridated.

12 - RETAILING: Principal Shopping Centers-In Berwick: 4 blocks on Front, Market and Mulberry Sts.; in Bloomsburg: 8 blocks on Main St.

Neighborhood Shopping Centers-9th and Pine; LaSalle; Market and Summerhill Ave.; Poplar and W. Front; 12th & Pine; Rte. 11 at Briar Creek; in Bloomsburg: Market St. Shpg. Ctr. (6 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Scott Town(4)	1	K mart, Rea & Derick Drugs, D & R Sports
Berwick (Front St.)(5)	2	Acme, K mart, Revco, Radio Shack
Bloomsburg Columbia Mall(41)	NA	
Market St.(6)	NA	Medicine Shoppe, IGA

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Hills; Bon-Ton.

Discount Stores-Ames; Pharm House; K mart.

Variety Stores-Ben Franklin; Dollar General.

Chain Drug Stores-Eppley; Rea & Derick; Medicine Shoppe; Fay's Drug; Revco.

Chain Supermarkets-Weis; Acme; Giant; IGA.

Other Chain Stores-Raub's (shoes); Walker's (jewelry); Radio Shack; Tri-County Hardware; Agway (farm supplies); Claster's (building supplies).

14 - NEWSPAPERS: PRESS-ENTERPRISE (m) 22,083; Dec. 31, 1990 CAC.

Local Contact for Advertising and Merchandising Data: Michael Bennett, Adv. Dir., PRESS-ENTERPRISE INC., 3185 Lackawanna Ave., Bloomsburg, PA 17815; Tel. (717) 784-2121.

National Representative: Landon Associates.

BRADFORD

1 - LOCATION: McKean County, E&P Map C-1. Crude oil production center, 72 mi. S of Buffalo; 158 mi. N of Pittsburgh.

2 - TRANSPORTATION: Railroads-Baltimore & Ohio; Conrail.

Motor Freight Carriers-8.

Intercity Bus Lines-Bluebird; Fullerton.

Airlines-USAir; Allegheny Commuter.

3 - POPULATION:

Corp. City 90 Cen. 9,625; E&P 92 Est. 9,308

CZ-ABC: (80) 22,288

RTZ-ABC: (80) 106,356

County 90 Cen. 47,131; E&P 92 Est. 46,446

City & RTZ-ABC: (80) 128,644

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 3,693; E&P 92 Est. 3,572

CZ-ABC: (80) 8,236
RTZ-ABC: (80) 37,207
County 90 Cen. 17,275; E&P 92 Est. 17,024
City & RTZ-ABC: (80) 45,443

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$550,494,000
Savings & Loan	2	$136,438,000

6 - PASSENGER AUTOS: McKean County 21,662

7 - ELECTRIC METERS: Residence 9,103

8 - GAS METERS: Residence 10,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Steel Fab. 1,824; Refinery 823; Oil Production 3,500; Resistors 837; Cigarette Lighters 571; Electronics 1,200; Silicon 112; Corrugated Container 273; Oil Well Supplies 200.
Principal Pay Days-Mfg.: Tues., Thur.; Offices: Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-60; Summer 50-90; Fall 30-70; Winter 0-40. First killing frost, Oct. 15; last killing frost, May 15.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: Principal Shopping Centers-Main St., intersecting streets and Foster Brook Crossroads.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bradford Mall(30)	NA	Jamesway, K mart
Jacob Moses	NA	

Principal Shopping Days-Tues., Thur., Fri.
Stores Open Evenings-Downtown Fri.; Food and Bradford Mall week nights.

13 - RETAIL OUTLETS: Variety Stores-McCrory; Woolworth.
Discount Stores-Big Wheel; K mart; Jamesway.
Chain Drug Stores-Rea & Derrick; Ott & McHenry 2; Eckerd; Revco.
Chain Supermarkets-Bell's; Sal's; Tops.
Other Chain Stores-Ash Shoe; Sears (catalog); Firestone; Monroe.

14 - NEWSPAPERS: ERA (m) 11,297; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: H.L. Woodruff, Gen. Mgr., ERA, 43 Main St.; PO Box 365, Bradford, PA 16701; Tel. (814) 368-3173.
National Representative: Landon Associates.

BRISTOL
See LEVITTOWN

BUTLER

1 - LOCATION: Butler County, E&P Map B-2, County Seat. 30 mi. N of Pittsburgh; 60 mi. S of Erie; 50 mi. E of Youngstown. On U.S. Hwys. 8 (Wm. Penn) and 422 (Ben Franklin) and State Hwys. 68 and 356.

2 - TRANSPORTATION: Railroads-Bessemer & Lake Erie; Chessie System; Conrail.
Motor Freight Carriers-11.
Intercity Bus Lines-Greyhound; Lincoln.

3 - POPULATION:
Corp. City 90 Cen. 15,714; E&P 92 Est. 15,452
CZ-ABC: (80) 55,926
RTZ-ABC: (80) 112,158
County 90 Cen. 152,013; E&P 92 Est. 154,240
City & RTZ-ABC: (80) 168,084

4 - HOUSEHOLDS:
City 90 Cen. 6,012; E&P 92 Est. 5,912
CZ-ABC: (80) 20,078
RTZ-ABC: (80) 36,007
County 90 Cen. 58,474; E&P 92 Est. 59,331
City & RTZ-ABC: (80) 56,085

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	13	N.A.
Savings & Loan	8	N.A.

6 - PASSENGER AUTOS: Butler County 86,524

7 - ELECTRIC METERS: Residence 35,400

8 - GAS METERS: Residence 45,977

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Iron Ore Sintering 400; Steel 3,200; Auto Supplies 200; Life Ins. 300; Electronic Control 400; Oil Well Drilling 300; Rubber Spec. 275; Steel Pipe 250; Industrial Gases 75; Garments 300; Metal Stampings 150; Fertilizer 75; Feed & Farm Supplies 150; Recovery Steel Scrap 100; Oil & Gas Well Supplies 75; Hdwe., Auto Supplies 350; Staples 200; Paper 140; Pkg. 100; Poultry & Dairy N.A.

10 - CLIMATE: Av. Temp.-Annual Av. 50; Jan.-Mar. 31; Apr.-June 58; July-Sept. 69; Oct.-Dec. 41.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Main St.; 2 on Jefferson; 2 on Cunningham; 2 on Centre Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bon Aire(15)	1	Big Lot
Butler Mall(34)	2	Mont. Ward, Ames
Clearview Mall (80)	2	Bon Ton, Hills, Sears, JCPenney, The Appliance Store
Greater Butler Mart(26)	1	Friedman's, Warehouse Sales
Point Plz.(28)	1	K mart, Friedman's

Principal Shopping Days-Dept. & Clothing-Mon., Fri., Sat.; Food-Thur., Fri., Sat., Sun.
Stores Open Evenings-Dept.-Mon., Thur., Fri.; Food-Mon., Sat.; Super Mkt.-Daily to 9; Downtown-Mon. and Fri. to 9; Malls-10 to 9.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Sears; Bon-Ton.
Discount Stores-Warehouse Sales; K mart; Ames; Hills.
Variety Stores-Woolworth; McCrory.
Chain Drug Stores-Thrift 3; Rite Aid 2; Revco.
Chain Supermarkets-Friedman's 9; Shop 'N Save 3; Giant Eagle; Food Arena 2.
Other Chain Stores-Thom McAn; Zales; Kay Jewelers.

14 - NEWSPAPERS: EAGLE (e) 31,125; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Art Kephart, Adv. Dir., EAGLE, 114 W. Diamond St., Butler, PA 16001; Tel. (412) 282-8000.
National Representative: Landon Associates.

CARLISLE

1 - LOCATION: Cumberland County (In Harrisburg-Lebanon-Carlisle MSA). E&P Map D-3, County Seat. Educational. Light mfg. center 125 mi. from Phila. On U.S. Hwy. 11 and I-81; State Hwys. 34, 74, 233, 641 I-76 (Pennsylvania Tpke.).

2 - TRANSPORTATION: Railroads-Conrail; Reading.
Motor Freight Carriers-9.
Intercity Bus Lines-Wolf; Greyhound.
Airlines-TWA; USAir; Altair; United; American; Piedmont; Florida Express.

3 - POPULATION:
Corp. City 90 Cen. 18,419; E&P 92 Est. 18,440
CZ-ABC: (80) 28,099
RTZ-ABC: (80) 30,327
County 90 Cen. 195,257; E&P 92 Est. 200,471
MSA 90 Cen. 587,986; E&P 92 Est. 599,782
City & RTZ-ABC: (80) 58,426
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 7,041; E&P 92 Est. 7,049
CZ-ABC: (80) 9,971
RTZ-ABC: (80) 10,300
County 90 Cen. 75,099; E&P 92 Est. 77,105
MSA 90 Cen. 231,562; E&P 92 Est. 236,174
City & RTZ-ABC: (80) 20,271

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	6	$1,300,000,000
Savings & Loan	4	$265,000,000

6 - PASSENGER AUTOS: Cumberland County 127,307

7 - ELECTRIC METERS: Residence 19,500

8 - GAS METERS: Residence 5,889

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Rugs/Carpets 1,700; Shoes 300; Tires 600; Crystals 1,096; Misc. 7,123.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Av. Temp.-Spring 51; Summer 73; Fall 54; Winter 31. First killing frost, Oct. 5; last killing frost, May 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-10 blocks on Hanover, High, Louther & Pitt Sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Carlisle Plz.(50)	1	K mart, Giant Food, Bon Ton, JCPenney, Peoples, Sears, Surplus
M.J. Carlisle(42)	1	Mont. Ward, Hills, Peoples Drug, A&P

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Department Stores-Mon., Fri.; Food-Mon.-Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Bon Ton; K mart; Hills.
Variety Stores-Woolworth 2.
Chain Drug Stores-Peoples 2; Drug Fair; MGM 3; Rite Aid.
Chain Supermarkets-A&P; Giant 2; Nells; IGA 2; Food Rite 2; Weis; Handy 4; Hattie Harris; 7-Eleven 2.
Other Chain Stores-Sherwin-Williams; Firestone; Andrews Furn.; Feel Fine; Kinney Shoe; N.B. Liebmans; Radio Shack; Kay Jewelers; Sears; Fashion Bug; Hanover Shoe; Gordan's Jewelers; JoAnn Fabrics; Goodyear; Sears Surplus.

14 - NEWSPAPERS: SENTINEL (e) 17,789; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Bill Shufflebarger, Adv. Dir., SENTINEL, PO Box 130, Carlisle, PA 17013-0130; Tel. (717) 243-2611.
National Representative: Landon Associates.

CHAMBERSBURG

1 - LOCATION: Franklin County, E&P Map C-3, County Seat. On U.S. Hwy. 11, 30; I-81, and five PA Routes. South central part of state, 84 mi. to Baltimore; Washington, 92 mi.; Philadelphia, 142 mi.; Pittsburgh, 156 mi.; New York City, 226 mi.

2 - TRANSPORTATION: Railroads-Western Maryland (freight); Conrail (freight).
Intercity Bus Line-Greyhound.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 90 Cen. 16,647; E&P 92 Est. 16,742
CZ-ABC: (80) 16,174
RTZ-ABC: (80) 82,489
County 90 Cen. 121,082; E&P 92 Est. 123,680
City & RTZ-ABC: (80) 98,663
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 6,369; E&P 92 Est. 6,406
CZ-ABC: (80) 6,656
RTZ-ABC: (80) 27,759
County 90 Cen. 45,429; E&P 92 Est. 46,404
City & RTZ-ABC: (80) 34,415

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$640,327,000
Savings & Loan	1	$91,000,000
Credit Unions	2	$65,000,000

6 - PASSENGER AUTOS: Franklin County 66,918

7 - ELECTRIC METERS: Residence 6,939

8 - GAS METERS: Residence 4,313

9 - PRINCIPAL INDUSTRIES: Men's & Women's Clothing; Food Proc. & Packaging; Packaging Materials; Hydraulic Hammers; Power Transmission Apparatus, Letterkenny Army Depot (Army); Mobile Homes.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-93; Summer 49-102; Fall 20-89; Winter 3-64. First killing frost, Oct. 31; last killing frost, May 9.

11 - TAP WATER: Acidic, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St.; Lincoln Way.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Southgate Mall (22)	NA	JCPenney, People's Drug, Ames, County Market
Lincoln Way(16)	NA	Thrift Drug, Kennie's, Food Lion, Triangle Bldg. Ctr., Nichols, Lowe's
K mart(6)	NA	K mart, Giant Food
Chambersburg Mall(58)	NA	Hess's, Gee Bee, Bon Ton, Sears

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Dept. Mon., Fri.; Food and Discount every evening.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Bon Ton; Hess's.
Discount Stores-Central Tractor; Moore's; Nichols; K mart; Gee Bee; Ames; D.E. Jones; McCrory.
Variety Store-Newberry.
Chain Drug Stores-Peoples; Thrift; Rite Aid; Revco; Fay's.
Chain Supermarkets-Associated Grocers 19; Giant; Cressler's 2; Sunnyway Foods 2; Kennie's Foods; Butcher Shoppe; County Market; Sav-A-Center; Food Lion 2.
Other Chain Stores-Agway; General Nutrition Center; Camelot Music; Brook Fashions; The Deb Shop; Fashion Bug; Hanover Shoes; Holiday Hair; Goodrich; Essis & Sons; Firestone General Tire; Waldenbooks; Irving Shoes; Pearle Vision Center; Endicott-Johnson; Sherwin-Williams; Lowe's; Carter Lumber; Kinney Shoe; K&K Toys; Claire's Boutique; American Outfitters; Foot Locker; Radio Shack; Lumber Yard; Triangle Building Centers; Moores; Goodyear.

14 - NEWSPAPERS: PUBLIC OPINION (e) 21,875; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Donald K. Bixel, Adv. Dir., PUBLIC OPINION, 77 N. Third St., Chambersburg, PA 17201; Tel. (717) 264-6161.
National Representative: Gannett National Newspaper Sales.

CHARLEROI
See MONESSEN

CHESTER

1 - LOCATION: Delaware County (In Philadelphia, PA-NJ PMSA). E&P Map E-3. 15 mi. SW of Phila.; 15 mi. NE of Wilmington. Industrial Center, 6 mi. of waterfront on West bank Delaware River. On State Hwys. 252, 320, 352, 420, 452, 491; U.S. Hwys. 13, 322, I-95, I-202.

2 - TRANSPORTATION: Railroads-Conrail; Baltimore & Ohio (freight); Reading (freight).
Motor Freight Carriers-8.
Intercity Bus Lines-Pennsylvania Greyhound; Trailways; Red Arrow.
Airlines-All major airlines at Philadelphia Intl. Airport (6 mi.).
Port Facilities-Accommodate largest ocean going vessels.

3 - POPULATION:
Corp. City 90 Cen. 41,856; E&P 92 Est. 41,068
NDM-ABC: (80) 318,076
County 90 Cen. 547,651; E&P 92 Est. 547,089
PMSA 90 Cen. 4,856,881; E&P 92 Est. 4,955,752
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 15,969; E&P 92 Est. 15,668
NDM-ABC: (80) 108,447

County 90 Cen. 210,634; E&P 92 Est. 210,418
PMSA 90 Cen. 1,827,684; E&P 92 Est. 1,866,214

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	8	$1,635,895,000
Savings & Loan	27	$697,212,000

6 - PASSENGER AUTOS: Delaware County 319,618

7 - ELECTRIC METERS: Residence County 139,507

8 - GAS METERS: Residence County 84,190

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Chem. Prods. 1,525 ($260); Elect. Mach. 1,309 ($219); Fab. Metal Prods. 2,378 ($206); Food 1,844 ($203); Non-Elect. Mach. 7,809 ($315); Petroleum Refining 2,552 (N.A.); Paper Prods. 3,115 ($319); Printing & Pub. 1,618 ($202); Trans. Equip. including Aircraft & Shipbuilding 9,914 ($320); Apparel & Fabric 1,137 ($165).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-84; Summer 59-90; Fall 23-77; Winter 24-52. First killing frost, Oct. 31; last killing frost, May 7.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Area-30 blocks on Welsh, Edgmont, Market and Sproul Sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
West End	3	Pickwell
Granite Run(131)	7	Sears, Sterns, JCPenney
Springfield Mall (75)	7	Wanamaker's, Bamberger's
Swarthmore	3	Acme, Shop 'N Bag
Vlg. Green(18)	4	Super Fresh
Springfield	8	Clover, Kresge
Tri-State Mall	NA	The Dry Goods
Northtowne Plz	5	Jamesway, K mart, Super-Saver, Acme
Glenolden	7	Designer Depot, Bradlees
MacDade Mall(48)	NA	K mart, Acme

Principal Shopping Days-Mon., Thur., Fri., Sat.

Stores Open Evenings-Mon., Fri.; Food Stores-Tues. through Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Strawbridge & Clothier; Wanamaker; Sterns; JCPenney; Bamberger's.

Discount Stores-Bradlees; Clover; Jamesway; K mart.

Variety Stores-Woolworth; McCrory.

Chain Drug Stores-Thrift Drug; Rite Aid; Tri-State Wholesale 2; CVS.

Chain Supermarkets-Acme 12; Super Fresh 4; Shop 'n Bag; Pathmark 5; Thriftway 6.

Other Chain Stores-Thom McAn; Kinney's; Triangle; Hanover; Dial; Kiddie City; Pic-Way; Levitz; Buten's; Sherwin-Williams; M.A. Bruder; Finnaren & Hailey; Pittsburg Plate Glass; Gidden; Firestone; Pep Boys; Penn Jersey; Kay; Gordon; Doubet; Anderson-Little; Eugene Jacobs; B. Gross.

14 - NEWSPAPERS: DELAWARE COUNTY DAILY TIMES (m-mon to fri) 61,403; (S) 51,276; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Frank Gothie, Pub., DELAWARE COUNTY DAILY TIMES, 500 Mildred Ave., Primos, PA 19018; Tel. (215) 622-8800.

National Representatives: Landon Associates; Robert Hitchings & Co.

CLAIRTON
See McKEESPORT

CLEARFIELD-CURWENSVILLE

1 - LOCATION: Clearfield County, E&P Map C-2, County Seat. Routes 153, 219, 322. 90 mi. from Pittsburgh. Keystone Shortway Interstate Route 80.

2 - TRANSPORTATION: Railroads-Chessie System; Conrail. **Intercity Bus Line**-Fullington's.

Airlines-USAir; Alleghany Commuter.

3 - POPULATION:
Corp. Cities 90 Cen. 9,557; E&P 92 Est. 9,330
Clearfield 90 Cen. 6,633; E&P 92 Est. 6,444
Curwensville 90 Cen. 2,924; E&P 92 Est. 2,886
NDM-ABC: (80) 71,324
County 90 Cen. 78,097; E&P 92 Est. 77,100

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 90 Cen. 3,692; E&P 92 Est. 3,604
Clearfield 90 Cen. 2,552; E&P 92 Est. 2,479
Curwensville 90 Cen. 1,140; E&P 92 Est. 1,125
NDM-ABC: (80) 24,955
County 90 Cen. 30,153; E&P 92 Est. 29,768

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$264,961,000

6 - PASSENGER AUTOS: Clearfield County 39,283

7 - ELECTRIC METERS: Residence 13,074

8 - GAS METERS: Residence, City 964; Bottled Gas 3,920

9 - PRINCIPAL INDUSTRIES: Clay & Brick; Precision Instruments; Machine Shops; Tool & Die; TV Tubes; Apparel; Food; Tannery; Coal; Cabinets; Plastic; Heavy Equip.; Trans.

Principal Pay Days-Fri.; 15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-60; Summer 50-90; Fall 40-78; Winter 10-40. First killing frost, Oct. 2; last killing frost, May 31.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Center-Clearfield: 16 blocks on Second St., Market St., 3rd St., and Nichols St.; Phillipsburg: 8 blocks on Presqueisle, Front and Spruce Sts., Ames Plaza; Curwensville: 4 blocks on State and Filbert Sts.; Ames Shopping Plaza between Clearfield & Philipsburg; Clearfield Mall: 24 stores located 1 mi. E of Clearfield, JCPenney, Ames, Fashion Bug, K mart Plaza, Wolf Run Interchange, Holiday Hair, Dollar Bargain, County Market, Shoe Tree.

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Leitzinger's; JCPenney; Sears; Ames.

Discount Stores-Widmann's; Dollar Bargain; Dollar General; K mart.

Variety Store-McCrory.

Chain Drug Stores-L.F. Widmann, Peoples Drug; Rite Aid; Fay's Drug.

Chain Supermarkets-Riverside 4; AG Mkts. 9; IGA Foodliner 3; Comet Mkt.; County Market; J.G. Food Warehouse; Weis.

Other Chain Stores-J.S. Raub; Wolf Furniture; Sherwin-Williams; Kinney's; General Nutrition Ctr.; Foot Locker; Fashion Bug.

14 - NEWSPAPERS: PROGRESS (e) 16,282; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Jeannine S. Selfridge, Adv. Mgr., PROGRESS, 206 E. Locust St.; PO Box 291, Clearfield, PA 16830; Tel. (814) 765-5581.

National Representative: Landon Associates.

COATESVILLE

1 - LOCATION: Chester County, E&P Map E-2 (In Philadelphia, PA-NJ PMSA). Industrial and farm center; 38 mi. W of Philadelphia; 25 mi. E of Lancaster; 30 mi. S of Reading; 25 mi. N of Wilmington, DE. On Lincoln Hwy., U.S. Hwy. 82 and State Hwys. 162, 273.

2 - TRANSPORTATION: Railroads-Reading (freight); Amtrak.

Motor Freight Carriers-2.

Intercity Bus Lines-Greyhound; Reeder's; Royal Limo.

3 - POPULATION:
Corp. City 90 Cen. 11,038; E&P 92 Est. 11,106
NDM-ABC: (80) 76,576
County 90 Cen. 376,396; E&P 92 Est. 391,032
PMSA 90 Cen. 4,856,881; E&P 92 Est. 4,955,752

4 - HOUSEHOLDS:
City 90 Cen. 4,232; E&P 92 Est. 4,258
NDM-ABC: (80) 25,247
County 90 Cen. 144,961; E&P 92 Est. 150,597
PMSA 90 Cen. 1,827,684; E&P 92 Est. 1,866,214

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: Chester County 207,698

7 - ELECTRIC METERS: Residence 15,440

8 - GAS METERS: Residence 3,472

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Steel Mfg. 4,200 ($326); Textiles 700 ($150); Steel Fabrication 800 ($295).

10 - CLIMATE: Min. & Max. Temp.-Spring 35-85; Summer 45-100; Fall 35-85; Winter 0-65.

11 - TAP WATER: Alkaline, moderately soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Lincoln Hwy. between 1st and 4th Aves.; 3 blocks between 6th and 8th. East of city on Lincoln Hwy. Shpg. Ctr.-furn., automobile sales serving new housing development.

Nearby Shopping Centers-Thorndale 4 mi. E. of Rt. 30 (9 stores-IGA; Jamesway Discount, Penn Jersey Auto Store, Thrift Drug); Ingleside (Acme Mkt.); K mart; Downingtown Farmers Mkt., 4 mi. E. on Lincoln Hwy.; K mart, 11 mi. E., 15 mi. SE; Exton Sq. Mall, 11 mi. E.

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Jamesway; K mart.

Variety Store-Newberry.

Chain Drug Stores-Thrift; Rite Aid.

Chain Supermarkets-Acme; Super-Thrift Food Bank; IGA; Super Fresh.

Other Chain Stores-Penn Jersey; Atomic Tires; Sherwin-Williams; Jiffy Lube.

14 - NEWSPAPERS: THE DAILY RECORD (e) 5,555; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Timothy V. Biringer, Adv. Dir., THE DAILY RECORD, 204 E. Lincoln Hwy., Coatesville, PA 19320; Tel. (215) 384-4900.

National Representatives: Landon Associates; Robert Hitchings & Co.

CONNELLSVILLE-SOUTH CONNELLSVILLE

1 - LOCATION: Fayette County, (In Pittsburgh PMSA), E&P Map B-3. 50 mi. S of Pittsburgh. Manufacturing, farming, mining area. 17 mi. from PA Tpke. On State Hwys. 119, 201, 711.

2 - TRANSPORTATION: Railroads-B&O (Main line); CRX Freight & Amtrak Passenger.

Motor Freight Carriers-2.

3 - POPULATION:
Corp. Cities 90 Cen. 11,433; E&P 92 Est. 11,196
Connellsville 90 Cen. 9,229; E&P 92 Est. 9,011
S. Connellsville 90 Cen. 2,204; E&P 92 Est. 2,185
CZ-ABC: (80) 12,615
RTZ-ABC: (80) 61,391
County 90 Cen. 145,351; E&P 92 Est. 144,025
City & RTZ-ABC: (80) 74,006
PMSA 90 Cen. 2,056,705; E&P 92 Est. 2,029,632

4 - HOUSEHOLDS:
Cities 90 Cen. 4,376; E&P 92 Est. 4,285
Connellsville 90 Cen. 3,544; E&P 92 Est. 3,460
S. Connellsville 90 Cen. 832; E&P 92 Est. 825
CZ-ABC: (80) 4,636
RTZ-ABC: (80) 21,224
County 90 Cen. 55,371; E&P 92 Est. 54,866
City & RTZ-ABC: (80) 25,860
PMSA 90 Cen. 753,778; E&P 92 Est. 743,963

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$152,000,000
Savings & Loan	3	$55,000,000

6 - PASSENGER AUTOS: Fayette County 80,854

7 - ELECTRIC METERS: Residence 21,439

8 - GAS METERS: Residence 6,000

9 - PRINCIPAL INDUSTRIES: R.R. Shops 3; Glass Making; Sportswear; Auto Trailers.

Principal Pay Days-Glass & Sportswear-Fri.; R.R. 10-11, 25-26.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-78; Summer 54-84; Fall 34-78; Winter 10-64.

11 - TAP WATER: Soft, not fluoridated.

12 - RETAILING: Principal Shopping Centers-13 blocks on Crawford Ave.; 4 on Pittsburgh St.

Neighborhood Shopping Centers-8 blocks on W. Crawford Ave.; 1 at E. Crawford & Snyder St.; Rt. 119 at York Ave.; 1-5 mi. N. on 4 Lane Hwy. (4 stores); 4 mi. S. on 4 Lane Hwy. (29 stores).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Laurel Mall(20)	4	Ames, Mont. Ward
Connellsville(9)	NA	Thrift Drug
Foodland(5)	NA	IGA, Fox Groc.

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Metzler's.

Variety Stores-McCrory; Green; McClellan.

Discount Store-Ames.

Chain Drug Stores-Thrift; Burns; Health Mart; Revco; Healthland.

Chain Supermarkets-IGA; Foodland; Super Dollar; Stop 'N Shop; Shop 'N Save 2; Warehouse Grocery.

Other Chain Store-Sears.

14 - NEWSPAPERS: THE DAILY COURIER (e) 12,251; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Barbara A. Raitano, Pub., THE DAILY COURIER, 127 W. Apple St., Connellsville, PA 15425; Tel. (412) 628-2000; FAX (412) 262-7891.

National Representative: Thomson Newspapers.

CORRY

1 - LOCATION: Erie County (In Erie MSA), E&P Map B-1. 37 mi. from Erie; 90 mi. S of Buffalo; 130 mi. N of Pittsburgh. On U.S. Route 6 and State Hwys. 277 and 426.

2 - TRANSPORTATION: Railroad-Conrail.

Motor Freight Carriers-8.

3 - POPULATION:
Corp. City 90 Cen. 7,216; E&P 92 Est. 7,229
County/MSA 90 Cen. 275,572; E&P 92 Est. 274,636

4 - HOUSEHOLDS:
City 90 Cen. 2,776; E&P 92 Est. 2,781
County/MSA 90 Cen. 103,870; E&P 92 Est. 103,517

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	1	$291,600,000
Commercial	3	$645,000,000

6 - PASSENGER AUTOS: Erie County 137,563

7 - ELECTRIC METERS: Residence 4,390

8 - GAS METERS: Residence 3,450

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Steel Furn. 757 ($325); Springs 654 ($510); Aircraft Parts 350 ($300); Engines & Pumps 310 ($400); Steel Fabrication 138 ($340); Electronics Comp. 190 ($270).

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-90; Summer 34-90; Fall-4-82; Winter-10-65. First killing frost, Sept. 26; last killing frost, Apr. 22.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Ctr. St.; 6 on Main St.; 3 on 1st Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Downtown Plz.(6)	NA	Rite Aid
Corry Plz.(8)	NA	Buyers Fair, G.C. Murphy, Bell's

Principal Shopping Days-Mon., Fri., Sat.
Store Close-Wed. afternoon.
Stores Open Evenings-Every evening.

13 - RETAIL OUTLETS: Department Stores-Zacks; JCPenney.
Discount Stores-Buyer's Fair; Fisher's Big Wheel; Rite Aid.
Variety Stores-Murphy Mart; Widmann's; Dollar Value.
Chain Drug Stores-Eckerd; Rite Aid.
Chain Supermarkets-Bell's; Quality Market; Super Duper.
Other Chain Stores-Brown Shoes; Sears (catalog); Radio Shack; Sherwin-Williams; Kentucky Fried Chicken; McDonald's; Perkins; Pizza Hut; Eckerd.

14 - NEWSPAPERS: JOURNAL (e) 4,358; sworn Sept. 29, 1990.
Local Contact for Advertising and Merchandising Data: George R. Sample, Pub., JOURNAL, 28 W. South St., Corry, PA 16407; Tel. (814) 665-8291.
National Representative: None.

CURWENSVILLE
See CLEARFIELD

DANVILLE

1 - LOCATION: Montour County, E&P Map D-2, County Seat. On Susquehanna River. State Hwy. 54; U.S. Hwys. 11, I-80.

2 - TRANSPORTATION: Railroads-DL&W; Reading.
Motor Freight Carriers-3.
Intercity Bus Lines-Intercity; Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 90 Cen. 5,165; E&P 92 Est. 5,150
County 90 Cen. 17,735; E&P 92 Est. 18,117

4 - HOUSEHOLDS:
City 90 Cen. 1,995; E&P 92 Est. 1,989
County 90 Cen. 6,093; E&P 92 Est. 6,224

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$170,000,000

6 - PASSENGER AUTOS: Montour County 9,796

7 - ELECTRIC METERS: Residence 4,933

8 - GAS METERS: Residence 1,511

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Chem. 500; Auto Valves 340; Mach. 325; Hospitals 3,700; Textiles 150; Woodworking 215; Engineering 120.

10 - CLIMATE: Min. & Max. Temp.-Spring 19-88; Summer 40-102; Fall 30-91; Winter 10-63. First killing frost, Oct. 4; last killing frost, Apr. 22.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks on Mill St.
Neighborhood Shopping Centers-Ferry St.; North Continental Blvd.

Principal Shopping Days-Thur., Fri., Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Fri.; Food, Thur., Fri.

13 - RETAIL OUTLETS: Discount Stores-Dollar General; Midway Distributors.
Variety Stores-Coles Hdwe.; Ben Franklin.
Chain Drug Stores-Rea & Derrick; Thrift.
Chain Supermarket-Weis.
Other Chain Store-Firestone.

14 - NEWSPAPERS: NEWS (e) 4,250; sworn Sept. 28, 1990.
Local Contact for Advertising and Merchandising Data: Donna Shoemaker, Adv. Mgr., NEWS, 14 E. Mahoning St., Danville, PA 17821-0020; Tel. (717) 275-3235; FAX (717) 275-7624.
National Representative: Landon Associates.

DONORA
See MONESSEN

DOYLESTOWN

1 - LOCATION: Doylestown (County Seat). In Bucks County, (in Philadelphia PA-NJ PMSA). E&P Map E-3. Agricultural center, 28 mi. N of Phila.; 77 mi. from NY City; 32 mi. S of Easton; WNW of Trenton, NJ. On U.S. Hwys. 202, 611; State Hwy. 113.

2 - TRANSPORTATION: Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; SEPTA; Train SEPTA.

3 - POPULATION:
Corp. City 90 Cen. 8,575; E&P 92 Est. 8,547
NDM-ABC: (80) 328,315
County 90 Cen. 541,174; E&P 92 Est. 565,023
PMSA 90 Cen 4,856,881; E&P 92 Est. 4,955,752

4 - HOUSEHOLDS:
City 90 Cen. 3,288; E&P 92 Est. 3,277
NDM-ABC: (80) 110,236
County 90 Cen. 220,174; E&P 92 Est. 229,877
PMSA 90 Cen. 1,827,684; E&P 92 Est. 1,866,214

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$126,000,000

6 - PASSENGER AUTOS: Bucks County 320,570

7 - ELECTRIC METERS: Residence 2,891

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Clothing; Textiles; Rubber Prods.; Bldg. Materials; Electronics.

10 - CLIMATE: N.A.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Principal Shopping Centers-S. Rte. 611 (30 stores-Acme, Jamesway, Direct Drug, Girard Bank).

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Doylestown(20)	NA	Hess's, Acme
Montgomery Mall(120)	12	Macy's, Sears, JCPenney, Wanamaker
Willow Grove(170)	15	Bloomingdale's

13 - RETAIL OUTLETS: Department Stores-J.K.; Sears; Acme 10; Hess's; JCPenney; Macy's; John Wanamaker; Bloomingdale's; Clover; Strawbridge and Clothier.
Variety Stores-Woolworth; K mart.
Chain Drug Stores-Thrift; Rite Aid; Brooks.
Chain Supermarkets-Acme 9; Shopping Center 3; Super Fresh 2; ShopRite; Pathmark; Thriftway; Supersaver; Gemardi.

14 - NEWSPAPERS: INTELLIGENCER (m-mon to fri) 41,565; (S) 45,685; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: William Lynch, Adv. Dir., INTELLIGENCER, 333 N. Broad St., Doylestown, PA 18901; Tel. (215) 345-3000.
National Representative: Sawyer-Ferguson-Walker.

DU BOIS

1 - LOCATION: Clearfield County, E&P Map C-2, 90 mi. NE of Pittsburgh. On U.S. Hwys. 119, 219, 322 and I-80.

2 - TRANSPORTATION: Railroads-Baltimore & Ohio; Conrail.
Motor Freight Carriers-6.
Intercity Bus Lines-Dufast; Continental Trailways.
Airlines-USAir; Crown Airways Commuter Service.

3 - POPULATION:
Corp. City 90 Cen. 8,286; E&P 92 Est. 8,085
CZ-ABC: (80) 11,125
RTZ-ABC: (80) 50,628
County 90 Cen. 78,097; E&P 92 Est. 77,100
City & RTZ-ABC: (80) 61,753

4 - HOUSEHOLDS:
City 90 Cen. 3,182; E&P 92 Est. 3,105
CZ-ABC: (80) 4,283
RTZ-ABC: (80) 17,450
County 90 Cen. 30,153; E&P 92 Est. 29,768
City & RTZ-ABC: (80) 21,733

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$125,000,000

6 - PASSENGER AUTOS: Clearfield County 39,283

7 - ELECTRIC METERS: Residence 6,278

8 - GAS METERS: Residence 5,240

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Woodworking 56 ($375); Machine Shop 200 ($320); Meter Mfg. 750 ($325); Auto Springs 225 ($325); Gas Drilling 250 ($400); Graphic Arts 75 ($300); Refractories 40 ($275); Hospitals 500 ($385).
Principal Pay Days-1st, 15th, Fridays.

10 - CLIMATE: First killing frost, Oct. 2; last killing frost, May 16.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks on Brady St. and Long Ave.; Rte. 219-I-80; Falls Creek Interchange.
Neighborhood Shopping Centers-Sandy Township (S. Brady St. and Dixon Ave.); Main St. Mall, N. Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sandy Plz.(8)	NA	K mart, Revco
DuBois Arca Plz.	NA	Brody's
DuBois Mall(52)	NA	Mont. Ward, Ames, JCPenney, Sears

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon., Fri. downtown; daily at Mall & Plz.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Sears; Town & Country (women's).
Variety Stores-McCrory; Ben Franklin.
Chain Drug Stores-The Medicine Shoppe; Thrift; Revco.
Chain Supermarkets-Shop 'N Save; Riverside 2; Bi-Lo.
Other Chain Stores-Sherwin-Williams; Western Auto; J.S. Raub Shoes; Goodyear; Kinney Shoes; Fashion Bug 2; Kay Jewelers; Endicott-Johnson; Hallmark; National; Record Mart.

14 - NEWSPAPERS: COURIER-EXPRESS (e) 10,795; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Margaret G. Sloaf, Adv. Dir., COURIER-EXPRESS, 52-58 W. Long Ave.; PO Box 407, DuBois, PA 15801; Tel. (814) 371-4200; Brookville Office (814) 849-6737.
National Representative: Landon Associates.

DUQUESNE
See McKEESPORT

EAST STROUDSBURG
See STROUDSBURG

EASTON, PA-PHILLIPSBURG, NJ

1 - LOCATION: Northampton County, PA; Warren County, NJ (In Allentown-Bethlehem, PA-NJ MSA). E&P Map E-2, County Seat (Northampton, PA). 75 mi. W of New York; 55 mi. N of Philadelphia. At junction of Delaware and Lehigh Rivers. On U.S. Hwys. 33, 78, and State Hwys. 45, 115, 191, 611.

2 - TRANSPORTATION: Railroads-Conrail; CRR of N.J.; DL&W; L&H (freight).
Motor Freight Carriers-54.
Intercity Bus Lines-Lanta; Greyhound; Transport of N.J.; Trailways; Trans Bridge.
Airlines-United; USAir; Suburban; Henson; Northwest; Allegheny Commuter; Piedmont; American; Delta.

3 - POPULATION:
Corp. Cities 90 Cen. 42,033; E&P 92 Est. 42,061
Easton 90 Cen. 26,276; E&P 92 Est. 26,326
Phillipsburg 90 Cen. 15,757; E&P 92 Est. 15,735
CZ-ABC: (80) 88,068
RTZ-ABC: (80) 205,703
Counties 90 Cen. 338,712; E&P 92 Est. 348,059
Northampton 90 Cen. 247,105; E&P 92 Est. 253,821
Warren 90 Cen. 91,607; E&P 92 Est. 94,238
MSA 90 Cen. 686,688; E&P 92 Est. 703,542
City & RTZ-ABC: (80) 293,771

4 - HOUSEHOLDS:
Cities 90 Cen. 16,113; E&P 92 Est. 16,123
Easton 90 Cen. 10,037; E&P 92 Est. 10,056
Phillipsburg 90 Cen. 6,076; E&P 92 Est. 6,067
CZ-ABC: (80) 31,844
RTZ-ABC: (80) 69,696
Counties 90 Cen. 125,450; E&P 92 Est. 128,913
Northampton 90 Cen. 91,522; E&P 92 Est. 94,010
Warren 90 Cen. 33,928; E&P 92 Est. 34,903
MSA 90 Cen. 263,234; E&P 92 Est. 269,668
City & RTZ-ABC: (80) 101,540

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: Counties: Northampton, PA 161,488; Warren, NJ N.A.

7 - ELECTRIC METERS: Residence 37,500

8 - GAS METERS: Residence 18,400

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. 7,193 ($563); Textile & Apparel 5,226 ($290); Paper & Printing 3,962 ($410); Elect. 1,940 ($590); Chem. Prods. 2,022 ($509); Food 525 ($516).

10 - CLIMATE: Min. & Max. Temp.-Spring 7-94; Summer 44-99; Fall 18-87; Winter 4-72. First killing frost, Nov. 3; last killing frost, Apr. 28.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping District-6 blocks on Northampton St.; 6 on Third St.; 2 on Ferry St.
Neighborhood Shopping Areas-4 blocks at Cattell & March Sts.; 2 at Berwick & Centre Sts.; 2 at Washington, Butler & 17th Sts. Phillipsburg, NJ: 8 at South Main St.; 5 at Memorial Parkway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Palmer Park(50)	4	Hess's, Clover
25th St. (Easton)(20)	3	Woolworth
K mart Plaza (Easton)	3	K mart, Weis
Wm. Penn Plz.(14)	4	Giant, Thrift Drug
Phillipsburg(75) Mall	4	Hess's, Sears, K mart, Gordon's Jewelers, Radio Shack, JCPenney
Hillcrest Mall (Phillipsburg) (33)	3	Orr's, Acme, Super Fresh, Channel, Woolworth
Bangor, PA(3)	15	Acme
Washington, NJ	13	Acme, ShopRite, Ames
Flemington, NJ	25	ShopRite, A&P, Orrs

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Dept.-Tues. & Fri.; Food-Mon. through Sat.; Shopping Centers-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Hess's 2; Orr's 2; Clover.
Discount Stores-Laneco 5; K mart 2.
Variety Stores-Woolworth 2.
Chain Drug Stores-Thrift 4; Rite Aid; Phillipsburg Phcy. 2; CVS 3.

Chain Supermarkets-Acme; Super Fresh; Weis Mkt.; Food Lane 6; ShopRite 2; Giant.

Other Chain Stores-Sears; Kinney's; Gordon Jewelers 2; Sherwin-Williams 2; Endicott-Johnson; Karmelkorn; Radio Shack 2; Kay's Jewelers; Deb Shops; Hickory Farms; Freeman Jewelers.

14 - NEWSPAPERS: THE EXPRESS (m) 42,113; (S) 44,203; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Edward E. Howard, Dir. of Sales & Mktg., THE EXPRESS, 30 N. 4th St., PO Box 391, Easton, PA 18042; Tel. (215) 258-7171.

National Representatives: Cresmer, Woodward, O'Mara & Ormsbee; Thomson Newspapers.

ELLWOOD CITY

1 - LOCATION: Beaver and Lawrence Counties (In Beaver County PMSA), E&P Map A-2. Manufacturing center on W border of state. 38 mi. from Pittsburgh.

2 - TRANSPORTATION: Railroads-Pittsburgh & Lake Erie; Baltimore & Ohio.

Motor Freight Carriers-2.

Intercity Bus Lines-Ellwood; Greyhound; Grove City; Smeal.

3 - POPULATION:

Corp. City 90 Cen. 8,894; E&P 92 Est. 8,673

CZ-ABC: (80) 9,998

RTZ-ABC: (80) 20,889

Counties 90 Cen. 278,339; E&P 92 Est. 280,449

Beaver/PMSA 90 Cen. 186,093; E&P 92 Est. 185,426

Lawrence 90 Cen. 92,246; E&P 92 Est. 95,023

City & RTZ-ABC: (80) 30,887

4 - HOUSEHOLDS:

Corp. City 90 Cen. 3,415; E&P 92 Est. 3,330

CZ-ABC: (80) 3,885

RTZ-ABC: (80) 6,941

Counties 90 Cen. 106,665; E&P 92 Est. 105,965

Beaver/PMSA 90 Cen. 71,826; E&P 92 Est. 71,568

Lawrence 90 Cen. 34,839; E&P 92 Est. 34,397

City & RTZ-ABC: (80) 10,826

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$278,000,000
Savings & Loan	3	$481,000,000

6 - PASSENGER AUTOS: Beaver County 95,185; Lawrence County 54,288.

7 - ELECTRIC METERS: Residence 3,631.

8 - GAS METERS: Residence 3,575.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Heavy Steel Mill 420 ($375); Steel Scaffolding 104 ($240); Ornamental Iron Work 35 ($240); Cotter Pins 75 ($240); Mach. Shop Equip. 32 ($240); Safety Shoe Foot Guards 10 ($240); Water Softener 190 (N.A.); Powdered Metal Parts 90; Spec. Steel & Wire 210 ($240); Cement 240 ($350); Wood Patterns N.A. ($240); Chem. Mfg. N.A. ($240); Grey Iron & Bronze Castings N.A. ($240).

Principal Pay Days-Alternate Tues.; Some Mills pay Fri. every week.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 65-90; Fall 35-70; Winter 10-40. First killing frost, Nov. 15; last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-5 blocks on Lawrence Ave.

Neighborhood Shopping Centers-3 blocks on 5th St.; 2 on 6th St.; 5 in 4th Ward; Lawrence Village Plaza Rt. 65, 5 mi. N. of Ellwood; Christy's Plaza, Rt. 65, 1 mi. S. of Ellwood; Franklin Plaza, 1 mi. E. on Rte. 288.

Principal Shopping Days-Fri., Sat.

Stores Open Evenings-Fri., dept. & food nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Fisher's Big Wheel.

Discount Stores-K mart; Ames.

Chain Drug Stores-Rexall; Health Mart.

Chain Supermarkets-Shop 'N Save; Golden Dawn; Giant Eagle.

14 - NEWSPAPERS: LEDGER (e) 7,419; Sept. 30, 1990 ABC.

Local Contact for Advertising and Merchandising Data: Dom A. Viccari, Adv. Dir., LEDGER, 835 Lawrence Ave., Ellwood City, PA 16117; Tel. (412) 758-5573.

National Representatives: Landon Associates; U.S. Suburban Press.

ERIE

1 - LOCATION: Erie County (MSA), E&P Map B-1. County Seat. On Lake Erie. 100 mi. E of Cleveland; 90 mi. W of Buffalo. Rail, water and motor freight shipping center. Diversified industry. College and resort center.

2 - TRANSPORTATION: Railroads-New York, Nickel Plate; Conrail; Bessemer & Lake Erie; Norfolk & Western.

Freight Steamship Lines-24.

Motor Freight Carriers-40.

Intercity Bus Lines-Greyhound; Bluebird.

Airlines-USAir; Northwest Orient.

3 - POPULATION:

Corp. City 90 Cen. 108,718; E&P 92 Est. 106,637

CZ-ABC: (80) 199,551

RTZ-ABC: (80) 110,595

County/MSA 90 Cen. 275,572; E&P 92 Est. 274,636

City & RTZ-ABC: (80) 310,146

4 - HOUSEHOLDS:

City 90 Cen. 41,441; E&P 92 Est. 40,648

CZ-ABC: (80) 70,803

RTZ-ABC: (80) 36,809

County/MSA 90 Cen. 103,870; E&P 92 Est. 103,517

City & RTZ-ABC: (80) 107,612

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	12	N.A.

6 - PASSENGER AUTOS: Erie County 137,563.

7 - ELECTRIC METERS: Residence 81,201.

8 - GAS METERS: Residence 73,741.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper, Printing & Pub. 3,100 ($290); Plastics & Rubber 2,700 ($200); Primary Metals 4,800 ($283); Fab. Metal Prods. 6,200 ($266); Furn., Fixt. 1,100 ($150); Non-elect. Mach. & Trans. Equip. 14,100 ($285); Elect. Mach. 5,400 ($229); Food 1,800 ($216).

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 11-87; Summer 42-92; Fall 16-93; Winter -2-66. First killing frost, Oct. 1; last killing frost, Apr. 25.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-State St. from 6th to 18th, 7th through 18th Sts. between French & Peach Sts. (two blocks).

Neighborhood Shopping Centers-5 blocks on Parade St.; 5 on W. 8th St.; several shopping centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
West Erie Plz.(30)	3	Hornes
Perry Plaza(17)	2	Value City
Liberty Plz.(27)	2	Carlisle's
Colony(26)	3	Foodtown
Eastway Plz.(15)	5	Dahlkemper
Central Mall(25)	NA	Revco
Grandview Plz.(8)	2	K mart
Park Plaza(16)	5	Giant Eagle
Zuck Rd. Plz.(2)-	4	Rex
Millcreek Mall(153)	7	Sears, JCPenney, Kaufmann, Horne
York Town Plz. (10)	3	
Village West(11)	5	

Principal Shopping Days-Sat., Mon., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Hornes; Carlisle's; Sears; JCPenney; Kauffman's.

Discount Stores-Value City 2; K mart 3; Hills 2.

Variety Stores-Murphy 2; Woolworth 2; McCrory.

Chain Drug Stores-People's 7; Eckerd 11; Arrow 2; White Cross; Thrift 4; Revco 2.

Chain Supermarkets-Loblaw's 11; Giant Eagle 3; Super Duper 4; Shur Fine 7.

Other Chain Stores-Ladies' Apparel: Lane Bryant, Ups 'N Downs, Jean Nicole, Lerner, Brooks, Chic, Foxmoor, Hit or Miss, Fashion Flair, Ormond's; Men's: Richman Bros., Diamonds; Shoes: Thom McAn 2, Kinney's, Nobil, Giant, Pick-Way, Hanover; Others: Tagway, Pittsburgh Plate Glass; Sherwin-Williams; Singer Co.; Firestone; Goodrich; Goodyear; General Tire; Uniroyal; Radio Shack; S&H Green Stamps.

14 - NEWSPAPERS: NEWS (m-mon to fri) 30,881; TIMES (e-mon to fri) 40,321; TIMES-NEWS (m-sat) 61,889; (S) 102,424; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: John Andersen, Adv. Dir., TIMES-NEWS, 205 W. 12th St., Erie, PA 16534; Tel. (814) 870-1818.

National Representative: Landon Associates.

FARRELL

See SHARON

FRANKLIN-OIL CITY

1 - LOCATION: Venango County, E&P Map B-2. Adjacent cities in NW PA. on Allegheny River at junction with French Creek and Oil Creek. 68 mi. S of Erie; 86 mi. N of Pittsburgh; 62 mi. E of Youngstown. On U.S. Hwys. 62, 322 (Lakes to Sea); State Hwys. 8, 257, 428.

2 - TRANSPORTATION: Railroad-Conrail.

Motor Freight Carriers-7.

Intercity Bus Lines-Greyhound; Continental Trailways; Lincoln Coach.

Airline-USAir.

3 - POPULATION:

Corp. Cities 90 Cen. 19,278; E&P 92 Est. 18,729

Oil City 90 Cen. 11,949; E&P 92 Est. 11,563

Franklin 90 Cen. 7,329; E&P 92 Est. 7,166

County 90 Cen. 59,381; E&P 92 Est. 58,887

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

Cities 90 Cen. 7,393; E&P 92 Est. 7,182

Oil City 90 Cen. 4,576; E&P 92 Est. 4,428

Franklin 90 Cen. 2,817; E&P 92 Est. 2,754

County 90 Cen. 22,195; E&P 92 Est. 22,010

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$2,318,051,470
Savings & Loan	2	$144,454,282

6 - PASSENGER AUTOS: Venango County 27,513.

7 - ELECTRIC METERS: Residence 36,054.

8 - GAS METERS: Residence 21,501.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Petroleum 1,800 ($380); Steel 1,068 ($631); Glass 475 ($379); Printing 300 ($369); Chem. 191 ($369); Machine 3,123 ($397); Trans. & Public Utilities 1,000 ($379); Wholesale & Retail 3,000 (N.A.); Services 2,500 ($240); Gov't 2,500 (N.A.); Misc. 7,043 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-70; Summer 65-97; Fall 35-75; Winter 0-45. First killing frost, Oct.; last killing frost, Apr.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Areas-Franklin-Downtown, 4 blocks on Liberty St., 6 on 13th St., 1 on 12th St. Third Ward Area-3 blocks on 13th St. Oil City-Downtown; 6 blocks on Seneca St., 6 on Elm St., 3 on Center St. Southside District-4 blocks on Front St., 3 on First St., 2 on State St.

Shopping Centers-K mart Plaza, Rt. 8; Jamesway Plaza, Rt. 8; Cranberry Mall, Rt. 322.

Principal Shopping Days-Mon., Thur., Fri.

Stores Open Evenings-Dept. Fri.; Food nightly.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney 3; Brody's; Bon Ton.

Variety Stores-Woolworth; G.C. Murphy; Oil City Variety; K mart; Hills.

Discount Stores-Buyers Fair; Jamesway; McCrory.

Chain Drug Stores-Thrift 3; Eckerd; Health Mart; Rite Aid; General Nutrition.

Chain Supermarkets-Foodland 2; Riverside Mkts. 10; Golden Dawn 4; Comet Mkt.; Country Fair 6; Shop 'N Save; Giant Eagle.

Other Chain Stores-Isaly's; Sherwin-Williams; Western Auto; Printz Clothing 2; Penn Rubber & Supply 2; Pennsy Auto 3.

14 - NEWSPAPERS: DERRICK (m) 16,259; NEWS-HERALD (e) 7,479; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Edward B. Cowart, Adv. Dir., THE DERRICK and NEWS-HERALD, Box 928, Oil City, PA 16301; Tel. (814) 676-7444.

National Representative: Landon Associates.

GETTYSBURG

1 - LOCATION: Adams County, E&P Map D-3 (In York MSA). 31 mi. SW of Harrisburg; 25 mi. W of York; 50 mi. N of Baltimore, MD; 25 mi. E of Chambersburg.

2 - TRANSPORTATION: Railroads-Gettysburg (freight); Western Maryland (freight).

3 - POPULATION:

Corp. City 90 Cen. 7,025; E&P 92 Est. 6,991

CZ-ABC: (80) 11,992

RTZ-ABC: (80) 67,460

County 90 Cen. 78,274; E&P 92 Est. 81,057

MSA 90 Cen. 417,848; E&P 92 Est. 429,056

City & RTZ-ABC: (80) 79,452

4 - HOUSEHOLDS:

City 90 Cen. 2,702; E&P 92 Est. 2,689

CZ-ABC: (80) 4,075

RTZ-ABC: (80) 22,019

County 90 Cen. 29,637; E&P 92 Est. 30,690

MSA 90 Cen. 160,242; E&P 92 Est. 164,536

City & RTZ-ABC: (80) 26,094

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	14	$300,018,929
Savings & Loan	2	$73,516,829

6 - PASSENGER AUTOS: Adams County 43,480.

7 - ELECTRIC METERS: Residence 8,630.

8 - GAS METERS: Residence 7,313.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Furn. 518; Shoes 1,950; Textile 974; Food Proc. 1,775 full time and 10,500 seasonal; National Park 300; College and Religious Seminary 750; Appliance Mfg. 750; Printing 250; Paper Supplies 200.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-75; Summer 50-100; Fall 30-70; Winter 10-70.

11 - TAP WATER: Neutral, soft; not fluoridated; chlorinated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
N. Gettysburg (10)	1	Ames, Radio Shack, Rea & Derick
Springs Ave.(9)	NA	Factory Outlet, Discount Fabric, Dollar General
N. Hanover Mall	14	K mart, Sears, Bon-Ton, JCPenney, Value City, Toytown
Chambersburg Mall	17	Hess's, Gee Bees

Principal Shopping Days-Fri., Sat., Mon.

13 - RETAIL OUTLETS: Department Stores-Ames; Jamesway; Wal-Mart.

Variety Stores-Murphy Mart; Dollar General; Dollar Bargain.

Chain Drug Stores-Rea & Derick 2; Peoples; Rite Aid.

Chain Supermarkets-Kennies 2; Giant; Weis; Festival Foods.

Other Chain Stores-Automotive Supply Co.; Benn's; K&W Tires; T&S Factory Outlet; Martins

Shoes; Wall & Ochs; Radio Shack; McDonald's; Hardee's; Kentucky Fried Chicken; Bonanza.

14 - NEWSPAPERS: TIMES (m) 9,101; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Cynthia A. Ford, Asst. to Pres./Adv. Mgr., TIMES, 18 Carlisle St.; PO Box 3669, Gettysburg, PA 17325; Tel. (717) 334-1131.

National Representative: Landon Associates.

GREENSBURG

1 - LOCATION: Westmoreland County (In Pittsburgh PMSA). E&P Map B-3. County Seat. Manufacturing, agriculture and coal mining. On 2 U.S. & five State Hwys.; 5 mi. to PA Tpke.; 30 mi. E of Pittsburgh.

2 - TRANSPORTATION: Railroads-Conrail; Amtrak.

Motor Freight Carriers-34.

Intercity Bus Lines-Greyhound; Lincoln; Penn.

Airports-Greater Pittsburgh International; Westmoreland County/Latrobe.

3 - POPULATION:
Corp. City 90 Cen. 16,318; E&P 92 Est. 16,070
NDM-ABC: (80) 284,599
County 90 Cen. 370,321; E&P 92 Est. 368,770
PMSA 90 Cen. 2,056,705; E&P 92 Est. 2,029,632

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 6,240; E&P 92 Est. 6,145
NDM-ABC: (80) 99,416
County 90 Cen. 141,334; E&P 92 Est. 140,742
PMSA 90 Cen. 753,778; E&P 92 Est. 743,963

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	3	N.A.
Commercial	7	N.A.

6 - PASSENGER AUTOS: Westmoreland County 197,456

7 - ELECTRIC METERS: Residence County Est. 147,100

8 - GAS METERS: Residence County Est. 83,150

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Whol. Food Dist. 700; Carbide Tungsten Prods. 100; Auto Glass 575; Surgical Supply Distr. 245; Metal Stamping 100; Elect. Util. 1,084.

Principal Pay Days-Fri., 1st & 15th, 10th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 60-90; Fall 30-80; Winter 5-60. First killing frost, Sept. 20; last killing frost, May 10.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on both sides of Main St. & Pennsylvania Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Greengate Mall	NA	JCPenney, Hornes, Mont. Ward
K mart Plz.	NA	K mart, Freight Liquidators
Eastgate Plz.(9)	NA	Wolf's Furn., Silo, Giant Eagle
Greensburg(120)	NA	Advance Furn., Dave Flamm
Latrobe(32)	NA	K mart, Jamesway, Foodland, Action Home Center
Westmoreland Mall(136)	NA	Bon-Ton, Sears, Kaufman's, Ames, – Shop 'N Save

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Downtown-Mon., Thur., Fri. Shpg. Ctrs. every evening.

13 - RETAIL OUTLETS: Department Stores-Sears 3; Bon-Ton, Langs; Montgomery Ward 3; Hornes; JCPenney 3; Kaufmann's.

Variety Stores-Ames 4; G.C. Murphy.

Discount Stores-K mart 4; Jamesway; Hills.

Chain Drug Stores-Thrift 4; Rite Aid 5; Revco.

Chain Supermarkets-Foodland 7; Davis Mkt. 2; Giant Eagle 6; Shop 'N Save 11; Country Market.

Other Chain Stores-Thom McAn 3; Kinney's 2; Gatling Auto 2; Kamps Shoes 3; Sun Carpet; Richman Bros.; Firestone; Goodyear; Carlton Men's; Standard Sportswear 2; Father & Son Shoe; Mariann; Spencer Gift 2; National Record Mart 2; DeRoy Jewelers 2; Fulton Piano 2; Fashion Hosiery; Beltone; Radio Shack 16; Fabric Fair; Baker Shoes 2; Foxmoor Casuals; General Nutrition 2; Herroid Jewelers; Wickes Lumber; Hickory Farms 2; Fabric Tree; Baskin-Robbins; Photocoral 2; Children Palace; Waldenbooks 2; Tobacco Vlg. 2; Busy Beaver; 84 Lumber; Widmann; Hermans; Kay Bee Toys, Foto-mat; Anderson Little; Casual Corner; O.C. Cluss; Action Home Center.

14 - NEWSPAPERS: TRIBUNE-REVIEW (m) 52,648; (S) 84,474; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Daniel C. Martini, Mktg./Adv. Dir., TRIBUNE-REVIEW, Cabin Hill Dr., Greensburg, PA 15601; Tel. (412) 834-1151.

National Representative: Landon Associates.

GREENVILLE

1 - LOCATION: Mercer County (In Sharon MSA). E&P Map A-2. 75 mi. N of Pittsburgh; 75 mi. E of Cleveland, OH; 30 mi. E of Youngstown, OH; 60 mi. S of Erie, PA. On State Hwys. 18, 58 and 358; 15 mi. from I-79; 16 mi. from I-80.

2 - TRANSPORTATION: Railroads-Conrail; Bessemer & Lake Erie; E&P Div.

Motor Freight Carriers-4.

Airlines-Youngstown, OH (25 mi.).

3 - POPULATION:
Corp. City 90 Cen. 6,734; E&P 92 Est. 6,535
CZ-ABC: (80) 7,730
RTZ-ABC: (80) 30,449
County/MSA 90 Cen. 121,003; E&P 92 Est. 120,486
City & RTZ-ABC: (80) 38,179

4 - HOUSEHOLDS:
City 90 Cen. 2,590; E&P 92 Est. 2,514
CZ-ABC: (80) 2,787
RTZ-ABC: (80) 10,319
County/MSA 90 Cen. 44,894; E&P 92 Est. 44,702
City & RTZ-ABC: (80) 13,106

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	N.A.
Savings & Loan	3	$286,000,000

6 - PASSENGER AUTOS: Mercer County 61,025

7 - ELECTRIC METERS: Residence 5,641

8 - GAS METERS: Residence 3,822

9 - PRINCIPAL INDUSTRIES: Iron Castings; Aluminum Ladders; Stainless Steel Pipe; R.R. Cars; Health; Tourism; Agric.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-94; Summer 30-98; Fall 6-86; Winter 9-68.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Downtown Shopping Center-5 blocks.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Greenville Plz.(22)	NA	Ames, Jamesway, Bi-Lo Foods
Colonial Plz.(5)	NA	
Reynolds Plz.(6)	3	

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-L.L. Keck; N.N. Moss; Jamesway; Ames.

Variety Stores-Ames; Jamesway.

Chain Supermarkets-Golden Dawn; Giant Eagle; Bi-Lo Foods.

Other Chain Stores-Sears (catalog); King of Parts; NAPA; Radio Shack; Hallmark; ServiStar; True Value; Firestone; Eastern Medical; Rexall; Carter; J.S. Raub.

14 - NEWSPAPERS: RECORD-ARGUS (m) 5,238; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Janet Wilmouth, Adv. Mgr., RECORD-ARGUS, 10 Penn Ave.; PO Box 711, Greenville, PA 16125; Tel. (412) 588-5000.

National Representative: Thomson Newspapers.

HANOVER

1 - LOCATION: York County (In York MSA). E&P Map D-3. 18 mi. W of York; 14 mi. E of Gettysburg; 40 mi. N of Baltimore; 40 mi. SE of Harrisburg.

2 - TRANSPORTATION: Railroads-Maryland-Penna.; Western Maryland.

Motor Freight Carrier-23.

3 - POPULATION:
Corp. City 90 Cen. 14,399; E&P 92 Est. 14,301
CZ-ABC: (80) 25,660
RTZ-ABC: (80) 81,796
County 90 Cen. 339,574; E&P 92 Est. 347,998
MSA 90 Cen. 417,848; E&P 92 Est. 429,056
City & RTZ-ABC: (80) 107,456

4 - HOUSEHOLDS:
City 90 Cen. 5,511; E&P 92 Est. 5,474
CZ-ABC: (80) 9,980
RTZ-ABC: (80) 26,586
County 90 Cen. 130,605; E&P 92 Est. 133,845
MSA 90 Cen. 160,242; E&P 92 Est. 164,536
City & RTZ-ABC: (80) 36,566

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$450,000,000
Savings & Loan	2	$53,000,000

6 - PASSENGER AUTOS: York County 203,689

7 - ELECTRIC METERS: Residence 30,850

8 - GAS METERS: Residence & Commercial 9,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Leather 2,369; Paper & Printing 2,452; Textile & Apparel 1,249; Food Proc. 1,999; Primary & Fab. Metal 3,705; Furn. 748; Chem., Rubber, Stone 625.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-90; Summer 55-98; Fall 17-87; Winter 5-75.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Clearview(16)	1	People's, Woolworth, A&P
Hanover Plz.(3)	2	Value City; Kiddie City
N. Hanover Mall(66)	2	Bon Ton, Sears, K mart
South Hanover(8)	3	Pharm House, Hills, LA Joe Dept. Store, Rite Aid, Central Tractor, Farm Family Center

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Downtown: Mon., Fri., Sat.; Shpg. Ctrs.: every night.

13 - RETAIL OUTLETS: Department Stores-Bon-Ton; Sears; JCPenney; Fashion Bug; Wall-to-Wall.

Discount Stores-Pharm House; Value City; K mart; LA Joe.

Variety Stores-McCrory; Woolworth.

Chain Drug Stores-People's; Thrift; Rite Aid; Revco.

Chain Supermarkets-A&P; Weis; Giant; Super Thrift; Nells; Festival Foods.

Other Chain Stores-Columbia Jewelers; S&H Green Stamps; Super Shoes; Goodyear; Goodrich; Lowe's; Lumber Yard; 84 Lumber; Ames; Kinney Shoes; Sherwin-Williams; Radio Shack; So-Fro Fabric; Hanover Shoe.

14 - NEWSPAPERS: SUN (e) 20,387; (S) 20,085; Mar 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Bill Shufflebarger, Adv. Mgr., SUN, 135 Baltimore St.; PO Box 514, Hanover, PA 17331; Tel. (717) 637-3736.

National Representative: Thomson Newspapers.

HARRISBURG

1 - LOCATION: Dauphin County (In Harrisburg-Lebanon-Carlisle MSA). E&P Map D-3. State Capital and County Seat. On Eastern bank of Susquehanna River; 100 mi. from Phila.; 81 mi. N of Baltimore, MD. Wholesale center for Central PA on Hwys. 11, 15, 22, 111, 230, 322, 422; Interstates 76, 81, 83, & 283.

2 - TRANSPORTATION: Railroads-Amtrak; Conrail; Main Line. Largest freight classification yards on PA System.

Motor Freight Carriers-100 Carriers, 65 terminals.

Intercity Bus Lines-Greyhound; Trailways; Capitol Area Transit.

Airlines-USAir; United; American; Allegheny Commuter; Delta; Continental Express; Air Canada; Air Wisconsin; American Eagle.

3 - POPULATION:
Corp. City 90 Cen. 52,376; E&P 92 Est. 52,198
CZ-ABC: (80) 310,597
RTZ-ABC: (80) 167,058
County 90 Cen. 237,813; E&P 92 Est. 241,073
MSA 90 Cen. 687,986; E&P 92 Est. 599,782
City & RTZ-ABC: (80) 477,655

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 19,981; E&P 92 Est. 19,913
County 90 Cen. 99,088; E&P 92 Est. 100,447
MSA 90 Cen. 231,562; E&P 92 Est. 236,174
CZ-ABC: (80) 116,427
RTZ-ABC: (80) 57,000
City & RTZ-ABC: (80) 173,427

5 - BANKS	NUMBER	EST. DEP.
All Banks (metro area)	250	$6,069,982,000

6 - PASSENGER AUTOS: Dauphin County 150,846

7 - ELECTRIC METERS: Residence 181,128

8 - GAS METERS: Residence 56,390

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Durable Goods 22,400 ($424); Primary Metals 6,600 ($446); Electric Mach. 10,400 ($396); Non-Durable Goods 27,400 ($394); Food Prods. 11,500 ($474); Trans. and Util. 19,600 ($418); Printing & Pub. 4,100 ($419); State-Local Gov't 55,400; Federal Service 13,900.

Principal Pay Days-Staggered.

10 - CLIMATE: Spring 21-68; Summer 61-92; Fall 43-78; Winter 10. First killing frost, Sept. 28; last killing frost, May 11.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown, Strawberry Square Complex, King Blvd., 1 block on Walnut Street.

Major Shopping Centers-Harrisburg East Mall (Paxtang); Capital City Mall (Camp Hill); Colonial Park Mall (Colonial Park); Colonial Commons (Colonial Park); Camp Hill Mall (Camp Hill).

Minor Shopping Centers-Derrytown Mall (Hershey), Valley Green Mall (Etters), Carlisle Plaza (Carlisle), Summerdale Plaza (Summerdale), Liberty Sq. (Colonial Park), West Shore Plaza (Lemoyne), Dauphin Plz. (Harrisburg), Swatara Square (Chamers Hill), Paxton Square (Linglestown).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Harrisburg East Mall(79)	3	John Wanamaker, Hess's, JCPenney
Capital City Mall(83)	5	Hess's, Sears, Ames
Kline Vlg.(12)	1	Peoples Drug
Camp Hill(68)	3	Boscov's, Mont. Ward
Colonial Park (78)	6	Sears, Bon Ton, Boscov's
Colonial Commons	5	Mont. Ward, T.J. Maxx
Jamesway Plz.	NA	Jamesway
Carlisle Plz.	NA	JCPenney, Bon Ton

Principal Shopping Days-Mon., Fri., Sat., Sun.

Stores Open Evenings-Sunday hours 11-6.

We treat Madison Avenue like it's Main Street.

Welcome to Harrisburg. Where our best news publication reaches a whopping 85% of adults per issue at one of the lowest CPM's.

A news daily with national rates so low you'll feel like a local.

We're The Patriot-News. You'll find our national advertiser rates a lot closer to local rates than buyers like you probably expect.

And while we're treating you as friendly as the hardware store down the block, we can also supply the hard research you need including category-by-category proof of this mainstream, metropolitan market's retail power.

Have a question? Call Advertising Director Larry Dodge at (717) 255-8201.

We'd like to get to know you better. And to help you get to know Harrisburg better, we'll send you a free video tour down Main Street. Call now for your VHS copy. We believe the more you know about Harrisburg, the more you'll like The Patriot-News.

The Patriot-News

Harrisburg, Pa. It's a buyer's market.

A Newhouse Newspaper

Pennsylvania's Newspaper of the Year in Advertising Excellence for 1990, Pennsylvania Newspaper Publishers' Association Foundation. Research quoted from 1990 Belden figures.

13 - RETAIL OUTLETS: Department Stores-Bon Ton; Sears 2; John Wanamaker; JCPenney 2; Hess's 2; Boscov 2.
Discount Stores-K mart 5; Hills 3; Ames 2; Jamesway 2; Best; Ollie's; Wal-Mart.
Chain Drug Stores-Peoples 20; Rite Aid 5; Revco 5; Thrift Drugs 4; Fay's Drugs 3; Phar-Mor 2.
Chain Supermarkets-Uni-Mart 12; Weis 16; Super Fresh 2; Giant 13; Super Thrift 3; IGA 3; 7-Eleven 9; Pathmark 2; Pantry Fresh 2; Turkey Hill 8; Karns 5; Festival Foods 3; Fox's 4.
Other Chain Stores-Irvings; 84 Lumber; Pep Boys; Goodyear; T.J. Maxx; Marshalls; Kinney's; Stuarts; Stephenson's; Moore's; Hickory Farms; Anderson-Little; Silo; Lowe's; Hechinger's; Wickes Lumber; Toys 'R' Us; Phar-Mor; Office Warehouse, Office Max.

14 - NEWSPAPERS: PATRIOT (m-mon to fri) 59,880; NEWS (e-mon to fri) 48,726; PATRIOT-NEWS (m-sat) 97,801; (S) 175,321; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Robert E. Cobaugh, Natl. Adv. Mgr., PATRIOT & NEWS, 812 Market Street; PO Box 2265, Harrisburg, PA 17105; Tel. (717) 255-8277.
National Representative: Newhouse Newspapers Metro Suburbia.

HAZLETON

1 - LOCATION: Luzerne County (In Scranton-Wilkes-Barre MSA). E&P Map E-2. Southern portion of Luzerne County; shopping and wholesale center of a tri-county area (lower Luzerne and northern Carbon and Schuylkill). 125 mi. from NYC; 102 mi. from Philadelphia.

2 - TRANSPORTATION: Motor Freight Carriers-34.
Intercity Bus Lines-Hazleton Transit; Luzerne & Carbon County; Motor Transportation; Valley Transit; Susquehanna Trailway; Capitol Trailways.

3 - POPULATION:
Corp. City 90 Cen. 24,730; E&P 92 Est. 24,212
CZ-ABC: (80) 47,398
RTZ-ABC: (80) 37,362
County 90 Cen. 328,149; E&P 92 Est. 327,160
MSA 90 Cen. 734,175; E&P 92 Est. 739,035
City & RTZ-ABC: (80) 84,760
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 9,446; E&P 92 Est. 9,248
CZ-ABC: (80) 18,432
RTZ-ABC: (80) 12,911
County 90 Cen. 119,294; E&P 92 Est. 118,935
MSA 90 Cen. 267,436; E&P 92 Est. 269,188
City & RTZ-ABC: (80) 31,343

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	6	$913,055,000
Savings & Loan	3	$368,849,780

6 - PASSENGER AUTOS: Luzerne County 193,919

7 - ELECTRIC METERS: Residence 43,199

8 - GAS METERS: Residence 5,247

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 2,669; Textiles 1,450; Printing 1,275; Mining 750; Bakery & Candy 590; Dist. Center 325; Service 350.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-56; Summer 65-80; Fall 35-59; Winter 23-27. First killing frost, Sept. 20; last killing frost, May 15.

11 - TAP WATER: very soft.

12 - RETAILING: Principal Shopping Center-6 blocks on E & W Broad St., 5 blocks on Wyoming St., 1 block on Laura St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Church Hill Mall(14)	2	Gee Bee, Acme, Rea & Derrick, Peoples Drug
Laurel Mall(40)	4	Boscov's, Ames, McCrory, Toy Works, Rea & Derrick, Sears (catalog)
Hazleton(8)	2	K mart, Acme, Weis
Hometown Mall(6)	10	Laneco, Food Lane
Valmont Plz.(10)	3	Hills, Insalaco's, Fay's Drugs

Principal Shopping Days-Dept. Stores-Mon., Wed., Fri., Sat.; Food-Wed., Thur., Fri.
Stores Open Evenings-Downtown: Wed.; All Malls every night & Sun.

13 - RETAIL OUTLETS: Department Stores-Boscov's; P. Deisroth's.
Discount Stores-Ames; K mart; Gee Bee; Hills.
Chain Drug Stores-Rea & Derrick; Rite Aid Associated Druggist; Fays.
Chain Supermarkets-Acme 2; Weis; Insalaco's; IGA 5; Thriftway; Freeland ShurSave; Food Lane.
Other Chain Stores-Thom McAn; Musselman Jewelers; Gordon Jewelers; Toy Works; Junior Colony; Plums; Jack Lang; Colony II; J.S. Raub.

14 - NEWSPAPERS: STANDARD-SPEAKER (all day) 24,028, Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Richard Rybarczyk, Adv. Dir., STANDARD-SPEAKER, 21 N. Wyoming St., Hazleton, PA 18201; Tel. (717) 455-3636.
National Representative: Landon Associates.

HONESDALE

1 - LOCATION: Wayne County, E&P Map E-1. County Seat. NE part of state, 20 mi. NW of Scranton; 20 mi NW of Lake Wallenpaupac. On Rtes. 6 & 191.

2 - TRANSPORTATION: N.A.

3 - POPULATION:
Corp. City 90 Cen. 4,972; E&P 92 Est. 4,941
County 90 Cen. 39,944; E&P 92 Est. 41,267

4 - HOUSEHOLDS:
City 90 Cen. 1,919; E&P 92 Est. 1,907
County 90 Cen. 15,541; E&P 92 Est. 16,056

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	N.A.

6 - PASSENGER AUTOS: Wayne County 28,075

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Utilities: N.A.; Mfg. 1,177. Average Wkly. Wage-N.A.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Moderate.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Centers-Route 6 Plaza; Sturbridge Mall.
Neighborhood Shopping Center-Great H. Shpg. Ctr. on Maple Ave.

Nearby Shopping Center

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Great H.(14)	NA	JCPenney, Radio Shack, Endicott-Johnson

13 - RETAIL OUTLETS: Department Stores-Katz; Sears Catalog; Arts for Her; Arts for Him.
Variety Store-McCrory.
Chain Drug Stores-Rea & Derrick; Rite Aid.
Chain Food Supermarkets-Giants; Dave's Super Duper.
Other Chain Stores-Arthur Treachers; McDonald's; Hallmark; Fashion Bug; Radio Shack; Video World.

14 - NEWSPAPERS: WAYNE INDEPENDENT (m-mon to fri) 8,190; sworn Oct. 1, 1990.
Local Contact for Advertising and Merchandising Data: Sue Donohue, Adv. Sales Mgr., WAYNE INDEPENDENT, 220 8th St.; PO Box 122, Honesdale, PA 18431; Tel. (717) 253-3055.
National Representative-Landon Associates.

HUNTINGDON-MOUNT UNION

1 - LOCATION: Huntingdon County, E&P Map C-3. On the Juniata River, 36 mi. E of Altoona; 90 mi. W of Harrisburg, on U.S. Rte. 22. Mount Union is on the Juniata River, 12 mi. E of Huntingdon; 78 mi. W of Harrisburg, on U.S. Rtes. 22 & 522. Location of Raystown Lake, largest man-made reservoir in PA, with boating, fishing, recreational facilities.

2 - TRANSPORTATION: Railroad-Conrail.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. Boroughs 90 Cen. 9,721; E&P 92 Est 9,636
Huntingdon 90 Cen. 6,843; E&P 92 Est. 6,803
Mount Union 90 Cen. 2,878; E&P 92 Est. 2,833
County 90 Cen. 44,164; E&P 92 Est. 44,929

4 - HOUSEHOLDS:
Boroughs 90 Cen. 3,755; E&P 92 Est. 3,721
Huntingdon 90 Cen. 2,632; E&P 92 Est. 2,616
Mount Union 90 Cen. 1,123; E&P 92 Est. 1,105
County 90 Cen. 16,393; E&P 92 Est. 16,677

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$[illegible]6,227,000
Savings & Loan	2	$2,740,000

6 - PASSENGER AUTOS: Huntingdon County 22,285

7 - ELECTRIC METERS: Residence 8,275

8 - GAS METERS: Residence 2,400

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Brick 300; Glass 700; Garment 940; Printing 475; Footwear 495; Electronics 500; Engraving & Mach. Prods. 100; Railroad & Utility 325; State Gov't 450; Sand-Stone 265; Wood Prods. 400.
Principal Industrial Pay Days-Textiles, Thur.; Brick Refractories, Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 16-90; Summer 42-98; Fall 21-90; Winter 11-66; First killing frost, Oct. 6; last killing frost, May 12.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-14 blocks on 5 streets, 7 units.

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Huntingdon, Fri.; Mount Union, Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Posër's; Miller's; Ames.
Variety Store-McCrory.
Chain Drug Stores-Kopp Drug; Rite Aid 2; Widmann's; Health Mart.
Chain Supermarkets-Weis 2; IGA 2; Riverside 2.
Discount Store-Widmann's.
Other Chain Stores-Sears (catalog) 2; Western Auto 2; Sherwin-Williams; Wolf Furn.; Claster's.

14 - NEWSPAPERS: NEWS (e) 10,592; sworn Oct. 1, 1990.
Local Contact for Advertising and Merchandising Data: Carol A. Cutshall, Adv. Dir., NEWS, 325 Penn St., Huntingdon, PA 16652; Tel. (814) 643-4040.
National Representative: Landon Associates.

INDIANA

1 - LOCATION: Indiana County, E&P Map B-2. County Seat. 60 mi. NE of Pittsburgh; 50 mi. W of Altoona.

2 - TRANSPORTATION: Railroads-Conrail; B&O.
Motor Freight Carriers-2.
Intercity Bus Lines-Fullington Trailways; Blue & White; Grove City.

3 - POPULATION:
Corp. City 90 Cen. 15,174; E&P 92 Est. 14,999
CZ-ABC: (80) 29,228
RTZ-ABC: (80) 63,053
County 90 Cen. 89,994; E&P 92 Est. 89,464
City & RTZ-ABC: (80) 92,281
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 5,806; E&P 92 Est. 5,739
CZ-ABC: (80) 9,054
RTZ-ABC: (80) 20,944
County 90 Cen. 33,216; E&P 92 Est. 33,021
City & RTZ-ABC: (80) 29,998

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	7	$878,593,000
Savings & Loan	3	$100,000,000

6 - PASSENGER AUTOS: Indiana County 43,809

7 - ELECTRIC METERS: Residence 19,000

8 - GAS METERS: Residence 7,700

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Tires 345 ($351); Aluminum Doors 858 ($426); Medical Instruments 450 ($390); University 1,400 ($400); Coal Mining 5,200 ($552); Highway & Constr. 595 ($330); Generating 1,071 ($516); Mining Equip. 885 ($333); Chalkboards 127 ($275); Cardiac Pacemakers 30 ($300); Conveyors Equip. 700 ($325); Fabricated Metal 1,356 ($310); Utility 1,350 ($550).

10 - CLIMATE: Min. & Max. Temp.-Spring 31-65; Summer 60-90; Fall 25-70; Winter 10-42. First killing frost, Oct. 10; last killing frost, May 1.

11 - TAP WATER: Slightly acidic for indiv. wells; medium pH for city water.

12 - RETAILING: Principal Shopping Center-5 blocks on Philadelphia St.
Shopping Centers-Route 119 South, Wayne Ave. extension, Route 119 North-4th St.; Regency Mall, Indiana Mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Rt. 286 S.	NA	Trader Horn
Riverside Mini Mall(3)	NA	Woolworth, Brooks, Riverside
Regency Mall(23)	NA	Riverside, Thrift Drug, Mont. Ward, Murphy's Mart, Hills
Indiana Mall(59)	NA	K mart, Bon-Ton, Sears, JCPenney

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Hills; Sears; Bon-Ton.
Discount Stores-Distributors; Hills; Murphy Mart; K mart.
Variety Stores-G.C. Murphy; Woolworth.
Chain Drug Stores-Thrift 3; Revco; CVS; Rite Aid 3; Brooks.
Chain Supermarkets-Riverside 3; Shop 'N Save 2; Comet; Giant Eagle.

14 - NEWSPAPERS: INDIANA GAZETTE (e) 18,955; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Joseph L. Geary, Adv./Mktg. Dir., INDIANA GAZETTE, 899 Water St.; PO Box 10, Indiana, PA 15701; Tel. (412) 465-5555.
National Representative: Landon Associates.

IRWIN

1 - LOCATION: Westmoreland County, E&P Map B-3 (In Pittsburgh PMSA). Manufacturing, coal mining and agricultural area; 20 mi. SW of Pittsburgh, near junction of U.S. Hwys. 30 and I-76.

2 - TRANSPORTATION: Railroad-Conrail.
Motor Freight Carriers-10.
Airlines-USAir; American; Eastern; Nordair Ltd.; Northwest; TWA; United (all at Pittsburgh).

3 - POPULATION:
Corp. City 90 Cen. 4,604; E&P 92 Est. 4,526
NDM-ABC: (80) 124,506
County 90 Cen. 370,321; E&P 92 Est. 368,770
PMSA 90 Cen. 2,056,705; E&P 92 Est. 2,029,101

4 - HOUSEHOLDS:
City 90 Cen. 1,776; E&P 92 Est. 1,746
County 90 Cen. 141,334; E&P 92 Est. 140,742
PMSA 90 Cen. 753,778; E&P 92 Est. 743,963
NDM-ABC: (80) 43,559

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	1	N.A.

6 - PASSENGER AUTOS: Westmoreland County 197,456

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mfg. Machine Tools; Elect. Equip.; Mine Cars; Foundry and Castings; Farming.

10 - CLIMATE: Min. & Max. Temp.-Spring 1-95; Summer 38-103; Fall N.A.; Winter 20-77. First killing frost, Oct. 20; last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Norwin(41)	NA	Thrift Drug, Foodland
Murphy's Mart	NA	Ames, K mart, Giant Eagle
Norwin Hills(20)	NA	Hills, Shop 'N Save

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: STANDARD OBSERVER (e) 9,844; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Bob Livorio, Adv. Dir., STANDARD OBSERVER, PO Box 280, Irwin, PA 15642; Tel. (412) 863-3601.

National Representative: Landon Associates.

JERSEY SHORE

See LOCK HAVEN

JIM THORPE

See LEHIGHTON

JOHNSTOWN

1 - LOCATION: Cambria County (In Johnstown MSA). E&P Map B-3. In valley formed by the confluence of Stonycreek and Little Conemaugh River; 78 mi. E of Pittsburgh; 38 mi. W of Altoona; 75 mi. N of Cumberland, MD. Steel, coal, regional health service center. Univ. of Pittsburgh at Johnstown, St. Francis College.

2 - TRANSPORTATION: Railroads-Amtrak; Conrail; Conemaugh & Blacklick; Johnstown & Stoney Creek.

Motor Freight Carriers-10 local; 27 steel carriers; 23 general commodity carriers.

Intercity Bus Lines-Blue & White; Greyhound; Cambria Co. Transit; De Bolt; Somerset.

Airline-USAir Commuter.

3 - POPULATION:

Corp. City 90 Cen. 28,134; E&P 92 Est. 26,662
CZ-ABC: (80) 100,456
RTZ-ABC: (80) 250,712
County 90 Cen. 163,029; E&P 92 Est. 162,335
MSA 90 Cen. 241,247; E&P 92 Est. 239,923
City & RTZ-ABC: (80) 351,168

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 10,746; E&P 92 Est. 10,184
CZ-ABC: (80) 37,135
RTZ-ABC: (80) 84,111
County 90 Cen. 62,149; E&P 92 Est. 61,884
MSA 90 Cen. 92,384; E&P 92 Est. 91,875
City & RTZ-ABC: (80) 121,246

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$1,822,076,125
Savings & Loan	2	$424,201,446

6 - PASSENGER AUTOS: Cambria County 87,018

7 - ELECTRIC METERS: City Residence 12,121

8 - GAS METERS: City Residence 11,392

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Retail Trade 13,900 ($185); Government 12,800 ($368); Primary Metals/ Metalworking 8,800 ($578); Health Services 7,700 ($415).

Principal Pay Days-Thur., Fri., 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 18-92; Summer 36-100; Fall 10-82; Winter -1-66. First killing frost, Oct. 31; last killing frost, Apr. 22.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main; 2 on Market; 2 on Clinton; 2 on Washington; 2 1/2 miles on Rt. 56.

Neighborhood Shopping Centers-4 blocks on Central Ave., Moham; 3 on Fairfield Ave.; Morrellville.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Geistown(11)	3	Ideal
Westmont(41)	3	Gee Bee, Jr. Cambria Hdwe.
Bel-Air(14)	3	Value City, Wolf's, Rex Appliances Today's Living
Richland(60)	5	Bi-Lo, Giant Eagle
Westwood(23)	3	Bi-Lo, Hess's
University Pk. (10)	7	JCPenney, Gee Bee, Hills, Phar-Mor,
Richland Mall (105)	7	Sears, Hess's, K mart, Riverside Mkt.

Principal Shopping Days-Thur., Sun.

Stores Open Evenings-Downtown-Thur.; Shopping Ctrs.-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Hess's 2; Sears; JCPenney.

Variety Stores-Woolworth; McCrory.

Chain Drug Stores-Rite-Aid 2; Thrift 2; Rexall Group 4; Phar-Mor; Revco 2.

Chain Supermarkets-Giant Eagle 3; AG-Economy 9; Ideal Food 2; U-Save 6; Shop 'N Save 3; Riverside 12; Bi-Lo 2.

Discount Stores-Gee Bee; K mart; Hills; Value City.

Other Chain Stores-Auto: Gatlings, Goodyear; Shoes: Kinney's, Thom McAn, Hanover, Pic-Way; Clothing: American Outfitters, Brooks, Burton's, Chess King, Fashion Bug, Foxmoor, LaRose, Motherhood Maternity, No Name, Fine's, Susie Casuals, Ormond's; Jewelry: Kay Jewelers, Musselman, Gordon's Jewelers; Furniture: Wolf.

14 - NEWSPAPERS: TRIBUNE-DEMOCRAT (m) 49,655; (S) 53,447; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Brian L. Long, Adv. Dir., TRIBUNE-DEMOCRAT, 425 Locust St., Johnstown, PA 15907; Tel. (814) 536-7048.

National Representative: Landon Associates.

KANE

1 - LOCATION: McKean County, E&P Map B-1. 29 mi. SE of Warren; 29 mi. SW of Bradford. On U.S. Hwy. 6; PA Hwy. 66; 321.

2 - TRANSPORTATION: Railroads-B&O; Chessie; Allegheny.

Motor Freight Carriers-2.

Bus Lines-Continental Trailways; Fullington Trailways.

Airline-USAir.

3 - POPULATION:

Corp. City 90 Cen. 4,590; E&P 92 Est. 4,525
County 90 Cen. 47,131; E&P 92 Est. 46,446

4 - HOUSEHOLDS:

Corp. City 90 Cen. 1,776; E&P 92 Est. 1,751
County 90 Cen. 17,275; E&P 92 Est. 17,024

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: McKean County 21,662

7 - ELECTRIC METERS: Residence 5,385

8 - GAS METERS: Residence 2,575

9 - PRINCIPAL INDUSTRIES: Elect. Components; Wood Prods.; Implement Handles; Wood Spec.; Luggage; Wood Dimension Milling; Detention Screens; Store Fixtures.

10 - CLIMATE: N.A.

11 - TAP WATER: Spring and well water; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on 8 St. Plz. Shpg. Ctr. (3 Stores-Market Basket) at W. end of Kane on Rt. 6.

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Food-Wed., Thur., Fri.; General-Fri.

13 - RETAIL OUTLETS: Variety Store-McCrory.

Chain Drug Stores-Widmann; Eckerd; Rite Aid.

Chain Supermarkets-Market Basket; Quality.

14 - NEWSPAPERS: REPUBLICAN (e) 2,441; sworn Oct. 1, 1990.

Local Contact for Advertising and Merchandising Data: Kay Pearson, Adv. Dir., REPUBLICAN, 200 N. Fraley St., Kane, PA 16735; Tel. (814) 837-6000.

National Representative: Landon Associates.

KITTANNING

1 - LOCATION: Armstrong County, E&P Map B-2. County Seat. On the east bank of Allegheny River. 45 mi. NE of Pittsburgh.

2 - TRANSPORTATION: Railroads-Conrail; Pittsburgh & Shawmut; B&O with 3 mi. connections via Pittsburgh & Shawmut; Chessie System.

Motor Freight Carriers-2.

Intercity Bus Lines-Butler Motor Transit; Mid-County Transit Authority.

3 - POPULATION:

Corp. City 90 Cen. 5,120; E&P 92 Est. 5,058
CZ-ABC: (80) 17,654
RTZ-ABC: (80) 46,440
County 90 Cen. 73,478; E&P 92 Est. 72,620
City & RTZ-ABC: (80) 64,094

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 1,979; E&P 92 Est. 1,955
CZ-ABC: (80) 6,990
RTZ-ABC: (80) 15,943
County 90 Cen. 28,806; E&P 92 Est. 28,469
City & RTZ-ABC: (80) 22,933

5 - BANKS	NUMBER	DEPOSITS
Commercial	11	$353,000,000
Savings & Loan	3	$252,583,000

6 - PASSENGER AUTOS: Armstrong County 46,220

7 - ELECTRIC METERS: Residence 29,400

8 - GAS METERS: Residence 12,632

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Plate Glass 500; Sanitary Ware 801; Coal Mining 1,200; Mushroom Mining 1,000; Arms. Co. Mem. Hospital 616; Arms. School Dist. 782.

Principal Industrial Pay Days-1st, 15th, Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 68-100; Fall 45-70; Winter 15-40. First killing frost, Sept. 15; last killing frost, May 15.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Market, 4 on Jefferson, 3 on McKean, 2 on Grant.

Neighborhood Shopping Centers-Ford City, 2 blocks on Ford; 3 on Fifth, 2 on Fourth, Kittanning; 2 on Orr; 12 stores in Kittanning Highlands; 26 stores in Franklin Village Shopping Center.

Principal Shopping Days-Mon., Wed., Fri., Sat.

Stores Open Evenings-Dept. Stores & Food-every night; Kittanning and Ford City-Fri. eve.

13 - RETAIL OUTLETS: Department Stores-JCPenney (catalog); Sears (catalog).

Discount Stores-Jamesway; C. Murphy.

Variety Store-Ames.

Chain Drug Store-Thrift.

Chain Supermarkets-Foodland; Shop 'N Save 2; Riverside.

Other Chain Stores-Rocket Markets; Sherwin-Williams; Radio Shack; Agway; JoAnn Fabrics; 84 Lumber; Fashion Bug; Payless Shoes.

14 - NEWSPAPERS: LEADER-TIMES (e) 11,450; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Don Miller, Adv. Mgr., LEADER-TIMES, 115-121 N. Grant Ave., Kittanning, PA 16201; Tel. (412) 543-1303.

National Representative: Thomson Newspapers.

LANCASTER

1 - LOCATION: Lancaster County (MSA). E&P Map D-3, County Seat. Widely diversified manufacturing, tourist and agricultural area. College center 64 hwy. mi. from Philadelphia; 159 hwy. mi. from New York; 67 hwy. mi. from Baltimore. On U.S. 30 (Lincoln Hwy.); U.S. Hwy. 283.

2 - TRANSPORTATION: Railroads-Amtrak (passenger); Conrail (freight).

Intercity Bus Line-Greyhound.

Motor Freight Carriers-23.

Airlines-USAir Express (Lancaster); United; Northwest; Delta; American; USAir (Middletown-Harrisburgh).

3 - POPULATION:

Corp. City 90 Cen. 55,551; E&P 92 Est. 55,716
CZ-ABC: (80) 188,602
RTZ-ABC: (80) 173,744
County/MSA 90 Cen. 422,822; E&P 92 Est. 440,038
City & RTZ-ABC: (80) 362,346

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

Corp. City 90 Cen. 21,189; E&P 92 Est. 21,252
CZ-ABC: (80) 67,178
RTZ-ABC: (80) 56,686
County/MSA 90 Cen. 160,036; E&P 92 Est. 166,552
City & RTZ-ABC: (80) 123,864

5 - BANKS	NUMBER	DEPOSITS
Commercial	13	N.A.
Savings & Loan	8	N.A.

6 - PASSENGER AUTOS: Lancaster County 232,492

7 - ELECTRIC METERS: County 192,511

8 - GAS METERS: County 32,708

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Total Durable Goods 30,700 ($464); Lumber & Furn. 3,600 ($400); Stone, Clay & Glass Prods. 1,800 ($503); Primary Metals 3,400 ($400); Fabricated Metal Prods. 6,700 ($440); Mach. & Electrical Equip. 8,600 ($479); Other Durable Goods 5,700 ($561); Food Prods. 6,900 ($476); Textiles 1,500 ($267); Apparel & Related Prods. 3,100 ($274); Printing & Pub. 7,800 ($450); Other Non-durable Goods 5,400 ($561); Contract Constr. 11,300 (N.A.); Trans. & Pub. Util. 7,600 (N.A.); Whol. & Ret. Trade 46,300 (N.A.); Fin., Ins., R.E. 7,900 (N.A.); Servs. 43,500 (N.A.); Gov't 18,000 (N.A.).

Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-82; Summer 58-96; Fall 33-83; Winter 0-70. First killing frost, Oct. 21; last killing frost, Apr. 9.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Area-5 blocks on Queen St.; 4 on King St.; 4 on Prince St.; 3 on Duke St.; 4 on Orange St.; 3 on Chestnut St.; 1 on Market St. Downtown Stores 130.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lancaster(34)	2	Provident Book, Peoples, Giant, Kinney's, Weis, Service Merchandise
Wheatland(23)	3	Thrift Drug, Dollar General, Sherwin Williams, Pebman's
Manor(30)	2	Weis, Cloth World, Radio Shack, Hallmark, Kinney's, Hit or Miss
Lincoln Plz.(26)	3	Weis, Peoples, Jamesway, Stauffer's, Fashion Bug
Bridgeport(6)	2	Save-A-Lot, Peoples, Weis

Park City(197)	3	Sears, Boscov's, Woolworth, Watt & Shand, Peoples, JCPenney, Clover
Parkview(20)	3	T.J. Maxx, Children's Palace, Phar-Mor, Herman's, American Appliance
K mart Plaza(18)	2	K mart, Rite Aid, Cash & Carry, Mill Store, Weis, Save Mart
East Towne Mall(36)	4	Weis, Kinney's, K mart, Radio Shack, People's, Pearle Vision
Lancaster Outlet City(28)	5	Reading China & Glass, Manhattan Factory Outlet, Warnaco Knitwear
Willow Valley Square(24)	4	Willow Valley Farms, IGA, Peoples
Stone Mill Plz. (12)	2	Giant, Rite Aid

Principal Shopping Days-Dept. Stores-Fri., Sat., Mon., Tues.; Food-Thur., Fri., Sat., Mon.

Stores Open Evenings-Downtown-Fri.; Shopping Centers & Food-6 nights.

13 - RETAIL OUTLETS: Department Stores-Watt & Shand 2; Sears; JCPenney; Boscov's; Clover.

Variety Stores-Woolworth 2; McCrory.

Discount Stores-K mart 6; Jamesway 2; Silo.

Chain Drug Stores-Peoples 16; Save Mart; Thrift; Rite Aid 3; White Shield; Phar-Mor.

Chain Supermarkets-Weis 15; Save-A-Lot 2; IGA 8; Food Rite 2; Giant 5; Jay's.

Other Chain Stores-Auto Supplies: Firestone 2, General, Goodyear 4; Shoes: Hanover, Thom McAn 3, Buster Brown, Irving's, Father & Son, Kinney's 4, Super Shoe; Men's Clothing: Hamburgers, Fillings 2, Anderson-Little, Chess King, David Martin 2, Formal Affairs; Women's Apparel: Ormond 2, Lerner, Poser's, Feel Fine, Casual Corner, Fashion Flair, Susie's Casuals, Maxwell's 2, Marianne, Limited, Benetton, Junior Colony 2, Fashion Bug, The Gap, A.S. Beck; Jewelry: Bash, Kay 2, Gordon's, Musselman's; Furniture: Bed & Furnite Warehouse, Good's, Town & Country; Lumber: 84 Lumber, Wickes, Hechinger's, Carter 2, Lowe's; Fabrics: So-Fro, Cloth World, Mill Store; Paint: MAB Paint, Best Bros., Sherwin-Williams 2, Glidden, PPG; Books: Provident 4, Waldenbooks, Anchor Christian, B. Dalton, Encore; Catalog Stores: S&H Green Stamps, Service Merchandise.

14 - NEWSPAPERS: INTELLIGENCER-JOURNAL (m) 44,980; NEW ERA (e) 54,844; NEWS (S) 104,631; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: M. Williams, Adv. Mgr, INTELLIGENCER-JOURNAL/NEW ERA SUNDAY NEW 8 W. King St.; PO Box 1328, Lancaster, PA 17603; Tel. (717) 291-8811.

National Representative: None.

LANGHORNE
See LEVITTOWN

LANSDALE

1 - LOCATION: Montgomery County (In Philadelphia, PA-NJ PMSA). E&P Map E-3. 25 mi. N of Philadelphia.

2 - TRANSPORTATION: Motor Freight Carrier-1.

3 - POPULATION:

Corp. City 90 Cen. 16,362; E&P 92 Est. 16,329
NDM-ABC: (80) 85,043
PMSA 90 Cen. 4,856,881; E&P 92 Est. 4,955,752
County 90 Cen. 678,111; E&P 92 Est. 710,100

4 - HOUSEHOLDS:

City 90 Cen. 6,260; E&P 92 Est. 6,248
County 90 Cen. 260,811; E&P 92 Est. 273,115
PMSA 90 Cen. 1,827,684; E&P 92 Est. 1,866,214
NDM-ABC: (80) 29,867

5 - BANKS	NUMBER	EST. DEP.
Commercial	21	$8,175,000,000
Savings & Loan	15	$185,755,000

6 - PASSENGER AUTOS: Montgomery County 464,399

7 - ELECTRIC METERS: Residence 6,000

8 - GAS METERS: Residence 4,503

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Tile Mfg. 1,000; Elect. Equip. 2,500; Condiments, Food 600; Textile Mach. 250; Pharmaceuticals 4,000; Elect. Measuring & Recording Insts. 1,500; Microwave Equip. 400; Spring Mfg. 330; Materials Handling Equip. 550; Trailer Mfg. 400; Elect. Laboratories 1,000; Steel Desks, Shelving, etc. 400.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-75; Summer 60-90; Fall 50-75; Winter 20-60.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Montgomery Mall(122)	NA	Macy's, JCPenney, Wanamaker, Sears
Hillcrest(14)	NA	
Pennwood Plz.(20)	NA	Stockade, Finnaren & Haley
South Broad(11)	NA	
Sumney Forge Sq.(15)	NA	Colonial Vlg. Meats, North Penn Drugs
Airport Sq.(15)	NA	K mart, Marshalls, Toys 'R' Us, Best
5 Points Plz.	NA	Weis, Bradlees, Builders Square, Thrift Drug

Neighborhood Shopping Centers-S. Broad St. Hillcrest Shpg. Ctr., E. Main St.; English Vlg. Rts. 309 & 63, North Wales; Lansdale Shpg. Ctr., West Main St.; Snyder Sq., Hatfield Valley Rd., Hatfield; Spring House Vlg. Bethlehem Pike, Spring House; Pennwood Plz., N. Broad St., Lansdale; Chal-Britt Plz.; Chalfont. Sumney Forge Sq.; Upper Gwynedd; Souderton Shpg. Ctr.

Principal Shopping Days-Mon., Fri., Sat.

Stores Open Evenings-Every evening, Sun.

13 - RETAIL OUTLETS: Department Stores-Clover; JCPenney; Wanamakers; Macy's; Sears; Marshalls.

Variety Store-Woolworth.

Chain Drug Stores-Rite Aid 5; Sav-Rite; CVS 2; Thrift 3.

Discount Stores-Jamesway; Clover; K mart 3; Ames; Bradlees.

Chain Supermarkets-Acme 3; Clemens 6; Genuardi's; Stop 'N Shop; Shop 'N Bag; Super Fresh; Weiss.

Other Chain Stores-Penn-Jersey Auto; Firestone; Levitz; Builder's Square; Toys 'R' Us; Kids 'R' Us; Stereo Discounters; Pep Boys; Goodyear; Kinney Shoes; Singer Co.; Sherwin-Williams Paints; Finnaren & Haley Paints; Dee's; Lane Bryant; Bakers; Chandlers; Zales; Anderson-Little.

14 - NEWSPAPERS: THE REPORTER (e) 19,358; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Tom Geonnotti, Adv. Dir., THE REPORTER, 307 Derstine Ave., Lansdale, PA 19446; Tel. (215) 855-8440.

National Representatives: Gannett National Newspaper Sales; Robert Hitchings; U.S. Suburban Press.

LANSFORD
See LEHIGHTON

LATROBE

1 - LOCATION: Westmoreland County, (In Pittsburgh PMSA). E&P Map B-3. 40 mi. E of Pittsburgh. Steel center and miscellaneous small manufacturing plants.

2 - TRANSPORTATION: Motor Freight Carriers-8.

Intercity Bus Lines-Westmoreland County Transit Authority.

Airlines-Westmoreland County Airport, Latrobe.

3 - POPULATION:

Corp. City 90 Cen. 9,265; E&P 92 Est. 8,958
CZ-ABC: (80) 18,003
RTZ-ABC: (80) 48,799
County 90 Cen. 370,321; E&P 92 Est. 368,770
PMSA 90 Cen. 2,056,705; E&P 92 Est. 2,029,632
City & RTZ-ABC: (80) 66,802

4 - HOUSEHOLDS:

City 90 Cen. 3,553; E&P 92 Est. 3,436
CZ-ABC: (80) 6,899
RTZ-ABC: (80) 16,508
County 90 Cen. 141,334; E&P 92 Est. 140,742
PMSA 90 Cen. 753,778; E&P 92 Est. 743,963
City & RTZ-ABC: (80) 23,407

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$250,000,000
Savings & Loan	3	$75,000,000

6 - PASSENGER AUTOS: Westmoreland County 197,456

7 - ELECTRIC METERS: Residence 20,400

8 - GAS METERS: Residence 6,480

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 4,316; Commun. 313; Chem. 1,270; Constr. 991; Machine Tool & Die 716; Plastics 275; Trans. 250; Engineering & Related 47; Industrial related 528; Pattern Shops/Castings 275; Ceramics 363; Foams 310; Printing. Adv., Media 191.

Principal Industrial Pay Days-15th & 30th; 10th & 25th.

10 - CLIMATE: Min. & Max. Av. Temp. Est.-Spring 39-60; Summer 45-95; Fall 35-75; Winter 10-34.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Ligonier St.; 2 on Depot St.; 2 on Main St.; Latrobe.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Latrobe Shpg. Plz.(36)	3	Foodland Mkt., Thrift Drug
Lincoln Road(10) Lincoln Ave.	NA	Shop 'N Save, Thrift Drug, Foodland Mkt., McCrory
Unity	3	Revco
Mountain Laurel Plaza	3	K mart Giant Eagle

Principal Shopping Days-Dept.-Thur., Sat.; Food daily until 10; Shopping Ctrs. until 9.30.

13 - RETAIL OUTLETS: Discount Stores-Keystone Candy; Unity Wholesalers.

Chain Drug Stores-Revco; Thrift; Medicine Shoppe.

Chain Supermarkets-Foodland; Shop 'N Save; Red & White; Giant Eagle.

Other Chain Stores-Shoes: Evans, Mendler; Action Hdwe.; K mart; Jamesway; Weiss; Goodyear.

14 - NEWSPAPERS: BULLETIN (e) 8,957; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Ken Seremet, Adv. Mgr., BULLETIN, 1211 Ligonier St., Latrobe, PA 15650; Tel. (412) 537-3351.

National Representative: Landon Associates.

LEBANON

1 - LOCATION: Lebanon County, (In Harrisburg-Lebanon-Carlisle MSA). E&P Map D-3. County Seat. Iron and steel, aluminum, textiles, miscellaneous manufacturing center and hub of rich farm area. S central part of state in heart of Pennsylvania Dutch country; 85 hwy. mi. from Philadelphia; 190 air mi. from Pittsburgh; 8 mi. S of Lebanon interchange of Penna. Tpke.

2 - TRANSPORTATION: Railroad-Conrail.

Motor Freight Carriers-29.

Intercity Bus Lines-Trailways; Colt.

3 - POPULATION:

Corp. City 90 Cen. 24,800; E&P 92 Est. 24,618
CZ-ABC: (80) 25,711
RTZ-ABC: (80) 82,871
County 90 Cen. 113,744; E&P 92 Est. 115,599
City & RTZ-ABC: (80) 108,582
MSA 90 Cen. 587,986; E&P 92 Est. 599,782

4 - HOUSEHOLDS:

City 90 Cen. 9,475; E&P 92 Est. 9,405
CZ-ABC: (80) 10,121
RTZ-ABC: (80) 27,812
County 90 Cen. 41,237; E&P 92 Est. 41,909
City & RTZ-ABC: (80) 37,933
MSA 90 Cen. 231,562; E&P 92 Est. 236,174

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$313,100,000

6 - PASSENGER AUTOS: Lebanon County 65,676

7 - ELECTRIC METERS: Residence 12,100

8 - GAS METERS: Residence 4,830

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Metal Prods. 3,400 ($345); Apparel-Textiles 3,250 ($215); Food Prods. 2,100 ($175); Chem.-Pharmaceuticals 1,200 ($265); Leather Prods. 1,100 ($180); Machine Industries 1,100 ($320).

10 - CLIMATE: Min. & Max. Temp.-Spring 32-86; Summer 53-93; Fall 24-72; Winter 0-55. First killing frost, Oct. 22; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Cumberland; 2 on 8th; 2 on 9th.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lebanon Plz.(39)	3	Sears, JCPenney, Hess's
Lebanon Mall	4	Ames, Boscov's
Palmyra(23)	10	Weis
Plaza 422	2	Giants, Hills

Principal Shopping Days-Wed., Fri., Sat., Sun.

Stores Open Evenings-Tues., Fri.; Shopping Centers every night and Sun. afternoon.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Boscov's; Ames; Sears; Nicols; Hess's.

Discount Stores-Hills; Nichols.

Variety Store-Woolworth.

Chain Drug Stores-People's; Rite Aid 2; Thrift; Revco.

Chain Supermarkets-Weis 2; Giant; Foodland.

Other Chain Stores-Firestone; Gordon's Jewelry; Ormond's; Waldenbooks; Radio Shack; Feel Fine; Zales Jewelry; Cole Book; Kay Jewelers; Hanover Shoes; Sherwin-Williams.

14 - NEWSPAPERS: NEWS (e) 24,579; (S) 24,557; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Ray C. Sites, Ret. Adv. Mgr., NEWS, 718 Poplar St.; PO Box 600, Lebanon, PA 17042; Tel. (717) 272-5611.

National Representative: Thomson Newspapers.

LEHIGHTON-JIM THORPE-LANSFORD-PALMERTON

1 - LOCATION: Carbon County (In Allentown-Bethlehem, PA-NJ MSA). E&P Map E-2; Jim Thorpe is County Seat; close to Lehigh River, about 90 mi. NW of Philadelphia.

2 - TRANSPORTATION: Intercity Bus Lines-Continental Trailways; Lakes to Sea; Greyhound; East Penn.

3 - POPULATION:

Corp. Cities 90 Cen. 20,939; E&P 92 Est. 20,925
  Lehighton 90 Cen. 5,914; E&P 92 Est. 5,932
  Jim Thorpe 90 Cen. 5,048; E&P 92 Est. 5,005
  Lansford 90 Cen. 4,583; E&P 92 Est. 4,606
  Palmerton 90 Cen. 4,583; E&P 92 Est. 5,382
MSA 90 Cen. 686,688; E&P 92 Est. 703,542
NDM-ABC: (80) 107,930
County 90 Cen. 56,846; E&P 92 Est. 58,120

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

Cities 90 Cen. 8,083; E&P 92 Est. 8,077
  Lehighton 90 Cen. 2,280; E&P 92 Est. 2,286
  Jim Thorpe 90 Cen. 1,948; E&P 92 Est. 1,932
  Lansford 90 Cen. 1,774; E&P 92 Est. 1,783
  Palmerton 90 Cen. 2,081; E&P 92 Est. 2,076
County 90 Cen. 21,332; E&P 92 Est. 21,810
NDM-ABC: (80) 38,954
MSA 90 Cen. 263,234; E&P 92 Est. 269,668

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	9	$120,000,000

6 - PASSENGER AUTOS: Carbon County 34,103

7 - ELECTRIC METERS: Residence Est. 17,300

8 - GAS METERS: Residence Est. 5,000

9 - PRINCIPAL INDUSTRIES: Garments; Pressure Castings; Dye Works; Plastics; Handbags; Furn. & Woodworking; Clothing & Textiles; Fur Proc.; Chem.; Furn.; Zinc Refinery; Fire Trucks Mfg.; Military Vehicles Refurbishing (Gov't Contract); Coal Mining.

Principal Pay Days-R.R. 15th & 30th; others on Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 80-95; Fall 20-60; Winter 0-40. First killing frost, Sept. 10; last killing frost, June 17.

11 - TAP WATER: Neutral, very soft, not fluoridated.

12 - RETAILING: Shopping Center-Carbon Plz.-Lane's, Bright's; Walnutport Mall-K mart; Jamesway Plaza; Brodheadsville.

Principal Shopping Days-Tues., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Bright's; Segel's; Jamesway; Bosco's.
Variety Stores-Newberry's; Spillanes.
Discount Stores-Lane; Mahoning Mart; K mart.
Chain Supermarkets-Food Lane; IGA; Golden Key; A&P 2; Acme; Super Fresh.
Other Chain Stores-G.C. Murphy; Surefine Prods.; Montgomery Ward; Sears; Thrift Drugs; CVS; 7-Eleven; Turkey Hill Stores; Kinney Shoes.

14 - NEWSPAPERS: TIMES NEWS (e) 16,670; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Don Reese, Adv. Dir., TIMES NEWS, 1st & Iron Sts., Lehighton, PA 18235; Tel. (215) 377-2051.

National Representative: Landon Associates.

LEVITTOWN-BRISTOL-LANGHORNE

1 - LOCATION: Bucks County (In Philadelphia, PA-NJ PMSA). E&P Map E-3. On Delaware River. On U.S. Hwys. 1 and 13.

2 - TRANSPORTATION: Railroads-Conrail; Reading; Amtrak; Septa.
Motor Freight Carriers-21.
Intercity Bus Lines-Burlington-Bristol; Trenton-Levittown; Septa Philadelphia to Levittown and Warminster; Greyhound; Bristol to N.Y.C.
Airlines-USAir at Mercer Airport and Northeast Philadelphia; All major Airlines through Philadelphia International Airport.

3 - POPULATION:

Corp. Cities 90 Cen. 62,690; E&P 92 Est. 62,357
  Levittown 90 Cen. 50,924; E&P 92 Est. 50,750
  Bristol 90 Cen. 10,405; E&P 92 Est. 10,313
  Langhorne 90 Cen. 1,361; E&P 92 Est. 1,294
CZ-ABC: (80) 148,723
RTZ-ABC: (80) 157,430
County 90 Cen. 541,174; E&P 92 Est. 565,023
PMSA 90 Cen. 4,856,881; E&P 92 Est. 4,955,752
City & RTZ-ABC: (80) 306,153

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

Cities 90 Cen. 23,383; E&P 92 Est. 23,256
  Levittown 90 Cen. 18,861; E&P 92 Est. 18,796
  Bristol 90 Cen. 3,991; E&P 92 Est. 3,955
  Langhorne 90 Cen. 531; E&P 92 Est. 505
CZ-ABC: (80) 48,026
RTZ-ABC: (80) 51,684
County 90 Cen. 220,174; E&P 92 Est. 229,877
PMSA 90 Cen. 1,827,684; E&P 92 Est. 1,866,214
City & RTZ-ABC: (80) 99,710

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	4	N.A.
Savings & Loan	16	N.A.
Commercial	20	N.A.

6 - PASSENGER AUTOS: Bucks County 320,570

7 - ELECTRIC METERS: Residence 28,690-Levittown 22,190; Fairless Hills 2,500; Bristol 4,000.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Machine Shops; Metals; Plastics & Chems.; Corrugated & Parchment; Steel; Constr.; Fabrics; Food, Concrete; Explosives; Hdwe.; Electrical; Trucking; Trans.; Detergents; Lumber; Adhesives.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-70; Summer 70-100; Fall 30-88; Winter 0-45. First killing frost, Oct. 31; last killing frost, Apr. 7.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-Levittown Center, Bristol Mill St.; Oxford Valley Mall, Langhorne; Neshaminy Mall, Cornwells Heights; Franklin Mills, Village of Newtown; Crossroads Plaza.
Neighborhood Shopping Centers-Levittown: Fairless Hills, Morrisville, Mid-Way, Country Club; Bristol: Croydon, Feasterville, Glenview, Southampton Pennsbury Plaza. Bucks County Mall; Feasterville: Neshaminy Mall; Cornwells Heights: Warminster Plaza, Davisville Shopping Ctr., Woodhaven Mall; Richboro: (Cornwells Heights); Richboro Plaza.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Fairless Hills	2	Super Fresh, CVS Phcy., Caldor, Channel
Falls(6)	3	Best, Clover, Acme
Country Club(25)	6	Goodyear, Bradlees, Marshalls
Morrisville(25)	6	Acme
Leeper Village	2	Buckley Hdwe.
Croydon	7	Acme
Richboro Plz.	15	Great Scot, Shop 'N Bag, Thrift Drug
Southampton	14	Great Scot, Acme
Feasterville(20)	12	Clover, Channel
Neshaminy Mall (100)	12	Woolworth, Sears, Strawbridge & Clothier, Pomeroy's
Levittown(60)	1	Woolworth, Thriftway, Pomeroy's
Oxford Valley (140)	4	Macy's, Stern's, Acme, Woolworth, JCPenney, Builders Sq., John Wanamaker, T.J. Maxx

Principal Shopping Days-Mon., Thur., Sun.
Stores Open Evenings-Mon., Thur., Fri.; Food nightly & Sun.

13 - RETAIL OUTLETS: Department Stores-Pomeroy's; JCPenney; Sears; Strawbridge & Clothier; John Wanamaker; Macy's.
Discount Stores-Kiddie City 2; K mart 4; Levitz; Clover Stores; Best; Silo; Bradlee's; Jamesway 2; Caldor.
Variety Stores-Woolworth 3; McCrory 2.
Chain Drug Stores-York 2; Thrift 7; Rite Aid 2; CVS 2; Drug Emporium; Rx Place; Phar-Mor.
Chain Supermarkets-Acme 11; Super Fresh 3; Pathmark 4; Thriftway 2; Nu-Way; Shop 'N Bag 10; Gervardi.
Convenience Food Stores-Cumberland Farms 11; 7-Eleven 22; Wawa Food Markets 7; Clemens; 32 others.
Other Chain Stores-Gordon Jewelers; Lerner; Pep Boys; Waldenbooks; Thom McAn; Wilbur-Rogers; Penn-Jersey Auto; Lobel's; Father & Son; Hickory Farms; The Gap; Singer; Lafayette; Radio Shack, Radio Shack.

14 - NEWSPAPERS: BUCKS COUNTY COURIER TIMES (m-mon to fri) 66,086; (S) 72,593; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Timothy Birch, Adv. Dir., BUCK COUNTY COURIER TIMES, Route 13, Levittown, PA 19057; Tel. (215) 949-4150.

National Representatives: Sawyer-Ferguson-Walker; Robert Hitchings & Co.

LEWISBURG

1 - LOCATION: Union County. E&P Map D-2. County Seat.

2 - TRANSPORTATION: N.A.

3 - POPULATION:

Corp. City 90 Cen. 5,785; E&P 92 Est. 5,861
County 90 Cen. 36,176; E&P 92 Est. 37,187

4 - HOUSEHOLDS:

City 90 Cen. 2,232; E&P 92 Est. 2,261
County 90 Cen. 13,914; E&P 92 Est. 14,303

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	NA	N.A.
Savings & Loan	NA	N.A.

6 - PASSENGER AUTOS: Union County 18,008

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Farming.

10 - CLIMATE: Av. Temp.-Summer 85; Winter 28.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Ames Plz.(12)	2	Ames
Plaza 15 Mall (18)	NA	Murphy's Mart, Acme Supermkt.

13 - RETAIL OUTLETS: Chain Drug Store-Rea & Derrick.
Chain Supermarkets-A&P; Weis.

14 - NEWSPAPERS: DAILY JOURNAL (m-mon to fri) 2,200; sworn Sept. 30, 1989.

Local Contact for Advertising and Merchandising Data: Amy De Hart, Avd. Mgr., JOURNAL, 27 S. 5th St., Lewisburg, PA 17837; Tel. (717) 523-1268.

National Representative: None.

LEWISTOWN

1 - LOCATION: Mifflin County. E&P Map C-2, County Seat. Shipping center for radius 30 mi. Agriculture and manufacturing. Center of state, 165 mi. from Philadelphia and 156 mi. from Pittsburgh; 60 mi. NW of Harrisburg.

2 - TRANSPORTATION: Railroad-Conrail.
Motor Freight Carriers-6.
Intercity Bus Line-Greyhound.
Airlines-New local airport with 32,000 ft. paved runway.

3 - POPULATION:

Corp. City 90 Cen. 9,341; E&P 92 Est. 9,243
CZ-ABC: (80) 15,471
RTZ-ABC: (80) 51,649
County 90 Cen. 46,197; E&P 92 Est. 46,035
City & RTZ-ABC: (80) 67,120

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 3,585; E&P 92 Est. 3,548
CZ-ABC: (80) 6,358
RTZ-ABC: (80) 17,525
County 90 Cen. 17,448; E&P 92 Est. 17,386
City & RTZ-ABC: (80) 23,883

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$162,000,000
Savings & Loan	2	$41,000,000

6 - PASSENGER AUTOS: Mifflin County 21,961

7 - ELECTRIC METERS: County Residence 15,203

8 - GAS METERS: City Residence 1,800

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Polyester Mfg. 450 ($170); Steel & Metals 2,484 ($247); Machine 102 ($189); Shirt 1,073 (N.A.); Farm Mach. 1,100 ($192); Electronic 717 (N.A.); Mobile Homes 320 ($181); Plastic 70 ($192); Carpet 120 ($236).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-60; Summer 60-90; Fall 36-55; Winter 15-50. First killing frost, Sept. 15; last killing frost, Mar. 1.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Nearby Shopping Centers-Burnham (2 mi. from city): Giant, Weis, Sears, Jamesway, People's, Fashion Bug, Radio Shack, JCPenney.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon., Fri.; some Sat.

13 - RETAIL OUTLETS: Department Stores-Danks (operates branches in State College; Bellefonte & Lewistown); Bon Ton; Jamesway 2; JCPenney.
Variety Stores-McCrory; G.C. Murphy.
Chain Drug Stores-People's 2; Rite Aid; Thrift Drug.
Discount Stores-Jamesway 2.
Chain Supermarkets-Giant 2; Weis.
Other Chain Stores-Glick; Sears (catalog); Wolf; Fashion Bug; Hello Shop 2; Gardners Candy.

14 - NEWSPAPERS: SENTINEL (e) 13,877; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Diane L. Brown, Adv. Dir., SENTINEL, 375 6th St., Pleasant Acres, Lewistown, PA 17044; Tel. (717) 248-6741.

National Representative: Landon Associates.

LOCK HAVEN-JERSEY SHORE

1 - LOCATION: Lock Haven in Clinton County, and Jersey Shore in Lycoming County (Williamsport MSA). E&P Map C-2, County Seat. Dairy farming and industrial center. North central part of state, 200 mi. from Philadelphia; 220 mi. from N.Y. City; 170 mi. from Pittsburgh. On U.S. Hwy. 220; State Hwy. 120 and I-80 (Keystone Shortway).

2 - TRANSPORTATION: Motor Freight Carriers-6.
Intercity Bus Lines-Continental Trailways; New York & Cleveland.

3 - POPULATION:

Corp. Cities 90 Cen. 13,583; E&P 92 Est. 13,450
  Lock Haven 90 Cen. 9,230; E&P 92 Est. 9,153
  Jersey Shore 90 Cen. 4,353; E&P 92 Est. 4,297
CZ-ABC: (80) 15,467
RTZ-ABC: (80) 23,504
Counties 90 Cen. 155,892; E&P 92 Est. 156,705
  Clinton 90 Cen. 37,182; E&P 92 Est. 36,800
  Lycoming/MSA 90 Cen. 118,710; E&P 92 Est. 119,905
City & RTZ-ABC: (81) 38,971

4 - HOUSEHOLDS:
Cities 90 Cen. 5,229; E&P 92 Est. 5,179
Lock Haven 90 Cen. 3,544; E&P 92 Est. 3,515
Jersey Shore 90 Cen. 1,685; E&P 92 Est. 1,664
CZ-ABC: (80) 5,464
RTZ-ABC: (80) 8,070
Counties 90 Cen. 57,816; E&P 92 Est. 58,120
Clinton 90 Cen. 13,654; E&P 92 Est. 13,514
Lycoming/MSA 90 Cen. 44,162; E&P 92 Est. 44,606
City & RTZ-ABC: (80) 13,534

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$242,066,792
Savings & Loan	1	$41,113,926

6 - PASSENGER AUTOS: Counties: Clinton 17,376; Lycoming 62,624

7 - ELECTRIC METERS: Residence 3,800

8 - GAS METERS: Residence 1,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Aircraft 1,000 ($320); Paper Prods. 2,000 ($325); Chemicals 340 ($195); Textiles 310 ($240); Garment 1,500 ($250); Elect. Mach. 430 ($275); Mobile Homes 250 ($250); Steel 400 ($280); Shoewear 110 ($175).

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-70; Summer 60-86; Fall 40-65; Winter 30-45. First killing frost, Oct. 15; last killing frost, Apr. 15.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Lock Haven: 3 blocks on Main St.; 2 on Bellefonte Ave.; Jersey Shore: S. Main, 2 blocks; Allegheny, 2 blocks.

Neighborhood Shopping Centers-One block at Mill Hall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Mill Hall	3	Roming's
Ames	NA	Thrift Drug, Sears
Clinton Plaza	NA	Acme, K mart, Rea & Derrick
Plaza Mall(15)	30	Gee Bee, Nichols
Lycoming Mall(40)	36	Sears, Hess's
Nittany Mall(42)	30	Sears, Hess's

Principal Shopping Days-Mon., Fri., Sat.

Stores Open Evenings-Most Mon., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney 2; Sears.

Discount Stores-K mart; Ames.

Variety Stores-Woolworth; Newberry 2.

Chain Drug Stores-Widmann 4; Revco; Rea & Derrick.

Chain Supermarkets-Weis 3; IGA; Acme.

Other Chain Stores-Wolf; Regal & Blum; Agway; Firestone; Clasters.

14 - NEWSPAPERS: EXPRESS (e) 10,958; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Charles R. Ryan, Pub., EXPRESS, 9-11 W. Main St., Lock Haven, PA 17745; Tel. (717) 748-6791.

National Representative: Thomson Newspapers.

MAHANOY CITY

See SHENANDOAH

McKEESPORT-DUQUESNE-CLAIRTON

1 - LOCATION: Allegheny County, E&P Map B-3 (In Pittsburgh PMSA). On the Monongahela River at the junction of the Youghiogheny. 15 mi. SE of Pittsburgh. On State Hwys. 48 and 148.

2 - TRANSPORTATION: Railroads-B&O; C&O; P&LE.

Intercity Bus Lines-Greyhound; Port Authority of Allegheny County.

Airlines-TWA; Northwest; USAir; American; United; Delta.

3 - POPULATION:
Corp. Cities 90 Cen. 44,197; E&P 92 Est. 42,378
McKeesport 90 Cen. 26,016; E&P 92 Est. 25,017
Duquesne 90 Cen. 8,525; E&P 92 Est. 8,211
Clairton 90 Cen. 9,656; E&P 92 Est. 9,150
CZ-ABC: (80) 102,597
RTZ-ABC: (80) 123,856
County 90 Cen. 1,336,449; E&P 92 Est. 1,313,700
PMSA 90 Cen. 2,056,705; E&P 92 Est. 2,029,632
City & RTZ-ABC: (80) 226,453

4 - HOUSEHOLDS:
Cities 90 Cen. 16,904; E&P 92 Est. 16,208
McKeesport 90 Cen. 9,934; E&P 92 Est. 9,552
Duquesne 90 Cen. 3,270; E&P 92 Est. 3,150
Clairton 90 Cen. 3,700; E&P 92 Est. 3,506
CZ-ABC: (80) 39,777
RTZ-ABC: (80) 43,096
County 90 Cen. 480,224; E&P 92 Est. 472,049
PMSA 90 Cen. 753,778; E&P 92 Est. 743,963
City & RTZ-ABC: (80) 82,873

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$5,500,000,000
Savings & Loan	4	$225,000,000

6 - PASSENGER AUTOS: Allegheny County 692,724

7 - ELECTRIC METERS: Residence 22,073

8 - GAS METERS: Residence 16,583

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Basic Steel 18,100 ($418); Pipe Fabrication 4,070 ($400); Fabricated Metals 3,900 ($342); Atomic and Space 2,600 ($350); Ordnance 1,650 (N.A.); Constr. 2,380 (N.A.); Tool and Die 830 (N.A.).

Principal Industrial Pay Days-Tues., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-91; Summer 33-95; Fall -5-80; Winter -18-77. First killing frost, Nov. 2; last killing frost, Apr. 11.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-all blocks on Fifth Ave.; 4 on Walnut St.

Neighborhood Shopping Centers-Duquesne: Two blocks on Grant Ave., 1 on First St.; Clairton: Two on St. Clair St., 4 on Miller Ave.; East McKeesport: Great Valley Center; Irwin: Norwin Center; Pleasant Hills: Southland Center; Duquesne: Hilltop Center; Norwin Hills; Ames; McKeesport: Olympia Center and Eastland Mall in North Huntingdon; Monroeville; Monroeville: Monroeville Mall; Garden City Plaza; Haymaker Square; Holiday Park; Miracle Mile; Parkway Center; Moss Side Plaza; West Mifflin Boro; Century III Mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Eastland Plz.(6)	NA	Foodland
Olympia(38)	NA	Shop 'N Save, Ames, Murphy's
Rainbow Garden(18)	NA	Thrift Drug, Maraccini's
Rt. 30 Plz.(12)	NA	K mart, Revco
Southland(47)	NA	Shop 'N Save, Ames
Builder's Sq.(25)	NA	Builder's Square, Foodland
Century III(200)	NA	JCPenney, Sears, Kaufmann's, Horne's
Hills Plz.	NA	Hills

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Department Stores, Mon., Thur., Sat.; Food, every night.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Helmstadter Bros.; Kaufmann's; Sears; Horne's.

Variety Stores-Woolworth; Hills.

Discount Stores-Kelly & Cohen; K mart; Ames.

Chain Drug Stores-Revco; Thrift Drug 10.

Chain Supermarkets-Giant Eagle 6; Foodland 7; Shop 'N Save 5; Marraccini 3; Super Dollar 2.

Other Chain Stores-Goodrich; Firestone; Goodyear.

14 - NEWSPAPERS: NEWS (e) 27,076; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: D.M. Farley, Adv. Dir., NEWS, 409 Walnut St., McKeesport, PA 15134; Tel. (412) 664-9161.

National Representative: Landon Associates.

MEADVILLE

1 - LOCATION: Crawford County, E&P Map A-1, County Seat. Industrial, tourist & agricultural center; Allegheny College. On I-79, U.S. Hwys. 6, 19, 322; State Hwys. 27, 77, 98; 90 mi. N of Pittsburgh; 90 mi. E of Cleveland; 40 mi. S of Erie.

2 - TRANSPORTATION: Railroad-Conrail.

Motor Freight Carriers-6.

Intercity Bus Lines-CATA; Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 14,318; E&P 92 Est. 14,073
CZ-ABC: (80) 22,336
RTZ-ABC: (80) 48,761
County 90 Cen. 86,169; E&P 92 Est. 85,585
City & RTZ-ABC: (80) 71,097

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 5,480; E&P 92 Est. 5,387
CZ-ABC: (80) 8,315
RTZ-ABC: (80) 16,550
County 90 Cen. 32,124; E&P 92 Est. 31,906
City & RTZ-ABC: (80) 24,865

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$2,826,397,000
Savings & Loan	4	$789,014,956

6 - PASSENGER AUTOS: Crawford County 40,775

7 - ELECTRIC METERS: Residence 20,878

8 - GAS METERS: Residence 15,600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Metal Forgings & Stampings 1,921 ($345); Flat Glass 750 ($320); Mfg. 6,400 ($360).

10 - CLIMATE: Min. & Max. Temp.-Spring 22-75; Summer 57-92; Fall 35-72; Winter 7-43.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Meadville Mall (31)	NA	K mart, Mont. Ward, Thorne's
Park Ave. Plz. (26)	NA	Carlisle's, Gee Bee, Dollar Bargain, Valu Home Center
Downtown Mall(14)	NA	Riverside, Big Wheel, Rite Aid
Saegertown Plz. (5)	NA	Super Duper
Penn Plz.(7)	NA	County Market

Principal Shopping Days-Mon., Thur., Fri., Sat.

Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Wolff's; JCPenney; Carlisle's.

Variety Store-Dahlkempers.

Discount Stores-Gee Bee; Fisher's Big Wheel; K mart; CVS; Dollar Bargain.

Chain Drug Stores-Eckerd; Thrift; Rite Aid; CVS.

Chain Supermarkets-Golden Dawn; Riverside; Quality Mkt.; County Market; Thorne.

Other Chain Stores-Goodyear; Wickes Lumber; Radio Shack; 84 Lumber; Valu Home Center.

14 - NEWSPAPERS: TRIBUNE (m) 16,664; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Linda L. Seiver, Adv. Mgr., TRIBUNE, 947 Federal Ct., Meadville, PA 16335; Tel. (814) 724-6370; FAX (814) 724-8755.

National Representative: Thomson Newspapers.

MILTON

1 - LOCATION: Northumberland County, E&P Map D-2. On W branch of the Susquehanna River, 19 mi. S of Williamsport.

2 - TRANSPORTATION: Railroad-Conrail.

Motor Freight Carriers-10.

Intercity Bus Line-Continental Trailways.

3 - POPULATION:
Corp. City 90 Cen. 6,746; E&P 92 Est. 6,749
County 90 Cen. 96,771; E&P 92 Est. 96,072

4 - HOUSEHOLDS:
City 90 Cen. 2,598; E&P 92 Est. 2,599
County 90 Cen. 34,856; E&P 92 Est. 34,604

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$1,567,237,000
Savings & Loan	2	$33,225,000

6 - PASSENGER AUTOS: Northumberland County 50,810

7 - ELECTRIC METERS: Residence 3,374

8 - GAS METERS: 2,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Tank Cars 450 ($400); Steel 575 ($300); Food Proc. 1,400 ($280); Textiles 180 ($240); Furn. 900 ($280); Shoes 575 ($180).

10 - CLIMATE: Min. & Max. Temp.-Spring 38-60; Summer 58-82; Fall 42-63; Winter 21-36.

11 - TAP WATER: Acid, very soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Sunbury Plz.(18)	14	Acme, Mont. Ward, McCrory
Plaza(15)	5	Acme, Super Saver, Murphy's Mart
Susquehanna Valley Mall (70)	18	Boscov's, Bon Ton, JCPenney
Lycoming Valley (94)	16	Hess's, Gee Bee, Rea & Derrick, Sears, Bon Ton

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Shopping Centers daily.

13 - RETAIL OUTLETS: Variety Store-Newberry.

Discount Stores-Plaza Discount; K mart.

Chain Drug Stores-Rea & Derrick; Rite Aid.

Chain Supermarkets-Acme; Weis; Riverside Markets.

Other Chain Stores-Western Auto; Triangle Shoes; JCPenney; Woolworth; Montgomery Ward; Murphy's Mart; Fashion Bug; Bon Ton; Sears; Ames.

14 - NEWSPAPERS: STANDARD (e) 4,300; sworn Mar. 9, 1991.

Local Contact for Advertising and Merchandising Data: Amy DeHart, Adv. Mgr., STANDARD, 19 Arch St.; PO Box 259, Milton, PA 17847-0259; Tel. (717) 742-9671.

National Representative: Landon Associates.

MONESSEN-CHARLEROI-DONORA

1 - LOCATION: Westmoreland and Washington Counties (In Pittsburgh PMSA). E&P Map B-3. Monongahela River. 30 mi. SE of Pittsburgh. I-70 and State Hwys. 88, 906.

2 - TRANSPORTATION: Railroads-Amtrak; Pittsburgh & Lake Erie (NYC); Monessen Southwestern; Norfolk-Western.

Motor Freight Carriers-5.

Intercity Bus Lines-88 Transit Lines; Greater Charleroi; Hilltop; Mid Mon Valley Transit Authority.

3 - POPULATION:
Corp. Cities 90 Cen. 20,843; E&P 92 Est. 19,978
Monessen 90 Cen. 9,901; E&P 92 Est. 9,496
Charleroi 90 Cen. 5,014; E&P 92 Est. 4,873
Donora 90 Cen. 5,928; E&P 92 Est. 5,609

CZ-ABC: (80) 26,929
RTZ-ABC: (80) 46,641
PMSA 90 Cen. 2,056,705; E&P 92 Est. 2,029,632
Counties 90 Cen. 574,905; E&P 92 Est. 571,907
Washington 90 Cen. 204,584; E&P 92 Est. 203,137
Westmoreland 90 Cen. 370,321; E&P 92 Est. 368,770
City & RTZ-ABC: (80) 73,570

4 - HOUSEHOLDS:
Cities 90 Cen. 8,017; E&P 92 Est. 7,684
Monessen 90 Cen. 3,797; E&P 92 Est. 3,641
Charleroi 90 Cen. 1,937; E&P 92 Est. 1,883
Donora 90 Cen. 2,283; E&P 92 Est. 2,160
CZ-ABC: (80) 10,886
RTZ-ABC: (80) 17,127
PMSA 90 Cen. 753,778; E&P 92 Est. 743,963
Counties 90 Cen. 218,183; E&P 92 Est. 217,047
Washington 90 Cen. 76,849; E&P 92 Est. 76,305
Westmoreland 90 Cen. 141,334; E&P 92 Est. 140,742
City & RTZ-ABC: (80) 28,013

5 - BANKS	NUMBER	DEPOSITS
Commercial	11	$261,928,000
Savings & Loan	3	$147,421,000
Credit Unions	9	$21,913,000

6 - PASSENGER AUTOS: Counties: Westmoreland 197,456; Washington 110,217

7 - ELECTRIC METERS: Residence 15,706

8 - GAS METERS: Residence 11,802

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Primary Metals 6,700 ($563); Iron Steel Foundries 2,000 ($362); Fab. Metal Prods., 3,000 ($376); Non-electric Mach. & Trans Equip. 7,100 ($620); Food & Kindred Prods., 4,900 ($370); Textile Mill Prods., 3,600 ($290); Knitting Mills 2,400 ($267); Apparel & Other Textile Prod. 3,100 ($248); Women's & Misses Outerwear 800 ($248); Paper & Allied Prods. 1,500 ($568); Petroleum, Rubber & Misc. Plastic Prods. 2,100 ($389); Leather & Leather Prods. 1,000 ($374).

10 - CLIMATE: Av. Temp.-Spring 50; Summer 70; Fall 53; Winter 29.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Monessen: Downtown-3 blocks on Donner, 3 on Schoonmaker, Fourth, Fifth and Sixth Sts.; Charleroi; Downtown-3 blocks on Fallowfield, 3 on McKean, Fourth, Fifth & Sixth Sts.; Donora: 4 blocks on McKean, 3 on Meldon, Third, Fourth, Fifth & Sixth Sts.

Neighborhood Shopping Centers-Monessen; Eastgate, Park Plan, Grand Blvd.; Charleroi; Chamber Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
TriCounty(20)	3	Radio Shack, Hills, Revco, Murphy's, Giants Eagle
K mart Plaza	3	Foodland, Thrift, K mart
Rostraver	8	Giant Eagle
Mon-Valley Plaza(13)	2	Giant Eagle, Valu-Mart

Principal Shopping Days-Mon., Thur., Fri., Sat.

Stores Open Evenings-Monessen-Fri.; Charleroi-Mon., Thur.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Eisenberg's.

Discount Stores-Health Mart 4; Army & Navy; Atlas; K mart; Save-Mor; Labels for Less; Fashion Factory; Toy City; Gabriel's.

Variety Stores-G.C. Murphy; Valu-Mart; McCrory 2; Family Dollar; Dollar General.

Chain Drug Stores-Thrift; Revco; Health Mart 3; Rite Aid.

Chain Supermarkets-Foodland 3; IGA 2; Shop 'N Save 3; Uni Mart; Giant Eagle 3.

Other Chain Stores-Sherwin-Williams; Radio Shack; Pic Way; 84 Lumber; JoAnn Fabric; Pearle Vision; Payless Shoes; Rag Shop; Fantastic Sams; Fashion Bug.

14 - NEWSPAPERS: VALLEY INDEPENDENT (e) 17,971; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: John J. Bennati, Adv. Mgr., VALLEY INDEPENDENT, Eastgate 19, Monessen, PA 15062; Tel. (412) 684-5200.

National Representative: Thomson Newspapers.

MOUNT CARMEL

See SHAMOKIN

MOUNT UNION

See HUNTINGDON

NEW CASTLE

1 - LOCATION: Lawrence County, E&P Map A-2. County Seat in W part of PA. On U.S. Hwys. 224, 442; State Hwys. 18, 88, 108, 168.

2 - TRANSPORTATION: Railroads-B & O; Conrail (freight); Lake Erie (N.Y.C.); Erie-Lackawanna (freight).

Motor Freight Carriers-11.

City Owned Intercity Bus Lines-Central Greyhound; Grove City.

3 - POPULATION:
Corp. City 90 Cen. 28,334; E&P 92 Est. 27,277
CZ-ABC: (80) 39,525
RTZ-ABC: (80) 68,420
County 90 Cen. 96,246; E&P 92 Est. 95,023
City & RTZ-ABC: (80) 107,945

4 - HOUSEHOLDS:
City 90 Cen. 10,820; E&P 92 Est. 10,416
CZ-ABC: (80) 14,638
RTZ-ABC: (80) 23,155
County 90 Cen. 34,839; E&P 92 Est. 34,397
City & RTZ-ABC: (80) 37,793

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$884,838,484
Savings & Loan	2	$319,802,157

6 - PASSENGER AUTOS: Lawrence County 54,288

7 - ELECTRIC METERS: 37,433

8 - GAS METERS: 23,630

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Primary Metal 157; Mach. 2,027; Stone, Glass & Clay 2,156; Fab. Metal 920; Mining 324.

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-64; Summer 35-91; Fall 21-65; Winter 0-70. First killing frost, Oct. 7; last killing frost, May 2.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Washington St.; 3 on Mercer St.; 5 on Mill St.; 1 on North St.; 3 Towne Mall on Jefferson St.

Neighborhood Shopping Centers-4 blocks on Long Ave.; 1 on Liberty Ave. 7th Ward; 1 at Washington St. & Butler Ave.; Call's on Rt. 18 N., 1 mi. beyond city limits; Westgate Plaza, Rt. 224 W. of City; Union Plaza Rt. 224; Lawrence Village Rt. 65; North City Plaza, Rt. 18 N., 3 mi. beyond city limits.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lawrence Vlg.(30)	4	Radio Shack, Rocky's, K mart, Stambaugh's
Westgate Plz.(14)	4	Brooks, A&M Supermkt., Treasure Island
Call's Plz.(8)	2	Thrift Drug, Ralph's
Towne Mall(31)	1	Thrift Drug, Sears
Neshannock Plz.(8)	NA	Union Prescription, Betty's Bridal
North City Plz. (21)	2	Radio Shack, K mart, • Joseph's, Revco
Union Plz.(8)	4	Spiegel

Principal Shopping Days-Mon., Thur., Fri., Sat.

Stores Open Evenings-Department Stores-Mon. and Thur.; Food-Mon. through Sat.

13 - RETAIL OUTLETS: Department Store-Sears.

Discount Stores-Fisher's Big Wheel 2; Treasure Island; K mart 2.

Variety Store-G.C. Murphy.

Chain Drug Stores-Brooks; Thrift 2; Revco 3; Medical Center Phcy.; Rite Aid.

Chain Supermarkets-A&M; Joseph's 2; Tic Toc 2; Ralph's; Valu King 2; Rocky's 2; Food Arena.

14 - NEWSPAPERS: NEWS (e) 20,556; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: David C. Jones, Adv. Dir., NEWS, 27-35 N. Mercer St.; PO Box 60, New Castle, PA 16103; Tel. (412) 654-6651.

National Representative: Landon Associates.

NEW KENSINGTON-TARENTUM

1 - LOCATION: New Kensington in Westmoreland County; Tarentum in Allegheny County (In Pittsburgh PMSA). E&P Map B-2. Allegheny-Kiski river valleys. Research and industrial center 20 mi. NE of Pittsburgh on Allegheny Valley Expressway; State Hwys. 28, 56, 88, 366 & 780; U.S. Hwy. 22 and Pennsylvania Tpke.

2 - TRANSPORTATION: Railroads-Conrail; Conemaugh & West Penn Branches.

Motor Freight Carriers-3.

Intercity Bus Line-Port Authority Transit.

3 - POPULATION:
Corp. Cities 90 Cen. 21,568; E&P 92 Est. 21,066
New Kensington 90 Cen. 15,894; E&P 92 Est. 15,541
Tarentum 90 Cen. 5,674; E&P 92 Est. 5,525
NDM-ABC: (80) 161,684
Counties 90 Cen. 1,706,770; E&P 92 Est. 1,682,470
Allegheny 90 Cen. 1,336,449; E&P 92 Est. 1,313,700
Westmoreland 90 Cen. 370,321; E&P 92 Est. 368,770
PMSA 90 Cen. 2,056,705; E&P 92 Est. 2,029,632

4 - HOUSEHOLDS:
Cities 90 Cen. 8,266; E&P 92 Est. 8,073
New Kensington 90 Cen. 6,081; E&P 92 Est. 5,946
Tarentum 90 Cen. 2,185; E&P 92 Est. 2,127
Counties 90 Cen. 621,558; E&P 92 Est. 612,791
Allegheny 90 Cen. 480,224; E&P 92 Est. 472,049
Westmoreland 90 Cen. 141,334; E&P 92 Est. 140,742
NDM-ABC: (80) 59,381
PMSA 90 Cen. 753,778; E&P 92 Est. 743,963

5 - BANKS	NUMBER	EST. DEP.
Commercial	25	$697,800,000
Savings & Loan	9	$332,500,000

6 - PASSENGER AUTOS: Counties: Allegheny 692,724; Westmoreland 197,456

7 - ELECTRIC METERS: Residence 31,693

8 - GAS METERS: Residence 27,342

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Aluminum Fabrication N.A.; Technical 293; Glass Prods. 763; Paint Prods. 357; Steelmaking, Fab. 9,286; Tool & Die 341; Plastic Mfg. 357; Nuclear Prods. 876; Research Centers & Labs 4,902; Garment Mfg. 263; Distilleries 519; Printing 368; Power Plants (2) and Utilities 981; Soft Coal Mines 990; Heavy Equip. & Bldg. 666; Foundries (2) 213; Limestone & Cement 101; Tile & Block 111; Mushroom Mines & Distributors 189.

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-91; Summer 63-99; Fall 25-86; Winter 13-72. First killing frost, Oct. 31; last killing frost, May 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-Downtown-New Kensington (13 blocks plus discount center); Tarentum/Brackenridge (10 blocks); Leechburg (5 blocks); Apollo (3 blocks); Freeport (8 blocks).

Neighborhood Centers-New Kensington-Arnold-Lower Burrell, Leechburg Rd.; Parnassus District, New Kensington, Rte. 28, Natrona Heights; Pittsburgh St., Springdale & Cheswick; Saxonburg; Russellton.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hillcrest(30)	NA	Hills
Heights Plz.(56)	NA	Joseph Horne Co.
Highlands Mall (25)	NA	Gee Bee
Kiskipark Plz. (15)	NA	Ben Franklin
Riverview Plz. (13)	NA	K mart
Allegheny Plz. (10)	NA	Fisher's Big Wheel
Apollo Plz.(10)	NA	
Cheswick(13)	NA	
Leechburg Plz.	NA	K mart
Harmar Plz.	NA	Murphy's Mart

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-All Major and Discount Stores; Food Stores.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Hart's; JCPenney; Joseph Hornes.

Discount Stores-Fisher's Big Wheel; K mart; Gee Bee; Murphy's Mart; Thrift City; Hills; Gold Circle.

Variety Stores-G.C. Murphy; Ben Franklin.

Chain Drug Stores-Thrift 3; Eckerd; Revco 2; Gil's 3; Rite Aid 3.

Chain Supermarkets-Shop 'N Save 7; Golden Dawn 2; Foodland 5; Gee Bee; Giant Eagle 2; IGA 3.

Other Chain Stores-Goodyear; Firestone; Uniroyal; Goodrich; American Hardware 3; Radio Shack; Sears (catalog) 2; Singer; Thom McAn; Nobil Shoes; Sherwin Williams; Tile City; General Electric Appliances; PicWay Shoes; Color Tile; Fashion Bug; Grossman's.

14 - NEWSPAPERS: VALLEY NEWS DISPATCH (e) 38,571; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: James Nolan, Adv. Dir., VALLEY NEWS DISPATCH, 210 Fourth Ave., Tarentum, PA 15084; Tel. (412) 224-4321.

National Representatives: Gannett National Newspaper Sales; U.S. Suburban Press.

NORRISTOWN

1 - LOCATION: Montgomery County (In Philadelphia, PA-NJ PMSA), E&P Map E-3, County Seat. 17 mi. NW of Philadelphia; 95 mi. SW of NY City; 41 mi. W of Trenton, NJ; 37 mi. SW of Reading; 91 mi. E of Harrisburg; 35 mi. NE of Wilmington. On U.S. Hwys. 202, 422; State Hwys. 23, 73, 123. On Schuylkill River, 5 1/2 mi. from Valley Forge, 4 mi. N of PA Turnpike.

2 - TRANSPORTATION: Railroads-Reading; Philadelphia Western.

Motor Freight Carriers-13.

Intercity Bus Lines-SEPTA; Trailways; Greyhound; North Penn.

3 - POPULATION:
Corp. City 90 Cen. 30,749; E&P 92 Est. 29,962
NDM-ABC: (80) 194,895
County 90 Cen. 678,111; E&P 92 Est. 710,100
PMSA 90 Cen. 4,856,811; E&P 92 Est. 4,955,752

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 90 Cen. 11,738; E&P 92 Est. 11,437
NDM-ABC: (80) 65,946
County 90 Cen. 260,811; E&P 92 Est. 273,115
PMSA 90 Cen. 1,827,684; E&P 92 Est. 1,866,214

5 - BANKS	NUMBER	EST. DEP.
Commercial	24	$1,320,176,000
Savings	5	$42,720,000
Savings & Loan	15	$1,440,520,000

6 - PASSENGER AUTOS: Montgomery County 464,399

7 - ELECTRIC METERS: Residence 14,322

8 - GAS METERS: Residence 7,800

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food and Beverages 6,501; Textile 8,598; Printing & Pub. 4,456; Chem. 7,240; Metal Industries 13,274; Whol. Trade 12,172; Business of Repair 8,919; Ins., Real Estate & Fin. 11,072; Constr. 12,964; Mach. Equip. & Supplies 21,114.

10 - CLIMATE: Min. & Max. Temp.-Spring: 40-75; Summer 60-98; Fall 20-80; Winter 10-50; First killing frost, Oct. 10; last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on W. Main; 4 on E. Main; 8 on Dekalb; 10 on W. Marshall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Logan Sq.(35)	1	Ports of the World, Rite Aid
Plymouth Sq.(22)	2	Woolworth, Super Fresh, Thrift Drug, Marshalls
Valley Forge(55)	2	Marshalls, Thrifway, Foods, Big Marty's
Norriton Sq.(17)	2	ShopRite, Silo
Park Ridge(20)	3	Thriftway, Zummo's
Sandy Hill(9)	2	Genuardi's
King of Prussia (152)	4	Stern's, Wanamaker, Acme, Woolworth, JCPenney, Sears, Bloomingdale's, Macy's
Swede Sq.(24)	2	Genuardi's, Channel's
Plymouth Mall (116)	6	Hess's, Woolworth, Strawbridge & Clothier

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Dept.-Fri.; Food-every evening except Sat.; Shopping Centers-every evening.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; John Wanamaker; Strawbridge & Clothier; Macy's; Bloomingdale's; Hess's.

Discount Stores-K mart; Clover; Silo's; Dee's Appliance; Bradlees.

Variety Stores-Woolworth 3; Berlin-Spilane 4.

Chain Drug Stores-Rite Aid 2; Thrift Drugs 4; Drug Emporium.

Chain Supermarkets-Acme 4; Super Fresh; Genuardi's 8; Thriftway 2; Clemens 2; ShopRite.

Other Chain Stores-Channel; Grossmans.

14 - NEWSPAPERS: TIMES-HERALD (e) 30,268; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: John Gehringer, Adv. Dir., TIMES-HERALD, PO Box 591, Norristown, PA 19404; Tel. (215) 272-2500.

National Representatives: Landon Associates; Robert Hitchings & Co.

OIL CITY

See FRANKLIN

PALMERTON

See LEHIGHTON

PHILADELPHIA

1 - LOCATION: Coextensive with Philadelphia County (In Philadelphia, PA-NJ PMSA). E&P Map E-3. 8-County Primary Market hub of over 4.9 million people. 90 mi. from N.Y. City; 136 mi. from Washington, D.C. In SE PA. on Delaware River; 88 nautical mi. from Atlantic Ocean.

2 - TRANSPORTATION: Railroads-Chessie System; Conrail; Amtrak.

Motor Freight Carriers-100.

Steamship lines, agents and companies-94.

Freight Steamship Lines-28.

Intercity Bus Line-SEPTA.

Airlines-17; Air Freight-14.

3 - POPULATION:

Corp. City 90 Cen. 1,585,577; E&P 92 Est. 1,565,050
County 90 Cen. 1,585,577; E&P 92 Est. 1,580,500
Phil. County-ABC: (80) 1,688,210
Bal. in NDM-ABC: (80) 3,028,349
PMSA 90 Cen. 4,856,881; E&P 92 Est. 4,955,752
Total NDM-ABC: (80) 4,716,559

4 - HOUSEHOLDS:

City 90 Cen. 611,551; E&P 92 Est. 603,634
County 90 Cen. 564,268; E&P 92 Est. 562,461
Phil. County-ABC: (80) 619,781
Bal. in NDM-ABC: (80) 1,019,549
PMSA 90 Cen. 1,827,684; E&P 92 Est. 1,866,214
Total NDM-ABC: (80) 1,639,330

5 - BANKS	NUMBER	DEPOSITS
Commercial	36	$145,091,000,000

6 - PASSENGER AUTOS: Philadelphia County 490,892

7 - ELECTRIC METERS: 1,527,100

8 - GAS METERS: 872,400

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Constr. 107,175; Apparel/Textile Prods. 19,843; Printing & Pub. 44,180; Fab. Metals 34,143; Mach. (except electrical) 30,996; Elect./Electronic Equip. 32,429; Trans. Equip. N/A; Trans./Pub. Utilities 95,715; Whol. Trade 138,691; Ret. Trade 377,305; Fin., Ins. & R.E. 162,415; Services 649,360.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-89; Summer 56-99; Fall 18-88; Winter 13-64. First killing frost, Nov. 16; last killing frost, Apr. 1.

11 - TAP WATER: Slightly acid; moderately hard (Schuylkill River); moderately soft (Delaware River); fluoridated.

12 - RETAILING: Principal Shopping Center-Philadelphia Central Business District-Market Street to South Street between Front and 24th Streets (includes The Gallery, Center City Enclosed Mall, with 3 dept. stores).

Major Regional Shopping Centers-Philadelphia County: Roosevelt Mall; Franklin Mills; Bucks County: Neshaminy Mall, Oxford Valley Mall; Chester County: Exton Sq.; Coventry Mall; Delaware County: Granite Run Mall, Springfield Mall; Montgomery County: King of Prussia Plz., Court at King of Prussia, Montgomery Mall, Plymouth Meeting Mall; Cedarbrook Mall; Cheltenham Sq.; Suburban Sq.; Wynnewood Ctr.; Abington/Jenkintown, Willow Grove Pk.; Burlington County: Moorestown Mall; Burlington Ctr.; Camden County: Cherry Hill Mall, Echelon Mall; Gloucester County: Deptford Mall; plus approximately 300 district shopping places in the Philadelphia PMSA.

Principal Shopping Days-Department Stores-Wed., Sat., Sun. Food-Thur., Fri., Sat.

Stores Open Evenings-Major suburban stores open all evenings and Sun. Most chain groceries-Mon. through Sat. until 9 or 10 p.m. Limited hrs. on Sun.

13 - RETAIL OUTLETS: Department Stores-Bloomingdale's (2 in suburbs); Hess's (3 in suburbs); Macy's (6 in suburbs); JCPenney 8 (1 in Phila., 7 in suburbs); Pomeroy's (2 in suburbs); Sears 13 (2 in Phila., 11 in suburbs); Stern's (1 in Phila., 1 in suburbs); Strawbridge & Clothier, 11 (1 in Phila., 10 in suburbs); John Wanamaker, 10 (2 in Phila., 8 in suburbs).

Chain Specialty Stores-Lord & Taylor; Saks Fifth Avenue.

Major General Merchandise Stores-Clover; K mart; Bradlees; Caldor; Jamesway; Ames; Ports of the World.

Variety Stores-McCrory; Kress; Murphy's Mart; Newberry; Valu Stores; Woolworth.

Chain Drug Stores-Brooks; CVS; Drug Emporium; Drug Fair; Eckerd; Gene's; Medic-Fair; Peoples; Phar-Mor; Rite Aid; Thrift; Rexall.

Chain Supermarkets-Acme; Clemens; Colonial Village; Cumberland Farms; Genuardi; IGA; Pathmark; 7-Eleven; Shop 'N Bag; Shop-Rite; Super Fresh; Thriftway; Wawa.

Other Chain Stores-Women's Apparel: Annie Sez, Deb Shops, Dress Barn, Filene's Basement, Frederick's of Hollywood, The Gap, Hit or Miss, T.H. Mandy, The Limited, Loehmann's, Marianne, 16 Plus, Talbot's; Men's Apparel: Adams, Anderson Little, Brooks Brothers, Casual Male, The Hub, Eddie Bauer, Eugene Jacobs, Jack Lang, Mitchell Daroff, Today's Man; Wallach's Shoe Stores: Baker's, Bally, Endicott-Johnson/Father & Son, Fayva, Flagg Brothers, Florsheim, Hahn Shoes, Hanover, Knapp, Lou's Shoe Bazaar, Massey, Naturalizer, Pappagallo, Payless, Pic Way, Thayer McNeil, Thom McAn; Automotive: Avellino, Firestone, Goodrich, Goodyear, R&S Strauss, Pep Boys, Royal Auto, Speedy Muffler King, Uniroyal.

14 - NEWSPAPERS: INQUIRER (m-mon to fri) 515,523; (m-sat) 430,699; (S) 987,218; Mar. 31, 1991 ABC.

NEWS (e-mon to fri) 221,855; (e-sat) 127,320; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Herbert W. Moloney, III, Adv./Vice Pres., INQUIRER and NEWS, 400 N. Broad St., Philadelphia, PA 19101; Tel. (215) 854-4894.

National Representatives: Metropolitan Publishers Representatives; Newspapers First; Towmar; Metropolitan Sunday Newspapers; RJR/Media Sales.

PHILLIPSBURG

See EASTON

PHOENIXVILLE

1 - LOCATION: Chester County (In Philadelphia, PA-NJ PMSA). E&P Map E-3. In Schuylkill Valley, 28 mi. W of Philadelphia; 12 mi. W of Norristown. On State Routes 23, 29 and 113.

2 - TRANSPORTATION: Railroads-Conrail; Reading.

Motor Freight Carriers-2.

Intercity Bus Lines-Werner; SEPTA; Trailways.

3 - POPULATION:

Corp. City 90 Cen. 15,066; E&P 92 Est. 15,246
CZ-ABC: (80) 14,165
RTZ-ABC: (80) 62,774
County 90 Cen. 376,396; E&P 92 Est. 391,032
PMSA 90 Cen. 4,856,881; E&P 92 Est. 4,955,752
City & RTZ-ABC: (80) 76,939

4 - HOUSEHOLDS:

City 90 Cen. 5,768; E&P 92 Est. 5,837
CZ-ABC: (80) 5,415
RTZ-ABC: (80) 20,338
County 90 Cen. 144,961; E&P 92 Est. 150,597
PMSA 90 Cen. 1,827,684; E&P 92 Est. 1,866,214
City & RTZ-ABC: (80) 25,753

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$210,769,000

6 - PASSENGER AUTOS: Chester County 207,698

7 - ELECTRIC METERS: Residence 4,622

8 - GAS METERS: Residence 2,978

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Steel N.A.; Pharmaceutical Supplies 507.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-65; Summer 62-85; Fall 43-59; Winter 22-46. First killing frost, Sept. 20; last killing frost, Apr. 9.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-3 blocks on Bridge St.; 2 on Main St.; 1 on Gay St.; 1 on Church St.

Neighborhood Shopping Centers-Nutt Road; Gateway Shpg. Ctr.; Starr Hill; Valley Forge Mall; Chesterbrook Shpg. Ctr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
King of Prussia Plaza	10	Sears, Wanamaker's, JCPenney, Conran's
Norco Mall(42)	8	Britts, Fields, Sears
Valley Forge Mall	2	Jamesway, Thrift Drug, Super Fresh
King of Prussia Court	10	Bloomingdale's, A&S.

Principal Shopping Days-Dept.-Fri.; Food-Wed., Thur., Fri.

Stores Open Evenings-Fri. to 9; Food to 10.

13 - RETAIL OUTLETS: Variety Store-Jamesway.

Chain Drug Stores-White Shield; Thrift.

Chain Supermarkets-Acme; Genuardi; Mad Grocer; Super Fresh.

Other Chain Stores-Sherwin-Williams; B.F. Goodrich.

14 - NEWSPAPERS: EVENING PHOENIX (e) 5,875; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Thomas Hipp, Ret. Adv. Mgr., EVENING PHOENIX, 225 Bridge St., Phoenixville, PA 19460; Tel. (215) 933-8926.

National Representatives: Landon Associates; Robert Hitchings & Co.

PITTSBURGH

1 - LOCATION: Allegheny County (CMSA) E&P Map B-3. At junction where Allegheny and Monongahela Rivers form Ohio River; 270 mi. W by N of Philadelphia. Harbor frontage 54 mi.

2 - TRANSPORTATION: Railroads-17 railroads including Conrail; Pittsburgh & Lake Erie; CSX; Bessemer & Lake Erie; Wheeling & Lake Erie.

Motor Freight Carriers-163.

Intercity Bus Lines-Greyhound; Lenzner; Beaver Valley; Grove City; Continental Trailways; Butler Valley; Ritchey; Saber's United; Suburban; Lincoln; Debolt-Somerset; 88 Transit.

Airlines-American; Northwest; TWA; United; USAir; Piedmont; Pan Am; Delta.

3 - POPULATION:

Corp. City 90 Cen. 369,879; E&P 92 Est. 359,067
CZ-ABC: (80) 1,135,971
RTZ-ABC: (80) 1,562,810
County 90 Cen. 1,336,449; E&P 92 Est. 1,313,700
PMSA 90 Cen. 2,056,705; E&P 92 Est. 2,029,632
City & RTZ-ABC: (80) 2,698,781

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 140,930; E&P 92 Est. 136,811
CZ-ABC: (80) 427,738
RTZ-ABC: (80) 551,861
County 90 Cen. 480,224; E&P 92 Est. 472,049
CMSA 90 Cen. 753,778; E&P 92 Est. 743,963
City & RTZ-ABC: (80) 979,599

5 - BANKS	NUMBER	DEPOSITS
Commercial	29	$33,685,144,000
Savings	2	N.A.
Savings & Loan	89	N.A.

6 - PASSENGER AUTOS: Allegheny County 692,724

7 - ELECTRIC METERS: Residence 1,110,016 (Pittsburgh CMSA)

8 - GAS METERS: Residence 763,033 (Pittsburgh CMSA)

9 - PRINCIPAL INDUSTRIES: (Allegheny, Beaver, Fayette, Washington & Westmoreland Counties): Industry, No. of Wage Earners (Av. Wkly. Wage)-Food Prods. 10,300 ($381); Textile, Apperal 2,500 ($186); Paper Prods., 2,100 (295); Printing & Pub. 9,200 ($353); Chem. Prods. 10,500 ($413); Oil & Coal Prods. 3,600 ($292); Stone, Clay & Glass 14,400 ($348); Primary Metal 77,400 ($492); Fab. Metal 19,100 ($404); Non-Elect. Mach. 22,700 ($417); Elect. Mach. 20,900 ($382); Trans. Equip. 9,900 (N.A.); Instruments, Rel. Equip. 6,300 (N.A.); Other Durable Goods 2,800 (N.A.); Other Nondurable Goods 200 (N.A.); Total All Mfg. 215,200 ($417).

10 - CLIMATE: Min. & Max. Temp.-Spring -1-95; Summer 38-103; Fall -1-102; Winter -20-77. First killing frost, Oct. 20; last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, soft 9 months, hard 3 months (June, July, Aug.), fluoridated.

12 - RETAILING: Principal Shopping Center-bounded by the *Monongahela and the Allegheny Rivers* and Grant St. This is the Downtown Triangle-300 acres.

Neighborhood Shopping Centers-Homewood-N. Homewood & Kelly St.; East Liberty Mall-Penn & Highland Aves.; Squirrel Hill-Murray; Bloomfield-Liberty & Edmond Ave.; Oakland-Forbes Ave. & Fifth and Atwood Ave.; Greenfield-Greenfield Ave. & Coleman St.; Hazelwood-Hazelwood Ave. to Second Ave.; Lawrenceville-34th & Butler; 52nd & Butler; Uptown-Fifth Ave. from Ross St. to Dinwiddie St.; South Side-E. Carson St. from S. 13th to S. 25th St.; Mt. Oliver-Brownsville Rd.; Allentown-Warrington Ave.; Mt. Washington-Southern Ave. & Shiloh St.; West End-Main St.; Manchester-Beaver & Franklin; North Side-E. Ohio & Sandusky Sts. from Federal to Chestnut; Federal St. from Allegheny River to North Ave.; Brighton Road-Brighton Rd. & California Ave.; Shadyside-Walnut St. & S. Aiken Ave.; Station Sq. Carson St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Allegheny Ctr. (70)	1	Sears, Woolworth
Beaver Valley Mall(120)	23	Kaufmann's, Sears, Horne's, Woolworth
Century III Mall(190)	8	JCPenney, Sears, Horne's, Kaufmann
Cranberry Mall (45)	16	K mart, Phar-Mor, Giant Eagle, Hills
Eastland(38)	10	Foodland
Edgewood Towne Center	NA	Giant Eagle, Phar-Mor
Greenburg Plaza(6)		K mart, Freight Liquidators
Franklin(85)	35	Sears, Pomeroy's Thrift Drug
Great Southern (59)	NA	JCPenney, Phar-Mor
Greengate Mall (90)	3	Horne's, JCPenney, Mont. Ward
Heights Plz.(53)	20	Horne's, G.C. Murphy, Shop 'N Save, Foodland
Miracle Mile(47)	13	Phar-Mor, Thrift Drug, David Weis
Monroeville Mall(180)	12	Kaufman's, Horne's, JCPenney
Northern Lights (55)	18	JCPenney, Hills.
North Hills Vlg. (67)	7	TJ. Maxx, Marshalls, Hills, Burlington Coat Factory
Northway Mall (85)	8	Dahlkempers, Value City
Parkway Ctr.(83)	2	Giant Eagle, K mart
Penn Hills(60)	11	Giant Eagle
Richland Mall (20)	16	Ames, Shop 'N Save
Robinson Town Ctr.(57)	8	IKEA, TJ. Maxx Sears, Phar-Mor
Ross Park Mall(158)	8	Kaufman's, Horne's JCPenney, Sears
Slater Plz.(12)	6	K mart, Foodland
South Hills Vlg.(125)	8	Kaufman's, Sears, Horne's
Southland(52)	9	Shop 'N Save, Thrift Drug, Burlington Coat Factory, TJ. Maxx
Washington Mall(105)	23	JCPenney, Giant Eagle, Thrift Drug, K mart
Westmoreland Mall(90)	30	Kaufmann's, Sears, Rite Aid, Pomeroy's
Waterworks Mall (60)	9	Hills, TJ. Maxx, Giant Eagle, Marshalls
Village Sq.(54)	NA	Giant Eagle, Hills, Loehmann's

Principal Shopping Days-Mon., Thur., Sat.

Stores Open Evenings-Mon., Thur.

13 - RETAIL OUTLETS: Department Stores-Kaufmann's; Joseph Horne; Sears; JCPenney; Montgomery Ward.

Discount Stores-Ames; K mart; Hills.

Variety Stores-McCrory; Murphy; Woolworth.

Chain Drug Stores-Thrift 55; Revco 52; Rite Aid 33; *Phar-Mor; Brooks; CVS.*

Chain Supermarkets-Foodland 60; Giant Eagle 58; Shop 'N Save 54; Super Dollar 25.

Other Chain Stores-Firestone; Goodrich; Goodyear; General Tire; Kelly & Cohen; Lerner; Florsheim; A.S. Beck; Richman; Keystone Shoes; Spiegel (catalog); Standard Sportswear; Saks Fifth Avenue; Kinney's; Bakers; Thom McAn; Pic-Way; Kamps; Children's Palace; Brooks Bros.; Anderson-Little; Anders; Bailey, Banks & Biddle; TJ. Maxx; The Appliance Store; David Weis; Toys 'R' Us; Builders Sq.; Busy Beaver; Wickes; Hechinger's; General Nutrition Ctr.; Marshalls; National Record Mart; Silo; Sun Appliance.

14 - NEWSPAPERS: POST GAZETTE (m-mon to fri) 161,514; (m-sat) 148,442; Mar. 31, 1991 ABC. PRESS (e-mon to fri) 220,465; (e-sat) 193,022; (S) 557,000; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Jerry Dunning, Adv. Dir., POST-GAZETTE and PRESS, 50 Blvd. of the Allies, Pittsburg, PA 15222; Tel. (412) 263-1100.

National Representatives: Sawyer-Ferguson-Walker; Leonard Company.

POTTSTOWN

1 - LOCATION: Montgomery County (In Philadelphia, PA-NJ PMSA). E&P Map E-3. Industrial center. 37 mi. NW of Phila.; 26 mi. NW of King of Prussia; 18 mi. SE of Reading; 32 mi. S of Allentown; 20 mi. N of Exton; on Schuylkill River. On U.S. Hwy. 422, Benjamin Franklin Hwy.; State Hwys. 100, 663 & 724 (to PA Tpke. & I-80).

2 - TRANSPORTATION: Railroads-Rail freight only.

Intercity Bus Lines-Pottstown Transit, Inc.; Werner; Trailways; SEPTA.

Motor Freight Carriers-11.

Airlines-Limousine service to Philadelphia International Airport; Air Freight & Charter at Pottstown Airport (Limerick), Municipal Airport (Pottstown).

3 - POPULATION:

Corp. City 90 Cen. 21,831; E&P 92 Est. 21,651
NDM-ABC: (80) 137,717
County 90 Cen. 678,111; E&P 92 Est. 710,100
PMSA 90 Cen. 4,856,881; E&P 92 Est. 4,955,752

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 8,343; E&P 92 Est. 8,274
NDM-ABC: (80) 47,458
County 90 Cen. 260,811; E&P 92 Est. 273,115
PMSA 90 Cen. 1,827,684; E&P 92 Est. 1,866,214

5 - BANKS	NUMBER	DEPOSITS
Commercial	13	$5,719,651,423
Savings & Loan	11	$112,500,000

6 - PASSENGER AUTOS: Montgomery County 464,399

7 - ELECTRIC METERS: Residence 75,653

8 - GAS METERS: Residence 9,732

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Steel Fab. 422; Food Equip. Prods. 1,328; Boilers, Heating 643; Automotive Prods., Bodies 2,428; Die Castings 1,318; Pipe Fittings 1,183; Crane Hoists 130; Textiles, Clothing 4,025; Plastics, Rubber Prods. Metal Prods., Finishing 758; Pipe 270; Packaging 660; Burial Caskets, Funeral Supplies 615; Metal Tubing, Cathodes 1,089; Flags 255; Health Servs. 1,000.

Principal Industrial Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 51-75; Summer 73-90; Fall 55-68; Winter 12-40. First killing frost, Dec. 1; last killing frost, Feb. 15.

11 - TAP WATER: Acid, soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-15 blocks on High St., Hanover St., Charlotte St., Washington St.

Neighborhood Shopping Centers-E. End (Moser Rd.); N. End (Mervine St.); W. End Rt. 100; Thriftway Suburbia Center Rt. 100; Coventry Mall Rt. 100 Bypass & 724; Boyertown Shpg. Ctr.; Gilbertsville Shpg. Ctr.; Park Towne, Royersford; Phoenix-Kimberton Mall, Rte. 724.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Ctr.	2	K mart
Coventry Mall(60)	1	Sears, Hess's, Pomeroy's, Jefferson Ward
North End Ctr.(19)	1	Acme, Woolworth, Rea & Derick

Principal Shopping Days-Mon., Wed.; Thur., Fri., Sat.

Stores Open Evenings-Dept.-Mon., Fri.; Food-Tues., Wed., Thur., Fri.; Shpg. Ctrs.-Mon through Sun.

13 - RETAIL OUTLETS: Department Stores-Sears; Bradlees; Hess's; Boscov's; Pomeroy's.

Discount Stores-Ice City; K mart 2; Jamesway; Ames 2.

Variety Stores-Newberry; Woolworth 2.

Chain Drug Stores-Thrift 2; Rea & Derick 2; Rite Aid 4; CVS; Sunset Pharmacy; Canning's; Professional Pharmacy; Patton Pharmacy.

Chain Supermarkets-Super Fresh 2; Acme 2; Thriftway; Weis 3; ShopRite; IGA 2; Wawa; 7-Eleven 3; Pathmark; Redner's 3; Genuardi 2; Save-A-Lot.

Other Chain Stores-A.D. Moyer Lumber 2; Penn Jersey; Western Auto; Pep Boys; 84 Lumber; Singer Co.; Endicott Johnson; Fecera; Grossman's; Radio Shack; Pet Carnival; Lippman's Jewelers; Hub; Sherwin-Williams; M.A.B.; Don Sand's Glidden; Rickel; The Gap; Rax; Brooks Fashion; CPI Photo Fashion; Circus World; Fashion Bus; Fashion Colony; Hickory Farms; Joy Shop; Kids Point of View; Kinney Shoes; Sixteen Plus; Wall-to-Wall Sound.

14 - NEWSPAPERS: MERCURY (m) 29,980; (S) 30,652; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Deborah Shaw, Adv. Dir., MERCURY, Hanover & King Sts., Pottstown, PA 19464; Tel. (215) 323-3000.

National Representatives: Landon Associates; Robert Hitchings & Co; U.S. Suburban Press.

POTTSVILLE

1 - LOCATION: Schuylkill County. E&P Map D-2. 93 mi. NW of Philadelphia; 56 mi. NE of Harrisburg. On U.S. Hwy. 61; State Hwys. 183 & 209.

2 - TRANSPORTATION: Railroads-Conrail.

Motor Freight Carriers-9.

Intercity Bus Lines-Schuylkill Transportation; Capital Trailways.

3 - POPULATION:

Corp. City 90 Cen. 16,603; E&P 92 Est. 16,285
NDM-ABC: (80) 97,470
County 90 Cen. 152,585; E&P 92 Est. 150,965

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 6,353; E&P 92 Est. 6,231
County 90 Cen. 56,297; E&P 92 Est. 55,700
NDM-ABC: (80) 35,589

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$1,989,645,000
Savings & Loan	5	$288,490,299

6 - PASSENGER AUTOS: Schuylkill County 84,358

7 - ELECTRIC METERS: Residence 7,200

8 - GAS METERS: Residence 2,651

9 - PRINCIPAL INDUSTRIES: Aluminum and Plastic Extrusion; Anthracite Mining; Bldg. Materials; Commercial Tanks; Elect. Appliances (lamps, etc.); Leather Prods. (shoes); Mirrors; Mach. Tools; Metal Cabinets; Mobile homes; Ball Point Pens; Apparel; Polyethylene Film; Screws & Anchors; Steel Doors; Frames; Trucks; Trailers.

Principal Industrial Pay Days-Thur., Fri.; 15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 65-80; Summer 70-98; Fall 40-70; Winter 0-50.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Centre St.; 1 on Mahantongo St.; 3 on Norwegian St.; 4 on Market St.; 2 on Arch St.; 5 on Second St.; 3 on Pottsville Boulevard.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pottsville Plz.(6)	1	Automotion, Acme
Pottsville Minersville (4)	3	
Cressona Mall (26)	3	Hills, Acme, Laneco, CVS
Fairlane Mall (60)	1	Boscov's, CVS, Radio Shack
Schuylkill Mall(90)	8	Sears, Hess's, Pomeroy's

Principal Shopping Days-Thur., Fri., Sat., Sun.

Stores Open Evenings-Downtown: Thur., Fri.; Food: Mon. through Sat.; Shpg. Ctrs.: Mon. through Sat. Most malls and food mkts. open Sundays.

13 - RETAIL OUTLETS: Department Stores-Bon Ton; Sears; Boscov's; Hess's.

Discount Stores-Hills; Gee Bee; K mart; Laneco.

Variety Store-McCrory.

Chain Drug Stores-Rite Aid 2; CVS.

Chain Supermarkets-Acme 6; UGA 2; Weis 2; IGA 3; Giant Food.

Other Chain Stores-Firestone; Fashion Colony; Junior Colony; Radio Shack; Kays; Kinney's; Thom McAn.

14 - NEWSPAPERS: REPUBLICAN (e) 29,830; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: James M. Vitale, Adv. Mgr., REPUBLICAN, 111-113 Mahantong St., Pottsville, PA 17901; Tel. (717) 622-3456.

National Representative: Landon Associates.

PUNXSUTAWNEY

1 - LOCATION: Jefferson County. E&P Map B-2. New industrial site. 86 mi. NE of Pittsburgh; 68 mi. NW of Altoona.

2 - TRANSPORTATION: Motor Freight Carriers-4.

3 - POPULATION:

Corp. City 90 Cen. 6,782; E&P 92 Est. 6,643
County 90 Cen. 46,083; E&P 92 Est. 45,623

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 2,609; E&P 92 Est. 2,555
County 90 Cen. 17,774; E&P 92 Est. 17,596

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$495,000,000

6 - PASSENGER AUTOS: Jefferson County 23,992

7 - ELECTRIC METERS: Residence 6,206

8 - GAS METERS: Residence 3,182

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textile 300; Carbon 650; Metal Stamping & Plating; Loudspeakers 758.

10 - CLIMATE: N.A.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on 2 streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Punxy Plz.(12)	1	Sears, Thrift Drug
Groundhog Plz.(8)	NA	County Mkt., Dollar General

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Department Stores-Mon., Fri.; Food-7 nights.

13 - RETAIL OUTLETS: Variety Stores-Ames, Jamesway.

Chain Drug Stores-Thrift; Rite Aid.
Chain Supermarkets-Comet Mkt. 2; Riverside; County Mkt.
Other Chain Stores-Western Auto; Radio Shack; Dollar General.

14 - NEWSPAPERS: SPIRIT (m) 6,064; sworn Sept. 26, 1990.

Local Contact for Advertising and Merchandising Data: William C. Anderson, Gen. Mgr., SPIRIT, 111 N. Findley, Punxsutawney, PA 15767; Tel. (814) 938-8740.

National Representative: Landon Associates.

READING

1 - LOCATION: Berks County (In Reading MSA). E&P Map E-3, County Seat. Industrial center. SE part of state. On banks of Schuylkill River, 56 mi. NNW of Philadelphia; 120 mi. W of New York City.

2 - TRANSPORTATION: Motor Freight Carriers-28.

Intercity Bus Lines-Trailways; Bieber.

Airlines-USAir; Suburban; General Aviation; Air Pennsylvania.

3 - POPULATION:
Corp. City 90 Cen. 78,380; E&P 92 Est. 78,319
CZ-ABC: (80) 187,934
RTZ-ABC: (80) 126,549
County/MSA 90 Cen. 336,523; E&P 92 Est. 344,501
City & RTZ-ABC: (80) 314,483

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 29,886; E&P 92 Est. 29,863
CZ-ABC: (80) 72,493
RTZ-ABC: (80) 42,777
County/MSA 90 Cen. 121,133; E&P 92 Est. 124,005
City & RTZ-ABC: (80) 115,270

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	6	$13,000,000,000
Savings	2	$39,000,000
Savings & Loan	4	$10,000,000,000

6 - PASSENGER AUTOS: Berks County 199,851

7 - ELECTRIC METERS: County 146,120

8 - GAS METERS: County 60,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Primary Metals 6,800 ($580); Iron & Steel Foundries 2,100 ($406); Fab. Metal Prods. 3,100 ($408); Food & Kindred Prods. 4,400 ($415); Textile Mill Prods. 2,800 ($311); Knitting Mills 1,900 ($297); Apparel & Other Textile Prods. 3,000 ($269); Petroleum, Rubber & Misc. Plastic Prods. 1,700 ($481).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-65; Summer 66-82; Fall 44-65; Winter 17-31. First killing frost, Nov. 6; last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Penn St.; 3 blocks on N. 5th St.; 3 blocks on N. 9th St.

Neighborhood Shopping Center-Penn Ave. in West Reading.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Antietam Valley(7)	2	Thrift Drug
Berkshire Mall(90)	3	Sears, Pomeroy's, Wanamaker
Berkshire Mall West(14)	3	Acme, Wall to Wall
Fairgrounds Sq. (61)	3	JCPenney, Boscov's, Rite Aid, Phar-Mor
Maderia Plz.(28)	3	K mart, Acme
Muhlenberg(20)	3	McCrory, Weis, Channel Home Ctr.
K mart(11)	7	Weis, K mart, Revco
Reading Mall(17)	3	Boscov's, Weis, Thrift Drug
Shillington(12)	2	Thriftway, Pharmhouse, Rite Aid

Principal Shopping Days-Mon., Thur., Fri., Sat.

Stores Open Evenings-Downtown Stores-Mon., Thur.; Shopping Centers every night.

13 - RETAIL OUTLETS: Department Stores-Pomeroy's (Allied); Sears; Wanamakers; JCPenney.
Discount Stores-Boscov's 3; K mart 3; Wal-Mart.
Variety Stores-Woolworth; McCrory 4.
Chain Drug Stores-W. B. Boyer 4; Revco 4; Rite Aid 5; CVS 2; Thrift 4; Keystone; Reading; Rundle's 3; Saylor-Weaver 2; Medicine Shoppe; Phar-Mor.
Chain Supermarkets-Redner's 10; Weis 6; Acme 7; IGA 10; Thriftway 4; Wawa; Pathmark 2; Giant 3; AM Markets; Turkey Hill 18; Mr. Food; Jewel T.

14 - NEWSPAPERS: TIMES (m) 46,036; EAGLE (e) 30,245; EAGLE/TIMES (m-sat) 72,618; EAGLE (S) 113,100; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Robert Wanner, Gen. Adv. Mgr., EAGLE-TIMES, 345 Penn St., Reading, PA 19603; Tel. (215) 371-5105.

National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

RIDGWAY

1 - LOCATION: Elk County, E&P Map C-2. County Seat. Residential center. 125 mi. NE of Pittsburgh. 127 mi. S of Buffalo, NY. Hwys. 120, 219, 948, 949.

2 - TRANSPORTATION: Railroads-Baltimore & Ohio; Allegheny.

Motor Freight Carriers-4.
Bus Line-Trailways.

3 - POPULATION:
Corp. City 90 Cen. 4,793; E&P 92 Est. 4,631
County 90 Cen. 34,878; E&P 92 Est. 34,153

4 - HOUSEHOLDS:
City 90 Cen. 1,850; E&P 92 Est. 1,787
County 90 Cen. 13,645; E&P 92 Est. 13,362

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: Elk County 17,921

7 - ELECTRIC METERS: Residence 4,680

8 - GAS METERS: Residence 4,890

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Brake Lining 300; Powdered Metal 400; Color for Ink 135; Tool & Die 50.

Principal Pay Days-Wkly., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-87; Summer 43-94; Fall 20-89; Winter 10-67. First killing frost, Oct. 1.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Main St.; 2 blocks on N. Broad.

Neighborhood Shopping Centers-St. Mary's Shopping Plz.; St. Mary's Downtown; Johnsonburg.

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Variety Store-G.C. Murphy.

Chain Supermarkets-Riverside; Market Basket.

14 - NEWSPAPERS: RECORD (e) 3,209; sworn Oct. 1, 1990.

Local Contact for Advertising and Merchandising Data: Lynne Roseto, Adv. Mgr., RECORD, 20 Main St., PO Box T, Ridgway, PA 15853; Tel. (814) 773-3161.

National Representative: Landon Associates.

ROCHESTER
See BEAVER

ST. MARYS

1 - LOCATION: Elk County, E&P Map C-2. Carbon, powder metal, and light mfg. center. 135 mi. N of Pittsburgh; 122 mi. SE of Erie; 120 mi. W of Williamsport; 52 mi. SE of Bradford.

2 - TRANSPORTATION: Railroad-Allegheny.
Motor Freight Carriers-2.
Intercity Bus Lines-Trailways; A.T.A.
Airlines-American; United; USAir.

3 - POPULATION:
Corp. City 90 Cen. 5,511; E&P 92 Est. 5,492
County 90 Cen. 34,878; E&P 92 Est. 34,153

4 - HOUSEHOLDS:
City 90 Cen. 2,127; E&P 92 Est. 2,119
County 90 Cen. 13,645; E&P 92 Est. 13,362

5 - BANKS	**NUMBER**	**EST. DEP.**
Banks	4	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: Elk County 17,921

7 - ELECTRIC METERS: Residence County 23,300

8 - GAS METERS: Residence County 10,391; City 5,633

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Carbon Prods. 2,950 ($350); Light Bulbs 478 ($380); Powder Metal Prods. 678 ($350).

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 45-92; Fall 40-85; Winter 15-67.

11 - TAP WATER: Acidic, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks in center of town; St. Mary's Plz. on Rt. 255.

Neighborhood Shopping Center-Rt. 255.

Principal Shopping Days-Tues., Thur., Fri., Sat., Sun.
Stores Close-Wed. afternoon.
Stores Open Evenings-Mon., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Ames; Big Wheel.
Variety Store-G. C. Murphy.
Chain Drug Store-Thrift Drug.
Chain Supermarkets-Nation Wide 4; Bi-Lo; Pfaffs; Bell's; Market Basket.

14 - NEWSPAPERS: PRESS (e) 5,566; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Thomas E. Miller, Natl. Adv. Mgr., PRESS, 245 Brussels St., St. Marys, PA 15857; Tel. (814) 781-1539.

National Representative: Landon Associates.

SAYRE-ATHENS, PA-WAVERLY, NY

1 - LOCATION: Sayre and Athens in Bradford County, PA; Waverly in Tioga County, NY. E&P Map D-1. 17 mi. SE of Elmira, NY. Home of Guthrie Clinic, Robert Packer Hospital & Guthrie Medical Center.

2 - TRANSPORTATION: Railroad-Conrail.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. Cities 90 Cen. 14,046; E&P 92 Est. 13,793
Sayre 90 Cen. 5,791; E&P 92 Est. 5,559
Athens 90 Cen. 3,468; E&P 92 Est. 3,437
Waverly 90 Cen. 4,787; E&P 92 Est. 4,797
Counties 90 Cen. 113,304; E&P 92 Est. 114,055
Bradford, PA 90 Cen. 60,967; E&P 92 Est. 60,552
Tioga, NY 90 Cen 52,337; E&P 92 Est. 53,503

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 90 Cen. 5,416; E&P 92 Est. 5,319
Sayre 90 Cen. 2,228; E&P 92 Est. 2,139
Athens 90 Cen. 1,347; E&P 92 Est. 1,335
Waverly 90 Cen. 1,841; E&P 92 Est. 1,845
Counties 90 Cen. 45,385; E&P 92 Est. 45,711
Bradford, PA 90 Cen. 23,555; E&P 92 Est. 23,395
Tioga, NY 90 Cen. 21,830; E&P 92 Est. 22,316

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: Counties: Bradford, PA 30,496; Tioga, NY 29,890

7 - ELECTRIC METERS: Residence 9,640
8 - GAS METERS: Residence 3,500
9 - PRINCIPAL INDUSTRIES: Textiles; Lumber; Tools and Dies; Labels; Pumps & Foundry; Feed Mills; Varnishes; Electric Motors; Railroad Car Repair; Compressors; Health Care Services; Cheese Proc.

10 - CLIMATE: Min. & Max. Temp.-N.A.
11 - TAP WATER: Neutral, soft; not fluoridated.
12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Sayre Plz.(4)	NA	K mart
Valley(3)	NA	P&C Foods

Principal Shopping Days-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Ames; K mart.
Variety Store-Newberry.
Chain Drug Stores-Rite Aid; Fay's; Rea & Derrick; Widmann's.
Chain Supermarkets-Acme; Great American 2; P&C Foods.
Other Chain Stores-National Auto; Firestone; Western Auto; Sears (catalog).

14 - NEWSPAPERS: TIMES (e) 8,590; sworn Oct. 1, 1990.
Local Contact for Advertising and Merchandising Data: LaVerra Parfrey, Adv. Mgr., TIMES, 201 N. Lehigh Ave., Sayre, PA 18840; Tel. (717) 888-9643.
National Representative: Landon Associates.

SCRANTON

1 - LOCATION: Lackawanna County (In Scranton-Wilkes Barre MSA), E&P Map E-2, County Seat and trading center. On Interstate Hwys. 80, 81, 84, 380; U.S. Hwys. 11; State Hwys. 11, 106, 307, 435 and 611. PA. Tpke.

2 - TRANSPORTATION: Railroads-D&H; Conrail; Lackawanna; Pocono Northeast.
Motor Freight Carriers-80.
Intercity Bus Lines-Colts; Martz; Greyhound; Capitol Trailways; Price Bus Co.
Airlines-USAir; Allegheny Commuter; Piedmont; Henson; Eastern; Florida Express; Britt.

3 - POPULATION:
Corp. City 90 Cen. 81,805; E&P 92 Est. 80,543
CZ-ABC: (80) 118,843
RTZ-ABC: (80) 233,888
County 90 Cen. 219,039; E&P 92 Est. 217,325
MSA 90 Cen. 734,175; E&P 92 Est. 739,035
City & RTZ-ABC: (80) 352,731

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 90 Cen. 31,189; E&P 92 Est. 30,708
CZ-ABC: (80) 44,730
RTZ-ABC: (80) 82,002
County 90 Cen. 80,145; E&P 92 Est. 79,518
MSA 90 Cen. 267,436; E&P 92 Est. 269,188
City & RTZ-ABC: (80) 126,732

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	20	$6,525,000,00
Savings & Loan		(Incl. above)

6 - PASSENGER AUTOS: Lackawanna County 114,604

7 - ELECTRIC METERS: Residence 100,000

8 - GAS METERS: Residence 45,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees (Av. Wkly. Wage)-Fab. Metal Prods. 2,500 ($374); Elect. Mach. and other Durable Goods 10,600 ($404); Food Prods. 1,600 ($295); Textile Prods. 1,200 ($232); Apparel Prods. 7,300 ($182); Printing & Publishing 2,400 ($345); Other Non-Durables 2,000 ($315); Total All Mfg. 27,600 ($277).

Principal Pay Days-9th, 10th, 15th, 22nd, 23rd, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 27-70; Summer 57-83; Fall 42-80; Winter 19-48. First killing frost, Oct. 6; last killing frost, Apr. 14.

11 - TAP WATER: Spring and mountain water. Slightly acid, very soft; neutral.

12 - RETAILING: Principal Shopping Centers-5 blocks on Lackawanna Ave.; 6 on Spruce St.; 4 on Adams Ave.; 4 on N. Washington Ave.; 3 on Penn. Ave.; 4 on Linden St.; 3 on Wyoming Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Viewmont(60)	4	Sears, JCPenney, Hess's
IMA Plz.	7	ShopRite, Revco, Rolane, NBO, Burlington Outlet
South Side	1	IGA, Super Saver, Rea & Derrick, Rite Aid
Keyser Oak	3	Giant, Thrift Drug, Woolworth, Maxwells
Abington	6	Super Saver, Weis
Dunmore Plz.(7)	3	Jamesway, Super Saver, Picway, Rea & Derrick
Eynon Plz.(20)	7	Sugarman's
Pittston Plz.(31)	8	Giant Food, Thrift Drug, K mart, McCrory
Birney Plz.(20)	3	K mart, Radio Shack, Super Saver
Taylor Hill(4)	3	Jamesway, IGA, Pic-Way
West Side Plz.(2)	2	Price Chopper, Fay's Drug

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Downtown-Mon., Thur.; Shopping Centers-every evening except Sun.

13 - RETAIL OUTLETS: Department Stores-The Globe Store; Maxwell's; Racusin's, Sears; JCPenney; Hess's.
Discount Stores-Sugerman's; Jamesway; K mart; Murphy's Mart; Jewelcor; Wes Freedman; Service Merchandise.
Variety Stores-McCrory; Woolworth.
Chain Drug Stores-Rea & Derrick 6; Thrift 4; Thrif-D 3; Rite Aid 4; Kwik-Save; Revco 3; Fays Drug 6.
Chain Supermarkets-American (Acme/Super Saver) 7; Giant 8; IGA 3; Doma 3; Affiliated Food (co-op) 195; Weis; Convenient Foods 9; Price Chopper 3.
Other Chain Stores-Gertrude Hawk Candy 2; J.D. Williams Candy; Fanny Farmer; Hanover Shoe; Endicott-Johnson; Grossman's; Sherwin-Williams; Mary Carter Paint; S&H Green Stamps; Kinney's; Miles; Father & Son Shoes; Shoetown; MAB Paint; Lafayette Electronics; Lerner; Spencer Gifts; 84 Lumber Co.; Radio Shack; Triangle Shoes; General Nutrition; Gallenkamp Shoes; A.S. Beck; Hickory Farms; Paperback Booksmith; Gordon Jewelers; Gemstone Jewelry; National Shirt Shops; Pic-Way Shoes; Jewelcor; B. Levy & Son; Children's Palace; Pearle Vision Center; Benetton; A&A Auto; Hills; Kids Port; Catherine's Stout Shoppe.

14 - NEWSPAPERS: TRIBUNE (m-mon to fri) 31,917; TIMES (e-mon to fri) 46,345; (m-sat) 65,702; SUNDAY TIMES (S) 80,372; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Robert O'Malley, Adv. Mgr., TRIBUNE/TIMES, 149 Penn Ave., Scranton, PA 18505; Tel. (717) 348-9100.
National Representative: Sawyer-Ferguson-Walker Co.

SHAMOKIN-MOUNT CARMEL

1 - LOCATION: Northumberland County, E&P Map D-2. 135 mi. NW of Philadelphia; 60 mi. N of Harrisburg. Farm and diversified industrial area. On State Hwys. 61, 125, 225, 901 off I-81.

2 - TRANSPORTATION: Motor Freight Carriers-10.
Intercity Bus Lines-Shamokin & Mt. Carmel; King Coal Trailways; Catawese Coach Lines.

3 - POPULATION:
Corp. Cities 90 Cen. 16,380; E&P 92 Est. 15,946
Shamokin 90 Cen. 9,184; E&P 92 Est. 8,949
Mount Carmel 90 Cen. 7,196; E&P 92 Est. 6,997
County 90 Cen. 96,771; E&P 92 Est. 96,072

4 - HOUSEHOLDS:
Cities 90 Cen. 6,289; E&P 92 Est. 6,122
Shamokin 90 Cen. 3,523; E&P 92 Est. 3,433
Mount Carmel 90 Cen. 2,766; E&P 92 Est. 2,689
County 90 Cen. 34,856; E&P 92 Est. 34,604

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: Northumberland County 50,810

7 - ELECTRIC METERS: Residence 22,902

8 - GAS METERS: Residence 2,734

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Garment 1,741; Paper Prods. 210; Meat & Poultry 465; Recreation Vehicles 445; Tickets 155; Coal Mining 858; Wood 110.
Principal Pay Days-1st. 15th; 2nd, 4th Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-85; Summer 60-95; Fall 32-90; Winter -5-70. First killing frost, Nov. 1; last killing frost, Mar. 30.

11 - TAP WATER: Very soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Anthra Plz.(9)	2	Jamesway, Sears (catalog)
Ames Big N Mall(2)	1	Ames, Acme
Susquehanna Valley Mall (66)	NA	JCPenney, Boscov's, Bon Ton, Acme
Schuylkill Mall(100)	NA	Sears, K mart, Hess's, Weis, Pomeroy's
Fairlane Vlg. Mall(52)	NA	Boscov's, Weis, Gee Bee

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Food: Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Jamesway; Ames; K mart.
Variety Stores-Newberry; Woolworth; Dollar General.
Drug Stores-Sun Ray; Rea & Derrick 2; Rite Aid; White Shield.
Chain Supermarkets-Acme 2; Weis, Bi-Lo Food.
Other Chain Stores-Sears (catalog); Radio Shack.

14 - NEWSPAPERS: NEWS-ITEM (e) 14,101; sworn Sept. 29, 1990.
Local Contact for Advertising and Merchandising Data: John Kaminski, Adv. Dir., NEWS-ITEM, 707 N. Rock St.; PO Box 587, Shamokin, PA 17872; Tel. (717) 648-4641.
National Representative: Landon Associates.

SHARON-FARRELL-SHARPSVILLE-HERMITAGE

1 - LOCATION: Mercer County (MSA). E&P Map A-2. Trucking terminal. 14 mi. from Youngstown, OH; 70 mi. from Pittsburgh, Erie & Cleveland, OH; 460 mi. from NY & Chicago, IL. On U.S. Hwys. 18, 60, 62; I-79 and I-80.

2 - TRANSPORTATION: Motor Freight Carriers-22.
Intercity Bus Lines-Grove City; Trailways.
Airlines-United Express; USAir Express; BAS Airline.

3 - POPULATION:
Corp. Cities 90 Cen. 44,363; E&P 92 Est. 43,510
Sharon 90 Cen. 17,493; E&P 92 Est. 17,180
Farrell 90 Cen. 6,841; E&P 92 Est. 6,480
Sharpsville 90 Cen. 4,729; E&P 92 Est. 4,600
Hermitage 90 Cen. 15,300; E&P 92 Est. 15,250
CZ-ABC: (80) 50,574
RTZ-ABC: (80) 93,670
County/MSA 90 Cen. 121,003; E&P 92 Est. 120,486
City & RTZ-ABC: (80) 144,244
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 90 Cen. 17,033; E&P 92 Est. 16,704
Sharon 90 Cen. 6,691; E&P 92 Est. 6,571
Farrell 90 Cen. 2,630; E&P 92 Est. 2,491
Sharpsville 90 Cen. 1,827; E&P 92 Est. 1,777
Hermitage 90 Cen. 5,885; E&P 92 Est. 5,865
CZ-ABC: (80) 18,782
RTZ-ABC: (80) 31,049
County/MSA 90 Cen. 44,894; E&P 92 Est. 44,702
City & RTZ-ABC: (80) 49,831

5 - BANKS	NUMBER	EST. DEP.
Savings	8	$889,000,000
Savings & Loan	4	$207,000,000
Credit Unions	13	$25,000,000

6 - PASSENGER AUTOS: Mercer County 61,025

7 - ELECTRIC METERS: Residence County 55,497

8 - GAS METERS: Residence County 35,307

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Primary Metals 5,200; Trans. Equip. 2,000; Non-electrical Mach. 1,900; Fabricated Metal Prods. 1,100; Food Whol. N.A.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 70-90; Fall 40-75; Winter -5-50.

11 - TAP WATER: Neutral; fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on State St.; 1 each side on 6 cross sts.; 4 major shopping centers; 1 enclosed mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hermitage Sq.(8)	4	Treasure Island
Hermitage Towne Plz.(38)	2	K mart
Middlesex Vlg.(4)	7	Lil Shopper Foods
Hermitage Hills (12)	3	Hills
Shenango Mall (47)	4	Sears, Kaufmann, JCPenney

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Close-Mon. morning.
Stores Open Evenings-until 9 or 10.

13 - RETAIL OUTLETS: Department Stores-Kaufmanns; Hills; JCPenney; Sears.
Discount Stores-Warehouse Sales; Valley View; Treasure Island; Ames, K mart; Wal-Mart.
Chain Drug Stores-Eckerd; Thrift; Medicine Shoppe; Rite Aid; Revco; Big & Small Lots; Phar-Mor.
Chain Supermarkets-Golden Dawn 9; Donofrio's 2; County Market; Giant Eagle; Apple Stores.
Other Chain Stores-Firestone; Goodyear.

14 - NEWSPAPERS: HERALD (e) 25,713; (S) 22,582; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: D.R. Armstrong, Adv. Dir., HERALD, S. Dock & E. State Streets.; PO Box 51, Sharon, PA 16146; Tel. (412) 981-6100.
National Representative: Landon Associates.

SHENANDOAH-ASHLAND-MAHANOY CITY

1 - LOCATION: Schuylkill County, E&P Map D-2. Industrial ctr. 18 mi. S of Hazleton; 12 mi. N of Pottsville.

2 - TRANSPORTATION: Intercity Bus Line-Trailways.
Motor Freight Carriers-14.

3 - POPULATION:
Corp. Cities 90 Cen. 15,289; E&P 92 Est. 14,748
Shenandoah 90 Cen. 6,221; E&P 92 Est. 5,947
Ashland 90 Cen. 3,859; E&P 92 Est. 3,784
Mahanoy City 90 Cen. 5,209; E&P 92 Est. 5,017
NDM-ABC: (80) 46,124
County 90 Cen. 152,585; E&P 92 Est. 150,965
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 90 Cen. 5,904; E&P 92 Est. 5,695
Shenandoah 90 Cen. 2,395; E&P 92 Est. 2,289
Ashland 90 Cen. 1,498; E&P 92 Est. 1,469
Mahanoy City 90 Cen. 2,011; E&P 92 Est. 1,937
NDM-ABC: (80) 17,907
County 90 Cen. 56,297; E&P 92 Est. 55,700

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$94,000,000
Savings & Loan	1	$84,426,000

6 - PASSENGER AUTOS: Schuylkill County 84,358

7 - ELECTRIC METERS: Residence 1,701

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Anthracite coal 231; Women's Apparel 2,031; Shirts 720; Beverages N.A.; Scrap Metals 85; Plastics 422; Frozen Foods 150; Home Building 180.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-80; Summer 50-100; Fall 15-75; Winter 0-45.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Frackville(90)	NA	Anthony's IGA, Acme
Mahanoy City	NA	Stop 'N Go, Acme
Fairlane Vlg.(60)	NA	Boscov's
Cressona Mall(30)	NA	Acme Mkt., Hills
Schuylkill Mall(125)	NA	Sears, Hess's, K mart, Pomeroy's

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Hess's; Sears; K mart; Pomeroy's.
Variety Stores-Woolworth; McCrory.
Chain Drug Stores-F.C. Nesbitt 4; Health Mart; Rite Aid; Rea & Derrick.
Chain Supermarkets-IGA; Acme 4; Capitol; Weis Mart 2.
Other Chain Stores-Anderson-Little; Barbara Moss; Cole Books; Docktor Pet Ctr.; Fashion Bug; Endicott Johnson; Foxmoor; General Nutrition Ctr.; Hanover Shoes; Harmony Hut; Hickory Farms; Jean Nicole; Fashion Colony; Junior Colony; Kay Jewelers; Jay Jewelers; Kay Bee Toys; Kinney Shoes; Liberty Travel; Radio Shack; Recordtown; Spencer Gifts; Thom McAn; Waldenbooks; Zales Jewelers; Taxi; United Artists; Prints 'N Things; Pearle Vision Ctr.; American Vision Ctr.

14 - NEWSPAPERS: HERALD (e) 9,866; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: John Zelusky, Ret. Adv. Mgr., HERALD, Ringtown Blvd., Shenandoah, PA 17976; Tel. (717) 462-2777.
National Representative: Landon Associates.

SOMERSET

1 - LOCATION: Somerset County (In Johnstown MSA). E&P Map B-3, County Seat. In SW PA 30 mi. from Johnstown; 68 mi. from Pittsburgh. On U.S. Hwy 9, 21; State Hwys. 31, 281 & Tpke.

2 - TRANSPORTATION: Railroads-Chessie; Conrail.
Motor Freight Carriers-3.
Intercity Bus Lines-Somerset; Greyhound; Schrock; Cambria County Transit Authority.

3 - POPULATION:
Corp. City 90 Cen. 6,454; E&P 92 Est. 6,450
CZ-ABC: (80) 6,474
RTZ-ABC: (80) 74,769
County 90 Cen. 78,218; E&P 92 Est. 77,588
MSA 90 Cen. 241,247; E&P 92 Est. 239,923
City & RTZ-ABC: (80) 81,243

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 90 Cen. 2,483; E&P 92 Est. 2,482
CZ-ABC: (80) 2,787
RTZ-ABC: (80) 25,762
County 90 Cen. 30,235; E&P 92 Est. 29,991
MSA 90 Cen. 92,384; E&P 92 Est. 91,875
City & RTZ-ABC: (80) 28,549

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$300,000,000
Savings & Loan	2	$101,000,000

6 - PASSENGER AUTOS: Somerset County 42,785

7 - ELECTRIC METERS: Residence County 41,642

8 - GAS METERS: Residence County 4,546

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Durable Goods 9,000 ($381); Primary, Fab. Metals & 2nd Mach. 4,200 ($393); Other Durable Goods 3,500 ($349); Nondurable Goods 5,300 ($266); Food & Kindred Prods. 1,300 ($391); Apparel & Other Textile Prods. 3,000 ($214); Other Nondurable Goods 1,000 ($388).
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Av. Summer, low 70's. Growing season, 132 days. First frost Sept. 27; last frost May 18. Rainfall 44; snowfall 90 .

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-4 blocks E. and W. on Main, 4 blocks N. and S. on Center.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Somerset Mall (12)	3	Riverside, Hess's, Rite Aid, Radio Shack
Somerset Plz.(6)	2	Revco, K mart, County Mkt.
Jamesway(4)	2	Jamesway, Giant Eagle, Sears
Laurel Hill Vlg.(4)	1	Gatling's, Revco, Foodland
Georgian Place	NA	
Factory Outlet Mall(49)	NA	

Principal Shopping Days-Mon., Fri.
Stores Open Evenings-Mon., Fri., Sat.
13 - RETAIL OUTLETS: Department Stores-JCPenney; Newberry.
Discount Stores-K mart; Jamesway.
Chain Drug Stores-Health Mart; Revco; Rite Aid.
Chain Supermarkets-Giant Eagle; Foodland; Riverside; Foodlane; IGA; County Market.
Other Chain Stores-Sears; Giant Auto.

14 - NEWSPAPERS: AMERICAN (m) 12,906; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Donald Bruner, Adv. Mgr., AMERICAN, PO Box 638; 334 W. Main St., Somerset, PA 15501; Tel. (814) 445-9621.
National Representative: Landon Associates.

SO. CONNELLSVILLE
See CONNELLSVILLE

STATE COLLEGE-BELLEFONTE

1 - LOCATION: Centre County (In State College MSA). E&P Map C-2. Geographical center of State. 200 mi. NW of Philadelphia; 150 mi. NE of Pittsburgh.

2 - TRANSPORTATION: Railroad-Bellefonte-Central.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Fullington; Continental Trailways.
Airlines-United Express; USAir.

3 - POPULATION:
Corp. Cities 90 Cen. 45,281; E&P 92 Est. 45,852
State College 90 Cen. 38,923; E&P 92 Est. 39,482
Bellefonte 90 Cen. 6,358; E&P 92 Est. 6,370
NDM-ABC:(80) 112,760
County/MSA 90 Cen. 123,786; E&P 92 Est. 127,161

4 - HOUSEHOLDS:
Cities 90 Cen. 17,302; E&P 92 Est. 17,520
State College 90 Cen. 14,854; E&P 92 Est. 15,067
Bellefonte 90 Cen. 2,448; E&P 92 Est. 2,453
NDM-ABC: (80) 36,122
County/MSA 90 Cen. 49,515; E&P 92 Est. 50,865

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$733,102,000
Savings & Loan	1	$312,209,000
Comm. Branches	38	$519,685,000
Savings Branches	10	$232,683,000
Credit	7	$14,078,000

6 - PASSENGER AUTOS: Centre County 54,084

7 - ELECTRIC METERS: Residence County 37,334

8 - GAS METERS: Residence 3,936

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Metal Mfg. 1,670 ($380); University/Educ. 13,690 ($350); Engin. 2,080 ($400).
Principal Pay Days-1st, 15th.

10 - CLIMATE: Av. Temp.-Spring 46; Summer 69; Fall 51; Winter 31. First killing frost, Oct. 18; last killing frost, May 28.

11 - TAP WATER: Hard.

12 - RETAILING: Principal Shopping Centers-3 blocks on Allegheny & High, Bellefonte; 3 on Allen, Beaver & College, State College. Also several Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
North Atherton Place(19)	3 3	Wal-Mart, Thrift, Riverside (Bi-Lo)
Northland Center(23)	2	Giant, Fays
Nittany Mall (108)	6	Sears, Hess's, JCPenney
Hamilton Sq.(13)	2	Goodyear
Westerly Pkwy(22)	1	Weis Mkt., Thrift
Hills Plaza(20)	3	Riverside (Bi-Lo), Hills, Weis Mkt.

Principal Shopping Days-Wed., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-O.W. Houts; Danks; Hess's; Hills; Sears; K mart; Wal-Mart; JCPenney.
Variety Store-G.C. Murphy.
Discount Stores-Hills; Gee Bee; David Weis; Wilson's Sporting Goods.
Chain Drug Stores-Peoples 2; Widman; Thrift 3; McLanahan's 4; Rite Aid 2.
Chain Supermarkets-Weis 5; Riverside (Bi-Lo) 3; Giant.
Other Chain Stores-Wolf Furn.; S&H Green Stamps; Fashion Bug; Kinney Shoes; Thom McAn; Brooks; Spencer Gifts; Foxmoor; Merle Norman; Athlete's Foot; Record Bar; Gordon's Jewelers; Caryle & Co.; JoAnn Fabrics; Kay Jewelers; Wall-to-Wall Sound; Musselman Jewelers; B. Daltan; Anderson-Little; The Gap; Radio Shack; Lane Bryant; Benetton; King's Jewelers; Hanover Shors; Foot Locker; Pearle Vision; Victoria's Secret.

14 - NEWSPAPERS: CENTRE DAILY TIMES (m) 26,320; (S) 33,359; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Jim Shine, Adv. Dir., CENTRE DAILY TIMES, 3400 E. College Ave.; PO Box 89, State College, PA 16804; Tel. (814) 238-5000.
National Representatives: Newspapers First; Landon Associates.

STROUDSBURG-EAST STROUDSBURG

1 - LOCATION: Monroe County (In Scranton-Wilkes-Barre MSA). E&P Map E-2, County Seat. Resort, Metal Trades Center, 4 mi. from Delaware Water Gap; 14 mi. from Mt. Pocono; 28 mi. from Easton; 90 mi. from NYC; 84 mi. from Philadelphia on State Hwys. 115, 191, 209, 611; Eastern terminals of Cross-State Sharon to Stroudsburg Keystone Shortway (I-80).

2 - TRANSPORTATION: Railroad-Conrail.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Martz; Delaware Valley; MCTA.

3 - POPULATION:
Corp. Cities 90 Cen. 14,093; E&P 92 Est. 14,274
Stroudsburg 90 Cen. 5,312; E&P 92 Est. 5,345
E. Stroudsburg 90 Cen. 8,781; E&P 92 Est. 8,929
CZ-ABC: (80) 22,337
RTZ-ABC: (80) 48,520
County 90 Cen. 95,709; E&P 92 Est. 101,832
MSA 90 Cen. 734,175; E&P 92 Est. 739,035
City & RTZ-ABC: (80) 70,857

4 - HOUSEHOLDS:
Cities 90 Cen. 5,425; E&P 92 Est. 5,495
Stroudsburg 90 Cen. 2,052; E&P 92 Est. 2,065
E. Stroudsburg 90 Cen. 3,373; E&P 92 Est. 3,430
CZ-ABC: (80) 8,078
RTZ-ABC: (80) 17,638
County 90 Cen. 34,416; E&P 92 Est. 36,617
MSA 90 Cen. 267,436; E&P 92 Est. 269,188
City & RTZ-ABC: (80) 25,716

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	4	$160,000,000
Savings & Loan	2	$25,000,000

6 - PASSENGER AUTOS: Monroe County 57,970

7 - ELECTRIC METERS: Residence 7,300

8 - GAS METERS: Residence 2,954

9 - PRINCIPAL INDUSTRIES: Industries, No. of Wage Earners-Resort and Services 5,200; Textiles 318; Apparel 900; Furn. and Fixt. 186; Printing and Pub. 500; Chem. Prods. 225; Fab. Metal Prods. 1,005; Mach. Mfg. 200; Elect. Mach., Equip. and Supplies 401; Misc. Mfg. 633; 101 Industries (Total Annual Payroll $550 million).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-65; Summer 65-90; Fall 30-70; Winter 0-39.

11 - TAP WATER: Acid, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Main; 2 on 7th; 2 on 6th.
Neighborhood Shopping Areas-Stroudsburg: Lower Main St., W. Main St.; Crystal, Washington & Courtland Sts. Arlington Heights.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Pocono Plz.(14)	1	Rite Aid, K mart, Weis Mkt.
Stroud Mall(50)	1	Hess's, JCPenney

Principal Shopping Days-Dept. Stores-Mon., Thur., Fri.; Food-Sun., Wed., Thur.
Stores Open Evenings-Dept.-Mon., Thur., Fri.; Food-every night.

13 - RETAIL OUTLETS: Department Stores-Routzahn's; Sears; JCPenney, Ames-Big N 2; Hess's.
Discount Stores-Big N; Jamesway 3; K mart 2.
Chain Drug Stores-CVS; Rexall; Rite Aid; Fay's.
Chain Supermarkets-A&P; Acme 2; IGA 3; Weis Mkt.; ShopRite.
Other Chain Stores-Shursave; Firestone; Dunlop; Community Jewelers; Strouds.

14 - NEWSPAPERS: POCONO RECORD (m) 20,646; (S) 23,429; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Peter Berry, Adv. Dir., POCONO RECORD, 511 Lenox St., Stroudsburg, PA 18360; Tel. (717) 421-3000.
National Representative: Branham/Newspaper Sales.

SUNBURY

1 - LOCATION: Northumberland County, E&P Map D-2, County Seat. NE part of State; industrial, transportation and mercantile center. 54 mi. N of Harrisburg.

2 - TRANSPORTATION: Railroad-Conrail.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 90 Cen. 11,591; E&P 92 Est. 11,451
NDM-ABC: (80) 139,907
County 90 Cen. 96,771; E&P 92 Est. 96,072

4 - HOUSEHOLDS:
City 90 Cen. 4,441; E&P 92 Est. 4,387
County 90 Cen. 34,856; E&P 92 Est. 34,604
NDM-ABC: (80) 46,963

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	13	$75,000,000
Savings & Loan	1	$18,500,000

6 - PASSENGER AUTOS: Northumberland County 50,810

7 - ELECTRIC METERS: Residence 5,600

8 - GAS METERS: Residence 2,954

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textile 800; Metal Prods. 700; Bldg. Materials 600; Wire Rope 160.
Principal Industrial Pay Days-Mon., Fri.

10 - CLIMATE: Min. & Max. Temp. N.A.-First killing frost, Oct. 25; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Market St.; Sunbury Plaza, N. 4th St. (17 stores): Montgomery Ward, McCrory, Rea & Derrick, Ames, Acme.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Susquehanna Valley Mall (69)	5	Boscovs, Acme, JCPenney, Bon Ton
Weis Plaza(5)	1	Weis
Plaza 15(12)	14	Ames, Acme
Lycoming Mall (95)	12	Sears, Hess's, Gee Bee, Bon Ton

Principal Shopping Days-Fri., Sat., Sun.
Stores Close-Some on Wed. afternoon.
Stores Open Evenings-Every eve.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Boscov's; Bon Ton; Hess's.
Discount Stores-Murphy Mart; K mart; Gee Bee; Ames.
Variety Stores-Newberry; Dollar General; Dollar Bargain.
Chain Drug Stores-Rea & Derick 5; Rite Aid.
Chain Supermarkets-Weis 7; Super Saver 4; Giant.
Other Chain Stores-Sears; Walker's; Firestone; Singer Co.; Glick; J.S. Raub; S&H Green Stamps; Kinney Shoes; Sherwin-Williams; Wolf Furn.; Wahl-Braun; Radio Shack; Wickes; Carter Lumber; So-Fro Fabrics; Agway.

14 - NEWSPAPERS: ITEM (e) 25,745; (S) 26,699; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Martin J. Hughes, Adv. Mgr., ITEM, 200 Market St., Sunbury, PA 17801; Tel. (717) 286-5671.
National Representative: Landon Associates.

TARENTUM
See NEW KENSINGTON

TITUSVILLE

1 - LOCATION: Crawford County, E&P Map B-1, SE part of County; on State Hwys. 8, 27.

2 - TRANSPORTATION: Intercity Bus Line-Grove City.
Airline-USAir.

3 - POPULATION:
Corp. City 90 Cen. 6,434; E&P 92 Est. 6,344
County 90 Cen. 86,169; E&P 92 Est. 85,585

4 - HOUSEHOLDS:
City 90 Cen. 2,477; E&P 92 Est. 2,443
County 90 Cen. 32,124; E&P 92 Est. 31,906

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$1,414,900,000
Savings & Loan	1	$519,100,000

6 - PASSENGER AUTOS: Crawford County 40,775

7 - ELECTRIC METERS: Residence 5,200

8 - GAS METERS: Residence 4,400

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Specialty Steel 1,000; Elect. Parts 320; Oil 750; Lumber 150.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-72; Summer 36-88; Fall 9-80; Winter 11-69. First killing frost, Oct. 13; last killing frost, May 7.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on 4 Sts. in center of town.

Principal Shopping Days-Thur., Fri.

Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Discount Stores-Ellis Day; Buyers Fair; Big Wheel.

Chain Drug Store-Eckerd.

Variety Stores-McCrory; Bargain World.

Chain Supermarkets-Quality Mkts.; Riverside.

14 - NEWSPAPERS: HERALD (m) 4,747; sworn Oct. 1, 1990.

Local Contact for Advertising and Merchandising Data: James P. Blum, Adv. Dir., HERALD, 209 W. Spring St.; PO Box 328, Titusville, PA 16354; Tel. (814) 827-3634.

National Representative: Landon Associates.

TOWANDA

1 - LOCATION: Bradford County, E&P Map D-1. County Seat. Shopping center for 20 mi. radius. 200 mi. from New York City; 60 mi. from Scranton; 38 mi. from Elmira, NY.

2 - TRANSPORTATION: Railroad-Conrail.

Motor Freight Carriers-3.

Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 90 Cen. 3,242; E&P 92 Est. 3,185
County 90 Cen. 60,967; E&P 92 Est. 60,552

4 - HOUSEHOLDS:
City 90 Cen. 1,260; E&P 92 Est. 1,238
County 90 Cen. 23,555; E&P 92 Est. 23,395

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$110,581,666

6 - PASSENGER AUTOS: Bradford County 30,496

7 - ELECTRIC METERS: Residence 8,618

8 - GAS METERS: Residence 2,771

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Chem. 1,550; X-Ray Screens 600; Fabrics & Women's Garments; Paper Boxes; Wood Prods. 250; Hardboard Prods. 700.

Principal Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-59; Summer 55-81; Fall 38-61; Winter 20-39. First killing frost, Sept. 12; last killing frost, May 12.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Main St. and Shopping Plazas.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Monrocton Rd.	2	Ames
Colonial Plz.(9)	1	A&P

Principal Shopping Days-Mon., Thur., Fri.

Stores Open Evenings-Department-Fri; Food-Mon. through Fri.

13 - RETAIL OUTLETS: Department Store-Hoffman's.

Variety Store-Ben Franklin.

Discount Store-Ames.

Chain Drug Stores-Widman & Teah; Medicine Shoppe 3; Rite Aid.

Chain Supermarkets-A&P; American (Acme) 3; Red & White 10; Clover Farms 4.

Other Chain Stores-Thom McAn; True Value; Sears (catalog); Harolds Army & Navy.

14 - NEWSPAPERS: REVIEW (m) 9,132; (S) 9,592; Sept. 30, 1990 CAC.

Local Contact for Advertising and Merchandising Data: James E. Towner, Pub., REVIEW, 116 Main St., Towanda, PA 18848; Tel. (717) 265-2151.

National Representative: Landon Associates.

TYRONE

1 - LOCATION: Blair County, (In Altoona MSA). E&P Map C-2. Residential and Industrial ctr. 128 mi. east of Pittsburgh; 213 mi. west of Philadelphia. On U.S. Hwys. 220, 453.

2 - TRANSPORTATION: Railroad-Amtrak.

Motor Freight Carriers-6.

Intercity Bus Lines-Logan Valley; Greyhound; Fullington; Blue & White.

Airlines-USAir (Blair Co. Airport); Altoona Aviation Corp.

3 - POPULATION:
Corp. City 90 Cen. 5,743; E&P 92 Est. 5,622
County/MSA 90 Cen. 130,542; E&P 92 Est. 129,330

4 - HOUSEHOLDS:
City 90 Cen. 2,213; E&P 92 Est. 2,166
County/MSA 90 Cen. 49,311; E&P 92 Est. 48,853

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$267,135,000
Savings & Loan	1	$10,321,000

6 - PASSENGER AUTOS: Blair County 71,116

7 - ELECTRIC METERS: Residence 7,568

8 - GAS METERS: Residence 1,782

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Pulp & Paper 400 ($300); Railroad 660 ($425); Rivets 300 ($355); Garment 349 ($185); Food 89 ($160); Misc. 40 ($175); Constr. 125 ($355); Windshields 550 ($425).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-80; Summer 50-100; Fall 20-70; Winter 18-45. First killing frost, Oct. 1; last killing frost, May 5.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on 2 streets; Shopping Ctr. at 3rd & Washington Ave. (11 units) including Foodland, Bee Gee Jr.

Principal Shopping Days-Thur., Fri., Sat.

Stores Close-Wed. afternoon.

13 - RETAIL OUTLETS: Department Stores-Bee Gee Jr.; Boutique; Ames.

Variety Store-Dollar General.

Chain Drug Stores-Widmann's; Kopp's; Rite Aid.

Chain Supermarkets-Riverside; Foodland; Sheetz; Minit-Mart; Uni-Mart; IGA.

Other Chain Stores-Wolf Furn.; Sears (catalog); Montgomery Ward; Radio Shack.

14 - NEWSPAPERS: HERALD (e) 2,473; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Susan McManigal, Ret. Adv. Mgr., HERALD, 1018 Pennsylvania Ave., Tyrone, PA 16686; Tel. (814) 684-4000.

National Representative: Landon Associates.

UNIONTOWN

1 - LOCATION: Fayette County, (In Pittsburgh PMSA). E&P Map B-3. County Seat. Glass, container & truck manufacturing; agriculture and meat packing; coal & steel products.

2 - TRANSPORTATION: Railroads-B&O; Conrail.

Intercity Bus Line-Eastern Greyhound.

Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 90 Cen. 12,034; E&P 92 Est. 11,539
CZ-ABC: (80) 40,842
RTZ-ABC: (80) 85,256
County 90 Cen. 145,351; E&P 92 Est. 144,025
City & RTZ-ABC: (80) 126,098
PMSA 90 Cen. 2,056,705; E&P 92 Est. 2,029,632

4 - HOUSEHOLDS:
City 90 Cen. 4,608; E&P 92 Est. 4,418
CZ-ABC: (80) 15,197
RTZ-ABC: (80) 29,659
County 90 Cen. 55,371; E&P 92 Est. 54,866
City & RTZ-ABC: (80) 44,856
PMSA 90 Cen. 753,778; E&P 92 Est. 743,963

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$969,197,890
Savings & Loan	3	$212,579,371

6 - PASSENGER AUTOS: Fayette County 80,854

7 - ELECTRIC METERS: County 59,100

8 - GAS METERS: County 25,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Coal and Steel 6,000; Brick 150; Textiles 755; Meters 670; Steel Scaffolding 250; Glass 500; Trailers 530; Lumber 2,000; Mfg. 150; Glass & Closures 2,158.

Principal Industrial Pay Days-Every other Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 31-72; Summer 60-84; Fall 35-76; Winter 22-40. First killing frost, Oct. 18; last killing frost, Apr. 28.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St.; 2 on Morgantown St.; 5 on Beeson Blvd.; 2 on South St.; 3 on Peter; 3 on Gallatin Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Uniontown Ctr. (27)	2	IGA, K mart
Fayette Plz.(10)	2	Hills, Giant Eagle, Revco
Uniontown Mall (66)	2	Sears, Bon Ton, Gee Bee, Hess's, JCPenney
Laurel Mall(30)	5	Mont. Ward, Metzler's, Ames

Principal Shopping Days-Mon., Sun.

Stores Open Evenings-Mon. Thru Sat.; Shopping Centers nightly.

13 - RETAIL OUTLETS: Department Stores-Metzler's; JCPenney; Montgomery Ward; Sears; Hills; Gee Bee; Bon Ton; Hess's.

Variety Stores-McCrory; Ames.

Discount Stores-Moss; K mart; Hills; Big Lots; Gabriels.

Chain Drug Stores-Health Mart 3; Revco; Rite Aid; RxPlus 5.

Chain Supermarkets-IGA 2; Foodland 7; Shop 'N Save 4; Giant Eagle.

Other Chain Stores-Thom McAn; Kinney's; Fashion Bug; Pic Way Shoes; Gatlings; Western Auto; General Nutrition Center; Hanover Shoes; Lippman Jewelers; Kay Jewelers; 84 Lumber; Teek's; The Limited; Jean Nicole; Gordon's Jewelers; Altmeyer's Home Stores; Brooks Fashions; Card Cage; Deb Shop; Circus World Toys/Playland; Duling Optical; Fotomat; Earring Palace; Footlocker; Gemstone Jewelry; Hanover Shoes; Haynes Triangle; House of Cards/Trends; JoAnn Fabrics; Lane Bryant; Leeds Candies; Main Event; Marianne Shoppe; National Record Mart; Orange Julius; Payless Shoe Source; Pearle Vision Center; Radio Shack; Regis Hairstylists; Silverman's; 16 Plus; Original Cookie Co.; Tid Bit Alley; Village Buster Brown; Waldenbooks; Coles Bookstore; Hub; Claire's Boutique; Royal Optical; Dwight Dental; Teeks Shoes; Things Remembered; Gordon's Jewelers.

14 - NEWSPAPERS: HERALD-STANDARD (m-mon to fri) 31,208; (S) 32,686; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: David S. Renne, Adv. Dir., HERALD-STANDARD, PO Box 848, Uniontown, PA 15401; Tel. (412) 439-7520.

National Representatives: Landon Associates; U.S. Suburban Press.

WARREN

1 - LOCATION: Warren County, E&P Map B-1. On the Allegheny River. 90 mi. SW of Buffalo; 160 mi. NNE of Pittsburgh. On U.S. Hwy. 6; State Hwys. 59 and 62.

2 - TRANSPORTATION: Railroad-Allegheny.

Motor Freight Carriers-4.

Intercity Bus Line-Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 11,122; E&P 92 Est. 10,917
CZ-ABC: (80) 15,639
RTZ-ABC: (80) 31,810
County 90 Cen. 45,050; E&P 92 Est. 44,556
City & RTZ-ABC: (80) 47,449

4 - HOUSEHOLDS:
City 90 Cen. 4,262; E&P 92 Est. 4,184
CZ-ABC: (80) 6,159
RTZ-ABC: (80) 10,560
County 90 Cen. 17,004; E&P 92 Est. 16,818
City & RTZ-ABC: (80) 16,719

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$944,156,000
Commercial	2	$645,529,206

6 - PASSENGER AUTOS: Warren County 21,383

7 - ELECTRIC METERS: Residence 15,377

8 - GAS METERS: Residence 13,170

9 - PRINCIPAL INDUSTRIES: Electronic Parts & Equip.; Wire & Cable; Steel Fab.; Steel Tanks; Soft Goods Mail Order; Petroleum Refining; Forgings; Metal Furn. & Shelving; Plastic Molding; Large Valves.

Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-73; Summer 50-85; Fall 33-75; Winter 16-40. First killing frost, Nov. 1; last killing frost, Apr. 15. Rainfall 43 in.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Penna. Ave. W.; 2 on Penna. Ave. E.; 2 on Liberty St.; 2 on 2nd Ave.

Neighborhood Shopping Centers-Penna. Ave. E.; Market St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Warren Mall(40)	4	K mart, JCPenney, Bon Ton, Sears
Market St.(4)	1	Turner's
North Warren(4)	1	Jamesway

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Department Stores-Mon., Fri.; Food-Mon., Tue., Wed., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Bon Ton.

Variety Stores-G.C. Murphy; K mart.

Discount Store-Jamesway.

Chain Drug Stores-Crone's; CVS; Eckerd; Thrift.

Chain Supermarkets-Anderson's; Holiday Market; Quality; County Mkt; Apples.

14 - NEWSPAPERS: TIMES-OBSERVER (m) 12,265; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Cora Robison, Adv. Dir., TIMES-OBSERVER, 205 Pennsylvania Ave.; PO Box 188, Warren, PA 16365; Tel. (814) 723-8200.

National Representative: Landon Associates.

WASHINGTON

1 - LOCATION: Washington County, (In Pittsburgh PMSA). E&P Map A-3. County Seat. SW corner of state. 26 mi. S of Pittsburgh.

2 - TRANSPORTATION: Railroads-B&O; Amtrak (freight only).

Motor Freight Carriers-14.

Intercity Bus Lines-Greyhound; GG&C Lines.

3 - POPULATION:
Corp. City 90 Cen. 15,864; E&P 92 Est. 15,364
CZ-ABC: (80) 20,604
RTZ-ABC: (80) 80,101

County 90 Cen. 204,584; E&P 92 Est. 203,137

PMSA 90 Cen. 2,056,705; E&P 92 Est. 2,029,632

City & RTZ-ABC: (80) 100,705

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

Corp. City 90 Cen. 6,069; E&P 92 Est. 5,878

CZ-ABC: (80) 8,132

RTZ-ABC: (80) 27,907

County 90 Cen. 76,849; E&P 92 Est. 76,305

PMSA 90 Cen. 753,778; E&P 92 Est. 743,963

City & RTZ-ABC: (80) 36,039

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$1,656,133,000
Savings & Loan	19	$683,809,000
Credit Union	25	$108,244,629
Savings Bank	1	$14,549,000

6 - PASSENGER AUTOS: Washington County 110,217

7 - ELECTRIC METERS: Residence 81,316

8 - GAS METERS: Residence 36,574

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Stone, Clay, Glass 1,119 ($475); Primary Metals 2,138 ($621); Electrical Mach. 1,601 ($641); Fabricated Metals 1,165 ($446); Non-Electrical Mach. 1,364 ($534); Printing & Allied 529 ($381); Chemicals 607 ($511).

Principal Pay Days-Every other Thur.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-61; Summer 56-88; Fall 39-67; Winter 24-43.

11 - TAP WATER: Alkaline, moderately soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown; 2 blocks on Chestnut St.; 5 on Main St.; 1 on Beau St.; 1 on Wheeling.

Neighborhood Shopping Centers-Tylerdale (1 block both sides); Jefferson Court Plaza (adjacent downtown) 14 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Donaldson's Crossroads(45)	9	Ames
Washington Plz.	2	K mart
Washington Mall	2	JCPenney
Northgate Plz.(8)	3	Gee Bee
Franklin Mall(44)	3	Sears

Principal Shopping Days-Dept.: Mon., Thur., Fri., Sat.; Food: Fri., Sat., Tues.

Stores Open Evenings-Downtown, Fri.; Shopping centers & supermarkets nightly and Sunday.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Pomeroy's; Hess's.

Discount Stores-K mart; Gee Bee; Hills.

Variety Store-G.C. Murphy.

Chain Drug Stores-Thrift 2; Revco 2; Rite Aid.

Chain Supermarkets-Giant Eagle; U-Save; Shop 'N Save 2; Foodland 7; IGA Super Mkt.

Other Chain Stores-Richman Bros.; Murphy Mart; Toys 'R' Us; Tire America; Color Tile; Hanover Shoes; Gordon Jewelry; Radio Shack; Waldenbooks; Kinney Shoes; Fashion Bug; PPG Industries; Goodyear; Sherwin-Willaims; Goodrich; Associated Hardware; Hofheimer's Shoes.

14 - NEWSPAPERS: OBSERVER-REPORTER (m) 39,114; (S) 36,703; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Robert McFeely, Adv. Dir., OBSERVER-REPORTER, 122 S. Main St., Washington, PA 15301; Tel. (800) 222-2200.

National Representatives: Landon Associates; U.S. Suburban Press; Pennsylvania Newspaper Network.

WAYNESBORO

1 - LOCATION: Franklin County, E&P Map C-3. 75 mi. NW of Washington, DC; 62 mi. NW of Baltimore, MD; 52 mi. SW of Harrisburg. Industrial and farming center. On PA. Hwys. 16, 316, 997. 8 mi. E of I-81; 15 mi. S of U.S. Rt. 30; 12 mi. N of U.S. Rt. 40.

2 - TRANSPORTATION: Motor Freight Carriers-8.

Airline-USAir (Hagerstown Airport)

3 - POPULATION:

Corp. City 90 Cen. 9,578; E&P 92 Est. 9,548

County 90 Cen. 121,082; E&P 92 Est. 123,680

4 - HOUSEHOLDS:

City 90 Cen. 3,675; E&P 92 Est. 3,663

County 90 Cen. 45,429; E&P 92 Est. 46,404

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$150,511,366
Savings & Loan	1	$15,898,000

6 - PASSENGER AUTOS: Franklin County 66,918

7 - ELECTRIC METERS: Residence 5,000

8 - GAS METERS: Residence 1,456

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Precision Tool 1,750; Specialty Printing 100; Refrigeration-Air Conditioning; Farm Mach. 1,300; Textiles 510.

Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-74; Summer 57-98; Fall 35-54; Winter 23-42. First killing frost, Oct. 15; last killing frost, May 12.

11 - TAP WATER: Very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St.; 2 on Potomac.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Potomac(10)	NA	Super Thrift
Wayne Hghts.(13)	NA	Ames, Thrift Drug, Martin's Food
Waynesboro Mall (25)	NA	A&P, K mart, Radio Shack

Principal Shopping Days-Mon., Fri., Sat.

Stores Open Evenings-Department Stores-every day; Food-every day.

13 - RETAIL OUTLETS: Variety Store-McCrory.

Discount Stores-K mart; Ames.

Chain Drug Stores-Thrift Drugs; Drug Fair; People's.

Chain Supermarkets-A&P; Super Thrift; Henicle; Martin's.

Other Chain Stores-Western Auto; Radio Sahck; Sidney's; J.S. Raub Shoes; JCPenney; Routzahn's.

14 - NEWSPAPERS: RECORD HERALD (e) 10,300; sworn Jan. 1, 1991.

Local Contact for Advertising and Merchandising Data: Robert Garnes, Adv. Mgr., RECORD HERALD, 30 Walnut St.; PO Box 271, Waynesboro, PA 17268; Tel. (717) 762-2151.

National Representative: Landon Associates.

WEST CHESTER

1 - LOCATION: Chester County, (In Philadelphia, PA-NJ PMSA). E&P Map E-3. In SE part of county. 25 mi. W of Philadelphia, 16 mi. N of Wilmington, DE. On U.S. Hwys. 202, 322; State Hwys. 3, 29, 52, 100.

2 - TRANSPORTATION: Railroad-Conrail.

Motor Freight Carriers-4

Intercity Bus Lines-SEPTA; Reeder.

Airport-Commuter-noncommercial.

3 - POPULATION:

Corp. City 90 Cen. 18,041; E&P 92 Est. 18,162

CZ-ABC: (80) 33,599

Bal. in NDM-ABC: (80) 137,564

County 90 Cen. 376,396; E&P 92 Est. 391,032

PMSA 90 Cen. 4,856,881; E&P 92 Est. 4,955,752

Total NDM-ABC: (80) 171,163

4 - HOUSEHOLDS:

City 90 Cen. 6,900; E&P 92 Est. 6,946

CZ-ABC: (80) 11,254

Bal. in NDM-ABC: (80) 44,270

County 90 Cen. 144,961; E&P 92 Est. 150,597

PMSA 90 Cen. 1,827,684; E&P 92 Est. 1,866,214

Total NDM-ABC: (80) 55,524

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	19	N.A.
Savings	3	N.A.
Savings & Loan	11	N.A.

6 - PASSENGER AUTOS: Chester County 207,698

7 - ELECTRIC METERS: Residence 101,057

8 - GAS METERS: Residence County 15,765

9 - PRINCIPAL INDUSTRIES: Type of Industry, No. of Wage Earners-Electronic 3,277; Plastics 2,404; Paper Prods. 2,146; Food Packing 3,684; Chem. 5,591; Platinum 650; Appliances 300; Fire Protection 157; Printing 843; Newspaper & Magazine 256.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-60; Summer 60-95; Fall 38-55; Winter 20-50.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Principal Shopping Centers-3 blocks on Gay St.; 3 on Church St.; 3 on High St.; 4 on Market St.; W Goshen, Rt. 202.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Exton Sq.(83)	7	Strawbridge & Clothier, K mart
West Goshen(18)	1	K mart, Sears, Acme
King of Prussia (330)	18	JCPenney, Sears, Wanamaker's, A&S, Bloomingdale's
Granite Run(131)	12	JCPenney, Sears
Thorndale(13)	9	Rite Aid, Jamesway, K mart

13 - RETAIL OUTLETS: Department Stores-JCPenney; Wanamaker's; Bloomingdale's; Abraham & Strauss; Sears; Strawbridge & Clothier.

Discount Stores-K mart; Jamesway.

Variety Store-Woolworth.

Chain Drug Stores-Rite Aid; Thrift.

Chain Supermarkets-Acme 14; ShopRite; Shop 'N Bag 2; Thriftway 2; IGA 4; Super Fresh; Genuardi's; Giant.

Other Chain Stores-Agway; Wickes; Pep Boys; Penn Jersey Auto Stores; Sears Surplus; Channel; Frank's Nursery; Gaudio's.

14 - NEWSPAPERS: DAILY LOCAL NEWS (mon to fri) 37,820; (m-sat) 33,824; (S) 35,410; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: J. Peter Lindquist, Adv. Dir., DAILY LOCAL NEWS, 250 N. Bradford Ave., West Chester, PA 19382; Tel. (215) 696-1775.

National Representatives: Landon Associates; U.S. Suburban Press.

WHEATLAND

See SHARON

WILKES-BARRE

1 - LOCATION: Luzerne County (In Scranton-Wilkes-Barre MSA), E&P Map E-2. On E bank of Susquehanna River; 132 mi. W of NYC; 130 mi. NW of Philadelphia; I-80, I-81, NE extension of Pennsylvania Turnpike.

2 - TRANSPORTATION: Railroads-Conrail; Pocono Northeast; Delaware & Hudson.

Motor Freight Carriers-12.

Intercity Bus Lines-Greyhound; Martz Trailways; John Murray Coach; Williams; Central Florida; Yatesville; Valley; Capitol; Price.

Airlines-Eastern; USAir; Florida Express; Piedmont; (Pocono) Allegheny Commuter.

3 - POPULATION:

Corp. City 90 Cen. 47,523; E&P 92 Est. 46,717

CZ-ABC: (80) 124,509

RTZ-ABC: (80) 218,570

County 90 Cen. 328,149; E&P 92 Est. 327,160

City & RTZ-ABC: (80) 343,079

MSA 90 Cen. 734,175; E&P 92 Est. 739,035

4 - HOUSEHOLDS:

City 90 Cen. 18,130; E&P 92 Est. 17,823

CZ-ABC: (80) 47,542

RTZ-ABC: (80) 77,960

County 90 Cen. 119,294; E&P 92 Est. 118,935

City & RTZ-ABC: (80) 125,502

MSA 90 Cen. 267,436; E&P 92 Est. 269,188

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	19	$4,775,004,595
Savings & Loan	3	$814,031,615

6 - PASSENGER AUTOS: Luzerne County 193,919

7 - ELECTRIC METERS: Residence 112,376

8 - GAS METERS: Residence 45,155

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Health Services 10,535 ($315); Apparel & Other Textile Prods. 8,517 ($186); Eating & Drinking Places 6,965 ($99); Food Stores 3,811 ($207); Durable Goods Wholesaling 3,283 ($336); General Mdse. Stores 3,202 ($175); Business Services 2,984 ($206); Fabricated Metal Prods. 2,940 ($419); Spec. Trade Contractors 2,841 ($337); Electric, Gas & Sanitary Servs. 2,666 ($607); Banking 2,440 ($268); Rubber & Misc. Plastic Prods. 2,394 ($376); Food & Kindred Prods. 2,393 ($328); Auto Dealers & Service Stations 2,391 ($239); Misc. Retail 2,391 ($198); Non-Durable Goods Wholesaling 2,279 ($321); Stone, Clay & Glass Prods. 2,275 ($493); Printing & Publishing 2,145 ($349); Communications 2,100 ($446); Social Services 2,071 ($219).

10 - CLIMATE: Min. & Max. Temp.-Spring 32-61; Summer 60-85; Fall 48-66; Winter 24-36; Annual snowfall: 40 inches.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Main St., 4 blocks on Market St. and 4 blocks on Northampton St.; (Principal Stores: Boscov's); Wyoming Valley Mall (95 stores incl. Sears, JCPenney, Hess's, Bon Ton).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Downtown Pittston(40)	8	Mark Data
Downtown Nanticoke(40)	9	Rea & Derick, Rite Aid
West Side Mall/ Narrows Shpg. Ctr.(60)	3	Bergman's, Woolworth, Hills, Flemington Fashion
Gateway Shpg. Ctr.		Jewelcor, McCrory
Pittston Plz.(25)	8	K mart, Thrift Drug
Dallas Shopping Ctr.(20)	9	IGA, Humphrey's
Midway Shopping Ctr.(17)	9	Bon Ton, McCrory, Acme Mkt., Rea & Derick, Radio Shack
Insalaco Shpg. Ctr.(15)	8	Insalaco's Mkt., Rite Aid
United Penn Plz.(15)	2	B. Levy
Hanover Mall(10)	6	K mart, Thrift Drug
Luzerne Shopping Ctr.	5	Jamesway, Fay's Drug
Mark Plz.(9)	5	K mart, Fay's Drug
Shavertown Shpg. Ctr.(7)	8	Acme, McCrory
Blackman Plz.(6)	2	K mart
Crestwood Plz.(6)	9	Weis Market, Thrift Drug
Country Club Plz.(10)	10	Insalaco's, Thrift Drug
Triangle Plz.(11)	2	Triangle Bldg. Supplies
East End Ctr. (25)	3	Hills, Phar-Mor, Price Chopper

Principal Shopping Days-Retail: Thur. through Sat.; Food: Tues. through Thur.

Stores Open Evenings-Dept. Stores & Malls: Mon. through Sat.; Downtown: Mon., Thur.

13 - RETAIL OUTLETS: Department Stores-Bergman's; Boscov's; Hess's; JCPenney; Bon Ton 2; Sears.

Discount Stores-Argo Factory Outlet; Clothing Warehouse; Jamesway; Jay Dee; Jewelcor; Hills 2; K mart 6; Keefer's Army & Navy 2; Leslie Fay 2;

Stroud's Distributing; Suburban Casuals 2; Unclaimed Freight.

Variety Stores-Woolworth 2; McCrory 5.

Chain Drug Stores-Cook's 2; Fay's 3; Rea & Derick 9; Revco 2; Rite Aid 7; Stapinski's 3; Thrift 5; Phar-Mor.

Chain Supermarkets-Acme 14; Insalaco's 5; IGA 4; Giant 3; ShopRite; Sunshine Markets; Weis 4; Bargains Galore 4; Price Chopper.

Other Chain Stores-84 Lumber; AT&T Phone Stores; A.S. Beck; Big Sky; Computerland; Corner House; Endicott-Johnson 3; Entre Computers; Famous Maid; Fashion Bug 6; Deb Shop; Flemington Fashions; Foxmoor Casuals; Gallery of Sound 5; The Gap; General Nutrition; Giant Floor and Wall; Gino's Shoes 2; Glidden Paint; Hanover Shoe; Gertrude Hawks; Hickory Farms; The Hub; Father & Son Shoes; Firestone 2; Goodyear 2; Hart Electronics; Humphrey's Shoes 2; Jean King 3; JoAnn Fabrics; Junior Colony; Kost Tires; Lady Oris; Listening Booth; Thom McAn; Jean Nicole; Kay Bee Toy & Hobby; Kinney Shoes; Lerner; MAB Paint; McCarthy Tire 2; National Shirt Shop; Naturalizer Shoes 3; Pearle Vision Centers 3; Pic Way 3; Radio Shack 8; J.S. Raub Shoes; Royal Optical 2; The Shoe Spot 6; Scranton Fabric; Sherwin-Williams 2; Sixteen Plus; Spencer Gifts; Susie's Casuals; Mary Taylor; Toy 'R' Us; Kids 'R' Us; Triangle Building; Waldenbooks 2; Waterbed Gallery; Jack Williams Tire 3; Color Tile; Wall to Wall Sound 2.

14 - NEWSPAPERS: CITIZENS' VOICE (m) 47,214; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Walter Vukovich, Adv. Mgr., CITIZENS' VOICE, 75 N. Washington Ave., Wilkes-Barre, PA 18771; Tel. (717) 821-2042.

National Representative: U.S. Suburban Press.

TIMES LEADER (m) 51,104; (S) 61,133; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Dennis J. Sheely, Adv. Dir., TIMES LEADER, 15 N. Main St., Wilkes-Barre, PA 18711; Tel. (717) 829-7101.

National Representative: Branham/Newspaper Sales.

WILLIAMSPORT

1 - LOCATION: Lycoming County (MSA). E&P Map D-2. County Seat. Shipping Center for N Central PA. Diversified manufacturing. On Susquehanna River; 200 mi. from NY, Philadelphia, Pittsburgh, Buffalo, and Washington, DC.

2 - TRANSPORTATION: Railroads-Conrail (freight).

Motor Freight Carriers-12.

Intercity Bus Lines-Trailways; Susquehanna Trailways; Capitol Trailways.

Airlines-USAir; Presidential Airlines.

3 - POPULATION:

Corp. City 90 Cen. 31,933; E&P 92 Est. 31,639

CZ-ABC: (80) 57,366

RTZ-ABC: (80) 249,519

County/MSA 90 Cen. 118,710; E&P 92 Est. 119,905

City & RTZ-ABC: (80) 306,885

4 - HOUSEHOLDS:

City 90 Cen. 12,193; E&P 92 Est. 12,080

CZ-ABC: (80) 21,314

RTZ-ABC: (80) 84,572

County/MSA 90 Cen. 44,162; E&P 92 Est. 44,606

City & RTZ-ABC: (80) 105,886

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$1,693,318,000
Savings & Loan	5	$288,362,000

6 - PASSENGER AUTOS: Lycoming County 62,624

7 - ELECTRIC METERS: Residence 39,000

8 - GAS METERS: Residence 13,064

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Transportation Equip. 1,950; Industrial Mach. and Equip. 1,777; Apparel and other Textiles 1,694; Furniture and Fixtures 1,567; Food and Kindred Products 1,430; Fabricated Metal Products 1,358; Electronic Equip. 994.

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-60; Summer 56-83; Fall 32-61; Winter 21-38. First killing frost, Oct. 14; last killing frost, Apr. 29.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on 3rd St.; 5 on 4th St.; 3 on Pine St.; 3 on Market St.

Neighborhood Shopping Centers-4 on W. 4th & Arch Sts.; 1 on W. 3rd & Arch Sts.; 4 on Washington Blvd. & Penn St.; 1 on W. Southern Ave. & Market St.; 6 on Broad St. & E. Broad in Montoursville; River Ave. (E. Williamsport); W. 4th St. (W. Williamsport).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Giant Plaza	NA	Revco, Giant Mkts.
Garden View	NA	Rea & Derick, Weis Foods
Loyal Plz.(29)	NA	K mart
Lycoming Mall	NA	Hess's, Gee Bee, Sears, Woolworth, Bon Ton, JCPenney

Principal Shopping Days-Thur., Fri., Sat., Sun.

Stores Close-Wed. (Some aft., some all day).

Stores Open Evenings-Fri., Mon.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Hess's; Wilson's; Bon Ton.

Discount Stores-Tops-All; Hills; Gee Bee; K mart.

Variety Store-Woolworth.

Chain Drug Stores-Widmann 4; Thrift; Revco 2; Rea & Derick 3.

Chain Supermarkets-Acme; Weis 6; Handy 4; Zippy 4; Riverside 4; Giant; Uni-Mart 5; Stop 'N Go 4; Turkey Hill 4.

Other Chain Stores-Ormond; Endicott-Johnson; Hanover; Kinney's; Glick; Triangle; S&H Green Stamps; General Tire; Goodyear; Family Dollar; Pic Way Shoes; Payless Shoes; Shoe Works; Super Shoes.

14 - NEWSPAPERS: SUN-GAZETTE (e) 34,125; (S) 39,848; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: James K. Gates, II, Nat'l. Adv. Mgr., SUN-GAZETTE, 252 W. 4th St., Williamsport, PA 17701; Tel. (717) 326-1551.

National Representative: Landon Associates.

WILSON
See EASTON

YORK

1 - LOCATION: York County (MSA). E&P Map D-3. County Seat. Industrial center. 50 mi. N of Baltimore, MD; 99 mi. W of Philadelphia; 26 mi. S of Harrisburg.

2 - TRANSPORTATION: Railroads-Conrail (freight); Chessie System (freight); Maryland & Pennsylvania (freight).

Motor Freight Carriers-35.

Intercity Bus Lines-Greyhound; York Area Transit Authority; York Trans. Club.

3 - POPULATION:

Corp. City 90 Cen. 42,192; E&P 92 Est. 41,707

CZ-ABC: (80) 129,735

RTZ-ABC: (80) 186,631

County 90 Cen. 339,574; E&P 92 Est. 347,998

MSA 90 Cen. 417,848; E&P 92 Est. 429,056

City & RTZ-ABC: (80) 316,366

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 16,099; E&P 92 Est. 15,914

CZ-ABC: (80) 49,273

RTZ-ABC: (80) 63,921

County 90 Cen. 130,605; E&P 92 Est. 133,845

MSA 90 Cen. 160,242; E&P 92 Est. 164,536

City & RTZ-ABC: (80) 113,194

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	13	$2,198,818,000
Savings & Loan	6	$442,391,000

6 - PASSENGER AUTOS: York County 203,689

7 - ELECTRIC METERS: County 93,087

8 - GAS METERS: City 25,500; County 51,000

9 - PRINCIPAL INDUSTRIES: Chain & Cable; Refrig. Mach.; Office Equip.; Water Turbines; Caskets; Wire Screen; Furn.; Wall Paper; Paper & Pub.; Ordnance Equip.; Electronic Equip.; Clothing; Heating Equip.; Baker Equip.; Cigars; Recreational Vehicles; Motorcycles; Parts for Earth-Moving Equip.; Dental & Ophthalmic Prods.; Ceramic Dinner & Gift Ware.

10 - CLIMATE: Min. & Max. Temp.-Spring 2-74; Summer 50-91; Fall 34-94; Winter 12-64. First killing frost, Nov. 17; last killing frost, May 2.

11 - TAP WATER: Nearly neutral, moderately soft, not fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on 2 Sts.; 2 on George; 3 on Market.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
The Colonial(14)	NA	Minnick's Pharmacy
Delco Plz.(12)	NA	Hills, Pathmark, K mart
Haines Acres(6)	NA	Jay's Super Thrift
Haines Road(7)	NA	K mart
Loucks Road(6)	NA	Weis Mkt.
Northgate(12)	NA	Weis Mkt., Peoples
North Mall(12)	NA	Burlington Coat
Queensgate(43)	NA	People's, Bon Ton, Weis Mkt.
Randolph Park(6)	NA	Cloth World
York County(37)	NA	Red Lobster
York Hills	NA	Hill's Dept.
The York Mall(60)	NA	Sams, Mont. Ward, Wal-Mart
Edgar Street(4)	NA	Peoples, Weis
Village Green(9)	NA	Epco, Ollies
West Manchester	NA	Bon Ton, Hess's, Gee Bee
Green Springs Plz.	NA	Weis Mkt.
Galleria	NA	Penney's, Sears, Bon Ton, Boscov's
Kingston Sq.	NA	Encore Books
Commerce Ctr.	NA	Weis Mkt.
Meadowbrook Vlg.	NA	Pfaltzgraff
York Outlet Mall	NA	Phar-Mor, Fashion Mart

Principal Shopping Days-Fri., Sat.

Stores Open Evenings-Department Stores daily; Food daily.

13 - RETAIL OUTLETS: Department Stores-Bon Ton; Sears; Hills; Smith Village; Montgomery Ward; JCPenney; Hess's; Boscov's.

Discount Stores-K mart; Gee Bee; Ollies Bargain Outlet; Wal-Mart.

Variety Stores-G.C. Murphy; McCrory; Woolworth.

Chain Drug Stores-People's; Thrift Drug 3; Minnick's; Revco 4; Rite Aid 3; Phar-Mor; Epco 6; Brooks 2.

Chain Supermarkets-AG 150; Community 75; A&P; Weis 8; Safeway; CHR Corp. 6; Jay's 3; P.A. & S. Small 10; Pathmark; Giant 3.

Other Chain Stores-Thom McAn; Kay Jewelry; Best; Gordon's Jewelers; Limited; Ormond's; S&H Green Stamps; Anders; Anderson Little; Kinney's; Silo; Pep Boys; Western Auto; Hechinger's; Avellino's; Stereo Discounters; Toys 'R' Us; Listening Booth; Radio Shack.

14 - NEWSPAPERS: DAILY RECORD (m-mon to fri) 42,502; YORK DISPATCH (e-mon to fri) 40,398; RECORD (m-sat) 73,407; YORK SUNDAY NEWS (S) 86,763; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Smith Purdum, V.P./Sales & Mktg., YORK, Newspaper Company, 1891 Loucks Rd., York, PA 17404; Tel. (717) 767-3531.

National Representative: Cresmer, Woodward, O' Mara & Ormsbee.

RHODE ISLAND SURVEYS

METROPOLITAN STATISTICAL AREA

New London-Norwich, CT-RI-New London and Norwich cities; Bozrah, East Lyme, Franklin, Griewold, Groton, Ledyard, Lisbon, Montville, North Stonington, Old Lyme, Preston, Salem, Sprague, Stonington and Waterford towns in New London County, CT; Canterbury town in Windham County, CT; Hopkinton and Westerly towns in Washington County, RI.

PRIMARY METROPOLITAN STATISTICAL AREAS

Fall River, MA-RI-Fall River city; Somerset, Swansea and Westport towns in Bristol County, MA; Little Compton and Tiverton towns in Newport County, RI.

Pawtucket-Woonsocket-Attleboro, RI-MA-Attleboro city; North Attleboro, Rehoboth and Seekonk towns in Bristol County, MA; Plainville town in Norfolk County, MA; Blackstone and Millville towns in Worcester County, MA; Central Falls, Pawtucket and Woonsocket cities; Burrilville, Cumberland, Lincoln, North Smithfield and Smithfield towns in Providence County, RI.

Providence-Barrington, Bristol and Warren towns in Bristol County; Warwick city; Coventry, East Greenwich and West Warwick towns in Kent County; Jamestown town in Newport County; Cranston, East Providence and Providence cities; Foster, Glocester, Johnston, North Providence and Scituate towns in Providence County; Exeter, Narragansett, North Kingstown, Richmond and South Kingstown towns in Washington County.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

Providence-Pawtucket-Fall River, RI-MA-Includes Fall River, MA-RI PMSA; Pawtucket-Woonsocket-Attleboro, RI-MA PMSA; and Providence, RI PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1980	1990	1992
Under 5 Years	59	76	77
5-14 Years	135	143	144
15-24 Years	180	157	158
25-44 Years	245	311	315
45-64 Years	203	201	203
65 and Over	127	119	121
TOTAL	949	1,007	1,018

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1992 Est.
Bldg. Mat./Hdwr	138	171	394
General Mdse	337	445	873
Food	639	901	1,567
Automobiles	472	621	1,561
Gasoline Stations	216	368	478
Apparel	144	233	440
Furniture	106	138	332
Eat-Drink Places	255	396	782
Drugs	96	172	331
TOTAL SALES	2,802	4,163	8,076

CENTRAL FALLS
See PAWTUCKET

NEWPORT

1 - LOCATION: Newport County, E&P Map D-3. Naval Base and Summer Resort. 30 mi. from Providence; 65 mi. from Boston; 200 mi. from New York.

2 - TRANSPORTATION: Railroad-Amtrak.
Intercity Bus Lines-Bonanza; Greyhound.
Motor Freight Carriers-15.
Airline-Air New England.

3 - POPULATION:
Corp. City 90 Cen. 28,227; E&P 92 Est. 28,091
CZ-ABC: (80) 46,475
RTZ-ABC: (80) 18,297
County 90 Cen. 87,194; E&P 92 Est. 88,556
City & RTZ-ABC: (80) 64,772

4 - HOUSEHOLDS:
City 90 Cen. 10,857; E&P 92 Est. 10,804
CZ-ABC: (80) 16,174
RTZ-ABC: (80) 6,355
County 90 Cen. 35,420; E&P 92 Est. 35,974
City & RTZ-ABC: (80) 22,529

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	15	N.A.
Savings	4	N.A.
Savings & Loan	2	N.A.
Credit Union	4	N.A.

6 - PASSENGER AUTOS: Newport County 52,563 (1988)

7 - ELECTRIC METERS: Residence 25,246

8 - GAS METERS: Residence 6,887

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Elect. Parts 400; U.S. Navy Depot 3,262; Electronics 3,400; Wire Fab. 1,600; Computer Sciences 3,000; Shipyards 800.
Principal Pay Days-Fri.; 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 65-90; Fall 30-65; Winter 10-55. First killing frost, Nov. 14; last killing frost, Apr. 13.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-Thames St., Newport.
Neighborhood Shopping Centers-Broadway and Bellevue Ave., Newport; Two Mile Corner, Middletown, & West Main Rd., Middletown; Connell Hwy., Newport.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Bellevue(12)	NA	Almacs, A&P, CVS
Aquidneck(23)	NA	Anderson-Little, Woolworth
Connell Plz.(22)	NA	JCPenney, T.J. Maxx
Main Plz.(5)	NA	Almacs, K mart
Long Wharf Mall (15)	NA	

Principal Shopping Days-Dept.: Fri., Sat.; Food: Fri.
Stores Open Evenings-Department: Fri.; Supermarkets: 9 p.m. daily.

13 - RETAIL OUTLETS: Department Stores-Ley's Century; Sears; Cherry & Webb; ~~Ames~~; K mart; JCPenney.
Variety Stores-Newberry; Woolworth; Charles.
Discount Stores-Ames, K mart; NHD; Tons of Toys.
Chain Drug Stores-Adams; CVS 2; Brooks/Adams 3; Douglas Drug.
Chain Supermarkets-A&P; Super Stop & Shop; Almacs 2; Star Mkt.; IGA; Food Mart.
Other Chain Stores-Goodyear; Cole-Haan; Firestone; Radio Shack; Sherwin-Williams; Narragansett Clothing; Donnelly's Men's Wear; Talbot's; Fashion Bug; Kidsport; Fayva; Waldenbooks.

14 - NEWSPAPERS: NEWS (e) 15,567; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Louis P. Mureddu, Ret. Adv. Mgr., NEWS, 101 Malbone Rd., Newport, RI 02840; Tel. (401) 849-3300.
National Representative: Landon Associates.

PAWTUCKET-CENTRAL FALLS

1 - LOCATION: Providence County (In Providence-Pawtucket-Woonsocket NECMA). E&P Map D-2. On Blackstone River at head of Narragansett Bay tidewaters, adjacent to Providence. 39 mi. from Boston; 44 mi. from Worcester. On U.S. Hwys. 1 & 95.

2 - TRANSPORTATION: Railroads-Conrail; Moshassuck Valley; Providence & Worcester; Amtrak.
Intercity Bus Lines-Bonanza; Shortline; R.I. Public Transit.
Motor Freight Carriers-81.
Airlines-USAir; Eastern; TWA; United; Air New England; Pilgrim; Piedmont; American.

3 - POPULATION:
Corp. Cities 90 Cen. 90,301; E&P 92 Est. 90,924
Pawtucket 90 Cen. 72,644; E&P 92 Est. 73,114
Central Falls 90 Cen. 17,637; E&P 92 Est. 17,810
CZ-ABC: (80) 88,199
RTZ-ABC: (80) 83,763
County 90 Cen. 596,270; E&P 92 Est. 602,713
NECMA 90 Cen. 916,270; E&P 92 Est. 928,427
City & RTZ-ABC: (8C) 171,962

4 - HOUSEHOLDS:
Cities 90 Cen. 34,723; E&P 92 Est. 34,971
Pawtucket 90 Cen. 27,940; E&P 92 Est. 28,121
Central Falls 90 Cen. 6,783; E&P 92 Est. 6,850
CZ-ABC: (80) 34,733
RTZ-ABC: (80) 28,790
County 90 Cen. 229,050; E&P 92 Est. 231,525
NECMA 90 Cen. 344,462; E&P 92 Est. 352,160
City & RTZ-ABC: (80) 63,523

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	12	N.A.
Savings	3	N.A.
Savings & Loan	4	N.A.
Credit Unions	10	N.A.

6 - PASSENGER AUTOS: Providence County 349,250; Pawtucket 42,669; Central Falls 9,253

7 - ELECTRIC METERS: Residence 45,838

8 - GAS METERS: Residence 42,739

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textiles 6,534 ($238); Apparel 1,758 ($155); Fabric Metals 1,422 ($180); Food 968 ($218); Jewelry 4,051 ($168); Mach. 587 ($238); Plastics 1,242 ($208); Primary Metals 3,102 ($212).

10 - CLIMATE: Min. & Max. Temp.-Spring 38-57; Summer 63-82; Fall 55-73; Winter 22-37. First killing frost, Oct. 24; last killing frost, Apr. 14.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main; 2 on Broad; 1 on East Ave.
Neighborhood Shopping Centers-Barton St., East Ave., South Woodlawn Station, Broad St., Dexter St. in Central Falls; Newport and Armistice, in Darlington Section; Smithfield Ave., Fairlawn Section; Central Ave. in Darlington; Broadway, at Mass. State Line; Benefit St., in Darlington Section; Washington St. in So. Attleboro, Mass.; Baker's Corner, Seekonk, Mass.; Route 1, No. Attleboro, Mass., Lincoln Mall, Lincoln; Commerce Way, Seekonk, Mass.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Barton St.	1	Star Market
Narragansett(17)	4	Star Mkt., Burlington Factory Outlet, Super Stop & Shop
Wampanoag(24)	3	Almac's Mkt.
Shopperstown(11)	3	Star Mkt.
Cumberland Plz.(12)	6	Almac's Mkt.
Lincoln Ctr.	5	Nayco
Seekonk	5	K mart, Valueland
Central Plz.	3	Benny's
Washington Plz.	5	Star Mkt.
Bayberry Plz.	10	Paperama
Walnut Hill(26)	15	Sears
Mineral Spring (9)	NA	Almac's Mkt.
Woonsocket Plz.(20)	15	Child World, Radio Shack
Lincoln Mall(65)	8	Caldor, Almac's

Principal Shopping Days-Tues., Thur., Fri., Sat. & Sun.
Stores Open Evenings-Thur., Fri.; Shopping Ctrs. & discount stores every evening except Sun.

13 - RETAIL OUTLETS: Department Stores-Burlington Factory Outlet; Sears 2; Apex; Lechmere.
Discount Stores-Ann & Hope 2; K mart; Caldor; Stuarts.
Variety Stores-Nayco, Ben Franklin.
Chain Drug Stores-Adams/Brooks 9; Ann & Hope Pharmacy 2; CVS 9; Douglas Drug 4; Rite Aid.
Chain Supermarkets-Almac's 10; Stop & Shop; Star Mkts. 3; Cumberland Farms Dairy; IGA 2; Valueland; Wonder Food Mkt; RoJack 2.
Other Chain Stores-Thom McAn; Firestone; Goodyear; Goodrich; Singer Co.; Dutchland Farms Dairy; Dairy Mart; Kinney Shoes; Fashion Gallery; Radio Shack; Anderson Little; Merchant Tires; Diamond International; The Fair; Bennys; Zales; Grossman's; Hickory Farms; Save Rite; Color Tile; Tile City.

14 - NEWSPAPERS: TIMES (e) 22,522; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Ginger Wills-Howe, Adv. Dir., TIMES, 23 Exchange St., Pawtucket, RI 02862; Tel. (401) 722-4000.
National Representative: Branham/Newspaper Sales.

PROVIDENCE

1 - LOCATION: Providence County (In Providence-Pawtucket-Woonsocket-NECMA). E&P Map D-3. State Capital and County Seat. Industrial, Wholesale and Education Center. 43 mi. S of Boston. On U.S. Hwys. 1, 6, 44, 95, 295; Hwys. 2, 3, 5, 14, 101, 102, 112, 117, 146, 295.

2 - TRANSPORTATION: Railroad-Amtrak.
Motor Freight Carriers-400.
Freight Steamship Lines-2.
Intercity Bus Lines-R.I. Transit Authority; Arrow; Bonanza.
Interstate Bus Lines-Greyhound; Bonanza; Providence-Hartford-Norwich Line.
Airlines-American; American Eagle; Business Express; Continental; Northwest; USAir; United; Pan Am Express; Delta; Mohawk; United Express; Presidential; Federal Express.

3 - POPULATION:
Corp. City 90 Cen. 160,728; E&P 92 Est. 161,917
NDM-ABC: (80) 1,149,132
County 90 Cen. 596,270; E&P 92 Est. 602,713
NECMA 90 Cen. 916,270; E&P 92 Est. 928,427
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 61,818; E&P 92 Est. 62,276
NDM-ABC: (80) 410,392
County 90 Cen. 229,050; E&P 92 Est. 231,525
NECMA 90 Cen. 344,462; E&P 92 Est. 352,160

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	12	$11,184,203,000
Savings	6	$3,295,035,000
Savings & Loan	3	$2,273,304,000
Credit Unions	81	$2,336,631,000

6 - PASSENGER AUTOS: Providence City 95,241; Providence County 453,549

7 - ELECTRIC METERS: Residence 357,056.

8 - GAS METERS: City 48,630; State 146,917

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Metal & Mach. 21,200 ($418); Textiles 8,300 ($381); Jewelry & Silverware 19,100 ($301); Rubber & Plastics 6,100 ($431); Trans. Equip. 6,800 ($511); Printing & Publishing 5,800 ($421); Instruments 6,600 ($427).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-65; Summer 58-76; Fall 33-50; Winter 23-39. First killing frost, Nov. 1; last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, very soft.

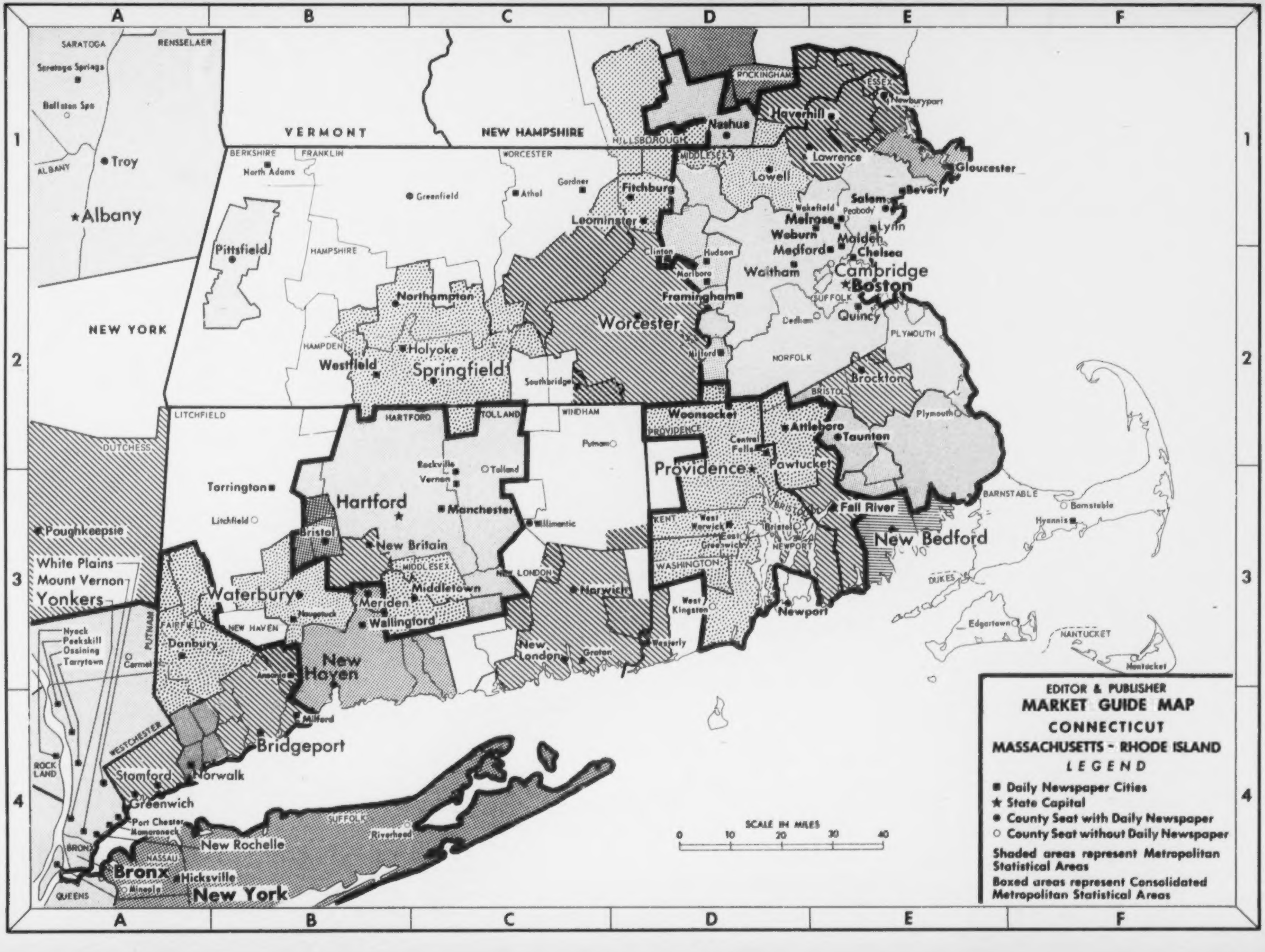
12 - RETAILING: Downtown Shopping Area-Westminster St., Exchange Pl., Exchange St., Dorrance St., Weybosset St., Empire St.
Neighborhood Shopping Areas-Davol Sq., Olneyville Sq., Wayland Sq., The Arcade, Federal Hill.
Principal Shopping District-Jct. of 195 & 1295, Warwick.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Barrington Ctr. (12)	6	CVS, Cherry Webb & Touraine, Donnelly's
Coventry Plz.(7)	15	K mart, Radio Shack
Garden City Ctr. Ctr.(43)	6	Child World Donnelly's, Woolworth
Marshalls Plz. Plz.(20)	9	Marshalls, Herman's
Shopperstown(12)	12	Radio Shack
Wampanoag Mall(22)	3	Almacs, Cherry Webb & Touraine
Lincoln Mall(70)	9	Caldor, Donnelly's, Almacs
Wakefield Mall(12)	32	Donnelly's, Woolworth
Bald Hill Plaza(19)	11	Lechmere, Paperama
Gov. Francis(6)	8	Save Rite, IGA
Rhode Island Mall(76)	NA	Sears, Cherry Webb & Touraine, G. Fox
Warwick Commons (10)	8	Filene's Basement
Warwick Mall(52)	11	Caldor, Filene's, JCPenney, Jordan Marsh, The Limited
Walnut Hill(23)	3	McCarthy's, Sears, Woolworth
Bayberry Plz.(3)	3	Sears Paint & Hdwe., Murray's
Seekonk Sq.(5)	3	T.J. Maxx, Child World
Swansea Mall(76)	13	Apex, Caldor, Toys 'R' Us, Sears, Service Mdse., Jordon Marsh
Swansea Plz.(4)	13	K mart
Apple Valley Mall(26)	NA	Almacs, CVS, Radio Shack
Woonsocket Plz. (18)	12	Caldors, Big D Mkt.
Loehmann's Plz. (12)	NA	Pier 1 Imports
Emerald Sq.(150)	11	Sears, JCPenney, G. Fox

Principal Shopping Days-Department Stores-Thur., Fri., Sat., Sun.; Food Stores-Thur., Fri., Sat.
Stores Open Evenings-Department Stores-Mon. through Sat.; Food-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Sears 5; Jordan Marsh 2; Filene's; JCPenney 4; G. Fox.
Discount Stores-Ann & Hope 3; Apex 3; K mart 7; Murray's 3; Caldor 4; Lechmere 2; Save Rite 4; Stuart's 3.
Leading Apparel Stores-Cherry Webb & Touraine; Casual Corner; Briggs Ltd.; Donnelly's; Marshalls; Filene's Basement.
Variety Stores-Woolworth 4.
Chain Drug Stores-Brooks 39; CVS 43; Douglas 11; Rite Aid 10.
Chain Supermarkets-A&P 3; Almacs 37; Food City; Heartland; IGA; Morse's 2; Stop & Shop 12; Valueland 8.
Other Chain Stores-Men's Clothing: Brigg's Ltd., Chess King, Harvey Ltd., Hillhouse Ltd., Wal-


A
B
C
D
E
F
1
2
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4
SARATOGA
RENSSELAER
Saratoga Springs
Ballston Spa
Troy
ALBANY
Albany
VERMONT
NEW HAMPSHIRE
NEW YORK
BERKSHIRE
FRANKLIN
WORCESTER
North Adams
Greenfield
Athol
Gardner
Pittsfield
HAMPSHIRE
Northampton
HAMPDEN
Holyoke
Westfield
Springfield
Southbridge
Worcester
Fitchburg
Leominster
Clinton
Hudson
Marlboro
Framingham
Milford
ROCKINGHAM
HILLSBOROUGH
Nashua
ESSEX
Newburyport
Haverhill
MIDDLESEX
Lawrence
Gloucester
Lowell
Beverly
Salem
Wakefield
Peabody
Lynn
Melrose
Woburn
Malden
Medford
Chelsea
Waltham
Cambridge
Boston
SUFFOLK
Dedham
Quincy
NORFOLK
PLYMOUTH
Brockton
BRISTOL
Plymouth
Attleboro
Taunton
Woonsocket
PROVIDENCE
Central Falls
Providence
Pawtucket
Fall River
New Bedford
BARNSTABLE
Barnstable
Hyannis
KENT
West Warwick
East Greenwich
Bristol
NEWPORT
WASHINGTON
West Kingston
Newport
DUKES
Edgartown
NANTUCKET
Nantucket
LITCHFIELD
HARTFORD
TOLLAND
WINDHAM
Putnam
Rockville
Vernon
Tolland
Torrington
Litchfield
Hartford
Manchester
Willimantic
Bristol
New Britain
MIDDLESEX
Middletown
NEW LONDON
Norwich
Waterbury
Naugatuck
Meriden
Wallingford
NEW HAVEN
New Haven
Ansonia
Milford
FAIRFIELD
Danbury
New London
Groton
Westerly
Bridgeport
Norwalk
Stamford
Greenwich
DUTCHESS
Poughkeepsie
White Plains
Mount Vernon
Yonkers
PUTNAM
Carmel
Nyack
Peekskill
Ossining
Tarrytown
WESTCHESTER
ROCKLAND
Port Chester
Mamaroneck
New Rochelle
BRONX
Bronx
NASSAU
Hicksville
Mineola
QUEENS
New York
SUFFOLK
Riverhead
SCALE IN MILES
0
10
20
30
40

EDITOR & PUBLISHER

MARKET GUIDE MAP

CONNECTICUT

MASSACHUSETTS - RHODE ISLAND

LEGEND

- ■ Daily Newspaper Cities
- ★ State Capital
- ● County Seat with Daily Newspaper
- ○ County Seat without Daily Newspaper

Shaded areas represent Metropolitan Statistical Areas

Boxed areas represent Consolidated Metropolitan Statistical Areas

lach's, Women's Clothing: Casual Corner 3, Cherry Webb & Touraine 5, Wm. H. Harris, Hit or Miss 3, Lane Bryant, The Limited, The Talbots, The Weathervane; Family Clothing: Anderson Little 3, Donnelly's 8, Filene's Basement Store, Kennedy's 3, Marshalls 4, TJ. Maxx 3, Wm. H Harris; Shoes: Bakers, Dexter, Don Dee, Fayva, Flagg Bros., Florsheim, Hanover, Kinney's, Knapp, Morse, Quoddy, Stride Rite, Thom McAn; Hosiery: Albert, Fields, Frederick's of Hollywood, Parklane; Auto Supplies: ADAP, Benny's, Carquest, McLaughlin, NHD, NAPA, Western Auto; Dairy: Cumberland Farms, Dairy Mart; Xtra Mart; Furniture: Alpert's, Cardi, Georgetown Manor; Liberty.

14 - NEWSPAPERS: JOURNAL-BULLETIN (all day mon-fri) 200,076; (m-sat) 186,808; JOURNAL (S) 264,723; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Donald J. Ross, PROVIDENCE JOURNAL-BULLETIN, 75 Fountain St., Providence, RI 02902; Tel. (401) 277-7136.

National Representative Cresmer, Woodward, O'Mara & Ormsbee.

WEST WARWICK

1 - LOCATION: Kent County (In Providence-Pawtucket-Woonsocket NECMA). E&P Map D-3. Industrial center. 10 mi. S of Providence; 4 mi. to State Airport. On U.S. Hwys. 3 & 117.

2 - TRANSPORTATION: Railroad-Conrail.

3 - POPULATION:

Corp. Town 90 Cen. 29,268; E&P 92 Est. 29,791
PMSA 90 Cen. 916,270; E&P 92 Est. 928,427
County 90 Cen. 161,135; E&P 92 Est. 162,845

4 - HOUSEHOLDS:

Town 90 Cen. 11,257; E&P 92 Est. 11,458
County 90 Cen. 59,680; E&P 92 Est. 60,313
PMSA 90 Cen. 344,462; E&P 92 Est. 352,160

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	N.A.
Savings	2	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: Town 18,640; Kent County 109,132

7 - ELECTRIC METERS: Residence 9,983

8 - GAS METERS: Residence 9,000

9 - PRINCIPAL INDUSTRIES: Textiles; Medical Supply; Energy.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-65; Summer 58-76; Fall 33-50; Winter 23-39. First killing frost, Nov. 1; last killing frost, Apr. 14.

11 - TAP WATER: Acid, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Gateway(30)	NA	Ben Franklin
Governor Francis(18)	NA	Adams
Midland Mall(76)	NA	Sears, G. Fox, Zales
Warwick Mall(52)	NA	Jordan Marsh, JCPenney

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Filene's; Jordan Marsh; JCPenney; G. Fox; Sears.
Variety Store-Newberry's.
Discount Stores-Ann & Hope Factory Outlet; Apex; Pontiac Mills Outlet; Lechmere Sales.
Chain Drug Stores-Adams; Davis Cut Rate; CVS; Douglas.
Chain Supermarkets-Stop & Shop; Almacs 2; Valueland; Jerry's 3; IGA 2.

14 - NEWSPAPERS: KENT COUNTY DAILY TIMES (e) 9,346; sworn Oct. 1, 1990.

Local Contact for Advertising and Merchandising Data: Donna Medeiros, Pub., KENT COUNTY DAILY TIMES, 1353 Main St., West Warwick, RI 02893; Tel. (401) 821-7400.

National Representative. Landon Associates.

WESTERLY

1 - LOCATION: Washington County (In Province-Pawtucket-Woonsocket NECMA). E&P Map D-3. On RI-CT line, 45 mi. SW of Providence; 150 mi. NE of New York. At head of navigation of Pawcatuck River which opens into Long Island Sound. On U.S. Hwy. 1; Conn. 2; R.I. 3. 3 mi. S of Interstate 95.

2 - TRANSPORTATION: Railroad-Amtrak.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Rhode Island Coach; New Haven & Shore Line; RIPTA.
Airlines-RI Coastal Airways; USAir; Pilgrim; Viking Airways; Westerly State Airport.

3 - POPULATION:

Corp. City 90 Cen. 21,605; E&P 92 Est. 22,266
CZ-ABC: (80) 26,224
RTZ-ABC: (80) 64,505
County 90 Cen. 110,006; E&P 92 Est. 113,509
NECMA 90 Cen. 916,270; E&P 92 Est. 928,427
City & RTZ-ABC: (80) 90,729

4 - HOUSEHOLDS:

City 90 Cen. 8,310; E&P 92 Est. 8,564
CZ-ABC: (80) 9,266
RTZ-ABC: (80) 21,737
County 90 Cen. 40,743; E&P 92 Est. 42,040
NECMA 90 Cen. 344,462; E&P 92 Est. 352,160
City & RTZ-ABC: (80) 31,003

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	9	$198,054,000
Savings & Loan	1	$7,386,853
Credit Unions	4	$13,586,323

6 - PASSENGER AUTOS: Washington County 69,746; City 15,243

7 - ELECTRIC METERS: Residence 11,497

8 - GAS METERS: Residence 4,235

9 - PRINCIPAL INDUSTRIES: Braided Synthetic Specialty Cords; Surgical Threads; Fishing Lines; Elastic Braid; Knitted Rubber Goods; Concrete Blocks; Silk Screen Printing on Linens; Fine Laces; Felts; Granite Monuments; Woolen Fabrics; Velvets; Tools & Dies; Dyers & Finishers; Textile Chem. Specialties; Printing Press Mfg.; Cable Grips; Custom-Built Hotel & Office Furn.; Electronic Coils & Transformers; Paper Mill Mach.; Plastic Moldings; Elect. Batteries; Plastic Extrusion Mach.; Investment Casting.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-57; Summer 61-79; Fall 45-62; Winter 23-38. First killing frost, Oct. 10; last killing frost, Apr. 10.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: Principal Shopping Centers-7 streets in center of town; 5 diversified shopping centers.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Franklin Plz. (14)	NA	Almac Mkt., JCPenney
Granite Plaza	NA	Sunrise Market
Granite St.(18)	NA	Walgreens
Main Street(15)	NA	E-Z Package Store
Ocean Plz.	3	Midas Muffler
Mill Pond Plz.	3	Level One, Trader Fred

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Close-Wed. afternoon downtown.
Stores Open Evenings-Fri.; Food and Shpg. Ctrs. nightly. Many stores open Sunday, including Discount Stores; some markets until midnight.

13 - RETAIL OUTLETS: Department Stores-McCormick's; Sears (catalog); Reid & Hughes, JCPenney.
Discount Store-Fisher's Big Wheel.
Chain Drug Stores-Higgins (Liggett-Rexall); Granite Walgreens; Brooks; Douglas.
Chain Supermarkets-A&P; Super Finast; Almac's; Universal 4; Gentile's; IGA; Sunrise; Cumberland Farms 3; Scott's; Stop & Shop; McQuade's.

14 - NEWSPAPERS: SUN (e-mon to fri) 12,346; (S) 12,701; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Leon F. Williams, Adv. Mgr., SUN, 56 Main St., Westerly, RI 02891; Tel. (401) 596-7791.

National Representative: Landon Associates.

WOONSOCKET

1 - LOCATION: Providence County (In Providence-Pawtucket-Woonsocket NECMA). E&P Map D-2. On the Blackstone River; at Woonsocket Falls; 39 mi. SW of Boston, MA and 16 mi. N by W of Providence. On State Hwys. 104, 114, 122 and 146.

2 - TRANSPORTATION: Railroads-P&W; Amtrak.
Motor Freight Carriers-18.
Intercity Bus Lines-RI Public Transit Authority.
Airlines-United; USAir; American; American Eagle; Business Express; Continental; Holiday; Northwest; Pan Am Express; Piedmont; TWA Express. (T.F. Green Airport, 25 mi. distance).

3 - POPULATION:

Corp. City 90 Cen. 43,877; E&P 92 Est. 43,578
CZ-ABC: (80) 78,287
RTZ-ABC: (80) 91,515
County 90 Cen. 596,270; E&P 92 Est. 602,713
NECMA 90 Cen. 916,270; E&P 92 Est. 928,427
City & RTZ-ABC: (80) 169,802

4 - HOUSEHOLDS:

City 90 Cen. 16,876; E&P 92 Est. 16,761
CZ-ABC: (80) 28,315
RTZ-ABC: (80) 29,110
County 90 Cen. 229,050; E&P 92 Est. 231,525
NECMA 90 Cen. 344,462; E&P 92 Est. 352,160
City & RTZ-ABC: (80) 57,425

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	9	N.A.
Savings & Loan	N.A.	$783,199,000

6 - PASSENGER AUTOS: Providence County 349,250; City 24,522

7 - ELECTRIC METERS: Residence 16,039

8 - GAS METERS: Residence 11,687

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 1,239 ($429); Mfg. 9,992 ($437); Trans., Elect., Gas 1,047 ($495); Whol. Trade 2,649 ($512); Ret. Trade 7,505 ($229); Fin., Ins. & R.E. 1,324 ($492); Servs. 6,199 ($374).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-65; Summer 65-85; Fall 48-60; Winter 10-40.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-Mill River Square; Walnut Hill Plaza; Woonsocket Plaza; Park Square; Ames; Slatersville Plaza; Crooks Corner; Diamond Hill Plaza.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Park Square(6)	2	Almac's, ADAP Super Stop & Shop
Walnut Hill Plaza(26)	2	Sears, Shaws, Woolworth
Woonsocket Plaza(20)	2	Radio Shack, Caldor, Child World
Bellingham	1	Ames, CVS, Almac's
Diamond Hill Plz.	2	Piece Goods Shop
Social Corner	1	Save-Rite
Slatersville Plz.(15)	4	Eddie's Mkt., Western Auto, Williams 5&10
Lincoln Mall(65)	4	Caldor, Almac's
The Pavillion	2	CWT
Emerald Sq.(160)	9	JCPenney, G. Fox, Sears

Principal Shopping Days-Dept. Stores Thur., Fri., Sat.; Food Stores Thur., Fri., Sat.
Stores Open Evenings-All on Thur., Sun. 12-5; Dept. Tues., Thur.; Food Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Caldor 2;
Discount Stores-National Hardgoods Dist. 3; Ames 2; Save-Rite.
Variety Store-Woolworth.
Chain Drug Stores-CVS 6; Adams/Brooks 3; Rite Aid.
Chain Supermarkets-Almac's 6; Wonder Markets 2; Shaws; IGA; Super Stop & Shop.
Other Chain Stores-Firestone; Benny's; Goodyear; ADAP; Grossman's; Radio Shack 3; Child World; Western Auto; Anderson Little 2; NHD 3; CWT; Color Tile.

14 - NEWSPAPERS: CALL (e) 28,124; (S) 27,835; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Dan O'Neil, Mktg. Dir., CALL, 75 Main St., Woonsocket, RI 02895; Tel. (401) 762-3000.

National Representative: Branham Newspaper Sales.

SOUTH CAROLINA SURVEYS

METROPOLITAN STATISTICAL AREAS

Anderson-Anderson County.
Augusta, GA-SC-Columbia, McDuffie and Richmond Counties, GA; Aiken County, SC.
Charleston-Berkely, Charleston and Dorchester Counties.
Charlotte-Gastonia-Rock Hill, NC-SC-Cabarrus, Gaston, Lincoln, Mecklenburg, Rowan and Union Counties, NC; York County, SC.
Columbia-Lexington and Richland Counties.
Florence-Florence County.
Greenville-Spartanburg-Greenville, Pickens and Spartanburg Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	**1980**	**1990**	**1992**
Under 5 Years	238	323	337
5-14 Years	520	551	574
15-24 Years	633	607	633
25-44 Years	871	1,158	1,207
45-64 Years	578	583	608
65 and Over	287	282	294
TOTAL	3,127	3,505	3,653

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1977 Census**	**1982 Census**	**1992 Est.**
Bldg. Mat./Hdwr	536	709	1,648
General Mdse	989	1,235	2,808
Food	2,022	3,096	5,379
Automobiles	1,766	2,169	5,414
Gasoline Stations	722	1,201	1,747
Apparel	414	677	1,485
Furniture	368	556	1,399
Eat-Drink Places	587	1,078	2,328
Drugs	264	596	822
TOTAL SALES	8,350	12,498	25,431

AIKEN

1 - LOCATION: Aiken County (In Augusta, GA-SC MSA). E&P Map B-3. 17 1/2 mi. NE of Augusta, GA; 120 mi. NW of Charleston. On U.S. Hwys. 1, 78; State Hwys. 19, 126, 302.

2 - TRANSPORTATION: Railroads-Southern; Seaboard; Georgia & Florida.
Motor Freight Carrier-1.
Intercity Bus Lines-Greyhound, Trailways; Southeastern Stages.

3 - POPULATION:

Corp. City 90 Cen. 19,872; E&P 92 Est. 20,851
NDM-ABC: (80) 56,790
Bal. in RTZ-ABC: (80) 21,449
MSA 90 Cen. 396,809; E&P 92 Est. 410,288
County 90 Cen. 120,940; E&P 92 Est. 127,584
Total NDM & Bal. in RTZ-ABC: (80) 78,239

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 7,556; E&P 92 Est. 7,928
NDM-ABC: (80) 19,893
Bal. in RTZ-ABC: (80) 7,098
County 90 Cen. 43,571; E&P 92 Est. 45,965
MSA 90 Cen. 140,975; E&P 92 Est. 145,678
Total NDM & Bal. in RTZ-ABC: (80) 26,991

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$139,581,790
Savings & Loan	3	$169,081,506

6 - PASSENGER AUTOS: Aiken County 73,166

7 - ELECTRIC METERS: Residence 8,011

8 - GAS METERS: Residence 6,838

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textiles & Fabrics 10,443; Clay Prods. 291; Fiberglass 1,725; Nuclear Power Materials 6,000; Lumber 160; Paper Prods. 625; Food 100; Metal Fab. 138; Motor Protectors & Therm. 650; Constr. 1,860; Printing & Pub. 110.

Principal Industrial Pay Day-Thur.

10 - CLIMATE: Mean Jan. Temp. 47; Mean July Temp. 79. First killing frost, Nov. 14; last killing frost, Mar. 20.

11 - TAP WATER: N.A.

12 - RETAILING: Neighborhood Shopping Centers-Graniteville; Midland; Rich Plaza; Centre South; Hitchcock Square; Aiken Mall; Ellenton Village; Triangle Village.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
K mart(5)	1	K mart, Bi-Lo
Kalmia Plaza(45)	1	Belk
Mitchell(10)	2	
N. Augusta Plz.	16	Belk, Roses
Heritage Sq.(20)	2	Revco, Wal-Mart, Whites, Food Lion

Principal Shopping Days-Thur., Fri., Sat.

Stores Close-6 p.m.; 9 p.m. Fri.

13 - RETAIL OUTLETS: Department Stores-White's; Belk; B.C. Moore.

Variety Store-McCrory.

Chain Drug Stores-Aiken 2; Revco 3; Eckerd; Rite Aid.

Discount Stores-K mart; Wal-Mart; Roses.

Chain Supermarkets-Winn-Dixie 2; Piggly Wiggly; Bi-Lo 2; Kroger; Foodtown; Gurleys 3.

Other Chain Stores-Goodyear; Goody's; Sears; Western Auto; Lowe's; JCPenney; Phar-Mor Pharmacy; Builderama; Brendle's.

14 - NEWSPAPERS: STANDARD (e-mon to fri) 17,633; (S) 17,217; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Melanie L. Arney, Adv. Dir., STANDARD, 124 Rutland Dr., Aiken, SC 29802; Tel. (803) 648-2311.

National Representative: Landon Associates.

ANDERSON

1 - LOCATION: Anderson County (MSA). E&P Map A-2. County Seat. Industrial center. 123 mi. NE of Atlanta, GA; 127 mi. SW of Charlotte. On U.S. Hwys. 29, 76, 178; I-85; State Hwys. 8, 20, 24, 28, 81.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line; Southern.

Motor Freight Carriers-32.

Intercity Bus Lines-Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 90 Cen. 26,184; E&P 92 Est. 25,958
CZ-ABC: (80) 47,925
RTZ-ABC: (80) 312,091
County/MSA 90 Cen. 145,196; E&P 92 Est. 151,811
City & RTZ-ABC: (80) 360,016

Demographic information availablefrom Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 9,956; E&P 92 Est. 9,870
CZ-ABC: (80) 17,458
RTZ-ABC: (80) 107,535
County/MSA 90 Cen. 50,058; E&P 92 Est. 52,339
City & RTZ-ABC: (80) 124,993

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$270,356,000
Savings & Loan	5	$332,615,000

6 - PASSENGER AUTOS: Anderson County 84,127

7 - ELECTRIC METERS: Residence 27,218

8 - GAS METERS: Residence 10,120

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 12,318 ($256); Fiberglass; Motor Prods.; Metal Working; Plastics; Fertilizer; Rubber Prods.; Apparel 21,700; 56,370 persons employed in County.

Principal Industrial Pay Days-Thur. & Fri.

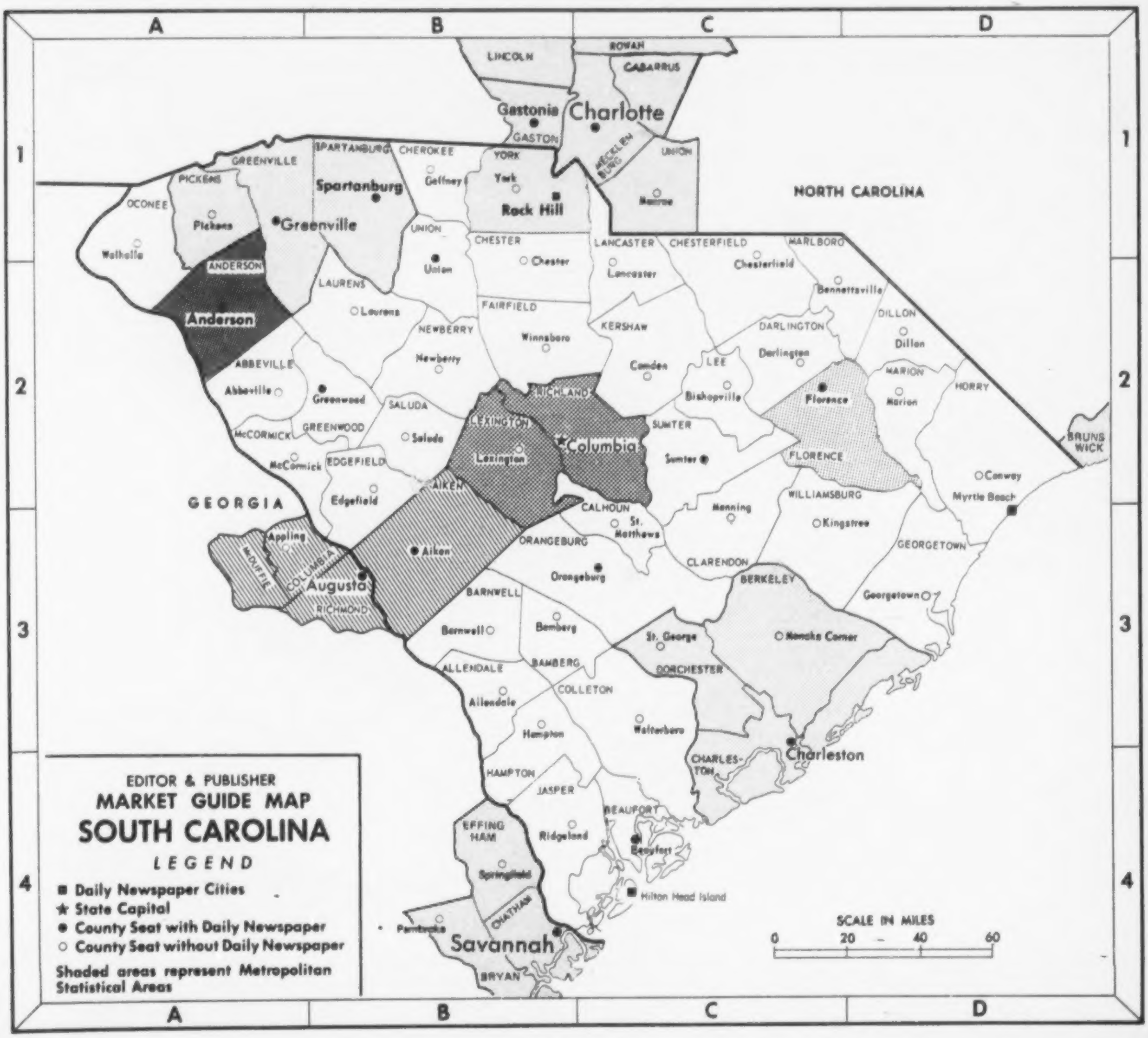
10 - CLIMATE: Min. & Max. Temp.-Spring 45-82; Summer 65-98; Fall 52-88; Winter 15-75. First killing frost, Nov. 9; last killing frost, Mar. 25.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Main St. & Square; 3 on N. Main; 2 on S. Main Ext.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Anderson Mall (50)	4	JCPenney, Sears Gallant Belk, Uptons


A
B
C
D
1
2
3
4
EDITOR & PUBLISHER
MARKET GUIDE MAP
SOUTH CAROLINA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0
20
40
60
NORTH CAROLINA
GEORGIA
LINCOLN
ROWAN
CABARRUS
Gastonia
Charlotte
GASTON
MECKLENBURG
UNION
Monroe
SPARTANBURG
CHEROKEE
YORK
Gaffney
York
Rock Hill
Spartanburg
GREENVILLE
Greenville
PICKENS
Pickens
OCONEE
Walhalla
ANDERSON
Anderson
UNION
Union
CHESTER
Chester
LANCASTER
Lancaster
CHESTERFIELD
Chesterfield
MARLBORO
Bennettsville
DILLON
Dillon
LAURENS
Laurens
FAIRFIELD
Winnsboro
NEWBERRY
Newberry
KERSHAW
Camden
DARLINGTON
Darlington
LEE
Bishopville
MARION
Marion
HORRY
ABBEVILLE
Abbeville
Greenwood
GREENWOOD
SALUDA
Saluda
RICHLAND
LEXINGTON
Lexington
Columbia
SUMTER
Sumter
Florence
FLORENCE
BRUNSWICK
McCORMICK
McCormick
EDGEFIELD
Edgefield
AIKEN
Aiken
CALHOUN
St. Matthews
Manning
WILLIAMSBURG
Kingstree
Conway
Myrtle Beach
Appling
McDUFFIE
COLUMBIA
Augusta
RICHMOND
ORANGEBURG
Orangeburg
CLARENDON
GEORGETOWN
Georgetown
BERKELEY
BARNWELL
Barnwell
Bamberg
St. George
Moncks Corner
ALLENDALE
BAMBERG
DORCHESTER
COLLETON
Allendale
Walterboro
Hampton
Charleston
CHARLESTON
HAMPTON
JASPER
BEAUFORT
EFFINGHAM
Ridgeland
Beaufort
Springfield
Hilton Head Island
CHATHAM
Pembroke
Savannah
BRYAN

Belvedere Plz. (13)	4	Rhodes, Hamricks, Plej's, Advance Auto
Beltline Plz.(4)	5	Lowe's
Camp Shpg. Ctr.(5)	2	Professional Pharmacy
Durham Shpg. Ctr.(5)	2	Paul's Clothiers Cochran Shoes, Carolyn's Children Shop
East Point Shpg. Ctr.(3)	2	Revco, Bi-Lo, Family Dollar
Farr Village(4)	4	Farr Music
K mart Plz.(3)	3	K mart
Lakeside Shpg. Ctr.(13)	2	Winn-Dixie, Bi-Lo, Wal-Mart
Mall Corner(5)	4	Turners Jewelers, TCBY, Wal-Mart, Bi-Lo
Marketplace(8)	5	Winn-Dixie,
Miracle Mile Plz.	5	Olan Mills
North Point Square(3)	5	Living Well Fitness
Pruitt Shpg. Ctr.(8)	3	Looking Glass
Sky City Ctr.(5)	4	Sky City, Revco
Watson Vlg.(15)	4	Ingles, White Jones Hdwe.
Whitehall Shpg. Center(5)	3	
Windsor Pl.(5)	3	Winn-Dixie, Revco

Principal Shopping Days-Mon., Thur., Fri., Sat.

Stores Open Evenings-Downtown & Shopping Centers nightly.

13 - RETAIL OUTLETS: Department Stores-Gallant-Belk; Sears; Uptons; JCPenney; Hamricks; Toys 'R' Us.

Discount Stores-K mart; Sky City; Wal-Mart.

Variety Store-Woolworth.

Chain Drug Stores-Revco 5; Eckerd 2.

Chain Supermarkets-A&P; Winn-Dixie 4; Fast-Fare Stores 14; Bi-Lo 4; Ingles 3; Quality Food.

Other Chain Stores-Kimbrell's Furn.; Maxwell Furn.; Merit Shoes; Lerner; Hammond-Brown Jennings Furn.; Jewelry: Kingoff's, Jewel Box; Pic-N-Pay Shoes; S&H Green Stamps; Radio Shack; Farr Music; John B. Lee.

14 - NEWSPAPERS: INDEPENDENT-MAIL (m) 41,312; (S) 45,686; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Denise L. Vickery, Adv. Dir. Sales, INDEPENDENT-MAIL, 1000 Williamstown Rd.; PO Box 2507, Anderson, SC 29622; Tel. (803) 224-4321.

National Representatives: Landon Associates; Harte-Hanks Communications.

BEAUFORT

1 - LOCATION: Beaufort County, E&P Map C-4. Diversified Farming; Pine and Ash timber. Port on Port Royal River; 50 mi. SW of Charleston on U.S. Hwy. 21.

2 - TRANSPORTATION: Railroad-Seaboard Coast Line.

Motor Freight Carriers-6.

3 - POPULATION:

Corp. City 90 Cen. 9,576; E&P 92 Est. 9,764
CZ-ABC: (80) 20,808
RTZ-ABC: (80) 21,812
County 90 Cen. 86,425; E&P 92 Est. 93,211
City & RTZ-ABC: (80) 42,620

4 - HOUSEHOLDS:

City 90 Cen. 3,641; E&P 92 Est. 3,713
CZ-ABC: (80) 7,704
RTZ-ABC: (80) 6,039
County 90 Cen. 32,010; E&P 92 Est. 34,523
City & RTZ-ABC: (80) 13,743

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	N.A.

6 - PASSENGER AUTOS: Beaufort County 45,364

7 - ELECTRIC METERS: County Est. 24,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Farming; Military; Tourism; Shrimping.

10 - CLIMATE: Min. & Max. Temp.-Spring 57-82; Summer 60-95; Fall 42-82; Winter 27-75. First killing frost, Nov. 30; last killing frost, Mar. 2.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beaufort Plz. (10)	3	Roses, Eckerd, Winn-Dixie, Food Lion
Royal Oaks(6)	NA	A&P, Mack's 5 & 10, Revco
Ribaut Ctr.(18)	2	K mart, Revco, Bi-Lo, Belk
Island Center(6)	1	Winn-Dixie, Eckerd
Bi-Lo Center(3)	5	Bi-Lo, Sky City, Revco
Crosscreek Center(24)	4	JCPenney, Wal-Mart Winn-Dixie

13 - RETAIL OUTLETS: Department Store-Belk-Simpson; JCPenney.

Discount Stores-K mart; Roses; Wal-Mart.

Chain Drug Stores-Eckerd; Revco.

Chain Supermarkets-A&P; Winn-Dixie; Bi-Lo; Piggly Wiggly; Food Lion; Red & White.

14 - NEWSPAPERS: GAZETTE (m-mon to fri) 9,362; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: John Heath, Pub., GAZETTE, 1556 Salem Rd.; PO Box 399, Beaufort, SC 29901; Tel. (803) 524-3183.

National Representative: Landon Associates.

CHARLESTON

1 - LOCATION: Charleston County, (In Charleston MSA). E&P Map C-3, County Seat. Center of state's sea coast. On peninsula bet. Ashley and Cooper Rivers. Excellent deep water harbor with important world commerce. Large U.S. Naval Base & U.S. Air Base.

2 - TRANSPORTATION: Railroads-Amtrak; CSX; Norfolk Southern.

Motor Freight Carriers-104.

Airlines-American; Bankair; Delta; United; USAir.

3 - POPULATION:

Corp. City 90 Cen. 80,414; E&P 92 Est. 82,595
NDM-ABC: (80) 430,346
County 90 Cen. 295,039; E&P 92 Est. 307,507
MSA 90 Cen. 506,875; E&P 92 Est. 537,116

4 - HOUSEHOLDS:

City 90 Cen. 30,575; E&P 92 Est. 31,404
NDM-ABC: (80) 137,875
County 90 Cen. 109,274; E&P 92 Est. 113,892
MSA 90 Cen. 193,676; E&P 92 Est. 205,373

5 - BANKS	NUMBER	DEPOSITS
Commercial	15	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: Charleston County 149,631

7 - ELECTRIC METERS: Residence 165,000

8 - GAS METERS: Residence 59,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Constr. 15,800; Durable Goods 11,500; Lumber and Wood Prods. 2,200; Stone & Glass 800; Industrial Mach. & Equip. 2,800; Nondurable Goods 9,300; Textile Mill Products and Apparel 2,600; Paper and Allied Products 1,600; Chem. 2,000; Trans., Commun. & Public Util. 10,700; Whol. and Ret. Trade 52,600; Fin., Ins. & R.E. 7,600; Servs. 48,000; Gov't 56,600.

Principal Pay Days-1st, 15th, Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-80; Summer 60-95; Fall 40-80; Winter 25-75. First killing frost, Nov. 30; last killing frost, Mar. 2.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Downtown Shopping Area-13 blocks on King St. from Cannon to Market Sts., with shops and stores on side streets from Calhoun to Broad St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Berkeley(25)	18	S-Mart, TG&Y
Shannon(6)	20	Bi-Lo, Eckerd
North 52(10)	7	Bi-Lo, Revco, Cloth World
Yeaman's Hall (18)	10	Piggly Wiggly, Rite Aid
King's Plz.(9)	5	Revco, Piggly Wiggly
Ashley Landing(8)	5	Condon's, Brendles, Burlington
Citadel(105)	6	Thalhimer's, Sears, Belk
Cross Creek(15)	3	Harris-Teeter, Eckerd
Folly Rd.(25)	3	Family Dollar
Harborview(13)	8	Rite Aid, Piggly Wiggly
James Is.(16)	3	Piggly Wiggly, Rite Aid
Meyer Park(8)	4	Foodland
Northbridge(20)	5	Piggly Wiggly, Rite Aid
Shoppers Port(11)	6	Bi-Lo, Revco, Family Dollar
St. Andrews(10)	4	Rite Aid, Kerrisons, Phillip's Shoe
S. Windermere (47)	3	Belk, Piggly Wiggly, Rite Aid
Festival Ctr.(14)	15	Waccamaw, Hamricks, Piggly Wiggly
Rivers Park Mall	14	Brendle's
Village Sq.(12)	4	Western Auto, Loehmann's Bedding Emporium
Aviation Sq.(20)	11	Sam's Wholesale, Carolina Baby, Circuit City, Drug Emporium
Wespanee(13)	7	Majik Market
Westwood Plz.(15)	4	Eckerd, Marshalls, TJ Maxx
Center Oak(7)	5	Revco, Food Lion
E. Cooper Plz. (10)	6	Piggly Wiggly, Eckerd, Wal-Mart
Moultrie(11)	5	Rite Aid, Gwynn's
Sea Island(15)	6	Piggly Wiggly, Eckerd, Belk, Western Auto
Patriot's Plz. (15)	5	Radio Shack, Bi-Lo, World Bazaar
Brentwood Plz. (17)	7	Bi-Lo, Revco
Charles Towne Sq.(54)	8	JCPenney, Mont. Ward
Charleston Hgts. (11)	8	Piggly Wiggly
Evanston Plz.(26)	9	Food Land, Ace Hardware
Fabian(10)	8	Piggly Wiggly, Rite Aid
Gaslite(26)	7	Kuppenheimer
N. Rivers Mkt. (18)	10	T.J. Maxx, Phar-Mor, Marshalls
Northwoods(132)	13	Belk, Sears, Kerrisons, Thalhimer's
Oakridge Plz.(25)	8	Piggly Wiggly, TG&Y
Shipwatch Sq.(25)	6	Winn-Dixie, Eckerd, Western Auto
Sky-City Ctr.(10)	22	Bi-Lo, Revco, Sky-City
Heritage Sq.(13)	21	Revco, K mart
Oakbrook(13)	18	Piggly Wiggly, Eckerd, Revco, Bi-Lo
Palmetto Plz.(18)	21	
Summerville Plz. (5)	22	Wal-Mart, Eckerd, Winn-Dixie

Principal Shopping Days-Department: Mon., Wed., Fri., Sat.; Food: Thur., Fri., Sat.

Stores Open Evenings-Food, Dept. & Discount.

13 - RETAIL OUTLETS: Department Stores-Condon's; Kerrisons; Belk; JCPenney; Sears; Montgomery Ward; Thalhimer's.

Discount Stores-Service Mdse.; TG&Y; K mart; Wal-Mart; T.J. Maxx; Marshall's; Rolane's; Loehmann's; Brendle's; Sam's Wholesale.

Variety Stores-Kress; Woolworth; Family Dollar.

Chain Drug Stores-Eckerd; Scotties; Rite Aid; Medicine Shoppes; Phar-Mor; Revco; Treasury; K mart Pharmacies; Drug Emporium; Bi-Lo Pharmacies.

Chain Supermarkets-Winn-Dixie 4; Foodland 8; Piggly Wiggly 25; Bi-Lo 10; IGA 2; Harris-Teeter 4; Food Lion 10.

Other Chain Stores-Women's Apparel: Lerner Shops, Diana, Casual Corner; Men's: Fines, Waltons, Kuppenheimer; Shoes: Hanover, Thom McAn, Butler, Shoe Mart, Baker's, Hardy, Jarman, Hahn, Kinney's; Auto Supplies: Advance Auto, Allens, Western Auto, Keiths, Parks Auto, Pep Boys, Firestone, Goodyear; Furniture, Appl.: Rhodes, Haverty's, Maxwell, Singer Co.; Misc.: Friedman's Jewelry, Sherwin Williams, Lowe's, HQ, Wickes, S&H Green Stamps, Russell Stover, Top Value Stamps, Jewel Box, Circuit City, Radio Shack, 7-Eleven, Majik Market, Pantry, Scotchman, Bee-Rite, Book Bag, Waldenbooks; B. Dalton Booksellers.

14 - NEWSPAPERS: NEWS & COURIER (m-mon to fri) 84,281; THE EVENING POST (e-mon to fri) 35,237; NEWS & COURIER/THE EVENING POST (m-sat) 112,993; (S) 126,698; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Ernest Adams, Adv. Dir., NEWS & COURIER/THE EVENING POST, 134 Columbus St., Charleston SC 29403; Tel. (803) 577-7111, Ext. 460.

National Representative: Landon Associates.

COLUMBIA

1 - LOCATION: Richland County (MSA). E&P Map B-2, County Seat. State capital and largest city in state. Manufacturing textiles, concrete, electric & non-electric machinery, chemicals, metal products, lumber, dairying, cotton and miscellaneous smaller industries. Ft. Jackson (U.S. Army). College center. 94 mi. from Charlotte; Spartanburg NW 96 mi.; Greenville NW 107 mi.; Augusta SW 72 mi.; Charleston SE, 114 mi. On U.S. Hwys. 1, 21, 76, 176, 321, 378; I-20; I-26 and I-77. State Hwys. 12, 48, 215, 262, 555, 602.

2 - TRANSPORTATION: Railroads-CSX Transportation; Norfolk Southern.

Motor Freight Carriers-47

Intercity Bus Lines-Greyhound; Trailways; SCE&G.

Airlines-Delta; Eastern; Piedmont; American; United.

3 - POPULATION:

Corp. City 90 Cen. 98,052, E&P 92 Est. 97,421
MSA-ABC: (80) 409,955
Bal. in RTZ-ABC: (80) 447,967
County 90 Cen. 285,720; E&P 92 Est. 296,373
MSA 90 Cen. 453,331; E&P 92 Est. 474,308
Total MSA & RTZ-ABC: (80) 857,922

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 37,281; E&P 92 Est. 37,042
MSA-ABC: (80) 133,078
Bal. in RTZ-ABC: (80) 142,366
County 90 Cen. 109,892; E&P 92 Est. 113,990
MSA 90 Cen. 169,230; E&P 92 Est. 176,983
Total MSA & RTZ-ABC: (80) 275,444

5 - BANKS	NUMBER	DEPOSITS
Commercial	21	$2,998,179,000
Savings & Loan	5	$1,312,425,000

6 - PASSENGER AUTOS: Richland County 155,893

7 - ELECTRIC METERS: County Residence 169,997

8 - GAS METERS: County Residence 76,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 28,700; Trade 54,300; Trans. & Util. 10,900; Fin., Ins. & R.E. 18,400; Constr. 14,200; Servs. & Gov't 112,500.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-91; Summer 47-107; Fall 24-97; Winter 6-75. First killing frost, Nov. 3; last killing frost, Mar. 30.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-7 blocks on Main St.; 4 on Assembly St.; 3 on Sumter St.; 3 on Hampton; 3 on Taylor.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Columbia Mall(132)	6	Sears, Belk, Rich's, JCPenney
Richland Fashion Mall(200)	3	Whites, Parisian,
Dutch Sq.(80)	5	White's, Tapp, Brendle's
Outlet Pointe Mall(35)	8	Waccamaw Pottery, Drug Emporium, Hamricks
Columbiana Mall (80)	10	Sears, Belk

Principal Shopping Days-Department Stores-Mon., Tues., Fri., Sat.; Food-Wed., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Rich's; Macy's; JCPenney; Sears 2; Parisian; Belk 2; J.B. White 2; Tapp's 4.

Variety Stores-Kress; Dodd's; Woolworth 2.

Discount Stores-K mart 6; Target 3; Wal-Mart 5.

Chain Drug Stores-Revco 17; Drug Emporium; Phar-Mor 3; Valu-Rite 5; Eckerd 11; Rite Aid 9.

Chain Supermarkets-A&P 2; Winn-Dixie 10; Piggly Wiggly 8; Food Lion 14; The Fresh Market 2; Bi-Lo 9; Kroger 5; Harris Teeter.

Other Chain Stores-Women's Apparel: Banker's Note; Benetton 2, Body Shop, Brooks 2, Casual Corner 3, Cato, The Closet 2, ClotheSmart, Combinations, Foxmoor Casual, Jean Nicole, Lane Bryant, Lerner Woman 2, Limited Express, The limited 2, One Price Clothing 5, Ormond, Other Dimensions 2, Paul Harris, Penn Branch Outfitters, Size 5-7-9 Shops, Susie Casuals, T L Tulips 3, Victoria's Secret; Shoes: Athletic Attic, Bakers, Barett 2, Butler 3, Endicott-Johnson 3, Famous Footwear, Foot Locker 2, Hearts, Hush Puppies, Jarman, Kinney's, Naturalizer 2, Pic 'N Save 7, Rack Room 2, Red Cross, George's Bootery 2, Stride Rite 2, Shoe City 2, Thom McAn 2, Father & Son; Men's Clothing: Added Dimensions, Casual Male Big and Tall, Chess King, Creighton Shirt Makers, Fine's, Hip Pocket 2, Jeans West, Kuppenheimer 2, J. Riggins, Woods, Penn Branch Outfitters, Moe Levys 2; Jewelry: D P Paul 2, Friedman's 5, Zales 2, Osterman, Moseley Diamond Showcase 3, Reed Jewelers; Auto Accessories: NAPA Auto Parts 10, Kenny's Auto Supply, Quality Auto Parts 9, Western Auto 4, Firestone 5, General Tire, Goodyear 7, Tire America, National Tire Wholesale 2, Miller Tire; Furniture: Advanced Furniture 2, Bombay Company, Cargo, Ethan Allen, Haverty's 2, Heiling-Meyers 2, Kimbrell's 4, La-Z-Boy, Micaelis, Rhodes 2, This End Up.

14 - NEWSPAPERS: STATE (m) 145,365; (S) 173,636; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Ed Fierstos, Adv. Dir., THE STATE, PO Box 1333, Columbia, SC 29202; Tel. (803) 771-6161.

National Representative: Newspapers First.

FLORENCE

1 - LOCATION: Florence County (MSA). E&P Map C-2, County Seat. 84 mi. NE of Columbia.

2 - TRANSPORTATION: Railroads-Seaboard Coastline; Amtrak.

Motor Freight Carriers-32.

Intercity Bus Lines-Greyhound; Queen City Trailways; Pee Dee Coaches.

Airlines-Atlantis; Henson.

3 - POPULATION:

Corp. City 90 Cen. 29,813; E&P 92 Est. 29,763
CZ-ABC: (80) 40,700
RTZ-ABC: (80) 199,856
County/MSA 90 Cen. 114,344; E&P 92 Est. 118,560
City & RTZ-ABC: (80) 240,556

4 - HOUSEHOLDS:

City 90 Cen. 11,336; E&P 92 Est. 11,317
CZ-ABC: (80) 13,983
RTZ-ABC: (80) 62,603
County/MSA 90 Cen. 42,817; E&P 92 Est. 44,396
City & RTZ-ABC: (80) 76,586

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$384,883,000
Savings & Loan	3	$254,431,000

6 - PASSENGER AUTOS: Florence County 59,780

7 - ELECTRIC METERS: Residence Est. 25,761

8 - GAS METERS: Residence Est. 2,334

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Woodworking 900; Textiles 2,500; Bakeries 1,000; R.R. 800; Bottling 273; Metal Fab. 1,942; Dairies 170; Film Plant 1,000; Electronics 1,750; Trans. & Public Util. 2,400; Paper Mill 1,000; Truck Motor Lines 341; Office Services 6,200.

Principal Industrial Pay Days-15th and 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-84; Summer 66-92; Fall 41-86; Winter 35-58. First killing frost, Nov. 12; last killing frost, Mar. 19.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-16 blocks on 4 streets; several shopping centers.

Neighborhood Shopping Center-1500 block, W. Palmetto.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Florence Mall (55)	1	Peebles
Florence Plz.(2)	1	Wal-Mart, Winn-Dixie
Hallmark Sq.(20)	7	Bi-Lo Foods, Family Dollar, Alexander's
K mart Plz.	NA	K mart, Food Lion
Magnolia Mall (68)	3	Belk, Sears, Roses, JCPenney
Palmetto(7)	1	Big Star
South Park(9)	2	Roses, Winn-Dixie
Sweetbriar(9)	2	IGA

Principal Shopping Days-Fri., Sat., Sun.

Stores Open Evenings-Mall, K mart, Wal-Mart, Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Belk; Sears; JCPenney; Peebles; Tomlinson.

Variety Stores-S.H. Kress; Roses; VM Outlet.

Discount Stores-Family Dollar; Tomlinson's; K mart; Roses; Alexander's; Wal-Mart.

Chain Drug Stores-Walgreens; Eckerd; Valu-Rite; Revco.

Chain Supermarkets-Kroger Sav-On; Winn-Dixie 2; Big Star (Colonial); Thriftway 4; INS 7; Piggly Wiggly 3; Food Lion 2; Bi-Lo; IGA.

Other Chain Stores-Friedman's; Singer Co.; Sherwin-Williams; Western Auto; Goodyear; Firestone; Advance; Kimbrell's; Eleanor Shop; Style Center; Wickes Bldg. Mat.; Cato; 7-Eleven; Green Bax Stamps; Haverty's; Lowe's Bldg. Mat.; Lerner; Brooks; Casual Corner; Ormonds; Foxmoor; Susie's Casuals; Thom McAn; Kinney's; Athlete's Foot; Singer Co.; Just Pants; B. Dalton; Love Shop; American Seam; Reeds; Zales; Kay Jewelers; Mill Fabrics.

14 - NEWSPAPERS: NEWS (m) 31,733; (S) 32,229; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Butler R.C. Taylor, Adv. Mgr., NEWS, 141 S. Irby; PO Box F-11, Florence, SC 29501; Tel. (803) 669-1771.

National Representative: Thomson Newspapers.

GREENVILLE

1 - LOCATION: Greenville County, (In Greenville-Spartanburg MSA). E&P Map A-1. County Seat. Northwestern corner of state; in center of Piedmont industrial area, foothills of Blue Ridge Mts. 99 mi. SW of Charlotte; 150 mi. NE Atlanta. College center. On U.S. Hwys. 25, 26, 29, 85.

2 - TRANSPORTATION: Railroads-Southern; Seaboard Coast Line; Greenville & Northern.

Motor Freight Carriers-50.

Intercity Bus Lines-Atlantic Greyhound; Continental Trailways.

Airlines-Delta; ComAir; Atlantic Southeast; American; USAir.

3 - POPULATION:

Corp. City 90 Cen. 58,282; E&P 92 Est. 58,290
CZ-ABC: (80) 209,121
RTZ-ABC: (80) 518,840
County 90 Cen. 320,167; E&P 92 Est. 336,001
MSA 90 Cen. 640,861; E&P 92 Est. 669,177
City & RTZ-ABC: (80) 727,961

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 22,160; E&P 92 Est. 22,163
CZ-ABC: (80) 74,767
RTZ-ABC: (80) 178,524
County 90 Cen. 105,027; E&P 92 Est. 110,222
MSA 90 Cen. 211,318; E&P 92 Est. 220,614
City & RTZ-ABC: (80) 253,291

5 - BANKS	NUMBER	DEPOSITS
Commercial & Sav. & Loan	14	$2,069,259,000

6 - PASSENGER AUTOS: Greenville County 195,142

7 - ELECTRIC METERS: County 126,111

8 - GAS METERS: County 41,435

9 - PRINCIPAL INDUSTRIES: (GSP-MSA) Industry, No. of Wage Earners (Av. Wkly. Wage)-Total 317,350; ($382); Constr. 20,306 ($417); Trans. 12,365 ($491); Trade 14,997 ($495); Fin. 11,732 ($458); Servs. 55,568 ($339); Gov't 77,524 (N.A.); Mfg. 103,412 ($442).

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 56-78; Summer 65-85; Fall 40-62; Winter 34-55. First killing frost, Oct. 27; last killing frost, Apr. 12.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Main St.; 4 on Washington St.; 2 each on McBee Ave., Coffee St., E. North St., Pendleton St. and Augusta St.; 4 to 6 mi. E. of Central Business District includes 3 regional malls.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Greenville Mall (65)	6	Mont. Ward, J.B. White
McAlister Sq. (53)	3	Belk-Simpson, Dillard's Upton's, Winn-Dixie
Haywood Mall (105)	5	Rich's, JCPenney, Sears, Belk-Simpson,
Greer Plz.(15)	12	Belk-Simpson, Winn-Dixie, Eckerd,
Wade Hampton Mall(25)	2	Eckerd
University Sq.	5	Winn-Dixie, Revco
Pleasantburg(30)	3	Belk-Simpson Carpet
North Hills(17)	3	Winn-Dixie, Rite Aid, Fresh Mkt.
Westowne(5)	5	Wal-Mart, Auto Shack
Ashby's Vlg.	5	Ashby's
Haywood Plz.	5	TJ Maxx
K mart(Mills Ave.)	5	K mart
K mart(Sulphur)	4	K mart, Winn-Dixie,
Mauldin Plz.(4)	8	K mart, Bi-Lo
K mart (Greer)	12	K mart
Town & Country Plaza	NA	Belk-Simpson

Principal Shopping Days-Dept. Stores Fri., Sat., Sun., Mon., Tues.; Food Thur., Fri., Sat., Sun.

Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Belk-Simpson 4; Upton's; JCPenney; Sears; Dillard':s; Montgomery Ward; Rich's; J.B. White.

Discount Stores-K mart 4; Family Dollar 5; Wal-Mart 3; Service Mdse.; Brendles 2.

Chain Drug Stores-Eckerd 9; Family Mart 2; Rite Aid 11; Revco 13; Shaw's 2; Colonial; K mart 4; Ind. Drug Stores 40.

Chain Supermarkets-Winn-Dixie 12; Kash & Karry; Bi-Lo 14; Ingles 7; Harris-Teeter; Community Cash; Family Mart.

Other Chain Stores-Lerner; Thom McAn 2; Haverty; Kimbrell Furn.; Western Auto 3; Rhodes Furn.; Carriage House; S-Mart; S-K Outlets; Kuppenheimer; Pic 'N Pay 6; Kenney 3; Sam's Wholesale; Goddy's 2; Home Depot; Marshalls; Stein Mart; Office Depot; Office Warehouse; Hechinger; Sports Unlimited; Sam Wyche; Burlington Bag & Baggage; Circuit City.

14 - NEWSPAPERS: NEWS (m-mon to fri) 91,219; PIEDMONT (e-mon to fri) 25,846; NEWS-PIEDMONT (m-sat) 113,912; (S) 137,151; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Dave Space, Adv. Dir., NEWS & PIEDMONT, 305 S. Main St.; PO Box 1688, Greenville, SC 29602; Tel. (803) 298-4100.

National Representative: Sawyer-Ferguson-Walker.

GREENWOOD

1 - LOCATION: Greenwood County. E&P Map B-2. County Seat. Shopping center for large textile, agriculture and cattle raising area. 76 mi. from Columbia; 124 mi. from Charlotte; 158 mi. from Atlanta; 54 mi. from Augusta; on U.S. Hwys. 25, 178, 221; State Hwys. 10, 22 and 72.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line; Georgia & Florida; Southern.

Motor Freight Carriers-4.

Intercity Bus Lines-Greyhound; Carolina Scenic.

3 - POPULATION:

Corp. City 90 Cen. 20,807; E&P 92 Est. 20,646
CZ-ABC: (80) 21,613
RTZ-ABC:(80) 77,549
County 90 Cen. 59,567; E&P 92 Est. 61,668
City & RTZ-ABC (80) 99,162

4 - HOUSEHOLDS:

City 90 Cen. 7,911; E&P 92 Est. 7,850
CZ-ABC: (80) 7,902
RTZ-ABC: (80) 26,580
County 90 Cen. 19,270; E&P 92 Est. 19,950
City & RTZ-ABC: (80) 34,482

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$360,000,000
Savings & Loan	3	$270,000,000

6 - PASSENGER AUTOS: Greenwood County 33,951

7 - ELECTRIC METERS: Residence 27,100

8 - GAS METERS: Residence 10,502

9 - PRINCIPAL INDUSTRIES: Industry-Cotton Mills; Nylon; Print; Surgical Dressings; Garment Mfg.; Lbr. & Wood Prods.; Meat Proc. & Packing; Tooling Mfg.; Brick & Tile Mfg.; Flower Seeds & Bulbs; Electronics; Robots; Photo Print Plates.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-89; Summer 63-90; Fall 40-75; Winter 34-57. First killing frost, Nov. 13; last killing frost, Mar. 22.

11 - TAP WATER: Alkaline; very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St.; 3 on Maxwell Ave.; 2 on Waller Ave.; 1 on Phoenix Ave.; several Shpg. Ctrs.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crosscreek(50)	NA	Belk, JCPenney, Uptons, Service Mdse.
Montague St.(16)	NA	Rose's, Winn-Dixie
Hwy. 72 By-Pass (6)	NA	Sky City, Revco
Hampton(6)	NA	Bowling's, Big Lots
Piedmont Plz.	NA	Wal-Mart, Goody's
K mart(12)	NA	K mart, Radio Shack

Principal Shopping Days-Mon., Thur., Fri., Sat., Sun. 1:30-6:30.

Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Belk; JCPenney; Eckerd; Uptons; Goody's.

Variety Stores-Rose's; Family Dollar.

Discount Stores-S-mart; Family Dollar; K mart; Big Lots; Wal-Mart.
Chain Drug Stores-Eckerd; Revco; Treasury Drug.
Chain Supermarkets-Winn-Dixie 2; Bi-Lo 2; Piggly Wiggly; Food Lion 3; Foodmax.
Other Chain Stores-Goodyear; Sears (catalog); Pic 'N Pay Shoes; Quickway; Heilig-Meyers; Farmers Furn.; T.E. Jones; Western Auto; Wickes; Service Mdse.; Lowe's; Badcock's; Advance Auto; Auto Zone; Tons of Toys.

14 - NEWSPAPERS: INDEX-JOURNAL (e-mon to fri) 16,006; (S) 16,742; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Harry Garrett, Mktg. Dir., INDEX-JOURNAL, Phoenix & Fair, Greenwood, SC 29646; Tel. (803) 223-1414.
National Representative: Landon Associates.

HILTON HEAD ISLAND

1 - LOCATION: Beaufort County, E&P Map C-4. 40 mi. N of Savannah, GA; 40 mi. S of Beaufort.

2 - TRANSPORTATION: Airlines-Eastern; Piedmont.

3 - POPULATION:
Corp. City 90 Cen. 23,694; E&P 92 Est. 25,437
County 90 Cen. 86,425; E&P 92 Est. 93,211
CZ-ABC: (80) 11,239
RTZ-ABC: (80) 54,125
City & RTZ-ABC: (80) 65,364

4 - HOUSEHOLDS:
City 90 Cen. 9,009; E&P 92 Est. 9,672
County 90 Cen. 32,010; E&P 92 Est. 34,523
CZ-ABC: (80) 4,634
RTZ-ABC: (80) 15,748
City & RTZ-ABC: (80) 20,112

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	12	$322,984,000
Savings & Loan	4	$107,625,000

6 - PASSENGER AUTOS: Beaufort County 45,364

7 - ELECTRIC METERS: County 25,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Tourism 3,855 ($175); Ret., Whol. 1,416 ($400); Servs. 1,287 ($220); Constr. 1,966 ($230); Fin., R.E. 1,025 ($330); Professional 1,018 ($295); Trans. & Commun. 464 ($360).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-90; Summer 75-100; Fall 60-90; Winter 40-70. First killing frost, Nov. 20; last killing frost, Mar. 1.

11 - TAP WATER: Hard.

12 - RETAILING: Principal Shopping Center-Shelter Cove Mall, Hwy 278, Mid-Island; Belk, Jordan Marsh.
Neighborhood Shopping Centers-In general area of Coligny Plaza (South Island) & North Island.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pineland Mall (40)	6	Outlet Shops, Players World
Port Royal Plz.(20)	6	Wal-Mart, Bi-Lo
Shelter Cove(15)	4	Knickers
Plaza Shelter Cove(15)	4	Maxway, Piggly Wiggly, Revco
Village Wexford (30)	2	Surf Shop, Damons
Market Place(15)	1	Winn-Dixie, Nash Drug
Harbour Town(22)	5	Knickers
North Ridge(15)	6	Brendle's, Winn-Dixie
Park Plz.(20)	1	Harris-Teeter

13 - RETAIL OUTLETS: Discount Stores-Wal-Mart; Maxway.
Variety Stores-Nash Drug; Capins.
Chain Drug Stores-Revco; Eckerd.
Chain Supermarkets-Red & White; Winn-Dixie; Piggly Wiggly; Bi-Lo; Harris-Teeter.
Other Chain Stores-True Value; Western Auto; Carvel; Brendle's; Polo Sportline.

14 - NEWSPAPERS: ISLAND PACKET (m-mon to thurs.) 10,353; (m-fri) 12,832; (S) 13,066; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Philip Porter, Adv. Dir., ISLAND PACKET, 1 Pope Ave. Mall; PO Box 5727, Hilton Head Island, SC 29928; Tel. (803) 785-4293.
National Representative: Landon Associates.

MYRTLE BEACH

1 - LOCATION: Horry County, E&P Map D-3. Center of Grand Stand, a long coastal beach area 50 mi. long. The coastline is oriented NE-SW on the Atlantic Ocean and Myrtle Beach is about 23 mi. S of the North Carolina boundary. Northeast part of state. Resort center on U.S. Hwy. 17.

2 - TRANSPORTATION: Railroad-Seaboard Coast Line.
Motor Freight Carriers-19.
Intercity Bus Lines-Greyhound; Continental Trailways.
Waterway-Intercoastal Waterway.
Airlines-Piedmont; USAir.
Private Air Service-Southern Air Charter.

3 - POPULATION:
Corp. City 90 Cen. 24,848; E&P 92 Est. 26,128
CZ-ABC: (80) 36,799
RTZ-ABC: (80) 70,556
County 90 Cen. 144,053; E&P 92 Est. 156,807
City & RTZ-ABC: (80) 107,355

4 - HOUSEHOLDS:
City 90 Cen. 9,448; E&P 92 Est. 9,935
CZ-ABC: (80) 13,869
RTZ-ABC: (80) 23,166
County 90 Cen. 48,781; E&P 92 Est. 53,100
City & RTZ-ABC: (80) 37,035

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	9	$325,000,000
Savings & Loan	3	$195,000,000

6 - PASSENGER AUTOS: Horry County 82,400

7 - ELECTRIC METERS: Residence 12,500

8 - GAS METERS: Residence 3,716

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Resort 22,000; Electronic Components 2,156; Hydraulic Cranes 725; Brass Finishing 180; Air Base 3,500.
Principal Pay Days-Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 69-75; Summer 83-89; Fall 55-76; Winter 38-60. First killing frost, Nov. 9; last killing frost, Mar. 23.

11 - TAP WATER: Milligrams per litre-Alkalinity 416; Hardness 7.0; Chloride Content 76 (pH 8.6).

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Myrtle Sq.(67)	NA	Belk, Sears, Peebles
Village Sq.(16)	NA	Revco, Winn-Dixie
Grand Strand Plaza(5)	NA	K mart
Deerfield Plz. (10)	NA	Revco, Wal-Mart, Harris-Teeter
Surfwood Ctr.(8)	NA	A&P, Macks
Northstrand Ctr.(15)	NA	
Eckerd Plz.(8)	NA	Eckerd
Outlet Park(20)	NA	Outlet Stores, Waccamaw Pottery
Briarcliffe Mall(90)	NA	JCPenney, Belk, K mart
The Galleria(30)	NA	Kroger, Sav-On

13 - RETAIL OUTLETS: Department Stores-Sears; Belk 2; Chapin; Jerry Cox 2; Peebles 2; Tad's; Coker; JCPenney; Leder-Banner.
Discount Stores-Revco 4; K mart 3; Wal-Mart 2; Family Dollar 4; RDR.
Variety Stores-Roses 3; Wood's 2; Waccamaw Pottery.
Chain Drug Stores-Treasury 2; Eckerd 5; Revco Discount Drug Ctr. 4.
Chain Supermarkets-A&P 6; Winn-Dixie 4; Piggly Wiggly 5; Food Lion 3; Minit Mart; 7-Eleven 7; Harris-Teeter 2; Fast-Fare 3; Scotchmans IGA; Bilo; Kroger 2; Red & White.
Other Chain Stores-Goodyear; Western Auto; Sherwin-Williams; Darden's; Friedman Jewelers; Southern Coatings; Morrison Cafeteria; K&W Cafeteria; Western Sizzlin; Shoney's; Slugs Rib; Brooks; Stuarts; Cato; Brendle's.

14 - NEWSPAPERS: SUN NEWS (m) 37,477; (S) 42,103; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Phil LaPorte, Adv. Dir., SUN NEWS, 17 By-Pass & 10th Ave. N.; PO Box 406, Myrtle Beach, SC 29578-0406; Tel. (803) 626-8555.
National Representative: Newspapers First.

ORANGEBURG

1 - LOCATION: Orangeburg County, E&P Map C-3. Near center of state. Columbia 42 mi., Charleston 75 mi. On 6 major highways in rich agricultural area.

2 - TRANSPORTATION: Railroads-Southern Railway; Seaboard Coast Line.
Motor Freight Carriers-41.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 90 Cen. 13,739; E&P 92 Est. 13,500
CZ-ABC: (80) 31,333
RTZ-ABC: (80) 65,611
County 90 Cen. 84,803; E&P 92 Est. 87,858
City & RTZ-ABC: (80) 96,944

4 - HOUSEHOLDS:
City 90 Cen. 5,224; E&P 92 Est. 5,133
CZ-ABC: (80) 9,913
RTZ-ABC: (80) 20,480
County 90 Cen. 31,056; E&P 92 Est. 32,175
City & RTZ-ABC: (80) 30,393

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: Orangeburg County 44,019

7 - ELECTRIC METERS: Residence 19,624

8 - GAS METERS: Residence 8,683

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 9,316; Non-mfg. 18,087; Agric., Forestry, Fisheries 507; Constr. 1,056; Trans., Commun. 780; Ret. 5,199; Whol. 833; Fin., Ins., R.E. 884; Servs. 3,254.

10 - CLIMATE: Min. & Max. Temp.-Spring 64-78; Summer 75-85; Fall 48-65; Winter 28-57.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main (Russell) St.; 4 on Broughton; 5 on John C. Calhoun Dr.; 2 on Boulevard, 6 on Chestnut.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northgate(3)	2	Olan Mills, T.L. Tulips
Orangeburg Mall	1	Roses, Eckerd, Winn-Dixie
Edisto Village	1	Revco, Sky City, Family Dollar, Bi-Lo
K mart Center	2	K mart, Piggly Wiggly
Chestnut Sq.	2	Bi-Lo, Revco, Family Dollar, Sears Catalog
Prince of Orange	2	Belk-Hudson, JCPenney, Wal-Mart

Principal Shopping Days-Mon. through Sat.; Most open Sunday.
Stores Open Evenings-Chain Stores nightly.

13 - RETAIL OUTLETS: Department Stores-Belk; JCPenney; Wal-Mart.
Variety Stores-Roses; Ferse; K mart; Sky City; Family Dollar.
Chain Drug Stores-Eckerd; Revco; Rite Aid.
Chain Supermarkets-Winn-Dixie 2; Piggly Wiggly 2; Bi-Lo 2; Food Lion 2.
Other Chain Stores-Goodyear; Firestone; Sears (catalog); Eleanor Shop; Pic 'N Pay Shoes; Cato.

14 - NEWSPAPERS: TIMES & DEMOCRAT (m) 17,284; (S) 16,871; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Catherine C. Hughes, Adv. Dir., TIMES & DEMOCRAT, 211 Broughton St., Orangeburg, SC 29115; Tel. (803) 534-3352.
National Representative: Landon Associates.

ROCK HILL

1 - LOCATION: York County (In Charlotte-Gastonia-Rock Hill, NC-SC MSA), E&P Map B-2. Textile manufacturing center; farming (cotton, livestock, peaches, poultry) area. Education center. 75 mi. E of Spartanburg; 28 mi. S of Charlotte, NC; 75 mi. N of Columbia. On U.S. Hwy. 21; State Hwys. 5, 72, 322 & 901; I-77.

2 - TRANSPORTATION: Railroads-Norfolk Southern; Seaboard Coastline.
Motor Freight Carriers-31.
Intercity Bus Lines-Greyhound; Carolina Stages.
Airlines-Eastern; Southern; Delta; United; Atlantis; Sunbird; Wheeler; USAir; Pan Am; Ozark; Tennessee Airways. (Douglas Airport-Outside Charlotte).

3 - POPULATION:
Corp. City 90 Cen. 41,643; E&P 92 Est. 42,903
NDM-ABC: (80) 90,520
RTZ-ABC: (80) 42,366
County 90 Cen. 131,497; E&P 92 Est. 140,258
MSA 90 Cen. 1,162,093; E&P 92 Est. 1,220,105
Total NDM & RTZ-ABC: (80) 132,886

4 - HOUSEHOLDS:
City 90 Cen. 15,834; E&P 92 Est. 16,313
NDM-ABC: (80) 29,488
RTZ-ABC: (80) 13,836
County 90 Cen. 45,775; E&P 92 Est. 48,825
MSA 90 Cen 438,061; E&P 92 Est. 459,856
Total NDM & RTZ-ABC: (80) 43,324

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$1,057,712,000
Savings & Loan	2	$299,528,631

6 - PASSENGER AUTOS: York County 76,214

7 - ELECTRIC METERS: Residence 17,564

8 - GAS METERS: Residence 9,294

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textile Finishing & Syn. Yarns 6,874; Newsprint 1,500.

10 - CLIMATE: Min. & Max. Temp.-Spring 61-89; Summer 62-100; Fall 31-80; Winter 15-64. First killing frost, Nov. 10; last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St.; 4 on Black; 3 on White; 1 each on Oakland, Caldwell, Hampton & Elk; Cherry Plaza Shpg. Ctr.; Rock Hill Mall; Eastside on Albright Rd.; Love's Plaza on Cherry Rd; Rock Hill Galleria; Herlong Plaza; Shops of Wedgewood.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cherry Plz.	2	Sav Way
The Commons (42)	2	Harris-Teeter, Revco, Merle Norman, Wise Guys, Plaza TV
Saluda(5)	1	Smith Drugs
Rock Hill Mall(36)	3	Eckerd,
Love's Plz.	2	Love's Jewelers, Cobblers Bench, Western Auto Treehouse
York Plz.(15) (15)	4	Watson's Back Room, Advance Auto
Bi-Lo Plz.	2	Bi-Lo, Family Dollar
K mart Plz. (2)	3	K mart
Eastside (3)	NA	Food Lion, Eckerd Parks Auto Parts

Rock Hill Galleria(75)	NA	Belk, Sears Penney's Wal-Mart, Radio Shack
Village Sq.	NA	Eckerd, Winn-Dixie
Town Ctr. Mall	NA	McCrory, Revco
Shiland Hills	5	Food Lion, Revco
Northeast Plz.(93)		Bi-Lo
Southgate(3)	NA	Winn-Dixie, Rite Aid
Cherry Park Ctr.	NA	Winn-Dixie, Super Store, Tons of Toys Brownlee

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Belk; JCPenney; Sears.

Variety Store-McCrory.

Chain Drug Stores-Tollison-Neal 3; Eckerd 2; Revco 3; Smith Drugs 3; Rite Aid; K mart Pharmacy; Phar-Mor.

Discount Stores-Family Dollar 2; Pic 'N Pay; K mart; Wal-Mart.

Chain Supermarkets-Winn-Dixie 5; Bi-Lo 2; Food Lion 2; Harris-Teeter; SavWay.

Other Chain Stores-Friedman's Jewelers; Kimbrell's; Heilig-Meyers; Harper Bros. (office supply); Sherwin-Williams; Singer Co.; Pic 'N Pay Shoes; Kinney Shoes; Ormond's Shop; Radio Shack; Judi Smart Shops; Wrangler Wranch; Brook's; Marion Davis; Uniroyal; Carolina Tire; Fire-stone; Lowe's; Leed's; Ace Hardware; Watson's Family Clothing; Advance Auto; Western Auto; Pep Boys; Foot Locker.

14 - NEWSPAPERS: THE HERALD (m) 30,227; (S) 29,574; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: William J. Edinger, Adv. Dir., THE HERALD, 132-136 W. Main; PO Box 11707, Rock Hill, SC 29730; Tel. (803) 329-4000.

National Representative: Papert Companies.

SPARTANBURG

1 - LOCATION: Spartanburg County (In Greenville-Spartanburg MSA). E&P Map B-1. County Seat. Industrial, agriculture and rail center. 96 mi. NNW of Columbia, in the NW part of the state. On U.S. Hwys. 29, 176, 221; State Hwys. 9, 56, 296, 417; Interstate Rts. 85 and 26.

2 - TRANSPORTATION: Railroads-Main line of Southern Ry.; Cincinnati-Charleston Div.; Clinchfield (C.C.&O.); Amtrak; SCL.

Motor Freight Carriers-31.

Intercity Bus Lines-Greyhound; Trailways.

Airlines-Eastern; NYAir; Atlantic Southeast; Piedmont; USAir.

3 - POPULATION:

Corp. City 90 Cen. 43,467; E&P 92 Est. 43,367
CZ-ABC: (80) 111,695
RTZ-ABC: (80) 163,075
County 90 Cen. 226,800; E&P 92 Est. 233,604
MSA 90 Cen. 640,861; E&P 92 Est. 669,177
City & RTZ-ABC: (80) 274,770

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 16,527; E&P 92 Est. 16,489
CZ-ABC: (80) 39,296
RTZ-ABC: (80) 54,887
County 90 Cen. 76,326; E&P 92 Est. 78,616
MSA 90 Cen. 211,318; E&P 92 Est. 220,614
City & RTZ-ABC: (80) 94,183

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$1,575,000,000
Savings & Loan	4	$89,640,000

6 - PASSENGER AUTOS: Spartanburg County 129,575

7 - ELECTRIC METERS: Residence 67,211

8 - GAS METERS: Residence 9,928

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Rubber & Plastic 2,000; Paper Prods. 1,700; Textile 20,300; Garments 2,500; Food Prods. 1,100; Chem. Prods. 3,600; Mach. 3,100; Other Metal Prods. 2,300.

10 - CLIMATE: Min. & Max. Temp.-Spring 58-76; Summer 66-85; Fall 43-62; Winter 37-56. First killing frost, Nov. 5; last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Main St.; 3 on Dunbar St.; 1 on Broad St.; 6 on Church St.; 2 on Magnolia St.

Neighborhood Shopping Centers-1 block each on Pine St., E. Main, Union St., W. Main, Reidville Rd.; Pine St. North; Spartan Plz.; New 76-Westgate Mall; Hillcrest.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Westgate Mall (75)	4	Sears, JCPenney, Belk, K mart, Meyers-Arnold
W. Main St.	3	Community Cash
E. Main St.	2	Community Cash
Hillcrest(30)	2	Ivey's, Eckerd, Belk-Hudson
Pinewood(39)	2	Roses, Com. Cash
Whitney Rd.	2	Sky City, Bi-Lo, Revco, Family Dollar
Asheville Hwy.	3	Community Cash, Ace Hardware, Rite Aid, Alexander's
Asheville Hwy.	6	Northside, Ingles, Super Dollar
Duncan Park	1	Community Cash, Carolina Cash, Rite Aid
K mart Plaza	2	K mart, Eckerd

Principal Shopping Days-Thur., Fri. & Sat.

Stores Open Evenings-most on Fri.; Sears, K mart, Roses every evening.

13 - RETAIL OUTLETS: Department Stores-Aug. W. Smith; Belk-Hudson; The Leader; Carolina Cash; The Bargain Ctr.; Sears; JCPenney; John Graham Whol.; Meyers-Arnold; Ivey's.

Chain Drug Stores-Eckerd 3; Revco 9; Henitsh-Walker 2; Rite Aid 14; Medicine Shoppe.

Discount Stores-Roses; Sky City; K mart; Family Dollar; Super Dollar.

Variety Stores-Woolworth; Silvers.

Chain Supermarkets-A&P; Community Cash 39; Winn-Dixie 4; Bi-Lo 5; Pik-Quick Shoppe 2; Fast Fare 26; Speedy Marts 6; Pantry 6; Ingles 4.

Other Chain Stores-Firestone; Goodyear; Western Auto; Sherwin-Williams; DeVoe & Reynolds; Alexander's; Ace Hardware; Lerner; Kimbrell's (furn.); Otasco; Singer Co.; S&H Green Stamps; Top Value Stamps; Glidden; Royce (shoes); Bridges (furn.); B.F. Goodrich; Zales; Gordon's; D.P. Paul; Ford Shoes; Anderson Little; Hanover Shoes; Building Materials: Lowe's, Moores, Circle Lumber, Wikes Carter, 84 Lumber.

14 - NEWSPAPERS: HERALD-JOURNAL (m) 64,136; (S) 66,332; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Frank Smith, Gen. Adv. Mgr., HERALD-JOURNAL, PO Box 1657, Spartanburg, SC 29304; Tel. (803) 582-4511.

National Representative: Sawyer-Ferguson-Walker Co.

SUMTER

1 - LOCATION: Sumter County, E&P Map C-2. County Seat. Site of Shaw Air Force Base. 44 mi. from Columbia; 98 mi. from Charleston; 7 mi. E of Shaw AFB. On U.S. Hwys. 15, 76, 378, and 521; State Hwys. 54, 120, 763.

2 - TRANSPORTATION: Railroad-Seaboard Coastline.

Motor Freight Carriers-18.

Intercity Bus Lines-Sumter Transit; Atlantic Greyhound; Queen City; Carolina Scenic; Trailways.

3 - POPULATION:

Corp. City 90 Cen. 41,943; E&P 92 Est. 45,354
CZ-ABC: (80) 34,746
RTZ-ABC: (80) 99,890
County 90 Cen. 102,637; E&P 92 Est. 108,572
City & RTZ-ABC: (80) 134,636

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 15,948; E&P 92 Est. 17,244
CZ-ABC: (80) 10,740
RTZ-ABC: (80) 30,496
County 90 Cen. 37,864; E&P 92 Est. 40,053
City & RTZ-ABC: (80) 41,236

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$324,059,000
Savings & Loan	2	(included in above)

6 - PASSENGER AUTOS: Sumter County 49,547

7 - ELECTRIC METERS: Residence 40,000

8 - GAS METERS: Residence 11,201

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-TV Frozen Dinners, Poultry Prods. 1,300; Storage Batteries 369; Rug Fabrics 275; Fertilizer 40; Elect. 500; Furn., Plywood, Paint & Lumber 1,098; Textile Printing & Finishing 892; Steel Fab. 42; Wool Top Dyeing 158; Machine Shop, Iron Castings 130; Chenille Prods. 75; Burial Caskets 42; Meat Prods. 78; Draperies, Quilt Covers & Bedspreads 370; Surgical Needles 779; Hand Tools 600; Ball Bearings 150; Military 10,394.

Principal Pay Days-Industrial Thur. and Fri.; Military-1st & 15th of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 64-84; Summer 74-92; Winter 37-59. First killing frost, Nov. 1; last killing frost, Apr. 12.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: Principal Shopping Centers-8 blocks on Main St.; 5 on Liberty; 2 on Harvin; 3 on Sumter; 6 on Broad; Jessamine Mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Jessamine Mall	4	Belk, JCPenney, Service Mdse., Sears
Palmetto Plaza	3	Simpson Hdwe., Food Lion, Kress
Savannah Plz.	3	Winn-Dixie, Eckerd, Big Lots, Piggly Wiggly, Revco
Sumter Sq.	4	Wal-Mart, Kroger
K mart Plz.	5	K mart, Winn-Dixie
Wesmark Plz.	4	Roses
Gateway Plz.	6	Bi-Lo, Revco

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Plaza (Thur.); Some Downtown (Fri.); Shpg. Ctr. nightly; Sun. 1:30-6.

13 - RETAIL OUTLETS: Department Stores-Belk, JCPenney, Brody's.

Variety Stores-Kress, Roses.

Discount Stores-Wal-Mart; K mart; Service Mdse.

Chain Drug Stores-Eckerd; Revco.

Chain Supermarkets-Winn-Dixie; Piggly Wiggly; Bi-Lo; Kroger; Food Lion.

Other Chain Stores-Western Auto; Firestone; Friedman's Jewelers; Osterman's; Reed's Jewelers; Cato; Auto Zone.

14 - NEWSPAPERS: ITEM (e) 21,286; (S) 20,448; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Caroline Walker, Adv. Dir., ITEM, 20 N. Magnolia St.; PO Box 1677, Sumter, SC 29150; Tel. (803) 775-6331.

National Representative: Landon Associates.

UNION

1 - LOCATION: Union County, E&P Map B-1. County Seat. Textile center. 68 mi. from Columbia; 27 mi. from Spartanburg; 66 mi. from Charlotte, NC.

2 - TRANSPORTATION: Railroads-Norfolk Southern; CSX.

Motor Freight Carriers-40.

Intercity Bus Line-Trailways.

3 - POPULATION:

Corp. City 90 Cen. 9,836; E&P 92 Est. 9,699
County 90 Cen. 30,337; E&P 92 Est. 31,183

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 3,740; E&P 92 Est. 3,688
County 90 Cen. 10,768; E&P 92 Est. 11,068

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$113,640,000
Savings & Loan	2	$106,664,000

6 - PASSENGER AUTOS: Union County 16,037

7 - ELECTRIC METERS: Residence, City 6,976

8 - GAS METERS: Residence, City 5,216

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-N.A., (Av. Wkly. Wage)-Textile ($330); Constr. ($214); Mfg. ($327); Ret. Trade ($155); Services ($170); Gov't. ($372); State ($355); Pulp Wood ($253); Special Trade ($189); Whol. Trade ($278); Fin., Ins. & R.E. ($305); Federal ($372); Local ($265); Labor Force 14,550; No. Employed-13,180.

Principal Industrial Pay Days-Thur. and Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-74; Summer 65-90; Fall 43-74; Winter 33-57. First killing frost, Oct. 30; last killing frost, Apr. 5.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St.; 2 blocks on Gadberry St.; 5 blocks on Thompson Blvd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
East Main(12)	1	Revco, Fresh, Air Galaxy
Merchants Walk (14)	2	Eckerd, Pick 'N Pay, Dollar General
West Towne(21)	2	Belk, Revco, Cato, Subway, Shoe City, Radio Shack
Jonesville(5)	9	Western Auto, Service Star

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Belk; Graham Cash; Harry Froms; Amy's.

Discount Stores-Family Dollar; Drug Mart; Pic 'N Pay Shoes; Wal-Mart; $7 Store; Dollar General; Super 10.

Chain Drug Stores-Revco; Eckerd.

Chain Supermarkets-Winn-Dixie; Community Cash 2; Bi-Lo; Fresh Air Galaxy; Peoples Grocery.

Other Chain Stores-Western Auto; Sears; Heilig Meyers; Farmers Furn.

14 - NEWSPAPERS: TIMES (e) 7,060; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Joyce Wilder, Adv. Mgr., TIMES, PO Drawer 749, Union, SC 29379; Tel. (803) 427-1234; FAX (803) 427-1237.

National Representative: General Advertising Service.

SOUTH DAKOTA SURVEYS

METROPOLITAN STATISTICAL AREAS

Rapid City-Pennington County.
Sioux Falls-Minnehaha County.

POPULATION ESTIMATES
(Thousands)

Age Group	**1980**	**1990**	**1992**
Under 5 Years	59	64	65
5-14 Years	107	107	108
15-24 Years	136	111	112
25-44 Years	167	207	208
45-64 Years	130	123	124
65 and Over	91	88	88
TOTAL	690	701	705

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1992 Est.
Bldg. Mat./Hdwr	202	199	387
General Mdse	193	254	440
Food	406	593	879
Automobiles	478	576	1,192
Gasoline Stations	241	357	392
Apparel	106	143	234
Furniture	94	107	226
Eat-Drink Places	190	266	457
Drugs	82	108	178
TOTAL SALES	2,184	2,989	4,963

ABERDEEN

1 - LOCATION: Brown County, E&P Map C-1, NE part of state. County Seat. Shopping center of 14-county farming, ranching and dairying area. Grocery, health, drug, liquor wholesale center for Northern South Dakota and Southern North Dakota. College town. Miscellaneous light manufacturing. 274 mi. W of Minneapolis and St. Paul. On U.S. Hwys. 12, 281.

2 - TRANSPORTATION: Railroads-Chicago & North Western; Burlington Northern.
Motor Freight Carriers-6.
Intercity Bus Lines-Jack Rabbit; Greyhound.
Airlines-Mesaba/Northwest Orient Airlink.

3 - POPULATION:
Corp. City 90 Cen. 24,927; E&P 92 Est. 24,742
CZ-ABC: (80) 27,219
RTZ-ABC: (80) 80,391
County 90 Cen. 35,580; E&P 92 Est. 35,424
City & RTZ-ABC: (80) 107,610

4 - HOUSEHOLDS:
City 90 Cen. 9,316; E&P 92 Est. 9,247
CZ-ABC: (80) 10,096
RTZ-ABC: (80) 27,800
County 90 Cen. 13,345; E&P 92 Est. 13,287
City & RTZ-ABC: (80) 37,896

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$2,932,800,000
Savings & Loan	3	$180,000,000

6 - PASSENGER AUTOS: Brown County 32,119 (includes trucks)

7 - ELECTRIC METERS: Residence 10,700

8 - GAS METERS: Residence 7,900

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agriculture/Fishing/Forestry 300 ($200); Medical 840 ($240); Education 1,015 ($350); Fed State, County Gov't 1,300 ($250); Precision Products 370 ($250); Respirator Marks 485 ($280); Wholesale/Retail 1,380 ($260).
Principal Pay Days-1st and 15th of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-84; Summer 36-103; Fall 2-94; Winter -25-52. First killing frost, Sept. 6; last killing frost, May 9.

11 - TAP WATER: Alkaline; soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Main St.; 3 on Lincoln St.; 3 on 1st St.; 3 on 2nd St.; Super City Shpg. Ctr. (4 stores) SE Aberdeen on U.S. Hwy. 12; ShopKo Ctr. NW Aberdeen on U.S. Hwy. 281; K mart Ctr. SE Aberdeen on U.S. Hwy. 12; Lakewood Mall (40 stores) SE Aberdeen on U.S. Hwy. 12.
Principal Shopping Days-Mon., Wed., Fri., Sat., & Sun.
Stores Open Evenings-Mon.-Downtown; Lakewood Mall open until 9 pm.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Heberger's.
Variety Stores-Coast-to-Coast; Sandvig's; Mac's.
Discount Stores-K mart; ShopKo; Wal-Mart.
Chain Drug Store-Snyder City Drug.
Chain Supermarkets-Super Valu; Fairway; Food Bonanza.
Other Chain Stores-Goodyear; Firestone; Northwest Fabrics; Sherwin-Williams; Singer Co.; Tradehome; Pittsburgh Plate Glass; Maurice's; Feinstein's; Payless, Osborn's; Vanity, Radio Shack; Brauns; Pred's Coats; Seifert's.

14 - NEWSPAPERS: AMERICAN NEWS (m) 19,087, (S) 20,680; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Hank Crockett, Adv. Dir., AMERICAN NEWS, PO Box 4430, Aberdeen, SD 57402-4430; Tel. (605) 225-4100.
National Representative: Newspapers First.

BELLE FOURCHE

1 - LOCATION: Butte County, E&P Map A-2, County Seat. At junction of U.S. Hwys. 212, 85 and 34.

2 - TRANSPORTATION: Railroad-C&NW.

3 - POPULATION:
Corp. City 90 Cen. 4,335; E&P 92 Est. 4,264
County 90 Cen. 7,914; E&P 92 Est. 7,870
Demographic Information (Partial) available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 1,620; E&P 92 Est. 1,593
County 90 Cen. 2,944; E&P 92 Est. 2,928

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$93,800,000

6 - PASSENGER AUTOS: Butte County 7,883 (includes trucks)

7 - ELECTRIC METERS: Residence 2,576

8 - GAS METERS: Residence 1,829

9 - PRINCIPAL INDUSTRIES: Mining & Proc. of Bentonite; Whol. Wool, Livestock; Radar Bomb Testing Site; Irrigation; Agric.; Bakery; Lumber; Oil Exploration; Retail Sales $55,900,000.

10 - CLIMATE: Av. Temp.-Spring 60; Fall 70; Winter 10.

11 - TAP WATER: 19 Grains.

12 - RETAILING: Principal Shopping Center-Downtown.

13 - RETAIL OUTLETS: Department Stores-Sears; Snoozys; Four Seasons.
Variety Stores-Ben Franklin, Gamble's, Western Drug Stores; Convenience 3.
Chain Supermarkets-Lueders; Piggly Wiggly.
Other Chain Stores-Coast-to-Coast; Pamida.

14 - NEWSPAPERS: POST (m-tues to sat) 3,000; sworn July 31, 1991.
Local Contact for Advertising and Merchandising Data: Faye L. Kennedy, Pub., POST, 1004 Fifth Ave., Belle Fourche, SD 57717; Tel. (605) 892-2528.
National Representative: None.

BROOKINGS

1 - LOCATION: Brookings County, E&P Map D-2, County Seat. 48 mi. N of Sioux Falls. On Hwys. I-29; U.S. Hwys. 14, 77. Home of South Dakota State University.

2 - TRANSPORTATION: Railroads-Dakota; Minnesota & Eastern.
Motor Freight Carriers-5.
Intercity Bus Lines-Jack Rabbit; Commuter Shuttle to S.F. Airport.

3 - POPULATION:
Corp. City 90 Cen. 16,270; E&P 92 Est. 16,534
County 90 Cen. 25,207; E&P 92 Est. 25,357

4 - HOUSEHOLDS:
City 90 Cen. 6,081; E&P 92 Est. 6,179
County 90 Cen. 8,026; E&P 92 Est. 8,073

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	3	$20,000,000
Commercial	2	$50,000,000

6 - PASSENGER AUTOS: Brookings County 19,226 (includes trucks)

7 - ELECTRIC METERS: Residence 4,115

8 - GAS METERS: Residence 2,849

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Gov't 1,955; Medical Prods. 616; Farming & Seed Proc. (corn, oats, barley); Other Small Industries 200; Fans and Blowers 125; Distribution Ctr. 400; Electronic Message Centers 200; Door and Windows 100; Other 500.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-100; Summer 32-100; Fall 13-98; Winter 30-42.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks along Main Ave.; 2 blocks along 3rd, 4th, 5th, 6th and other areas along 6th St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brookings Mall (23)	1	Hy-Vee, White Mart
University Mall (26)	1	K mart, JCPenney

Principal Shopping Days-Fri., Sat., Mon., Tues.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Cole's.
Discount Stores-Pamida; Runnings Farm & Home; Holiday Station; White Mart; K mart.
Chain Supermarkets-County Market; Rich's Freshmart; Hy-Vee.
Other Chain Stores-Coast-to-Coast; Snyder Drug; Hallmark; Harold's Camera; Kinney Shoes; Duling Optical; JoAnn Fabrics; Maurice's; Vanity; Radio Shack; Wal-Mart.

14 - NEWSPAPERS: REGISTER (e) 5,392; sworn Oct. 1, 1990.
Local Contact for Advertising and Merchandising Data: Sherry Ishol, Adv. Mgr., REGISTER, 312 Fifth St., Brookings, SD 57006; Tel. (605) 692-6271.
National Representative: Papert Companies.

DEADWOOD
See LEAD

HURON

1 - LOCATION: Beadle County, E&P map C-2, County Seat. Shipping center for 15 county agricultural area. Wholesale center for central part of state. 300 mi. SW of Minneapolis; 125 mi. NW of Sioux Falls.

2 - TRANSPORTATION: Railroads-Dakota, Minnesota & Eastern, Burlington-Northern.
Motor Freight Carriers-16.
Intercity Bus Line-Jack Rabbit.

3 - POPULATION:
Corp. City 90 Cen. 12,448; E&P 92 Est. 12,338
CZ-ABC: (80) 13,427
RTZ-ABC: (80) 41,980
County 90 Cen. 18,253; E&P 92 Est. 18,175
City & RTZ-ABC: (80) 55,407
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 4,652; E&P 92 Est. 4,611
CZ-ABC: (80) 5,361
RTZ-ABC: (80) 14,918
County 90 Cen. 7,503; E&P 92 Est. 7,471
City & RTZ-ABC: (80) 20,279

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$263,750,000

6 - PASSENGER AUTOS: Beadle County 16,416 (includes trucks)

7 - ELECTRIC METERS: Residence 5,363

8 - GAS METERS: Residence 4,375

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food Proc./Meat Packing (food & kindred products) 662 ($430); Metal Fab. 190 ($350); Cement Prods. 18 ($275); Wood Prods. 38 ($250); Constr. 238 ($342); Mfg. 1,051 ($379); Trans. & Public Util. 459 ($388); Whol., Ret. Trade 1,901 ($178); Fin., Ins., R.E. 332 ($277); Services & Misc. 1,361 ($203).

10 - CLIMATE: Min. & Max. Temp.-Spring 43-57; Summer 57-100; Fall 33-61; Winter 5-27. First killing frost, Sept. 29; last killing frost, May 6.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Dakota Ave. S.; 4 on Third St. S.E. & S.W.
Neighborhood Shopping Centers-Southgate; Dakota Ave. S.; Supercity, Dakota Ave. N.; Huron Mall (40 stores) Lincoln and 21st.
Principal Shopping Days-Dept. Stores: Fri. through Mon.; Food: Thur. through Sun.
Stores Open Evenings-Food & Shpg. Ctrs.: Every night.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Lewis.
Discount Stores-Pamida; K mart.
Variety Store-Ben Franklin.
Chain Drug Stores-Osco; Lewis; State Snyder.
Chain Supermarkets-Randall's; Holiday Warehouse; Jack & Jill; Farmer's Market.
Other Chain Stores-Firestone; Osborns; Coast-to-Coast; Our Own Hardware; Sandvig's Farm Supply.

14 - NEWSPAPERS: PLAINSMAN (e-mon to fri) 11,160; (S) 11,462; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Darrell Walker, Adv. Mgr., PLAINSMAN, 49 E. 3rd St. S.E., Huron, SD 57350; Tel. (605) 352-6401.
National Representative: Papert Companies.

LEAD-DEADWOOD

1 - LOCATION: Lawrence County, E&P Map A-2, County Seat. 43 mi. NW of Rapid City. On Hwys. 14, 85 and 385.

2 - TRANSPORTATION: Railroad-BN.
Motor Freight Carriers-2.
Intercity Bus Line-Continental.

3 - POPULATION:
Corp. Cities 90 Cen. 5,462; E&P 92 Est. 5,281
Lead 90 Cen. 3,632; E&P 92 Est. 3,492
Deadwood 90 Cen. 1,830; E&P 92 Est. 1,789
County 90 Cen. 20,655; E&P 92 Est. 21,895

4 - HOUSEHOLDS:
Cities 90 Cen. 2,041; E&P 92 Est. 1,974
Lead 90 Cen. 1,357; E&P 92 Est. 1,305
Deadwood 90 Cen. 684; E&P 92 Est. 669
County 90 Cen. 7,631; E&P 92 Est. 8,089

5 - BANKS	NUMBER	EST. DEP.
Comm./Sav. & Loan	3	$31,200,000

6 - PASSENGER AUTOS: Lawrence County 18,521 (includes trucks)

7 - ELECTRIC METERS: Residence 3,362

8 - GAS METERS: Residence 2,900

9 - PRINCIPAL INDUSTRIES: Gold Mining; Timbering; Jewelry Mfg.; Post Treating; Agric.; Steel Fab.; Tourist Bus; Milk Proc.; Pulpwood.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-61; Summer 50-90; Fall 24-80; Winter 15-60.

11 - TAP WATER: Alkaline, semi-hard.

12 - RETAILING: Principal Shopping Days-Thur., Fri. & Tues. after pay day.

13 - RETAIL OUTLETS: Discount Store-Alco.
Chain Drug Stores-Rexall 4.
Chain Supermarkets-Safeway, Piggly Wiggly.
Other Chain Stores-Coast-to-Coast, Sears (catalog).

14 - NEWSPAPERS: CALL/PIONEER-TIMES/SPEARFISH QUEEN CITY MAIL (m-tues to sat) 5,000; sworn July 31, 1991.
Local Contact for Advertising and Merchandising Data: Bill Masterson, Jr., Pub., CALL/PIONEER-TIMES/SPEARFISH DAILY/QUEEN CITY MAIL, 7 S. Main; PO Box 876, Lead, SD 57754; Tel. (605) 584-2303.
National Representative: Landon Associates.

MADISON

1 - LOCATION: Lake County, E&P Map D-3, County Seat. 58 mi. NW of Sioux Falls.

2 - TRANSPORTATION: Railroad-Burlington Northern.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 90 Cen. 6,257; E&P 92 Est. 6,266
County 90 Cen. 10,550; E&P 92 Est. 10,514

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 2,338; E&P 92 Est. 2,342

County 90 Cen. 4,138; E&P 92 Est. 4,123

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Comm	3	$100,000,000
Savings & Loan	1	$35,000,000

6 - PASSENGER AUTOS: Lake County 10,127 (includes trucks)

7 - ELECTRIC METERS: Residence 2,833

8 - GAS METERS: Residence 2,572

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Poultry Packing 75; Elect. Power Coop. 110; Machine Tools 50; Dakota State University 160; Construction Mach. 200; Cabinets 50; Auto Parts 75; Sewing 50; Street Equip. 100; Plastics 50.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-58; Summer 56-81; Fall 34-58; Winter 4-25. First killing frost, Sept. 28; last killing frost, May 5.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Principal Shopping Days-Thur., Sat.

Stores Open Evenings-Thur

13 - RETAIL OUTLETS: Department Store-JCPenney.

Variety Store-Ben Franklin.

Chain Drug Stores-Walgreens; Rexall.

Chain Supermarkets-Jack & Jill; Super Valu.

Other Chain Stores-Coast-to-Coast; Holiday; Pamida.

14 - NEWSPAPERS: LEADER (e-mon to fri) 3,419; sworn Oct. 1, 1990.

Local Contact for Advertising and Merchandising Data: Jon M. Hunter, Pub., LEADER, 214 S. Egan Ave.; PO Box 348, Madison, SD 57042; Tel. (605) 256-4555; FAX (605)256-6190.

National Representatives: American Newspaper Representatives; South Dakota Newspaper Services.

MITCHELL

1 - LOCATION: Davison County, E&P Map C-3. Commercial center of highly developed farm area. 253 mi. from Omaha; 310 mi. from Minneapolis; 76 mi. from Sioux Falls.

2 - TRANSPORTATION: Motor Freight Carriers-4.

Intercity Bus Line-Jack Rabbit Intercity.

Airline-Mesaba.

3 - POPULATION:

Corp. City 90 Cen. 13,798; E&P 92 Est. 13,774

CZ-ABC: (80) 13,916

RTZ-ABC: (80) 54,497

County 90 Cen. 17,503; E&P 92 Est. 17,465

City & RTZ-ABC: (80) 68,413

4 - HOUSEHOLDS:

City 90 Cen. 5,157; E&P 92 Est. 5,148

CZ-ABC: (80) 5,402

RTZ-ABC: (80) 19,500

County 90 Cen. 6,976; E&P 92 Est. 6,961

City & RTZ-ABC: (80) 24,500

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$188,716,000
Savings & Loan	2	$23,500,000

6 - PASSENGER AUTOS: Davison County 15,570 (includes trucks)

7 - ELECTRIC METERS: Residence 5,470

8 - GAS METERS: Residence 3,601

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Gen. Industry 475 ($271); Public Util. 66 ($305); Public Schools 250 ($225); Computer Ind. 140 ($220); Other Ind. 50 ($260).

10 - CLIMATE: Min. & Max. Temp.-Spring 20-69; Summer 57-86; Fall 27-81; Winter 1-49. First killing frost, Oct. 6; last killing frost, May 5.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-13 blocks on Main; 4 on 1st; 2 on 2nd; 3 on 3rd; 2 on 4th; Super City.

Nearby Shopping Center

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Super City of Mitchell(14)	NA	Super Valu, JCPenney, ShopKo, Hallmark

Principal Shopping Days-Mon., Thur., Sat., Food: Wed. & Sat.

Stores Open Evenings-Dept. stores: Mon.; Food, Drug & Discount nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Guyermans; Feinsteins.

Variety Store-Woolworth.

Chain Drug Stores-State/Snyder; ShopKo Phcy.

Discount Stores-ShopKo; K mart.

Chain Supermarkets-Randall Super Valu; Sunshine Mkt.; Market One Foods; County Fair Market.

Other Chain Stores-Goodyear; Radio Shack; Sherwin-Williams; Singer; Tractor Supply; Campbell Supply; Fullerton Lumber; United Building Center.

14 - NEWSPAPERS: REPUBLIC (e) 12,276, Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Jon M. Noel, Pub., REPUBLIC, 120 S. Lawler, Mitchell, SD 57301; Tel. (605) 996-5514.

National Representative: Thomson Newspapers.

PIERRE

1 - LOCATION: Hughes County, E&P Map B-2. State Capital. On U.S. Hwys. 14, 83; State Hwy. 34.

2 - TRANSPORTATION: Railroads-Chicago & NW.

Motor Freight Carriers-3.

Intercity Bus Line-Greyhound.

Airlines-Continental Express; NW Airlink.

3 - POPULATION:

Corp. City 90 Cen. 12,906; E&P 92 Est. 13,093

County 90 Cen. 14,867; E&P 92 Est. 15,003

4 - HOUSEHOLDS:

City 90 Cen. 4,823; E&P 92 Est. 4,893

County 90 Cen. 5,588; E&P 92 Est. 5,639

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$338,000,000
Savings & Loan	1	(incl. above)

6 - PASSENGER AUTOS: Hughes County 13,407 (includes trucks)

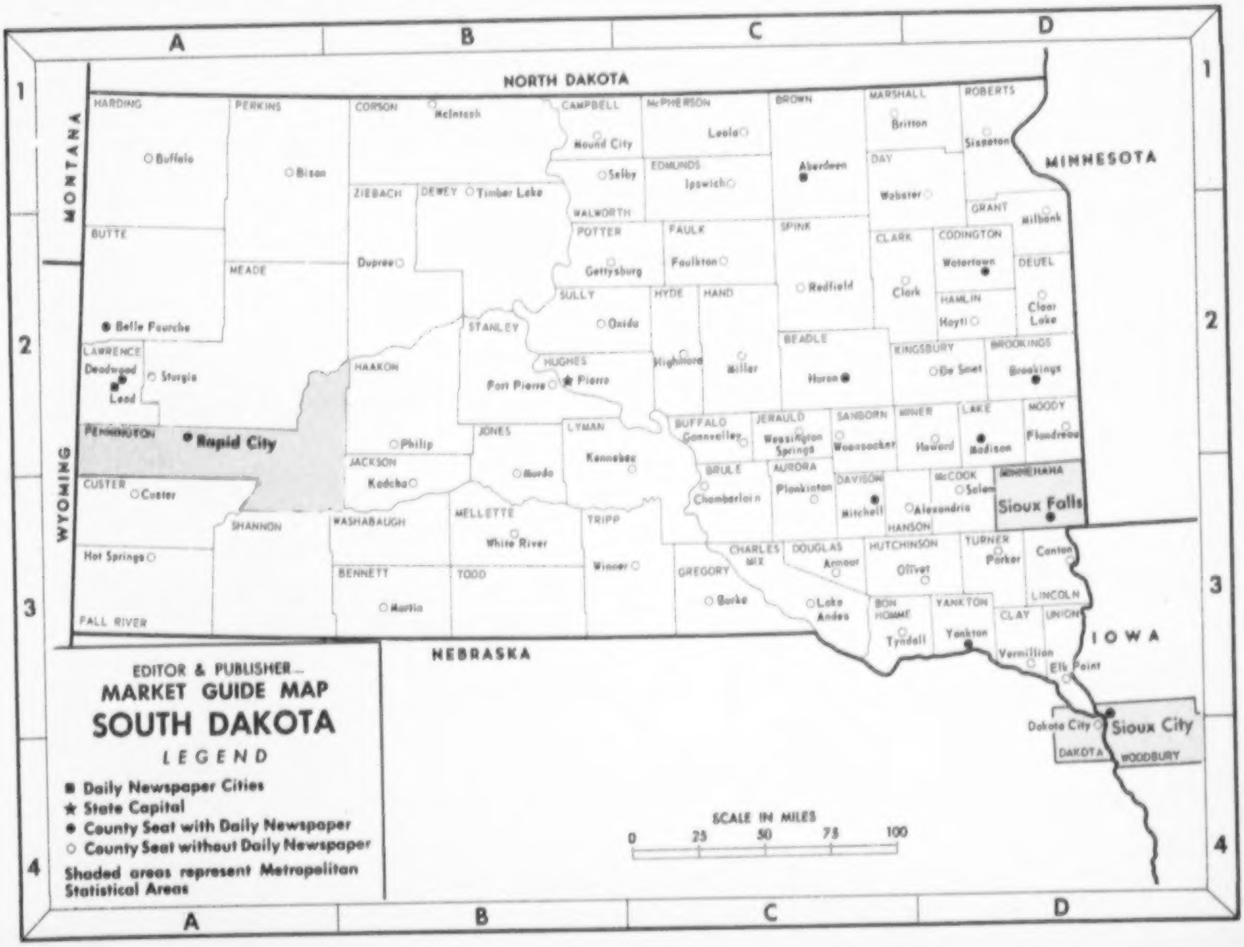
7 - ELECTRIC METERS: Residence 4,850

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Ret. 570; Constr. 698; Whol. Trade 223; Service 2,321; Public Adm. 2,360; Others 1,473.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-80; Summer 60-105; Fall 32-75; Winter 20-45. First killing frost, Sept. 29; last killing frost, Mar. 20.

11 - TAP WATER: Alkaline, hard.


EDITOR & PUBLISHER
MARKET GUIDE MAP
SOUTH DAKOTA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0
25
50
75
100
A
B
C
D
1
2
3
4
NORTH DAKOTA
MONTANA
WYOMING
MINNESOTA
NEBRASKA
IOWA
Buffalo
Bison
McIntosh
Mound City
Leola
Aberdeen
Britton
Sisseton
Selby
Ipswich
Webster
Timber Lake
Milbank
Dupree
Gettysburg
Faulkton
Redfield
Clark
Watertown
Clear Lake
Hayti
Belle Fourche
Onida
Deadwood
Sturgis
Lead
Highmore
Miller
Huron
De Smet
Brookings
Fort Pierre
Pierre
Rapid City
Philip
Murdo
Kennebec
Gannvalley
Wessington Springs
Woonsocket
Howard
Madison
Flandreau
Custer
Kadoka
Chamberlain
Plankinton
Mitchell
Alexandria
Salem
Sioux Falls
White River
Winner
Armour
Olivet
Parker
Canton
Hot Springs
Burke
Lake Andes
Tyndall
Yankton
Vermillion
Elk Point
Martin
Dakota City
Sioux City
HARDING
PERKINS
CORSON
CAMPBELL
McPHERSON
BROWN
MARSHALL
ROBERTS
ZIEBACH
DEWEY
EDMUNDS
DAY
WALWORTH
GRANT
BUTTE
POTTER
FAULK
SPINK
CLARK
CODINGTON
DEUEL
MEADE
SULLY
HYDE
HAND
HAMLIN
STANLEY
BEADLE
KINGSBURY
BROOKINGS
LAWRENCE
HAAKON
HUGHES
PENNINGTON
JONES
LYMAN
BUFFALO
JERAULD
SANBORN
MINER
LAKE
MOODY
JACKSON
BRULE
AURORA
DAVISON
McCOOK
MINNEHAHA
CUSTER
HANSON
SHANNON
WASHABAUGH
MELLETTE
TRIPP
CHARLES MIX
DOUGLAS
HUTCHINSON
TURNER
BENNETT
TODD
GREGORY
LINCOLN
BON HOMME
YANKTON
CLAY
UNION
FALL RIVER
DAKOTA
WOODBURY

12 - RETAILING: Principal Shopping Centers-6 blocks on Pierre St.; Pierre Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pierre Mall(34)	1	K mart, Bostwick's, JCPenney
Red Owl	NA	

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Thur.
Stores Open Sundays-Drug, supermarkets & Red Owl Shpg. Ctr.; Stores in Pierre Mall.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Lucas & Theim; K mart; Bostwick's.
Variety Stores-Ben Franklin; Coast-to-Coast; Hogans Hardware; Trading Post.
Discount Store-Red Owl.
Chain Drug Stores-Rexall 2; Corner Drugs; Snyder.
Chain Supermarkets-Red Owl; Sooper Dooper; Sutleys Town & Ranch.
Other Chain Stores-S&H Green Stamps; Goodyear; Sears (catalog).

14 - NEWSPAPERS: CAPITAL JOURNAL (e-mon to fri) 4,301; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: Terry Hipple, Adv. Mgr., CAPITAL JOURNAL, 333 W. Dakota; PO Box 878, Pierre, SD 57501; Tel. (605) 224-7301; FAX (605) 224-9210.
National Representative: American Newspaper Representatives.

RAPID CITY

1 - LOCATION: Pennington County, E&P Map A-2, County Seat. Tourist area-Mt. Rushmore. 30 mi. from western border of SD; Minneapolis, MN 650 mi.; Denver, CO 400 mi.; Sioux City, 464 mi.; Billings, 410 mi. Elevation 3,247 ft. Vacation and resort center. On I-90.

2 - TRANSPORTATION: Railroad-Chicago & Northwestern.
Motor Freight Carriers-Barber Trans.; Salt Creek; American Freight System.
Intercity Bus Lines-Black Hills Stage Lines; Continental Trailways; Jack Rabbit.
Airlines-United; Delta; Northwest; United Express; Continental Express.

3 - POPULATION:
Corp. City 90 Cen. 54,523; E&P 92 Est. 57,129
CZ-ABC: (80) 48,692
RTZ-ABC: (80) 102,181
County 90 Cen. 81,343; E&P 92 Est. 84,668
City & RTZ-ABC: (80) 150,873

4 - HOUSEHOLDS:
City 90 Cen. 20,377; E&P 92 Est. 21,351
CZ-ABC: (80) 17,223
RTZ-ABC: (80) 35,542
County 90 Cen. 29,541; E&P 92 Est. 30,748
City & RTZ-ABC: (80) 52,765

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: Pennington County 76,557 (includes trucks)

7 - ELECTRIC METERS: Residence 22,069

8 - GAS METERS: Residence 18,721

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Forestry and Fishing 105; Mining and Quarrying 205; Constr. 1,275; Mfg. 2,340; R.R. 90; Other Util. 500; Whol. Trade 909; Ret. Trade 4,208; Fin., Ins. & R.E. 841; Servs. 2,175; Private Household 500; Gov't 5,050; Military personnel 6,277; Tourism 10,000.
Principal Pay Days-Tues., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring-Summer 44-86; Fall-Winter 34-49. First killing frost, Sept. 13; last killing frost, June 1.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St.; 5 blocks on St. Joe St., connecting streets from Fourth to Ninth; Rushmore Mall Shpg. Ctr. Anchor stores-Sears, JCPenney, Herberger's, Target.
Neighborhood Shopping Centers-East Boulevard; Baken Park area; Canyon Lake area; Ellsworth Air Force Base Villa Ranchero; Robbinsdale Ctr.; North Rapid Ctr.; Family Thrift Ctr.; K mart; Northgate Shpg. Ctr.; Time Sq.; Sturgis Road Strip.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Baken Park(28)	2	
Northgate(7)	3	K mart
North Rapid	2	
Robbinsdale	2	
Rushmore Mall (66)	5	JCPenney, Sears, Herberger's, Target
Villa Ranchero (10)	NA	

Principal Shopping Days-Dept. and Apparel: Mon., Fri., Sat.; Food: Fri., Sat.
Stores Open Evenings-Thur.; Malls: Mon.-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Herberger's; Haggerty's.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Mill's 3; Osco.
Discount Stores-Family Thrift Ctr.; La Belles; K mart; Target; ShopKo; Wal-Mart.
Chain Supermarkets-Safeway 3; Sooper Dooper 2; Thrift Ctr. 2; Prairie Mkt.; Albertson's.
Other Chain Stores-Singer; Cook's Paint; Three Sisters; Firestone; Sherwin-Williams; Ace Hdwe.; Kinney Shoes; Pay 'N Pack.

14 - NEWSPAPERS: JOURNAL (m) 33,929; (S) 35,470; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Michele Reynolds, Ret. Sales Mgr., JOURNAL, 507 Main St., Rapid City, SD 57709; Tel. (605) 394-8300.
National Representative: Landon Associates.

SIOUX FALLS

1 - LOCATION: Minnehaha County (MSA). E&P Map D-3. SE South Dakota. Wholesale center. Rich agricultural area. 90 mi. NW of Sioux City; 240 mi. SW of Minneapolis. On U.S. Hwys. 42, 77, I-29, I-90, I-229; State Hwy. 38.

2 - TRANSPORTATION: Railroads-Chicago & Northwestern; Burlington Northern; Illinois Central Gulf (I.C.G.).
Motor Freight Carriers-38.
Intercity Bus Lines-Jack Rabbit; Springfield; Midwest Coach.
Airlines-Delta; Northwest; TWA; United.

3 - POPULATION:
Corp. City 90 Cen. 100,814; E&P 92 Est. 106,708
CZ-ABC: (80) 86,332
RTZ-ABC: (80) 156,921
County/MSA 90 Cen. 123,809; E&P 92 Est. 128,577
City & RTZ-ABC: (80) 243,253

4 - HOUSEHOLDS:
City 90 Cen. 37,677; E&P 92 Est. 39,880
CZ-ABC: (80) 30,883
RTZ-ABC: (80) 56,707
County/MSA 90 Cen. 45,742; E&P 92 Est. 47,504
City & RTZ-ABC: (80) 87,590

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$1,833,876,000
Savings & Loan	5	$360,576,000

6 - PASSENGER AUTOS: Minnehaha County 111,652 (includes trucks)

7 - ELECTRIC METERS: Residence 43,700

8 - GAS METERS: Residence 32,186

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Servs. 17,900; Ret. 12,400; Mfg. 8,200; Gov't 7,200; Fin./Ins./Real Estate 6,000; Whol. 4,800; Trans./Public Util. 4,600; Constr. 2,200; Av. Wkly. Wage ($369).
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-68; Summer 56-81; Fall 23-45; Winter 11-32. Last killing frost, May 5. Growing season is 152 days.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Phillips Ave.; 4 on Main Ave.; 4 on Tenth St. Downtown; Western Mall, 41st St.; Empire Mall, 41st St.; Empire East Mall, Louise Ave.; Park Ridge Mall, 2 blocks on Western Ave.
Neighborhood Shopping Areas-26th St. & Minnesota Ave.; 18th St. & Minnesota Ave.; 18th St. & Grange Ave.; 8th St. & Indiana Ave.; 10th St. & Blauvelt Ave.; 26th & Western Ave.; 34th & Minnesota Ave.; 39th & Minnesota Ave.; 10th St. & Franklin Ave.; 10th St. & Cleveland Ave.; 10th St. & Kiwanis; 10th & Cliff Ave.; 41st & Minnesota Ave.; 49th & Western; Clock Tower Sq., 41st St.; N. Cliff & Hwy 38a; N. Cliff & Benson; 10th & Sycamore.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park Ridge(11)	NA	Minerva's
Southgate	NA	Lewis Drug
Southway(15)	NA	Payless Shoes
Western Mall(69)	NA	1/2 Price Store, Best Buy, Phar-Mor
The Empire(180)	NA	Younkers, Dayton's, JCPenney, Sears
Emprie East(20)	NA	Richman Gordman, Target

Principal Shopping Days-Dept. Stores: Mon., Fri., Sat., Sun.; Food: Thur., Fri., Sat., Sun.
Stores Open Evenings-Mon., Fri. Super Mkts., Major Shopping Centers: Every night, Mon. to Sat. & Sun. 11 to 6.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Younkers; Dayton's; Richman-Gordman.
Discount Stores-K mart 3; Target; 1/2 Price Store; ShopKo 2; Wal-Mart.
Chain Drug Stores-Phar-Mor; Osco; Lewis 4.
Chain Supermarkets-Sunshine 6; Nash Finch 5; Hy-Vee 3; Randall's.
Other Chain Stores-Women's Apparel: Vanity, Maurices, Mode O'Day, Geyerman's, Gigi's, Frederick's of Hollywood, Brass Buckle, Casual Corner, Sieferts, The Limited, Michaels & Burque, Catherines, Lerner, Benetton, Susies Casuals, Three Sisters; Shoes: Baker's, Kinney's, Caldwells, National Payless Shoes, Johnson Shoes, Thom McAnn, Todd's, Naturalizer, Bass Shoes, Red Wing, Gallenkamp, Wonderfour; Auto Supply: Champion Auto, Campbell's, Firestone, NAPA, Auto Parts, Pro, Crobett Midland, Graham Goodyear; Paint: Cook, Pittsburgh, Sherwin-Williams, Diamond Vogel; Misc.: Fanny Farmer, Singer Co., Team Electronics 3, Radio Shack 3, Zales Jewelry, Osborn's Mens Wear, N.W. Fabrics, Russell Stover Candy, Hallmark 3, Scheels Hardware, Pay 'N Pak, LaBelles, Best, Ace Hdwe., Campbell Supply 2, Color Tile, Waldenbooks, Port of Entry, TSC, Menards.

14 - NEWSPAPERS: ARGUS LEADER (m) 48,072; (S) 69,895; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Scott Putnicki, Adv. Dir., ARGUS LEADER, PO Box 5034, Sioux Falls, SD 57117-5034; Tel. (605) 331-2356.
National Representative: Gannett National Newspaper Sales.

WATERTOWN

1 - LOCATION: Codington County, E&P Map D-2. County Seat. Retail shopping, wholesale distributing and agricultural center. 190 mi. W of Minneapolis, MN and 89 mi. NW of Sioux Falls, SD.

2 - TRANSPORTATION: Railroads-Burlington Northern; C&NW.
Motor Freight Carriers-7.
Intercity Bus Line-Jack Rabbit.
Airline-Mesaba.

3 - POPULATION:
Corp. City 90 Cen. 17,592; E&P 92 Est. 17,981
CZ-ABC: (80) 16,200
RTZ-ABC: (80) 55,683
County 90 Cen. 22,698; E&P 92 Est. 23,561
City & RTZ-ABC: (80) 71,883

4 - HOUSEHOLDS:
City 90 Cen. 6,575; E&P 92 Est. 6,720
CZ-ABC: (80) 6,209
RTZ-ABC: (80) 19,751
County 90 Cen. 8,549; E&P 92 Est. 8,875
City & RTZ-ABC: (80) 25,960

5 - BANKS	NUMBER	DEPOSITS
Comm. & Savings	5	$520,333,000

6 - PASSENGER AUTOS: Codington County 20,787 (includes trucks)

7 - ELECTRIC METERS: Residence 7,656

8 - GAS METERS: Residence 5,925

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Rubber Molding 356 ($290); Welding Equip. 162 ($230); Poultry Proc. 290 ($170); Mobile Homes 85 ($285); Hydraulic Digger Derricks 448 ($290); Bakery Goods 97 ($360); Granite Memorials 40 ($310).
Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-53; Summer 55-80; Fall 33-57; Winter 4-24. Spring killing frost, May 16; Fall killing frost, Sept. 27.

11 - TAP WATER: Neutral, moderately hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Kemp Ave.; N. & S. Broadway; N. & S. Maple St.; 4 blocks on 1st Ave. N.; 1 block on 2nd St. N.E.
Shopping Centers-Watertown Mall (E. on U.S. Hwy. 212)-48 stores, K mart, JCPenney, Herberger's, Osco Drug, Hy-Vee, Miracle Mall (7 firms located on Hwy. 212). Sandvig's Hdwe.; Wal-Mart; ShopKo; Team Elec. Four block area at Junction of U.S. Hwys. 212 and 81. Five block area Hwy. 20 to Lake Kampeska.
Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Townwide Thur.; Food and Shopping Center, nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Herberger's.
Chain Drug Store-Osco.
Discount Stores-Sandvig's Hdwe.; Pamida; K mart; Tractor Supply (TSC); Mac's; ShopKo; Wal-Mart.
Variety Stores-Woolworth; County Fair.
Chain Supermarkets-Spies; Hy-Vee; Prairie Market.
Other Chain Stores-Sears (catalog); Goodyear; Firestone; So-Fro Fabrics; Coast-to-Coast; Radio Shack; Express Photo; Extra Touch; House of Wood; Payless Shoes.

14 - NEWSPAPERS: PUBLIC OPINION (e) 15,945; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: A.W. Johnson, Adv. Mgr., PUBLIC OPINION, 120 Third Ave. NW, Watertown, SD 57201; Tel. (605) 886-6901.
National Representative: Branham/Newspaper Sales.

YANKTON

1 - LOCATION: Yankton County, E&P Map D-3, County Seat. Located on the Missouri River near the confluence of the James River. Agricultural and manufacturing area. Retail trade center 165 mi. NW of Omaha, NE. Juncture of U.S. Hwy. 81; South Dakota 50.

2 - TRANSPORTATION: Railroad-Burlington Northern (freight only).
Motor Freight Carriers-3.
Bus Line-Jack Rabbit.
Airline-AAA.

3 - POPULATION:
Corp. City 90 Cen. 12,703; E&P 92 Est. 12,841
County 90 Cen. 19,252; E&P 92 Est. 19,313

4 - HOUSEHOLDS:
City 90 Cen. 4,747; E&P 92 Est. 4,799
County 90 Cen. 7,404; E&P 92 Est. 7,428

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$153,000,000
Savings & Loan	2	$60,000,000

6 - PASSENGER AUTOS: Yankton County 17,120 (includes trucks)

7 - ELECTRIC METERS: Residence 4,595

8 - GAS METERS: Residence 4,591

9 - PRINCIPAL INDUSTRIES: 19 mfg. establishments; Seeds; Trees; Machine Tools; Electricity; Poultry Prods. and Feeds; Steel Scaffolding; Conveyors; Meat Proc.; Aluminum Extrusion; Airplane Parts; Printing and Binding; Sheet Metal Works; Electronic Components; Quartz Crystals; Livestock Trailers; Fork Lifts; Front End Loader; Health industry (clinics, hospitals, nursing homes, etc.); Tool & Die Equip.; Computer & Aerospace Parts; Automotive Air & Oil Filters.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-59; Summer 69-76; Fall 35-64; Winter 18-24. First killing frost, Oct. 11; last killing frost, Apr. 22.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on 3rd St.; 5 on Broadway; 2 on Walnut; 2 on Douglas.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Yankton Mall(36)	2	Spurgeon's, JCPenney, Chuck's, Jack & Jill
Alco Plaza(9)	2	Alco

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Dept. Stores-Fri. Food-Mon. through Sun. Shopping Mall-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Fantle Bros.; JCPenney; Spurgeon's.
Discount Stores-K mart; Alco; Pamida.
Chain Supermarkets-Sunshine; Don's Super Saver; Haskers; Chuck's; Jack & Jill; Save-U-More.
Chain Drug Stores-Rexall; White Drug.
Other Chain Stores-Coast-to-Coast; Firestone; Clem's Goodyear; Singer Co.; Tradehome Shoes; Bomgaars; Stevensons; Radio Shack; Kinney's; One Hour Martinizing; Maurice's; Sears (catalog); Payless Shoes; Merle Norman; Sherwin-Williams Paint; Team Electronics.

14 - NEWSPAPERS: PRESS & DAKOTAN (e) 9,851; sworn Oct. 1, 1990.
Local Contact for Advertising and Merchandising Data: Carmen Schramm, Adv. Mgr., PRESS & DAKOTAN, 319 Walnut St., Yankton, SD 57078; Tel. (605) 665-7811.
National Representative: Papert Companies.

TENNESSEE SURVEYS

METROPOLITAN STATISTICAL AREAS

Chattanooga, TN-GA-Hamilton, Marion and Sequatchie Counties, TN; Catoosa, Dade and Walker Counties, GA.
Clarksville-Hopkinsville, TN-KY-Montgomery County, TN; Christian County, KY.
Jackson, TN-Madison County.
Johnson City-Kingsport-Bristol, TN-VA-Carter, Hawkins, Sullivan, Unicoi, and Washington Counties, TN; Bristol City, Scott and Washington Counties, VA.
Knoxville-Anderson, Blount, Grainger, Jefferson, Knox, Sevier, and Union Counties.
Memphis, TN-AR-MS-Shelby and Tipton Counties, TN; Crittenden County, AR; De Soto County, MS.
Nashville-Cheatham, Davidson, Dickson, Robertson, Rutherford, Sumner, Williamson and Wilson Counties.

POPULATION ESTIMATES

(Thousands)

Age Group	1980	1990	1992
Under 5 Years	326	418	429
5-14 Years	724	731	751
15-24 Years	854	747	767
25-44 Years	1,278	1,611	1,654
45-64 Years	895	881	904
65 and Over	518	508	521
TOTAL	4,595	4,896	5,026

Based on U.S. Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1977 Census	1982 Census	1992 Est.
Bldg. Mat./Hdwr	816	865	1,883
General Mdse	1,764	2,345	4,754
Food	3,007	4,548	6,161
Automobiles	3,323	3,741	8,928
Gasoline Stations	1,151	1,958	2,403
Apparel	611	960	1,713
Furniture	599	773	1,693
Eat-Drink Places	990	1,643	3,149
Drugs	412	640	1,349
TOTAL SALES	13,692	19,605	35,868

ALCOA

See MARYVILLE

ATHENS

1 - LOCATION: McMinn County, E&P Map D-2. County Seat. Educational, industrial and agricultural center. 49 mi. NE of Chattanooga; 52 mi. SW of Knoxville. On Lee Hwy.; U.S. Hwy. 11, I-75.

2 - TRANSPORTATION: Railroads-CSX Transportation; Norfolk/Southern.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 12,054; E&P 92 Est. 12,049
CZ-ABC: (80) 12,080
RTZ-ABC: (80) 35,119
County 90 Cen. 42,383; E&P 92 Est. 43,112
City & RTZ-ABC: (80) 47,199

4 - HOUSEHOLDS:
City 90 Cen. 4,506; E&P 92 Est. 4,504
County 90 Cen. 16,304; E&P 92 Est. 16,585
CZ-ABC: (80) 4,445
RTZ-ABC: (80) 12,115
City & RTZ-ABC: (80) 16,560

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: McMinn County 34,029

7 - ELECTRIC METERS: Residence 9,300

8 - GAS METERS: Residence 2,047

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Disc Plows 100; Table 275; Plastics 250; Gas and Elect. Stoves 407; Process Milk 290; Chair Mfg. 200; Hosiery 750; Bed Mfg. 275; Paper Box Mfg. 100; Newsprint 1,750; Elect. Motors 500; Clothing 600; Elect. Light Metal 300; Refrigerated Trucks 200; Automobile Seat Frames 229.

10 - CLIMATE: N.A.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
McMinn	NA	Wal-Mart, Ingles, JCPenney, Goody's, Lowe's
Madison Park(14)	NA	Revco, Proffitts
Whiteway(10)	NA	Earl's Supermarket
Athens Plz.(8)	NA	Red Food, Pic 'N Pay, Roses, K mart

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Proffitts; Goody's Outlet; Wal-Mart; Goodfriends; House of Renown; Sterling Shop.
Discount Stores-Roses; K mart; Goody's Outlet; Wal-Mart.
Chain Drug Stores-Revco; SupeRx; Rite Aid.
Chain Supermarkets-White Stores; Red; Ingles; Earl's.
Other Chain Stores-Goodyear; Merle Norman Cosmetics; Family Dollar; Lowe's; Dollar General.

14 - NEWSPAPERS: POST-ATHENIAN (e-mon to fri) 10,276; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Melinda Hillman, Adv. Mgr., POST-ATHENIAN, 320 S. Jackson St.; Box 340, Athens, TN 37303; Tel. (615) 745-5664.
National Representative: Landon Associates.

BRISTOL

See BRISTOL, VA

CHATTANOOGA

1 - LOCATION: Hamilton County (In Chattanooga, TN-GA MSA). E&P Map D-3. County Seat. On Tennessee River. On U.S. Hwys. 11, 27, 41, 64, 76, 127, I-24, I-59, I-75; Lookout Mountain Scenic Hwy. Near Chickamauga Dam.

2 - TRANSPORTATION: Railroads-Norfolk Southern; Seaboard System.
Motor Freight Carriers-96.
Intercity Bus Line-Greyhound.
Airlines-American; Northwest; Delta; USAir Commuter Flights.

3 - POPULATION:
Corp. City 90 Cen. 152,466; E&P 92 Est. 149,046
CZ-ABC: (80) 257,987
Bal. in NDM-ABC: (80) 100,236
Total NDM-ABC: (80) 358,223
Bal. in RTZ-ABC: (80) 436,053
MSA 90 Cen. 433,210; E&P 92 Est. 434,974
County 90 Cen. 285,536; E&P 92 Est. 285,086
Total NDM & Bal. in RTZ-ABC: (80) 794,276
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 56,997; E&P 92 Est. 55,718
County 90 Cen. 103,005; E&P 92 Est. 102,842
MSA 90 Cen. 156,756; E&P 92 Est. 157,404
CZ-ABC: (80) 94,963
Bal. in NDM-ABC: (80) 32,764
Total NDM-ABC: (80) 127,727
Bal. in RTZ-ABC: (80) 149,646
Total NDM & Bal. in RTZ-ABC: (80) 277,373

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	$2,590,851,637
Savings & Loan	4	$1,140,389,187

6 - PASSENGER AUTOS: Hamilton County 217,217

7 - ELECTRIC METERS: Residence 126,187

8 - GAS METERS: Residence 32,000

9 - PRINCIPAL INDUSTRIES: No. of Wage Earners (Av. Wkly. Wage)-Durable Goods 17,100 ($358); Nondurable Goods 27,600 ($365); Non-Mfg. 155,000 (N.A.).

10 - CLIMATE: Av. Temp.-Spring 63; Summer 78; Fall 60; Winter 41. Av. Precipitation 52 inches.

11 - TAP WATER: Slightly Alkaline, moderately hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Airport Plz.(11)	23	Softwear City, Milo, Beauty Prod.
Battlefield Plz.(8)	10	Sherwin-Williams, Fantastic Sams
Brainerd Vlg.(37)	7	Service Mdse., Eckerd, Goody's Rone Regency
Dallas Hollow(5)	15	Red Food Myers & Powell Furn.
Direct Connection Mall(26)	13	J.D. Kinder Furn.
Eastgate Mall (110)	8	JCPenney, Proffitts Goodys, Woolworth
Hamilton Crossing(15)	10	T.J. Maxx Service Mdse.
Highland Plz.(12)	6	Eckerd, Turtles Food Lion
Hamilton Pl. Mall(175)	NA	Proffitts, Belk, Sears, Hess, Parisian
K mart Plz.(12)	10	K mart, Revco, Factory Parts
Lee Plz. East(8)	8	Festival Food, TCBY, Radio Shack, Revco,
Northgate Mall(132)	12	Sears, JCPenney, Hess, Proffitts, Eckerd, Merle Norman
Northtowne Sq.(14)	10	Hancock Fabrics, Red Food
Olde Brainerd(11)	4	Red Food, Revco Petite Armoire
Osborne Shpg. Ctr.(38)	6	DeVoe Paint, Turtles, Red Food
Perimeter Pl.(17)	7	Home Depot, Drugs For Less
Red Food Shpg. Ctr.(14)	5	Red Food, Revco, Family Dollar
Signal Crossing(10)	NA	Revco
South Terrace Plz.(20)	6	TCBY, Catherine's, Merle Norman, Radio Shack
Town & Country Ctr.(6)	2	Hilton Blair TV, Bonds Drugs,
Village at East Ridge(8)	6	Baskin-Robbins Revco, Radio Shack
Village at Riverview(8)	3	Revco, Kathy's, Kloset

Principal Shopping Days-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Hess 2; Proffitts 4; Sears 2; JCPenney 2.
Discount Stores-K mart 4; Payless 4; Dollar General 5; Service Mdse. 3; Brendle's 2.
Variety Stores-Woolworth 2.
Chain Drug Stores-Eckerd 11; Revco 14; Big B 3; Drugs For Less 2.
Chain Supermarkets-Red Food 27; Golden Gallon 41; Gooldiet 3; Pruett Foodtown 7; Food Lion 5; Food Max.
Other Chain Stores-Clothing: Old Mill, Jean Nicole, Lillie Rubin, Bottom Half, Brooks, Casual Corner, Lerner, Anderson-Little, J. Miller Fashion; Shoes: Thom McAn, Jarman, Baker's, Hardy's; Confectionery: Russell Stover; Others: Western Auto, Pier 1 Imports, Record Bar, Swiss Colony, Wicks 'N Sticks, Zales, Kays, Toys 'R' Us, Goodys.

14 - NEWSPAPERS: TIMES (m) 44,314; NEWS-FREE PRESS (e) 53,002; (S) 111,536; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Frank McDonald, Adv. Dir., NEWS-FREE PRESS and TIMES, 400 E. 11th St., Chattanooga, TN 37401; Tel. (615) 756-6900.
National Representative: Landon Associates.

CLARKSVILLE

1 - LOCATION: Montgomery County (In Clarksville-Hopkinsville, TN-KY MSA), E&P Map C-1. County Seat. Agricultural and military; manufacturing; university center 45 mi. NW of Nashville, where Cumberland and Red Rivers meet. On U.S. Hwys. 41A, 79; and I-24.

2 - TRANSPORTATION: Railroad-CSX System.
Bus Lines-Greyhound; Trailways; Clarksville Transit System.

3 - POPULATION:
Corp. City 90 Cen. 75,494; E&P 92 Est. 79,637
CZ-ABC: (80) 73,705
RTZ-ABC: (80) 22,352
County 90 Cen. 100,498; E&P 92 Est. 105,960
MSA 90 Cen. 169,439; E&P 92 Est. 176,920
City & RTZ-ABC: (80) 96,057
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 28,222; E&P 92 Est. 29,771
CZ-ABC: (80) 22,142
RTZ-ABC: (80) 9,599
County 90 Cen. 35,925; E&P 92 Est. 37,878
MSA 90 Cen. 57,821; E&P 92 Est. 60,415
City & RTZ-ABC: (80) 31,741

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$580,764,667
Savings & Loan	2	$36,250,000

6 - PASSENGER AUTOS: Montgomery County 91,271

7 - ELECTRIC METERS: Residence 35,004

8 - GAS METERS: Residence 5,139

9 - PRINCIPAL INDUSTRIES: Rubber Goods; Air Conditioning; Heating Units; Snuff; Work Clothing; Western Boots; Fertilizer; Paper Containers; Appliance Components; Yearbooks; Commercial printing; Metalized Paper Labels; Tool & Die; Newspaper Publishing; Stainless Steel Cookware; Zinc Proc.; Bicycle Parts Mfg.; Military Reservation (Ft. Campbell). 37,309 (total).

10 - CLIMATE: Av. Temp.-Jan. 38; July 80.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Franklin St.; 19 blocks on Riverside Dr.; 1 block Madison St.; 10 blocks Ft. Campbell Blvd.

Neighborhood Centers-7 blocks on New Providence Blvd., includes 14 stores and Mart Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Clarksville Sq. (6)	NA	Big Lot, Super Valu, Pic-N-Pay Shoes
Two Rivers Mall (24)	1	Walgreens, Zales, Foot Scenes
Mart Shpg. Ctr. (4)	NA	Atkins, Cee Bee, Mart Furn.
K mart Plz.(4)	2	K mart, Kroger, Walgreens
Madison Shpg. Circle(5)	NA	Dollar General, Revco, Worthams, Foodtown
Plz. Shpg. Ctr. (9)	NA	Mont. Ward, Peebles, Save-A-Lot Food
Tradewinds N.(5)	NA	Bargain Time
Cunnigham Plz.	NA	Wal-Mart, Winn-Dixie
Hampton Plz.	NA	Wal-Mart, Goody's, Franks Nursery
Tradewinds S.(9)	4	Winn-Dixie, Revco, Bargain Time, Radio Shack
St. Bethlehem Plz.(6)	NA	Safeway, Foodland, Food Lion
Governor's Sq. Mall(80)	5	Sear's, Hess's, Park-Belk, Lerner, JCPenney, Zales, Toys 'R' Us

Principal Shopping Days-Mon., Wed., Fri., Sat., Sun.

Stores Open Evenings-Shpg. Ctrs. until 9, Krogers, SupeRx Drugs all night.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Park-Belk; Peebles; Sears; Hess's; Penney's.

Discount Stores-TG&Y 2; Grandpa's; Dollar General 3; K mart 2; Wal-Mart 2.

Chain Drug Stores-Walgreens 2; Revco 2; SupeRx; Medicine Shoppe.

Chain Supermarkets-Kroger 2; Winn-Dixie 2; CB 3; Foodtown 2; IGA 2; Bi-Rite; ShopRite 2; Majik Markets 3; Save-A-Lot; Super Valu 2; Beach Mkts.

Other Chain Stores-Firestone; Goodyear; Lowe's; Moore's, Radio Shack; Pic 'N Pay; Barrett Shoes; Butlers; JoAnn Fabrics; Foot Scene.

14 - NEWSPAPERS: LEAF-CHRONICLE (m) 18,098; (S) 21,148; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Gene Washer, Gen. Mgr., LEAF-CHRONICLE, 200 Commerce St.; PO Box 829, Clarksville, TN 37041-0829; Tel. (615) 552-1808.

National Representative: Landon Associates.

CLEVELAND

1 - LOCATION: Bradley County, E&P Map D-2, County Seat. 25 mi. NE of Chattanooga; 70 mi. SW of Knoxville; 123 mi. NW of Atlanta; 180 mi. SE of Nashville. Industrial and agricultural center. On U.S. Hwys. 11, 64, I-75; State Hwys. 2, 40, 60, 74.

2 - TRANSPORTATION: Railroad-Southern.
Motor Freight Carriers-14.
Intercity Bus Line-Greyhound-Trailways.
Airlines-Delta; American; Northwest; USAir. (airport-22 miles).

3 - POPULATION:
Corp. City 90 Cen. 30,354; E&P 92 Est. 31,142
CZ-ABC: (80) 32,430
RTZ-ABC: (80) 44,161
County 90 Cen. 73,712; E&P 92 Est. 76,394
City & RTZ-ABC: (80) 76,591

4 - HOUSEHOLDS:
City 90 Cen. 11,347; E&P 92 Est. 11,642
CZ-ABC: (80) 11,790
RTZ-ABC: (80) 14,272
County 90 Cen. 27,843; E&P 92 Est. 28,856
City & RTZ-ABC: (80) 26,062

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$580,791,004
Savings & Loan	1	$47,300,016
Savings	1	$86,781,473

6 - PASSENGER AUTOS: Bradley County 64,133

7 - ELECTRIC METERS: Residence 19,515

8 - GAS METERS: Residence 4,123

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Stoves, Ranges 2,590; Photography 1,160; Textiles 1,605; Furn. 1,625; Chem. 755.

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-82; Summer 58-94; Fall 20-100; Winter 7-77 First killing frost, Nov. 2; last killing frost, Apr. 1.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-Stuart Park 12; Colony Sq. 17; Keith Street Plz. 12; Northway Plz. 18; Northwood Ctr. 14; Red Food Ctr. 7; Shoney's Plz. 7; Cleveland Mall 28; Village Mall 10; Bradley Sq. Mall 80; Bradley Commons 14.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hamilton Pl. Mall	19	Belk, Hess, Sears, Proffitts, Penney's

13 - RETAIL OUTLETS: Department Stores-JCPenney; Hess, Sears.
Variety Stores-Wal-Mart; Roses; K mart.
Chain Drug Stores-Eckerd; Revco; Rite Aid.
Chain Supermarkets-Red Food 2; Watson's 4; Cooke's 3; Food Max; Calfee's 2.
Other Chain Stores-Firestone; Goodyear; Heilig-Meyers; Zales; Ace Hardware; Behr's; Radio Shack; Lowe's; R&R Appliance; Auto Zone; Dollar General; Family Dollar; Pic 'N Pay Shoes; Friedman Jewelers; Goody's; More For Less; Appliance Factory Whse.; Swafford's Furn.; Pay For Less; Sherwin-Williams; Nationwise Auto; Lerner; Stuarts; Big Lots.

14 - NEWSPAPERS: BANNER (e-mon to fri) 16,226; (S) 18,244; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Winston A. Burrel, Adv./Mktg. Dir, BANNER, PO Box 3600, Cleveland, TN 37320; Tel. (615) 472-5041.
National Representative: Papert Companies.

COLUMBIA

1 - LOCATION: Maury County, E&P Map C-2, County Seat. Rail shipping center. Agricultural, mining and manufacturing area, wholesale grocery center. 43 mi. S of Nashville. Medical Center for South Central TN, Regional Retail Shopping area.

2 - TRANSPORTATION: Railroad-L&N.
Motor Freight Carriers-10.
Intercity Bus Line-Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 28,583; E&P 92 Est. 29,025
CZ-ABC: (80) 26,570
RTZ-ABC: (80) 107,521
County 90 Cen. 54,812; E&P 92 Est. 56,678
City & RTZ-ABC: (80) 134,091

4 - HOUSEHOLDS:
City 90 Cen. 10,685; E&P 92 Est. 10,851
CZ-ABC: (80) 9,666
RTZ-ABC: (80) 37,736
County 90 Cen. 20,562; E&P 92 Est. 21,262
City & RTZ-ABC: (80) 47,402

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$380,000,000
Savings & Loan	1	$110,000,000

6 - PASSENGER AUTOS: Maury County 45,459

7 - ELECTRIC METERS: Residential County 19,630

8 - GAS METERS: County 5,364

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Chem. 1,800 ($425); Textiles & Apparel 1,300 ($200); Mach. & Metals 1,300 ($250); Food 185 ($180); Other Mfg. 1,200 ($260); Mining 204 ($270); Constr. 475 ($240); Elemental Phosphorus; Carbon Electrodes; Sponges; Garments; Dairy Prods.; Flour & Agric. Chem.; Truck Springs; Air Conditioners; Plastics.

Principal Industrial Pay Days-Thur., Fri. 1st, 3rd, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-95; Summer 60-104; Fall 25-84; Winter 17-80.

11 - TAP WATER: Alkaline, medium hard; fluoridated.

12 - RETAILING: Downtown Shopping Areas-3 blocks on 7th St.; 7 on Garden; 3 on 8th St.; 4 on Main; 4 on Public Square; 2 on 6th St.; 1 on Woodland.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
West End(7)	1	Central Lime
Cambell Pl.(18)	1	Piggly Wiggly, Western Sizzlin, Kroger
Northway(13)	1	Piggly Wiggly
Maury County(13)	4	Roses, Parks-Belk
Columbia Plz.(4)	NA	Fred's, Harris Family Foodtown
Carmack Plz.(4)	1	Columbia Paint & Wallpaper
Shady Brook Mall(44)	3	JCPenney, Peebles, Wal-Mart, Sears
K mart Plz.(5)	3	K mart, Big Lots
Red Food Plz.(6)	NA	Red Food Store

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores Sullivan's; JCPenney; Behrs-Gordon; Parks-Belk; Wilma's; Peebles.
Discount Stores-Fred's; Wal-Mart; K mart; Roses; Family Dollar; Dollar General.
Chain Drug Stores-Reynolds 2; Woldridge; Reliable; Derryberry's 2; SupeRx; Medicine Shoppe; Rite Aid.
Chain Supermarkets-Harris Family Food Land; Kroger; Giant Foods; SuperRama; Piggly Wiggly 2; Bi-Rite; Red Foods; Food Lion.
Other Chain Stores-Goodyear; Sherwin-Williams; Firestone; Payless Shoes; Baretts; Zales Jewelry; Gordons Jewelry; Jones Home Furnishings; Lowe's; Heilig-Meyers.

14 - NEWSPAPERS: HERALD (e-mon to fri) 12,167; (S) 14,259; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Charles E. Martin, Adv. Dir., HERALD., 1115 S. Main St.; PO Box 1425, Columbia, TN 38401; Tel. (615) 388-6464.
National Representatives: Papert Companies, Tennessean Press Services.

COOKEVILLE

1 - LOCATION: Putnam County, E&P Map D-2, County Seat. Tenn. Technological University. Industrial cultural and education & shopping center for Upper Cumberland. U.S. Hwys. 70, I-40 & Corridor J (Hwy. 111), State Hwys. 42, 135, 136; 80 mi. E of Nashville; 100 mi. W of Knoxville; 80 mi. N of Chattanooga.

2 - TRANSPORTATION: Railroad-Nashville & Eastern.
Motor Freight Carriers-14.
Intercity Bus Line-Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 21,744; E&P 92 Est. 21,986
CZ-ABC: (80) 27,605
RTZ-ABC: (80) 20,085
County 90 Cen. 51,373; E&P 92 Est. 53,119
City & RTZ-ABC: (80) 47,690
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 8,129; E&P 92 Est. 8,219
CZ-ABC: (80) 9,202
RTZ-ABC: (80) 7,504
County 90 Cen. 17,095; E&P 92 Est. 17,676
City & RTZ-ABC: (80) 16,706

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$785,707,000

6 - PASSENGER AUTOS: Putnam County 60,000

7 - ELECTRIC METERS: City Residence 11,400

8 - GAS METERS: City Residence 3,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Apparel 1,066; Automotive 1,560; Food Proc. 1,409; Small Appliances 283; Heating Elements 450; Pre-washed Denim 468; Hydraulic Valves 247; Furn. Parts 160; Filtration Equip. 104; Inking 100. Av. Wkly. Wage $273.
Principal Industrial Pay Days-Fri.; 15th, 30th.

10 - CLIMATE: Mild Temp., mean 57; precipitation 51 1/2; 200-day growing season.

11 - TAP WATER: Soft, fluoridated.

12 - RETAILING: Principal Shopping Area-Broad St. between Willow and Washington, Spring St. between Willow and Maple, S. Jefferson between I-40 and 1st. St., Willow Ave. between I-40 and 1st St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Willow Tree(22)	NA	Roses, Eckerd, Sav-A-Lot
Towne Plz.(4)	NA	Radio Shack
Cockeville Mall(37)	NA	JCPenney, Peebles
North Side Ctr. (8)	NA	Northside, IGA, Super D
Village Ctr.(6)	NA	Village Foodtown
West Side Ctr. (20)	NA	Village Squire, McAdoo's, Dollar General
Cookeville Commons(10)	NA	K mart, Goody's
Jackson Sq.(5)	NA	Kroger, SupeRx
Green Acres(4)	NA	Green Acres, IGA
Red Food(4)	NA	Red Food, Auto Zone, Curtis Mathes

Principal Shopping Days-Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-McAdoo's; Roberson's; Washington Mfg. Co.; Sears (catalog); JCPenney; Peebles; Maddux & Proffitt.
Discount Stores-Wal-Mart; Odd Lots; Big Lots; K mart; Dollar General; Roses.
Chain Drug Stores-Super D; Eckerd; SupeRx; Kroger; Medicine Shoppe Phcy.; Wal-Mart Phcy.
Chain Supermarkets-Kroger; Red Food; Super Valu; Drive-In Markets: 7-Eleven; Kwik-Stop 2; IGA; Lickity Split; Minit Mart; Get & Go; Kwik 'N Ezy.
Other Chain Stores-Shoes: Payless, Pic 'N Pay, Kinney's; Paints: Dutch Boy, Sherwin-Williams, Porter, Pittsburgh Olympic, Martin-Senour; Auto Supply: Goodyear, Goodrich, One Price Tire Store, Auto Zone; Jewelry & Optical: Horner-Rauch, Cumberland Vision Care; Clothing: Goody's; Marshalls,

Artley's, Brooks Fashions, CM Clothing, Handmacher, Cato; Other: Hancock Fabric, Singer Co., Orkin, Radio Shack, Roto-Rooter.

14 - NEWSPAPERS: HERALD-CITIZEN (e-mon to fri) 9,979; (S) 11,796; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Allan Profant, Adv. Dir., HERALD-CITIZEN, 124 S. Dixie; PO Box 2729, Cookeville, TN 38502; Tel. (615) 526-9715.

National Representative: Papert Companies.

DYERSBURG

1 - LOCATION: Dyer County, E&P Map A-2, County Seat. 13 mi. E of Mississippi River; 78 mi. NE of Memphis; 165 mi. W of Nashville; 230 mi. S of St. Louis. On U.S. Hwys. 51, 412; I-155; State Hwys. 3, 20, 78, 104.

2 - TRANSPORTATION: Railroads-Illinois Central Gulf (Piggy back); Amtrak (passenger); Tenn-Ken R.R.

Motor Freight Carriers-15.

Intercity Bus Line-Greyhound.

Airlines-Municipal Airport, Flight Service Station.

3 - POPULATION:

Corp. City 90 Cen. 16,317; E&P 92 Est. 16,409
CZ-ABC: (80) 15,856
RTZ-ABC: (80) 35,178
County 90 Cen. 34,854; E&P 92 Est. 35,420
City & RTZ-ABC: (80) 51,034

4 - HOUSEHOLDS:

City 90 Cen. 6,100; E&P 92 Est. 6,134
CZ-ABC: (80) 6,089
RTZ-ABC: (80) 12,436
County 90 Cen. 12,933; E&P 92 Est. 13,143
City & RTZ-ABC: (80) 18,525

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$480,927,344

6 - PASSENGER AUTOS: Dyer County 29,550

7 - ELECTRIC METERS: Residence 12,187

8 - GAS METERS: Residence 8,866

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Knitted Textiles 1,000; Molded Sponge Rubber; Custom Mixing; Thermoplastic Proc.; Rubber Roll Roofing 1,275; Exhaust System Clamps; Ammunition Metal Parts; Auto Steering Stabilizers 310; Lighting Fixtures 135; Materials & Ready Mixed Concrete 75; Transformers 193; Steel Doors 90; Printing 538.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-75; Summer 68-98; Fall 60-80; Winter 10-70.

11 - TAP WATER: Alkaline.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Dyersburg Sq.(6)	2	Payless, Reliable Heilig-Meyers
Green Vlg.(20)	2	Walgreens, Chandler Furn.
Forcum Oaks(8)	2	Sunpoint, Dyersburg, Uniform Shop,
Northgate(12)	2	Fantastic Sam's
Dyersburg Mall(43)	2	Penney's, Peebles, Maurice's, Cato, Radio Shack

Principal Shopping Days-Mon., Fri., Sat.

Stores Open Evenings-Mon., Sat.

13 - RETAIL OUTLETS: Department Store-JCPenney.

Variety Store-Ben Franklin.

Chain Drug Store-Reliable.

Discount Stores-Wal-Mart; K mart.

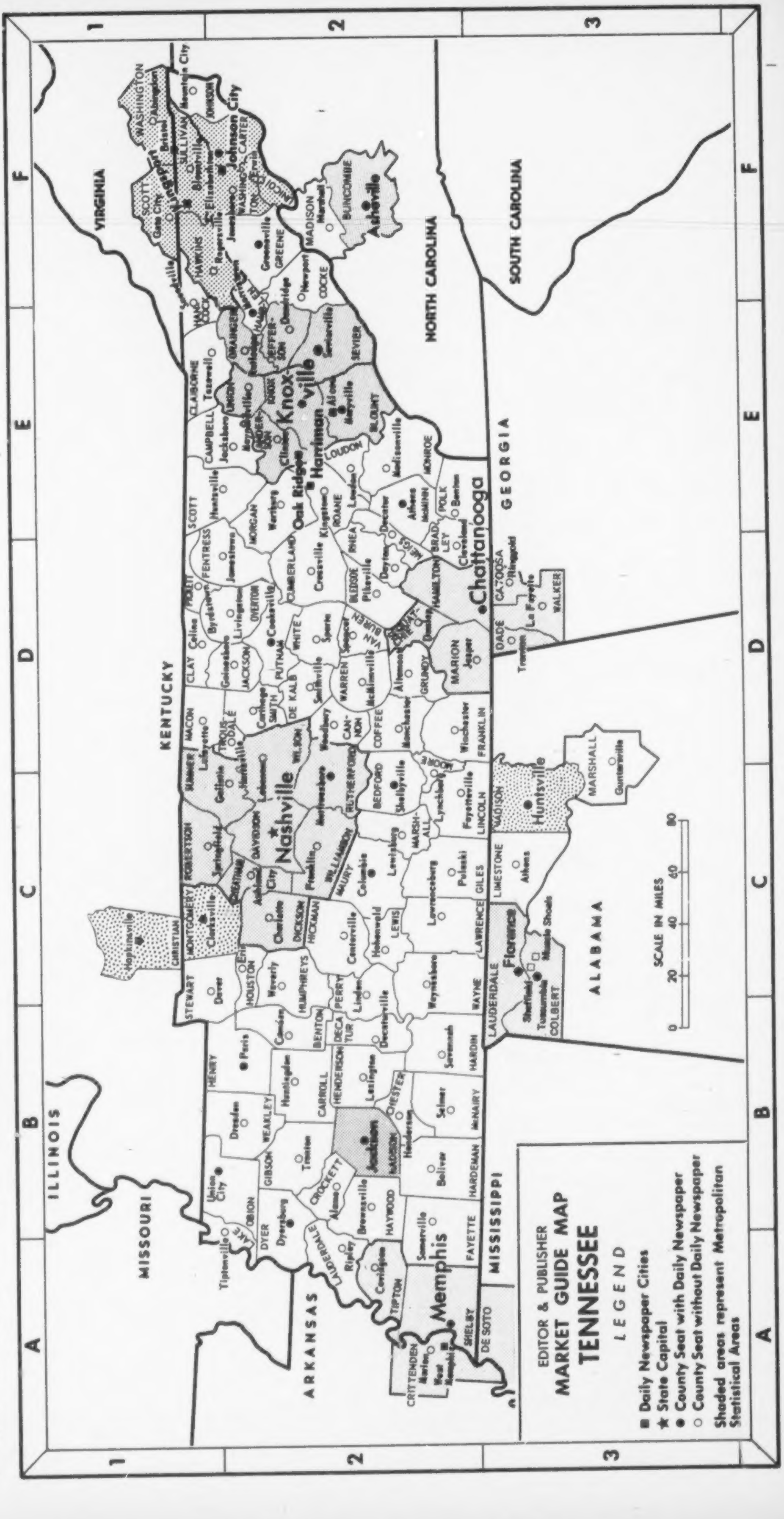
Chain Supermarkets-Kroger; Payless; Save-A-Lot; Hays; Warehouse Foods.

Other Chain Stores-Brad Ragan; Firestone; B.F. Goodrich; Hancock Fabrics; Sears (catalog); Peebles.

14 - NEWSPAPERS: STATE GAZETTE (e-mon to fri) 8,525; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Ruby Alford, Adv. Dir., STATE GAZETTE, Hwy. 511-Bypass; PO Box 808, Dyersburg, TN 38024; Tel. (901) 285-4091.

National Representative: Landon Associates.


EDITOR & PUBLISHER
MARKET GUIDE MAP
TENNESSEE
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0
20
40
60
80
KENTUCKY
VIRGINIA
NORTH CAROLINA
SOUTH CAROLINA
GEORGIA
ALABAMA
MISSISSIPPI
ARKANSAS
MISSOURI
ILLINOIS
Memphis
Nashville
Knoxville
Chattanooga
Jackson
Johnson City
Kingsport
Bristol
Oak Ridge
Clarksville
Huntsville
Florence
Asheville
Dyersburg
A
B
C
D
E
F
1
2
3

ELIZABETHTON

1 - LOCATION: Carter County, (In Johnson City-Kingsport-Bristol, TN-VA MSA), E&P Map F-2. County Seat. Industrial center; in heart of Appalachians. On U.S. Hwys. 19E, 321; State Hwys. 67, 91; 20 mi. from Bristol, TN-VA; 5 mi. from Johnson City; 104 mi. from Knoxville.

2 - TRANSPORTATION: Railroad-ET&WNC.
Motor Freight Carriers-4.
Airlines-USAir; American Eagle; Atlanta SE; ComAir; Eastern Metro Express; WRA.

3 - POPULATION:
Corp. City 90 Cen. 11,931; E&P 92 Est. 11,831
County 90 Cen. 51,505; E&P 92 Est. 52,811
MSA 90 Cen. 436,047; E&P 92 Est. 440,483
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 4,460; E&P 92 Est. 4,423
County 90 Cen. 19,342; E&P 92 Est. 19,833
MSA 90 Cen. 162,821; E&P 92 Est. 164,446

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$238,750,000
Savings & Loan	3	$288,656,000

6 - PASSENGER AUTOS: Carter County 45,317

7 - ELECTRIC METERS: Residence 18,490

8 - GAS METERS: Residence 2,000

9 - PRINCIPAL INDUSTRIES: Corrugated Boxes; Furn.; Undergarments; Musical Strings; Rayon Yarn & Fabric for Tires; Rayon Knit Cloth; Vycron (Polyester); Rayon Staple & Tow; Chemical Research; Bldg. Blocks; Industrial Tool Mfg.; Air Filters; Aluminum Extrusions; Sportswear. Employment: Mfg. 5,500; Ret. 1,500; Trans. 88; Whol. 100; Servs. 1,000.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-67; Summer 63-85; Fall 45-69; Winter 34-55. First killing frost, Nov.; last killing frost, Mar.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Centers-8 blocks on Elk Ave.; 4 on E. St.; 1 on F St.
Neighborhood Shopping Centers-Paramount and Westtown Sq.; Shpg. Ctrs. on W. Elk Ave.; Bemberg Shpg. Ctr.; Betsytowne Shpg. Ctr.
Principal Shopping Days-Dept. stores-Mon., Fri., Sat.; Food-Tues., Wed., Fri., Sat.
Stores Open Evenings-Dept.-Fri.; Food-Every night until 7 except Fri.; Shpg. Ctrs. until 9 p.m.

13 - RETAIL OUTLETS: Department Store-Ira A. Watson.
Variety Stores-Dollar Stores; Family Dollar.
Discount Stores-Wal-Mart; Roses; Big Lots.
Chain Drug Stores-Begley Drug; Burgie's (McKesson) Rexall; Revco.
Chain Supermarkets-Winn-Dixie; Food Lion; Whites; Publix.
Other Chain Stores-Heilig-Meyers; Firestone; Free Service Tire (Goodyear); Advance; Goodrich; Women's Apparel: Edna's; George-Carols Ltd.; Cato; House of Fashions.

14 - NEWSPAPERS: STAR (e-mon to fri; S) 8,566; (S) 10,173; sworn Mar. 31, 1990.
Local Contact for Advertising and Merchandising Data: Harvey Prichard, Adv. Dir., STAR, 300 Sycamore St., Elizabethton, TN 37643; Tel. (615) 928-4151.
National Representative: Landon Associates.

GREENEVILLE

1 - LOCATION: Greene County, E&P Map F-2, County Seat. 59 mi. SW of Bristol; 65 mi. NE of Knoxville. On I-81, U.S. Hwys. 11E, 70 and 321; State Hwys. 34, 35, 70, 93, 172.

2 - TRANSPORTATION: Railroad-Norfolk Southern.
Motor Freight Carriers-43.
Intercity Bus Lines-Tennessee; Queen City; Greene Coach; Trailways.

3 - POPULATION:
Corp. City 90 Cen. 13,532; E&P 92 Est. 13,419
CZ-ABC: (80) 14,097
RTZ-ABC: (80) 41,146
County 90 Cen. 55,853; E&P 92 Est. 57,248
City & RTZ-ABC: (80) 55,243

4 - HOUSEHOLDS:
City 90 Cen. 5,059; E&P 92 Est. 5,016
CZ-ABC: (80) 5,447
RTZ-ABC: (80) 14,019
County 90 Cen. 20,607; E&P 92 Est. 21,122
City & RTZ-ABC: (80) 19,466

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$191,481,000
Savings & Loan	3	$93,980,053

6 - PASSENGER AUTOS: Greene County 42,373

7 - ELECTRIC METERS: Residence 26,540

8 - GAS METERS: Residence 774

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Electronics 4,500; Tobacco 800; Dairy 500; Textile 400; Furn. 450; Metal Working 2,000; Chem. 350; Tool & Die 700; Paper Prods. 800; Other 1,000.

10 - CLIMATE: Min. & Max. Temp.-27-87.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Greeneville Commons; Parks-Belk; JCPenney; Goody's; K mart.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Easterly Plz.	2	Wal-Mart
Eastgate(12)	2	Watson's, White's Discount Foods, Revco
Food City(10)	2	Begley Drugs, Food City
West Greene	3	Food City, Atchley Drug, Family Dollar
Spencer Sq.	NA	J&R Drug
Greeneville Plz.	2	Food Lion, Revco
Greeneville West Plaza	3	Ingles, Revco
Towne Sq. Ctr.	NA	Piggly Wiggly, Woolworth, Dollar General, TSC
Greeneville Sq.	NA	Revco, Winn-Dixie

Principal Shopping Days-Fri., Sat., Tues.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Parks-Belk; Watson's; Goodys Family Clothing, Cato II.
Discount Stores-Wal-Mart; K mart; TSC Superstore.
Variety Stores-Woolworth; Dollar General; Family Dollar.
Chain Drug Stores-Revco; Begley Drugs.
Chain Supermarkets-Winn-Dixie; Ingles 2; Food City 2; Food Lion; Piggly Wiggly; White's Discount Foods.

14 - NEWSPAPERS: SUN (e) 14,831; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: John E. Cash, Adv. Dir., SUN, PO Box 1630, Greeneville, TN 37744; Tel. (615) 638-4181.
National Representative: Landon Associates.

JACKSON

1 - LOCATION: Madison County, E&P Map B-2. Mfg., medical, college, farming and trade center for Western TN. Midwest portion of state 85 mi. NE of Memphis; 125 mi. SW of Nashville. On U.S. Hwys. 45, 70, I-40; State Hwys. 1, 5, 18, 20.

2 - TRANSPORTATION: Railroads-Norfolk Southern; CSX.
Motor Freight Carriers-37.
Intercity Bus Lines-Greyhound; Gulf Transport.
Airline-Northwest Airlink.

3 - POPULATION:
Corp. City 90 Cen. 48,949; E&P 92 Est. 48,913
CZ-ABC: (80) 58,072
RTZ-ABC: (80) 220,857
County 90 Cen 77,982; E&P 92 Est. 80,211
City & RTZ-ABC: (80) 278,929

4 - HOUSEHOLDS:
Corp. City 90 Cen. 18,299; E&P 92 Est. 18,285
CZ-ABC: (80) 21,178
RTZ-ABC: (80) 77,730
County 90 Cen. 28,402; E&P 92 Est. 29,213
City & RTZ-ABC: (80) 98,908

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: Madison County 59,921

7 - ELECTRIC METERS: Residence 21,843

8 - GAS METERS: Residence 15,792

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Mfg. 8,200; Lumber & Hardware 800; Ceramic Tile 542; Bldg. Materials 124; Aluminum Prods. 338; Chem. 80; Ptg. & Pub. 290; Carbonated Bev. 250; Power Tools 631; Misc. Mfg. 481; Sheeting for Bags 570; Dairy, Food Farm Prods. 600; Dresses 480; Frozen Foods 500; Food Prods. 1,301; Plastic Pipe 200; Furn. Mfg. 132; Pkg. 621; Automotive Parts 505; Printing 200; Reinforced Steel 260.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-79; Summer 64-105; Fall 22-85; Winter 2-54. Frost-free period-Apr. 6-Oct. 23.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown 10 blocks, 48 stores.
Neighborhood Shopping Centers-Highland Park-9; Highland & Campbell Sts.; E. Chester-6 ; E. Chester St. at city Limits; Hollywood on Hollywood Dr.-10; South Gate-10; Hwy. 45N; Knight Sq.-7. Hwy. 45 N; Casey Jones Vlg.-8; Hwy. 45 Bypass.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Old Hickory Mall(66)	4	Goldsmiths, JCPenney, Sears, Parks-Belk
Jackson Plz.(13)	4	Service Mdse.
Oak Hill(4)	4	Hays Super Whse.
Hamilton Hills (14)	4	Arby's, Tempo, Heilig-Meyers
South Gate(5)	3	Dollar General, Piggly Wiggly
Hollywood(6)	2	E.W. James, Fred's
Madison South (15)	3	Liberty
Highland Park(5)	NA	Highland Park Food
McKnight Sq.(5)	4	Goodyear
Casey Jones Vig.	10	Old Country Store
North Plz.(15)	5	Wal-Mart, Reliable, Super Valu
K mart Ctr.(2)	6	K mart, Kroger
Bemis Sq.(12)	3	Wal-Mart, Kroger

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Shopping Centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Kisber's; Parks-Belk; Goldsmiths.
Discount Stores-K mart; Dollar General; Super D; Wal-Mart 2; Big Lots.
Variety Stores-Woolworth; Fred's.
Chain Drug Stores-Walgreens; Super D 2; Rexall 3; Reliable.
Chain Supermarkets-Piggly Wiggly; Liberty 2; Camp's; Kroger 3; Q-Mart 10; E.W. James; Hays Superwarehouse 2; Super Valu.
Other Chain Stores-Firestone; Goodyear; Western Auto; Mam'selle; Singer Co.; Hancock Fabrics; Wickes Lumber; Lowe's Lumber; Heilig-Meyers.

14 - NEWSPAPERS: SUN (e-mon to fri) 36,125; (S) 41,445; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Robert M. Blake, Adv. Dir., SUN, 245 W. Lafayette, Jackson, TN 38301; Tel. (901) 427-3333.
National Representative: Gannett National Newspaper Sales.

JOHNSON CITY

1 - LOCATION: Washington County (In Johnson City-Kingsport-Bristol, TN-VA MSA). E&P Map F-2. 22 mi. SW of Bristol; 97 mi. from Knoxville; 65 mi. NE of Asheville, NC shopping center; manufacturing; wholesale grocery, drug and hardware center; medical center; college center; medical school; VA hospital mountain home. On Hwys. 11E, 19W, 36, 137, 321, 411, I-81 and I-181.

2 - TRANSPORTATION: Railroads-Southern; Seaboard Coastline.
Motor Freight Carriers-17.
Intercity Bus Lines-Trailways; Greene Coach Tours.
Airlines-Delta; USAir; Appalachian Flying Service (Charter); Tri City Aviation; Tennessee Airways; ASA.

3 - POPULATION:
Corp. City 90 Cen. 49,381; E&P 92 Est. 50,516
CZ-ABC: (80) 60,764
RTZ-ABC: (80) 107,164
County 90 Cen. 92,315; E&P 92 Est. 94,833
City & RTZ-ABC: (80) 167,928
MSA 90 Cen. 436,047; E&P 92 Est. 440,483
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 18,460; E&P 92 Est. 18,884
CZ-ABC: (80) 21,528
RTZ-ABC: (80) 37,932
County 90 Cen. 32,653; E&P 92 Est. 33,543
City & RTZ-ABC: (80) 59,460
MSA 90 Cen. 162,821; E&P 92 Est. 164,446

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$523,614,855
Savings & Loan	5	$672,227,739

6 - PASSENGER AUTOS: Washington County 75,874

7 - ELECTRIC METERS: Residence 50,982

8 - GAS METERS: Residence 8,306

9 - PRINCIPAL INDUSTRIES: Hardwood Flooring; Metal Prods.; Brick; Concrete Blocks; Baking Prods.; Tool Mfg.; Food Prods.; Women's Lingerie; Men's Trousers; Men's-Women's Clothing; Textiles; Texas Instruments Thermostats; Auto Wheels; Paint Rollers & Trays; Fine Furn.; Auto Brakes & Parts; Plastics; Elect. Heaters; Water Tanks; Mattresses; Dairy Prods.; Bottler's Sheet Metal Prods.; Electronic & Appliance Components; Aluminum Windows; Doors; Cement Prods.; Hospital Supplies; Flour; Meal; Pipes & Valves; Chemicals; Gaskets; Surgical Supplies; Steel Cabinets; Metal Fab.; Tub & Showers; Cheese; Payroll $65,000,000 annually. 14,500 employees.
Principal Pay Days-Wkly.; 1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-85; Summer 54-90; Fall 35-80; Winter 5-79.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-12 blocks on Market St.; 9 on Main; 3 on Wilson Ave.; 3 blocks on Oakland at Bristol and Kingsport Highways.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Central(30)	NA	Anderson's, Wallace Shoes
K mart Plaza(6)	3	K mart, Revco
Ken's Plz.(6)	5	Rex, Big Lots, Winn-Dixie
Hills Plz.(4)	3	Hills, Kroger, Begley Drug
The Mall(80)	3	Parks-Belk, Sears, Miller's, JCPenney
Wal-Mart(1)	4	Wal-Mart
Lowe's(1)	4	
Shopper City(6)	5	Food Lion, Food City
Southside Plz.(5)	2	Food Lion, Revco
Center South(7)	1	Kroger, K mart, SupeRx
Food City Plz.(5)	2	Food City

Principal Shopping Days-Dept. Stores: Mon., Thur., Fri., Sat.; Food: Thur., Fri., Sat.

Stores Open Evenings-Fri., Mon.; Shopping centers nightly.

13 - RETAIL OUTLETS: Department Stores-Parks-Belk; Sears; Nettie Lee; JCPenney; Miller's; Goody's.

Variety Store-McCrory.

Discount Stores-K mart; Hills; Wal-Mart; Big Lots.

Chain Drug Stores-SupeRx; Revco; Hills; Begley.

Chain Supermarkets-Food Lion 4; Kroger 2; Publix; Winn-Dixie 2; Food City 2; Coastal Mkts.

Other Chain Stores-Sears; Singer Co.; Advance Auto Access; Firestone; Heilig-Myers Furn.; Auto Zone; Free Service Tires; Zales; Ormonds; Chess King; Foxmoor; Brooks; Spencer's Gifts; Sherwin-Williams; Lerner; Butler Shoes; Endicott-Johnson; Hofheimer's Shoes; Boy & Girl Shop; Gateway Books; Motherhood Maternity; Famous Footwear; Auto Shack.

14 - NEWSPAPERS: PRESS (m) 29,861; (S) 32,462; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Bill J. Breeden, Sales & Mktg. Dir., PRESS, 204 W. Main St.; PO Box 1717, Johnson City, TN 37601; Tel. (615) 929-3111.

National Representative: Branham/Newspaper Sales.

KINGSPORT

1 - LOCATION: Sullivan County. (In Johnson City-Kingsport-Bristol, TN-VA MSA). E&P Map F-1. Industrial center in the upper eastern tip of state; 95 mi. E of Knoxville. On U.S. Hwys. 11W, 23; I-81 State Hwy. 81.

2 - TRANSPORTATION: Railroads-CSX Corp.; Norfolk Southern.

Motor Freight Carriers-17.

Intercity Bus Lines-Washington County Bus; Trailways; Suburban; Greyhound; S.W. Coach; Green Coach; Baileyton Bus.

Airlines-Piedmont; USAir; American Eagle; ASA-Delta; Eastern Metro; Tennessee Airways.

3 - POPULATION:

Corp. City 90 Cen. 36,365; E&P 92 Est. 37,233
CZ-ABC: (80) 93,901
RTZ-ABC: (80) 147,169
County 90 Cen. 143,596; E&P 92 Est. 143,561
MSA 90 Cen. 436,047; E&P 92 Est. 440,483
City & RTZ-ABC: (80) 241,070

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 13,594; E&P 92 Est. 13,919
CZ-ABC: (80) 34,126
RTZ-ABC: (80) 50,538
County 90 Cen. 54,049; E&P 92 Est. 54,035
MSA 90 Cen. 162,821; E&P 92 Est. 164,446
City & RTZ-ABC: (80) 84,664

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: Sullivan County 128,811

7 - ELECTRIC METERS: Residence 31,002

8 - GAS METERS: Residence 3,154

9 - PRINCIPAL INDUSTRIES: Chem.; Printing; Paper; Cotton Cloth; Glass; Leather Belting; Munitions; Oxygen; Bookbinding; Corrugated Cartons; Trucking; Brick. Est. Local Payroll $363,220,000.

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-92; Summer 45-100; Fall 4-90; Winter 5-76. First killing frost, Nov. 1; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, medium; fluoridated.

12 - RETAILING: Principal Shopping Centers-16 blocks on Broad, Center, Market, Commerce, Cherokee, Sullivan and Main Sts.; Kingsport's Golden Mile, 2 mi. on E. Stone Dr. from Lynn Garden Dr. to John B. Dennis By-Pass; Fort Henry Mall, Fort Henry Drive.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Fort Henry Mall (75)	3	Parks-Belk, Sears, JCPenney, Hess's
Greenacres(12)	3	Oakwood Mkt.
Kings Giant Plaza(16)	1	Radio Shack, Food Lion, Revco
Kingsport Mall (36)	3	Hills, Mont. Ward, K mart, Heilig-Meyers
Midtown(22)	1	Oakwood
Parkway Plz.(6)	NA	Food Country, Begley
Southland(4)	NA	Food Lion, Revco, Big Lots
Colonial Hts.	NA	Food Lion, Ingles, Oakwood, Wal-Mart, Rex TV & Appliance
Mt. Carmel	NA	Winn-Dixie, Eckerd, Ben Franklin

Principal Shopping Days-Mon. through Sat.; Groceries-Mon., Sat.

Stores Open Sundays-K mart; Wal-Mart; Hills; Montgomery Ward; Revco; Food City; Kroger; Begley; Sears; JCPenney; Food Lion Mkt.; Parks-Belk; Hess's; Winn-Dixie; Oakwood Mkts.

13 - RETAIL OUTLETS: Department Stores-Hess's; JCPenney; Parks-Belk; Montgomery Ward; Sears.

Discount Stores-Wal-Mart; Hill's; K mart; Service Merchandise; Brendle's.

Variety Stores-Woolworth; Family Dollar; Dollar General; Ben Franklin.

Chain Drug Stores-Revco 3; Begley Drugs.

Chain Supermarkets-Food Lion 4; Oakwood 5; Minute Mkts. 9; Kroger; Food City 4; 7-Eleven 9; Winn-Dixie 2; Ingles.

Other Chain Stores-Jewel Box; Goodrich; Auto Zone; Free Service Tire, Heilig-Meyers; Advance Store 2; Dollar General; Sterchi; Zales; Pic 'N Pay; Singer Co.; Glidden Paint; Sherwin-Williams; Lowe's; Pittsburgh Paints; Paty Lumber; New York Carpet; Lerner; B. Dalton Booksellers; General Nutrition; Burlington; Radio Shack; Rex Electronics.

14 - NEWSPAPERS: TIMES-NEWS (all day-mon to fri) 45,676; (m-sat) 43,620; (S) 47,406; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Keith Wilson, Adv. Dir, TIMES-NEWS, 701 Lynn Garden Dr., Kingsport, TN 37662; Tel. (615) 246-8121.

National Representatives: Landon Associates; Branham/Newspaper Sales.

DAILY NEWS (m-mon to thur; wknd) 2,200; sworn Mar. 10, 1991.

Local Contact for Advertising and Merchandising Data: Steve Dykes, Adv. Mgr., DAILY NEWS, 320 E. Sullivan St., Kingsport, TN 37660; Tel. (615) 246-4800.

National Representative: None.

KNOXVILLE

1 - LOCATION: Knox County (MSA). E&P Map E-2. County Seat. Industrial, wholesale, and energy center. At the junction of the Holston and French Broad Rivers, which form Loudon Lake of TVA System (Tennessee River); 112 mi. from Chattanooga; 285 mi. S of Cincinnati OH; 198 mi. E of Nashville; 191 mi. N of Atlanta, GA; U.S. Hwys. 11, 25W, 70, 129, 441, I-40, I-75, I-81; State Hwys. 33, 71, 127, 139.

2 - TRANSPORTATION: Railroads-Southern; Louisville & Nashville (L&N).

Motor Freight Carriers-39.

Intercity Bus Lines-Knoxville Transit Corp. (City); Suburban; Greyhound; Trailways.

Airlines-United, Delta; Tenn. Airways; American Eagle; ComAir; Metro Express; USAir; TWE; United Express.

3 - POPULATION:

Corp. City 90 Cen. 165,121; E&P 92 Est. 163,139
CZ-ABC: (80) 252,520
RTZ-ABC: (80) 739,539
County 90 Cen. 335,749; E&P 92 Est. 345,679
MSA 90 Cen. 604,816; E&P 92 Est. 624,549
City & RTZ-ABC: (80) 992,059

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 61,727; E&P 92 Est. 69,987
CZ-ABC: (80) 95,466
RTZ-ABC: (80) 258,192
County 90 Cen. 139,896; E&P 92 Est. 144,033
MSA 90 Cen. 245,936; E&P 92 Est. 253,932
City & RTZ-ABC: (80) 353,658

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$1,594,000,000
Savings & Loan	7	$788,719,000

6 - PASSENGER AUTOS: Knox County 255,100

7 - ELECTRIC METERS: Residence 140,685

8 - GAS METERS: Residence 23,163

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textiles 3,200 ($225); Food 4,100 ($270); Stone & Clay Prods. 1,600 ($332); Apparel 7,600 ($261); Mach. 2,700 ($375).

Principal Industrial Pay Days-Fri., 1st, 15th., 26th.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-84; Summer 44-93; Fall 25-90; Winter 11-69. First killing frost, Oct. 20; last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Gay St.; 2 on Market St.; 1 on Clinch; 1 on Henley St.; 1 on State St.

Neighborhood Shopping Centers-1 on Chapman Hwy. at Colonial Vlg.; 1 on Kingston Pike at Bearden; 1 on Kingston Pike at West Hills; 2 on Kingston Pike at Lyons View Rd.; 1 on Kingston Pike at Morrell Rd.; 1 on Kingston Pike at Winston Rd.; 1 on Kingston Pike at Walker Springs Rd.; 1 on Kingston Pike at Cedar Bluff Rd.; 1 on Kingston Pike at Downtown West Blvd.; 1 on Executive Park Dr. at Cedar Bluff Rd.; 1 on Kingston Pike Love 11 Rd., 1 on Broadway at Edgewood; 1 on Broadway at Mineral Springs; 1 on Broadway at Cecil St.; also at Hillcrest; one on Broadway at Tazwell Pike; 2 on Magnolia; 2 on Clinton Hwy.; 2 on Oak Ridge Hwy.; 1 on Asheville Hwy. at Yankee St.; 1 on Maynardville Pk. at Norris Freeway; 1 on Maynardville Pk. at Doris Circle; 1 on Northshore Dr.; 1 on I-40 at Cedar Bluff, Washington Pike at I-640; Western Ave. at I-640.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bearden(24)	6	
Broadway(28)	3	Kroger, Food City
Broadway Sq.	6	Revco
Black Oak	10	K mart, Kroger
Chapman Hwy.(15)	12	K mart, Kroger
Clinton Hwy.(15)	6	K mart, Revco, Winn-Dixie
Plaza(18)	9	Kroger, Winn-Dixie
Holston(18)	4	Hall-Brown, Food City
Kingston(10)	4	Long's, Food City
Northgate(7)	5	Winn-Dixie, Revco, Food City
Southgate(12)	7	Food City
Suburban(27)	8	Toys 'R' Us
West Haven(15)	7	
Western Plz.(33)	3	Hall-Brown
West Town(90)	8	Hess's, JCPenney, Proffitt's, Sears
Walker Springs(8)	12	Kroger, SupeRx
Cedar Springs	10	Winn-Dixie, Revco
Cedar Bluff	10	Food City
Knox Plz.	4	Kroger, SupeRx
Halls(10)	10	
Hall's Plz.(11)	10	Winn-Dixie, Revco
East Towne Mall	8	Hess's, Proffitts, JCPenney, Sears, Serv. Mdse.

Principal Shopping Days-Department Stores-Sun., Mon., Fri., Sat.; Foods-Thur., Fri., Sat.

Stores Open Evenings-Dept.-Mon., Thur.; Sears, Discount Stores and West Town-Mon through Sat.; Food-Every night until 9 p.m.

Stores Open Sundays-Some food & supermarkets; K mart; West Town Mall; East Towne Mall.

13 - RETAIL OUTLETS: Department Stores-Hess's 5; Sears 4; JCPenney 6; Ira A. Watson 2; Proffitt's 5; Hills 3.

Discount Stores-K mart 11; Service Mdse. 2; Target 2; Wal-Mart 5.

Variety Stores-Woolworth, Emery.

Chain Drug Stores-Revco; SupeRx 7; Begleys; Walgreens 2; Rite Aid 2.

Chain Supermarkets-Kroger 15; Winn-Dixie 8; A&P; Ingles 5; Bi-Lo 3; Pilot 12; Red Foods 2; Food Lion 4; Food City 30.

Other Chain Stores-Firestone; Western Auto; Sterchi's Furn.; National Shirt; Lerner; Shoes: Hill Bros., Hardy, Jarman, Bell Bros., Kinney's, Baker's; Zales Jewelers; Richman Bros.; General Nutrition; Hickory Farms; Merle Norman; Brooks Fashions; Casual Corner; Singer Co.; Lillie Rubin; Ups & Downs; Radio Shack.

14 - NEWSPAPERS: NEWS-SENTINEL (m) 104,545; JOURNAL (e) 40,946; NEWS-SENTINEL (S) 172,759; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Bruce Hartman, Adv. Dir., NEWS-SENTINEL and JOURNAL, PO Box 59038, Knoxville, TN 37950-9038; Tel. (615) 523-3131.

National Representative: Sawyer-Ferguson-Walker Co.

LEBANON

1 - LOCATION: Wilson County. (In Nashville MSA). E&P Map D-2. County Seat. Home of Cumberland Univ. 30 mi. NE of Nashville.

2 - TRANSPORTATION: Railroads-Nashville and Eastern Railroad Authority.

Bus Lines-Trailways; Greyhound.

Airlines-International Airport (17 mi.); Commercial Service, Lebanon Airport Center.

3 - POPULATION:

Corp. City 90 Cen. 15,208; E&P 92 Est. 15,875
MSA 90 Cen. 985,026; E&P 92 Est. 1,036,224
County 90 Cen. 67,675; E&P 92 Est. 71,334

4 - HOUSEHOLDS:

City 90 Cen. 5,685; E&P 92 Est. 5,935
County 90 Cen. 26,856; E&P 92 Est. 28,308
MSA 90 Cen. 400,468; E&P 92 Est. 421,154

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: Wilson County 64,636

7 - ELECTRIC METERS: Residence 7,557

8 - GAS METERS: Residence 3,479

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Blankets & Fabrics 253; Gears 665; Televisions & Microwave 650; Candy 135; Western Boots 455; Luggage 400; Rubber Seals 385; Pipe 123; Windows & Doors 200; Plastic 108.

10 - CLIMATE: Min. & Max. Temp.-Av. Min. 48; Av. Max. 72; Mild.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Village Ctr.(8)	NA	Auto Shack, Buckeye Drugs, Family Dollar, Save-A-Lot
Cedars Shpg Ctr.(14)	1	Steve's IGA, Winfrey's Jewelry, Mary Lee's
West Hills Shpg. (11)	2	Dick's Food Mart, Domino's Pizza, W. Waterbeds
Western Plz.(17)	3	SupeRx, Payless Shoes, Radio Shack, Goody's, K mart, Arby's, Big Lots
The Colony(6)	2	Lynn's Flowers
Lebanon Plz.(14)	3	Lebanon Floor Serv., Sears

Cedar Crest(16) Ctr.	2	Wal-Mart Discount, Behr's, Pic 'N Pay Shoes, TCBY Yogurt
West View Plz. (17)	3	Kroger, Cox's Jewelry, Fashion Boutique, Readmore Book, Ed's Shoes
Parkway Ctr.	NA	Klothes Tree
West Main Ctr.	NA	Corn Crib, Stone's, River Outlet

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-TN Woolen Mills Outlet; Stone's River Outlet.

Discount Stores-Fred's; Dollar General; Family Dollar; Wal-Mart; Cato; K mart; Goody's; Buckeye Drug.

Chain Drug Stores-Eckerd; SupeRx; Buckeye; Medicine Shoppe.

Chain Supermarkets-Kroger; IGA; Save-A-Lot; Piggly Wiggly.

Other Chain Stores-Goodyear; Sears (catalog); Sherwin-Williams; Ace Hardware; Lowe's; Radio Shack; Auto Shack; Payless Shoes; Texas Boot Outlet; US Women's Shoe Outlet; Pick & Pay Carpet; Pic 'N Pay Shoes; Pearle Vision; Goody's; Artley's; Big Lots.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 8,933; sworn Sept. 20, 1990.

Local Contact for Advertising and Merchandising Data: David Beasley, Adv. Mgr., DEMOCRAT, 402 N. Cumberland St.; PO Box 430, Lebanon, TN 37087. Tel. (615) 444-3952.

National Representative: Papert Companies.

MARYVILLE-ALCOA

1 - LOCATION: Blount County (In Knoxville MSA). E&P Map E-2. 15 mi. from Knoxville. On U.S. Hwys. 129, 321 & 411; State Hwys. 33, 35, 73 & 95.

2 - TRANSPORTATION: Railroads-SCL/L&N; Norfolk/Southern.

Intercity Bus Lines-Greyhound; Trailways; B&C.

Airlines-Delta; Republic; Tennessee; United; USAir; Atlantis; Eastern; Eagle; ComAir; Piedmont.

3 - POPULATION:

Corp. Cities 90 Cen. 25,608; E&P 92 Est. 25,860
  Alcoa 90 Cen. 6,400; E&P 92 Est. 6,306
  Maryville 90 Cen. 19,208; E&P 92 Est. 19,554
NDM-ABC: (80) 80,929
County 90 Cen. 85,969; E&P 92 Est. 89,287
MSA 90 Cen. 604,816; E&P 92 Est. 624,549

4 - HOUSEHOLDS:

Cities 90 Cen. 9,574; E&P 92 Est. 9,667
  Alcoa 90 Cen. 2,393; E&P 92 Est. 2,357
  Maryville 90 Cen. 7,181; E&P 92 Est. 7,310
NDM-ABC: (80) 29,291
County 90 Cen. 34,387; E&P 92 Est. 35,715
MSA 90 Cen. 245,936; E&P 92 Est. 253,932

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$693,746,000
Savings & Loan	2	(incl. above)

6 - PASSENGER AUTOS: Blount County 79,560

7 - ELECTRIC METERS: County 35,795

8 - GAS METERS: Residence 9,053

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees-Aluminum Smelting & Fab. 3,900; Engineering 50; Boats 400; Clothing 800.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-70; Summer 67-89; Fall 37-59; Winter 15-38.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Midland Ctr.	1	Winn-Dixie, Revco
Fair Park	2	Food Lion, Revco, Family Dollar
Brown's Creek	4	Food Lion
Foothills Mall (63)	2	
Foothills Plz.	2	Hills, Begley, Pic 'N Pay, Food Lion

Principal Shopping Days-Thur., Sat.

13 - RETAIL OUTLETS: Department Stores-Profitt's; JCPenney; Sears; Hess's.

Discount Stores-Sky City; Wynn's; K mart; Wal-Mart; Family Dollar; Hills.

Chain Drug Stores-Revco 2; SupeRx; Lowe's; Walgreens; Begley.

Chain Supermarkets-Winn-Dixie 2; Kroger; Food Lion 4; Red Foods; South Galaxy; Food City.

14 - NEWSPAPERS: TIMES (m-mon to fri) 21,554; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Gerald Garcia, Pub., TIMES, PO Box 9740, Maryville, TN 37802-9740; Tel. (615) 981-1100.

National Representative: Landon Associates.

MEMPHIS

1 - LOCATION: Shelby County (In Memphis, TN-AR-MS MSA), E&P Map A-2, County Seat. On Mississippi River between St. Louis, MO (305 mi.) and New Orleans, LA (394 mi.). Commercial, agribusiness and distribution center for the Mid-South area; College medical center, cotton and hardwood lumber markets.

2 - TRANSPORTATION: Railroads-Burlington Northern; Illinois Central Gulf Railroad; Louisville & Nashville; Missouri Pacific; Southern Pacific; Southern Railway System.

Motor Freight Carriers-200 motor freight companies; 100 freight terminals.

Intercity Bus Lines-Greyhound; Gulf Transport; Bridge Transit; Great Southern Coaches.

Airlines-American; Midway; United; Delta; TWA; USAir; Piedmont; Northwest; Federal Express; Flying Tiger; Airborne; Emery.

3 - POPULATION:

Corp. City 90 Cen. 610,337; E&P 92 Est. 635,215
NDM-ABC: (80) 913,472
Bal. in ADI-ABC: (80) 678,270
County 90 Cen. 826,330; E&P 92 Est. 862,840
MSA 90 Cen. 981,747; E&P 92 Est. 1,025,766
Total ADI-ABC: (80) 1,591,742

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 228,163; E&P 92 Est. 237,464
County 90 Cen. 309,722; E&P 92 Est. 323,406
MSA 90 Cen. 373,192; E&P 92 Est. 389,938
NDM-ABC: (80) 311,996
Bal. in ADI-ABC: (80) 225,537
Total ADI-ABC: (80) 537,533

5 - BANKS	NUMBER	DEPOSITS
Commercial	30	$1,966,913,000

6 - PASSENGER AUTOS: Shelby County 558,110

7 - ELECTRIC METERS: Residence 363,630

8 - GAS METERS: Residence 265,028

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees (MSA)-Gov't. 74,000; Constr. 19,100; Mfg. 61,700; Trans./Commun. 46,400; Whol. & Ret. Trade 124,700 Fin./Ins./R.E. 25,900; Servs. 107,700.

Principal Pay Days-15th, 30th, Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-62; Summer 70-100; Fall 50-74; Winter 20-51.

11 - TAP WATER: Neutral, hardness 52.3 PPM; flouridated.

12 - RETAILING: Principal Downtown Area is approx. 4 blocks x 12 blocks (Riverside Dr. to Fourth, Poplar Ave. to Vance Ave.).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastgate(56)	NA	Osco, Piggly Wiggly, Ike's
Factory Outlet (51)	15	Furn. Factory Outlet
Hickory Ridge (120)	18	Sears, Goldsmith's, M.M. Cohn, Dawahare, Dillard's
Laurelwood(20)	NA	M.M. Cohn, Sears, Walgreens
Mall of Memphis (156)	NA	JCPenney, Dillard's, Thalhimer's
Northgate(50)	NA	Kroger
Oak Court(10)	NA	Goldsmith's, Lord & Taylor
Park Pl. Mall	44	Loehmann's, Oshman,
Poplar Plz.(54)	NA	Dillard's, Kroger
Raleigh Springs (84)	12	Sears, JCPenney, Walgreens, Dillard's, Goldsmith's
Southgate(55)	NA	Osco, Kroger
Southland(70)	NA	Goldsmith's, Sears, M.M. Cohn

13 - RETAIL OUTLETS: Department Stores-M.M. Cohn 4; Goldsmith's 4; Sears 6; JCPenney 2; Dillard's 4; Thalhimer's; Lord & Taylor.

Discount Stores-Fred's 11; K mart 8; Target 4; Sam's Whol. 2; Wal-Mart 5.

Variety Stores-TG&Y Family Centers 2.

Chain Drug Stores-Walgreens 36; Osco 8; Super D 30.

Chain Supermarkets-Kroger 24; Seessel's 7; Big Star 18; Food Rite 12; Megamarket 4; Food Depot; Piggly Wiggly 8.

Other Chain Stores-Baker Shoes 4; Burk Hall Paint 4; Florsheim Shoe 4; Haverty Furn. 6; Thom McAn 3; Sherwin-Williams 6; Glidden 2; United Paint 10; Lerner 4; Firestone 15; Goodyear 9; National Tire Wholesale 3; Silo 4; Porter Paint 2; Ethan Allen; Kinney Shoes 4; Radio Shack 21; McDuff Electronics 4; Central Hardware 5; Lowe's Hardware 2; 84 Lumber 3; Butler's Shoes 3; Waldenbooks 3; Gordon's Jewelers 4; Hallmark 11; Circus World 3; Kay Bee Toy & Hobby Shop 2; Marshalls 2; B. Dalton 2; Children's Palace 2; Naturalizer Shoes 5; Payless Shoes 18; Payless Cashways 2; Circuit City 2.

14 - NEWSPAPERS: COMMERCIAL APPEAL (m-mon, tues, thur) 192,537; (m-wed) 209,995; (m-fri) 232,730; (m-sat) 229,544; (S) 289,444 Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Richard Remmert, Adv. Dir., THE COMMERCIAL APPEAL, 495 Union Ave., Memphis, TN 38103; Tel. (901) 529-2211.

National Representative: Sawyer-Ferguson-Walker Co.

MORRISTOWN

1 - LOCATION: Hamblen County, E&P Map E-2, County Seat. In the E Tennessee Valley, 38 mi. NE of Knoxville. On U.S. Hwys. 11E & 25E & 3 mi. from intersection of I-81 & 12 mi. to intersection of I-81 & I-40.

2 - TRANSPORTATION: Railroad-Norfolk/Southern (Main line, western terminus of the Carolina division).

Motor Freight Carriers-5.

Intercity Bus Lines-Continental Trailways; Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 21,385; E&P 92 Est. 21,725
CZ-ABC: (80) 38,308
RTZ-ABC: (80) 81,005
County 90 Cen. 50,480; E&P 92 Est. 51,732
City & RTZ-ABC: (80) 119,313

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 7,994; E&P 92 Est. 8,122
CZ-ABC: (80) 13,639
RTZ-ABC: (80) 27,689
County 90 Cen. 19,221; E&P 92 Est. 19,698
City & RTZ-ABC: (80) 41,328

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$272,000,000
Savings & Loan	4	$186,000,000

6 - PASSENGER AUTOS: Hamblen County 50,430

7 - ELECTRIC METERS: Residence City 10,879; (County 22,408)

8 - GAS METERS: Residence County 3,900

9 - PRINCIPAL INDUSTRIES: Poultry; Furn.; Upholstered, Wood & Commercial Furn.; Synthetic Fibers; Automotive Metal Prods.; Plastics; Printing; Rubber; 14,000 Mfg. employees.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 70-95; Fall 45-80; Winter 10-50.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
College Sq. Mall(40)	2	Sears, Penney's, Wal-Mart, Goody's, Radio Shack, Byrd's
Buffalo Trail(10)	4	Buffalo Trail Mkt.
Eastgate(12)	2	Winn-Dixie
Morristown Plz.(10)	14	Roses, Parks-Belk
Plz. Terrace(10)	1	Radio Shack
Radio Ctr.(30)	1	Teague Drugs, Knox Williams
Sky City	1	Ingles
Food City(15)	1	Bradley's Hdwe.

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Parks-Belk 2; JCPenney, Sears; Goody's.

Variety Stores-Eagle; Dollar Store; Roses.

Chain Supermarkets-Food Lion 2; Winn-Dixie 2; Food City 2; Buffalo Trail Mkt.; Ingles 2; Red Foods.

Discount Stores-K mart; Wal-Mart; Roses.

Chain Drug Stores-Revco 3; Freel's; Minnis; Begley 2.

Other Chain Stores-Western Auto; Singer; Firestone; Goodyear.

14 - NEWSPAPERS: CITIZEN TRIBUNE (e-mon to fri) 19,237; (S) 22,944, Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: C. Reece Sexton, Adv. Dir., CITIZEN TRIBUNE, 1609 W. 1st North St.; Box 625, Morristown, TN 37814; Tel. (615) 581-5630.

National Representative: Landon Associates.

MURFREESBORO

1 - LOCATION: Rutherford County (In Nashville MSA). E&P Map C-2. County Seat. Residential, education center (Middle Tennessee State Univ.); 32 mi. SE of Nashville; 115 mi. NW of Chattanooga; geographic center of state. On U.S. Hwys. 41, 70S, 231, I-24; State Hwys. 10, 96, 99.

2 - TRANSPORTATION: Railroad-CSX.

Motor Freight Carriers-2.

Intercity Bus Lines-Greyhound; Continental Trailways.

Airlines-Major airlines at Nashville Municipal Airport (26 mi.).

3 - POPULATION:

Corp. City 90 Cen. 44,922; E&P 92 Est. 47,337
CZ-ABC: (80) 32,845
RTZ-ABC: (80) 51,213
County 90 Cen. 118,570; E&P 92 Est. 127,880
MSA 90 Cen. 985,026; E&P 92 Est. 1,036,224
City & RTZ-ABC: (80) 84,058

4 - HOUSEHOLDS:

City 90 Cen. 16,793; E&P 92 Est. 17,696
CZ-ABC: (80) 11,517
RTZ-ABC: (80) 16,485
County 90 Cen. 44,168; E&P 92 Est. 47,636
MSA 90 Cen. 400,468; E&P 92 Est. 421,154
City & RTZ-ABC: (80) 28,002

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$1,888,000,000
Savings	5	$587,000,000

6 - PASSENGER AUTOS: Rutherford County 83,678

7 - ELECTRIC METERS: County Residence 49,401

8 - GAS METERS: Residence 7,876

9 - PRINCIPAL INDUSTRIES: Hospital Equip.; Hosiery; Motors; Elect. Heating Equip.; Dairy Proc.; Clothing; Folding Tables & Chairs; Tire Mfg.; Electric Signs; Corrugated Boxes; Pneumatic Trucks; Plastic Bags; Records; Lighters; Rail Car Mfg.; Form Printing; Food Mfg.; Boat Mfg; Truck & Car Mfg.

10 - CLIMATE: Av. Mean Temp.-60.

11 - TAP WATER: Neutral, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Jackson Heights(18)	NA	Baldwin Appl., Cato, Dollar General
Mercury Plz.(18)	NA	Roses, Peebles, Food Lion
Stones River Mall	NA	Wal-Mart, Goody's
Northside Plz.	NA	Haynes Hardware, Saveway Pharmacy
Stones River Plz.	NA	K mart, Big Lots, Walgreens
Outlets Limited Mall	NA	Haspel Old Mill Rack Room, Old Time Pottery
Plaza South	NA	Dollar General, Kroger
Northfield Crossing	NA	Piggly Wiggly, Eckerd
Georgetown Sq.	NA	Krogers, Hallmark
Northfield Court	NA	Red Food

Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Peebles; Sears.

Discount Stores-Wal-Mart; K mart; Roses; Fred's; Goody's, Walgreens.

Chain Drug Stores-SupeRx; Walgreens; Eckerd; Big B.

Chain Supermarkets-Bi-Rite; IGA 2; Kroger 2; Red Food; Food Lion; Piggly Wiggly.

14 - NEWSPAPERS: NEWS-JOURNAL (e) 14,812; (S) 16,752; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Angela Murphy, Adv. Dir., NEWS-JOURNAL, 224 N. Walnut St., Murfreesboro, TN 37130; Tel. (615) 893-5860.

National Representatives: Papert Companies; U.S. Suburban Press.

NASHVILLE

1 - LOCATION: Davidson County (In Nashville MSA). E&P Map C-2. State Capital. Industrial, financial, education, recreational and distribution center; river terminal; 6-spoke hub on Interstate Hwys.

2 - TRANSPORTATION: Railroads-CSX; Southern.

Motor Freight Carriers-Over 140.

Intercity Bus Lines-Continental Trailways; Greyhound; Tennessee Trailblazers.

Airlines-Eastern; American HUB; TWA; Republic; ComAir; USAir; Piedmont; Delta; Capitol; United; Pan Am; Northwest; South.

3 - POPULATION:

Corp. City 90 Cen. 487,973; E&P 92 Est. 512,443
NDM-ABC: (80) 713,217
County 90 Cen. 510,784; E&P 92 Est. 532,146
MSA 90 Cen. 985,026; E&P 92 Est. 1,036,224
Bal. in RTZ-ABC: (80) 138,274
Total NDM & Bal. in RTZ-ABC: (80) 851,491

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 182,420; E&P 92 Est. 191,567
NDM-ABC: (80) 255,260
County 90 Cen. 212,826; E&P 92 Est. 221,727
MSA 90 Cen. 400,468; E&P 92 Est. 421,154
Bal. in RTZ-ABC: (80) 47,028
Total NDM & Bal. in RTZ-ABC: (80) 302,288

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$6,800,245,000
Savings & Loan	7	(incl. above)

6 - PASSENGER AUTOS: Davidson County 374,400

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Printing; Paper Prods.; Hosiery; Stoves; Food Prods.; Glass; Appliances; Dacron; Barges; Boats; Tires; Music; Corfam; Tourism; Auto and Truck Mfg.; Health Services; Aircraft Wings.

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Av. Temp.-Winter 38; Summer 80. First killing frost, Oct. 22; last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Downtown Shopping Area-3 blocks on Union St.; 6 on Church St.; 5 on Broadway; 4 on Third Ave. North; 3 on Fourth Ave. North; 2 on Fifth Ave. N.; 1 on Sixth Ave. N.

Nearby Shopping Centers

-Bellemeade Plaza, Harding Rd. at Woodmont Blvd.; Bellevue Mall, Hwy. 70 S. at I-40; Hillsboro Village, 21st Ave. S. at Belcourt; Green Hills, Hillsboro Rd. at Abbott Martin Rd.; Green Hills Ct., at Hillsboro Rd.; Northgate, Clarksville Hwy.; Hickory Hollow, I-24 and Bell Rd.; Hickory Plaza, Murfreesboro Rd.; Due West, Gallatin Rd. and Due West; Westgate, Hwy. 100 at Harding Rd.; Madison Square, Gallatin Rd. near Madison; Old Hickory; Merry Oaks, Lebanon Rd. near McGavock; Elysian Fields, Nolensville Rd.; Donelson Plaza, Donelson; 100 Oaks, Thompson Lane & Powell Ave.; Harding Mall, Nolensville Rd. at Harding Rd.; Hillwood Plaza, Charlotte Pike at Old Hickory Blvd.; Rivergate at 2-Mile Pike; Lion's Head Village, White Bridge Rd. & Post Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belle Meade	6	Kroger
Old Hickory(10)	13	Sullivan's, Kroger
Westgate(12)	7	Super Valu
Green Hills(50)	6	Castner-Knott, Dillard's
Madison Sq.(27)	9	Peebles
Elysian Fields (6)	7	Steinmart
Seven Oaks	7	Hill Grocer
Merry Oaks	7	Kroger
Bellevue Mall	12	Castner-Knott, Dillard's
Donelson Plz. (22)	8	Castner-Knott
Harding Mall(38)	5	Castner-Knott
100 Oaks(90)	3	
Rivergate(98)	10	Castner's, JCPenney, Dillard's, Sears
Belle Meade(4)	NA	Moon Drug, Theatre
Charlotte Sq. (26)	NA	Wal-Mart
Due West	8	Food Max
Northgate	5	
Hickory Hollow (11)	15	Dillard's, Sears, Castner-Knott, JCPenney
Hickory Plz.(12)	8	Kroger, SupeRx
Lion's Head Vlg.	6	Target

Principal Shopping Days-Wed., Fri., Sat., Sun.

Stores Open Evenings-Mon.-Sat.

13 - RETAIL OUTLETS: Department Stores-Peebles; Castner-Knott; Dillard's; Sears; JCPenney; Marshalls; McClures; Upton's; Steinmart.

Discount Stores-K mart; Hills; Target; Wal-Mart.

Variety Store-Woolworth.

Chain Drug Stores-Wilson Quick; Walgreens; Rexall; SupeRx; Revco; Payless of Tenn.; Blankenship; Medicine Shoppe; Eckerd.

Chain Supermarkets-H.G. Hill; Kroger; Sunflower; Super Valu; Bi-Rite; Foodtown; Mega-Mart; Food Lion; Food Max; Red Foods; Cee Bee.

Drive-In Markets-EZ Food Shops; Jim Dandy; 7-Eleven; Stop-N-Go; Hot Stop; Quik Sak; Hot Stop/SDE.

Other Chain Stores-Central Hdwe.; Service Mdse.; Home Depot; Lowe's; Dollar General; Shoes: Hill Bros., Baynhams, Bakers, Burts, Bell Bros., Flagg Bros., Jarman, Florsheim, Family Booteries, The Athlete's Foot, Jensen, Banister, Foot Scene, Karls, Naturalizer, Payless, Stride Rite, Pic 'N Pay; Auto Supplies: Midas Mufflers, Karco, Western Auto, Auto Zone, Chief, Autowize, Firestone, Goodyear, Sears; Clothing: T.J. Maxx, Sears; Kuppenheimer, S&K, The Limited, Toggery; Jewelry & Optical: Zimms, Pearle, Lenscrafters, Milams, Horner-Rausch, Gordons, Kay, Zales; Furniture: Haverty's, Furniture Center, Rhodes; Others: Singer Co., Genesco Sales, Gus Meyer, Radio Shack, Heilig-Meyers, Payless Cashways, Silo, Handy City.

14 - NEWSPAPERS: BANNER (e) 62,675; TENNESSEAN (m) 134,607; (S) 268,554; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Bill Davis, Res. Dir., TENNESSEAN and BANNER, 1100 Broadway, Nashville, TN 37203; Tel. (615) 259-8000.

National Representative: Gannett National Newspaper Sales.

OAK RIDGE

1 - LOCATION: Anderson and Roane Counties (In Knoxville MSA). E&P Map E-2. In industrialized eastern part of state. 24 mi. from Knoxville; 65 mi. from Great Smoky Mountain National Park; 22 mi. from TVA Norris Dam. On U.S. Hwy. 25W, I-40, I-75; State Hwys. 58, 61, 62, 95; Known as The Atomic City. American Museum of Science and Energy located in Oak Ridge. Very high tech area.

2 - TRANSPORTATION: Railroads-2-CSX Transportation; Norfolk Southern.

Motor Freight Carriers-7.

Intercity Bus Lines-Greyhound; Trailways.

Airlines-Delta; Piedmont; American Eagle; Eastern Metro Express; Republic; USAir; Northwestern; ComAir; Trans World Express; United Express.

3 - POPULATION:

Corp. City 90 Cen. 27,310; E&P 92 Est. 27,240
CZ-ABC: (80) 27,662
RTZ-ABC: (80) 90,056
Counties 90 Cen. 115,477; E&P 92 Est. 116,852
  Anderson 90 Cen. 68,250; E&P 92 Est. 69,775
  Roane 90 Cen. 47,227; E&P 92 Est. 47,077
MSA 90 Cen. 604,816; E&P 92 Est. 624549
City & RTZ-ABC: (80) 117,718

4 - HOUSEHOLDS:

City 90 Cen. 10,209; E&P 92 Est. 10,183
CZ-ABC: (80) 11,021
RTZ-ABC: (80) 30,876
Counties 90 Cen. 45,476; E&P 92 Est. 46,030
  Anderson 90 Cen. 27,335; E&P 92 Est. 27,946
  Roane 90 Cen. 18,141; E&P 92 Est. 18,084
MSA 90 Cen. 245,936; E&P 92 Est. 253,932
City & RTZ-ABC: (80) 41,897

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$309,175,000
Savings & Loan	4	$125,566,000
Credit Union	9	$397,482,000

6 - PASSENGER AUTOS: Anderson County 72,167 (1988); Roane County 35,741 (1988)

7 - ELECTRIC METERS: Residence 11,858

8 - GAS METERS: Residence 5,128

9 - PRINCIPAL INDUSTRIES: Three major Federal (Department of Energy) installations involved in energy/conservation research and development and production of enriched uranium fuel for nuclear reactors. 14,900 employees, $633 av. wkly. wage.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-70; Summer 65-87; Fall 48-70; Winter 32-52. First killing frost, Oct. 30; last killing frost, Apr. 1.

11 - TAP WATER: Hardness = 7 + grains (Alkaline, Soft).

12 - RETAILING: Principal Shopping Center-2-Downtown Shopping Ctr.-on Oak Ridge Turnpike bet. Rutger Ave. and Tulane Ave. Modern Shopping (127 retail outlets, parks 4,000 cars); Crown American Mall-on Oak Ridge Turnpike bet. Laboratory Rd., Fairbanks Rd. and Emory Valley Rd. (4 major stores & 50 + shops, parks 2,500 cars).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Illinois Ave.(25)	1	Big Lots, K mart
Security Sq.(6)	2	Security Trust
Ridgeway Ctr.(30)	2	Sun Graphics
Grove Ctr.(15)	1	Yellow Cab, CATV, Sally, Grove Cinema
Jackson Sq.(45)	2	Watson's, Big Ed's Bruner's
Four Oaks Ctr. (24)	3	
Tri-County(15)	6	Goodwill, Cinema, White Stores, Family Dollar
Downtown(15)	NA	JCPenney, Hess's, Proffitt's, Wal-Mart
Crown American Mall(54)	5	4-Plus

Neighborhood Shopping Areas-Elm Grove, 5 miles on Fairbanks Rd.; Gleenwood, 8 miles on Alabama Ave.; Hilltop, 3 miles on Illinois Ave. at Outer Dr.; Pine Valley, 2 miles on New York Ave. at Utah Ave.; W. Village, 3 miles on Jefferson Circle at Jefferson Ave.; Woodland, 1 mile on North Western Ave.

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Hess's; JCPenney; Proffitt's; Sears; Watson's.

Variety Stores-McCrory; Woolworth.

Discount Stores-K mart; Goody's; Big Lots; Wal-Mart; Value Mart.

Chain Drug Stores-Eckerd; Revco.

Chain Supermarkets-A&P; Kroger; White; Ingle's; Winn-Dixie; Weigels 2; Mini-Mart 3; Minit Check; Pantry 2.

Other Chain Stores-Nettie Lee; Nancy Lynn Fashions; Merle Norman; Sherwin-Williams; Zales Jewelers; JoAnn Fabrics; Federal Bake Shop; Western Auto; Goodyear; Firestone; Sears; Otasco; Heilig-Meyers; Piece Goods Shop; Barrett Shoes; Pic 'N Pay Shoes; Radio Shack; Maurice; Fashion Bug; Uh-Oh Shops; Clark-Jones Music; Baskin-Robbins; Brooks Fashions; Endicott-Johnson; Pearle Vision Ctr.

14 - NEWSPAPERS: THE OAK RIDGER (e-mon to fri) 10,715; (S) 9,856; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Ray McKeithan, Adv. Mgr., THE OAK RIDGER, 785 Oak Ridge Turnpike; PO Box 3446, Oak Ridge, TN 37831; Tel. (615) 482-1021; FAX (615) 482-7834.

National Representative: Landon Associates.

PARIS

1 - LOCATION: Henry County, E&P Map B-2, County Seat. 130 mi. NE of Memphis; 105 mi. NW of Nashville.

2 - TRANSPORTATION: Railroad-Kentucky-West Tennessee.

Motor Freight Carriers-12.

3 - POPULATION:

Corp. City 90 Cen. 9,332; E&P 92 Est. 9,053
County 90 Cen. 27,888; E&P 92 Est. 27,732

4 - HOUSEHOLDS:

City 90 Cen. 3,489; E&P 92 Est. 3,384
County 90 Cen. 10,098; E&P 92 Est. 10,042

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$257,745,000
Savings & Loan	1	$154,369,000

6 - PASSENGER AUTOS: Henry County 22,058

7 - ELECTRIC METERS: County 16,012

8 - GAS METERS: Residence 2,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Rubber Prods. 715; Clay Mining & Proc. 226; Auto Brake Parts 290; Power Tools 290; Lamps 130; Mobile Homes 160; School Furn. 272; Meat Prods. 284; Elect. Motors 412; Garments 94; Plastic Parts 40; Energy Res. & Development 35.

10 - CLIMATE: Av. annual temp. 58; Av. monthly Jan. 46-July 90; Av. annual precipitation 50 in. Av. annual snowfall-11.

11 - TAP WATER: Hardness 60, PPM. Iron 0.0 PPM; turbidity 0.1; pH 8.2.

12 - RETAILING: Principal Shopping Center-Downtown two blocks each way from court square (64 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Paris(13)	1	Kroger, Super D, Coast-to-Coast Hdwe., Family Dollar
Lakeway Vlg.(2)	2	Odom's Foodtown
Lee Greer(7)	1	Radio Shack, Nan Robbins, Sav-A-Lot
Paris Sq.(5)	1	IGA Foodliner
Paris Plz.(5)	1	Sears Heilig-Meyers Furn.,
Wal-Mart Plz(1)	1	Wal-Mart

Principal Shopping Days-Fri., Sat.

Stores Open Evenings-Fri. until 8; Groceries-Fri. & Sat. until 8; some supermarkets open 24 hours.

Stores Open Sundays-Some supermarkets, discount, drug.

13 - RETAIL OUTLETS: Department Store-JCPenney.

Discount Stores-Wal-Mart; Family Dollar; Dollar General.

Variety Store-Payless.

Chain Drug Stores-Rexall; Super D.

Chain Supermarkets-Kroger; Jim Adams IGA; Odom's Foodtown.

Other Chain Stores-Brad Ragan; Goodyear; Sherwin-Williams; Radio Shack; Calo; Payless Shoes; Auto Shack; Sears; Coast-to-Coast Hardware; Heilig-Meyers Furniture.

14 - NEWSPAPERS: POST-INTELLIGENCER (e-mon to fri) 8,045; sworn Sept. 28, 1990.

Local Contact for Advertising and Merchandising Data: Bill Williams, Pub., POST-INTELLIGENCER, 208 E. Wood St.; PO Box 310, Paris, TN 38242; Tel. (901) 642-1162.

National Representative: Papert Companies.

SEVIERVILLE

1 - LOCATION: Sevier County. E&P Map E-2. On U.S. Hwys. 411, 441, I-40. State Hwy. 321. Situated in the eastern part of state.

2 - TRANSPORTATION: Airlines-Served by McGee-Tyson Airport at Knoxville.

3 - POPULATION:

Corp. City 90 Cen. 7,178; E&P 92 Est. 7,702

County 90 Cen. 51,043; E&P 92 Est. 53,982

4 - HOUSEHOLDS:

City 90 Cen. 2,683; E&P 92 Est. 2,879

County 90 Cen. 19,883; E&P 92 Est. 21,028

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: Sevier County 40,641

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry-Tourism; Textile; Agric.

10 - CLIMATE: Av. Temp.-Summer 90; Winter 50.

11 - TAP WATER: Soft; not fluoridated.

12 - RETAILING: **Nearby Shopping Centers**

Name (No. of stores)	Miles from Downtown	Principal Stores
Belz Mall	NA	Tanger Factory Stores
River Edge(20)	NA	Wal-Mart
Sevier Plz.(18)	NA	K mart
Downtown Sevierville (40)	NA	Family Dollar
Factory Merchants Mall(66)	8	

Principal Shopping Days-Mon., Tues.

Stores Open Evenings-Most.

13 - RETAIL OUTLETS: Discount Stores-Wal-Mart; K mart; Family Dollar.

Chain Drug Stores-Revco; SupeRx; Stewart.

Chain Supermarkets-Kroger; Food City; Food Lion; Piggly Wiggly.

14 - NEWSPAPERS: MOUNTAIN PRESS (m-mon to fri) 9,500; sworn Mar. 13, 1991.

Local Contact for Advertising and Merchandising Data: Bob Childress, Pub., MOUNTAIN PRESS, PO Box 4810, Sevierville, TN 37862; Tel. (615) 428-0746.

National Representative: Landon Associates.

SHELBYVILLE

1 - LOCATION: Bedford County. E&P Map C-2. County Seat. Retail center. Miscellaneous light manufacturing and dairy center 52 mi. S of Nashville in South Central part of state. On U.S. Hwys. 41A, 231.

2 - TRANSPORTATION: Railroad-Seaboard System.

Motor Freight Carriers-5.

Intercity Bus Lines-Continental Trailways; Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 14,049; E&P 92 Est. 14,153

County 90 Cen. 30,411; E&P 92 Est. 31,526

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 5,252; E&P 92 Est. 5,291

County 90 Cen. 11,653; E&P 92 Est. 12,080

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$3,382,829,648
Savings & Loan	2	$210,995,830

6 - PASSENGER AUTOS: Bedford County 26,354

7 - ELECTRIC METERS: Residence, City 6,172

8 - GAS METERS: Residence 4,360

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Building Constr. 270; Road Constr. 225; Plumbing-Elect. 200; Food Proc. 1,100; Textile & Garment 275; Printing & Pub. 150; Plastics 750; Leather & Leather Goods 150; Machine Shops 75; Trans. Equip. 680; Pencil Mfg. 1,800; Metals Proc. 1,000; Ret. & Whol. Trade 1,975; Misc. Ret. Workers 1,505; Food Serv. 950; Automobile Serv. 475; Fin. & Banking 250; Ins. 75; Repair Shops 275; Servs. 250; Auto Accessories Mfg. (Japan) 900; Metal Reclaim Smeltering 100-150.

Principal Pay Days-Fri., 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-80; Summer 65-90; Fall 25-80; Winter 10-75. First killing frost, Nov. 1; last killing frost, Apr. 1.

11 - TAP WATER: Neutral, medium hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main Sq.; 5 on Main St.; Madison St.

Neighborhood Shopping Centers-Edgemont; Big Springs; Madison St.; K mart Plz.; Red Foods Center; Food Lion.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Big Springs(15)	NA	SupeRx, Wal-Mart, Kenwin
Red Foods Ctr.	1	Red Foods, Eckerd
Madison(7)	1	K mart, Kroger, Reliable Drugs
Colorado Blvd.	NA	Food Lion

Principal Shopping Days-Mon., Fri., Sat.

Stores Open Evenings-Dept.-Food Daily.

13 - RETAIL OUTLETS: Discount Stores-Wal-Mart; K mart; Family Dollar; Dollar General; $6 Store.

Chain Drug Stores-SupeRx; Reliable Drugs; Renegar's; Eckerd; Mc Gee's; Caperton's Drugs.

Chain Supermarkets-Kroger; C.F. Smith Foods; Food Lion; Sav-A-Lot; Shelbyville Supermkt.; D&D Foods; Red Food.

Other Chain Stores-The Pantry; Heilig-Meyers; Merle Norman; Sports Island; Cruiser's Fashions; Barr's Furn.; Kentucky Fried Chicken; McDonald's; Shoney's, Taco Bell; Roberts Shoes; Lambert Jewelers; Best Valu; Pitts Hdwe.; Clifford Furn.; Guy's Market; Sears; McKee's; Carolyn's; Tip Thompson.

14 - NEWSPAPERS: TIMES-GAZETTE (e-mon to fri) 8,000; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Mrs. Ruth Coop, Adv. Mgr., TIMES-GAZETTE, PO Box 380, Shelbyville, TN 37160-0380; Tel. (615) 684-1200.

National Representative: Tennessee Press Service.

SOUTH FULTON
See FULTON, KY

UNION CITY

1 - LOCATION: Obion County. E&P Map B-6. 120 mi. N of Memphis.

2 - TRANSPORTATION: Railroad-Illinois Central Gulf.

Motor Freight Carriers-9.

Intercity Bus Lines-Greyhound; Gulf Transport.

Airlines-Taylor Charter; Pioneer Aviation Charter.

3 - POPULATION:

Corp. City 90 Cen. 10,513; E&P 92 Est. 10,528

County 90 Cen. 31,717; E&P 92 Est. 31,543

4 - HOUSEHOLDS:

City 90 Cen. 3,930; E&P 92 Est. 3,936

County 90 Cen. 11,670; E&P 92 Est. 11,606

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$260,000,000
Savings & Loan	1	$80,000,000
Obion County	8	$310,000,000

6 - PASSENGER AUTOS: Obion County 24,100

7 - ELECTRIC METERS: Residence 5,718

8 - GAS METERS: Residence 4,206

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 1,172 ($200); Leather & Shoes 756 ($240); Metal Fab. 1,243 ($329); Food Packing 250 ($300); Tire 3,200 ($560); Lumber 211 ($210). Over 7,700 industrial jobs in Obion County.

Principal Industrial Pay Day-Thur.

10 - CLIMATE: First killing frost, Nov. 12; last killing frost, Mar. 20.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-4 blocks on First St.; 1 on Washington; 3 on Second St.; 3 on Main; 2 on Church.

Neighborhood Shopping Centers-Edwards Additions; Garden Road Additions; 5th & Jackson Sts.; E. Main Terminus; Reelfoot Shopping Center-Reelfoot & 1st St.; Obion Sq., Reelfoot Ave.; County Marketplace Shopping Ctr., Reelfoot Ave., Variety Sq., Reelfoot Ave., VF Factory Outlet Mall, Hwy. 51 Bypass.

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Shatz; Dollar General; JCPenney.

Variety Store-Fred's Dollar Store.

Chain Drug Stores-Revco; Super D; K&D; Discount Drugs.

Chain Supermarkets-Kroger; E.W. James; Sav-A-Lot; Pic-Pac.

Discount Stores-Wal-Mart; K mart.

Other Chain Stores-Libby's; Goodyear Service Store; Sears; Sherwin-Williams; Homestead; Pic 'N Pay Shoes; Karen's Hallmark; Radio Shack; Auto Zone; Master Muffler; Bright's; Behr's; Sara's Outlet; Shoe City; Pinecrest Home Furnishings; Happy's Fashions; Cato; Ken Tenn Sports; Burnett's Shoes; Medlin's.

14 - NEWSPAPERS: MESSENGER (e) 8,612; sworn Mar. 31, 1990.

Local Contact for Advertising and Merchandising Data: Dave Critchlow, Pub., MESSENGER, 613 Jackson St.; PO Box 430, Union City, TN 38261; Tel. (901) 885-0744.

National Representative: Papert Companies.

TEXAS SURVEYS

METROPOLITAN STATISTICAL AREAS

Abilene-Taylor County.

Amarillo-Potter and Randall Counties.

Austin-Hays, Travis and Williamson Counties.

Beaumont-Port Arthur-Hardin, Jefferson and Orange Counties.

Brownsville-Harlingen-Cameron County.

Bryan-College Station-Brazos County.

Corpus Christi-Nueces and Sand Patricio Counties.

El Paso-El Paso County.

Killeen-Temple-Bell and Coryell Counties.

Laredo-Webb County.

Longview-Marshall-Gregg and Harrison Counties.

Lubbock-Lubbock County.

Midland-Midland County.

McAllen-Edinburg-Mission-Hidalgo County.

Odessa-Ector County.

San Angelo-Tom Green County.

San Antonio-Bexar, Comal and Guadalupe Counties.

Sherman-Denison-Grayson County.

Texarkana, TX-AR-Bowie County, TX; Miller County, AR.

Tyler-Smith County.

Victoria-Victoria County.

Waco-McLennan County.

Wichita Falls-Wichita County.

PRIMARY METROPOLITAN STATISTICAL AREAS

Brazoria-Brazoria County.

Dallas-Collin, Dallas, Denton, Ellis, Kaufman and Rockwall Counties.

Fort Worth-Arlington-Johnson, Parker and Tarrant Counties.

Galveston-Texas City-Galveston County.

Houston-Fort Bend, Harris, Liberty, Montgomery and Waller Counties.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Dallas-Forth Worth-Includes Dallas PMSA and Fort Worth-Arlington PMSA.

Houston-Galveston-Brazoria-Includes Brazoria PMSA; Galveston-Texas City PMSA; and Houston PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1980	1990	1992
Under 5 Years	1,169	1,595	1,685
5-14 Years	2,380	2,632	2,780
15-24 Years	2,796	2,722	2,875
25-44 Years	4,049	5,836	6,164
45-64 Years	2,556	2,817	2,975
65 and Over	1,371	1,457	1,539
TOTAL	14,321	17,060	18,018

Based on U.S. Census

POPULATION ESTIMATES
(Thousands)

Place of 50,000 or more and Central Cities of MSA's with 10% or more of Spanish Origin Population, according to the U.S. 1980 Census.

City	Total Pop.	Spanish Origin	Percent
Abilene	98	12	12.6
Austin	345	65	18.7
Baytown	57	9	16.4
Brownsville	85	71	83.7
Bryan-College-Station	82	12	15.1
Corpus-Christi	232	108	46.6
Dallas	904	111	12.3

El Paso	425	266	62.5
Fort Worth	385	49	12.6
Galveston	62	11	17.7
Grand	71	10	14.0
Houston	1,594	281	17.6
Laredo	91	85	93.0
Lubbock	174	33	18.8
McAllen	67	48	71.5
Midland	71	11	15.9
Odessa	90	21	23.1
Pasadena	113	19	23.1
San Angelo	73	17	23.1
San Antonio	786	422	53.7
Victoria	51	17	33.8
Waco	101	11	11.1

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1977 Census	1982 Census	1992 Est.
Bldg. Mat./Hdwr.	2,295	4,273	8,327
General Mdse	5,884	9,109	16,405
Food	9,737	18,625	29,191
Automobiles	11,259	17,653	30,277
Gasoline Stations	3,444	6,600	6,901
Apparel	2,445	4,793	7,258
Furniture	2,044	3,585	5,614
Eat-Drink Places	3,678	7,306	12,295
Drugs	1,311	2,008	3,633
TOTAL SALES	45,816	82,272	128,499

ABILENE

1 - LOCATION: Taylor County (MSA). E&P Map D-3. 80 mi. NW of geographical center of Texas. County Seat. Cattle, oil, industry, education & transportation center.

2 - TRANSPORTATION: Railroads-Abilene Southern; Burlington; Missouri-Pacific; Ft. Worth & Denver.

Motor Freight Carriers-14.

Intercity Bus Lines-Arrow Coach; Burlington Trailways; Southwest Greyhound; Sunset Stages.

Airlines-American Eagle; Atlantic Southeast Airlines.

3 - POPULATION:

Corp. City 90 Cen. 106,654; E&P 92 Est. 108,322
CZ-ABC: (80) 101,286
Bal. in NDM-ABC: (80) 37,906
Total NDM-ABC: (80) 139,192
County/MSA 90 Cen. 119,655; E&P 92 Est. 124,378
Bal. in RTZ-ABC: (80) 121,622
Total NDM & Bal. in RTZ-ABC: (80) 260,814

4 - HOUSEHOLDS:

City 90 Cen. 40,247; E&P 92 Est. 40,876
CZ-ABC: (80) 34,442
Bal. in NDM-ABC: (80) 14,590
Total NDM-ABC: (80) 49,032
County/MSA 90 Cen. 46,021; E&P 92 Est. 47,837
Bal. in RTZ-ABC: (80) 46,184
Total NDM & Bal. in RTZ-ABC: (80) 95,216

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$1,180,100,000
Savings & Loan	3	$367,480,000

6 - PASSENGER AUTOS: Taylor County 105,503 (all vehicles)

7 - ELECTRIC METERS: Residence 45,985

8 - GAS METERS: Residence 32,226

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Feed, Cottonseed Oil Prods. 250; Aerospace Structures 400; Meat Prods. 448; Newspaper 300; Oil & Gas Proc. 500; Bakery Prods. 300; Soft Drinks 300; Steel Fab. 250; Plumbing Fixtures, Fitting & Trim 300; Band Instruments 350; Tire Retreading 100; Electronics 800; Soft Drink Containers 200.

10 - CLIMATE: Min. & Max. Temp.-Spring 52-72; Summer 72-105; Fall 54-78; Winter 21-55. Last frost, Mar. 25.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-2 blocks on Oak St.; 6 on Pine St.; 6 on Cypress St.; 6 on Cedar St.; 6 on Walnut St.; 3 on N. 3rd St.; 4 on N. 4th St.; 2 on N. 5th St.; 10 on S. 14th; 12 on N. Mockingbird; 5 on N. 6th; S 23 & Barrow; 1 on Judge Ely Blvd.; Hwy. 80 & Buffalo Gap Road.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brook Hollow(12)	NA	Lone Star Mkt., Anthony's
Edgewood(4)	NA	Fiesta Food
Elmwood West(28)	NA	
Frenchman's Creek(17)	NA	Albertson's-
Mall of Abilene(96)	NA	JCPenney, Sears, Dillard's
Meads Suburban (9)	NA	Luskey's
Merchant Park(9)	NA	TG&Y, H.E.B.
Oakwood Vlg.(95)	NA	Lone Star Mkt.
Park Terrace(8)	NA	
River Oaks(20)	NA	Lone Star Mkt.
Radford Hills (23)	NA	Wal-Mart
Westgate(42)	NA	Mont. Ward

Principal Shopping Days-Mon., Thur., Sat.

Stores Open Evenings-Major malls to 9 pm.

13 - RETAIL OUTLETS: Department Stores-Dunlaps; Sears; Montgomery Ward; Dillard's; Beall's; Anthony's 2.

Discount Stores-Wal-Mart 2; K mart 2; Payless Cashways; McCoy's; TG&Y; Service Merchandise.

Chain Drug Stores-Eckerd 3.

Chain Supermarkets-Fiesta Foods 3; Lone Star Mkt; Skinnys 23; Colonial 14; Albertson's; Skaggs; H.E.B.

Other Chain Stores-JCPenney; Kinney's; Western Auto; Firestone; Goodyear; Sherwin-Williams; Zales; Jewel Box; Baker's; Lerner.

14 - NEWSPAPERS: REPORTER-NEWS (m) 44,945; (S) 55,780; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Robin Langner, Adv. Dir., REPORTER-NEWS, 100 Block Cypress St., Abilene, TX 79604; Tel. (915) 673-4271.

National Representative: Papert Companies.

ALICE

1 - LOCATION: Jim Wells County, E&P Map D-5. County Seat. On Hwys. 44, 259, 281.

2 - TRANSPORTATION: Railroad-Texmex.

Intercity Bus Lines-Valley Transit; Trailways.

3 - POPULATION:

Corp. City 90 Cen. 19,788; E&P 92 Est. 19,553
County 90 Cen. 37,679; E&P 92 Est. 38,834

4 - HOUSEHOLDS:

City 90 Cen. 7,467; E&P 92 Est. 7,379
County 90 Cen. 15,928; E&P 92 Est. 16,417

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$230,000,000
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: Jim Wells County 27,504 (all vehicles)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-N.A. (Av. Wkly. Wage N.A.) Oil; Gas.

Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Av. Temp.-83.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
La Villita(16)	NA	Baskin-Robbins
Sagewood(8)	NA	JCPenney

Principal Shopping Days-Weekends.

Stores Open Evenings-Wal-Mart.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Weiners; Anthony's; Beall's.

Discount Stores-Wal-Mart; K mart; Wonder World.

Chain Drug Stores-Independence.

Chain Supermarkets-H.E.B.; Bag 'N Save.

14 - NEWSPAPERS: ECHO-NEWS (e-mon to fri) 5,760; (S) 6,600; sworn June 30, 1991.

Local Contact for Advertising and Merchandising Data: Larry Smallwood, Pub., ECHO-NEWS, 405 E. Main; PO Box 1610, Alice, TX 78333; Tel. (512) 664-6588.

National Representatives: Papert Companies; Texas Press Association.

AMARILLO

1 - LOCATION: Potter & Randall Counties (MSA). E&P Map C-1. Geographic ctr. of the Texas Panhandle. 264 mi. W of Okla. City; 335 mi. NW of Ft. Worth; 384 mi. NW of Dallas; 454 mi. SE of Denver; 450 mi. NE of El Paso. On U.S. Hwys. 87, 60, 287, I-27, I-40; State Hwys. 117, 136, 51.

2 - TRANSPORTATION: Railroads-Burlington; Santa Fe.

Motor Freight Carriers-27.

Intercity Bus Lines-Greyhound; Trailways.

Airlines-Southwest; American; Delta.

3 - POPULATION:

Corp. City 90 Cen. 157,615; E&P 92 Est. 159,292
CZ-ABC: (80) 149,230
RTZ-ABC: (80) 280,490
Counties/MSA 90 Cen. 187,547; E&P 92 Est. 194,910
Potter 90 Cen. 97,874; E&P 92 Est. 100,120
Randall 90 Cen. 89,673; E&P 92 Est. 94,790
MSA 90 Cen. 187,547; E&P 92 Est. 194,909
City & RTZ-ABC: (80) 429,720

4 - HOUSEHOLDS:

Corp. City 90 Cen. 59,477; E&P 92 Est. 60,110
CZ-ABC: (80) 56,216
RTZ-ABC: (80) 98,833
Counties/MSA 90 Cen. 64,942; E&P 92 Est. 67,565
Potter 90 Cen. 31,729; E&P 92 Est. 32,457
Randall 90 Cen. 33,213; E&P 92 Est. 35,108
MSA 90 Cen. 64,942; E&P 92 Est. 67,565
City & RTZ-ABC: (80) 155,049

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$2,044,258,000
Savings & Loan	6	$4,990,884,996

6 - PASSENGER AUTOS: Counties (All Vehicles): Potter 94,552; Randall 83,041

7 - ELECTRIC METERS: Residence 77,431

8 - GAS METERS: Residence 64,128

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 9,700; Mining Oil 1,400; Constr. 4,400; Util. 6,000; Services 15,600; Trade 25,200; Fin. 4,300.

Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-69; Summer 62-88; Fall 44-69; Winter 24-51. First killing frost, Nov. 1; last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-34th & Georgia; Wolflin & Georgia (69); 3600 W. 15th; NE 24th & Grand; I-40 & Western; 45th & Western; 34th & Bell; 34th & Western; I-40 & Coulter; 34th & Coulter; I-40 & Ross; I-40 & Bell.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Wolflin-Village	NA	Boots 'N Jeans, TG&Y
Wolflin-Georgia (69)	4	K mart, Albertson's, Blackburn Bros.
Trades Fair	5	K mart, TG&Y, Furr's Food
S. Lawn Plz.	6	United Foods, TG&Y, C.R. Anthony
Western Plz.(38)	5	Mont. Ward, Dunlaps, Service Mdse.
Western Square	6	United, Anthony's
Puckett Plz.(30)	7	United, Handy Dan, Revco
Spanish Crossroads	NA	Furr's Family Ctr.
Georgia Terrace	6	Furr's Food
Lawndale	6	Furr's Food, TG&Y,
Summit(15)	NA	T.J. Maxx, Homeland
Bell Plaza	8	Wal-Mart
Wellington Sq.(26)	4	Gardski's Loft
Westgate Mall(120)	8	Sears, Dillard's, Mervyn's, Beall's, Target
Interstate Vlg.	6	Albertson's

Stores Open Evenings-Dept.-Thur.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony 2; Sears; Blackburn Bros.; Montgomery Ward; JCPenney; Mervyn's; Dillard's; Beall's.

Discount Stores-K mart; Best; Service Mdse.; Wal-Mart; Target.

Variety Stores-Woolworth; TG&Y 2.

Chain Drug Stores-Albertson's 3; D&S 4; Maxor 2; Sav-On 5; Revco 6; Drug Emporium.

Chain Supermarkets-Furr's Food 2; Food Bonanza; United 7; Toot-N-Totum 61; Food King; Food Emporium 2; Taylor Food Mart 8; Homeland 5.

Other Chain Stores-Lerner; Western Auto; Zales; Firestone; Checker Auto; Chief Auto; Auto Zone; Sam's Warehouse; Corrigan's; Eye Masters; Pearle Vision.

14 - NEWSPAPERS: NEWS (m) 44,165; (e-mon to fri) 22,144; NEWS-GLOBE (S) 78,284; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: George M. Guy, Adv. Dir., GLOBE-NEWS, 900 Harrison St.; PO Box 2091, Amarillo, TX 79166; Tel. (806) 376-4488.

National Representative: Papert Companies.

ANGLETON

1 - LOCATION: Brazoria County, (In Brazoria PMSA), E&P Map E-5, County Seat. Chem., oil & gas industries. Agric., cotton, rice, soybeans, cattle. Located 45 mi. S of Houston on Hwy. 288 on the Gulf Coast.

2 - TRANSPORTATION: Railroads-Missouri Pacific.

Motor Freight Carriers-Alamo; Merchants; UPS.

Intercity Bus Line-Trailways.

Airlines-Served by all major airlines through Houston Airport.

3 - POPULATION:

Corp. City 90 Cen. 17,140; E&P 92 Est. 17,782
County/PMSA 90 Cen. 191,707; E&P 92 Est. 201,932

4 - HOUSEHOLDS:

City 90 Cen. 6,468; E&P 92 Est. 6,710
County/PMSA 90 Cen. 71,034; E&P 92 Est. 74,823

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	N.A.
Commercial	3	$95,000,000

6 - PASSENGER AUTOS: Brazoria County 169,136 (all vehicles)

7 - ELECTRIC METERS: Residence 5,500

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Chem.; Farming.

Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 62-78; Summer 72-88; Fall 62-78; Winter 60-67.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-N Downing Rd. & Hwy. 35 (9 stores). & State Hwy. 35 (13 stores); SWC Hwys.: 36 & 288 (9 stores).

Neighborhood Shopping Centers-Four Corners; Angleton Plz.; Angleton Palm Ctr.; K mart Plz.; Wal-Mart.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brazos Mall	9	Sears, JCPenney, Dillard's
Lacks Plantation	12	Lacks Ctr.

Principal Shopping Days-Thur., Fri. & Sat.

Stores Open Evenings-Shpg. Ctrs. every evening to 9.

13 - RETAIL OUTLETS: Department Store-Weiners.
Discount Store-Wal-Mart.
Variety Store-Perry Bros.
Chain Drug Stores-Eckerd; Walgreens.
Chain Supermarkets-Safeway; Kroger.
Other Chain Stores-Firestone; Merle Norman.

14 - NEWSPAPERS: ANGLETON TIMES (m-tues to fri; S) 4,000; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: Patrick Cone, Pub., ANGLETON TIMES, 700 Western Ave.; PO Box 936, Angleton, TX 77515; Tel. (409) 849-8581.
National Representative: Landon Associates.

ATHENS

1 - LOCATION: Henderson County, E&P Map E-3, County Seat. Industrial and agricultural center in eastern Texas. 72 mi. SE of Dallas; 110 mi. SE of Ft. Worth; 175 mi. N of Houston; 190 mi. NE of Austin; 230 mi. NW of New Orleans. On U.S. Hwy. 175; State Hwys. 19, 31.

2 - TRANSPORTATION: Railroads-St. Louis & Southwestern.
Motor Freight Carriers-5.
Intercity Bus Lines-Central Texas Trailways; Continental Trailways.

3 - POPULATION:
Corp. City 90 Cen. 10,967; E&P 92 Est. 11,121
County 90 Cen. 58,543; E&P 92 Est. 63,195

4 - HOUSEHOLDS:
City 90 Cen. 4,138; E&P 92 Est. 4,197
County 90 Cen. 23,417; E&P 92 Est. 25,278

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$265,800,000
Savings & Loan	3	$210,649,000

6 - PASSENGER AUTOS: Henderson County 54,995 (all vehicles)

7 - ELECTRIC METERS: Residence 4,622

8 - GAS METERS: Residence 3,987

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil & Gas 372 ($255); Television Cabinetry & Assembly 1,100 ($300); Mobile Homes 153 ($220); Boats 200.

10 - CLIMATE: Jan. Av. Temp. 46; July Av. Temp. 85. First killing frost, Nov. 17; last killing frost, Mar. 15. Growing season 275 days; rainfall 39 in. annually.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-On Courthouse Square & two blocks in all directions.

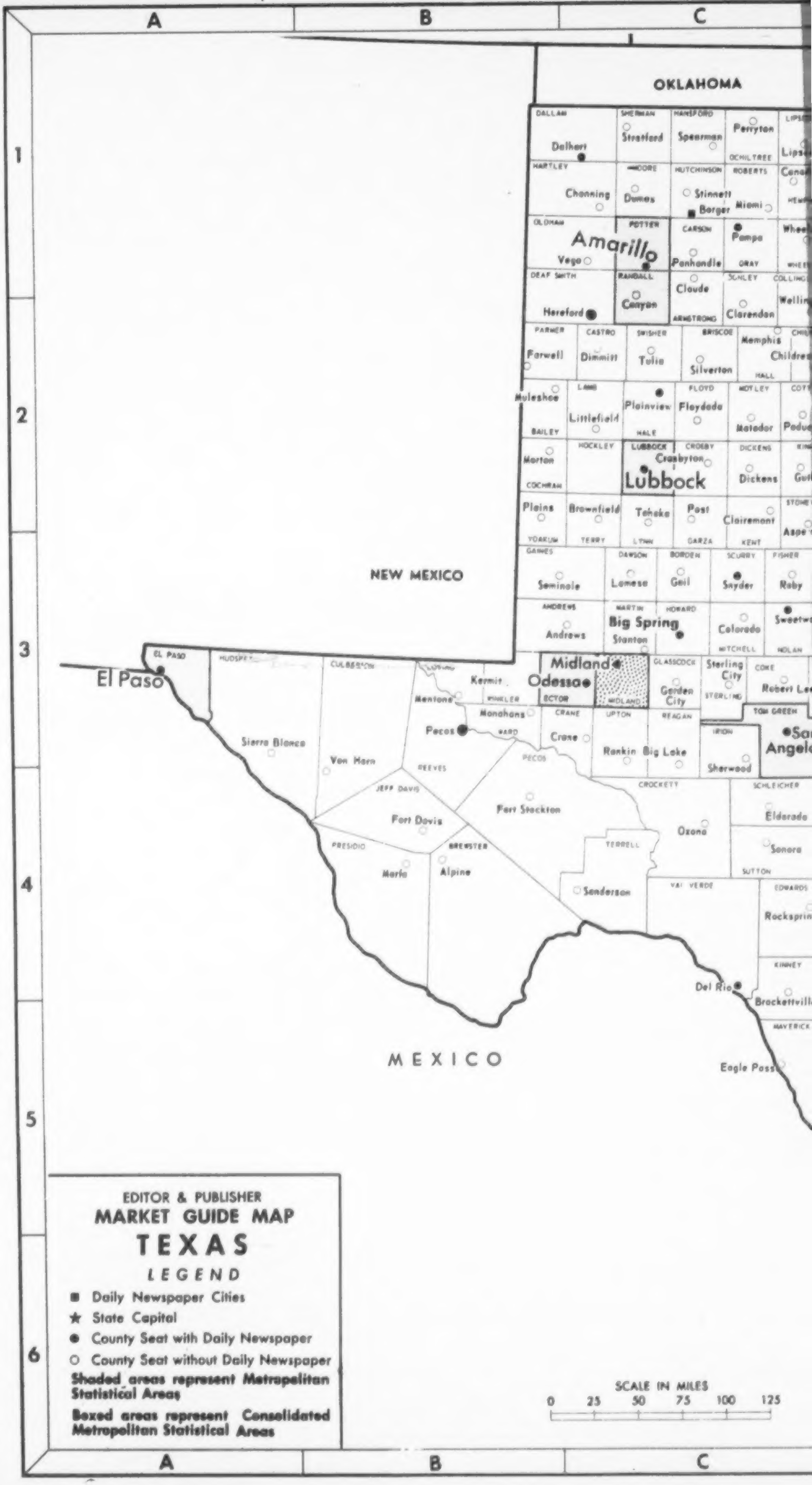
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park Highland(4)	NA	JCPenney, Perry Bros., Brookshire, True Value Hdwe.
South Park(4)	NA	Holiday Cleaners
Heritage Sq.(24)	NA	Sears, Daniels' Super Drug, Ace Hdwe., Pawn Shop, Ladies RTW
Athens Ctr.(5)	NA	Wal-Mart, Beall's, Payless Shoes, Hallmark

Principal Shopping Days-Everyday.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Beall Bros. 3.
Variety Store-Perry Bros.
Discount Stores-K mart; Wal-Mart.
Chain Supermarkets-Appletree Market; Winn-Dixie; Brookshire's 2.
Other Chain Store-Western Auto.

14 - NEWSPAPERS: REVIEW (e-mon to fri; S) 7,650; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: Dan Youngman, Nat'l. Adv. Mgr., REVIEW, 201 S. Prairieville; Box 32, Athens, TX 75751; Tel. (903) 675-5626.
National Representative: Papert Companies.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OKLAHOMA
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Vega
Panhandle
Pampa
Hereford
Canyon
Claude
Clarendon
Farwell
Dimmitt
Tulia
Silverton
Memphis
Muleshoe
Littlefield
Plainview
Floydada
Matador
Morton
Crosbyton
Lubbock
Dickens
Plains
Brownfield
Tahoka
Post
Clairemont
Seminole
Lamesa
Gail
Snyder
Roby
Andrews
Big Spring
Stanton
Colorado
El Paso
Midland
Odessa
Kermit
Mentone
Monahans
Pecos
Crane
Garden City
Sterling City
Robert Lee
San Angelo
Rankin
Big Lake
Sherwood
Sierra Blanca
Van Horn
Fort Davis
Fort Stockton
Ozona
Eldorado
Sonora
Marfa
Alpine
Sanderson
Rocksprings
Del Rio
Brackettville
Eagle Pass
EDITOR & PUBLISHER
MARKET GUIDE MAP
TEXAS
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Areas
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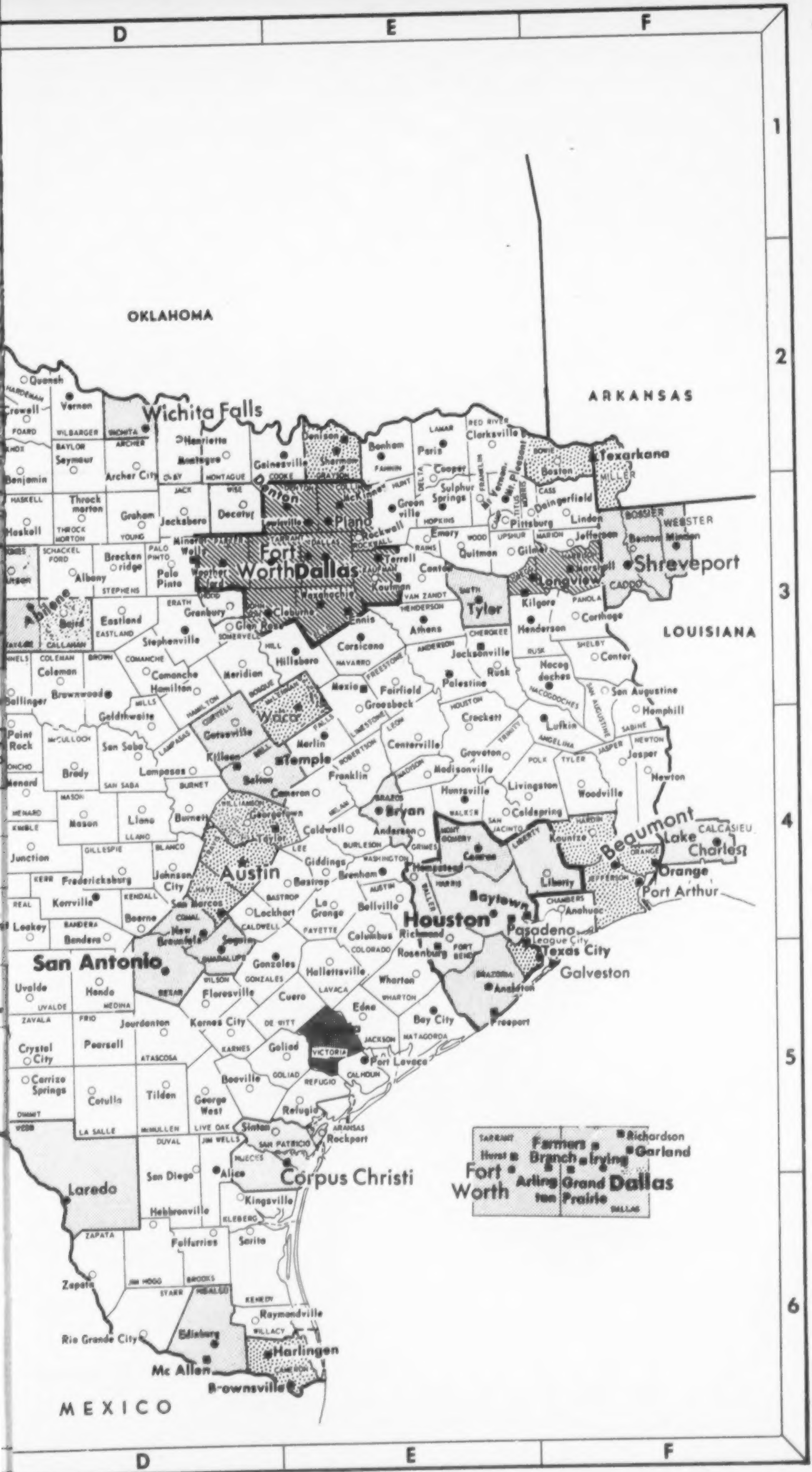
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OKLAHOMA
ARKANSAS
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Texarkana
Shreveport
Fort Worth
Dallas
Denton
Plano
Tyler
Longview
Abilene
Waco
Temple
Killeen
Bryan
Austin
San Marcos
New Braunfels
Seguin
San Antonio
Victoria
Houston
Baytown
Pasadena
Texas City
Galveston
Beaumont
Port Arthur
Orange
Lake Charles
Corpus Christi
Laredo
Mc Allen
Edinburg
Harlingen
Brownsville
Fort Worth
Hurst
Farmers Branch
Irving
Richardson
Garland
Arlington
Grand Prairie
Dallas

AUSTIN

1 - LOCATION: Travis County (MSA). E&P Map D-4. State capital. County Seat. 200 hwy. mi. from Dallas & Ft. Worth; 75 mi. from San Antonio; 160 mi. from Houston.

2 - TRANSPORTATION: Railroads-Mo. Pacific; Southern Pacific; Mo., Kansas & Texas; Amtrak.

Motor Freight Carriers-25.

Intercity Bus Lines-Transportation Enterprises; Greyhound; Kerrville; Arrow Lines; Trailways.

Airlines-United; Continental; Southwest; Delta; USAir; American; America West; American Eagle; Pan Am; Transtar; Trans World; Northwest.

3 - POPULATION:

Corp. City 90 Cen. 465,622; E&P 92 Est. 489,647
CZ-ABC: (80) 396,031
RTZ-ABC: (80) 269,046
County 90 Cen. 576,407; E&P 92 Est. 622,436
MSA 90 Cen. 781,572; E&P 92 Est. 850,442
City & RTZ-ABC: (80) 665,077

Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 175,706; E&P 92 Est. 184,773
CZ-ABC: (80) 149,645
RTZ-ABC: (80) 92,374
County 90 Cen. 235,542; E&P 92 Est. 254,351
MSA 90 Cen. 308,808; E&P 92 Est. 335,762
City & RTZ-ABC: (80) 242,019

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	54	$6,394,980,000
Savings & Loan	126	$4,815,345,806

6 - PASSENGER AUTOS: Travis County 457,284 (all vehicles)

7 - ELECTRIC METERS: Residence 229,350

8 - GAS METERS: Residence 122,338

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 49,100; Gov't 112,200; Trade 75,300; Servs. 98,000; Constr. 12,100; Fin., Ins., R.E. 23,400; Trans., Commun. and Util. 12,000; Mining 700.

Principal Pay Days-Fri. and last day of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-80; Summer 70-100; Fall 60-70; Winter 32-70. First killing frost, Nov. 28; last killing frost, Mar. 3.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Barton Creek Mall(185)	6	Dillard's, Foley's, Scarbrough's, Sears, Mont. Ward, JCPenney
Capital Plz.(31)	4	Mont. Ward, Beall's, Toys 'R' Us
Hancock Ctr.(38)	3	Dillard's, Sears, H.E.B., Beall's
Highland Mall (84)	3	Dillard's, Foley's, JCPenney, Scarbrough's
Northcross Mall(55)	6	Oshman's, Beall's, Scarbrough's
Westgate Mall (31)	4	Solo Serve, Beall's, Service Mdse.

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Beall's 8; Dillard's 2; Foley's 2; JCPenney 2; Leon's 2; Montgomery Ward 2; Sears 2; Weiner's 7; Yaring's 10; Mervyn's 2.

Discount Stores-K mart 5; Target 3.

Variety Stores-TG&Y; Winn's 11.

Chain Drug Stores-Ace 8; Eckerd 20; Revco; Walgreens 13.

Chain Supermarkets-Foodland 5; H.E.B. 19; Fresh Plus 4; MiniMax; Tom Thumb 5; Whole Foods 3; Appletree 17; Albertson's 9.

Other Chain Stores-Lerner 2; Mission Jewelry 3; S&H Green Stamps; Western Auto 6; Zales 3; McCoy's 9; Handy Dan; Furrow's 3; Ace Hardware 6; Baker's.

14 - NEWSPAPERS: AMERICAN-STATESMAN (m) 177,040, (S) 227,918; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Roy Gordon, Nat'l Adv. Mgr., AMERICAN-STATESMAN, 166 E. Riverside Dr., Austin, TX 78704; Tel. (512) 445-3500.
National Representative: Branham/Newspaper Sales.

BAY CITY

1 - LOCATION: Matagorda County, E&P Map E-5, County Seat. On the Colorado River. 150 mi. NE of Corpus Christi; 80 mi. SW of Houston and Galveston; 20 mi. N of Matagorda River to the Gulf of Mexico.

2 - TRANSPORTATION: Railroads-AT&SF; Missouri Pacific (GCL); Southern Pacific.
Bus Line-Continental Trailways.

3 - POPULATION:
Corp. City 90 Cen. 18,170; E&P 92 Est. 18,237
County 90 Cen. 36,928; E&P 92 Est. 37,574
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 6,857; E&P 92 Est. 6,882
County 90 Cen. 13,825; E&P 92 Est. 14,067

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$255,422,312
Savings & Loan	2	$310,396,933

6 - PASSENGER AUTOS: Matagorda County 30,869 (all vehicles)

7 - ELECTRIC METERS: Residence 6,143

8 - GAS METERS: Residence 4,963

9 - PRINCIPAL INDUSTRIES: Cattle; Rice; Maize; Cotton; Soy Beans; Fishing; Packing; Shell; Meat; Dairy Prods.; Poultry; Oil Refining; Petrochemicals; Port; Welding; Nuclear Power Plant; Grass Farms.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-89; Summer 66-100; Fall 45-94; Winter 31-84.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Centers-Matagorda Plaza; Lacks Center; Gulf Bay Plaza.

13 - RETAIL OUTLETS: Department Stores-Beall's; JCPenney; Oshman's; Weiners; Hurley's; Smart Shop.
Chain Drug Stores-Matagorda Phcy.; Eckerd; Bay Drug Store.
Discount Stores-K mart; Winn's; Wal-Mart.
Variety Stores-Ben Franklin; Perry's; Winn's.
Chain Supermarkets-Stanley 3; H.E.B.; Appletree.
Other Chain Stores-Firestone; Goodyear; Goodrich; Western Auto; Sears.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri; S) 5,823; June 30, 1990 VAC.
Local Contact for Advertising and Merchandising Data: Marilyn Lidberg, Adv. Mgr., TRIBUNE, 2901 16th St.; PO Box 1551, Bay City, TX 77404; Tel. (409) 245-5555.
National Representative: Landon Associates.

BAYTOWN

1 - LOCATION: Harris County (In Houston PMSA). E&P Map E-4. 22 mi. E of Houston on Houston Ship Channel. On State Hwy. 146; I-10.

2 - TRANSPORTATION: Railroads-Southern Pacific; Missouri Pacific.

3 - POPULATION:
Corp. City 90 Cen. 63,850; E&P 92 Est. 65,235
County 90 Cen. 2,818,199; E&P 92 Est. 2,969,205
PMSA 90 Cen. 3,301,937; E&P 92 Est. 3,497,321

4 - HOUSEHOLDS:
City 90 Cen. 24,094; E&P 92 Est. 24,617
County 90 Cen. 1,109,962; E&P 92 Est. 1,169,437
PMSA 90 Cen. 1,280,385; E&P 92 Est. 1,355,276

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$3,534,139,899
Savings & Loan	6	$4,645,815,539

6 - PASSENGER AUTOS: Harris County 2,227,094 (all vehicles)

7 - ELECTRIC METERS: Residence 26,469

8 - GAS METERS: Residence 15,720

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Refining 6,300 ($330); Rubber 482 ($429); Chemical Research 1,000 ($495); Chemical Prods. 1,400 ($440); Carbon Black 180 ($275); Space Lab 3,000 ($440).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-89; Summer 62-98; Fall 46-88; Winter 27-75.

11 - TAP WATER: Neutral, semi-soft; surface water; natural fluoridation.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bay Plaza(35)	NA	TG&Y, Food King
K mart(4)	NA	K mart
West Town(28)	NA	Safeway
Wood Creek(9)	NA	Wieners,
Garth Plaza(5)	NA	Style Shop, Eurotan
San Jacinto Mall(160)	NA	JCPenney, Sears, Mont. Ward, Mervyn's, Foleys, Service Mdse.
Goose Creek Plz.	NA	
Willowcreek	NA	Kroger, Walgreens

Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-All to 9 p.m.

13 - RETAIL OUTLETS: Department Stores-Sears; Beall Bros 2; Montgomery Ward; JCPenney; Weiners; Foleys; Service Merchandise; Palais Royale; Oshman's; Craig's; Mervyn's.
Discount Stores-K mart; TG&Y 2; Wal-Mart.
Variety Store-Craft's Etc.
Chain Drug Stores-Gray; Gulf Coast; Lakewood; Medic; Eckerd 2; Walgreens; Family Dollar; Dollar General.
Chain Supermarkets-Hathaways 2; Kroger 2; Affiliated; Food King 2; Super-O; Sac & Sav; Appletree.
Other Chain Stores-Jewelry: Gordon's, Sweeney, Zales, Whitehall, Marquis, Cross, Kay, Mission; Auto: Goodyear, Firestone 2; Clothing: Foxmoor, The Gap, Gingiss Formalwear, 5-7-9, Lane Bryant, Lerner's Shops, The Limited; Casual Corner; Shoes: Payless, Naturalizer, Stride Rite, Thom McAn, Hanover, Kinney's, Regal, Baker, Butler's; Furn.: Cargo, Furniture Etc., Wilkenfeld; Misc.: Singer, Team Electronics, Waldenbooks, Radio Shack 3, Royal Optical, Sherwin-Williams; Texas State Optical 2; Building Supplies: 84 Lumber, McCoy's, Furrow's, Woods Home Ctr., Ace Hardware.

14 - NEWSPAPERS: SUN (e-mon to fri) 15,815; (S) 16,491; June 30, 1990 VAC.
Local Contact for Advertising and Merchandising Data: Rusty Maroney, Ret. Adv. Mgr., SUN, 1301 Memorial Dr.; PO Box 90, Baytown, TX 77520; Tel. (713) 422-8302.
National Representative: U.S. Suburban Press.

BEAUMONT

1 - LOCATION: Jefferson County (In Beaumont-Port Arthur MSA). E&P Map F-4, County Seat. Shipping Ctr.; large oil refining ctr.; wholesale & small mfg. ctr. Extreme SE corner of the State. 80 mi. E of Houston; 277 mi. W of New Orleans. 40 foot channel to the sea.

2 - TRANSPORTATION: Railroads-Amtrak; Santa Fe; Union Pacific; Southern Pacific; Missouri Pacific; Kansas City & Southern.
Motor Freight Carriers-27.
Freight Steamship Lines-9.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Metro; Royale; ASA/Delta; American Eagle.

3 - POPULATION:
Corp. City 90 Cen. 114,323; E&P 92 Est. 113,567
CZ-ABC: (80) 141,565
RTZ-ABC: (80) 483,330
County 90 Cen. 239,397; E&P 92 Est. 243,087
MSA 90 Cen. 361,226; E&P 92 Est. 367,297
City & RTZ-ABC: (80) 624,895
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 43,141; E&P 92 Est. 42,856
CZ-ABC: (80) 50,648
RTZ-ABC: (80) 166,374
County 90 Cen. 92,076; E&P 92 Est. 93,495
MSA 90 Cen. 137,278; E&P 92 Est. 139,578
City & RTZ-ABC: (80) 217,022

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	11	$1,290,000,000
Savings & Loan	7	$822,793,000

6 - PASSENGER AUTOS: Jefferson County 201,321 (all vehicles)

7 - ELECTRIC METERS: Residence 45,759

8 - GAS METERS: Residence 31,919

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Petroleum 14,500; Chem. 11,250; Constr. 15,800; Food 1,050; Mach. 1,550; Trans. Equip. 4,750; Mining 1,300; Paper, Lumber, Wood Prods. 1,550; Trans. 7,400; Fab. Metal Prods. 3,200.
Principal Pay Days-Thur., Fri., Sat.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-91; Summer 60-100; Fall 35-92; Winter 14-82.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Pearl; 5 on Orleans; 2 on Liberty, Broadway, Crockett, Fannin, Bowie & Forsythe; 3 on Park St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Gateway(51)	4	White House, Weiner's, Market Basket
Gaylynn(18)	3	Fair
Parkdale Mall(134)	6	JCPenney, Sears, Joske's, Mont. Ward, Dillard's
Stadium(9)	3	Market Basket, Beall's
23rd St.(6)	4	Market Basket
Village(20)	4	Weiner's, Market Basket
Parkway Plz.(12)	5	Handy Dan, King Saver
Northpark Plz.	6	Target
Forest Park(8)	7	Market Basket
11th St. Plz. (20)	2	
Westmont(10)	6	Eckerd, Safeway,
Colonnade(16)	6	The Fair
Phelan Ctr.(17)	4	Albertson's, Kroger
The Oaks(21)	6	Walgreens, King Saver

Principal Shopping Days-Dept. Stores-Mon., Fri., Sat.; Food Stores-Thur., Fri., Sat.; Food Stores open 24 hours daily.
Stores Open Evenings-Food Daily; Gateway, Parkdale Daily except Sunday.

13 - RETAIL OUTLETS: Department Stores-White House; Fair Store; Beall's; Palais Royal; Sears; JCPenney; Joske's; Dillard's; Montgomery Ward.
Discount Stores-Gibson's; Giant Food Center; Services; K mart; Target; Wal-Mart; Weiner's; Sam's.
Variety Stores-Murphy's; McCrory; Dollar General.
Chain Drug Stores-Walgreens 3; Albertson's Phcy.; Kroger Phcy.; Eckerd 7.
Chain Supermarkets-Kroger; King-Saver 2; Hometown; 7-Eleven 15; Market Basket 11; Albertson's; Safeway 4; Country Pantry 12; Fertitta's 5; Kwik Pantry 4; Sak-N-Pak 2.
Other Chain Stores-Firestone; Goodyear; Western Auto; Thom McAn; Baker's; Lane's; Gordon's Jewelry; Kinney Shoes; Zales Jewelry; Oshman's (sporting goods); Candle Shop; Casual Corner; Chess King; Craig's; B. Dalton; Flagg Bros.; Fox Photo; Foxmoor; Frederick's; General Nutrition; Hickory Farms; Jarman Shoes; Jean's West; Kinderphoto; Motherhood and Maternity; Musicland; The Ranch; Singer; Size 5-7-9; So-Fro Fabric; Spencer Gifts; Stover Candy; Merle Norman; Stride-Rite Shoes; Waldenbooks; Cloth World; Gordon's; Catherine's Stout Shoppe; Hallmark; Gem; Brook Fashion; Cards 'N Such; Claire's Boutique; Connie's Shoes; CPI Photo; Cutlery World; D.J.'s Fashions; Endicott Johnson; Eye Tech; The Gap; Original Cookie Co.; Intrigue; Kay Bee Toy; Kay Jewelers; Lady Foot Locker; Lane Bryant; The Limited; Limited Express; Merry Go Round; Miller's Outpost; Ormond Shop; Oak Tree; Paul Harris; Petite Sophisticate; Petland; Papagallo Shoes; Regis Corp.; Sound Shop; Sweeney's Jewelers; Women's World.

14 - NEWSPAPERS: ENTERPRISE (m) 70,382 (S) 86,359; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Don Taylor, Natl. Adv. Mgr., ENTERPRISE, 380 Walnut St.; PO Box 3071, Beaumont, TX 77704; Tel. (409) 833-3311.
National Representative: Branham/Newspaper Sales.

BIG SPRING

1 - LOCATION: Howard County, E&P Map C-3, County Seat. In Midwest Texas. At intersection of IS 20, U.S. Hwys. 80 & 87. Ind. mfg. & refining ctr. Major medical ctr. with V.A. Hospital, State Hospital & four private clinic hospitals. Center of livestock, agricultural & oil production & processing, petrochemicals, carbon black. 290 mi. W of Dallas; 333 mi. E of El Paso.

2 - TRANSPORTATION: Railroad-Missouri Pacific.
Motor Freight Carriers-3.
Intercity Bus Lines-Southwestern Greyhound; Continental.

3 - POPULATION:
Corp. City 90 Cen. 23,093; E&P 92 Est. 22,751
CZ-ABC: (80) 24,804
Bal. in NDM-ABC: (80) 13,022
County 90 Cen. 32,343; E&P 92 Est. 33,022
Total NDM-ABC: (80) 37,826
Demographic Information available from Newspaper. See paragraph 14..

4 - HOUSEHOLDS:
City 90 Cen. 8,714; E&P 92 Est. 8,585
CZ-ABC: (80) 9,089
Bal. in NDM-ABC: (80) 4,423
County 90 Cen. 10,815; E&P 92 Est. 11,042
Total NDM-ABC: (80) 13,512

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$317,831,811
Savings & Loan	2	$229,950,427

6 - PASSENGER AUTOS: Howard County 29,240 (all vehicles)

7 - ELECTRIC METERS: Residence 10,301

8 - GAS METERS: Residence 8,924

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Refining & Petrochemical 869 ($250); Railroad 235 ($210); Gas Proc. 57 ($250); Carbon Black 151 ($230); Garment Sewing 150 ($185); Pipe Mfg. 69 (N.A.); VA Hospital 312 ($185); State Hospital 454 ($200); Private-Hospitals 464 (N.A.); Nursing Home 95 (N.A.), Data Proc. 11 ($260); Plastic Moulding 70 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 44-71; Summer 70-96; Fall 51-72; Winter 28-57; First killing frost, Nov. 17; last killing frost, Mar. 24.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-18 blocks on Second, Third, Fourth, Gregg, Scurry, Main & Runnels Sts.
Neighborhood Shopping Centers-Gregg, 13th to 21st St.; State & 11th Place; Airport Addition; Lamesa Hwy.; FM 700 & Birdwell Lane.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
College Park(21)	1	Furr's, Anthony's
Highland South (24)	2	Dunlaps
Coronado Plz.(5)	2	Winn-Dixie, Wal-Mart

Big Spring Mall(14)	3	JCPenney, Beall's

Principal Shopping Days-Department Stores-Sat., Mon., Fri.; Food Stores-Fri., Sat., Wed.
Stores Open Evenings-Food stores, JCPenney, Beall's, all stores in Big Spring Mall.

13 - RETAIL OUTLETS: Department Stores-Dunlap's; C.R. Anthony; JCPenney; Beall's.
Discount Store-Wal-Mart.
Chain Drug Stores-Leonard's 3; Revco.
Chain Supermarkets-Winn-Dixie; Furr's 2; Giant Discount; Newsom's IGA; Box Store.
Other Chain Stores-Zales; Firestone; Goodyear; Connies; Gordon's Jewelry; Cowtown Boots; Radio Shack; Sherwin-Williams; Sears (catalog); Payless Shoes.

14 - NEWSPAPERS: HERALD (e-mon to fri) 8,574; (S) 9,861; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Randi Smith, Adv. Dir., HERALD, 710 Scurry, Big Spring, TX 79720; Tel. (915) 263-7331.
National Representative: Thomson Newspapers.

BONHAM

1 - LOCATION: Fannin County, E&P Map E-2. County Seat. Agricultural and manufacturing center. NE part of state.

2 - TRANSPORTATION: Railroads-Texas & Pacific; (freight).
Bus Line-Trailways.
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 90 Cen. 6,686; E&P 92 Est. 6,556
County 90 Cen. 24,804; E&P 92 Est. 25,629

4 - HOUSEHOLDS:
City 90 Cen. 2,523; E&P 92 Est. 2,474
County 90 Cen. 7,952; E&P 92 Est. 8,217

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$61,799,000

6 - PASSENGER AUTOS: Fannin County 23,616 (all vehicles)

7 - ELECTRIC METERS: Residence 4,410

8 - GAS METERS: Residence 4,268

9 - PRINCIPAL INDUSTRIES: Pumps; Trailers; Fertilizer; Agric.; Meat Packing; Cable.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-70; Summer 85-104; Fall 51-81; Winter 5-55. First killing frost, Nov. 23; last killing frost, Mar. 15.

11 - TAP WATER: Lake water, medium hardness; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks surrounding City Square; Sav-Park Plaza (4 stores).

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Food-Sat.

13 - RETAIL OUTLETS: Department Stores-J.B. White; Hunt.
Variety Stores-Ben Franklin; Bewley's.
Discount Store-Wal-Mart.
Chain Supermarkets-Safeway; Brookshires.
Other Chain Stores-Babcock Bros.; Otasco; Western Auto; Goodyear.

14 - NEWSPAPERS: FAVORITE (e-tues to fri; S) 3,500; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: Jane Head, Pub., FAVORITE, 314 N. Center; Box 550, Bonham, TX 75418; Tel. (214) 583-2124.
National Representative: Papert Companies.

BORGER

1 - LOCATION: Hutchinson County, E&P Map C-1. 50 mi. N of Amarillo; 27 mi. W of Pampa.

2 - TRANSPORTATION: Railroad-Santa Fe.
Motor Freight Carriers-3.
Intercity Bus Line-Continental-Panhandle.

3 - POPULATION:
Corp. City 90 Cen. 15,675; E&P 92 Est. 15,643
CZ-ABC: (80) 15,837
RTZ-ABC: (80) 17,139
County 90 Cen. 25,689; E&P 92 Est. 26,177
City & RTZ-ABC: (80) 32,976

4 - HOUSEHOLDS:
City 90 Cen. 5,915; E&P 92 Est. 5,903
CZ-ABC: (80) 6,093
RTZ-ABC: (80) 6,139
County 90 Cen. 9,075; E&P 92 Est. 9,247
City & RTZ-ABC: (80) 12,232

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$75,195,217
Commercial	2	$186,812,737

6 - PASSENGER AUTOS: Hutchinson County 29,571 (all vehicles)

7 - ELECTRIC METERS: Residence 6,193

8 - GAS METERS: Residence 5,662

9 - PRINCIPAL INDUSTRIES: Petroleum; Carbon Black; Synthetic Rubber; Printing Ink; Anhydrous Ammonia Fertilizer; Tool & Mach. Shops.

10 - CLIMATE: Av. Temp.-Summer 74; Winter 40; annual 58. First killing frost, Nov. 10; last killing frost, Mar. 10.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-15 blocks on Main St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Coronado(6)	NA	Food Bonanza
Bunavista	3	Fairlanes Mkt.
Borger Plz.	1	K mart, United Foods

Principal Shopping Days-Mon., Wed., Thur., Sat., Sun.
Stores Open Evenings-JCPenney, daily; Food-daily; Borger Plz.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; JCPenney; Beall's.
Variety Stores-M.E. Moses; Wal-Mart.
Chain Drug Stores-Harris 3; H&M; Lee; Revco.
Chain Supermarkets-Furr, Safeway, 7-Eleven; Holt; Allsups 5; Quick Stop 6.
Discount Stores-K mart; Wal-Mart.
Other Chain Stores-Hasting Books & Records; Zales; Oklahoma Tire; Singer Co.; Sears (catalog); Payless Shoes; Western Auto; Hallmark Cards.

14 - NEWSPAPERS: NEWS-HERALD (e-mon to fri) 6,448; (S) 7,321; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Ken Dulaney, Adv. Mgr., NEWS-HERALD, 207-209 N. Main; PO Box 5130, Borger, TX 79008-5130; Tel. (806) 273-5611; FAX (806) 273-2552.
National Representative: Papert Companies.

BRENHAM

1 - LOCATION: Washington County, E&P Map E-4. County Seat. Agricultural center. 84 mi. E of Austin; 74 mi. W of Houston; Highways: U.S. 290, S.H. 36.

2 - TRANSPORTATION: Railroads-Atchinson, Topeka and Santa Fe Railway Co. (Freight service only).
Motor Freight Carrier-1.
Intercity Bus Line-Kerrville Bus Lines.
Parcel Services-UPS, Federal Express and TexPac.
Railroads-Atchinson, Topeka, and Santa Fe Railway Co. (Freight service only).

3 - POPULATION:
Corp. City 90 Cen. 11,952; E&P 92 Est. 12,149
County 90 Cen. 26,154; E&P 92 Est. 27,643

4 - HOUSEHOLDS:
City 90 Cen. 4,510; E&P 92 Est. 4,585
County 90 Cen. 10,461; E&P 92 Est. 11,057

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$300,000,000
Savings & Loan	3	$200,000,000

6 - PASSENGER AUTOS: Washington County 23,917 (all vehicles)

7 - ELECTRIC METERS: Residence 4,344

8 - GAS METERS: Residence 3,245

9 - PRINCIPAL INDUSTRIES: Ice Cream Mfg.; Textiles; Cotton Seed Prods.; Mattresses; Wood Prods.; Upholstered Furniture.

10 - CLIMATE: Av. Annual Temp. 68.3. Jan.-record low of -2; Aug. record high 111.

11 - TAP WATER: Alkaline.

12 - RETAILING: Downtown-5 block square.
Shopping Centers-H.E.B.; Brookshire's; Four Corners; Market Square; Bluebonnet Center.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Weiner's; Marsh; Bode & Tonn; Beall's.
Discount Stores-Wal-Mart, Eckerd; Family Dollar.
Variety Store-Perry Bros.
Chain Supermarkets-Food Pantry; Brookshire Bros.; H.E.B.; Stanley's; Appletree.
Other Chain Stores-Goodyear; White Auto; Western Auto; Sears; Payless Shoes.

14 - NEWSPAPERS: BANNER-PRESS (e-mon to fri; S) 5,824; Dec. 31, 1990 VAC.
Local Contact for Advertising and Merchandising Data: Charles Moser, Pres., BANNER-PRESS, 2000 Stringer; PO Box 585, Brenham, TX 77833; Tel. (409) 836-7956.
National Representative: U.S. Suburban Press.

BROWNSVILLE

1 - LOCATION: Cameron County (In Brownsville-Harlingen MSA), E&P Map E-6. Extreme SE part of Texas. 271 mi. SE of San Antonio; 22 mi. from Gulf of Mexico. Port of entry into Mexico. Ship channel, 16 mi. inland to Port of Brownsville.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Southern Pacific; National Railways of Mexico.
Motor Freight Carriers-17.
Intercity Bus Lines-Continental Trailways; Valley Transit; Circulo Rojo-Matamoros; Transportes del Norte, S.A.
Airline-TranStar.

3 - POPULATION:
Corp. City 90 Cen. 98,962; E&P 92 Est. 101,755
CZ-ABC: (80) 84,997
RTZ-ABC: (80) 381,065
County/MSA 90 Cen. 260,120; E&P 92 Est. 278,578
City & RTZ-ABC: (80) 466,062
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 37,344; E&P 92 Est. 38,398
CZ-ABC: (80) 22,882
RTZ-ABC: (80) 86,815
County/MSA 90 Cen. 86,707; E&P 92 Est. 92,859
City & RTZ-ABC: (80) 109,697

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	14	$1,225,464,361
Savings & Loan	8	$1,851,798,084

6 - PASSENGER AUTOS: Cameron County 153,009 (all vehicles)

7 - ELECTRIC METERS: Residence 46,793

8 - GAS METERS: Residence 28,245

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Fishing & Shrimping 4,000; Cotton Proc. 2,200; Natural Gas Proc. 600; Port of Brownsville 2,200; Aviation 200; Clothing Mfg. 2,600; Import-Export 1,000; Electronics 400; Clothing 100; Mfg. Oil Drilling Rigs 3,200; Ship Dismantling 450; Misc. Dockside 500.
Principal Pay Days-Sat., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 68-84; Summer 76-92; Fall 67-85; Winter 54-73. First killing frost, Dec. 23; last killing frost, Mar. 14.

11 - TAP WATER: Alkaline, medium hard.

12 - RETAILING: Principal Shopping Centers-7 blocks on E. Elizabeth, Levee, Washington & Adams Sts.; 46 acres on Mexico St. between Palm Blvd. & Sixth St.
Neighborhood Shopping Centers-W. 2nd to 8th on Eliz. Junction Boca Chica & Los Fresnos Hwys.; Palm Blvd. & Old Alice Rd.; 14th St. & Boca Chica Blvd.; Fort Brown; Parede & Boca Chica.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Amigoland Mall(52)	1	Dillard's, JCPenney, Mont. Ward
Hospital(10)	2	Ransome's
N. Park Plz.(40)	3	Lord's
Palm Vlg.(18)	2	King Mart
Sunrise Mall(85)	4	Sears, Beall's, K mart

Principal Shopping Days-Mon., Sat.
Stores Open Evenings-Dept.-Sat.; Some Discount Stores; Supermarkets, Amigoland Mall, and Sunrise Mall-Daily.

13 - RETAIL OUTLETS: Department Stores-Anthony's; Beall's; JCPenney; Terry-Farris; Sears; Montgomery Ward; Dillard's; Jones & Jones.
Discount Stores-K mart; Gibson's; Wal-Mart; Weiners.
Variety Stores-Kress; Woolworth.
Chain Drug Stores-Walgreens; Rexall; Medico; Revco.
Chain Supermarkets-H.E. Butt 3; El Centro; Lord's; King Mart 2; Lopez 7; Warehouse Grocery.
Other Chain Stores-Tires, Auto Accessories: Goodyear, Goodrich, Western Auto 2, Firestone; Shoes: Thom McAn, Baker's, Kinney's, Pat's Shoe Box, Pep Boys, Wally's; Women's Clothing: Lerner Shops, Vogue, Santi's, Advance Shop, Village Casuals, Mangel's; Jewelry: Sweeney's, Weldon's, Zales, Gordon's; Other: Edelstein's Furn., Singer Co., Handy Dan, Hickory Farms, Lack's Furniture, National Shirts, The Ranch.

14 - NEWSPAPERS: HERALD (e-mon to fri) 16,807; (S) 20,750; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: David Ginsburg, Natl. Adv. Dir., HERALD, 1135 E. Van Buren; PO Box 351, Brownsville, TX 78520; Tel. (512) 542-4301.
National Representative: Papert Companies.

BROWNWOOD

1 - LOCATION: Brown County, E&P Map D-3. County Seat. Residential, college, wholesale ctr. near geographical ctr. of Texas. On U.S. Hwys. 67, 84 & 183; State Hwys. 10 & 279.

2 - TRANSPORTATION: Railroad-Santa Fe.
Motor Freight Carriers-8.
Intercity Bus Lines-Continental Trailways; Sunset Stage.

3 - POPULATION:
Corp. City 90 Cen. 18,387; E&P 92 Est. 18,185
CZ-ABC: (80) 21,709
RTZ-ABC: (80) 70,349
County 90 Cen. 34,371; E&P 92 Est. 35,701
City & RTZ-ABC: (80) 92,058
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 6,938; E&P 92 Est. 6,862
CZ-ABC: (80) 8,098
RTZ-ABC: (80) 27,916
County 90 Cen. 10,919; E&P 92 Est. 11,342
City & RTZ-ABC: (80) 36,014

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$279,774,536
Savings & Loan	1	$140,231,000

6 - PASSENGER AUTOS: Brown County 33,249 (all vehicles)

7 - ELECTRIC METERS: Residence 8,138

8 - GAS METERS: Residence 6,975

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-R.R. 356; Needlecraft 165; Mfg. 600; Cable 450.
Principal Pay Days-Fri.; 1st, 5th, 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 80-100; Fall 50-80; Winter 30-75. First killing frost, Nov.; last killing frost, Mar.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-11 blocks on Center, 12 on Fisk; 4 on Main.

Neighborhood Shopping Centers-Austin Ave.; Coggin Ave.; Melwood Ave.; W Commerce; Fort Worth Hwy.; Woodland Heights; Main St.; Commerce Square 14 units; Village Shopping Center; Heartland Mall (40 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Heartland Mall(40)	1	K mart, Beall's, JCPenney, Walgreens
Sav-On-Food	NA	Palace Drug
Austin Ave.	NA	Winn-Dixie, Motts, Eckerd
Melwood Ave.	NA	Village Market
Commerce Sq.(22)	NA	Furr's, McCrory, Singer Sewing Ctr.
Village	NA	Pin Ball Wizard, Music Box, China Inn

Principal Shopping Days-Mon., Wed., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Beall's; Stevenson's; Worth's; Connies.

Discount Stores-Thompson Surplus; K mart; Wal-Mart.

Variety Stores-McCrory; Motts.

Chain Drug Stores-Gibson's; Walgreens; Eckerd; Revco.

Chain Supermarkets-Furr's Discount; Winn-Dixie; Sav-On Foods 3; Kroger.

Other Chain Stores-Sherwin-Williams; Goodyear; Firestone; Pizza Inn; Pizza Hut; Higginbotham Bros.; Nathan's; Affiliated Foods 3; Allsups; Weakly-Watson; S&H Green Stamps; Radio Shack; Camelot Music; JoAnn Fabric; Zales; Kay Jewelers; McDonald's; Kinney Shoes; Burger King; Dairy Queen; Mr. Gattis; Gateway Cards; B. Dalton Bookseller; Taco Bell; Peanut Shack; Circus World Toys; Payless Shoe; Chicken; Pass th' Biskits; Church's Fried Chicken; Circle K.

14 - NEWSPAPERS: BULLETIN (e-mon to fri; S) 9,537; sworn Oct. 1, 1990.

Local Contact for Advertising and Merchandising Data: Shelton Prince, Pub., BULLETIN, 700 Carnegie; PO Box 1188, Brownwood, TX 76804; Tel. (915) 646-2541; FAX (915) 646-6835.

National Representative: Papert Companies.

BRYAN-COLLEGE STATION

1 - LOCATION: Brazos County (In Bryan-College Station MSA). E&P Map E-4. County Seat (Bryan). Midway between Houston & Dallas. 106 mi. NE of Austin; 97 mi. NW of Houston; 89 mi. SE of Waco. Site of Texas International Raceway.

2 - TRANSPORTATION: Railroads-Texas & New Orleans; Missouri Pacific; Southern Pacific; Amtrak.

Motor Freight Carriers-6.

Intercity Bus Line-Greyhound.

Airlines-American Eagle; Continental Express.

3 - POPULATION:

Corp. Cities 90 Cen. 107,458; E&P 92 Est. 112,628
Bryan 90 Cen. 55,002; E&P 92 Est. 57,135
College Station 90 Cen. 52,456; E&P 92 Est. 55,493
NDM-ABC: (80) 93,588
RTZ-ABC: (80) 51,434
County/MSA 90 Cen. 121,862; E&P 92 Est. 131,396
NDM & RTZ-ABC: (80) 145,022

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

Cities 90 Cen. 40,550; E&P 92 Est. 42,501
Bryan 90 Cen. 20,755; E&P 92 Est. 21,560
College Station 90 Cen. 19,795; E&P 92 Est. 20,941
NDM-ABC: (80) 32,488
RTZ-ABC: (80) 19,062
County/MSA 90 Cen. 48,745; E&P 92 Est. 52,559
NDM & RTZ-ABC: (80) 51,550

5 - BANKS	NUMBER	EST. DEP.
Commercial	10	$721,900,000
Savings & Loan	6	$551,200,000

6 - PASSENGER AUTOS: Brazos County 82,036 (all vehicles)

7 - ELECTRIC METERS: Bryan 19,705, College Station 17,415

8 - GAS METERS: 23,265

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Furn. 475; Rubber Slabs & Sales 275; Alum. Windows 593; Poultry Proc. 115; Agric. Chem. 146; University Educ. (College Station) 9,200; Military Academy (Bryan); Oil Well Prods. 150; Computer Terminals 300; Electric Appliances 500; Electronic 500.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-75; Summer 70-100; Fall 54-80; Winter 15-65.

11 - TAP WATER: Very soft.

12 - RETAILING: Principal Shopping Areas-Downtown Bryan Area: 10 blocks long, 5 blocks wide; Manor East Mall; Post Oak Mall; Townshire Center; 18 Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Texas Ave.(40)	NA	Kroger, Safeway
Culpepper Plaza (26)	NA	Safeway, Weiner's, Eckerd
Manor East(20)	NA	Mont. Ward
University Sq.(16)	NA	Alpha-Beta
Sunnyland(7)	NA	
Townshire(14)	NA	Safeway
Villa Maria(12)	NA	Merle Norman
Redmond Terr. (10)	NA	Academy
Briar Crest Drive(16)	NA	Ardans, Star Furn., Woodstone
Post Oak Mall (88)	NA	Sears, Dillard's, Foley's, JCPenney

Principal Shopping Days-Mon., Thur., Sat.

Stores Open Evenings-Mon., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Sears; Beall's 2; Edge's; Weiner's 2; Margo La Mode; Skagg's; Dillard's; Foley's; Service Mdse.

Variety Stores-Woolworth; Perry Bros.

Chain Drug Stores-Eckerd; Skaggs; Walgreens.

Discount Stores-K mart; Wal-Mart.

Chain Supermarkets-Safeway 4; Randall's; H.E.B.; Kroger 2; Skaggs; Winn-Dixie 2.

Other Chain Stores-Western Auto; Sherwin-Williams; Texas State Optical; Firestone; National Cash Register; Franklin's; Star Furn.; Furrow's; Lowe's; Cloth World; Hancock's; Ardan's; Academy; Goodyear; Oshman's.

14 - NEWSPAPERS: EAGLE (m) 22,837; (S) 27,154; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Laura Hampton, Adv. Dir., EAGLE, 1729 Briarcrest Dr., Bryan, TX 77802; Tel. (409) 776-4444.

National Representatives: Papert Companies; Worrell Enterprises.

CLEAR LAKE CITY

1 - LOCATION: Harris County (In Houston PMSA). E&P Map F-4, Clear Lake consists of 8 cities around the Bay Area, including northern portion of Galveston County; subdivision of Houston. N.A.S.A. Johnson Space Center (4 mi.). Shrimping, fishing & sailing center of SE Texas. 30 mi. S of Houston.

2 - TRANSPORTATION: Railroads-Galveston-Houston; Henderson.

Motor Freight Carriers-All Houston based freight lines.

Airlines-10 mi. from Houston's Hobby Airport, 1 mi. from Metro Airlines.

3 - POPULATION:

County 90 Cen. 2,818,199; E&P 92 Est. 2,969,205
PMSA 90 Cen. 3,301,937; E&P 92 Est. 3,497,321

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

County 90 Cen. 1,109,962; E&P 92 Est. 1,169,437
PMSA 90 Cen. 1,280,385; E&P 92 Est. 1,355,276

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	11	$148,880,000
Commercial	18	$352,970,000

6 - PASSENGER AUTOS: Harris County 2,227,094 (all vehicles)

7 - ELECTRIC METERS: Residence 43,512

8 - GAS METERS: Residence 12,913

9 - PRINCIPAL INDUSTRIES: Aerospace, Petrochemical

10 - CLIMATE: Min. & Max. Temp.-Spring 45-80; Summer 80-100; Fall 40-75; Winter 20-45.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-I-45 at Bay Area Blvd. Baybrook Mall (110 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bayway	NA	Kmart, Pic 'N Save
Camino South(27)	3	Walgreens
Town Plaza(20)	5	Kroger, SupeRx
Nassau Bay(21)	5	Buddy's Carpet, Eckerd
Village Real(24)	3	Kroger, Palais Royal
Miramar(27)	7	Kroger
Clear Lake(17)	3	Safeway, Weiner's
Dickinson Plz.(18)	6	
League City	2	Eckerd, Apple Tree
Armand Center	4	Crafts Etc.
Baybrook Terrace	2	R B Furniture
Fiesta Ctr.	NA	Fiesta

13 - RETAIL OUTLETS: Department Stores-Beall's; Palais Royal; Weiner's; Sears; Montgomery Ward; Dillard's.

Discount Stores-Gibson's; K mart; Target; Wal-Mart.

Variety Stores-TG&Y; Crafts Etc.; Michaels.

Chain Drug Stores-Walgreens, Eckerd.

Chain Supermarkets-Eagle; Kroger; Randalls; Gerland's; Fiesta; Apple Tree.

Other Chain Stores-Radio Shack; Firestone; Goodrich; Sherwin-Williams; Western Auto; White Auto.

14 - NEWSPAPERS: CITIZEN (e-tues, thurs, fri; S) 3,316; (e-wed) 3,271; VAC Mar. 31, 1990.

Local Contact for Advertising and Merchandising Data: Frank Graham, Pub., CITIZEN, PO Box 57907, Webster, TX 77598; Tel. (713) 488-1108; FAX (713) 488-1108 Ext. 49.

National Representative: U.S. Suburban Press.

CLEBURNE

1 - LOCATION: Johnson County (In Fort Worth-Arlington PMSA), E&P Map D-3, County Seat. 29 mi. S of Fort Worth; 55 mi. W of Dallas; 60 mi. N of Waco. On U.S. Hwy. 67 (E&W); State Hwy. 174 (N&S).

2 - TRANSPORTATION: Railroads-Amtrak (on Santa Fe), Passenger; Atchison, Topeka & Santa Fe, Freight.

Intercity Bus Lines-Central Texas Trailways, Cle-Tran.

Motor Freight Carriers-7.

Airlines-55 mi. to DFW Intl. Airport-Air Canada; American; Continental; Delta; Eastern; Mexicana; Ozark; Piedmont; Texas Intl.

3 - POPULATION:

Corp. City 90 Cen. 22,205; E&P 92 Est. 22,802
County 90 Cen. 97,165; E&P 92 Est. 105,547
PMSA 90 Cen. 1,332,053; E&P 92 Est. 1,437,718

4 - HOUSEHOLDS:

City 90 Cen. 8,379; E&P 92 Est. 8,605
County 90 Cen. 36,164; E&P 92 Est. 39,283
PMSA 90 Cen. 511,790; E&P 92 Est. 552,364

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$256,934,000

6 - PASSENGER AUTOS: Johnson County 88,345 (all vehicles)

7 - ELECTRIC METERS: Residence 9,986

8 - GAS METERS: Residence 7,199

9 - PRINCIPAL INDUSTRIES: R.R. Shops, Locomotive Repair and Mfg.; Furn.; Dairy Prods.; Cotton Ginning; Clothing; Batteries; Air Conditioners; Optical Goods; Feed Mills & Mixers; Stove Hoods; Wiping Cloths; Intercom Systems; Meat Proc.; Building Trusses; Commercial Displays; Rubber Prods.; Corrugated Boxes & Wood Pallets; Redwood Planters & Cabinets; Lithograph, Offset Printing; Refuse Containers; Silica Sand & Flour; Explosives; Fiberglass Prods. & Insulation; Concrete Products; Portable Buildings; Radio & Electronic Equip.; Crushed Limestone, Lime Prods.; Soft Drink Bottling; Diesel Additives.

10 - CLIMATE: Jan. avg. 34; July avg. 97.4; Annual avg. 66.4.

11 - TAP WATER: Neutral, soft (7 Trinity Wells) & 1550 Surface Arces Lake.

12 - RETAILING: Principal Shopping Centers-N.A.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bellevue Crest(6)	NA	David's
Cleburne(6)	NA	Sears
Meadowbrook(6)	NA	Winn's, Weiner's, Winn-Dixie
Ridgeway(4)	NA	True Value Hdwe.
Nolan River(33)	NA	K mart, Beall's, JCPenney
Pin Ctr.(6)	NA	Texas T
Westgate Vlg. (10)	NA	Wal-Mart, Kroger

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Mr. Gus; Beall's.

Variety Stores-Ben Franklin.

Discount Stores-Winn's; Wal-Mart; K mart; Weiners.

Chain Drug Stores-Rexall 4; Eckerd; Revco.

Chain Supermarkets-Piggly Wiggly; H.E.B.; Kroger; Winn-Dixie; Thrift Mart; 7-Eleven 2; David's Super Save 2.

Other Chain Stores-Goodyear; Firestone; Radio Shack; Western Auto; Sherwin-Williams; Texas State Optical; True Value Hdwe.; Zales; Regis Hairstyling; Royal Optical; Walden II; Texas-T; Marr's Short Stop 4; Chief Auto Parts; Higginbothams Lumber; Singer Co.; The Tire Store; Merle Norman; Hallmark Cards; McCoy's Lumber; Stewart Lumber; Cleburne Hdwe.; Ace Hdwe.; Alstart; Braums Ice Cream; Beefers, Colortyme TV & Appliance; Curtis Mathes Home Entertainment; Dairy Queen; Mazzio's Pizza; Wylie's Aluminum Products; Arbys; Grandy; Weiner's; Winn's.

14 - NEWSPAPERS: TIMES-REVIEW (e-mon to fri; S) 9,513; sworn Sept. 28, 1990.

Local Contact for Advertising and Merchandising Data: Kay Hodger, Adv. Mgr., TIMES-REVIEW PO Box 1569 Cleburne, TX 76033-1569; Tel. (817) 645-2441.

National Representative: Papert Companies.

CLUTE-FREEPORT-LAKE JACKSON

1 - LOCATION: Southern three-fourths of Brazoria County. (In Brazoria PMSA), E&P Map E-5. 5 mi. from Gulf Coast; 45 mi. S of Houston. Area of heavy petrochemical and refining industry. Major U.S. seaport. Major cities: Clute, Freeport, Lake Jackson, Angleton, West Columbia. Other cities: Oyster Creek, Richwood, Sweeny, Brazoria, Jones Creek, Danbury, Old Ocean, Surfside Beach, Quintana, Holiday Lakes, Bailey's Prairie.

2 - TRANSPORTATION: Railroad-Missouri Pacific.

Motor Freight Carriers-Alamo Express; Merchants; Roadway Express; Missouri Pacific Truck Line; UPS; Tex Pack.

Waterway-Intracoastal Canal; Brazos River; Port of Freeport.

3 - POPULATION:

Corp. Cities 90 Cen. 43,075; E&P 92 Est. 43,266
Clute 90 Cen. 11,389; E&P 92 Est. 8,777
Freeport 90 Cen. 11,389; E&P 92 Est. 10,978

Lake Jackson 90 Cen. 22,776; E&P 92 Est. 23,511
CZ-ABC: (80) 44,714
RTZ-ABC: (80) 67,297
County/PMSA 90 Cen. 191,707; E&P 92 Est. 201,932
City & RTZ-ABC: (80) 112,011

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 90 Cen. 16,255; E&P 92 Est. 16,327
Clute 90 Cen. 3,362; E&P 92 Est. 3,312
Freeport 90 Cen. 4,298; E&P 92 Est. 4,143
Lake Jackson 90 Cen. 8,595; E&P 92 Est. 8,872
CZ-ABC: (80) 15,333
RTZ-ABC: (80) 20,104
County/PMSA 90 Cen. 71,034; E&P 92 Est. 74,823
City & RTZ-ABC: (80) 35,437

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	15	$1,020,490,548

6 - PASSENGER AUTOS: Brazoria County 169,136 (all vehicles)

7 - ELECTRIC METERS: Residence 39,700

8 - GAS METERS: Residence 22,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Chem. 8,800 ($540); Constr. 3,700 ($490); Mfg. 850 ($375); Comm. Fishing 1,000 ($300); Shipping & Trans. 400 ($350).

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 62-78; Summer 72-88; Fall 62-78; Winter 60-67.

11 - TAP WATER: Alkaline, hard; some fluoridated.

12 - RETAILING: Downtown Shopping Areas-Clute: 10 blocks on S. Hwy. 227, 5 on S. Main, 8 on Dixie Dr.; Freeport: 2 blocks on W Park, 6 on 2nd St., 2 on W Broad; Lake Jackson: 3 blocks on Circle Way, 3 on Parking Way, 3 on That Way, 3 on This Way; Angleton: 8 blocks on Hwy. 227, 10 on Hwy. 35.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brazos Mall(100)	NA	Sears, JCPenney, Beall's, Dillard's
Freeport 4 Corners(10)	NA	Kroger, Eckerd, Weiner's
Lake Jackson 4 Corners(12)	NA	Stanley's, Winn's, Eckerd
Wal-Mart Ctr.	NA	Wal-Mart
Kmart Ctr.	NA	K mart
Angleton Corners(4)	NA	Kroger, Weiner's
Angleton Apple Tree Plz.(14)	NA	Apple Tree, Eckerd
Palm Ctr.(7)	NA	Perry's, Firestone
Brazosport Vlg.(20)	NA	Heb, Weiner's, H.E.B.
Lack's Plantation Ctr.(27)	NA	Lack's, Baron's
Kroger Ctr.(10)	NA	Kroger, Walgreens, True Value
K mart Center	NA	K mart
Oyster Creek Center(15)	NA	Apple Tree, Mr. Gatti

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Grocery; Brazos Mall; most discount.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Dillard's; Beall's; Fair.
Variety Stores-Perry's 2; Winn's.
Discount Stores-K mart; Wal-Mart; Service Mdse.
Chain Drug Stores-Eckerd 3; Walgreens 2.
Chain Supermarkets-Kroger 3; Apple Tree 2; Gerland's 2; Stanley's; Lucky 7 2; Albertson's; Budget Chopper; H.E.B 2; Stewart's 2.
Other Chain Stores-Firestone 2; Goodyear 3; Western Auto 5; White's Auto; Craig's; Gordon's; Kinney Shoes; Lerner; Zales; Waldenbooks; Spencer Gifts; Radio Shack; Baker's; Singer; Goodrich; Sherwin-Williams; County Seat; Flagg Shoes; Hanover Shoes; B. Dalton; Dyer Electronics.

14 - NEWSPAPERS: THE BRAZOSPORT FACTS (e) 19,948; (S) 21,243; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Gilbert C. Vetters, Gen. Mgr., THE BRAZOSPORT FACTS, 720 S. Main; PO Box 549, Clute, TX 77531; Tel. (409) 265-7411; FAX (409) 265-2213.

National Representative: Landon Associates.

CONROE

1 - LOCATION: Montgomery County, (In Houston PMSA). E&P Map E-4. County Seat. Oil well, timber, diversified farming, manufacturing area. 36 mi. N of Houston. On State Hwy. 105; U.S. Hwy. 75; I-45.

2 - TRANSPORTATION: Railroads-Atcheson, Topeka & Santa Fe; Union Pacific.

Motor Freight Carriers-3.

Intercity Bus Line-Continental Trailways.

Airlines-All major airlines. 25 mi. from the Houston Inter-Continental Airport.

3 - POPULATION:
Corp. City 90 Cen. 27,610; E&P 92 Est. 29,525
CZ-ABC: (80) 20,447
RTZ-ABC: (80) 106,775
County 90 Cen. 182,201; E&P 92 Est. 197,334
PMSA 90 Cen. 3,301,937; E&P 92 Est. 3,497,321
City & RTZ-ABC: (80) 127,222

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 10,419; E&P 92 Est. 11,142
CZ-ABC: (80) 6,660
RTZ-ABC: (80) 34,827
County 90 Cen. 70,714; E&P 92 Est. 76,587
PMSA 90 Cen. 1,280,385; E&P 92 Est. 1,355,276
City & RTZ-ABC: (80) 41,487

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	13-	$667,251,208
Savings & Loan	10	N.A.

6 - PASSENGER AUTOS: Montgomery County 159,183 (all vehicles)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mfg.; Hardwood Lumber; Timber; Gasoline; Creosote; Foundry Products; Farming Area (Cotton, Corn, Truck Crops); Chemical; Mining Trucks; Oil Field Equip.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-75; Summer 72-100; Fall 55-80; Winter 15-65.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Conroe(14)	NA	Conroe Furn.
Greenspoint	20	Beall's, Foley's, Lord & Taylor
East Davis(8)	1	Weiner's
Edgewood	NA	
Montgomery Plz.	2	Randall, Wal-Mart, Weiner
Crossroads	NA	Eckerd, Winn's, Apple Tree
Woodwinds	NA	Kroger, Wal-Mart

Principal Shopping Days-Wed., Fri., Sat.

13 - RETAIL OUTLETS: Chain Supermarkets-Kroger; Apple Tree; Brookshire Bros. 2.

Other Chain Stores-Radio Shack 2; Weiner's 3; JCPenney; Western Auto; Amato's 2; Randall's 2; Wal-Mart 2; Beall Bros.; Kinney's; Payless Shoes; SAS Shoes; Walgreens 2; Eckerd 4.

14 - NEWSPAPERS: THE COURIER (m) 11,834; (S) 12,495; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Brenda Roy, Adv. Dir., THE COURIER, 100 Ave. A; PO Box 609, Conroe, TX 77305; Tel. (409) 756-6671.

National Representative: U.S. Suburban Press.

COLLEGE STATION
See BRYAN

CORPUS CHRISTI

1 - LOCATION: Nueces County (In Corpus Christi MSA). E&P Map E-5. On Gulf of Mexico in S Texas, 210 mi. SW of Houston, 145 mi. SE of San Antonio, 160 mi. N of Brownsville, which is on border of Mexico. On U.S. Hwys. 77, 181; State Hwys. 9, 44, 286. Av. Altitude is 35 ft. above sea level.

2 - TRANSPORTATION: Railroads-Southern Pacific; Missouri Pacific; Texas-Mexican.
Motor Freight Carriers-15.
Airlines-American; Eastern; Texas National; Southwest; Continental.

3 - POPULATION:
Corp. City 90 Cen. 257,453; E&P 92 Est. 262,544
CZ-ABC: (80) 236,562
Bal. in NDM-ABC: (80) 89,666
Bal. in RTZ-ABC: (80) 146,091
County 90 Cen. 291,145; E&P 92 Est. 303,030
MSA 90 Cen. 349,894; E&P 92 Est. 363,307
Total NDM-ABC: (80) 326,228
CZ-NDM & RTZ-ABC: (80) 472,319

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 97,152; E&P 92 Est. 99,073
CZ-ABC: (80) 77,878
Bal. in NDM-ABC: (80) 26,662
Bal. in RTZ-ABC: (80) 46,047
County 90 Cen. 109,699; E&P 92 Est. 114,177
MSA 90 Cen. 134,383; E&P 92 Est. 139,504
Total NDM-ABC: (80) 104,540
CZ-NDM & RTZ-ABC: (80) 150,587

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	30	$2,000,000,000
Savings & Loan	9	$900,000,000

6 - PASSENGER AUTOS: Nueces County 220,061 (all vehicles)

7 - ELECTRIC METERS: Residence 89,269

8 - GAS METERS: Residence 52,000

9 - PRINCIPAL INDUSTRIES: Chem.; Metals; Dextrose; Oil; Iron Prods.; Milk Prods.; Petroleum Prods.; Steel Bars; Fab.; Cement; Liquid Gas; Aluminum; Cadmium Zinc Sulphate; Util.; Stone, Clay & Glass; Allied Prods.; Tourism; Oil & Gas; Agriculture; Fishing; Ranching; Manufacturing; Military; Port.

Principal Pay Days-1st, 15th, 20th.

10 - CLIMATE: Min. & Max. Temp.-Av. 63.7-78.6; mean av. 71.2.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-Sunrise Mall; S. Padre Island Dr. & Airline Rd.; Padre-Staples Mall & Staples Ctr., S. Padre Island Dr. & Staples.

Neighborhood Shopping Centers-Gulfway, At Staples; Hamlin Center, Doddridge at Staples; Lamar Park, Alameda at Doddridge; Portaires, Port at Ayers; Town and Country, 4200 Alameda; Weber Square, 5800 Weber; Woodlawn, 3700 Leopard; Fire Points, 4100 Calalien Dr.; Windchase, Airline at Holly; Parkdale Plz., Staples at Gollinar; Promenade Center, at Staples; Belaire, 2700 Staples at Annapolis; Carmel, 4100 S. Staples; Commerce I, 4455 S. Padre Island Dr.; Country Club Plz., 5800 Everhart; Country Vlg., 5810 S. Staples; Copperfield, Staples & Holly; Crossroads Shpg. Vlg., 5830 McArdle at Airline Rd.; Cullen Mall, 4800 S. Alameda at Airline; Downtown, 10 blocks on Chaparral & 10 on Mesquite; Gaslight Sq., 1016 Santa Fe at Hancock & Third; Kingsbury Sq., 6400 Weber at Saratoga; Oakbrook, 5100 Everhart; Plaza Del Sol, 5300 Everhart; Portairs, 4100-4200 Ayers; Pueblo Park Mall, 4600 S. Padre Island Dr.; Saxet, 3900 Leopard; Six Points, 1700 S. Alameda at Staples 7 Ayers; South Park, 3800 S. Padre Island Dr.; Stonegate, 5400 Everhart; Village Park, 5500 Everhart.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Padre Staples Mall	125	Dillard's, Foley's, JCPenney
K mart	3	K mart
Woodlawn Shpg. Ctr.	NA	Firestone, Beall's, Eckerd Drugs, Weiner's
Wal-Mart	1	Wal-Mart
Weber Sq.	15	H.E.B., Compusolve, Half Price Books, Winn's
Five Points Shpg. Ctr.	45	K mart, Appliance Mart
Gulf Way Shpg. Ctr.	42	Sun Harvest, Firestone, Radio Shack
Mission Shpg.	8	Western Auto, K mart

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Every night until 9.

13 - RETAIL OUTLETS: Department Stores-Beall's; Dillard's; Marshalls; Mervyn's; JCPenney; Oshman's; Academy; Sears; Weiner's; Solo Serve; Foley's; Palais Royal; Service Mdse.; K mart; Wal-Mart; Target.
Variety Stores-Woolworth 2; Kress; Winn's 7; Ben Franklin; Michaels.
Chain Drug Stores-Walgreens; Eckerd 9; Rexall 5; Port Avenue; Bayview; Town & Country; Valu-Rite; H.E.B. Pharmacies.
Chain Supermarkets-H.E. Butt 13; Model Mkt. 2; Foodtown 2; Maverick Mkts. 58; Super-D; Super-Mex 3; Circle K 30; 7-Eleven 20; Warehouse Groc. 2; Albertson's; Furr's 4; Fuedo 2; Sun Harvest Farms.

14 - NEWSPAPERS: CALLER-TIMES (m) 69,671; (S) 92,864; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Barry E. Box, Adv. Dir., CALLER-TIMES, 820 Lower Broadway; PO Box 9136, Corpus Christi, TX 78469; Tel. (512) 884-2011; FAX (512) 886-3777.
National Representative: Cresmer, Woodward, O'Mara, & Ormsbee.

CORSICANA

1 - LOCATION: Navarro County. E&P Map E-3. 49 mi. S of Dallas, 80 mi. SE of Ft. Worth; 75 mi. W of Tyler; 52 mi. E of Waco; 187 mi. to Houston. On U.S. Hwys. 31, 75, 287; State Hwys. 14, 22, 31, 75; I-45.

2 - TRANSPORTATION: Railroads-Southern Pacific; Rock Island; Burlington; St. Louis & Southwestern.
Motor Freight Carriers-19.
Intercity Bus Line-Greyhound.
Airline-Charter Air Service.

3 - POPULATION:
Corp. City 90 Cen. 22,911; E&P 92 Est. 23,151
County 90 Cen. 39,926; E&P 92 Est. 41,842

4 - HOUSEHOLDS:
City 90 Cen. 8,646; E&P 92 Est. 8,736
County 90 Cen. 13,251; E&P 92 Est. 13,887

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$287,650,000
Savings & Loan	2	$150,000,000

6 - PASSENGER AUTOS: Navarro County 34,645 (all vehicles)

7 - ELECTRIC METERS: Residence 9,800

8 - GAS METERS: Residence 8,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Pastries & Cakes 300; Men's Hats 894; Insulation Materials 150; Potato Chips 225; Steel 483; Fertilizer Complex & Ammonia Mfg. 250; Production 250; Insurance 165; Mobile Homes 400; Plastic Prods. 300; Oil Field Equip. 300; Drilling Equip. 200; Glass 800.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 70-100; Fall 60-75; Winter 28-40. First killing frost, about Nov. 15; last killing frost, Mar.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
College Park Mall	NA	Wal-Mart, Beall's, JCPenney
Golden Circle(7)	NA	
Navarro Mall(18)	NA	Brookshire
Seventh Ave.	NA	Eckerd
Westgate(6)	NA	Sears

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Miles; Tekell's; Beall's.

Discount Stores-K mart; K. Wolens; Wal-Mart.

Chain Supermarkets-Brookshire; H.E.B.

Other Chain Stores-Sherwin-Williams; Western Auto; Radio Shack; Zales; Cato; Family Dollar; Auto Zone; Carquest.

14 - NEWSPAPERS: SUN (eS) 9,400; sworn Oct. 1, 1990.

Local Contact for Advertising and Merchandising Data: Gary Connor, Adv. Dir., SUN, 405 E. Collin; Box 622, Corsicana, TX 75110; Tel. (214) 872-3931.

National Representative: Papert Companies.

DALHART

1 - LOCATION: Dallam and Hartley Counties, E&P Map C-1. At Intersection of Hwys. 51, 54, and 87. 88 mi. from Amarillo. Shipping and trading center for NW Panhandle of Texas, Oklahoma and NE New Mexico.

2 - TRANSPORTATION: Railroads-Southern Pacific; Cotton Belt; Burlington Northern.

Motor Freight Carriers-4.

Intercity Bus Line-Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 6,246; E&P 92 Est. 6,124
Counties 90 Cen. 9,095; E&P 92 Est. 9,056
Dallam 90 Cen. 5,461; E&P 92 Est. 5,407
Hartley 90 Cen. 3,634; E&P 92 Est. 3,649

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 2,357; E&P 92 Est. 2,311
Counties 90 Cen. 3,270; E&P 92 Est. 3,257
Dallam 90 Cen. 1,972; E&P 92 Est. 1,953
Hartley 90 Cen. 1,298; E&P 92 Est. 1,304

5 - BANKS	NUMBER	DEPOSITS
Savings	5	$169,619,589

6 - PASSENGER AUTOS: Counties: Dallam 5,465; Hartley 4,705 (all vehicles)

7 - ELECTRIC METERS: Residence 2,720

8 - GAS METERS: Residence 2,868

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-R.R. 150 ($650); Electric Power 48 ($200); Feed Proc. 75 ($150); Commercial Feed Lots (cap. 150,000 head of cattle) ($175).

Principal Industrial Pay Day-Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-95; Summer 40-110; Fall 20-95; Winter 17-90. First killing frost, Sept. 20; last killing frost, Apr. 15.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Principal Shopping Centers-5 blocks on Denrock; 4 on Denver; 3 on Rock Island; 12 on Hwys. 54 & 87; Shopping Ctr. on 7th St.; Apache Shopping Ctr. on 16th and Tennessee (United Food Store, Furn. Fashions).

Principal Shopping Days-Wed., Thur.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; Sears; Montgomery Ward.

Variety Store-H&B.

Discount Store-Alco.

Chain Supermarkets-Jack & Jill; United Food; Allsup's 2; Southland 2; 7-Eleven.

14 - NEWSPAPERS: TEXAN (e-tues to fri; S) 2,450; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Robert & Susan Clay, Co-Pub., TEXAN, 410 Denrock St., Dalhart, TX 79022; Tel. (806) 249-4511; FAX (806) 249-2395.

National Representative: Papert Companies.

DALLAS

1 - LOCATION: Dallas County (PMSA), E&P Map E-3. NE portion of Texas on Trinity River 32 mi. from Fort Worth, 240 mi. NW of Houston; 300 mi. NE of San Antonio. On Interstate Hwys. 20, 30, 35E, and 45. Also U.S. Hwys. 67, 75, 77, 80, and 175; State Hwys. 78, 114, 121, 183, 289, 342, 352, 356. County Seat. A financial, distributing, educational, mktg. and insurance center. Mfg., Wholesale and Retail Trade, Real Estate, Trans., High Tech Industries and Conventions.

2 - TRANSPORTATION: Railroads-Amtrak; Burlington Northern; Kansas City Southern Lines; Missouri-Kansas-Texas; St. Louis Southwestern; Union Pacific; Santa Fe-Southern Pacific.

Motor Freight Carriers-54.

Intercity Bus Lines-Central Texas Trailways; Greyhound; North Texas Lines; Metropolitan Service; Dallas Area Rapid Transit.

Airlines-Serving Dallas-Ft. Worth Airport: Air New Zealand; American; Continental; Delta; Mexicana; Piedmont; Altus; British Airways; Iberia; Lufthansa; Midway; Midwest Express; Northwest Airlines; Pacific Western; Pan Am; Atlantic Southeast; Thai; TWA; United; USAir. Cargo & Commuters: ABC; Airborne Express; American Eagle; China Airlines; Eagle Commuter; Emery; Evergreen International; Federal Express; Flying Tiger; Interstate; Kitty Hawk; Lone Star; Metro Express II; Orion; Pumpkin; Rio; Skyfreighters; Southeast; SMB Stage Line; United Parcel; Zantop International; Serving LOVE Field -Southwest Airlines.

3 - POPULATION:

Corp. City 90 Cen. 1,006,877; E&P 92 Est. 1,088,555
County 90 Cen. 1,852,810; E&P 92 Est. 1,967,945
PMSA 90 Cen. 2,553,362; E&P 92 Est. 2,750,123
DALLAS MORNING NEWS:
CZ-ABC: (80) 1,556,419
Bal. in NDM-ABC: (80) 2,010,106
Total NDM-ABC: (80) 3,566,525
DALLAS TIMES HERALD:
CZ-ABC: (80) 1,556,419
Bal. in NDM-ABC: (80) 2,010,106
Total NDM: (80) 3,566,525

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 379,954; E&P 92 Est. 410,775
County 90 Cen. 689,058; E&P 92 Est. 731,876
PMSA 90 Cen. 947,979; E&P 92 Est. 1,021,003
DALLAS MORNING NEWS:
CZ-ABC: (80) 577,701
Bal. in NDM-ABC: (80) 719,859
Total NDM-ABC: (80) 1,297,560
DALLAS TIMES HERALD:
CZ-ABC: (80) 577,701
Bal in NDM-ABC: (80) 719,859
Total NDM: (80) 1,297,560

5 - BANKS	NUMBER	DEPOSITS
(Dallas County)		
Commercial	77	$44.8 billion
Savings & Loan	26	$82.5 billion

6 - PASSENGER AUTOS: Dallas County 1,543,301 (all vehicles)

7 - ELECTRIC METERS: Residential, Industrial & Commercial 407,077

8 - GAS METERS: Res. Ind. & Comm. 375,371

9 - PRINCIPAL INDUSTRIES: Dallas Fort Worth MSA (State of Texas Av. Wkly. Wage-N.A.)-Whol. and Ret. Trade 502,000; Mfg. 326,208; Serv. and Misc. 385,500; Gov't. 241,800; Fin., Ins., R.E. 149,600; Trans. and Util.; 138,600; Constr. 67,800; Mining 22,500. Total Labor Force 1,985,200.

10 - CLIMATE: Min. & Max. Temp.-Daily mean temp.: Annual Av. 66 F; Hottest month (Av. 24 hr. temp.) 86 F.; Coldest month (Av. 24 hr. temp.) 44 F.; Record temps. (highest) 113 F; (lowest) 4 F; Precipitation: Av. Annual 29 in.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Major Shopping Centers-Northpark; Valley View; Prestonwood; Galleria; Red Bird Mall; Collin Creek Mall; Town East; Richardson Sq.; Downtown Dallas; Preston Ctr.; Big Town; Preston Forest; Wynnewood; Irving Mall; Northtown Mall; Casa Linda Plz.; Casa View; Custer Sq.; The Promenade; Hampton Sq.; Highland Pk. Vlg.; Inwood Vlg.; Keystone Pk.; Vista Ridge Mall; Medallion Ctr.; Old Town in the Vlg.; Park Forest; Plymouth Pk.; Preston Royal; Promenade Ctr.; Vlg. on the Pkwy.; The Corner; The Quadrangle; Walnut Hill Vlg.; plus over 125 smaller Ctrs. throughout Dallas and suburban area.

Major Retail Shopping Areas: Preston Rd.; Lovers Lane; Mockingbird Lane; Dallas N. Pkwy.; Beltline Rd.; Northwest Hwy.; Buckner Blvd; Garland Rd.; W Jefferson; I-20; I-30; I-35E; North Central Exprwy.; Inwood Rd.; Lemmon Ave.; Oak Lawn; Plano Rd.; Greenville Ave.; McKinney Ave.; Hampton Rd.; Kiest Blvd.; Lake June Rd.; Forest Lane; Josey and Marsh Lanes; Gus Thomasson; Royal Lane; Walnut Hill Lane; Ferguson Rd., Coit Rd.; Arapaho Rd.; Zangs Blvd.; Illinois and the Downtown area.

Principal Shopping Days-Mon., Thur., Fri., Sat., Sun.

Stores Open Evenings-Many stores open until 9 p.m. every evening except Sun. Most stores open until 9 p.m. Thur. Food stores open late every night.

13 - RETAIL OUTLETS: Department Stores-Foley's 11; Dillard 14; Neiman Marcus 4; Lord & Taylor 3; JCPenney 13; Sears 12; Montgomery Ward 10; Myers 11; Macy's; Marshall Field; Saks Fifth Avenue; Mervyn's 10.

Discount Stores-K mart 32; Target 13; Wal-Mart 30; Jewelry: Sterling 3; Service Mdse.: Best Products 3.

Variety Stores-M. E. Moses 27; Mott 18; Ben Franklin 5; TG&Y 6; Duke & Ayers 4; H.L. Green 2; McCrory 3; Hall's 3.

Chain Drug Stores-Eckerd 110; Myatt's 7; Drug Mart 6; Page/Tom Thumb 29; Skaggs-Alpha Beta 14; Myers & Rosser 6; Dougherty's 4; Raven's 4; Drug Emporium 4.

Chain Supermarkets-Tom Thumb 58; Albertson's 16; Minyard's 61; Kroger 70; Skaggs-Alpha Beta 34; Winn-Dixie 10; 7-Eleven 157; Stop 'N Go 36; Schepps 22; Mr. M 25; Affiliated, Sack & Save 12.

Other Chains-Women's Apparel: Miller's Outpost, Stewart's, Suzanne's, Colbert's, County Seat, The Gap, Jeans West, Lerner, Margo's, Margies, Lane Bryant; Men's Apparel: Brooks Brothers, Chess King, Clyde Campbell, Dads and Lads, Designers Den, Irby Mayes, John Mabry, Reynolds-Penland, J. Riggins; Family Clothing Stores: Jas. K. Wilson, Scheplers, Coopers, County Seat, The Gap, Culwell and Son, Longhorn; Shoe Stores: Just Justin, Baker's, Butler's, Fayva, Florsheim, Foot Locker, Hardy's, Jarman, Kinney's, Larry's, Knapp, Naturalizer, Payless, Red Cross, Thom McAn, Vandy's, Boot Town, Nicks, Morgan Boots; Auto Repair and Parts: Goodyear, Firestone, Goodrich, General Tire, Eaton, Exxon Car Care Centers, Shell Car Care, Chevron Car Care, Midas, Tune-up Masters, All-Pro Parts, Pep Boys, Checker, Chief Auto Parts, Ken's, Green Light, Jack's Auto Supply, Western Auto; Jewelry Stores: Bachendorf's, Corrigans, Fullers, Gordon's, Linz, Rings and Things, Semor, J.C. Sloan, Tabers, Zales, Tiffiny & Co., Gumps, Sterling Jewelry; Cleaners: Fishburns, Holiday, Faulkners, One-Hour, Martinizing, Oriental, Glo, Comet, Barton-Howell, Town & Country, White Star; Home Centers: Home Depot, Homers, Payless Cashways, Sutherland Lumber, Lights Fantastic, Ivy Lumber, Simms-Moore, Ace Hdwe., True Value Hdwe., C&S, Sharp Hdwe., Glidden, Jones Blair Stores, Dalworth Paints, Sherwin-Williams Decorating Centers, Pittsburgh Paints, Tru-Test; Furniture Stores: Haverty's, Wicke's Furniture, R.B. Furn., Pidgeon's, Ethan Allen, Hart, La-Z-Boy Stores, Rick, Levitz, Sleep & Sofa Country, Duffey's, Weirs, Leather Center; TV-Stereo: TV Centers, CMC Stereo, Sound Climax, Radio Shack, McDuff, Best Buy, Ed Kellum, Circuit City.

14 - NEWSPAPERS: DALLAS MORNING NEWS (m-mon to thur & sat) 400,553; (m-fri) 474,444; (S) 611,716; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Richard Starks, Vice Pres./Adv., DALLAS MORNING NEWS, Communication Center, Dallas, TX 75265; Tel. (214) 977-8662.

National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

DALLAS TIMES-HERALD (all day-mon to fri) 210,652; (all day-sat) 240,449; (S) 308,448; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Scott McKibben, Adv. Dir., DALLAS TIMES-HERALD, 1101 Pacific, Dallas, TX 75202; Tel. (214) 720-6309.

National Representative: Branham/Newspaper Sales.

DALLAS WALL STREET JOURNAL (Southwest Edition) (m-mon to fri) 190,676; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Scott McKibben, Adv. Dir., DALLAS WALL STREET JOURNAL, 1233 Regal Row, Dallas, TX 75247; Tel. (214) 631-7250.

Representative: Direct through branch offices.

DEL RIO

1 - LOCATION: Val Verde County, E&P Map C-5. County Seat. 153 mi. W of San Antonio; 422 mi. E of El Paso; 2 mi. NE of Rio Grande-bridge to Cuidad Acuna, Mexico.

2 - TRANSPORTATION: Railroads-Southern Pacific; Amtrak.

Motor Freight Carriers-6.

Intercity Bus Lines-Painter (Greyhound Affiliate); Continental Trailways.

3 - POPULATION:

Corp. City 90 Cen. 30,705; E&P 92 Est. 30,839
CZ-ABC: (80) 30,034
RTZ-ABC: (80) 5,876
County 90 Cen. 38,721; E&P 92 Est. 40,224
City & RTZ-ABC: (80) 35,910

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 11,587; E&P 92 Est. 11,637
CZ-ABC: (80) 8,724
RTZ-ABC: (80) 1,631
County 90 Cen. 16,084; E&P 92 Est. 16,708
City & RTZ-ABC: (80) 10,355

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$184,937,835
Savings & Loan	1	$66,745,970
Credit Unions	3	$23,484,434

6 - PASSENGER AUTOS: Val Verde County 28,877 (all vehcles)

7 - ELECTRIC METERS: Residence 28,048

8 - GAS METERS: Residence 6,990

9 - PRINCIPAL INDUSTRIES: Sheep & Goat Raising; Air Force Base; Tourist; Railroad; Retail; Maquiladora Industries.

Principal Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-82; Summer 72-95; Fall 62-81; Winter 38-59. First killing frost, Nov. 29; last killing frost, Feb. 26.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-9 blocks on S. Main St.; 6 on Pecan St.; 2 on Losoya St.; 2 on Garfield St.; 2 on Broadway; 5 mi. on Avenue F; 1 mi. on Gibbs St.

Neighborhood Shopping Centers-Las Vacas St. & Chihuahua Ave.; F extending approx. 5 mi. toward Amistad Dam & N. Main; E. Gibbs St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
La Paloma(8)	NA	Travel Agency
La Villita(30)	NA	Anthony's, Lacks, Auto Zone
Plaza del Sol(48)	NA	Beall's, K mart, JCPenney

Principal Shopping Days-Thur., Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Guarantee Store; Beall's; Anthony's.
Variety Store-Kress.
Discount Stores-K mart; Wal-Mart; 50% off.
Chain Supermarkets-M Systems; H. E. Butt 2; Thriftee.
Other Chain Stores-Firestone; Goodyear; Western Auto; True Value Hardware; Radio Shack; Sears (catalog); Lacks; Zales; Gordon; Auto Zone; H.E.B. Video Central.

14 - NEWSPAPERS: NEWS-HERALD (e) 6,400; (S) 6,692; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: John Arrington, Adv. Mgr., NEWS-HERALD, 321 S. Main St.; PO Box 4020, Del Rio, TX 78841; Tel. (512) 775-1551.
National Representative: Thomson Newspapers.

DENISON

1 - LOCATION: Grayson County (In Sherman-Denison MSA), E&P Map E-2. Industrial & recreational center. 3 mi. S of Denison Dam on Red River; 8 mi. NE of Sherman; 73 mi. from Dallas. On U.S. Hwys. 69, 75; State Hwys. 6, 84, 169.

2 - TRANSPORTATION: Railroads-Missouri-Kansas-Texas; Frisco; Texas & Pacific; Southern Pacific.
Motor Freight Carriers-15.
Intercity Bus Lines-Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 90 Cen. 21,505; E&P 92 Est. 21,029
CZ-ABC: (80) 23,884
Bal. in NDM-ABC: (80) 16,038
County/MSA 90 Cen. 95,021; E&P 92 Est. 98,366
Total NDM-ABC: (80) 39,922
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 8,115; E&P 92 Est. 7,936
CZ-ABC: (80) 9,304
Bal. in NDM: (80) 6,101
County/MSA 90 Cen. 36,198; E&P 92 Est. 37,473
Total NDM-ABC: (80) 15,405

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$269,221,399

6 - PASSENGER AUTOS: Grayson County 90,955 (all vehicles)

7 - ELECTRIC METERS: Residence 9,373

8 - GAS METERS: Residence 8,147

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Medicare Claims Proc. 159; Evaporative Coolers 125; Infant Wear 175; Non-Ferrous Aluminum Castings 511; Transit and Plastic Pipe 300; Box Cars 800; Refrigerated Dough Prods. 287; Earth Augers 313; Edible Oil Prods. 400; Creosote, Timbers and Poles 103; Margarine 147; Architectural Alum. Prods. 350.

10 - CLIMATE: Min. & Max. Temp.-Spring 61-81; Summer 71-92; Fall 45-65; Winter 38-58. First killing frost, Nov. 14; last killing frost, Mar. 21.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-7 blocks on Main St.
Neighborhood Shopping Centers-100 to 600 Blocks S Armstrong; Main & Tone; Morton & Fairbanks; 1000 to 1300 S Austin Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Midway(120)	5	Sears, Dillard's, Mervyn's, Beall's, JCPenney
Sher-Den Mall (68)	7	Beall's, Mont. Ward
Morton Plaza	3	Piggly Wiggly, Winn's

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Shpg. Ctrs. every evening. Downtown-Thur. until 8 p.m.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Montgomery Ward; Beall's; Lilley's.
Chain Supermarkets-Piggly Wiggly; Safeway; Kroger; Skaggs.
Discount Stores-Winn's; Wal-Mart; K mart; Barrett's; Gibson's.

14 - NEWSPAPERS: HERALD (e-mon to fri) 11,772; (S) 13,015; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Wes King, Adv. Dir., HERALD, 329 W. Woodward, Denison, TX 75020; Tel. (214) 465-7171.
National Representative: Papert Companies.

DENTON

1 - LOCATION: Denton County, (In Dallas PMSA), E&P Map E-2. County Seat. Educational, manufacturing, retail & shipping ctr. N central part of State. 38 mi. from Dallas; 35 mi. from Ft. Worth. Junction of I-35W and I-35E; State Hwys. 377 & 380.

2 - TRANSPORTATION: Railroads-The Atchison, Topeka and Santa Fe; The Union-Pacific Missouri; and the Missouri-Kansas-Texas (KATY).
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 90 Cen. 66,270; E&P 92 Est. 69,911
CZ-ABC: (80) 58,268
RTZ-ABC: (80) 101,055
County 90 Cen. 273,525; E&P 92 Est. 308,099
PMSA 90 Cen. 2,553,362; E&P 92 Est. 2,750,123
City & RTZ-ABC: (80) 159,323
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 90 Cen. 25,008; E&P 92 Est. 26,382
CZ-ABC: (80) 21,058
RTZ-ABC: (80) 33,690
County 90 Cen. 101,305; E&P 92 Est. 114,110
PMSA 90 Cen. 947,979; E&P 92 Est. 1,021,003
City & RTZ-ABC: (80) 54,748

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$642,485,739
Savings & Loan	4	$224,963,944

6 - PASSENGER AUTOS: Denton County 210,969 (all vehicles)

7 - ELECTRIC METERS: Residence 28,407

8 - GAS METERS: Residence 20,113

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (An. Payroll)-University Educ. 7,000 ($110,000,000); Denton State School 1,600 ($26,000,000); Welding Equip. 500 ($12,000,000); Diesel Trucks 1,250 (N.A.); Flour & Corn Milling 150 ($3,350,000); Clothing Mfg. 175 ($1,500,000); Brick Mfg. 150 ($3,000,000); Class Rings Mfg. 300 ($6,500,000); Packaging 180 ($2,500,000); Defense Electronics 500 (N.A.); Microwave Antennae 200 ($3,000,000).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 52-80; Summer 75-98; Fall 54-82; Winter 31-62; Mean Annual Temp. 65.5; Annual Rainfall 32.9 . First killing frost, Nov. 10; last killing frost, Mar. 26.

11 - TAP WATER: Hardness 140; Alkalinity 105; pH 7.8.

12 - RETAILING: Principal Shopping Centers-5 blocks on Hickory; 4 on Oak; 8 on Elm; 6 on Locust.
Neighborhood Shopping Centers-Golden Triangle Mall, 35 at Loop 288; Denton Center, 3 blocks on University Dr. at Carroll Blvd.; 4 blocks E on University Drive; 2 blocks at Malone & University; 2 on W Hickory; 1 on Ave. A at Hickory; 1 on Fry at Hickory; 4 on U.S. Hwy. 377; Carriage Square 35 at Ave. B; 4 blocks on Sunset St. at Alice; 6 blocks on W. University at Bonnie Brae; Golden Triangle Mall 95 stores; 1 block on 288; 1 block on 35E; Denton Town Ctr.; I-35 at Loop 288; Southridge Vlg., I-35 at Lillian Miller.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Southridge Vlg. (36)	3	Skaggs
Denton Town(30)	3	Kroger, Wal-Mart
Carriage Sq.(18)	1	McDuff
Denton Ctr.(17)	1	Eckerd, Revco
San Jacinto	3	Mervyn's
Plz.(7)	3	
Denton Sq.(13)	2	Winn-Dixie
Sunset(6)	1	Sherwin-Williams

Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Thur., Sat.

13 - RETAIL OUTLETS: Department Stores-Russells; JCPenney; Sears; Beall's; Dillard's; Montgomery Ward; Mervyn's; Service Mdse.
Discount Stores-Wal-Mart; K mart; Target.
Variety Stores-M.E. Moses; Michaels MJ Design.
Chain Drug Stores-Revco; Eckerd 2.
Chain Supermarkets-Kroger 2; Piggly Wiggly 3; Skaggs 2; Minyards; Winn-Dixie 2; Albertson's.
Other Chain Stores-B. Dalton; Baker's Shoes; Butler Shoes; Casual Corner; Chess King; Connie Shoes; Claire's Boutique; Corrigan's Jewelers; Oshman's; Docktor Pet Center; Jarman's Shoes; Florsheim Shoes; Foxmoor; General Nutrition Center; Gingiss Formal Wear; Gordon's Jewelers; Hastings Records; Coach House Gifts; JoAnn Fabrics; K-G Men's Wear; Kinney Shoes; Lerner Shop; JG Boyd; Firestone; Linz Jewelers; Margo's La Mode; Merle Norman; Mission Jewelers; Mothercare Maternity; Motherhood Maternity; Musicland; Naturalizer Shoes; Richman Brothers; Spencer's Gifts; Stuarts; Thom McAn; Goodyear; Singer Co.; Margie's; Payless Shoes; White's Auto; Athlete's Foot; County Seat; Jarman Shoes; Pearle Vision Ctr.; Miller's Outpost; Radio Shack; Waldenbooks; Women's World; World Bazaar; Wolfe Nursery; Chief Auto; McDuff Electronics; Eye Masters; Blockbusters Video.

14 - NEWSPAPERS: RECORD-CHRONICLE (e-mon to sat) 16,728; (S) 19,205; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Ron Ray, Adv. Mgr., RECORD-CHRONICLE, 314 E. Hickory, Denton, TX 76201; Tel. (817) 387-3811.
National Representative: Landon Associates.

EDINBURG

1 - LOCATION: Hidalgo County (In McAllen-Edinburg-Mission MSA), E&P Map D-6. County Seat. Agricultural, industrial & governmental center. At Southern tip of Texas, in Rio Grande Valley, 220 mi. S of San Antonio; 340 mi. SW of Houston. On U.S. Hwy. 281; State Hwy. 107.

2 - TRANSPORTATION: Railroads-Southern Pacific; Missouri Pacific.
Motor Freight Carriers-4.
Intercity Bus Lines-Valley Transit; Greyhound; Continental Trailways.
Airlines-Continental; Muse Air.

3 - POPULATION:
Corp. City 90 Cen. 29,885; E&P 92 Est. 31,047
County/MSA 90 Cen. 383,545; E&P 92 Est. 413,371

4 - HOUSEHOLDS:
City 90 Cen. 11,277; E&P 92 Est. 11,716
County/MSA 90 Cen. 174,941; E&P 92 Est. 188,546

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$373,985,373
Savings & Loan	2	$619,773,096

6 - PASSENGER AUTOS: Hidalgo County 231,088 (all vehicles)

7 - ELECTRIC METERS: Residence 5,940

8 - GAS METERS: Residence 4,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric. 2,300; Mineral Extraction; Oil N.A.; Mfg. and Constr. N.A.; Gov't Servs. 1,090; Non-Agric. 2,900; University Educ. 820.
Principal Pay Days-Sat., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 66-87; Summer 74-96; Fall 63-87; Winter 53-78. First killing frost, Dec. 1; last killing frost, Feb. 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-2 blocks on 12th St.; 2 on Cano St.; 7 on University Dr.; 6 on Closner St.
Neighborhood Shopping Centers-3 blocks on S. Closner St.; 1 on E. University Dr.; Palm Plz. (6 stores); University Plz. (12 stores); Ebony Hills Shopping Center 3.

Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Sat.

13 - RETAIL OUTLETS: Department Stores-Weiner's; C.R. Anthony; Beall's; Melrose.
Variety Stores-K mart; Wal-Mart; McCrory.
Chain Drug Stores-Medico; Revco; Medicine Shoppe.
Chain Supermarkets-H.E. Buti; Scurlock's; Valley Mart Rivas 2; Trevino's Drive In 3.
Other Chain Stores-Lack's Home & Auto; Pueblo Tires; Billups Oil; Firestone; Osment's; Hoff Auto Parts; Minyard Auto Parts; NAPA Auto; Hiron's & Trower Furn.; Payless Shoe Source; Shamrock Oil; Edelstein's; Risica & Sons; Edingburg True Value; Sherwin-Williams; Little Caesars; Stars; Pizza Hut; Domino's Pizza; What-A-Burger; Burger King; Dairy Queen.

14 - NEWSPAPERS: REVIEW (e-tues to fri; S) 5,000; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: James V. Mathis, Pub., REVIEW, 215 E. University; PO Box 148, Edinburg, TX 78539; Tel. (512) 383-2705.
National Representative: None.

EL PASO

1 - LOCATION: El Paso County (MSA), E&P Map A-3, County Seat. W tip of Texas. Wholesale & manufacturing center. Home of Fort Bliss Air Defense Center; Fort Bliss (U.S. Army); W Beaumont Army Medical Center.

2 - TRANSPORTATION: Railroads-Mexico, Northwestern & Mexican Central; Santa Fe; Southern Pacific; Missouri Pacific; Amtrak.
Motor Freight Carriers-27.
Intercity Bus Lines-Greyhound; New Mexico Trans.; Continental Trailways; Autobuses Internacionales; El Paso-Los Angeles; Limosine Express Inc.; Omnibus de Mexico; Tex./N.M./Okla. Coaches Inc.; Geronimo; Chihuahua; Sun City Area Transit.
Airlines-American; Delta; Aeronaves de Mexico; Southwest; America West; United.

3 - POPULATION:
Corp. City 90 Cen. 515,342; E&P 92 Est. 536,748
CZ-ABC: (80) 444,834
RTZ-ABC: (80) 348,360
County/MSA 90 Cen. 591,610; E&P 92 Est. 631,894
City & RTZ-ABC: (80) 793,194
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 194,469; E&P 92 Est. 202,546
CZ-ABC: (80) 130,712
RTZ-ABC: (80) 115,677
County/MSA 90 Cen. 184,878; E&P 92 Est. 197,467
City & RTZ-ABC: (80) 246,389

5 - BANKS: Deposits: $3,892,889,000

6 - PASSENGER AUTOS: El Paso County 359,484 (all vehicles)

7 - ELECTRIC METERS: City 184,153

8 - GAS METERS: City 139,928

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Total non-agric. employment 206,600 including 28,000 military; Durable Goods 13,000; Non-Durable Goods 21,700; Mining 400; Constr. 9,100; Trans. & Public Util. 9,400; Whol. & Ret. Trade 45,200; Fin., Ins., & R.E. 9,300; Servs. 34,400; Non-Military Gov't employees 36,100.
Principal Pay Days-Fort Bliss, 1st; Others 1st, 15th & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-64; Summer 67-98; Fall 51-64; Winter 42-55.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown 5 blocks on Mills St.; 6 on Texas & San Antonio Sts.; 7 on Mesa, Stanton & Oregon Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bassett(85)	5	Furr's, Popular, Walgreens, Mervyn's, White House
Chelmont(33)	7	Woolworth, C.R. Anthony
Cielo Vista Mall(160)	8	Mont. Ward, JCPenney, Sears, Dillard's
Country Club	13	Big 8, Winn's, C.R. Anthony, Furr's
Fox Plaza(37)	8	JCPenney, Winn's
Eastgate(7)	NA	Furr's, Walgreens
El Mercade Mesa(9)	7	Revco
Kern Plaza(15)	4	Walgreens
Lakeside(15)	8	Food Market, Woolworth
Northgate(48)	12	Popular, JCPenney
Northland(19)	11	Furr's
Pebble Hills(16)	13	Furr's, Revco
Ranchland(17)	15	Winn's Variety, Food City
Sunland Park	10	Penney's, Popular, Mervyn's
Rushfair(28)	15	Revco
Scottsdale(14)	13	Winn's Variety
Sunrise(45)	10	Anthony's, Zales
Valley	16	Big 8, Ben Franklin
Viscount(15)	14	
Montwood Sq.(27)	16	Ben Franklin, Skaggs, Anthony's
Pepper Tree Sq.(25)	5	Charlotte's
Trawood(14)	13	7-Eleven
Lee Trevino Outlet Mall (33)	13	Frugal Frank's, Old Mill, Linen's 'N Things
Vista Hills(26)	15	Beall's
Yarbrough Ctr.(11)	12	Mervyn's, Pep Boys, Best

Principal Shopping Days-Dept.-Mon., Fri., Sat.; Food-Wed., Fri., Sat.; Furn.-Mon., Sat.

Stores Open Evenings-Shpg. Ctrs.-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Popular Dry Goods 4; White House; Sears; JCPenney 4; C.R. Anthony 5; Levines; Montgomery Ward; Dillard's; Beall's 2; Mervyn's 3.

Discount Stores-K mart 6; Wal-Mart 4.

Variety Stores-Kress; Woolworth 2; Winn's 15; Springers Center; Sprouse-Reitz 4.

Chain Drug Stores-Walgreens 9; Coleman's 4; McCrory; Bank Phcy. 2; Thrifty 3; Tigua; Revco 20.

Chain Supermarkets-Shur-Sav 12; Furr's 5; Safeway 15; Skaggs Alpha-Beta 3; Smith's 3; Save N' Gain 6.

Other Chain Stores-Singer Co. 5; Franklin's 2, Lerner 4; Western Auto 3; Goodyear 7; Goodrich; Firestone 3; Zales 2; Thom McAn 3; Payless Shoes 10; Kinney's 6; Gordon's 5; Pep Boys 3; Checker Auto 10.

14 - NEWSPAPERS: TIMES (m) 63,251; HERALD-POST (e) 29,159; TIMES (S) 101,073; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Michael Price, Adv. Dir., TIMES and HERALD-POST, 401 Mills Ave., El Paso, TX 79901; Tel. (915) 546-6100.

National Representative: Gannett National Newspaper Sales.

ENNIS

1 - LOCATION: Ellis County (In Dallas PMSA), E&P Map E-3. In Eastern half of Ellis County. 33 mi. SE of Dallas; 54 mi. SE of Ft. Worth.

2 - TRANSPORTATION: Railroad-Southern Pacific.
Motor Freight Carriers-3.
Intercity Bus Line-Continental Trailways.

3 - POPULATION:
Corp. City 90 Cen. 13,883; E&P 92 Est. 14,238
County 90 Cen. 85,167; E&P 92 Est. 92,847
PMSA 90 Cen. 2,553,362; E&P 92 Est. 2,750,123

4 - HOUSEHOLDS:
City 90 Cen. 5,239; E&P 92 Est. 5,373
County 90 Cen. 31,443; E&P 92 Est. 34,278
PMSA 90 Cen. 947,979; E&P 92 Est. 1,021,003

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$17,327,355
Savings & Loan	1	$4,500,000

6 - PASSENGER AUTOS: Ellis County 77,514 (all vehicles)

7 - ELECTRIC METERS: Residence 38,243

8 - GAS METERS: Residence 3,612

9 - PRINCIPAL INDUSTRIES: Business Forms; Carbon; Bed Springs; Doors; Garment Mfg.; Metal Tanks; Sheet Metal Prods.; Cotton Oil; Concrete Pipe; Paper Bags; Carbon Paper; Ladies & Children's Clothing; Oil Well & Chem. Equip.; Roofing Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 80-110; Fall 70-95; Winter 20-70.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Shopping Center-Willow Creek, 15 stores; South Main Plaza, 12 stores.

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Store-K. Wolens.
Discount Stores-Holmes Discount Salvage; Wal-Mart.
Variety Store-Perry Bros.
Chain Supermarkets-Safeway; Piggly Wiggly; H.E.B.

14 - NEWSPAPERS: NEWS (e-mon to fri; S) 4,500; sworn Oct. 1, 1990.
Local Contact for Advertising and Merchandising Data: Roger N. Gentry, Adv. Dir., NEWS, 231 N. Dallas St., Ennis, TX 75119; Tel. (214) 875-3801.
National Representative: Papert Companies.

FORT WORTH

1 - LOCATION: Tarrant County (In Fort Worth-Arlington PMSA), E&P Map D-3, County Seat. In N Central Texas. Railroad, air travel. Auto, aircraft, computer, mfg., distribution, commercial & education center.

2 - TRANSPORTATION: Railroads-Amtrak; Burlington Northern; Missouri-Kansas-Texas; Missouri Pacific; Sante Fe; Texas & Pacific; The Rock; Conrail Freight; Cotton Belt; Kansas City Southern; Union Pacific.
Motor Freight Carriers-36.
Intercity Bus Lines-Southwestern Greyhound; Texas Motor Coaches.
Airlines-American; Delta; Continental; America West; Mexicana; Southwest; Pan Am; Singapore; USAir; Northwest; British Airways; Lufthansa; Thai; TWA; United.

3 - POPULATION:
Corp. City 90 Cen. 447,619; E&P 92 Est. 472,610
NDM-ABC: (80) 860,880
RTZ-ABC: (80) 426,252
County 90 Cen. 1,170,103; E&P 92 Est. 1,261,747
PMSA 90 Cen. 1,332,053; E&P 92 Est. 1,437,718
Total NDM & RTZ-ABC: (80) 1,287,132
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 168,913; E&P 92 Est. 178,343
County 90 Cen. 452,389; E&P 92 Est. 487,820
PMSA 90 Cen. 511,790; E&P 92 Est. 552,364
NDM-ABC: (80) 310,272
RTZ-ABC: (80) 152,566
Total NDM & RTZ-ABC: (80) 462,838

5 - BANKS	NUMBER	DEPOSITS
Commercial	47	$4,887,931,740
Savings & Loan	18	$3,445,026,000

6 - PASSENGER AUTOS: Tarrant County 1,014,686 (all vehicles)

7 - ELECTRIC METERS: Total 482,609

8 - GAS METERS: Residence 225,555

9 - PRINCIPAL INDUSTRIES: Automobile; Aircraft Mach.; Computer & Elect.; Food Proc. Containers.

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-83; Summer 70-96; Fall 44-89; Winter 34-60. First killing frost, Nov. 1; last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: There are 71 shopping centers in the metropolitan area, with a total of 1,196 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
NorthEast(92)	NA	Dillard's, Mont. Ward, Sears, JCPenney
Ridgmar(127)	NA	Dillard's, JCPenney, Neiman-Marcus, Sears
Fort Worth Town Ctr.(60)	NA	Dillard's, JCPenney, Sears
Forum 303(84)	NA	Dillard's, Mont. Ward
Hulen Mall(92)	NA	Foley's, Mont. Ward
North Hills(92)	NA	Foley's, Stripling & Cox, Mervyn's
Tandy Center	NA	Dillard's
Six Flags Mall(107)	NA	Sears, JCPenney, Foley's, Dillard's
The Parks at Arlington(125)	NA NA	Dillard's, Sears, Mervyn's, Foley's
Fielder Plz.(23)	NA	Buddies, Eckerd
Mayfair Vlg.(38)	NA	Pigeons, Tom Thumb, President's
Lincoln Sq.(70)	NA	Stripling & Cox
City View Ctr. (34)	NA	Stripling & Cox
Outlet Malls of America(28)	NA	The 50 off Store, Texas Drug Whse.
Overton Park Plaza(28)	NA	Home Depot, Office Depot, Circuit City, T.J. Maxx, Sports Town
Ridgmar Town Sq.(45)	NA	Mervyn's

Principal Shopping Days-Sat., Fri., Mon.

Stores Open Evenings-Dept. Fri.; Food daily.

13 - RETAIL OUTLETS: Department Stores-Stripling & Cox 8; Dillard's 6; Neiman-Marcus; Foley's 4; Sears 5; Montgomery Ward-5; Mitchell's 11; JCPenney 4; Margo's 5; Mervyn's 4.

Discount Stores-K mart 14; Best 2; Target 4; Service Mdse. 6; Wal-Mart 7.

Variety Stores-Woolworth; Mott's; Ben Franklin.

Chain Drug Stores-Eckerd 43; Revco 26; Town & Country 12.

Chain Supermarkets-Diamond 4; Jewel T 4; Kroger 17; Minyards 18; Skaggs 12; Tom Thumb 8; Winn-Dixie 35; Albertson's 8.

Convenience Stores-7-Eleven 97; Stop 'N Go 31; Mr. M 23; U-Tote-M 16; Quick Sak 15; Quickway 11.

14 - NEWSPAPERS: STAR-TELEGRAM (m-mon to fri) 160,229; (e-mon to fri) 90,033; (m-sat) 259,002; (S) 337,446; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Larry Bien, Gen. Adv. Mgr., STAR-TELEGRAM, PO Box 1870, Fort Worth, TX 76101; Tel. (817) 390-7400.

National Representative: Sawyer-Ferguson-Walker Co.

FREEPORT
See CLUTE

GAINESVILLE

1 - LOCATION: Cooke County, E&P Map E-2, County Seat. Small manufacturing center. N part of state. 68 mi. from Dallas and Fort Worth; 140 mi. from Oklahoma City. I-35 & U.S. Hwy. 82.

2 - TRANSPORTATION: Railroad-Santa Fe.
Motor Freight Carriers-4.
Intercity Bus Line-Trailways.

3 - POPULATION:
Corp. City 90 Cen. 14,256; E&P 92 Est. 14,291
County 90 Cen. 30,777; E&P 92 Est. 32,294

4 - HOUSEHOLDS:
City 90 Cen. 5,380; E&P 92 Est. 5,393
County 90 Cen. 10,589; E&P 92 Est. 11,111

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$216,933,222
Savings & Loan	3	$103,889,000

6 - PASSENGER AUTOS: Cooke County 29,324 (all vehicles)

7 - ELECTRIC METERS: Residence County 13,662

8 - GAS METERS: Residence-City 5,397; County 6,295

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Field Equip. 830 ($350); Aircraft 1,455 ($250); Paint Mfg. 150 ($175); Machine Tools 200 ($275); Mainframe Computer Parts 150 ($300); Polyethylene Wrap 100 ($250).

10 - CLIMATE: Min. & Max. Temp.-Spring 35-98; Summer 53-107; Fall 25-90; Winter 14-86. First killing frost, Oct. 20; last killing frost, Mar. 30.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Centers-20 blocks on 4 streets. Shopping center, Hwy. 82 at Grand Avenue; 25 units.

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Dept. & Groc.-Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Beall's.
Discount Stores-Wal-Mart; Dollar General; K mart.
Chain Drug Stores-Page Super; Eckerd.
Chain Supermarkets-Tom Thumb; AF 4; Piggly Wiggly.
Other Chain Stores-Sherwin-Williams; Babcock Bros.; Sears (catalog); Osborne; Zales; Radio Shack; McCoy's; M.E. Moses.

14 - NEWSPAPERS: REGISTER (e) 7,985; (S) 9,000; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: David Scott, Adv. Mgr., REGISTER, 306 E. California, Gainesville, TX 76240; Tel. (817) 665-5511.
National Representative: Papert Companies.

GALVESTON

1 - LOCATION: Galveston County (In Galveston-Texas City PMSA). E&P Map F-4, County Seat. Seaside resort, heavy industry. University of Texas Medical School. Six oil refineries and chemical plants. Shipyards. Interstate Hwy. 45. 50 mi. S of Houston; 300 mi. S of Dallas.

2 - TRANSPORTATION: Railroads-Atchison, Topeka & Santa Fe; Burlington Northern; Galveston, Houston & Henderson; Galveston Wharves Terminal Railway; Mkt.; Missouri Pacific; Southern Pacific.
Motor Freight Carriers-12.
Intercity Bus Line-Texas Bus Lines.

3 - POPULATION:
Corp. City 90 Cen. 59,070; E&P 92 Est. 58,504
County/PMSA 90 Cen. 217,399; E&P 92 Est. 227,211

4 - HOUSEHOLDS:
City 90 Cen. 22,291; E&P 92 Est. 22,077
County/PMSA 90 Cen. 80,518; E&P 92 Est. 84,152

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$695,000,000
Savings & Loan	3	$670,000,000

6 - PASSENGER AUTOS: Galveston County 171,146 (all vehicles)

7 - ELECTRIC METERS: Residence 29,875

8 - GAS METERS: Residence 16,377

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Fishing & Agric. 2,555; Constr. 8,750; Mfg. 11,055; Trans. 5,400; Public Util. 3,099; Whol. Trade 2,000; Ret. Trade 2,100; Fin., Ins. & R.E. 4,700; Business & Repair Servs. 4,162; Personal, Entertainment & Recreation 5,640; Health Servs. 10,186; Education 7,602; Professional & Related 3,699; Public Administration 4,058.

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 61-75; Summer 81-83; Fall 63-80; Winter 54-57.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-16 blocks on D, E and F Streets.

Neighborhood Shopping Centers-61st & Broadway; 61st & Stewart Rd.; 400 Strand; 61st & Central City Blvd., 10,000 Emmet F. Lowery Express, Texas City.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Galvez Mall(40)	3	Craigs, Beall's, Eiband's
Mall of the Mainland	15	Dillard's, Sears, Palais Royal, Penney's
Westgate(12)	3	H.E.B., Eckerd
K mart(10)	3	K mart
Central Cities Plz.	3	Wal-Mart, Randall's, Walgreens

Principal Shopping Days-Fri., Sat., Mon.

Stores Open Evenings-Shopping centers every evening until 9 p.m.

Stores Open Sundays-Most.

13 - RETAIL OUTLETS: Department Stores-Dillard's; Eibands; Sears; Schwartz's; Weiners; Beall's; Craigs; Penney's; Palais Royal.

Variety Stores-McCrory; Perry's.

Discount Stores-K mart; Wal-Mart.

Chain Drug Stores-Walgreens 3; Wright's 3; Texas 4; Eckerd.

Chain Supermarkets-Gerland's 3; Kroger; Randall's; H.E.B.; 7-Eleven 24; Stop-N-Go 9; Circle K 10.

Other Chain Stores-Athletic Attic; Butler; Fayva; Kinney's; Morse; Firestone; Goodyear; Walter Pye; Sherwin-Williams; Singer Co.; Texas State Optical; True Value Hardware; Zales; Goodrich; B. Dalton; General Nutrition Center; Junction; Kay Jewelers; Mr. Music; So-Fro Fabrics; World Bazaar; McCoy's Building Supplies; Color Tile; Radio Shack; Payless; Kid's Mart.

14 - NEWSPAPERS: NEWS (m) 29,312; (S) 28,644; June 30, 1990 CAC.

Local Contact for Advertising and Merchandising Data: Greg Shrader, Adv. Dir., NEWS, 8522 Teichman Rd.; PO Box 628, Galveston, TX 77553; Tel. (409) 744-3611.

National Representative: Landon Associates.

GONZALES

1 - LOCATION: Gonzales County, E&P Map D-5, County Seat. On the Guadalupe River. 90 mi. from coast in S central part of state. 65 mi. S of Austin; 70 mi. E of San Antonio; 140 mi. SW of Houston.

2 - TRANSPORTATION: Railroads-Galveston, Harrisburg & San Antonio (Southern Pacific).

Motor Freight Carriers-6.

Interstate Bus Lines-Kerrville; Continental Trailways.

3 - POPULATION:

Corp. City 90 Cen. 6,527; E&P 92 Est. 6,402
County 90 Cen. 17,205; E&P 92 Est. 17,696

4 - HOUSEHOLDS:

City 90 Cen. 2,463; E&P 92 Est. 2,416
County 90 Cen. 6,175; E&P 92 Est. 6,351

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$130,716,000
Savings & Loan	3	$14,521,491

6 - PASSENGER AUTOS: Gonzales County 15,431 (all vehicles)

7 - ELECTRIC METERS: 3,040

8 - GAS METERS: 2,240

9 - PRINCIPAL INDUSTRIES: Southern Clay Prods.; Egg Packing; Feed Mill; Hatcheries; Dog & Cat Food Prods. Plant; Meat Pkg.; Cattle Buyers.

Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-74; Summer 56-98; Fall 48-85; Winter 20-65. First killing frost, Nov. 11-26; last killing frost, Feb. 27.

11 - TAP WATER: Alkaline, medium hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-13 blocks on 5 streets; Country Village Shpg. Ctr.-5 stores.

Principal Shopping Days-Mon., Wed., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Gindler's; Ladies First; Toggery; J.B. White; Bill's Dollar; The Corral Western Wear; Donnie's Western Wear; The Clothes Tree.

Variety Store-Perry's.

Chain Drug Stores-Wal-Mart; Rexall.

Chain Supermarkets-United Supers; Boysen's; Circle K; Wuest's; H.E.B.; Super S.

Other Chain Stores-Goodyear; Western Auto; Sears; Montgomery Ward; Boothe & Lewis; Wally's; True Value; Shoe Bar; C.J. Shoes.

14 - NEWSPAPERS: INQUIRER (e-mon to fri) 3,400; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Pearl Robertson, Adv. Dir., INQUIRER, 622 N. St. Paul; Box 616, Gonzales, TX 78629; Tel. (512) 672-2861.

National Representative: None.

GREENVILLE

1 - LOCATION: Hunt County, E&P Map E-3, County Seat. 42 mi. NE of Dallas.

2 - TRANSPORTATION: Railroads-MKT; KCS-L&A; StLSW.

Intercity Bus Lines-Greyhound; Continental.

Motor Freight Carriers-7.

3 - POPULATION:

Corp. City 90 Cen. 23,071; E&P 92 Est. 23,253
CZ-ABC: (80) 22,161
Bal. in NDM-ABC: (80) 33,087
County 90 Cen. 64,343; E&P 92 Est. 67,781
Total NDM-ABC: (80) 55,248

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 8,706; E&P 92 Est. 8,775
County 90 Cen. 20,918; E&P 92 Est. 22,036
CZ-ABC: (80) 8,271
Bal. in NDM-ABC: (80) 12,060
Total NDM-ABC: (80) 20,331

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$301,004,517
Savings & Loan	1	$473,605,943
Savings	1	$79,088,728

6 - PASSENGER AUTOS: Hunt County 57,587 (all vehicles)

7 - ELECTRIC METERS: Residence 9,903

8 - GAS METERS: Residence 8,0890

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Needlecraft 2,500 ($135); Aircraft 5,000 ($350); Elect. 165 ($225); Rail 275 ($175); Wood Mfg. 400 ($190-$265).

10 - CLIMATE: Min. & Max. Temp.-Spring 61-82; Summer 70-92; Fall 44-67; Winter 38-59.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crossroads(26)	NA	Wal-Mart, Beall's, JCPenney
Rolling Hills (15)	NA	Martin Theatres, Woody's Mkt.
South Gate(8)	NA	Jewel-T, Harvey's TV, Kingsaver
Town South(15)	NA	TG&Y, Eckerd, White's

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Beall's; Sears; Belk.

Variety Store-Dollar General.

Discount Stores-Wal-Mart; General Distributors; K mart.

Chain Supermarkets-Safeway; Brookshire; Woody's 12; E-Z Mart 2; Jewel-T; Kingsaver.

Other Chain Stores-S&H Green Stamps; Eckerd; Hallmark; Revco; Western Auto.

14 - NEWSPAPERS: HERALD BANNER (m) 11,015; (S) 11,745; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Tina Hunsucker, Adv. Dir., HERALD BANNER, 2305 King St., Greenville, TX 75401; Tel. (214) 455-4220.

National Representatives: Papert Companies.

HARLINGEN

1-- LOCATION: Cameron County (In Brownsville-Harlingen MSA), E&P Map D-6. Junction of Federal Hwys. 77, 83. 245 mi. SE of San Antonio.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Southern Pacific.

Motor Freight Carriers-8.

Intercity Bus Lines-Continental Trailways; Valley Transit.

Airlines-Southwest; American; Continental.

3 - POPULATION:

Corp. City 90 Cen. 48,735; E&P 92 Est. 49,773
CZ-ABC: (80) 64,399
RTZ-ABC: (80) 241,638
County/MSA 90 Cen. 260,120; E&P 92 Est. 278,578
City & RTZ-ABC: (80) 306,037

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 18,391; E&P 92 Est. 18,782
CZ-ABC: (80) 18,873
RTZ-ABC: (80) 64,383
County/MSA 90 Cen. 86,707; E&P 92 Est. 92,859
City & RTZ-ABC: (80) 83,256

5 - BANKS	NUMBER	DEPOSITS
Commercial	14	$5,296,481,731
Savings & Loan	6	$2,007,832,247

6 - PASSENGER AUTOS: Cameron County 153,009 (all vehicles)

7 - ELECTRIC METERS: Residence 50,390

8 - GAS METERS: Residence 21,905

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Dairy Proc. 175; Bakery 600; Fruit & Veg. Mach. 200; Food Proc. 1,700; Cotton Proc. 600; Chem. Plants 350; Bottlers 250; Publishing 300; Clothing Mfg. 800; Aircraft 300.

Principal Pay Days-Fri.; 1st, 15th.

10 - CLIMATE: Av. An. Temp.-Spring 75; Summer 84; Fall 75; Winter 62.

11 - TAP WATER: Alkaline, medium hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-(Downtown)-5 blocks on E. Jackson St.; 3 on Van Buren; 3 on Monroe.

Neighborhood Shopping Centers-7th St. & 77 Sunshine Strip; Ed Carey Dr. & Highway 83/77 North 77 Sunshine Strip; Jackson St. & Third St. W to Commerce; Morgan Blvd. & 77 Sunshine Strip; South 77 Sunshine Strip; North 77 Sunshine Strip & 13th St.; 77 Sunshine Strip at Arroyo Colorado.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Colonial Sq.	NA	Brooks & Brooks, Suburban Casuals
Commerce Plz. S.	NA	Hair Affair
Coronado Vlg.	NA	Cook Office Supply
El Mercado	NA	Thom McAn, Kwik Copy
Laurel Park	NA	C.R. Anthony, Payless Shoes
Treasure Hills Mall	NA	Curtis Mathes, Winn's, Hallmark
Valle Viste Mall	NA	Dillard's, JCPenney, Sears, Service Mdse.

Principal Shopping Days-Sat.; 1st Mon. of month.

Stores Open Evenings-All on Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Beall's; K mart; Wal-Mart.

Variety Stores-McClellan's; Winn's.

Chain Drug Stores-Rexall 2; Walgreens; Medico.

Chain Supermarkets-H.E. Butt 3.

Other Chain Stores-Suburban Casuals; Brooks & Brooks; Winn's; Sherwin-Williams; Thom McAn Shoes; Kwik Copy; C.R. Anthony; Zales Jewelers; Radio Shack; Curtis Mathes; Hallmark; Shoes: Baker, Connie, Kinney's, Payless, Naturalizer, Butlers; Camelot Music; Casual Corner; Chess King; Chez Choclat; Chic Fil A; Cookie Co.; Dillard's; Food Action; Food Locker; General Nutrition; Gold Mine; Gordon's; Hit or Miss; Jean Nicole; Kaleidoscope; Kinderfoto; Lerner; Mission Jewelers; Morrow's Nut House; One Potato Two; Parklane Hosiery; Serv. Mdse.; Sunglass Co.; Sweeney's; Tin Can Alley; Video Sq.; Waldenbooks; Wyatt's.

14 - NEWSPAPERS: VALLEY STAR (m) 32,658; (S) 35,188; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: David Ginsburg, Mktg. Dir., VALLEY STAR, PO Box 511, Harlingen, TX 78550; Tel. (512) 423-5511.

National Representative: Papert Companies.

HENDERSON

1 - LOCATION: Rusk County, E&P Map E-3, County Seat. Residential ctr. 138 mi. E of Dallas; 78 mi. W of Shreveport, LA; 185 mi. N of Houston. On U.S. Hwys. 79, 259; State Hwys. 43, 64, 322, 323.

2 - TRANSPORTATION: Railroad-M.P.

Intercity Bus Line-Continental Trailways.

Motor Freight Lines-5.

3 - POPULATION:

Corp. City 90 Cen. 11,139; E&P 92 Est. 11,072
County 90 Cen. 43,735; E&P 92 Est. 45,305

4 - HOUSEHOLDS:

City 90 Cen. 4,203; E&P 92 Est. 4 178
County 90 Cen. 15,629; E&P 92 Est. 16,190

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$309,210,247
Savings & Loan	2	$115,105,721

6 - PASSENGER AUTOS: Rusk County 35,217 (all vehicles)

7 - ELECTRIC METERS: Residence 5,431

8 - GAS METERS: Residence 4,553

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Oil 3,000; Bricks 400; Mobile Homes 150; Lignite Generating Plant 1,950; Office Furn. 225; Lumber 225; Garment 300.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-80; Summer 65-95; Fall 36-70; Winter 28-65.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Henderson Plz.(11)	NA	Wal-Mart, Beall's
South Main Plz.(8)	NA	K mart, Eckerd
Circle Plz.	NA	Winn-Dixie

Principal Shopping Days-Mon., Thur., Sat.

13 - RETAIL OUTLETS: Department Stores-Beall's; J.B. White.

Variety Stores-M.E. Moses; Duke & Ayers.

Discount Stores-United Dollar; Wal-Mart; K mart.

Chain Drug Stores-Drug-Sav; Gibson's; Eckerd.

Chain Supermarkets-Safeway; Brookshire; Griffith; Winn-Dixie; King Saver.

Other Chain Stores-Goodyear; Singer Co.; Western Auto; Sears; Otasco; Margo's.

14 - NEWSPAPERS: NEWS (e-mon to fri) 6,072; (S) 7,402; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: William Ashby, Adv. Mgr., NEWS, 1711 S. Hwy. 79; PO Box 30, Henderson, TX 75653; Tel. (214) 657-2501.

National Representative: None.

HEREFORD

1 - LOCATION: Deaf Smith County, E&P Map C-1. County Seat. Agricultural & manufacturing, panhandle section of state, 46 mi. SW of Amarillo on U.S.-60, 95 mi. N of Lubbock.

2 - TRANSPORTATION: Railroad-Sante Fe.

Motor Freight Carriers-2.

Intercity Bus Line-Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 14,745; E&P 92 Est. 14,523
County 90 Cen. 19,153; E&P 92 Est. 19,308

4 - HOUSEHOLDS:

City 90 Cen. 5,564; E&P 92 Est. 5,481
County 90 Cen. 7,851; E&P 92 Est. 7,915

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$152,735,000
Savings & Loan	2	$110,000,000
Credit Union	1	$19,600,000

6 - PASSENGER AUTOS: Deaf Smith County 17,410 (all vehicles)

7 - ELECTRIC METERS: Residence 5,900

8 - GAS METERS: Residence 4,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Meat Packing 50; Sugar Plant 360; Clothing 162; Cattle Feedyards 200.

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-80; Summer 60-100; Fall 30-85; Winter 0-70. First killing frost, Oct. 22; last killing frost, Apr. 15.

11 - TAP WATER: Hard, natural fluoridation.

12 - RETAILING: Principal Shopping Centers-8 blocks downtown, 20 other on principal hwys.

Neighborhood Shopping Center-West Park Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park Plz.(12)	1	Jack & Jill, Gibson's
Sugarland Mall(12)	2	JCPenney, C.R. Anthony

Principal Shopping Days-Wed., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; C.R. Anthony; Gaston's; Harman's 2.

Discount Stores-Gebo's; Farm Discount & Lumber.

Variety Stores-M.E. Moses; Gibson's; Winn's.

Chain Supermarkets-Jack & Jill; Taylor & Sons; Furr's.

Other Chain Stores-Sherwin-Williams; Montgomery Ward; Sears (catalog); Mode O'Day; Otasco.

14 - NEWSPAPERS: BRAND (e-tues to fri) 3,150; (S) 3,621; sworn Oct. 3, 1990.

Local Contact for Advertising and Merchandising Data: Mauri Montgomery, Adv. Mgr., BRAND, 313 N. Lee; PO Box 673, Hereford, TX 79045; Tel. (806) 364-2030.

National Representative: Papert Companies.

HOUSTON

1 - LOCATION: Harris County (PMSA), E&P Map E-4. On Houston Ship Channel; 23 mi. from Galveston Bay; 50 mi. from Gulf of Mexico; 252 mi. SE of Dallas; 219 mi. E of San Antonio; 50 mi. NW of Galveston; 95 mi. W of Beaumont. On U.S. Hwys. 59, 75, 90, 290, I-10, I-45; State Hwys. 35, 73, 225, 288.

2 - TRANSPORTATION: Railroads-Santa Fe; Southern Pacific; Mkt.; Amtrak; Burlington Northern; Union-Pacific; Galveston Houston Henderson; Brit Rail.

Motor Freight Carriers-600 Non-Local Truck Lines. At Least 170 Local Delivery Trucking Firms.

Intercity Bus Lines-Trailways; Greyhound; Kerrville; Texas; Valley Transit; Sunset Stage Lines.

Freight Steamship Lines-Nearly 200.

Airlines-Aerolineas Argentina; Areomexico; Air France; Air Link; Alaska; American; America West; Avianca; Aviateca; British Caledonian; Cayman; Conquest; Continental; Continental Express; Delta; Emerald Air; Executive Air Service; KLM Royal Dutch; L'Express; Lufthansa German; Northwest; Pan Am; Royal; Sahsa; Southwest; Taca; TWA; USAir; United; Viasa; Venezuelan International.

3 - POPULATION:

Corp. City 90 Cen. 1,630,553; E&P 92 Est. 1,781,321
County 90 Cen. 2,818,199; E&P 92 Est. 2,969,205
PMSA 90 Cen. 3,301,937; E&P 92 Est. 3,497,321
CZ-ABC: (80) 2,430,690
RTZ-ABC: (80) 959,632
City & RTZ-ABC: (80) 3,390,322

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 615,303; E&P 92 Est. 672,197
County 90 Cen. 1,109,962; E&P 92 Est. 1,169,437
PMSA 90 Cen. 1,280,385; E&P 92 Est. 1,355,276
CZ-ABC: (80) 874,652
RTZ-ABC: (80) 318,911
City & RTZ-ABC: (80) 1,193,563

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	63	$23,079,607,233
Savings & Loan	58	$20,444,685,136

6 - PASSENGER AUTOS: Harris County 2,227,094 (all vehicles)

7 - ELECTRIC METERS: Residence County 1,217,594

8 - GAS METERS: Residence County 628,863

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 176,800; Mining 72,200; Constr. 108,400; Trans., Comm. & Util. 113,300; Trade 370,600; Fin., Ins. & R.E. 103,200; Services & Misc. 466,900; Gov't. 214,600.

10 - CLIMATE: Min. & Max. Temp.-Spring 59-80; Summer 73-92; Fall 59-80; Winter 45-65.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-9 blocks on Main St.; 9 on Fannin St.; 9 on Travis St.

Neighborhood Shopping Centers-There are about 200 shopping centers in the area.

SHOPPING CENTERS:

50 or More Stores-Almeda; Baybrook; Brazos Mall; Carillon Ctr.; Champion Vlg. III; Deerbrook; Fondren Southwest; Galleria; Greenspoint; Gulfgate; Highland Vlg.; Long Point; Mall of Mainland; Memorial City; Meyerland Plz.; North Oaks; Northline Mall; Northwest; Pasadena Plz.. Pasa-dena Town Sq.; Post Oak/San Felipe; River Oaks; San Jacinto; Sharpstown Ctr.; The Park; The Village; Town & Country; West Oaks; Westbury Sq.; Westwood; Willowbrook; Woodlake Sq.; Mall of the Mainland; Trader's Village; The Commons.

31 to 50 Stores-Champion Forest; Champion Vlg. I; Clear Lake Sq.; Gessner-Harwin Plz.; Greenbriar; Greenway Plz.; Humblewood Plz.; Kingwood Ctr.; Lakeside Vlg.; Mason Vlg.; Merchants Pk.; North Junction Plz.; Northland; Northtown Plz.; Northwest Vlg.; Oak Forest; Park Plz.; Pasadena Oaks; Pasadena Plz.; Popolo Vlg.; Southway; The Underground; Weslayan Plz.; Westchase; Westheimer/Ashford Oaks; Woodland Acres; Willowchase Ctr.

21 to 30 Stores-5900 North Freeway; Almeda Sq.; Ashford Sq.; Atascocita; Bay Plz.; Bear Creek; Bellwood; Belt/West; Braesner Vlg.; Braeswood Ctr.; Braeswood Sq.; Briargrove Plz.; Bunker Hill; Camino South; Clear Lake Ctr.; Cypress Landing; Cypress Plz.; Cypress Station; Cypress Vlg.; Dashwood; Deauville Sq.; Deauville Plz.; Echo Lane; Fondren Plz.; Fondrenwood Ctr.; Forest West; Four Corners West; Greenspoint Gallery; Greenspoint Sq.; Hammerly Plz.; Keegan's Vlg.; Kempwood Plz.; Lantern Lane; Maplewood; Mariner Vlg.; Miramar Ctr.; Nassau Bay; Northbrook; Northeast Lakewood; Northshore Ctr., Northwood Plz.; Palm Ctr.; Parkland West; Parkshire Ctr.; Ponderosa Ctr.; Post Oak Plz.; Saks Ctr.; Stafford Plz.; Stella Link Ctr.; The Corners; The Jones Road Plz.; The Oaks of Inwood; Timberwood Ctr.; Town Plz.; Village Green; Village Real; West Junction; West Town; Westchase; Westhille Vlg.; Willow Pk.; Wind Chimes; Windsor Plz.; Woodway Sq.; York Plaza.

15 to 20 Stores-Allen Ctr.; Almeda Genoa; Argyle Plz.; Armand Ctr.; Baybrook Terr.; Bellaire Triangle; Bellford Crossing; Bellwood Plz.; Beltway Ctr.; Braesgate; Briarwest Ctr.; Broadway; Country Club; Countryside Vlg.; Cypress Sq.; Cypresswood Plz.; Deauville East; Deauville West; Deauville North; Fairbanks Ctr.; Garden Oaks; Gessner Sq.; Goose Creek; Gulf Point; Gulfway; Hudson Vlg.; Huntington Vlg.; Huntwick Vlg.; Inwood Forest; Jacinto City; Jester Vlg.; Kingsland Vlg.; Klein Sq.; Kuykendahl Vlg.; Laura Koppe; Levitz Plz.; Long Point Ctr.; Long Point Plz.; Loop Ctr.; MacGregor Plz.; Mainhill; Maplewood Sq.; Meyerland Plz. Annex; Mission Bend; Northshore Vlg.; Northwood Ctr.; Oak Vlg.; Parkland Humble; Piney Point; Point West; Post Oak Ctr.; Prestonwood Forest Vlg.; Rummel Creek; South Main Ctr.; Southpoint; Spencer Sq.; Sylvan Plz.; Synott Pl.; Tanglewilde; Township Ctr.; Westheimer Vlg.; White Plz.; Willowcreek; Woodforest Ctr.; Deerbrook Commons.

11 to 15 Stores-Allendale; Bayshore; Bayway; Beechcrest Ctr.; Bellaire Theatre Ctr.; Bellfort East; Blalock Sq.; Braes; Briar Hollow; Cluc Creek; Cypress Trails; Edgebrook Plz.; El Camino Ctr.; El Dorado Bend; Galena Pk.; Glenbrook; Breenridge Plz.; Griggs Road Ctr.; Gulfway Plz.; Hillcroft Vlg.; Homestead Plz.; Inwood Central; Inwood Vlg.; Jensen Sq.; Kirby Glen; Little York Plz.; Memorial/Dairy Ashford; Miracle Corners; Monroe Plz.; Northborough Sq.; Orchard Green; Owens Sq.; Park-land North; Pine Forest Vlg.; Red Bluff Mall; Red Bluff Vlg.; Sheldon Forest; Southgate; Spencer Hwy. Ctr.; Sylvan Plz.; The Gessner Ctr. II; Town Centre; West Oak; Westbury Triangle; Westheimer Sq.; Willowbrook Ct.; Willowbrook Commons.

10 or Less Stores-7000 North Freeway; Alabama; Antoine Sq.; Brookhollow Vlg.; Champion Forest; Country Pl.; Graywood; Heights Plz.; Hermitage Oaks; High Meadows; Homestead Vlg.; North Shepherd; Northpark Ctr.; Northwood Vlg.; Nottingham Ctr.; Olde Oaks; Parkland East; Parktown; Pinemont; Riedel Ctr.; Rolling Wood; Savon Sq.; Southmore Plz.; Spencerwood; Spring Plz.; Spring Vlg.; Steeplechase; The Crossroads; University Plz.; Williamstown Ctr.; Winfield Ctr.; Woodcreek.

13 - RETAIL OUTLETS: Department Stores-Beall's; Foley's 12; JCPenney 18; Dillard's 8; Lord & Taylor; Macy's 4; Marshall Field 2; Mervyn's 7; Montgomery Ward 7; Neiman-Marcus 2; Palais Royal 26; Saks Fifth Avenue; Sears 20.

Discount Stores-Best Products 3; Houston Jewelry 2; K mart 20; Target 16; W. Bell & Co. 3; Service Mdse. 6; Winn's 7; Garden Ridge Pottery 2.

Variety Stores-McCrory 4; Pic 'N' Save 9; Woolworth 6.

Chain Drug Stores-Cunningham's 5; Doyles; Eckerd 107; Jones Apothecary 4; Medic Pharmacy 3; Ralston's 18; Walgreens 107; Phar-Mor 7; Drug Emporium 3.

Chain Supermarkets-Baby Giant 3; Clayton's 3; Fiesta 30; Food City 6; Food Giant; Gerland's 19; Kroger 56; Lucky Seven 16; Minimax 4; M&M Foods 4; Randall's 50; Rice 22; Auchan; 7-Eleven 250; Stop 'N Go 250; Sunny's; Circle K 195; Apple Tree 50; Foodarama 6.

Other Chain Stores-Men's Clothing: Al's Formal Wear 14, Chess King 9, Front Row 5, Eagle's 4, Leopold Price & Rolle 15, The Men's Warehouse 13, Norton Ditto 2, J. Riggin's 9, Ventura's, Zindler's; Women's Clothing: Casual Corner 17, Esther Wolf, Everitt Buelow 3, Fashion Conspiracy 4, Foxmoor 12, Frederick's 5, Isabell Gerhart 3, Judy's 5, Lane Bryant 14, Lerner 14, The Limited 12, Limited Express 14; Margo's 10, Shelley's Tall Fashions, 5-7-9 Shops 8, The Women's Place 3, Women's World 9; Family Clothing: Beall's, Craig's 10, County Seat 4, The Gap 12, Jean's West 10, Leonard's 8, Marshalls 5, Palais Royal 23, Walter Pye's 5, Weiner's 43, Montgomery Ward 7; Shoes: Athlete's Foot 7, Baker's 13, Burts 2, Butler's 5, Elbee 6, Ellis, Fayva 20, 5 & 10 Shoe Store 7, Florsheim 10, Florsheim Thayer McNeil Hanover 5, Hardy's 2, Jarman 5, Johnston Murphy 5, Joyce Selby 3, Just Boots 8, Kinney's 15, Knapp, National Brand 3, Naturalizer 12, Payless 33, Red Wing 7, Shoe Gallery 8, Footlocker 20, Shoe City 7, Famous Footwear 4, Shoe Hut, Larry's Shoes 3, Standard Shoes 3, Thom McAn 12, Wild Pair 8; Furniture: Fingers 8, Furniture Clearance Center, Furniture Idea 5, Georgetown Manor, Husher's 2, Furniture in the Nude 3, Furnitureland 2, Sleep City 6. La-Z-Boy Showcase Shoppers 3, Furniture in the Raw, Levitz 2, Metropolitan 3, Aaron Rent Furn., Sleep-N-Air 2, Star 5, Storehouse 6, Suniland 2, Waddell's; Miscellaneous: Academy 19, Firestone 31, Goodyear 28, Oshman's 4.

14 - NEWSPAPERS: HOUSTON CHRONICLE (all day) 439,574; (S) 622,608; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Dwight Brown, Adv. Dir., CHRONICLE, 801 Texas St., Houston TX 77002; Tel. (713) 220-7171.

National Representatives: Sawyer-Ferguson-Walker Co.; London-Joshua B. Powers, Ltd.

THE HOUSTON POST (m) 310,758; (S) 358,121; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Paul Leraway, Adv. Vice Pres., THE HOUSTON POST, 4747 Southwest Freeway; PO Box 4747, Houston, TX 77210-4747; Tel. (713) 840-5600.

National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

HUNTSVILLE

1 - LOCATION: Walker County, E&P Map E-4; County Seat. Sam Houston State University. 62 mi. N of Houston; on U.S. Hwys. 190; I-45; State Hwys. 30, 94.

2 - TRANSPORTATION: Railroad-Missouri-Pacific.

Motor Freight Carriers-10.

Intercity Bus Lines-Continental Trailways; Greyhound; City Transit; Brazos Transit System.

Airlines-Most national, some international lines at Houston.

3 - POPULATION:

Corp. City 90 Cen. 27,925; E&P 92 Est. 28,723
CZ-ABC: (80) 26,816
RTZ-ABC: (80) 14,973
County 90 Cen. 50,917; E&P 92 Est. 53,983
City & RTZ-ABC: (80) 41,789

4 - HOUSEHOLDS:

City 90 Cen. 10,538; E&P 92 Est. 10,839
County 90 Cen. 21,215; E&P 92 Est. 22,493
CZ-ABC: (80) 6,558
RTZ-ABC: (80) 5,255
City & RTZ-ABC: (80) 11,813

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$341,745,141

6 - PASSENGER AUTOS: Walker County 29,808 (all vehicles)

7 - ELECTRIC METERS: 10,337

8 - GAS METERS: 4,992

9 - PRINCIPAL INDUSTRIES: Tank Trailer Repair; Mirror Mfg.; Chem.; Lumber & Timber; Farming; Oil Field Equip.; Lignite Coal; Oil; Gas; Ranching; Texas Dept. of Corrections.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-73; Summer 70-100; Fall 42-72; Winter 24-65. First killing frost. Oct. 10; last killing frost, Mar. 28.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Northwest Shopping Center-11th St. (9 stores); Timber Hills; Town West (10 stores); Midway Plz. (9 stores); West Hill Mall-Hwy. 30.
Neighborhood Shopping Centers-Downtown (13th St.); University Hts. (5 stores); South Plaza (4 stores); Brookhaven (12 stores).

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Some in Northwest Shpg. Ctr.; West Hill Mall-Open 10 a.m.-9 p.m. Mon.-Sat.; Sun. 1:00-6:00.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears (catalog); Beall's; Kerrs; Martas.
Discount Store-Wal-Mart.
Variety Stores-Weiner's; Perrys.
Chain Drug Stores-Eckerd; Walgreens.
Chain Supermarkets-Mini Max; Safeway; Budget Chopper; Kroger; H.E.B.; Pantry Foods.
Other Chain Stores-Zales; Firestone; Goodyear; TSO; Radio Shack; Gordons; Waldenbooks; Kinney Shoes; Payless Shoes.

14 - NEWSPAPERS: ITEM (m-tues to sat) 5,475; (S) 6,243; Sept. 30, 1990 ABC.
Local Contact for Advertising and Merchandising Data: Shirley Justice, Adv. Dir., ITEM, 1409 Tenth St.; PO Box 539, Huntsville, TX 77340; Tel. (409) 295-5407.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee; Thomson Newspapers.

JACKSONVILLE

1 - LOCATION: Cherokee County, E&P Map E-3. Shipping and distribution Center for E Texas Agriculture, Manufacturing and lumber area. College Center in E central Texas: 110 mi. SE of Dallas; 110 mi. SW of Shreveport, LA. 180 mi. N of Houston; 145 mi. SE of Texarkana.

2 - TRANSPORTATION: Railroads-Missouri Pacific, Southern Pacific (freight).
Motor Freight Carriers-17.
Intercity Bus Line-Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 12,765; E&P 92 Est. 12,865
County 90 Cen. 41,049; E&P 92 Est. 42,900

4 - HOUSEHOLDS:
Corp. City 90 Cen. 4,817; E&P 92 Est. 4,855
County 90 Cen. 13,449; E&P 92 Est. 14,055

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$173,884,000
Savings & Loan	3	$234,108,000

6 - PASSENGER AUTOS: Cherokee County 33,983 (all vehicles)

7 - ELECTRIC METERS: Residence 5,172

8 - GAS METERS: Residence 4,400

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Charcoal 75 ($140); Plastic 1,008 ($180); Needlecraft & Clothing 627 (N.A.); Fiberglass 40 ($165); Wood 900 (N.A.); Metal 300 ($165); Printing 72 ($145); Signs 50 ($185); Plants 350 ($145).

10 - CLIMATE: Min. & Max. Temp.-Spring 30-90; Summer 70-110; Fall 30-90; Winter 15-85. First killing frost, Nov. 1; last killing frost, Mar. 25.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Centers-18 blocks on 6 Sts.; Jackson Sq. (15 units); Jackson Sq. II (6 units occupied).

Principal Shopping Days-Thur., Fri., Sat., Mon.

13 - RETAIL OUTLETS: Department Store-Beall's.
Variety Store-Perry.
Chain Supermarkets-Apple Tree; Brookshires; Winn-Dixie.
Discount Stores-Discount City; Wal-Mart.
Chain Drug Stores-Drug-Sav; Revco.
Other Retail Stores-Bearden Furn.; Goodyear; Elaine's; Linda Kay; Lang Jewelry; Diamond Shop; Trudy's Stout Shop; Bratz TV/Tire & Appliances; John's True Value; Heath & Heath Hdwe.; Murphy's; Home of Fine Furniture; Baker's Hallmark; The Diamond Shop; Staton's; The Work Baket; Harry's Building Supplies; Circle W; Pazzazz Imperial Gifts; The Office Shop; Sears (catalog); Collections, Army-Navy Store.

14 - NEWSPAPERS: DAILY PROGRESS (e) 7,619; (S) 7,619; sworn Sept. 25, 1990.
Local Contact for Advertising and Merchandising Data: James Kerby, Adv. Mgr., DAILY PROGRESS, 525 E. Commerce, Jacksonville, TX 75766; Tel. (214) 586-2236; FAX (903) 586-0987.
National Representative: Papert Companies.

KERRVILLE

1 - LOCATION: Kerr County, E&P Map D-4. County Seat. Tourism, retirement Center, 65 mi. NW of San Antonio. On I-10; State Hwys. 27, 16.

2 - TRANSPORTATION: Intercity Bus Lines-Kerrville; Greyhound.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 90 Cen. 17,384; E&P 92 Est. 17,806
CZ-ABC: (80) 22,172
RTZ-ABC: (80) 31,324
County 90 Cen. 36,304; E&P 92 Est. 38,706
City & RTZ-ABC: (80) 53,496

4 - HOUSEHOLDS:
City 90 Cen. 6,560; E&P 92 Est. 6,719
CZ-ABC: (80) 8,471
RTZ-ABC: (80) 12,289
County 90 Cen. 15,127; E&P 92 Est. 16,128
City & RTZ-ABC: (80) 20,760

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$489,547,033
Savings & Loan	2	$192,622,618

6 - PASSENGER AUTOS: Kerr County 32,931 (all vehicles)

7 - ELECTRIC METERS: Corp. City 9,370

8 - GAS METERS: Residence 4,351

9 - PRINCIPAL INDUSTRIES: Airplane Mfg.; Tourism; Agric. & Livestock; Health Ctr.; Youth Camps; Entomology.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-96; Summer 49-105; Fall 29-98; Winter 10-90.

11 - TAP WATER: Alkaline.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
River Hills(40)	1	Beall's, K mart, JCPenney
River Oaks(30)	1	Anthony's,
Town Plz.(9)	1	Crafts Etc.

Principal Shopping Days-Mon., Sat.

13 - RETAIL OUTLETS: Department Stores-Schreiner's; JCPenney; C.R. Anthony; Beall's.
Variety Stores-Winn's; Crafts Etc.
Discount Stores-Gibson's; K mart; Wal-Mart.
Chain Drug Stores-Rexall; Gibson; Revco.
Chain Supermarkets-H.E.B.; United Super; Stop & Shop 3; Circle K 3; Super-S; Handy Andy.
Other Chain Stores-Western Auto; Radio Shack; Baskin-Robbins; Zales; Kay Jewelry.

14 - NEWSPAPERS: TIMES (e-mon to fri) 9,673; (S) 11,051; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Neice Wienecke, Adv. & Mktg. Dir., TIMES, 429 Jefferson St.; PO Box 1428, Kerrville, TX 78028; Tel. (512) 896-7000.
National Representative: Thomson Newspapers.

KILGORE

1 - LOCATION: Gregg and Rusk Counties, E&P Map E-3. 125 mi. E of Dallas; 70 mi. W of Shreveport, LA. State Hwys. 31, 42, 135, 349; U.S. Hwys. 259, I-20.

2 - TRANSPORTATION: Railroad-Missouri Pacific.
Intercity Bus Lines-Continental Trailways; Greyhound.
Motor Freight Carriers-3.
Airline-Metro.

3 - POPULATION:
Corp. City 90 Cen. 11,066; E&P 92 Est. 11,086
Counties 90 Cen. 148,683; E&P 92 Est. 153,844
  Gregg 90 Cen. 104,948; E&P 92 Est. 108,539
  Rusk 90 Cen. 43,735; E&P 92 Est. 45,305

4 - HOUSEHOLDS:
City 90 Cen. 4,176; E&P 92 Est. 4,183
Counties 90 Cen. 55,232; E&P 92 Est. 57,148
  Gregg 90 Cen. 39,603; E&P 92 Est. 40,958
  Rusk 90 Cen. 15,629; E&P 92 Est. 16,190

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$221,070,524
Savings & Loan	2	$164,640,125

6 - PASSENGER AUTOS: Counties (all vehicles): Gregg 119,317; Rusk 35,217

7 - ELECTRIC METERS: Residence 6,212

8 - GAS METERS: Residence 5,360

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil & Gas 4,500 ($288); Plumbing Fixtures 473 ($370); Boat Mfg. 230 ($260); Plastics Mfg. 93 ($300); Air Conditioning Duct Mfg. 230 ($300); Steel Fabrication 200 ($300).

10 - CLIMATE: Min. & Max. Temp.-Spring 36-98; Summer 60-108; Fall 36-95; Winter 18-80.

11 - TAP WATER: Aklaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-Kilgore Plz. Shopping Center. Between Hwy. 42 & 259. Margaret Downs Jewelry; Beall's; The New Yorker; Brookshire's; Family Dollar; Rho's Hallmark; Brookshire's Pharmacy; The Donut Palace.
Mid-Town Shopping Centers-Eckerd; Margie's; Joyce's Hair Fashions; Movies & Sounds.

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Sat.

13 - RETAIL OUTLETS: Department Stores-Beall's; Family Dollar.
Discount Stores-Dollar General; Wal-Mart.
Chain Drug Stores-Longhorn; Eckerd; K&B; Brookshire's; Wal-Mart.
Chain Supermarkets-Brookshire's; Piggly Wiggly.
Other Chain Stores-The Automotive; 7-Eleven 2; Thriftyman Foods 2; The New Yorker; Radio Shack; Singer Sewing Machine; Merle Norman; Blake Furn.; Kwik-Kopy; Sherwin-Williams; Church's Fried Chicken; Dairy Queen; Golden Corral; Hardee's; Hot Biscuit; McDonald's; Pizza Hut; Pizza Inn; Whataburger; Mazzio's; Mr. Gatti's; Subway; Lupe's; Sonic; Texas State Optical; Action TV; Photo-Kwik; Taco Bueno; Schlotzsky's.

14 - NEWSPAPERS: NEWS HERALD (e-mon to fri; S) 4,896; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: Mrs. Mary Ann McDonald, Natl. Adv. Mgr., NEWS HERALD, 610 E. Main St.; PO Box 1210, Kilgore, TX 75662; Tel. (214) 984-2593.
National Representative: None.

KILLEEN

1 - LOCATION: Bell County (In Killeen-Temple MSA). E&P Map D-4. Home of Fort Hood (largest U.S. Army Armor Center), American Educational Complex: Central Texas College, University of Central Texas, American Preparatory Institute. 160 mi. SW Dallas-Ft. Worth; 198 mi. NW Houston; 65 mi. NE Austin; 146 mi. NE San Antonio. On U.S. Hwy. 190, and Texas State Hwy. 195.

2 - TRANSPORTATION: Railroad-Santa Fe.
Motor Freight Carrier-1.
Intercity Bus Lines-Trailways; Kerrville.
Airlines-Atlantic Southeast; American Eagle.

3 - POPULATION:
Corp. City 90 Cen. 63,535; E&P 92 Est. 66,983
CZ-ABC: (80) 84,891
RTZ-ABC: (80) 43,615
County 90 Cen. 191,088; E&P 92 Est. 203,928
MSA 90 Cen. 255,301; E&P 92 Est. 271,646
City & RTZ-ABC: (80) 128,506

4 - HOUSEHOLDS:
City 90 Cen. 23,975; E&P 92 Est. 25,277
CZ-ABC: (80) 21,823
RTZ-ABC: (80) 13,355
County 90 Cen. 70,773; E&P 92 Est. 75,529
MSA 90 Cen. 90,026; E&P 92 Est. 95,832
City & RTZ-ABC: (80) 35,178

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	$501,346,213
Savings & Loan	4	$547,092,819

6 - PASSENGER AUTOS: Bell County 149,839 (all vehicles)

7 - ELECTRIC METERS: City & RTZ 44,532

8 - GAS METERS: City & RTZ 19,351

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food & Beverages 300; Printing & Pub. 600; Personal Servs. 650; Constr. 3,700; Packing & Moving 100; Data Proc. 300; Gov't Emp. 21,600; Vending 50; Educ. 2,500; Military Troops 38,607; Dependents 53,515.
Principal Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-71; Summer 62-104; Fall 58-78; Winter 29-58. First killing frost, Nov. 25; last killing frost, Mar. 10.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Killeen: Killeen Mall (100 stores, Dillard's, Sears, Beall's, JCPenney), 40 blocks Business 190, Downtown, 440 Plz., Wendland Plz., Midtown Mall, 40 blocks Rancier St. Copperas Cove: 25 blocks Business 190, Downtown, Cove Terrace S.S., West Park S.S. Harker Heights: 20 blocks Business 190, Downtown, Heights Plz.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cove Terrace(42)	10	
Killeen Business Ctr.(6)	4	
Killeen Plz.(6)	4	
West Park(18)	10	Winn-Dixie
E. Rancier(5)	1	
H.E.B. Center(2)	1	Winn's, H.E.B.
Eastlake(12)	1	IGA, Winn's
Highland Park(8)	1	Winn's, Minimax
Midtown Mall(5)	NA	Weiner's
440 Plaza(36)	3	Winn-Dixie, Radio Shack
Wendland(10)	3	K mart, H.E.B., Lack's
Heights(5)	NA	IGA
Heights Plz.(9)	NA	Winn-Dixie

Principal Shopping Days-Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Beall's; Sears; Dillard's; JCPenney; Weiner's; Miller's Outpost.
Discount Stores-Ft. Hood Commissary & Post Exchange 3; Revco 3; K mart; Wal-Mart 2.
Variety Store-Winn's 3.
Chain Supermarkets-Affiliated 2; Safeway; H.E.B. 3; Winn-Dixie 3; IGA 2.
Other Chain Stores-Firestone 2; Western Auto 2; Goodyear; Coast-to-Coast; Payless Shoes; Sherwin-Williams; McDuff Appliances; Zales; Lack's Furniture; Radio Shack 3; Gordon Jewelers; Walgreens; Baker Shoes; Linz Jewelry; Waldenbooks; Kinney's; Thom McAn; Pic 'N Save.

14 - NEWSPAPERS: HERALD (m) 16,407; (S) 18,885; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Ray Townsend, Pub., HERALD, PO Box 1300, Killeen, TX 76540; Tel. (817) 634-2125; FAX (817) 634-2125 ext. 194.
National Representative: Papert Companies.

LAKE JACKSON

See CLUTE

LAREDO

1 - LOCATION: Webb County (MSA). E&P Map D-6, County Seat. An export & import inland port. 155 mi. from San Antonio; 138 mi. from Corpus Christi on new hwy.; 150 miles from Monterrey, Mexico. Main port of entry from Mexico. On U.S. Hwys. 59, 81, 83, I-35; State Hwy. 359.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Texas Mexican. Both connect with Ferrocarriles Nacional de Mexico at Laredo.

Motor Freight Carriers-23.

Intercity Bus Lines-Continental Trailways; Greyhound; Transports del Norte; Valley Transit.

Airlines-Royale; American Eagle.

3 - POPULATION:

Corp. City 90 Cen. 122,899; E&P 92 Est. 129,189

CZ-ABC: (80) 96,691

RTZ-ABC: (80) 23,531

County/MSA 90 Cen. 133,239; E&P 92 Est. 143,436

City & RTZ-ABC: (80) 120,222

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 46,377; E&P 92 Est. 48,751

CZ-ABC: (80) 23,903

RTZ-ABC: (80) 8,416

County/MSA 90 Cen. 49,348; E&P 92 Est. 53,125

City & RTZ-ABC: (80) 32,319

5 - BANKS	NUMBER	EST. DEP.
Commercial	7	$2,250,000
Savings & Loan	2	$448,765,000

6 - PASSENGER AUTOS: Webb County 79,880 (all vehicles)

7 - ELECTRIC METERS: Residence 29,714

8 - GAS METERS: Residence 19,982

9 - PRINCIPAL INDUSTRIES: Mach.; Smelting; Mattresses; Frocks; Cement Prods.; Hats; Chairs; Furn.; Export-Import; Glass Specialties; Electronics; Tire Testing; Tourism; Meat Packing; Trans. (freight forwarding/warehousing); Coal Mining; Automotive Radiator; Mfg. Plant.

10 - CLIMATE: Min. & Max. Temp.-Spring 56-97; Summer 74-105; Fall 56-90; Winter 33-76.

11 - TAP WATER: Alkaline, very hard, not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Salinas; 7 on Convent; 7 on Flores; 5 on San Augustine; 4 on Farragut; 4 on Hidalgo; 4 on Lincoln and 4 on Iturbide.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Del Mar	5	H.E.B.
Laredo Mall(25)	NA	
Las Lomas(8)	3	Perry Variety
Mall Del Norte (120)	4	Sears, Dillard's, Mont. Ward
Riverdrive Mall(60)	NA	JCPenney, K mart, Wal-Mart

Principal Shopping Days-Dept. Stores: Mon., Tues., Fri. & Sat.; Food: Thur., Fri. & Sat.

Stores Open Evenings-Dept.-Sat., Sun.; Food nightly.

13 - RETAIL OUTLETS: Department Stores-Richter's; Hachar's; Sears; JCPenney; Beall's; Montgomery Ward.

Men's Wear-Joe Brand's; Sande Fashions; I. Alexander; Don Antonio's; Portofino; Juvencio's.

Specialty-La Feria; Dillard's; Las Novedades; Polly Adams; Frontier Dept. Stores; Carousel; Jacqueline; Cindy Fashions (Ladies); Frontier Western Wear; Lico Western Wear; Mike's Western Wear.

Shoes-Kinney Shoes 2; Scooti; Sam Sullivan; Thom McAn 2.

Discount Stores-Santos; Munden; Loro's; Dr. Ike's Economy Ctr.; Wal-Mart.

Variety Stores-Woolworth; McClellan's; Perry's.

Chain Drug Stores-Continental Rexall; City Drug; Central Drug.

Chain Supermarkets-El Rio Family Center; Loro's; Tony's 2; H.E.B. 4; Jitney Jungle; Narvaez Grocery; Thriftee.

Other Chain Stores-O. Tamez; Maverick Markets 13; Charm; Lane's; Sherwin-Williams; Firestone; Western Auto; Zales Jewelers; Laredo Sewing Ctr.; Gordon's Jewelers; A&A Tire; Radio Shack; City Service; Goodyear; Laredo Furn. Distributors; Star Beauty Supply; K mart; Circle K; McCoy's.

14 - NEWSPAPERS: TIMES (m) 21,081; (S) 23,156; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Mario Pena, Adv. Dir., TIMES, 111 Esperanza Dr.; PO Box 2129, Laredo, TX 78041; Tel. (512) 723-2901.

National Representative: Landon Associates.

LONGVIEW

1 - LOCATION: Gregg County (In Longview-Marshall MSA), E&P Map E-3. County Seat. Oil field & industrial center. On U.S. Hwys. 80, 259 & I-20. 65 mi. W of Shreveport, LA; 126 mi. E of Dallas; 210 mi. N of Houston.

2 - TRANSPORTATION: Railroads-Union Pacific; Santa Fe.

Motor Freight Carriers-6.

Intercity Bus Lines-Greyhound; Mooney Motor Coach; Carthage.

Airlines-American Eagle Airlines; Atlantic Southeast (Delta).

3 - POPULATION:

Corp. City 90 Cen. 70,311; E&P 92 Est. 71,821

CZ-ABC: (80) 73,430

RTZ-ABC: (80) 144,709

County 90 Cen. 104,948; E&P 92 Est. 108,539

MSA 90 Cen. 162,431; E&P 92 Est. 168,483

City & RTZ-ABC: (80) 218,139

4 - HOUSEHOLDS:

City 90 Cen. 26,532; E&P 92 Est. 27,102

CZ-ABC: (80) 25,224

RTZ-ABC: (80) 52,823

County 90 Cen. 39,603; E&P 92 Est. 40,958

MSA 90 Cen. 60,393; E&P 92 Est. 62,638

City & RTZ-ABC: (80) 78,047

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$935,052,000
Savings & Loan	6	$307,067,000

6 - PASSENGER AUTOS: Gregg County 119,317 (all vehicls)

7 - ELECTRIC METERS: Residence 30,209

8 - GAS METERS: Residence 24,864

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil & Gas 3,500 ($537); Chem. & Refineries 4,300 ($651); Machine Shop 600 ($425); Constr. 3,300 ($344); Apparel 900 ($196); Food & Bev. 4,300 ($140); Fab. Metals 1,400 ($660); Trans. Equip. 1,300 ($413); Other Mfg. 13,100 ($599); Total Employees 65,300 ($374 Av. Wage).

Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-97; Summer 72-106; Fall 31-70; Winter 30-70. First killing frost, Nov. 15-20; last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Tyler St.; 4 on Fredonia; 5 on Methvin; 4 on Ctr.; 10 on Marshall; 4 on High; 4 on Cotton; 3 on Green; 4 on South; 8 in Greggton (W. Longview); 2 at Pine Tree; 2 on Alpine; 5 on McCann; 6 on Loop 281; 2 on Mobberly.

Neighborhood Shopping Centers-Pinewood; Earlee; High; Colonial; Brookwood; Greggton; Pine Tree; The Village; Chapparal; Alpine; High St.; Colonial Shops (2); Longview Mall; Northwest Vlg.; Royal Forest; Alpine Vlg.; Spring Hill; Towne Lake; Point North; Park Pl.; Oak Forest; Triple Creek; North Lake Plaza; Market Place; Town North Sq.; Long view Town Ctr.

Principal Shopping Days-Department Stores-Mon., Fri., Sat.; Food-Thur., Fri., Sat., Mon., Tues.

Stores Open Evenings-Dept.: Thur., Sat.; Food: Fri., Sat.; Longview Mall 10 a.m. to 9 p.m.

13 - RETAIL OUTLETS: Department Stores-Dillard; Beall's; Sears; Anthony's 2; JCPenney; Service Mdse.; Target; Mervyn's.

Discount Stores-Wacker's; Kroger Family Ctr.; Zales; Cook Paint; Radio Shack; Kelly-Moore Paint; Singer Sewing Machine; TG&Y; K mart; Otasco 5; Wal-Mart 2; Weiner's.

Variety Stores-Moses 2; Perry Bros. 3; Seasons of Texas.

Chain Drug Stores-Skaggs 2; Skillern's; Louis Morgan 4; McIntosh; Eckerd 3; K&B 2; Emporium; Dollar General 2; Family dollar; R Superstore 5.

Chain Supermarkets-Super One; County Supermarket; Brookshire 5; Kroger 2; Tom Thumb; Winn-Dixie 3.

Other Chain Stores-Franklin's; Winston's (women's); Sherwin-Williams; Nicholson; Paint; Murphy 6; Regan's (Women's); Auto Supplies; H&S 555, Owen, Western, Auto, Firestone 2, Goodrich, Bill Day Tire, General Tire, Goodyear, Kelly Springfield Tire, General Auto, Otasco, ABC Auto Parts 3, The Automotive, Mobberly Auto Parts, 100,000 Auto Part, East Texas, S&H Green Stamps; Gold Bond Stamps; Fox Photo; Gordon's Jewelers; County Seat; Fashion Conspiracy; Spencer Gifts; Waldenbooks; Circus World; General Nutrition Ctr.; Haverty's Fine Furn.; Payless Cashways; Michael's; Radio Shack; Shoes: Austin, Thom McAn, Kinney's, Buster Brown, Bakers; Optical: Texas State, Royal, Lee; Bldg. Materials: Lowe's, McCoy's, Payless Cashways, Cassity Jones, Cade's, Loop 281 Lumber; Reynolds Lumber; Dowden Bldg. Mall; Satterwhite Constr.; Union Salvage.

14 - NEWSPAPERS: NEWS-JOURNAL (m) 31,755; (S) 43,094; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Rob Minervini, Adv. Dir., NEWS-JOURNAL, 320 E. Methvin, Longview, TX 75601; Tel. (214) 757-3311; FAX (214) 236-3874.

National Representative: Landon Associates.

LUBBOCK

1 - LOCATION: Lubbock County (MSA), E&P Map C-2. County Home of Texas Tech University. 300 mi. NW of Ft. Worth; San Antonio 390 mi.; Oklahoma City 365 mi.; El Paso 350 mi.; Wichita Falls 209 mi. Trade and wholesale distributing center.

2 - TRANSPORTATION: Railroads-AT&SF; FW&D.

Motor Freight Carriers-15.

Intercity Bus Lines-Texas, New Mexico & Oklahoma Coaches.

Airlines-Southwest; Delta; American; America West.

3 - POPULATION:

Corp. City 90 Cen. 186,206; E&P 92 Est. 188,651

CZ-ABC: (80) 179,451

RTZ-ABC: (80) 235,217

County/MSA 90 Cen. 222,636; E&P 92 Est. 230,437

City & RTZ-ABC: (80) 414,668

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 70,266; E&P 92 Est. 71,189

CZ-ABC: (80) 61,124

RTZ-ABC: (80) 79,413

County/MSA 90 Cen. 74,232; E&P 92 Est. 76,834

City & RTZ-ABC: (80) 140,537

5 - BANKS	NUMBER	DEPOSITS
Commercial	13	$3,400,000,000
Savings & Loan	4	(included in above)

6 - PASSENGER AUTOS: Lubbock County 186,480 (all vehicles)

7 - ELECTRIC METERS: Residence 80,556

8 - GAS METERS: Residence 56,376

9 - PRINCIPAL INDUSTRIES: Cotton Oil Mills; Food; Mach. & Equip.; Steel & Steel Fab.; Meat, Poultry Packing; Cottonseed Oil; Feed Mills; Bottling; Healthcare.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-70; Summer 75-100; Fall 20-70; Winter 0-60. First killing frost, Oct. 25; last killing frost, Apr. 13.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Centers-10 on Main; 8 on Aves. G, H, Texas Ave., Aves. J, K, L & M all in downtown section; 8 on 50th & Ave. H; South Plains Mall.

Neighborhood Shopping Centers-8 blocks on Ave. Q and Broadway. 4 at 34th St. Vlg.; 3 in Green Acres Shopping Ctr.; 10 on E. Broadway; 10 in Arnett-Benson Ctr.; 2 in Highland Pl.; 18 on 19th St.; 6 on College Ave.; 2 at 34th St. and Ave. Q; 2 in Modern Manors; 4 at Ave. Q & 4th St.; 3 at Town & Country Shopping Ctr.; 4 on Indiana Gardens; 4 at Ave. H and 34th St.; 19 on 34th St.; Monterey, 10 on 50th; Caprock, 11 on 50th; Oakwood Vlg.; 4 on 50th; Mackenzie Terrace; 4 on Parkway Dr.; 2 on Slide & 13th, Winchester; 4 on 50th.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Caprock	4	Dunlap's, Furr's, Mont. Ward
Monterey	4	W.D. Wilkins
Town & Country (32)	2	Furr's
Red Bud Sq.(15)	NA	
S. Plains Mall (115)	9	Dillard's, JCPenney, Sears, Beall's, Mervyn's
Briercroft(15)	NA	United, Payless Shoes
Cactus Alley(12)	NA	
Green Acres(19)	NA	Furr's Mkt
The Crossing	NA	Michaels, Fuddruckers
Rockridge Plz.	NA	Furr's
Kingsgate Ctr.	NA	United, Maloufs
Parkade	NA	Wal-Mart, Oshmans
Melanie Square	NA	United, Just Petites
Indiana Gdns.(4)	NA	Lena Stephen's
Oakwood(13)	NA	Sound Warehouse
Parkway Mall(15)	NA	Furr's
Sunshine Square	NA	Skibells

Principal Shopping Days-Dept. Stores Thur. eve.; Food Tues. eve.; Wed. morn. & Thur. eve., Fri. morn.

13 - RETAIL OUTLETS: Department Stores-Sears; Mervyn's; Mont. Ward; Dunlap's; JCPenney; Skibell's; Lena Stephen's; Dillard's; Margaret's; Anthony's; Beall's.

Chain Drug Stores-John Halsey 3; L&H 4; Prescription Laboratory 2; Raff & Hall 2; Fee Phcy. 2; Eckerd 4.

Discount Stores-Furr's, K mart; Best Products; Target; Service Mdse.; Wal-Mart; Sam's Wholesale.

Chain Supermarkets-Furr's 8; United 10; Independents 67; 7-Eleven 12; Albertson's 3; Town & Country 17.

Other Chain Stores-Thom McAn; Jones-Roberts; The Cloth World; Pier 1 Imports; Radio Lab; Payless Cashway; McCoys; Builder's Square; Radio Shack; Checker Auto; Auto Zone; Haverty's; Lacks; Heath's.

14 - NEWSPAPERS: AVALANCHE-JOURNAL (m-mon to sat) 68,444; (S) 76,727; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Randy Hambrick, Adv. Dir., AVALANCHE-JOURNAL, 8th St. & Ave. J; PO Box 491, Lubbock, TX 79408; Tel. (806) 762-8844.

National Representative: Papert Companies.

LUFKIN

1 - LOCATION: Angelina County, E&P Map F-4. E Central part of state, midway between Houston & Shreveport. On U.S. Hwys. 59, 69; State Hwys. 94, 103.

2 - TRANSPORTATION: Railroads-Angelina & Neches River; Texas Southeastern; Southern Pacific.

Motor Freight Carriers-7.

Intercity Bus Lines-Trailways; Kerville.

3 - POPULATION:

Corp. City 90 Cen. 30,206; E&P 92 Est. 30,535

CZ-ABC: (80) 29,416
RTZ-ABC: (80) 108,953
County 90 Cen. 69,884; E&P 92 Est. 73,060
City & RTZ-ABC: (80) 138,369

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 11,398; E&P 92 Est. 11,523
CZ-ABC: (80) 10,180
RTZ-ABC: (80) 38,002
County 90 Cen. 25,345; E&P 92 Est. 26,496
City & RTZ-ABC: (80) 48,182

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$393,976,000
Savings & Loan	3	$492,421,000

6 - PASSENGER AUTOS: Angelina County 63,431 (all vehicles)

7 - ELECTRIC METERS: Residence 28,865

8 - GAS METERS: Residence 11,709

9 - PRINCIPAL INDUSTRIES: Foundries; Paper Mill; Lumber; Total 5,134 employees.

10 - CLIMATE: Av. Temp.-Spring 66; Summer 82; Fall 68; Winter 51.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-2 blocks on First St.; 2 blocks on Lufkin Ave.
Neighborhood Shopping Centers-900 block on Ellis Ave.; 1200 block of S. Chestnut; Timberland Dr.; 600 block S. First.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Angelina Mall (23)	NA	Clark Dept., K mart
Chestnut Vlg. (18)	NA	Brookshire, Eckerd, Weiners
Lufkin Mall(71)	NA	JCPenney, Sears
Towne Sq.(20)	NA	Wal-Mart

Principal Shopping Days-Department Stores: Wed. through Sat. Food: Tues.; Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Clark's; JCPenney; Sears; The Fair.
Discount Stores-Howard's; Wal-Mart; K mart; Dollar General.
Chain Drug Stores - Cavanagh; Peden 10; Thompson Phcy.; Eckerd 3; Medical Discount 2.
Chain Supermarkets-Brookshire 31; O-Kay 10; Boles 2; Safeway 2; Albertson's.
Other Chain Stores-Beall's; S&H Green Stamps; Weiner's; Brown's Shoe Fit; Regans; Perry Bros.; Lerner; Foxmoor; Zales; Missions; Corrigans; Goldfinger; Brooks; Spencers; Bakers Shoes; Kinney's; Thom McAn; Naturalizer; Beard's.

14 - NEWSPAPERS: NEWS (e-mon to fri) 15,343; (m-sat) 15,415; (S) 17,071; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Mike Evans, Adv. Dir., NEWS, PO Box 1089, Lufkin, TX 75902-1089; Tel. (409) 632-6631; FAX (409) 632-6655.
National Representative: Landon Associates.

MARSHALL

1 - LOCATION: Harrison County (In Longview-Marshall MSA). E&P Map F-3. County Seat. Railroad division point, system-wide general stores site and shops. Shipping and manufacturing center. U.S. Army pyrotechnics center. 150 mi. E of Dallas; 225 mi. N of Houston. On U.S. Hwys. 59, 80, I-20; State Hwys. 15, 43, 155.

2 - TRANSPORTATION: Railroads-Texas & Pacific; Missouri Pacific; Kansas City Southern; Santa Fe; Amtrak.
Motor Freight Carriers-5.
Intercity Bus Lines-Continental Trailways; Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 23,682; E&P 92 Est. 23,434
CZ-ABC: (80) 24,921
Bal. in NDM-ABC: (80) 37,704
County 90 Cen. 57,483; E&P 92 Est. 59,944
MSA 90 Cen. 162,431; E&P 92 Est. 168,483
Total NDM-ABC: (80) 62,625

4 - HOUSEHOLDS:
City 90 Cen. 8,937; E&P 92 Est. 8,843
CZ-ABC: (80) 8,818
Bal. in NDM-ABC: (80) 13,222
County 90 Cen. 20,790; E&P 92 Est. 21,680
MSA 90 Cen. 60,393; E&P 92 Est. 62,638
Total NDM-ABC: (80) 22,040

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$290,133,575
Savings & Loan	2	$236,325,415

6 - PASSENGER AUTOS: Harrison County 49,830 (all vehicles)

7 - ELECTRIC METERS: Residence 8,160

8 - GAS METERS: Residence 8,160

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Pyrotechnics Munitions 1,000; Plastics and Organic Chemicals 2,300; Petroleum Equip. and Pumps 600; Agric. Prods. 625; Lignite Mining; Proc. to Activated Carbon 260; Steel Castings and Foundry 100; Lumber Saw Mill 200; Ceramic Wall Tile 180; Pottery and Stoneware 200; Industrial Abrasives 260; Lumber Mfg. 100; Aluminum Electric Cables 520; Chemical Plastics 100.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-97; Summer 56-102; Fall 25-98; Winter 0-50. First killing frost, Nov. 12; last killing frost, Mar. 19.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Houston; 5 on Austin; 5 on Rusk; 4 on Burleson; 22 on Grand; 4 on S. Washington; 5 on N. Washington; 4 on Wellington; 1 on Franklin; 6 on Bolivar; 3 on Lafayette.
Neighborhood Shopping Centers-4 blocks on S. Washington, from Pope to Nathan; 4 on S. Washington at Hwy. 43; 3 on W. Grand, from Bishop to Highbridge; 5 on E. Grand, from Alamo to Hwy. 43; 1 on N. Franklin at East Ave.; 1 on N. Bolivar at East Ave.; 3 mi. on East End Blvd. from E. Houston to I-20; 1 on S. Grove; Marshall Mall (36 stores); Pinecrest Dr. S.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
South Side	2	Brookshire's, K&B Drug
W Grand	2	Grand Food II
Parkview(6)	NA	
Pinecrest(7)	NA	Dollar General, Family Dollar
Marshall Mall (36)	3	JCPenney, Beall's, Radio Shack
Grand Plaza(9)	1	Payless Shoes, Brookshire's, Weiner's
Eastpark(5)	1	
Kroger Family Center	1	Hancock Fabrics, Radio Shack, Eckerd
Crossroads Ctr.	NA	Wal-Mart, Brookshire
Hwy. 59 South	NA	Winn-Dixie

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon. through Sat.
Stores Open Sundays-All main stores.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Beall's.
Discount Store-Wal-Mart.
Variety Stores-Dollar General; Family Dollar.
Chain Supermarkets-Kroger; Brookshire 2; Winn-Dixie.
Other Chain Stores-Firestone; Weiner's.

14 - NEWSPAPERS: NEWS MESSENGER (e-mon to fri) 9,737; (S) 10,838; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: George Smith, Gen. Mgr., NEWS MESSENGER, 309 E. Austin; PO Box 730, Marshall, TX 75670; Tel. (214) 935-7914.
National Representative: Thomson Newspapers.

McALLEN

1 - LOCATION: Hidalgo County (In McAllen-Edinburg-Mission MSA). E&P Map D-6. On U.S. Hwy. 83; 3 mi. W of 281, at Pharr; 235 mi. SE of San Antonio; 7 mi. N of Mexican border; 150 mi. N of Monterrey, Mexico.

2 - TRANSPORTATION: Railroads-Southern Pacific; Missouri Pacific.
Intercity Bus Lines-Valley Transit; Continental Trailways.
Motor Freight Lines-10.
Airlines-Continental; Conquest; American Airlines.

3 - POPULATION:
Corp. City 90 Cen. 84,021; E&P 92 Est. 87,569
CZ-ABC: (80) 149,786
RTZ-ABC: (80) 160,803
County/MSA 90 Cen. 383,545; E&P 92 Est. 413,371
City & RTZ-ABC: (80) 310,589

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 31,706; E&P 92 Est. 33,045
CZ-ABC: (80) 40,143
RTZ-ABC: (80) 42,531
County/MSA 90 Cen. 174,941; E&P 92 Est. 188,546
City & RTZ-ABC: (80) 82,674

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	10	$1,423,178,000
Savings & Loan	5	$1,022,193,000

6 - PASSENGER AUTOS: Hidalgo County 231,088 (all vehicles)

7 - ELECTRIC METERS: Residence 28,629

8 - GAS METERS: Residence 10,164

9 - PRINCIPAL INDUSTRIES: Canning; Shipping; Packing; Apparel; Chemical & Fertilizer Mfg.; Bottling; Refining Natural Gas; Baking; Sheet Metal Fab.; Pest Control Ctr.; Tourism; Importing & Exporting; Citrus & Vegetable; Cotton; Television Mfg.; Auto parts Mfg.

10 - CLIMATE: Av. An. Temp.-Spring 78; Summer 88; Fall 77; Winter 63.

11 - TAP WATER: Alkaline, medium hard.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main & Bway.; 5 on State Hwy.
Neighborhood Shopping Centers-9 blocks on N. 10th St.; 5 on S. 17th St.; Gateway S. 10th St.; E. Hwy. 83; 4 on S. 10th St.; 1 at 3 mi. E. Expressway.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
El Centro Mall (50)	NA	Mont. Ward, Sam's Wholesale
La Plaza Mall (103)	NA	Beall's, Dillard's, JCPenney, Sears, Service Mdse.
Palm Valley Mall (69)	NA	JCPenney, Sears, Zales
Weslaco	NA	
University Plz. (7)	NA	TG&Y, Anthony's, Beall's

Principal Shopping Days-Mon. (especially 1st Mon. each month), Thur., Fri., Sat.
Stores Open Evenings-Malls until 9 p.m.; Sun. 12-6 p.m.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Anthony's; Sears; Valley Mercantile; Mont. Ward; Beall's; Dillard's; Jones & Jones; Weiners; Service Mdse.; H.E.B. Family Ctr.; Solo Serve.
Variety Stores-Woolworth; McCrory; McClellan; Winn's.
Discount Stores-Wal-Mart; 50/50 Store; Globe; K mart; Klinck's; Whalen's.
Chain Drug Stores-Klinck's; Medico; Revco.
Chain Supermarkets-H.E.B. 3; Globe; M. Rivas; Carl's.
Other Chain Stores-Osment's Appliance; Strouds Furn.; J. Edelstein's; Edelstein's Better; Radio Shack; Sweeneys; Gordens; Firestone; Goodyear; Payless Shoes; Man's Shop; Lack's; Puryear's; Thom McAn; Vogue; Amigo Store; Advance; Zales.

14 - NEWSPAPERS: THE MONITOR (e-mon to fri) 38,938 (S) 48,146; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Bill Edson, Adv. Dir., THE MONITOR, 1101 Ash St.; PO Box 760, McAllen, TX 78501; Tel. (512) 686-4343.
National Representative: Papert Companies.

McKINNEY

1 - LOCATION: Collin County (In Dallas PMSA). E&P Map E-3. County Seat. Manufacturing center 30 min. N of Dallas, 55 mi. NE of Ft. Worth, center of highly productive agricultural area.

2 - TRANSPORTATION: Railroad-Southern Pacific.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Continental.

3 - POPULATION:
Corp. City 90 Cen. 21,283; E&P 92 Est. 22,288
County 90 Cen. 264,036; E&P 92 Est. 296,610
PMSA 90 Cen. 2,553,362; E&P 92 Est. 2,750,123

4 - HOUSEHOLDS:
City 90 Cen. 8,031; E&P 92 Est. 8,411
County 90 Cen. 97,886; E&P 92 Est. 109,962
PMSA 90 Cen. 947,979; E&P 92 Est. 1,021,003

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$467,800,000
Savings & Loan	3	$262,400,000

6 - PASSENGER AUTOS: Collin County 228,518 (all vehicles)

7 - ELECTRIC METERS: Residence 6,211

8 - GAS METERS: Residence 5,712

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Gas Valves 450 ($260).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-74; Summer 73-92; Fall 57-77; Winter 35-57. First killing frost, Oct. 1; last killing frost, Apr. 1.

11 - TAP WATER: Soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Louisiana & Virginia St.; 14 on Tennessee St.; 4 on Ken St.; McKinney Plaza; Westgate; Virginia Square; The Heritage.

13 - RETAIL OUTLETS: Department Stores-Beall Bros.; The Style Shop; JCPenney; McKinney; Wal-Mart.
Chain Drug Stores-North Side; Eckerd; Revco.
Variety Store-Ben Franklin.
Chain Supermarkets-Cabell's; Piggly Wiggly; Moseleys; Birds; Brookshire; Kroger.

14 - NEWSPAPERS: COURIER-GAZETTE (e-mon to fri) 8,000; (S) 8,500; Sept. 30, 1990 VAC.
Local Contact for Advertising and Merchandising Data: Jerry Strader, Pub., COURIER-GAZETTE, 4005 W. University; PO Box 400, McKinney, TX 75069; Tel. (214) 542-2631.
National Representative: U.S. Suburban Press.

MEXIA

1 - LOCATION: Limestone County, E&P Map E-3. Agricultural and oil center, 85 mi. from Dallas; 175 mi. from Houston.

2 - TRANSPORTATION: Railroads-Southern Pacific; Chicago; R.I.; Pacific; Ft. Worth; Denver.
Bus Lines-Continental Trailways; Central Texas.
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 90 Cen. 6,933; E&P 92 Est. 6,901
County 90 Cen. 20,946; E&P 92 Est. 21,619

4 - HOUSEHOLDS:
City 90 Cen. 2,616; E&P 92 Est. 2,604
County 90 Cen. 6,259; E&P 92 Est. 6,461

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$69,474,000
Savings & Loan	1	$65,506,000

6 - PASSENGER AUTOS: Limestone County 18,556 (all vehicles)

7 - ELECTRIC METERS: Residence 2,991

8 - GAS METERS: Residence 2,650

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-State School 1,637; Mfg. 150.

10 - CLIMATE: First killing frost, Nov. 20; last killing frost, Mar. 14.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Commerce; 3 on Palestine St.; 2 on Main St.; 2 on Railroad St.; 3 on Sherman; 2 on McKinney; 1 on Milam.

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Karner-Phillips; K. Wolens.

Variety Store-Perry Bros.

Discount Store-Wal-Mart.

Chain Drug Store-Rexall.

Chain Supermarkets-H.E.B.; Brookshire.

14 - NEWSPAPERS: NEWS (e) 3,036; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Robert Wright, Gen. Mgr., NEWS, 214 N. Railroad St.; PO Box 431, Mexia, TX 76667; Tel. (817) 562-2868.

National Representative: None.

MIDLAND

1 - LOCATION: Midland County (MSA), E&P Map C-3. County Seat. Oil, manufacturing, financial, computer, transportation, livestock, agricultural, shopping center. More than 800 oil and oil servicing firm offices. 140 mi. SW of Abilene; 300 mi. from Ft. Worth; 306 mi. E of El Paso. On U.S. Hwy. 80; I-20; State Hwys. 158, 349; F.M. 307, 868.

2 - TRANSPORTATION: Railroad-Union Pacific.

Motor Freight Carriers-7.

Intercity Bus Line-Greyhound.

Airlines-Southwest; American.

3 - POPULATION:

Corp. City 90 Cen. 89,443; E&P 92 Est. 93,227

CZ-ABC: (80) 71,011

RTZ-ABC: (80) 197,318

County/MSA 90 Cen. 106,611; E&P 92 Est. 114,053

City & RTZ-ABC: (80) 268,329

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 33,752; E&P 92 Est. 35,180

CZ-ABC: (80) 25,719

RTZ-ABC: (80) 68,770

County/MSA 90 Cen. 38,124; E&P 92 Est. 40,785

City & RTZ-ABC: (80) 94,489

5 - BANKS	NUMBER	DEPOSITS
Commercial	11	$1,753,735,888
Savings & Loan	5	$586,506,164

6 - PASSENGER AUTOS: Midland County 97,587 (all vehicles)

7 - ELECTRIC METERS: Residence 45,649

8 - GAS METERS: Residence 27,181

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Petroleum (Adm.) 11,690 ($369); Mfg. 3,700 ($229); Constr. 2,790 ($253); Trade 9,830 ($233); Servs. 6,820 ($216); Gov't. 4,720 ($290).

Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-90; Summer 57-104; Fall 61-94; Winter 25-68. Annual rainfall 13 in.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Neighborhood Shopping Areas-Dodson St., Secor Street, W. Ohio, N. Big Spring St., E. Florida St., W. Florida St., Rankin Hwy., W. Wall St., E. Wall St., Andrews Hwy., Cuthbert & Midkiff, North A & Scharbauer Dr., W. Illinois; Midkiff Drive; Midland Dr. & Illinois; Lamesa Road, Midland Dr. & Neely, 4 blocks on Main St., 4 on Loraine, 5 on Wall, 3 on Colorado, 5 on Texas St., Andrews Hwy. Illinois; Village Shpg. Ctr., Midkiff & Wadley; Garfield & Wadley; S. Garfield, S. Big Spring; Racquet Club Dr.; Midkiff & F.M. 868; Cloverdale Rd., Garden City Hwy.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
The Village(25)	1	Walgreens, Folger's
Mulberry Mall	2	Albertson's, West Lake
Oakridge Sq.(25)	3	Pappagallo
Highland	1	
Town & Country (12)	2	Furr's, Anthony's
Northland(12)	1	Wolfe Nursery, M. System
Dellwood Plz.(31)	2	Dunlap's
The Strip(16)	2	
The Plaza(25)	2	Revco
North Park(8)	3	Wal-Mart, Skaggs, Alpha-Beta
Regency(7)	1	Western Auto
Imperial	3	Imperial Produce
San Miguel Sq.	NA	Sports Place
Midland Mall(80)	NA	Sears, JCPenney, Dillard's, Beall's
Tiara Del Sol	NA	

Principal Shopping Days-Sat., Mon., Thur.

13 - RETAIL OUTLETS: Department Stores-Dunlap; Skibell's; JCPenney; Sears; Anthony's; Dillard's.

Chain Drug Stores-Walgreens; Revco.

Discount Stores-K mart; Albertson's; Wal-Mart; Service Mdse.; Mervyn's.

Chain Supermarkets-Furr's 2; M. System 3; 7-Eleven 12; Albertson's 2; Skaggs Alpha-Beta.

Other Chain Stores-Shoes: Austin, Barnes; Firestone 2; Pittsburgh Plate Glass; Julian Gold; Grisby's Rag Doll; Zales Jewelers 2; Good Housekeeping Shop; Goodyear; The Rag Doll; Pappagallo; Sherwin-Williams; TCI Paint Stores.

14 - NEWSPAPERS: REPORTER-TELEGRAM (m) 23,889; (S)29,003 Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Mario A. Pena, Adv. Dir., REPORTER-TELEGRAM, 201 E. Illinois St., Midland, TX 79701; Tel. (915) 682-5311.

National Representative: Papert Companies.

MINERAL WELLS

1 - LOCATION: Palo Pinto County, E&P Map D-3. 50 mi. W of Fort Worth.

2 - TRANSPORTATION: Railroads-Weatherford; Mineral Wells & Eastern.

Motor Freight Carriers-6.

3 - POPULATION:

Corp. City 90 Cen. 14,870; E&P 92 Est. 14,950

County 90 Cen. 25,055; E&P 92 Est. 25,869

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 5,611; E&P 92 Est. 5,642

County 90 Cen. 8,625; E&P 92 Est. 8,906

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$215,000,000
Savings & Loan	3	$60,000,000

6 - PASSENGER AUTOS: Palo Pinto County 24,611 (all vehicles)

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Antennae Prods.; Kitchen Fixtures & Cabinets; Plastic; Oil & Gas Drilling & Related Industries; Resistors; Bricks; Agric.; Tourism; Flow Measurement Devices & Filtration Systems.

10 - CLIMATE: Av. An. Temp.-Spring 74; Summer 83; Fall 55; Winter 50.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Mitchell's; Wal-Mart; VF Factory Outlet Mall.

Chain Drug Stores-Eckerds.

Discount Stores-Coast-to-Coast; Wal-Mart.

Chain Supermarkets-Diamond; Winn-Dixie; EZ Mart 5; Mr. C's 3.

Other Chain Stores-Western Auto; Sears.

14 - NEWSPAPERS: MINERAL WELLS INDEX (e) 4,833; (S) 5,183; sworn Oct. 2, 1990.

Local Contact for Advertising and Merchandising Data: Gary Adkisson, Pub./Gen. Mgr., MINERAL WELLS INDEX, 300 S.E. First St.; PO Box 370, Mineral Wells, TX 76067; Tel. (817) 325-4466.

National Representatives: Papert Companies; Texas Daily Press League.

MOUNT PLEASANT

1 - LOCATION: Titus County, E&P Map E-3. County Seat. 61 mi. SW of Texarkana. On U.S. Hwys. 271, I-30; 120 mi. E of Dallas.

2 - TRANSPORTATION: Railroads-St. Louis Southwestern; Southern Pacific.

Intercity Bus Lines-Greyhound; Trailways.

Motor Freight Carriers-3.

3 - POPULATION:

Corp. City 90 Cen. 12,291; E&P 92 Est. 12,549

CZ-ABC: (80) 11,003

RTZ-ABC: (80) 38,430

County 90 Cen. 24,009; E&P 92 Est. 25,119

City & RTZ-ABC: (80) 49,433

4 - HOUSEHOLDS:

City 90 Cen. 4,638; E&P 92 Est. 4,735

CZ-ABC: (80) 4,056

RTZ-ABC: (80) 13,799

County 90 Cen. 8,218; E&P 92 Est. 8,598

City & RTZ-ABC: (80) 17,855

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$252,000,000
Savings & Loan	2	$56,000,000

6 - PASSENGER AUTOS: Titus County 22,258 (all vehicles)

7 - ELECTRIC METERS: Residence 5,558

8 - GAS METERS: Residence 5,932

9 - PRINCIPAL INDUSTRIES: Saw Mills; Wood Furn. Mfg.; Chicken Proc.; Hardwood Timber; Lignite; Coal; Elect. Generating; Cable and Tubing; Feed Proc.; Machinery; Livestock Equip.; Doors; Trailers; Paultry and Cattle raising; Tourism.

10 - CLIMATE: Min. & Max. Temp.-35-95.

11 - TAP WATER: State Approved.

12 - RETAILING: Principal Shopping Centers-Town & Country-Piggly Wiggly; Perry Bros. Variety; Eckerd; Jefferson Park; Revco; Beall's; Sears; Super 1; South Town-16 small shops downtown; Airport Road Shopping Center-Wal-Mart; Winn-Dixie; Anthony's; Spann's; Brookshire's; Family Dollar; Drug-Sav; Penney's; Cato; Payless Shoes; Video Zones.

13 - RETAIL OUTLETS: Department Stores-Beall Bros.; Marshalls; Sears; Anthony's.

Variety Stores: Perry's; Family Dollar; Bargain Time.

Discount Store-Wal-Mart.

Chain Drug Stores: Drug-Sav; Revco; Eckerd.

Chain Supermarkets-Piggly Wiggly 4; Brookshire's; Winn-Dixie; Super One 4.

Other Chain Stores-Western Auto; Radio Shack; True Value Hdwe.

14 - NEWSPAPERS: DAILY TRIBUNE (e-mon to fri) 4,837; (S) 5,180; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Robert L. Palmer, Pub., TRIBUNE, 1705 Industrial; PO Drawer 1177, Mount Pleasant, TX 75455; Tel. (214) 572-1705.

National Representative: Landon Associates.

NACOGDOCHES

1 - LOCATION: Nacogdoches County, E&P Map F-3. County Seat. 97 mi. from Shreveport, LA; 140 mi. N of Houston; 168 mi. SE of Dallas; 135 mi. NW of Beaumont. On U.S. Hwy. 59; State Hwys. 21, 26, 7, 204.

2 - TRANSPORTATION: Railroads-HE & WT; T & NO.

Intercity Bus Lines-Continental Trailways; Kerrville Lines.

3 - POPULATION:

Corp. City 90 Cen. 30,872; E&P 92 Est. 31,617

County 90 Cen. 54,753; E&P 92 Est. 57,712

4 - HOUSEHOLDS:

City 90 Cen. 11,650; E&P 92 Est. 11,931

County 90 Cen. 21,901; E&P 92 Est. 23,085

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$376,802,350
Savings & Loan	3	$155,201,140

6 - PASSENGER AUTOS: Nacogdoches County 40,917 (all vehicles)

7 - ELECTRIC METERS: Residence 11,452

8 - GAS METERS: Residence 7,166

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Feed & Fertilizer 400; Brass Valves 300; Woodworking 300; Poultry Proc. 600; Chairs 400; State Univ. 13,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 50-95; Fall 30-75; Winter 20-80.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. . of stores)	Miles from Downtown	Principal Stores
Northview Plaza(20)	20	
North St.(6)	NA	Appletree, Sears
University Mall (14)	NA	Weiner's, JCPenney, - Beall's
Univ. Park Plaza	8	Food-4-Less

Principal Shopping Days-Wed., Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Mize; JCPenney; Beall's; J.B. White; Weiner's; Schmidt's

Variety Stores-Dollar Store; Family Dollar.

Discount Store-Wal-Mart.

Chain Drug Stores-Eckerd; Revco; K&B.

Chain Supermarkets-Kroger; Appletree; Brookshire's 3; Ken's Minit-Mkts 6; Food-4-Less , U-Save.

Other Chain Stores-Firestone; Sears (catalog); National Automotive.

14 - NEWSPAPERS: SENTINEL (e) 7,982; (S) 10,492; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Jeannie Hensley, Adv. Mgr., SENTINEL, 4920; Colonial Dr.; PO Box 630068, Nacogdoches, TX 75963-0068; Tel. (409) 564-8361.

National Representative: Papert Companies.

NEW BRAUNFELS

1 - LOCATION: Comal County (In San Antonio MSA), E&P Map D-4. County Seat. Manufacturing, textile, hosiery, stone quarries, diversified farming. 23 mi. NE of San Antonio. On I-35 & U.S. Hwy. 81.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Missouri-Kansas-Texas (KATY).

Intercity Bus Lines-Greyhound; Trailways.

Motor Freight Carriers-3.

Airlines-At San Antonio Airport, all major carriers.

3 - POPULATION:

Corp. City 90 Cen. 27,334; E&P 92 Est. 28,320

CZ-ABC: (80) 22,375

RTZ-ABC: (80) 24,813

County 90 Cen. 51,832; E&P 92 Est. 56,486

MSA 90 Cen. 1,302,099; E&P 92 Est. 1,410,130

City & RTZ-ABC: (80) 47,188

4 - HOUSEHOLDS:

City 90 Cen. 10,315; E&P 92 Est. 10,687

CZ-ABC: (80) 7,884

RTZ-ABC: (80) 8,883

County 90 Cen. 18,188; E&P 92 Est. 19,821

MSA 90 Cen. 452,547; E&P 92 Est. 490,094

City & RTZ-ABC: (80) 16,767

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$189,478,000
Savings & Loan	3	$243,994,000

6 - PASSENGER AUTOS: Comal County 49,768 (all vehicles)

7 - ELECTRIC METERS: Residence 11,986

8 - GAS METERS: Residence 5,106

9 - PRINCIPAL INDUSTRIES: Industry-Textile; Furn.; Dresses; Lime Prods.; Limestone; Cement Forms; Canoes & Coolers.

Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-75; Summer 75-95; Fall 53-75; Winter 32-75. First killing frost, Dec.; last killing frost, Feb.

11 - TAP WATER: Alkaline, hard. Spring fed.

12 - RETAILING: Principal Shopping Centers-Downtown 6 blocks N. & S. on Seguin St.; Downtown 7 blocks E. & W. on San Antonio St. around Plaza Sq.
Neighborhood Shopping Centers-Courtyard, S. Seguin St. & I-35; Walnut Sq., N. Walnut & I-35; Landa, W. Landa St. West Point Pepporoll Factory Outlet Plaza. Contains 48 Outlet Stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Courtyard(17)	2	Weiner's, Beall's
Walnut Sq.(11)	2	K mart, Radio Shack, Revco
Landa(13)	1	Wuest's, Winn's, Sears (catalog)
Kroger(4)	1	Kroger, A&B Hearing Ctr.

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Shopping Centers & Major Chains every evening until 9.

13 - RETAIL OUTLETS: Department Stores-Weiner's; Beall's.
Discount Stores-K mart; Wal-Mart.
Variety Store-Winn's.
Chain Drug Store-Eckerd.
Chain Supermarkets-Wuest's; Kroger; H.E.B.; Buy For Less.
Other Chain Stores-Sherwin-Williams; Town & Country; House of Jeans; Radio Shack; Goodyear; Stripling Blake; Sears (catalog).

14 - NEWSPAPERS: HERALD-ZEITUNG (e-tues to fri) 7,584; (S) 9,327; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Lone Beasley, Adv. Mgr., HERALD-ZEITUNG, 707 Landa St., New Braunfels, TX 78131. Tel. (512) 625-9144; FAX (512) 625-1224.
National Representative: US Suburban Press.

ODESSA

1 - LOCATION: Ector County (MSA). E&P Map C-3. County Seat. Manufacturing, education, ranching; wholesale & retail center. Western portion of state; 320 mi. W of Ft. Worth; 285 mi. E of El Paso; U.S. Hwys. I-20, 80, 385; State Hwy. 302.

2 - TRANSPORTATION: Railroad-Missouri Pacific.
Motor Freight Carriers-38.
Intercity Bus Lines-Greyhound; TNM & O.
Airlines-Southwest; American.

3 - POPULATION:
Corp. City 90 Cen. 89,699; E&P 92 Est. 89,633
CZ-ABC: (80) 111,410
RTZ-ABC: (80) 226,330
County/MSA 90 Cen. 118,934; E&P 92 Est. 123,046
City & RTZ-ABC: (80) 337,740
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 33,849; E&P 92 Est. 33,824
CZ-ABC: (80) 39,200
RTZ-ABC: (80) 77,265
County/MSA 90 Cen. 44,043; E&P 92 Est. 45,565
City & RTZ-ABC: (80) 116,465

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$745,893,000
Savings & Loan	5	$859,765,000

6 - PASSENGER AUTOS: Ector County 110,161 (all vehicles)

7 - ELECTRIC METERS: 53,446

8 - GAS METERS: 28,863

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Petroleum & Petro-Chem. 8,256 ($374); Oilfield Supply 3,500 ($233); Constr. 4,880 ($295); Higher Educ. 920 ($320); Ret. 12,180 ($186); Whol. 4,595 ($344); Servs. 6,040 ($232); Computers 3,120 ($225).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-80; Summer 72-95; Fall 53-79; Winter 29-59. First killing frost, Nov. 1; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadmoor(11)	NA	
Crestwood(9)	NA	
Ector Plaza(8)	NA	La Tienda
Grandview Ctr. (8)	NA	Red Door Antique, Subway
One Energy Sq. (18)	NA	Dunlap, Anthony's
North Plaza(10)	NA	
Permian Mall (144)	7	Sears, JCPenney, Dillard's
Plaza Del Sol	NA	
Rockhill Annex	NA	
Rockhill Vlg.(10)	NA	Walgreens
Sante Fe Sq.(25)	6	
Sherwood Vlg. (11)	NA	Video One, Thriftway
31st St.(14)	NA	Furrs, Anthony's, Radio Shack
Town & Country(10)	NA	Furr's
West County Plaza	NA	Furr's, Anthony's, Radio Shack
Westgate Plz.	NA	Beall's
Winwood Mall(45)	NA	Beall's Wal-Mart, Mont. Ward

Principal Shopping Days-Mon., Wed., Thur., Sat.
Stores Open Evenings-Permian Mall, Winwood Mall Mon. through Sat. to 9 p.m.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Dunlap's; Sears; Mont. Ward; Beall's 2; C.R. Anthony 2; Dillard's.
Discount Stores-Furr's Family Center 3; 3; K mart; Wal-Mart.
Chain Drug Stores-Walgreens 2; Skaggs.
Chain Supermarkets-Furr's 3; Albertson's 15; Thriftway 3; Everybody's 2; Skaggs Alpha Beta.
Other Chain Stores-Kinney Shoes 2; Luskey's; Cashway; Connie's; Barker's Shoes; JoAnn Shop 2; Goodyear 3; Shaw's; Zales 2; Agnew's; Western Auto; Texas State Optical; Lee Optical; Furr's Cafeteria 2; Wolfe Nursery; Color Tile; Radio Shack; Firestone 2; Butlers Shoes; Walton Book & Card; Cloth World; Shetland Hallmark.

14 - NEWSPAPERS: AMERICAN (m-mon to sat) 28,267; (S) 37,577; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Ray Stafford, Pub., AMERICAN, 222 E. 4th, Odessa, TX 79760; Tel. (915) 337-4661; FAX (915) 334-8641.
National Representative: Papert Companies.

ORANGE

1 - LOCATION: Orange County (In Beaumont-Port Arthur MSA), E&P Map F-4, County Seat. On Sabine River and Intracoastal Canal, approximately 40 ship miles from the Gulf of Mexico. On I.H. 10; N.S. Hwy. 90; State Hwy. 87. 125 mi. from Houston; 257 mi. from New Orleans.

2 - TRANSPORTATION: Water Transportation-Ocean going freight facilities; Intracoastal barge lines.
Railroads-Southern Pacific; Missouri Pacific (freight); Kansas City; Southern; 14 mi. NW with an interchange to Missouri Pacific; Sabine River & Northern.
Motor Freight Carriers-Missouri Pacific; Southern Pacific; Herrin Trans.; Southern Motor; Central Freight; Strickland Trans.; Red Ball; Mercury; TMF.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Mid-County Airport (Jefferson County); Metro; Royale; American Eagle.

3 - POPULATION:
Corp. City 90 Cen. 19,381; E&P 92 Est. 18,532
CZ-ABC: (80) 31,166
RTZ-ABC: (80) 39,962
County 90 Cen. 80,509; E&P 92 Est. 81,789
MSA 90 Cen. 361,226; E&P 92 Est. 367,297
City & RTZ-ABC: (80) 71,128

4 - HOUSEHOLDS:
City 90 Cen. 7,314; E&P 92 Est. 6,993
CZ-ABC: (80) 11,071
RTZ-ABC: (80) 12,902
County 90 Cen. 30,177; E&P 92 Est. 30,657
MSA 90 Cen. 137,278; E&P 92 Est. 139,578
City & RTZ-ABC: (80) 23,973

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$268,411,000

6 - PASSENGER AUTOS: Orange County 71,072 (all vehicles)

7 - ELECTRIC METERS: 21,967

8 - GAS METERS: 16,557

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Chem. 3,150 ($449); Paper Prods. 750 ($309); Rice Milling 100 ($256); Util. 200 ($279); Cement 70 ($326); Steel (N.A.); Shipbuilding (N.A.); Synthetic Rubber (N.A.).
Principal Industrial Pay Days-Wed., Thur., Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-80; Summer 72-98; Fall 55-80; Winter 32-75. First killing frost, Oct.; last killing frost, Apr.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-4 miles along Green Ave.; 2 miles along 16th St. Orangehurst West (K mart, Walgreens, Weiners, The Fair, Market Place, King Saver, Eckerd Drug).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
MacArthur(25)	NA	Sears, The Fair, Palais Royal, Beall's
Northway(20)	NA	Market Basket, The Fair

Principal Shopping Days-Thur., Fri., Sat., Mon.
Stores Open Evenings-Clothing Thur.; Food daily.

13 - RETAIL OUTLETS: Department Stores-The Fair; Beall's; Palais Royal; Sears; Weiner's.
Discount Stores-King Saver; K mart; Wal-Mart.
Other Chain Stores-Payless Shoes; Conn's Appliances; Guarantee Shoe; Radio Shack 2; Kroger; Eckerd; Walgreens.

14 - NEWSPAPERS: LEADER (e-mon to fri) 9,921; (S) 12,118; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Joe Fannin, Adv. Dir., LEADER, 200 Front Ave.; PO Box 1028, Orange, TX 77630; Tel. (409) 883-3571.
National Representative: Papert Companies.

PALESTINE

1 - LOCATION: Anderson County, E&P Map E-3. 108 mi. SE of Dallas; 150 mi. N of Houston; 150 mi. SW of Shreveport, LA. Railroad, industrial, commercial and agricultural center in E Texas. On U.S. Hwys. 79, 84, 287; State Hwys. 19, 155.

2 - TRANSPORTATION: Railroads-Gulf Div. H for Union Pacific; TSERR.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound Trailways; Central Texas; Palestine Municipal Airport; Pounds Field-Tyler 45 miles.

3 - POPULATION:
Corp. City 90 Cen. 18,042; E&P 92 Est. 18,461
CZ-ABC: (80) 16,768
RTZ-ABC: (80) 40,904
County 90 Cen. 48,024; E&P 92 Est. 51,405
City & RTZ-ABC: (80) 57,672
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 6,808; E&P 92 Est. 6,966
CZ-ABC: (80) 5,977
RTZ-ABC: (80) 13,577
County 90 Cen. 18,471; E&P 92 Est. 19,771
City & RTZ-ABC: (80) 19,554

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$207,995,000
Savings & Loan	3	$312,573,000

6 - PASSENGER AUTOS: Anderson County 35,774 (all vehicles)

7 - ELECTRIC METERS: Residence 7,012

8 - GAS METERS: Residence 5,830

9 - PRINCIPAL INDUSTRIES: Meat Packing; Oil & Gas Prod.; Granite & Marble Works; Work Clothes; Bakery; Concrete Prod.; Bottling; Ice Packaging; Millwork; Newspaper Racks; Apparel; Metals; Auto A/C Compressors; Paper School Prod.; Distribution (Average Weekly Wage $272).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 56-75; Summer 71-91; Fall 57-77; Winter 40-58. First killing frost, Nov. 20; last killing frost, Mar. 8.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on W. Oak St.; 5 on W. Main St.; 5 on Spring St.; 4 on Sycamore; 4 on Queen; 4 on Magnolia; 4 on Tennessee.
Neighborhood Shopping Centers-Royall at Neches; N. Mallard, 300 Spring St.; Palestine Mall, Loop 256 & Crockett Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kroger(7)	NA	Kroger, Dollar Stores
Palestine Plaza(14)	NA	Brookshire's, Anthony's

Principal Shopping Days-Mon., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-K. Wolens; JCPenney; Beall's; Sears (catalog); Anthony's.
Discount Stores-Wal-Mart; McCoy's Building Supply Centers; Family Dollar.
Chain Supermarkets-Kroger; Winn-Dixie; Brookshire; Affiliated; King Saver.
Other Chain Stores-Western Auto; Circle K, Automotive, Inc.; E. Tex. Auto Shop; Merle Norman; Goodyear; Mrs. Baird's Discount Bakery; Connie's Fashion; Drug Save; Revco; Zales; Radio Shack; Eckerd; Kinney Shoes; Curtis Mathes.

14 - NEWSPAPERS: HERALD-PRESS (e) 10,051; (S) 10,673; Mar. 31, 1991 ABC.
Local Contact for Advertising and Marketing Data: Mike Whitworth, Adv. Dir., HERALD-PRESS, 519 Elm St.; PO Box 379, Palestine, TX 75801; Tel. (214) 729-0281; FAX (214) 723-0371.
National Representative: Papert Companies.

PAMPA

1 - LOCATION: Gray County, E&P Map C-1. 50 mi. E of Amarillo; 200 mi. W of Okla. City on Hwy. 60, County Seat. Agriculture center for 5 counties. Oil center for 6 counties.

2 - TRANSPORTATION: Railroad-Santa Fe.
Motor Freight Carriers-4.
Intercity Bus Line-Trailways Bus System.
Air Service-Commercial Airport 45 mi. at Amarillo. County Airport 4 mi. N. of city. Charter & private facilities available.

3 - POPULATION:
Corp. City 90 Cen. 19,959; E&P 92 Est. 19,672
CZ-ABC: (80) 21,396
RTZ-ABC: (80) 35,480
County 90 Cen. 23,967; E&P 92 Est. 24,044
City & RTZ-ABC: (80) 56,876

4 - HOUSEHOLDS:
City 90 Cen. 7,532; E&P 92 Est. 7,423
CZ-ABC: (80) 8,290
RTZ-ABC: (80) 13,086
County 90 Cen. 9,587; E&P 92 Est. 9,618
City & RTZ-ABC: (80) 21,376

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$260,110,763
Savings & Loan	2	$270,691,892

6 - PASSENGER AUTOS: Gray County 26,493 (all vehicles)

7 - ELECTRIC METERS: Residence 10,214

8 - GAS METERS: Residence 9,818

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Petroleum & Natural Gas 1,934 ($325); Mfg. 1,982 ($250); Constr. 1,015 ($300).
Principal Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-80; Summer 50-105; Fall 15-75; Winter 10-65. First killing frost, Oct. 15; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Downtown Shopping Area-4 blocks on Cuyler; 2 on Foster; 2 on Kingsmill; 2 on Francis.
Neighborhood Shopping Centers-3 miles of retail shops & offices on N. Hobart.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Coronado(28)	1	Anthony's, Alco, Dunlaps
Pampa Mall(31)	5	Beall's, JCPenney, K mart

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Alco; Furr's; Allsup; Anthony's; K mart; JCPenney; Beall's; and all other stores at Pampa Mall. Open Sun. afternoons.

13 - RETAIL OUTLETS: Department Stores-JCPenney; C.R. Anthony 2; Dunlap's; Beall's.
Variety Stores-Alco; K mart; Moses; Wal-Mart.
Discount Stores-Alco; Payless Shoes; K mart; Wal-Mart.
Chain Drug Stores-Heard-Jones (Rexall); Revco; Medicine Shoppe.
Chain Supermarkets-Furr's; Safeway.
Other Chain Stores-Firestone; Zales Jewelers; Sears (catalog); Sherwin-Williams, Singer; Brown's Shoe Fit; Radio Shack; Carquest; 100,000 Auto Parts; Evensan's; Kinney Shoes; Stewarts; Waldenbooks; Gordon's Jewelers; General Nutrition Center; T-Shirts Plus; Texas State Optical; Regis.

14 - NEWSPAPERS: NEWS (e-mon to fri) 7,423; (S) 8,118; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Rick K. Clark, Adv. Mgr., NEWS, 403 W. Atchison; PO Box 2198, Pampa, TX 79066; Tel. (806) 669-2525; FAX (806) 669-2520.
National Representative: Papert Companies.

PARIS

1 - LOCATION: Lamar County, E&P Map E-2, County Seat. Industrial, medical, commercial and education center. NE part of state in Red River Valley; 15 mi. to OK border; 110 mi. to Dallas; 97 mi. to Texarkana; 65 mi. to Sherman; 105 mi. to Tyler; 175 mi. to Tulsa, OK.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Frisco; Santa Fe; Southern Pacific.
Motor Freight Carriers-6.
Intercity Bus Lines-Continental-Dixie; Jordan.

3 - POPULATION:
Corp. City 90 Cen. 24,699; E&P 92 Est. 24,539
CZ-ABC: (80) 25,498
Bal. in NDM-ABC: (80) 16,658
County 90 Cen. 43,949; E&P 92 Est. 45,388
Total NDM-ABC: (80) 42,156

4 - HOUSEHOLDS:
City 90 Cen. 9,320; E&P 92 Est. 9,260
CZ-ABC: (80) 9,923
Bal. in NDM-ABC: (80) 5,787
County 90 Cen. 14,732; E&P 92 Est. 15,215
Total NDM-ABC: (80) 15,710

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$227,819,290
Savings & Loan	2	$432,148,361

6 - PASSENGER AUTOS: Lamar County 42,458 (all vehicles)

7 - ELECTRIC METERS: Residence 10,050

8 - GAS METERS: Residence 8,191

9 - PRINCIPAL INDUSTRIES: Elect. Lamps; Boilers; Concrete Prods.; Furn.; Bras & Corsets; Paper Boxes; Business Forms; Soups; Disposable Diapers; Christmas Trees; Bread.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: First killing frost, Nov. 15; last killing frost, Mar. 19.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-16 blocks on Main Downtown; Located around Square & Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park Place	NA	Wal-Mart, Winn-Dixie, C.R. Anthony
Brookshire(5)	NA	Brookshire
The Village(15)	NA	
Williamsburg(42)	NA	Kroger, Dollar General
Mirabean Sq.(35)	NA	Beall's, Super H, Belk, JCPenney,
Plaza(4)	NA	Palace Drug, Zales

Principal Shopping Days-Mon., Sat.
Stores Open Evenings-Dept. Stores-Mon. through Fri.; Food-Wed.

13 - RETAIL OUTLETS: Department Stores-Sears; Beall's; JCPenney; Belk; C.R. Anthony.
Discount Stores-Wal-Mart, K mart.
Variety Store-Winn's.
Chain Drug Stores-Palace (Hilley's); Eckerd; Revco.
Chain Supermarkets-Super H; Brookshire; Krogers Family Center; 7-Eleven 4; Winn-Dixie; E-2 Mart; Fords Food; Harvest Food.
Other Chain Stores-Goodyear; Goodrich; Firestone; TSO; Lee Optical; Foxworth-Galbraith Lumber; Colortyme; Radio Shack; Hastings Books & Records; Cato; Zales.

14 - NEWSPAPERS: NEWS (e) 12,352; (S) 13,059; Dec. 31, 1990 VAC.
Local Contact for Advertising and Merchandising Data: Doug Kelley, Adv. Dir., NEWS, 138 Lamar Ave., Paris, TX 75460; Tel. (903) 785-8744.
National Representatives: Papert Companies; Worrell Enterprises.

PASADENA

1 - LOCATION: Harris County (In Houston PMSA), E&P Map E-4.

2 - TRANSPORTATION: Railroads-Southern Pacific; Texas & New Orleans.
Intercity Bus Lines-Continental Trailways; Texas Bus Lines.

3 - POPULATION:
Corp. City 90 Cen. 119,363; E&P 92 Est. 120,724
County 90 Cen. 2,818,199; E&P 92 Est. 2,969,205
PMSA 90 Cen. 3,301,937; E&P 92 Est. 3,497,321
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 45,043; E&P 92 Est. 45,556
County 90 Cen. 1,109,962; E&P 92 Est. 1,169,437
PMSA 90 Cen. 1,280,385; E&P 92 Est. 1,355,276

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$496,000,000
Savings & Loan	7	$490,000,000

6 - PASSENGER AUTOS: Harris County 2,227,094 (all vehicles)

7 - ELECTRIC METERS: Residence 36,100

8 - GAS METERS: Residence 26,000

9 - PRINCIPAL INDUSTRIES: Chem.; Refining; Rubber; Plastics; Paper & Steel. 65,000 Employees: Av. Wkly. Wage N.A.

10 - CLIMATE: Av. Temp.-Spring 69; Summer 92; Fall 70.5; Winter 64. First killing frost, Dec. 10; last killing frost, Feb. 2.

11 - TAP WATER: Medium.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Allendale(13)	NA	
Mkt. Ctr.(21)	NA	Eckerd
Pasadena Oaks(45)	NA	
Pasadena Plz.	NA	JCPenney, Kinney's
Red Bluff(16)	NA	Weiner's
Arlington Pl.	NA	Stop & Go
Berkshire Vlg.	NA	Martin's Mkt.
Family Pk.	NA	Rice
Southmoor Plz.	NA	Kroger, SupeRx
Spencer Plz. (30-40)	NA	Walgreens
Town Sq.(100)	NA	Foley's, Dillard's, Walgreens

Principal Shopping Days-Tues., Thur., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Palais Royal; JCPenney; Sears; Mont. Ward; Foley's; Oshman's; Weiners; Mervyn's; Dillard's.
Discount Stores-Abel's 3; K mart; Wal-Mart.
Chain Drug Stores-Rexall; SupeRx; Eckerd; Walgreens; Rx Value; Phar-Mor.
Chain Supermarkets-Lucky-7; Sellers Bros.; Food City; Kroger; Food King; Gerlands; Fiesta; Randalls; Appletree Stop 'N Go; Circle K.
Other Chain Stores-Firestone; Goodrich; Goodyear; Furrows; Builders Square; McCoy's.

14 - NEWSPAPERS: CITIZEN (mS) 7,006; Publisher's Statement; July 27, 1991.
Local Contact for Advertising and Merchandising Data: Alan Smith, Adv. Dir., CITIZEN, PO Drawer 6192, Pasadena, TX 77506; Tel. (713) 477-0221.
National Representative: U.S. Suburban Press.

PECOS

1 - LOCATION: Reeves County, E&P Map B-3, County Seat. 207 mi. E of El Paso; 70 mi. W of Odessa; on U.S. Hwy. 285 & I-20.

2 - TRANSPORTATION: Railroads-UP; PVS.
Airlines-Served at Midland Regionzl Airport by American, Southwest, Continental, America West.
Intercity Bus Lines-Trailways; Greyhound; New Mexico Trans.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 90 Cen. 12,069; E&P 92 Est. 11,912
County 90 Cen. 15,852; E&P 92 Est. 16,259

4 - HOUSEHOLDS:
Corp. City 90 Cen. 4,554; E&P 92 Est. 4,495
County 90 Cen. 6,315; E&P 92 Est. 6,477

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$107,496,000

6 - PASSENGER AUTOS: Reeves County 10,441 (all vehicles)

7 - ELECTRIC METERS: Residence 3,699

8 - GAS METERS: Residence 3,888

9 - PRINCIPAL INDUSTRIES: Well Servicing; Oil & Gas Exploration; Agric.; Cotton; Cantaloupes; Onions; Cattle; Grain; Cattle Feeding; Tire Test Track; Sulphur Mining.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-80; Summer 72-95; Fall 53-78; Winter 29-59. First killing frost, Nov. 12; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Shopping Centers-Airlawn S.C. (5 Stores)-Furr's; Winn's; Anthony's.

13 - RETAIL OUTLETS: Department Stores-Swaim's; C.R. Anthony;
Variety Store-Winn's.
Discount Stores-Wal-Mart; Gibson's.
Chain Drug Stores-Revco; Rexall; Val-Rite.
Chain Supermarkets-Furr's; Thriftway 3.
Other Chain Stores-Goodyear; Sears (catalog); Allsup's; Town & Country.

14 - NEWSPAPERS: ENTERPRISE (e-mon to fri) 2,300; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: Mac B. McKinnon, Pub., ENTERPRISE, 324 S. Cedar St., Pecos, TX 79772; Tel. (915) 445-5475.
National Representative: None.

PLAINVIEW

1 - LOCATION: Hale County, E&P Map C-2, County Seat. Retail center for 10 county area. Heart of irrigated district. U.S. Hwys. I-27, I-70.

2 - TRANSPORTATION: Railroads-Santa Fe; Fort Worth & Denver.
Motor Freight Carriers-5.
Intercity Bus Lines-Texas, New Mexico & Oklahoma Coaches.

3 - POPULATION:
Corp. City 90 Cen. 21,700; E&P 92 Est. 21,603
County 90 Cen. 34,671; E&P 92 Est. 34,940
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 8,189; E&P 92 Est. 8,152
County 90 Cen. 12,889; E&P 92 Est. 12,989

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$239,994,862
Savings & Loan	2	$60,000,000

6 - PASSENGER AUTOS: Hale County 30,030 (all vehicles)

7 - ELECTRIC METERS: Residence 10,848

8 - GAS METERS: Residence 7,554

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Fertilizer 175; Farm Equip. 155; Beef Proc. 1,350; Seed & Feed 225; Aircraft 20; Solid Waste Collector Mfg. 100; Whse. 600.
Principal Pay Days-1st, 15th, Mon., Fri.

10 - CLIMATE: Min. & Max. Temp.-Av. Min. 41 (Jan.); Av. Max. 78 (July). First killing frost, Nov. 21; last killing frost, Apr. 1. Av. Mean 60.

11 - TAP WATER: Alkaline, semi-hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-9 blocks on Broadway; 9 on Ash; 7 on Austin; 13 on Fifth; 8 on Sixth; 8 on Seventh; 6 on Eighth; 2 on Beech; 4 on Date; 1 on W. Eighth; 10 on W. Fifth; 1 on W. Seventh; 1 on Columbia; 4 on Yonkers & 29th.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gabriel/Wayland (18)	1	Gabriel's, Gebo's, Chief Auto, Perrys
The Village(21)	1	Radio Shack, Crafts Inc.
Edgemore(6)	NA	K mart
College(9)	NA	
Plainview Towne Ctr.	NA	JCPenney, Wal-Mart, Burger King, McDonald's, Chinese Kitchen, Mr Gattis
West-View	NA	Marse & Son, Payless Anthony's, Revco, United, Hastings, Little Ceasars

Principal Shopping Days-Mon., Wed., Sat.

13 - RETAIL OUTLETS: Department Stores-Sears (catalog); Marse & Son; Gabriel's; JCPenney; Anthony's.
Variety Store-Perry's.
Chain Drug Store-Revco.
Discount Stores-K mart; 84 Lumber; Wal-Mart; McCoy's.
Chain Supermarkets United Super Mkt. 2; Allsups 6; Furr's.
Other Chain Stores-White's Auto; Heath Furn.; Sherwin-Williams; Payless Shoes; Radio Shack; Chief Auto.

14 - NEWSPAPERS: HERALD (e) 8,750; (S) 9,840; sworn Sept. 27, 1990.
Local Contact for Advertising and Merchandising Data: Jeff Noble, Adv. Dir., HERALD, 820 Broadway, Plainview, TX 79072; Tel. (806) 296-1300.
National Representative: Papert Companies.

PLANO

1 - LOCATION: Collin County (In Dallas PMSA), E&P Map E-2. 20 mi. N of Dallas; on Interstate Hwy. I-75.

2 - TRANSPORTATION: Railroads-Southern

Pacific; Santa Fe; Burlington Nothern; Amtrak.

Intercity Bus Line-Dallas Area Rapid Transit.

Motor Freight Carriers-60.

3 - POPULATION:

Corp. City 90 Cen. 128,713; E&P 92 Est. 139,989

CZ-ABC: (80) 83,959

RTZ-ABC: (80) 45,675

County 90 Cen. 264,036; E&P 92 Est. 296,610

PMSA 90 Cen. 2,553,362; E&P 92 Est. 2,750,123

City & RTZ-ABC: (80) 129,634

4 - HOUSEHOLDS:

City 90 Cen. 48,571; E&P 92 Est. 52,826

County 90 Cen. 97,886; E&P 92 Est. 109,962

PMSA 90 Cen. 947,979; E&P 92 Est. 1,021,003

CZ-ABC: (80) 25,907

RTZ-ABC: (80) 15,116

City & RTZ-ABC: (80) 41,023

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	20	N.A.

6 - PASSENGER AUTOS: Collin County 228,518 (all vehicles)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mfg. Copper & Brass Gas Fittings; Wire & Cable; Farming: Grains, Cotton, Corn and Wheat; Computer Technology; Data Processing; Telecommunications; Exploration & Production of Oil & Gas.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-75; Summer 75-95; Fall 57-79; Winter 36-56. First killing frost, Nov. 20; last killing frost, Mar. 30.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Panther Park(28)	NA	Brookshire's, Eckerd
Adobe Vlg.(7)	NA	
Jupiter Pl.(15)	NA	Tom Thumb
Preston Trail Plz.(19)	NA	
Park West Plz. (26)	NA	K mart, Brookshire's, Eckerd
Cloister Sq.(23)	NA	Eckerd
Palisades Sq. (14)	NA	Drug Emporium
Chisolm Plz.(17)	NA	
Crosspoint Plz. (8)	NA	
Ruisseau Vlg. (25)	NA	Mervyn's
Highland Shpg. Area(44)	NA	Highland Appliance, Revco
Parkway Plz.(20)	NA	
Collin Creek Mall(170)	NA	JCPenney, Dillard's, Foley's, Sears, Lord & Taylor
Plano Market Sq.	NA	Sierra Pottery, Zaks
Preston Park Vlg.	NA	Tom Thumb

13 - RETAIL OUTLETS: Department Stores-Dillard's; Foley's; JCPenney; Sears; Mervyn's.

Variety Stores-Drugs for Less; Drug Emporium; Eckerd; Target; K mart; Wal-Mart.

Chain Supermarkets-Brookshire's; Tom Thumb; Albertson's; Skaggs; Kroger; Food Lion; Sack 'N Save.

14 - NEWSPAPERS: PLANO STAR COURIER (m-wed to sat) 14,993; (S) 16,289; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Lynn Dickerson, Adv. Dir., PLANO STAR COURIER, 801 E. Plano Pkwy.; PO Box 860248, Plano, TX 75074; Tel. (214) 424-6565; FAX (214) 578-0379.

National Representatives: U.S. Suburban Press; Papert Companies.

PORT ARTHUR

1 - LOCATION: Jefferson County (In Beaumont-Port Arthur MSA), E&P Map F-4. 2nd largest deep water port in Texas. 92 mi. E of Houston; 300 mi. W of New Orleans; 78 mi. NE of Galveston; deep water channel to Gulf of Mexico. Greater Port Arthur consists of the contiguous cities of Port Arthur, Nederland, Port Neches, and Groves, Texas.

2 - TRANSPORTATION: Railroads-KCS; SP (freight).

Motor Freight Carriers-7.

Freight Steamship Agents-9.

Intercity Bus Line-Greyhound.

Airlines-Conquest; ASA; American Eagle.

3 - POPULATION:

Corp. City 90 Cen. 58,724; E&P 92 Est. 58,219

CZ-ABC: (80) 119,236

RTZ-ABC: (80) 22,115

County 90 Cen. 239,397; E&P 92 Est. 243,087

MSA 90 Cen. 361,226; E&P 92 Est. 367,297

City & RTZ-ABC: (80) 141,351

Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 22,160; E&P 92 Est. 21,969

CZ-ABC: (80) 42,138

RTZ-ABC: (80) 7,852

County 90 Cen. 92,076; E&P 92 Est. 93,495

MSA 90 Cen. 137,278; E&P 92 Est. 139,578

City & RTZ-ABC: (80) 49,990

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$557,370,577

6 - PASSENGER AUTOS: Jefferson County 201,321 (all vehicles)

7 - ELECTRIC METERS: Residence 42,805

8 - GAS METERS: Residence 35,698

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Retail/Trade 25,700; Services 20,400; Manufacturing 6,800. Av. Wkly. Wage-$393.

Principal Industrial Pay Days-Fri., Wed.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-94; Summer 58-102; Fall 29-98; Winter 11-85. First killing frost, Dec. 14; last killing frost, Feb. 18.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: Principal Shopping Center-10 blocks on Twin City Hwy.

Neighborhood Shopping Centers-12 blocks on Houston Ave., 6 blocks on Procter St., 2 blocks on Waco Ave., 3 blocks on Austin Ave., 1 block on Shreveport Ave., 33 blocks on Gulfway Dr., 7 blocks on 9th Ave., 11 blocks on 25th St., 2 blocks on Lincoln Ave., 19 blocks on Nederland Ave., 2 blocks on Boston Ave., 23 blocks on Magnolia Ave., 2 blocks on Port Neches Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Gulfway(12)	NA	Dollar General, Radio Shack
Jefferson City (52)	NA	Walgreens, The Fair, Oshman's, Beall's
Snell(18)	NA	Kings, Drago Hardware, Appletree, TG&Y
K mart(8)	NA	K mart
Central Mall(63)	NA	JCPenney, Sears, Beall's, Dillard's
Midcounty(10)	NA	Appletree, TG&Y, The Fair, JCPenney
Tri-Cities(9)	NA	Market Basket
Mid-Way(3)	NA	Passero's

Principal Shopping Days-Wed., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Beall's 2; JCPenney; Sears; The Fair 2; Weiner's; Dillard's.

Discount Stores-K mart; Wal-Mart 2.

Variety Stores-S.H. Kress; TG&Y; Dollar General.

Chain Drug Stores-Walgreens 3; King's 2; Pat Wood 2; Webb 2; Eckerd; K&B.

Chain Supermarkets-Market Basket 10; Passero's; Appletree; Howdy Doody; Giant; King Saver.

Other Chain Stores-Firestone; B.F. Goodrich; Western Auto 4; Sherwin-Williams 3; Allied Radio Shack 3; Jewelry: Gem 2, Gordon, Nacol 2, Zales; Shoes: Kinney's, Payless, Thom McAn, Foot Locker, Red Cross; Conns; Oshman's; General Nutrition; Hancock Fabrics; So-Fro Fabrics; Waldenbooks.

14 - NEWSPAPERS: NEWS (m) 22,037; (S) 23,348; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Horace R. Fontenot, Jr., Adv. Dir., NEWS, 549 Fourth St.; Port Arthur, TX 77640; Tel. (409) 985-5541.

National Representative: Papert Companies.

PORT LAVACA

1 - LOCATION: Calhoun County, E&P Map E-5, County Seat. 70 mi. NE of Corpus Christi. On U.S. Hwy. 35. On Lavaca Bay.

2 - TRANSPORTATION: Railroad-Southern Pacific.

Motor Freight Carriers-2.

3 - POPULATION:

Corp. City 90 Cen. 10,886; E&P 92 Est. 10,881

County 90 Cen. 19,053; E&P 92 Est. 19,005

Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 4,108; E&P 92 Est. 4,106

County 90 Cen. 7,060; E&P 92 Est. 7,042

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$160,986,263
Savings & Loan	2	$43,270,821

6 - PASSENGER AUTOS: Calhoun County 16,667 (all vehicles)

7 - ELECTRIC METERS: City Est. 5,242

8 - GAS METERS: City Est. 3,634

9 - PRINCIPAL INDUSTRIES: Grain Sorghum; Shrimp & Oyster Freezing; Aluminum; Gas & Oil Wells; Farming; Mineral Extraction; Ranching; Plastics; Chem.; Marine Repair Building.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-75; Summer 77-90; Fall 62-80; Winter 45-67.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Wal-Mart	4	
Calhoun Plz.(17)	3	H.E.B., Weiner's, Beall's
Fairway(5)	3	Goodyear
Viking Mall(14)	3	Stanlys, Coles Dept.

13 - RETAIL OUTLETS: Department Store-Sears.

14 - NEWSPAPERS: WAVE (e-mon to fri) 3,665; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Chester Surber, Ed. & Pub., WAVE, 107 E. Austin St.; PO Box 88, Port Lavaca, TX 77979; Tel. (512) 552-9788.

National Representative: Texas Press Service.

ROSENBERG

1 - LOCATION: Fort Bend County, (In Houston PMSA), E&P Map E-4. On Hwys. 36, 59, 90A.

2 - TRANSPORTATION: Railroads-Gulf, Colorado & Santa Fe; Southern Pacific.

Intercity Bus Lines-Greyhound; Continental.

3 - POPULATION:

Corp. City 90 Cen. 20,183; E&P 92 Est. 20,621

County 90 Cen. 225,421; E&P 92 Est. 250,986

PMSA 90 Cen. 3,301,937; E&P 92 Est. 3,497,321

4 - HOUSEHOLDS:

City 90 Cen. 7,616; E&P 92 Est. 7,781

County 90 Cen. 72,716; E&P 92 Est. 80,963

PMSA 90 Cen. 1,280,385; E&P 92 Est. 1,355,276

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$322,456,000
Savings & Loan	2	$255,975,000
Savings	2	$34,613,000

6 - PASSENGER AUTOS: Fort Bend County 156,108 (all vehicles)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-78; Summer 72-88; Fall 62-80; Winter 45-67. First killing frost, Oct. 10; last killing frost, Mar. 28.

11 - TAP WATER: Medium hard, well water.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Rose-Rich Ctr.	NA	Moore's Food, Woolworth
Weingarten Ctr.	NA	Budget Chopper, Beall's
Lamar Plz.	NA	Kroger, Weiners, Sears
Twin City Ctr.	NA	Fitness Plus
Randall's Ctr.	NA	Randall's Grocery

13 - RETAIL OUTLETS: Department Stores-Woolworth; K mart; Wal-Mart; Rude & Sons; Blase; Perry Brothers; Weiners; RB; Beall's.

Chain Supermarkets-Kroger; Safeway; Fiesta; Price-Lo; Randall's; Budget Chopper.

Other Chain Stores-Payless Shoes; Goodyear; Sherwin-Williams; Sears (catalog); Radio Shack.

14 - NEWSPAPERS: HERALD-COASTER (e-mon to fri) 7,979; (S) 8,452; Sept. 30, 1990 VAC.

Local Contact for Advertising and Merchandising Data: Jim Schwind, Adv. Dir., HERALD-COASTER, 1902 S. Fourth St.; PO Box 1088, Rosenberg, TX 77471; Tel. (713) 232-3737.

National Representative: U.S. Suburban Press.

SAN ANGELO

1 - LOCATION: Tom Green County (MSA), E&P Map C-4, County Seat. 229 mi. from Austin; 236 mi. from Ft. Worth; 268 mi. from Dallas; 220 mi. from San Antonio; 451 mi. from El Paso; 352 mi. from Amarillo. On State Hwy. 208; U.S. Hwys. 67, 87, 277.

2 - TRANSPORTATION: Motor Freight Carriers-5.

Intercity Bus Lines-Kerrville; Arrow Trailways of Texas; Sunset Stages; Trans-Texas Coaches.

Airlines-ASA; American Eagle; Conquest; Continental Express.

3 - POPULATION:

Corp. City 90 Cen. 84,474; E&P 92 Est. 86,721

CZ-ABC: (80) 73,240

Bal. in NDM-ABC: (80) 11,544

Bal. in RTZ-ABC: (80) 57,399

Total NDM & Bal. in RTZ-ABC: (80) 142,183

County/MSA 90 Cen. 98,458; E&P 92 Est. 103,649

Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 31,8/7; E&P 92 Est. 32,725

CZ-ABC: (80) 26,576

Bal. in NDM-ABC: (80) 3,793

Bal. in RTZ-ABC: (80) 21,019

Total NDM & Bal. in RTZ-ABC: (80) 51,388

County/MSA 90 Cen. 37,868; E&P 92 Est. 39,865

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	10	$786,191,700
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: Tom Green County 85,463 (all vehicles)

7 - ELECTRIC METERS: 35,747

8 - GAS METERS: 21,615

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Gov't (ex. military) 6,500; Goodfellow AFB 3,357; Public Schools 2,052; Fin., Ins., R.E. 1,800; Ret. trade 9,600; Trans./Comm./Util. 3,100; Contract Constr. 1,600; Mining 400; Mfg. 5,600; Services & Misc. 7,700.

10 - CLIMATE: Av. An. Temp.-64; Jan. Mean Minimum-32; July Mean Temp.-96; Av. An. Rainfall 17.53 in.; Av. An. Humidity-55%.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-17 blocks in downtown area; 8 on W. Beauregard bet. Park & Van Buren Sts.; Village, 2100 & 2200 on W. Beauregard; 3 on W. Beauregard and Sherwood Way; 3 on N. Main St.; 2 on Chadbourne; N. Chadbourne, 2 at Freeland & Van Buren Sts.; K mart Plaza at intersection Sherwood Way and Ave. N.; 20 acres at intersection of Knickerbocker and Loop 306.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Stadium Park(15)	3	Weslake Hdwe., Nathan's Jewelers, GTE Phone Mart
Village(18)	2	Winn-Dixie, Sherwin-Williams, Eckerd, Anthony's
Southwest Plz. (24)	4	Furr's, Hastings, Singer, Cloth World
Sunset Mall(73)	5	Sears, JCPenney, Dillard's, Beall's, Service Mdse.
Sunset Plz.(6)	5	Dunlaps, Ambers Hancock Fabrics

Principal Shopping Days-Mon., Wed., Fri., Sat.

Stores Close-Food-10 p.m. Mon. through Sat. Most others 6:00 p.m.; K mart; Wal-Mart until 9 p.m. Mon.-Sat.; Albertson's until Midnight; M System until 9 p.m., Except Sherwood Way Store-Open 24 Hrs.

Stores Open Sundays-Grocery; Sunset Mall Stores, K mart, Wal-Mart; Target.

13 - RETAIL OUTLETS: Department Stores-Dillard's; Sears; JCPenney; Beall's; Anthony's; Dunlap's.

Chain Drug Stores-Albertson's; Eckerd; Skaggs-Alpha Beta.

Discount Stores-K mart; Service Mdse.; Wal-Mart; Target.

Variety Store-Winn's.

Chain Supermarkets-Winn-Dixie 2; Albertson's; 'M' System 3; Furr's 2; Skaggs-Alpha Beta.

Other Chain Stores-Singer Co.; Firestone; Goodyear; Western Auto; Amber's; Radio Shack; McDuff's; McCoy's; Zales.

14 - NEWSPAPERS: STANDARD-TIMES (m) 31,927; (S) 38,420; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Cheryl Ebright, Adv. Dir., STANDARD-TIMES, 34 W. Harris, San Angelo, TX 76903; Tel. (915) 653-1221.

National Representative: Papert Companies.

SAN ANTONIO

1 - LOCATION: Bexar County (MSA), E&P Map D-5. Home of Randolph, Lackland, Kelly & Brooks Air Force Bases, and Fort Sam Houston (U.S. Army). 200 mi. W of Houston; 150 mi. NW of Corpus Christi; 150 mi. NE of Mexico Border at Laredo. On U.S. Hwys. 90, 87, 81, 281, 181; on State Hwy. 16; I-10, 35, 410, 37.

2 - TRANSPORTATION: Railroads-MKT (freight); UP; SP; Amtrak.

Motor Freight Carriers-53.

Intercity Bus Lines-Greyhound; Kerrville; Valley.

Airlines-American; Continental; Eastern; Delta; Mexicana; Northwestern; Pan Am; Southwest; TWA; USAir; United.

3 - POPULATION:

Corp. City 90 Cen. 935,933; E&P 92 Est. 975,944
County 90 Cen. 1,185,394; E&P 92 Est. 1,283,448
MSA 90 Cen. 1,302,099; E&P 92 Est. 1,410,130
EXPRESS-NEWS:
NDM-ABC: (80) 1,589,350
LIGHT:
CZ-ABC: (80) 923,992
RTZ-ABC: (80) 665,358
City & RTZ-ABC: (80) 1,589,350

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 353,182; E&P 92 Est. 368,281
County 90 Cen. 410,987; E&P 92 Est. 444,983
MSA 90 Cen. 452,547; E&P 92 Est. 490,094
EXPRESS-NEWS:
NDM-ABC: (80) 509,605
LIGHT:
CZ-ABC: (80) 291,781
RTZ-ABC: (80) 217,824
City & RTZ-ABC: (80) 509,605

5 - BANKS	NUMBER	DEPOSITS
Commercial	29	$2,768,621,919
Savings & Loan	14	N.A.

6 - PASSENGER AUTOS: Bexar County 874,791

7 - ELECTRIC METERS: Residence 468,890

8 - GAS METERS: Residence 284,283

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Gov't 118,300; Ret./Whol. 130,100; Mfg. 48,500; Servs. 131,800; Military 72,000; Constr. 21,600; Fin., Ins., R.E. 40,100.

Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Jan. 49-62; July 74-94; Av. Annual Temp. 58-80. First killing frost, Nov. 30; last killing frost, Feb. 24.

11 - TAP WATER: Moderate mineral content, chiefly sodium bicarbonate; not fluoridated.

12 - RETAILING: Principal Shopping Centers-10 regional shopping malls in the city and 250 other retail shopping centers containing 20,000 sq. ft. or more.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
North Star(195) Mall	NA	Foley's, Sak's Fifth Ave., Marshall Field's, Dillard's
Crossroads(81)	NA	Mont. Ward, Stein-Mart
McCreless Mall (71)	NA	Mont. Ward, JCPenney
Central Park(95) Mall	NA	Sears, Dillard's, Beall's
South Park(72) Mall	NA	JCPenney, Beall's, Mervyn's
Windsor Park(145) Mall	NA	Mont. Ward., JCPenney, Dillard's, Beall's, Mervyn's
Ingram Park(167) Mall	NA	Sears, JCPenney, Dillard's, Foley's, Beall's, Mervyn's
Westlakes(51) Mercado	NA	Mont. Ward., Target
Rivercenter(128)	NA	Dillard's, Foley's
Rolling Oaks(113) Park	NA	Sears, Dillard's, JCPenney

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Major Shopping Ctrs. open until 9pm Mon.-Fri.; Food Stores open every night. Most other stores open until 9pm Thurs.

13 - RETAIL OUTLETS: Department Stores-Dillard's 8; Foley's 3; Marshall Field's; JCPenney 5; Sears 4; Mont. Ward 4; Mervyn's 3; Sak's Fifth Ave.

Discount Stores-K mart 9; Target 6; Wal-Mart 5; Sam's Wholesale Club 3; Best Prods. 2; Service Merch. 2.

Variety Stores-Woolworth 3; Winn's 32; H.H. Kresge 2; TG&Y 2; Pic 'N Save 6.

Chain Drug Stores-Walgreens 18; Revco 11; Eckerd 25; Drug Emporium 2.

Chain Supermarkets-H.E.B. 35; Handy Andy 20; Kroger 13; Albertson's 10; Thrifty Food 8; Convenience Stores: Stop 'N Go 208; Lone Star Ice & Food 50; Circle K Food Stores 30.

Other Chain Stores-Women's Apparel: Casual Corner, Chandler's, Lerner Shops, Margo's, Frederick's, Fashion Conspiracy, Fashion Barn, 5-7-9 Shops, Catherine's Stout Shop, Paul Harris, Susie's Casuals, Suzanne Shops, Stuart's, Lane Bryant, Lenny's, Christine's, The Limited, Foxmoor Casuals, Loehmann's, Banker's Note; Men's Apparel: K-G Menswear, Chess King, Reynolds-Penland, J. Riggins, Al's Formal Wear, His Place; Family Apparel: Shepler's, Solo Serve, Stein-Mart, Ross Store, Marshalls, Beall's, Weiner's, Miller's Outpost, County Seat, Banana Republic, Polo Shop, The Gap, Jean's West; Shoe Stores: Baker's, Burt's, Thom McAn, Butler's, Fayva, Florsheim, Foot Locker, Hardy's, Kinney's, Endicott Johnson, Footaction USA, Hanover, Jarman, Naturalizer, Payless Shoe Source, Red Cross Shoes, Red Wing Shoes, Wild Pair, SAS Factory Shoe Stores, Standard Shoes, Jonnston & Murphy, Stride Rite; Tire & Auto: Western Auto, Pep Boys, Auto Zone, Chief Auto Parts, Carquest, NAPA Auto Parts, Goodyear, Firestone, B.F. Goodrich, Pfau Tire, NTW Tire, Discount Tire, General Tire; Jewelry Stores: James Avery, Gordon's, Zales, Corrigan's, Shaw's, Kay Jewelers, Mission Jewelry, Lloyd's, Linz Jewelers, Aloha West; Home Centers: Handy Dan, Builder's Sq., McCoy's, Sutherland's, Ace Hardware, True Value Hdwe.; Furniture Stores: Lack's, Leonard's, Levitz, Louis Shanks, La-Z-Boy Showcase, Storehouse, Denhome, Weberg's Georgetown Manor, Chair King, GranTree Rental, Cort Rental, Aaron Rents, Finger's Rental; Appliance/Electronics: Highland Superstores, Good Housekeeping, McDuff Electronics, Barry's Camera & Video, Silo, Radio Shack, Stone Appliance; Sporting Goods: Oshman's, Good Sports, Nevada Bob's.

14 - NEWSPAPERS: EXPRESS-NEWS (all day) 188,377; (S) 280,048; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Jim Allen, V.P.-Adv., EXPRESS-NEWS, Ave. E. and 3rd St., San Antonio, TX 78205; Tel. (512) 225-7411.

National Representative: Branham/Newspaper Sales.

LIGHT (all day) 166,722; (S) 233,268; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Larry R. Wynn, V.P.-Mktg., LIGHT, McCullough & Broadway; PO Box 161, San Antonio, TX 78291; Tel. (512) 271-2700.

National Representative: Cresmer, Woodward, Omara & Ormsbee.

SAN MARCOS

1 - LOCATION: Hays County, (In Austin MSA), E&P Map D-4, County Seat. Manufacturing and agricultural area; Southwest Texas State University. 31 mi. SW of Austin. On Interstate Hwy. 35; State Hwys. 12, 32, 80, 123.

2 - TRANSPORTATION: Railroads-Missouri-Kansas-Texas; Missouri Pacific; Amtrak.

Motor Freight Carriers-10.

3 - POPULATION:

Corp. City 90 Cen. 28,743; E&P 92 Est. 29,808
CZ-ABC: (80) 23,420
RTZ-ABC: (80) 23,111
County 90 Cen. 65,614; E&P 92 Est. 72,325
MSA 90 Cen. 781,572; E&P 92 Est. 850,442
City & RTZ-ABC: (80) 46,531

4 - HOUSEHOLDS:

City 90 Cen. 10,846; E&P 92 Est. 11,248
County 90 Cen. 24,301; E&P 92 Est. 26,787
MSA 90 Cen. 308,808; E&P 92 Est. 335,762
CZ-ABC: (80) 6,627
RTZ-ABC: (80) 7,166
City & RTZ-ABC: (80) 13,793

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$88,000,000

6 - PASSENGER AUTOS: Hays County 46,495 (all vehicles)

7 - ELECTRIC METERS: City Est. 9,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Die Castings; Mfg. Bldg. Materials; Cotton; Corn; Cattle; Tourism; Pressure Measuring Systems; Indoor-Outdoor Lighting Systems; Heat Conducting Tape and Compounds; Pre-Engineered Metal Bldgs; Gas Regulators; Controls.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-75; Summer 77-90; Fall 62-80; Winter 45-67.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-Nelson (15 stores, Colorado St.); Springtown Shopping Ctr. (40 stores, Loop 82 & Thorpe Lane); San Mar Plz. (25 stores).

13 - RETAIL OUTLETS: Department Stores-JCPenney; Beall's.

Discount Store-Wal-Mart.

Chain Drug Store-Eckerd.

Chain Supermarkets-H.E.B.; Wuests; Apple Tree; Kroger.

Other Chain Stores-White Auto; Goodyear; Firestone; Radio Shack; Zales; Winn's.

14 - NEWSPAPERS: DAILY RECORD (e-tues to fri) 4,983; (S) 6,982; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Millie Rodriguez, Adv. Mgr., DAILY RECORD, 1910 I.H. 35 S., San Marcos, TX 78666; Tel. (512) 392-2458.

National Representative. None.

SEGUIN

1 - LOCATION: Guadalupe County (In San Antonio MSA), E&P Map D-4, County Seat. Texas Lutheran College. On I-10, Alt. 90, 30 mi. NE of San Antonio.

2 - TRANSPORTATION: Railroads-Southern Pacific; Amtrak.

Intercity Bus Lines-Greyhound; Trailways.

Airlines-At San Antonio Airport.

3 - POPULATION:

Corp. City 90 Cen. 18,853; E&P 92 Est. 19,053
CZ-ABC: (80) 17,854
RTZ-ABC: (80) 60,116
County 90 Cen. 64,873; E&P 92 Est. 70,197
MSA 90 Cen. 1,302,099; E&P 92 Est. 1,410,130
City & RTZ-ABC: (80) 77,970

4 - HOUSEHOLDS:

City 90 Cen. 7,114; E&P 92 Est. 7,190
CZ-ABC: (80) 5,751
RTZ-ABC: (80) 20,908
County 90 Cen. 23,372; E&P 92 Est. 25,290
MSA 90 Cen. 452,547; E&P 92 Est. 490,094
City & RTZ-ABC: (80) 26,659

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$252,125,000
Savings	2	$107,900,000

6 - PASSENGER AUTOS: Guadalupe County 54,913 (all vehicles)

7 - ELECTRIC METERS: Residence 7,316

8 - GAS METERS: Residence 5,446

9 - PRINCIPAL INDUSTRIES: Microwave Panels; Poultry; Steel; Wallboard; Road Maintenance Equip.; Oil and Gas Storage Tanks; Fiberglass Fabric; Architectural Mill Work; Linens; Feeds; Biological & Diagnostic Prods.; Marble Prods.; Tools; Dies; Tractor Implements.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-85; Summer 75-100; Fall 50-90; Winter 45-70. First killing frost, Nov.; last killing frost, Feb.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-Hwy. 90 E., U.S. Hwy. 90A, State Hwy. 123.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Oak Pk. Ctr.(13)	1	JCPenney, Wuests
Five Courts(44)	NA	Wal-Mart, Weiners, Beall's
Plaza Del Rey (26)	NA	K mart, Bargain Time, Eckerd

Principal Shopping Days-Fri., Sat.

Stores Open Evenings-Shopping Centers every evening until 9.

13 - RETAIL OUTLETS: Department Stores-Beall's; JCPenney; Reichman's; Anthony's; Weiner's.

Discount Stores-K mart; Bargain Time; Wal-Mart.

Variety Store-Loehmann's.

Chain Drug Stores-Eckerd.
Chain Supermarkets-Baenziger; Wuest's; Pic & Pac; H.E.B.; 7-Eleven; Circle K; Thriftee Foods.
Other Chain Stores-Sears (catalog); Radio Shack; Auto Zone; Colortyme; Virroux True Value Hardware; Payless Shoe Source.

14 - NEWSPAPERS: GAZETTE-ENTERPRISE (e-tues to fri) 6,300; (S) 7,460; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Steve Tschoepe, Adv. Dir., GAZETTE-ENTERPRISE, 1012 Schriewer Rd., PO Box 1200, Seguin, TX 78155; Tel. (512) 379-5402.
National Representative: U.S. Suburban Press.

SHERMAN

1 - LOCATION: Grayson County (In Sherman-Denison MSA), E&P Map E-2, County Seat. Agriculture, industry & residential; wholesale & retail center. 18 mi. S of Lake Texoma; 65 mi. N of Dallas; 87 mi. NE of Fort Worth; 170 mi. S of Oklahoma City, OK; 324 mi. SW of Little Rock, AR; 243 mi. NW of Shreveport, LA. On U.S. Hwys. 75, 82; State Hwy. 289.

2 - TRANSPORTATION: Railroads-Burlington Northern; Southern Pacific; Missouri Pacific; M-K-T.
Motor Freight Carriers-8.
Intercity Bus Lines-Continental Trailways; Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 31,601; E&P 92 Est. 31,839
CZ-ABC: (80) 30,413
RTZ-ABC: (80) 155,434
County/MSA 90 Cen. 95,021; E&P 92 Est. 98,366
City & RTZ-ABC: (80) 185,847

4 - HOUSEHOLDS:
City 90 Cen. 11,925; E&P 92 Est. 12,015
CZ-ABC: (80) 11,718
RTZ-ABC: (80) 56,985
County/MSA 90 Cen. 36,198; E&P 92 Est. 37,473
City & RTZ-ABC: (80) 68,703

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$442,091,284
Savings & Loan	3	$649,049,255

6 - PASSENGER AUTOS: Grayson County 90,955 (all vehicles)

7 - ELECTRIC METERS: Residence 14,115

8 - GAS METERS: Residence 9,801

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electronic Equip. 3,000; Food Proc. 1,391; Surgical Prods. 709; Aluminum Castings and Extrusions 183; Textile Mfg. 278; Earth Augers 123; Box Mfg. 66; Control Valves 278; Trailer Mfg. 26; Steel Wire Prods. 139; Concrete Prods. 17; Auto Glass Mfg. 575; Clothing 162; Truck Body Mfg. 111; Fishing Lures 50; Pre-Fab. Bldgs. 56.
Principal Pay Days-Thur., Fri.; 15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-88; Summer 61-101; Fall 38-92; Winter 15-77. First killing frost, Nov. 14; last killing frost, Mar. 21.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Travis St.; 3 on Lamar St.; 4 on Houston St.; 1 on Wall St.; 2 on Pecan St.; 3 on Mulberry St.
Neighborhood Shopping Centers-1 at Lamar & Willow Sts., 1 at N Travis & Evergreen Sts., 2 at Lamar & Dewey, 1 at Hwy. 75N; 2 at Houston & Sunset; 1 at Woods & Lamar; 1 at Hwy. 1417; 1 at Grand Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairview(9)	NA	7-Eleven
Kam Corners(4)	NA	Revco, Kingsaver Foods, Dollar General
Midway	NA	Sears, Eckerd, Dillard's, Mervyn's
Parkview(4)	NA	7-Eleven
Sher-Den Mall (63)	NA	JCPenney, Lilleys, Mont. Ward, Beall's
Westwood(32)	NA	Piggly Wiggly, Revco, Winn's
Colonial Sq.(6)	NA	High Fashions
Jamestown Plaza	NA	Ambers

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Mon. through Fri.
Stores Open Sundays-Drug, Supermarkets, Dept. Stores, Bldg. Supply, Retailers, Discount Ctrs.

13 - RETAIL OUTLETS: Department Stores-Mont. Ward; JCPenney; Sears; Beall's; Lilley's; Dillard's; Mervyn's.
Discount Stores-Gibson's 2; K mart; Wal-Mart.
Variety Stores-Winn's 2; Dollar General.
Drug Stores-May's; Hestand; Revco 2; Eckerd.
Chain Supermarkets-Piggly Wiggly 2; Tom Thumb; Skaggs Alpha Beta.
Other Chain Stores-Goodyear; Goodrich; Babcock Bros. (auto); Sherwin-Williams; Havertys Furniture; Zales; Kinney Shoes; Musicland; Sweeney Jewelers; So-Fro Fabrics; Docktor Pet Center; General Nutrition Center; Margo's-La Mode (ready to wear); Foxworth-Galbreth Lbr.; Radio Shack; Brooks Fashion; Bolen's Card Shop; Chess King; Fashion Crossroads; Foxmoor Casuals; Gordon's Jewelers; Lerner; Merle Norman Cosmetics; Tobacco House; B. Dalton; Payless Cashways; Color Tile; Lowe's; Material Ctr.; McCoy's Bldg. Supply; Andrea's (ready to wear); Circus World; Pants West; Bed & Bath Fashion Shop; Foot Action; Connie Shoes; Cutlery World; Foot Locker; Mission Jewelers; K-G Mens Store.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 20,083; (S) 22,616; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: James Tracy, Adv. Mgr., DEMOCRAT, 603 S. Sam Rayburn Expwy., Sherman, TX 75090; Tel. (214) 893-8181.
National Representative: Papert Companies.

SNYDER

1 - LOCATION: Scurry County, E&P Map C-3, County Seat. Oil & agricultural center in W Central part of State, 260 mi. W of Dallas on Hwy. 180.

2 - TRANSPORTATION: Railroads-Snyder & Pacific; Santa Fe.
Motor Freight Carriers-3.
Intercity Bus Lines-Texas-New Mexico & Oklahoma Coaches.

3 - POPULATION:
Corp. City 90 Cen. 12,195; E&P 92 Est. 12,093
County 90 Cen. 18,634; E&P 92 Est. 19,200

4 - HOUSEHOLDS:
Corp. City 90 Cen. 4,602; E&P 92 Est. 4,563
County 90 Cen. 6,752; E&P 92 Est. 6,957

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$255,000,000
Savings & Loan	3	$95,000,000

6 - PASSENGER AUTOS: Scurry County 18,411 (all vehicles)

7 - ELECTRIC METERS: Residence 4,921

8 - GAS METERS: Residence 4,341

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Gasoline Plants 325 ($285); Petroleum Prods. 1,500 ($230); Petroleum Service 1,100 ($230); Chem. Prods. 315 ($255); King's Hwys. ($200).
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Av. Temp.: Winter 41; Summer 82; Annual Av. 62. Annual rainfall 21 in.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown-3 blocks on 25 St.; 4 on 26 St.; 2 on Ave. Q; 4 on Ave. R; 4 on Ave. S; Highland; New Ctr., 15 blocks from Downtown; Varsity Square-3 blocks from Downtown; Junction Ctr.

Principal Shopping Days-Mon., Wed., Sat.
Stores Open Evenings-Sat.

13 - RETAIL OUTLETS: Department Stores-Anthony's; Sears.
Variety Store-Perry's.
Discount Stores-Munden's, K mart; TG&Y.
Chain Supermarkets-Furr's; IGA; Wal-Mart; Allsup's.
Other Chain Stores-Goodyear; Higginbotham Bartlett; True Value; Western Auto; Eckerd Drug.

14 - NEWSPAPERS: NEWS (e-mon to fri; S) 5,050; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: Roy McQueen, Pub., NEWS, 3600 College Ave.; PO Box 949, Snyder, TX 79549; Tel. (915) 573-5486.
National Representative: None.

STEPHENVILLE

1 - LOCATION: Erath County, E&P Map D-3, County Seat. 70 mi. SW of Fort Worth. On U.S. Hwys. 67, 281, 377 & State Hwy. 108.

2 - TRANSPORTATION: Railroad Santa Fe.
Intercity Bus Lines-Continental; Central Texas.

3 - POPULATION:
Corp. City 90 Cen. 13,502; E&P 92 Est. 13,826
County 90 Cen. 27,991; E&P 92 Est. 29,909
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 5,095; E&P 92 Est. 5,217
County 90 Cen. 11,663; E&P 92 Est. 12,462

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$96,072,900
Savings & Loan	3	$106,004,780

6 - PASSENGER AUTOS: Erath County 25,377 (all vehicles)

7 - ELECTRIC METERS: Residence 6,200

8 - GAS METERS: Residence 3,910

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Pipe Unions 268; Metal Proc.-Electrical Prods. 165; Automotive Parts 98; Forging & Heat Treat Steel 32; Grating & Fasteners 115; Coated Abrasives 363.

10 - CLIMATE: Min. & Max. Temp.-Av. Jan. 56; July 97.

11 - TAP WATER: Approved.

12 - RETAILING: Principal Shopping Areas-South Loop Mall; Mitchells; Reunion Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bosque River Ctr.	2	JCPenney, Anthony's, Beall Bros., Wal-Mart
Plaza(10)	NA	K mart

Principal Shopping Days-Mon., Wed., Thur., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Beall Bros.; Mitchell's; Anthony's.
Variety Stores-Perry Bros.; Ben Franklin.
Discount Store-Wal-Mart.
Chain Supermarkets-Piggly Wiggly; Winn-Dixie.

14 - NEWSPAPERS: EMPIRE TRIBUNE (e-mon to fri; S) 5,230; sworn Oct. 1, 1990.
Local Contact for Advertising and Merchandising Data: E. Wilson Koeppel, Pub., EMPIRE TRIBUNE, 110 S. Columbia, Stephenville, TX 76401; Tel. (817) 965-3124.
National Representative: Papert Companies.

SULPHUR SPRINGS

1 - LOCATION: Hopkins County, E&P Map E-3, County Seat. Trading and Distribution center. Dairy, farming, oil producing and manufacturing area including Hopkins and parts of Hunt, Delta, Lamar, Franklin, Wood and Rains Counties. 80 mi. NE of Dallas; 100 mi. W of Texarkana. On Interstate Route 30.

2 - TRANSPORTATION: Railroads-St. Louis & Southwestern (Cotton Belt); Louisiana & Arkansas (Kansas City Southern).
Motor Freight Carriers-5.
Intercity Bus Lines-Southwestern Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 14,062; E&P 92 Est. 14,314
County 90 Cen. 28,833; E&P 92 Est. 30,271

4 - HOUSEHOLDS:
City 90 Cen. 5,306; E&P 92 Est. 5,401
County 90 Cen. 9,634; E&P 92 Est. 10,115

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$70,133,951
Commercial	4	$185,974,361

6 - PASSENGER AUTOS: Hopkins County 29,757 (all vehicles)

7 - ELECTRIC METERS: Residence 10,493

8 - GAS METERS: Residence 7,131

9 - PRINCIPAL INDUSTRIES: Pipeline Valves; Oil & Refining; Dairy Proc.; Fire Brick; Fertilizer; Women's Apparel; Wooden Shutters; Mach.; Meteorological Balloons; Lignite Mining; Boat Trailers; Food Proc.; Door Mfg.; Office Furn.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 70-105; Fall 35-85; Winter 20-70. First killing frost, Nov. 13; last killing frost, Mar. 13.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-12 blocks in downtown area.
Neighborhood Shopping Centers-Spring Village (16 stores-Kroger, Perry Bros. Variety); Sears; Shannon Square (10 stores, local retail); The Center (currently 11 stores-Wal-Mart, Beall's, Payless Shoes, Athlete's Corner).

Principal Shopping Days-Mon., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Beall Bros.; Foster's; Sears.
Variety Stores-Perry Bros.
Chain Drug Stores-Revco; Eckerd.
Discount Stores-Western; K mart; Wal-Mart.
Chain Supermarkets-Piggly Wiggly; Kroger; Super Handy 3; Safeway; Winn-Dixie.
Other Chain Stores-Bon Worth; Vanity Fair; Van Heusen; Bannister Shoes; Prestige Fragrances; Your Toy Center; Johnston Children's Fashions; Top Of The Line Cosmetics; Judy Bond; Harve' Bernard; The Ribbon Outlet; American Tourister; Bass Shoes.

14 - NEWSPAPERS: NEWS-TELEGRAM (e) 6,602; (S) 7,036; sworn Sept. 10, 1990.
Local Contact for Advertising and Merchandising Data: Clarke Keys, Ed./Bus. Mgr., NEWS-TELEGRAM, 401 Church St., Sulphur Springs, TX 75482; Tel. (214) 885-8663.
National Representative: Landon Associates.

SWEETWATER

1 - LOCATION: Nolan County, E&P Map C-3, County Seat. 200 mi. W of Fort Worth on I-20.

2 - TRANSPORTATION: Railroads-Union & Pacific; Santa Fe.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Continental.

3 - POPULATION:
Corp. City 90 Cen. 11,967; E&P 92 Est. 11,912
County 90 Cen. 16,594; E&P 92 Est. 16,857
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 4,516; E&P 92 Est. 4,495
County 90 Cen. 5,844; E&P 92 Est. 5,936

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$125,783,736
Savings & Loan	3	$1,129,294,966

6 - PASSENGER AUTOS: Nolan County 14,791 (all vehicles)

7 - ELECTRIC METERS: Residence 5,621

8 - GAS METERS: Residence 4,336

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Wallboard 900 ($175); Cement 300 ($160); Oil incl. Gasoline, Butane, Propane 400 ($200); Cotton Seeds By-Prods. 125 (N.A.); Clothing 550 (N.A.); Cotton Compress 100 (N.A.).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 70-104; Fall 32-60; Winter 15-50. First killing frost, Oct. 15; last killing frost, Mar. 4.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Area-20 blocks on Main, Broadway, Oak & Locust.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadway	1	Sears, Vlg. Foods, Beall's
Lamar St.	1	
Nolan County Plaza(5)	2	Super Duper, K mart, Eckerd, McCrory

Principal Shopping Days-Mon., Wed., Sat.; Food-Wed., Sat.
Stores Open Evenings-Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Beall's; C.R. Anthony.
Variety Stores-Mott's; McCrory.
Discount Stores-Munden; K mart.
Chain Drug Stores-Rexall; Eckerd.
Chain Supermarkets-Village; Super Duper; IGA.
Other Chain Stores-Firestone; Goodyear; Western Auto; Higginbotham-Bartlett; Payless Shoes; Skinneys.

14 - NEWSPAPERS: REPORTER (e-mon to fri; S) 3,990; sworn Oct. 1, 1990.
Local Contact for Advertising and Merchandising Data: Bill Hager, Gen. Mgr., REPORTER, 112 W. 3rd Sweetwater, TX 79556; Tel. (915) 236-6677; FAX (915) 235-4967.
National Representative: Papert Companies.

TAYLOR

1 - LOCATION: Williamson County (In Austin MSA). E&P Map D-4. 30 mi. NE of Austin; 168 mi. NW of Houston; 176 mi. S of Dallas. Junction of State Hwys. 29, 95; U.S. Hwys. 79, 112.

2 - TRANSPORTATION: Railroads-Missouri-Pacific; MKT; Amtrak.
Motor Freight Carrier-1.
Intercity Bus Line-Kerrville Bus Line.

3 - POPULATION:
Corp. City 90 Cen. 11,472; E&P 92 Est. 11,643
County 90 Cen. 139,551; E&P 92 Est. 155,681
MSA 90 Cen. 781,572; E&P 92 Est. 850,442

4 - HOUSEHOLDS:
City 90 Cen. 4,329; E&P 92 Est. 4,393
County 90 Cen. 48,965; E&P 92 Est. 54,625
MSA 90 Cen. 308,808; E&P 92 Est. 335,762

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$170,000,000
Savings & Loan	2	$90,000,000

6 - PASSENGER AUTOS: Williamson County 115,971 (all vehicles)

7 - ELECTRIC METERS: Residence 4,377

8 - GAS METERS: Residence 3,938

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Bedding & Furn. 450; Woodwork 220; Food Proc. 50; Clothing 100; Mfg. 500; Electronics 105.
Principal Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-80; Summer 70-104; Fall 40-70; Winter 20-50. First killing frost, Nov. 25, last killing frost, Feb. 28.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St.; Hwy. 95 N.
Neighborhood Shopping Centers-W. Second St.; N. Main St.; W. Lake Drive; S. Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lake Drive(9)	2	
Taylor Plz.(7)	3	Apple Tree

Principal Shopping Days-Department Stores-Mon., Wed., Sat.; Food-Mon., Thur., Fri., Sat.
Stores Open Evenings & Sun.-Drug, grocery.

13 - RETAIL OUTLETS: Department Store-Sears.
Discount Store-Wal-Mart.
Chain Drug Stores-Eckerd; Wal-Mart.
Chain Supermarkets-Apple Tree; H.E.B; Super S.
Other Chain Stores-Firestone; True Value; Kenwin; Merle Norman.

14 - NEWSPAPERS: PRESS (e-mon to fri) 5,300; sworn Sept. 14, 1990.
Local Contact for Advertising and Merchandising Data: Mark Henry, Adv. Dir., PRESS, 211 W. 3rd St.; PO Box 1040, Taylor, TX 76574; Tel. (512) 352-8535.
National Representative: Papert Companies.

TEMPLE

1 - LOCATION: Bell County (In Killeen-Temple MSA). E&P Map E-4. 70 mi. NE of Austin; 130 mi. from Dallas; 123 mi. from Fort Worth; 146 mi. from San Antonio; 160 mi. from Houston; 30 mi. from Ft. Hood. On Interstate Hwy. 35; intersection of U.S. Hwys. 190, 81; State Hwys. 36, 95, 53.

2 - TRANSPORTATION: Railroads-Southern Pacific; Santa Fe; Amtrak.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Arrow Trailways; Kerrville.

3 - POPULATION:
Corp. City 90 Cen. 46,109; E&P 92 Est. 46,834
CZ-ABC: (80) 53,001
RTZ-ABC: (80) 193,144
County 90 Cen. 191,088; E&P 92 Est. 203,928
MSA 90 Cen. 255,301; E&P 92 Est. 271,646
City & RTZ-ABC: (80) 246,145
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 17,400; E&P 92 Est. 17,673
CZ-ABC: (80) 19,749
RTZ-ABC: (80) 64,105
County 90 Cen. 70,773; E&P 92 Est. 75,529
MSA 90 Cen. 90,026; E&P 92 Est. 95,832
City & RTZ-ABC: (80) 83,854

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$439,944,855
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: Bell County 149,839 (all vehicles)

7 - ELECTRIC METERS: Residence 19,527

8 - GAS METERS: Residence 11,136

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Bottlers 150; Cardboard Containers 100; City 480; Cotton Compress 50; Cotton Seed 30; Farm Equip. 225; Fixtures 200; Foundry 284; Food 650; Gov't 1,400; Grain Terminals 105; Hatchery 75; Hydraulic Cylinders 175; Hospitals 5,500; Kiln Dried Lumber 80; Insulation 450; Livestock Feed 75; Mobile Homes 200; Plastics 3,100; Printing & Pub. 325; R.R. 725; Schools 950; Shoes 50; Screw Machine Prods. 15; Sheet Metal 363; Specialty Truck Bodies 24; Theater, School, Church Furn. 2,100; Urethane Foam 240; Veterinarian Pharmaceuticals 50; Whol. 3,000; Wood 452; Electronics 1,650; Centrifugal & Die Casting 198.
Principal Pay Days-Fri., Sat.; 1st & 16th.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-78; Summer 75-102; Fall 30-90; Winter 18-80. First killing frost, Nov. 15.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Centers-8 blocks on Main St.; 3 on Central Ave.; 2 on Ave. A; 5 on 1st St.; 4 on 2nd St.
Neighborhood Shopping Centers-3 blocks on Ave. G; 2 on Third & French; 1 on S. 25; Ave. A through G on S. 8 St.; 25th through 29th Sts. between Adams & Barton Aves.; 21st through 29th Sts. on Adams Ave.; 7th through 11th Sts. on Adams Ave.; 3 blocks on Interstate Hwy. 35; S. 57th through S. 63rd St.; 4400 block of S. Interstate Hwy. 35; S.E. Corner of intersection of S. 31st St. & Loop 363.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
South Loop(14)	NA	Wal-Mart, King Saver, Perry's
Temple Mall(75)	NA	Dillard's, Beall's, JCPenney, Sears, Service Mdse.
West Adams(6)	NA	H.E.B.
Youngstown(12)	NA	Piggly Wiggly, Cavenders
Southwest City	NA	Appletree
Oak Park(6)	NA	Audio Tech
The Market Place(30)	NA	H.E.B., Revco, Weiner's, Mont. Ward
Exchange Plz.(32)	NA	The Rosebud
Pecan Plaza(11)	NA	Holze Music Co.

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Sundays-Groceries & Drug.

13 - RETAIL OUTLETS: Department Stores-Cheeves Brothers; Montgomery Ward; JCPenney; Sears; Beall Brothers; Dillard's; Cochran, Blair & Potts (in Belton); Schigut's (in Belton); Weiner's; Triple D Tack; Western.
Discount Stores-K mart; Dollar General; Wal-Mart.
Variety Store-Perry's.
Chain Drug Stores-Eckerd 3; Revco 2.
Chain Supermarkets-Appletree; David's; Red & White; Piggly Wiggly; 7-Eleven 11; H.E.B. 3; Minimax; Strasburger; Payless Gas 16; King Saver 2; Albertson's.
Other Chain Stores-Singer; Firestone; Goodyear; Western Auto; Sherwin-Williams (Paints); Zales (Jewelry); Lack's Furn.; McCoy's (lumber); Service Merchandise; Kinney (Shoes); General Nutrition; Radio Shack; Waldenbooks; Lerner; Baker's Shoes; Hallmark; K-G Men's Wear; Casual Corner; Foot Action; Gordon's Jewelry; J. Riggins; Merle Norman (cosmetics); Spencer's Gifts; Stuart's; Music Land; Wicks 'N Sticks; Weiner's; Oshman's; Command Performance; B. Dalton; Hasting's Records; Gordon's Jewelers; Kruger's; Lowe's Building Materials Ctr.; Colortech Photography; Foxworth Gabraith Bldg. Materials; Miller's Outpost; Tractor Supply Co.; Tel. (817) 778-4444. Michaels; Kay Bee Toys.

14 - NEWSPAPERS: TELEGRAM (m) 25,122; (S) 27,676; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Jack W. Jones, Mktg. Dir., TEMPLE TELEGRAM, 10 S. 3rd St., Temple, TX 76501; Tel. (817) 778-4444.
National Representative: Papert Companies.

TERRELL

1 - LOCATION: Kaufman County (In Dallas PMSA). E&P Map E-3. 30 mi. E of Dallas on Intersection Interstate 20 and Hwy. 80. Hwys. 34 & 205.

2 - TRANSPORTATION: Railroads-Missouri Pacific.
Motor Freight Carriers-7; Central Freight.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 12,490; E&P 92 Est. 12,343
County 90 Cen. 52,220; E&P 92 Est. 56,172
PMSA 90 Cen. 2,553,362; E&P 92 Est. 2,750,123

4 - HOUSEHOLDS:
City 90 Cen. 4,713; E&P 92 Est. 4,658
County 90 Cen. 18,462; E&P 92 Est. 19,860
PMSA 90 Cen. 947,979; E&P 92 Est. 1,021,003

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$189,543,000
Savings & Loan	1	$192,303,000

6 - PASSENGER AUTOS: Kaufman County 48,364 (all vehicles)

7 - ELECTRIC METERS: Residence 4,976

8 - GAS METERS: Residence 4,202

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Hospital 1,468 ($231); Aluminum Prods. 445 ($236); Metal Shelving 375 ($256); Air Conditioning 406 ($240); Photo Processing 185 ($239); Foam Prods. 123 ($151); Air Filters 155 ($148).

10 - CLIMATE: Min. & Max. Temp.-Spring 54-78; Summer 71-94; Fall 56-80; Winter 39-62.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-5 blocks on Hwy. 80-W.; 4 blocks on N. Rockwall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Town West Plz.(20)	NA	JCPenney, Kroger, Revco, Brookshines, Sears
Terrell Sq.(2)	NA	Torrel Pharmacy

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Store-JCPenney.
Discount Centers-Eckerds; Wal-Mart; McCoy's.
Variety Store-Mott's.
Chain Supermarkets-Apple Tree; Brookshires; Kroger; Affiliated.
Other Chain Stores-McDonald's; Long John Silver's; Western Auto; Radio Shack; Payless Shoes; Colortyme; Kentucky Fried Chicken; 7-Eleven.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri; S) 5,168; Sept. 30, 1990 VAC.
Local Contact for Advertising and Merchandising Data: Bill Jordan, Adv. Dir., TRIBUNE, 1125 S. Virginia; PO Box 669, Terrell, TX 75160; Tel. (214) 563-6476.
National Representative: U.S. Suburban Press.

TEXARKANA, TX-AR

1 - LOCATION: Bowie County, TX, Miller County, AR. (MSA). E&P Map F-2. County Seat of Miller County. Principal City in NE Texas. Twin cities located 189 mi. NE of Dallas; 158 mi. SW of Little Rock. Wholesale distribution center for NE Texas, SW Arkansas, NW Louisiana & SE Oklahoma. Shopping center for cotton & cattle.

2 - TRANSPORTATION: Railroads-Union Pacific; Kansas City Southern; Southern Pacific; Amtrak.
Motor Freight Carriers-28.
Intercity Bus Lines-Continental; Greyhound; Jefferson & Jordan.
Airlines-American Eagle; ASA.

3 - POPULATION:
Corp. City 90 Cen. 54,287; E&P 92 Est. 54,488
Texarkana, TX. 90 Cen. 31,656; E&P 92 Est. 31,733
Texarkana, AR. 90 Cen. 22,631; E&P 92 Est. 22,755
CZ-ABC: (80) 72,561
RTZ-ABC: (80) 285,167
Counties/MSA 90 Cen. 120,132; E&P 92 Est. 125,091
Bowie, TX 90 Cen. 81,665; E&P 92 Est. 85,558
Miller, AR 90 Cen. 38,467; E&P 92 Est. 39,533
City & RTZ-ABC: (80) 357,728

4 - HOUSEHOLDS:
City 90 Cen. 20,370; E&P 92 Est. 20,445
Texarkana, TX. 90 Cen. 11,946; E&P 92 Est. 11,975
Texarkana, AR. 90 Cen. 8,424; E&P 92 Est. 8,470
CZ-ABC: (80) 26,797
RTZ-ABC: (80) 101,951
Counties/MSA 90 Cen. 41,978; E&P 92 Est. 43,727
Bowie, TX 90 Cen. 27,503; E&P 92 Est. 28,814
Miller, AR 90 Cen. 14,475; E&P 92 Est. 14,913
City & RTZ-ABC: (80) 128,748

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$789,389,094
Savings & Loan	4	$698,802,655

6 - PASSENGER AUTOS: Counties: Bowie (TX) 75,476; Miller (AR) N.A.

7 - ELECTRIC METERS: Residence 32,167

8 - GAS METERS: Residence 26,978

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Ordnance 12,000 ($258); Clay & Min. 200 ($220); Food 228 ($210); R.R. Tank Cars 358 ($260); Tires 1,400 ($225);

Pipe Fitting Prods. ($204); Lumber Prods. 550 ($270).

Principal Pay Days-Ordnance, Fri.; Lumber, Sat.; Others, 1st., 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-91; Summer 64-94; Fall 36-78; Winter 35-60.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Areas-5 blocks on Broad St.; 2 on Pine St.; 2 on State Line Ave.; 4 on Third St.

Neighborhood Shopping Areas-4 blocks on Texas Ave.; 5 on State Line Ave.; 4 on Hwy. 82 W., Hwy. 67 W.; 2 on College Hill; 2 on Blvd.; 2 on Lake Dr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Central Mall	NA	Dillard's, Sears, JCPenney
Southwest Mall	NA	Piggly Wiggly
New Boston Rd.(3)	NA	Price Lo, McCrory
Oaklawn	NA	Mont. Ward
Wake Village	NA	7-Eleven
K mart	NA	K mart
College Hill	NA	Piggly Wiggly, West Co.
Richmond Square	NA	Tayco Foods, Eckerd

Principal Shopping Days-Fri., Sat., Mon.

13 - RETAIL OUTLETS: Department Stores-Dillard's; Belk-Jones; Mont. Ward; JCPenney, Sears.

Discount Stores-K mart; Dollar General; Wal-Mart; Target.

Chain Drug Stores-Medisav; Hart; Eckerd.

Variety Stores-McCrory 2.

Chain Supermarkets-7-Eleven 12; Piggly Wiggly 7; Albertson's; Skagg's Alpha Beta; Roadrunner 6; Shur-Pak 6; E-Z Mart 17; Price Lo; Price-Slasher; Tayco Foods.

Other Chain Stores-Okla. Tire & Supplies; Otasco; Goodyear; White's Auto; Kay's; Gordon's; Zales; Austin's; S&H Green Stamps; Skibell's; Regans; Holly's; Stelen's; Payless; Fabric World.

14 - NEWSPAPERS: GAZETTE (m) 32,600; (S) 36,743; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Tom Robbins, Adv. Dir., GAZETTE, 313-17 Pine St., Texarkana, TX 75501; Tel. (214) 794-3311.

National Representative: Papert Companies.

TEXAS CITY

1 - LOCATION: Galveston County (In Galveston-Texas City PMSA). E&P Map E-5. 12 mi. from Galveston on U.S. Hwy. 45; State Hwy. 146.

2 - TRANSPORTATION: Railroads-Southern Pacific; M-K-T; Rock Island; Missouri Pacific; Texas City Terminal Railway; Santa Fe.

Motor Freight Carriers-3.

Intercity Bus Lines-Texas, Central Texas.

Airlines-All major airlines at Houston, 40 mi.

3 - POPULATION:

Corp. City 90 Cen. 40,822; E&P 92 Est. 40,706
County/PMSA 90 Cen. 217,399; E&P 92 Est. 227,211

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 15,405; E&P 92 Est. 15,361
County/PMSA 90 Cen. 80,518; E&P 92 Est. 84,152

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$132,000,000
Saving & Loan	3	$62,000,000

6 - PASSENGER AUTOS: Galveston County 171,146 (all vehicles)

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence 16,923

9 - PRINCIPAL INDUSTRIES: 8 Major Industries with 7,658 Employees. An. Payroll $279,431,614.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-80; Summer 75-95; Fall 60-80; Winter 35-65.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Texas Ave., 9 on 6th St., 3 on 9th Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mainland Plaza(12)	NA	Plaza Drugs, Texas Super
Bay Center(10)	NA	Kroger, Wal-Mart, Academy, Cloth World
Trade Winds(24)	NA	Fair, Weiners, H.E.B., TG&Y
K mart Ctr.(13)	NA	K mart, Super Warehouse Foods, Handy Dan

Principal Shopping Days-Mon., Thur., Fri., Sat., Sun.

Stores Open Evenings-Thur., Fri., Sat.

Stores Open Sundays-All Major, some local stores.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Weiners; The Fair.

Variety Store-TG&Y.

Chain Drug Stores-Plaza; Eckerd; Walgreens.

Discount Stores-Wal-Mart; K mart.

Chain Supermarkets-Texas Super Minimax 2; Kroger; Safeway; Super Warehouse Foods; H.E.B.

Other Chain Stores-Goodyear 2; Sherwin-Williams; Firestone.

14 - NEWSPAPERS: SUN (m) 9,800; (S) 10,500; sworn Oct. 1, 1990.

Local Contact for Advertising and Merchandising Data: David T. Lyons, Assoc. Pub., SUN, 624 Fourth Ave.; Box 2249, Texas City, TX 77592; Tel. (713) 945-3441.

National Representatives: Landon Associates; U.S. Suburban Press.

TYLER

1 - LOCATION: Smith County (MSA). E&P Map E-3. County Seat. Shipping, college, manufacturing, wholesale, hospital & medical center. Oil operators. Rose capital-growing & shipping center. NE central part of the state between (100 mi.) Dallas and Shreveport, LA.

2 - TRANSPORTATION: Railroads-Southern Pacific; Union Pacific.

Motor Freight Carriers-9.

Intercity Bus Lines-Continental Trailways; Greyhound.

Airline-Metro.

3 - POPULATION:

Corp. City 90 Cen. 75,450; E&P 92 Est. 76,438
CZ-ABC: (80) 71,409
RTZ-ABC: (80) 401,666
County/MSA 90 Cen. 151,309; E&P 92 Est. 159,640
City & RTZ-ABC: (80) 473,075

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 28,472; E&P 92 Est. 28,845
CZ-ABC: (80) 26,349
RTZ-ABC: (80) 143,672
County/MSA 90 Cen. 56,040; E&P 92 Est. 59,126
City & RTZ-ABC: (80) 170,021

5 - BANKS	NUMBER	DEPOSITS
Commercial	11	$1,462,929,000
Savings & Loan	6	$700,300,000

6 - PASSENGER AUTOS: Smith County 137,903 (all vehicles)

7 - ELECTRIC METERS: Residence 34,260

8 - GAS METERS: Residence 28,230

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Cast Iron Foundry 3,500 ($235); Refining 275 ($273); Heating & Cooling Equip. 1,800 ($235); Ceramics 150 ($135); Pre-Fab Homes 150 ($210); R.R. Mng. Office 300 ($246); Clothing 700 ($140); Alum. Casting 100 ($230); Fire Drum & Corr. Boxes 160 ($165); Oil Field Equip. 250 ($245); Tire Mfg. 1,400 ($240); Alum. Furn. 225 ($165); Rubber Parts Mfg. 100 ($216); Engineers 160 ($343); Tractor 150 ($195); Canning 200 ($132).

10 - CLIMATE: Min. & Max. Temp.-Spring 55-75; Summer 71-92; Fall 56-77; Winter 39-58. First killing frost, Nov. 15; last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-24 blocks on 6 Sts.; 4 on Erwin St.; 4 on Ferguson; 6 on Broadway; 3 on Spring; 3 on College; 2 on E. 5th; Broadway Mall 55 acres S. Broadway at Loop 323.

Neighborhood Shopping Centers-Lake Park Shopping Ctr.-8 units; NW Loop Shopping Ctr.-8 units; W.C. Square-5 units; Lincoln Plz.-3 units; Hillside Ctr.-10 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadway Square Mall(72)	4	Sears, Dillard's, JCPenney, Zales
Bergfield(36)	2	Mont. Ward, Brookshire Groc.
French Quarter(40)	NA	Eckerd, Hancock Fabric
Green Acres(41)	2	Brookshire Groc., Revco
Front-Beckham (14)	1	B-Mart Groc., Eckerd
West Bow	2	Beard's, Eckerd, Perry 5&10
West Erwin(8)	3	B-Mart Groc., General Dollar
Loop East	3	Brookshire Groc., Revco, Otasco
Southeast Crossing	3	Bourbon St. Oyster Bar, Backcountry, Michaels
Times Sq. Plz.	5	Racquet & Jog
Westwood	3	Brookshire's, Royal Optical
Off Broadway	2	SR Superstore, M.A. Sims Co.
Towne Ctr.	4	Clothestime, Barrett Shoes
Gas Light Plaza(5)	1	Brookshire Groc., Skillerns, Otasco
Old English	4	Karls Cameras

Principal Shopping Days-Dept.-Mon., Fri. and Sat., Food-Sun., Wed.

Stores Open Evenings-Wed., Thur.

13 - RETAIL OUTLETS: Department Stores-J.M. Dyer; Dillard's; Sears; Montgomery Ward; JCPenney; New York; Sanger Harris.

Discount Stores-K mart 2; Target.

Variety Stores-Perry 5&10 3; TG&Y.

Chain Drug Stores-Eckerd 5; Skaggs Alpha Beta; Drug-Sav 4; Revco 6; Page.

Chain Supermarkets-Beards; Brookshire 7; B-Mart 4; Skaggs Alpha Beta.

Other Chain Stores-Firestone; Singer Co.; Goodrich; Sherwin-Williams; Goodyear Serv.; Cook's Paint 4; Zales Jewelry; Kelly Tire; General Tire; S&H Green Stamps; Luby's; Wyatt's Cafeteria; Lee Optical; Furniture Stores: Swann's, Brewster, Chamness, H.C. Pittman, Pope & Turner, Rose City, Ethan Allen, Parker-Chatham, Almand's, Furn. World, Kelly Furn., Murphy Bros., Texas T Food Store, Furn. Corner; Serv. Merchandise; Lowe's; Payless Cashways.

14 - NEWSPAPERS: TELEGRAPH (m) 37,175; COURIER-TIMES (e-mon to fri) 6,262; COURIER-TIMES-TELEGRAPH (S) 50,329; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Nelson Clyde, Adv. Dir., COURIER-TIMES and TELEGRAPH, 410 W. Erwin St.; PO Box 2030, Tyler, TX 75710; Tel. (214) 597-8111.

National Representative: None.

VERNON

1 - LOCATION: Wilbarger County. E&P Map D-2. County Seat. Retail center for agricultural, ranching and oil area. On U.S. Hwys. 70, 281, 287; State Hwys. 5, 23, 28. 170 mi. NW of Fort Worth; 193 mi. NW of Dallas; 180 mi. NE of Lubbock.

2 - TRANSPORTATION: Railroad-Burlington Northern.

Motor Freight Carriers-5.

Intercity Bus Lines-Continental Trailways; Greyhound; T.N.M.&O; Sharpe Lines.

3 - POPULATION:

Corp. City 90 Cen. 12,001; E&P 92 Est. 11,862
County 90 Cen. 15,121; E&P 92 Est. 15,335

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 4,529; E&P 92 Est. 4,476
County 90 Cen. 4,916; E&P 92 Est. 4,985

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$109,000,000
Savings & Loan	2	$78,000,000

6 - PASSENGER AUTOS: Wilbarger County 13,960 (all vehicles)

7 - ELECTRIC METERS: County 6,317

8 - GAS METERS: Residence 5,671

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 450 ($430); Feed 250 (N.A.); Meat Packing 300 ($200); Proc. & Mfg. 48 (N.A.); Proc. 125 (N.A.); State Hospital 900 ($170); Jr. College 75 ($225).

Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-80; Summer 68-95; Fall 57-88; Winter 35-76. First killing frost, Oct. 25; last killing frost, Mar. 20.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Center-13 blocks on Main, Wilbarger, Texas, Pease, Fannin and Cumberland Sts.

Neighborhood Shopping Centers-Wilbarger, Turner, 14th and Sand Road, Hillcrest Plaza.

Principal Shopping Days-Wed., Sat.

Stores Open Evenings-Food-daily.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; JCPenney; Sears; Watkins; Perry's; Pear Tree; Prater's Western Auto; Osbornes; Golden's Furniture.

Shoe Stores-Booterie; Talbots.

Variety Stores-M.E. Moses; Perry's.

Chain Drug Stores-City Phcy.; Gibson's; Hillcrest.

Discount Store-Gibson's.

Chain Supermarkets-United; Coy's.

Other Chain Stores-Golden Corral; Brauns; McDonald's; Kentucky Fried Chicken; Chicken Express; Sonic; Penneys; Anthony's.

14 - NEWSPAPERS: RECORD (e-mon to fri; S) 5,369; sworn Sept. 28, 1990.

Local Contact for Advertising and Merchandising Data: Jim Surber, Adv. Dir., RECORD, 3214 Wilbarger St.; Vernon, TX 76384; Tel. (817) 552-5454.

National Representative: None.

VICTORIA

1 - LOCATION: Victoria County (MSA). E&P Map E-5. County Seat. 126 mi. W of Houston; 116 mi. E of San Antonio; 94 mi. N of Corpus Christi. On State Hwy. 295; U.S. Hwys. 59, 77, 87.

2 - TRANSPORTATION: Railroads-Southern Pacific; Missouri Pacific.

Motor Freight Carriers-5.

Intercity Bus Lines-Continental Trailways; Kerrville; Valley Transit Co.

Airline-Continental Express.

3 - POPULATION:

Corp. City 90 Cen. 55,076; E&P 92 Est. 55,952
CZ-ABC: (80) 50,663
RTZ-ABC: (80) 121,602
County/MSA 90 Cen. 74,361; E&P 92 Est. 77,255
City & RTZ-ABC: (80) 172,265

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 20,783; E&P 92 Est. 21,114
CZ-ABC: (80) 17,045
RTZ-ABC: (80) 42,337

County/MSA 90 Cen. 28,668; E&P 92 Est. 29,784
City & RTZ-ABC: (80) 59,382

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	N.A.
~~Savings & Loan~~	~~5~~	~~N.A.~~

6 - PASSENGER AUTOS: Victoria County 66,766 (all vehicles)

7 - ELECTRIC METERS: Residence 25,627

8 - GAS METERS: Residence 10,933

9 - PRINCIPAL INDUSTRIES: Chem.; Aluminum; Oil; Cattle; Bldg. Materials; Petro-Chem.; Sand & Gravel; Steel Fab.

10 - CLIMATE: Min. & Max. Temp.-Spring 61-76; Summer 77-90; Fall 63-80; Winter 44-66.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lone Tree(16)	NA	7-Eleven, Dick's
Town & Country (33)	NA	Melvin's, Leons
Town Plaza(28)	NA	Beall's, Walgreens,
Village Center(22)	NA	Weiner's, Village Drug, Woolworth
North Cross(14)	NA	Weiner's, Hastings, Revco, H.E.B.
Victoria(85) Mall	NA	Sears, Dillard's, Beall's, Craigs JCPenney, Radio Shack

Principal Shopping Days-Mon., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Simon; Dunlaps; Sears; Beall Bros.; Leon's; Dillard's; Weiner's.
Discount Stores-K mart; Wal-Mart.
Variety Stores-Woolworth 2.
Chain Drug Stores-Walgreens 2; Revco; Drug Emporium.
Chain Supermarkets-H.E. Butt 2; Dick's 3; Price-Lo; Albertson's.

14 - NEWSPAPERS: ADVOCATE (m) 37,745; (S) 39,402; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: L. Michael Tieman, Adv. Dir., ADVOCATE, 311 E. Constitution; PO Box 1518; Victoria, TX 77902; Tel. (512) 575-1451.
National Representative: Landon Associates.

WACO

1 - LOCATION: McLennan County (MSA), E&P Map E-3, County Seat. Market and shipping center for agricultural, and industrial area. Location of Baylor University, Paul Quinn College, McLennan Community College (2 yr.), Texas State Technical Institute. Central Texas. 90 mi. S of Ft. Worth and Dallas; 190 mi. N of Houston. On U.S. Hwys. 77, 81, 84; State Hwys. 6, 31; I-35, 190 mi. NE of San Antonio.

2 - TRANSPORTATION: Railroads-Southern Pacific; Missouri Pacific; Missouri-Kansas-Texas; Cotton Belt.
Motor Freight Carriers-17.
Intercity Bus Lines-Greyhound; Central Texas; Trailways.
Airlines-American Eagle; Atlantic Southeast.

3 - POPULATION:
Corp. City 90 Cen. 103,590; E&P 92 Est. 104,056
CZ-ABC: (80) 138,965
RTZ-ABC: (80) 300,007
County/MSA 90 Cen. 189,123; E&P 92 Est. 197,579
City & RTZ-ABC: (80) 438,972

4 - HOUSEHOLDS:
City 90 Cen. 39,091; E&P 92 Est. 39,266
CZ-ABC: (80) 50,366
RTZ-ABC: (80) 104,145
County/MSA 90 Cen. 69,403; E&P 92 Est. 72,506
City & RTZ-ABC: (80) 154,511

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	$1,491,264,000
Savings & Loan	5	$1,090,469,000

6 - PASSENGER AUTOS: McLennan County 161,321 (all vehicles)

7 - ELECTRIC METERS: 70,863

8 - GAS METERS: 38,702

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Glass 800; Cement 150; Lumber and Wood Prods. 1,000; Furn. & Fixtures 500; Rocket Fuel 350; Tire 100; Trans. Equip. 100; Iron & Steel Fab. 250; Food & Candy 1,800; Plastics 100; Battery Mfg. 379; Mach. 680; Elect. Mach. 500; Apparel 1,980; Paper 500; Printing & Pub. 840; Aircraft Modification 600.
Principal Pay Days-1st & 15th and Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-85; Summer 73-96; Fall 47-90; Winter 37-62. First killing frost, Nov. 15; last killing frost, Mar. 10.

11 - TAP WATER: Aikaline, hard. Artesian; soft in some areas; fluoridated.

12 - RETAILING: Principal Shopping Center-12 neighborhood centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brookview Hills (17)	4	Circle K, Kestner
Eastgate Plz.(15)	3	Winn's, H.E.B.
Fairgate(21)	4	DuBois Furn.
Lake Air Ctr.(30)	5	Goldstein-Migel, Mont. Ward
K mart Center	~~3~~	Hancock, K mart
Richland Fashion Mall(102)	5	Sears, JCPenney, Beall's, Dillard's, Service Mdse.
Parkdale	5	Dyer Electronics, Sack & Save
Park Lake(14)	5	Eckerd, H.E.B.
Southgate(20)	3	H.E.B., Eckerd
Westview	3	Cox's, Amber's
Centerpiont		Mervyn's, Suzanne's
Brazos Sq.	NA	Fuddruckers, Po' Folks, Video Giant
Bosque Sq.(20)	6	Winn-Dixie

Principal Shopping Days-Dept. Stores-Mon., Thur., Sat. Food-Fri., Sat.
Stores Open Evenings-Dept.-Mon., Thur. Food Chains-all week.

13 - RETAIL OUTLETS: Department Stores-Goldstein-Migel; Cox's; Mont. Ward; JCPenney; Sears; Dillard's; Beall's; Service Mdse.; Target; Mervyn's.
Variety Stores-McCrory; Winn's 5.
Discount Stores-K mart 2; Wal-Mart 2.
Chain Drug Stores-Eckerd 7; Super Save 3.
Chain Supermarkets-Safeway 3; Piggly Wiggly 2; H.E. Butt 5; Circle K 24; Payless Gas 28; Skaggs Alpha Beta; Winn-Dixie, United; Sack & Save.
Other Chain Stores-Butlers; Thom McAn; Kinney's; Payless; McCoy's; Regan's; Zales Jewelers; Piccadilly Cafeteria 2; Olmstead-Kirk (paper); Singer Co.; Sherwin-Williams 2; Pollock Paper; Goodyear; Texas State Optical 2; Sound Warehouse; Luby's Cafeteria 2; Radio Shack 3; Pier 1 Imports; Blockbuster Video; Sam's Warehouse.

14 - NEWSPAPERS: TRIBUNE-HERALD (m) 50,654; (S) 63,994; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: John Kolinek, Adv. Dir., TRIBUNE-HERALD, 900 Franklin, Waco, TX 76701; Tel. (817) 757-5757.
National Representative: Sawyer-Ferguson-Walker.

WAXAHACHIE

1 - LOCATION: Ellis County (In Dallas PMSA), E&P Map E-3, County Seat. Diversified economy, light industry, agriculture center. 28 mi. S of Dallas; 38 mi. SE of Ft. Worth. On U.S. Hwy. 287, I-35.

2 - TRANSPORTATION: Railroads-Southern Pacific; MKT; Burlington Rock Island.
Motor Freight Carriers-3.
Intercity Bus Line-Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 18,168; E&P 92 Est. 18,877
County 90 Cen. 85,167; E&P 92 Est. 92,847
PMSA 90 Cen. 2,553,362; E&P 92 Est. 2,750,123

4 - HOUSEHOLDS:
City 90 Cen. 6,856; E&P 92 Est. 7,123
County 90 Cen. 31,443; E&P 92 Est. 34,278
PMSA 90 Cen. 947,979; E&P 92 Est. 1,021,003

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$193,709,000
Savings & Loan	2	$6,678,223,179

6 - PASSENGER AUTOS: Ellis County 77,514 (all vehicles)

7 - ELECTRIC METERS: Residence 5,610

8 - GAS METERS: Residence 4,560

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Refrig. 175 ($180); Furn. 200 ($175); Textile 340 ($180); Wood Work 55 ($175); Oil Field Equip. 200 ($185); Glass Containers 110 ($190); Insulation 432 ($190).

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 70-105; Fall 60-85; Winter 20-45.

11 - TAP WATER: Neutral, Soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kroger Plz.	2	Kroger
JCPenney	NA	JCPenney, Safeway
North Gate(30)	2	Sears, Eckerd, Motts
Ferris Ave.	NA	JCPenney

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Wal-Mart; Revco; Eckerd; JCPenney.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears.
Variety Stores-Motts; Revco; Wal-Mart.
Chain Drug Stores-Eckerd, Revco.
Chain Supermarkets-Kroger; Minyards; Winn-Dixie; H.E.B. Texas T.

14 - NEWSPAPERS: LIGHT (e-mon to fri; S) 5,638; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: Don Wilson, Adv. Mgr., LIGHT, 200 W. Marvin; PO Box 877, Waxahachie, TX 75165; Tel. (214) 937-3310.
National Representative: Papert Companies.

WEATHERFORD

1 - LOCATION: Parker County (In Fort Worth-Arlington PMSA), E&P Map D-3, County Seat. 28 mi. W of Fort Worth.

2 - TRANSPORTATION: Railroads-Union Pacific, Missouri Pacific.

3 - POPULATION:
Corp. City 90 Cen. 14,804; E&P 92 Est. 15,355
County 90 Cen. 64,785; E&P 92 Est. 70,424
PMSA 90 Cen. 1,332,053; E&P 92 Est. 1,437,718
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 5,586; E&P 92 Est. 5,794
County 90 Cen. 23,238; E&P 92 Est. 25,260
PMSA 90 Cen. 511,790; E&P 92 Est. 552,364

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$363,584,408
Savings & Loan	2	$51,200,000

6 - PASSENGER AUTOS: Parker County 63,292 (all vehicles)

7 - ELECTRIC METERS: Residence 7,886

8 - GAS METERS: Residence 5,503

9 - PRINCIPAL INDUSTRIES: Mach. Shops; Gen. Agric.; Truck Farming; Natural Gas; Bakery; Lamp Mfg.; Oil Tool Engineering; Tourism; Printing; Horse Racing.

10 - CLIMATE: Min. & Max. Temp.-36-98.

11 - TAP WATER: Fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Santa Fe(8)	4	La Fiesta
Village(6)	4	Willhite Mattress, Texas T, Motts
Southtown(8)	2	Radio Shack
Level(2)	1	Gibson's, Levels
Parker Plaza(14)	1	Winn-Dixie
College Parks(9)	2	Kroger, JCPenney

Principal Shopping Days-Wed., Sat., Sun.
Stores Open Evenings-Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Mitchells; The Hub.
Discount Stores-Gibson's; Wal-Mart.
Chain Drug Store-Eckerd.
Chain Supermarkets-Winn-Dixie; Kroger; Affiliated; Levels; Texas T.
Other Chain Stores-Higginbotham's; McCoys; Simm's.

14 - NEWSPAPERS: DEMOCRAT (e) 6,618; (S) 6,618; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: Frank Rowe, Adv. Mgr., DEMOCRAT, 512 Palo Pinto St., Weatherford, TX 76086; Tel. (817) 594-7447.
National Representative: Papert Companies.

WICHITA FALLS

1 - LOCATION: Wichita County (MSA), E&P Map D-2, County Seat. Manufacturing; Oil & Gas; Sheppard AFB; Retail & Wholesale Trade; Convention/Visitor Service. 120 mi. NW of Fort Worth on U.S. Hwys. 82, 277, 281, 287, I-44; State Hwy. 79.

2 - TRANSPORTATION: Railroads-Fort Worth & Denver; MKT.
Motor Freight Carriers-11.
Intercity Bus Lines-Trailways; Oklahoma Trans.; Texas-New Mexico-Oklahoma; Jordan.
Airlines-Delta; American Eagle.

3 - POPULATION:
Corp. City 90 Cen. 96,259; E&P 92 Est. 96,671
County/MSA 90 Cen. 122,378; E&P 92 Est. 125,778
CZ-ABC: (80) 94,201
Bal. in NDM-ABC: (80) 36,463
RTZ-ABC: (80) 126,277
Total NDM & RTZ-ABC: (80) 256,941
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 36,324; E&P 92 Est. 36,479
County/MSA 90 Cen. 49,554; E&P 92 Est. 50,931
CZ-ABC: (80) 33,647
Bal. in NDM-ABC: (80) 13,094
RTZ-ABC: (80) 48,755
Total NDM & RTZ-ABC: (80) 95,496

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$1,020,034,687

6 - PASSENGER AUTOS: Wichita County 110,260 (all vehicles)

7 - ELECTRIC METERS: Residence 44,046

8 - GAS METERS: Residence 27,490

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lumber & Wood Prods. 660; Furn. & Fixtures 244; Stone, Clay & Glass 3,232; Printing & Pub. 396; Primary Metals 185; Fab. Metals 342; Apparel 776; Constr. 2,820; Photographic, Medical 456; Trans., Comm. & Util. 2,400; Fin. & R.E. 2,320; Gov't 11,280; Petroleum Prods. 5,608; Private Household 1,820; Mach. 2,634; Electronic/Elect. 1,068; Trans. Equip. 302; Food 1,214; Medical & Prof. 2,148; Ret. 8,692.
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-84; Summer 75-95; Fall 43-67; Winter 36-59. First killing frost, Nov. 14; last killing frost, Mar. 22.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-2 blocks at Monroe; 1 at Brook; 2 at Harrison; 1 at Ninth & Denver; 2 at Tenth & Van Buren; 1 at Bridge & Ohio; 3 at Holliday & Jacksboro Hwy.; 2 at Holliday & Eleventh; 3 at Hayes & Seymour Rd.; 3

at Grant St.; 3 at N. Broadway; 1 Midwestern Pkwy. & Kemp; 1 Midwestern Pkwy. & Maplewood.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park Plaza	NA	Winn's, Affiliated
Parker Sq.(45)	NA	McClurkan's, Winn's
Country Club Vlg.(11)	NA	Moviehouse
Faith Vlg.(60)	NA	Western Auto, Cloth World
Sikes Center(79)	NA	JCPenney, Beall's, Sears, Walgreens, Dillard's
Scotts Square	NA	
French Vlg.(15)	NA	
Scott Sq.	NA	
Century Plz.	NA	
Southwest Plz.	NA	Eckerd, Furr's

Principal Shopping Days-Thur., Sat., Mon.
Stores Open Evenings-Dept.: Thur.; Food: Fri., Sat. Sikes Center, Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Dillard's; McClurkan's; JCPenney; Sears; Beall's.
Discount Stores-Gibson's 2; K mart 2; Target; Wal-Mart.
Variety Stores-Winn's 2.
Chain Drug Stores-Walgreens; Eckerd; Albertson's; Skaggs Alpha-Beta.
Chain Supermarkets-Furr's 3; United 3; Affiliated 7; Albertson's; Skaggs.
Other Chain Stores-Auto Supplies: Western Auto, Firestone, Goodyear, Discount Tire; Women's Clothing: Lerner, Brooks, Willow Tree, Penelope's; Misc.: Zales Jewelry, Merle Norman Cosmetics, S&H Green Stamps, McCoys Bldg. Supplies, Payless Lumber, Hallmark, Radio Shack, Sutherland Lumber, Stewarts, Payless Shoes, Chick Fila, Corrigans, Gordans, Keepsake Diamond, Picadilly, Royal Optical, TSO.

14 - NEWSPAPERS: TIMES RECORD NEWS (m-mon to sat) 39,281; (S) 48,791 Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Michael Kowalick, Adv. Dir., TIMES RECORD NEWS, 1301 Lamar St.; PO Box 120, Wichita Falls, TX 76307; Tel. (817) 767-8341.
National Representative: Parpert Companies.

UTAH SURVEYS

METROPOLITAN STATISTICAL AREAS

Provo-Orem-Utah County.
Salt Lake City-Ogden-Salt Lake, Weber and Davis Counties.

POPULATION ESTIMATES

(Thousands)

Age Group	1980	1990	1992
Under 5 Years	199	232	241
5-14 Years	272	307	319
15-24 Years	295	285	297
25-44 Years	384	551	574
45-64 Years	212	233	242
65 and Over	110	199	124
TOTAL	1,472	1,726	1,797

Based on U.S. Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1977 Census	1982 Census	1992 Est.
Bldg. Mat./Hdwr	290	362	740
General Mdse	551	708	1,276
Food	821	1,481	2,341
Automobiles	952	1,178	2,724
Gasoline Stations	367	657	754
Apparel	169	292	509
Furniture	231	305	678
Eat-Drink Places	314	498	901
Drugs	130	161	280
TOTAL SALES	4,146	6,327	11,138

LOGAN

1 - LOCATION: Cache County, E&P Map B-1, County Seat. 86 mi. N of Salt Lake City. On U.S. Hwys. 30, 89, 91; State Hwy. 101. Gateway to Yellowstone National Park, Grand Teton National Park, Jackson Hole, Wyoming.

2 - TRANSPORTATION: Railroad-Union Pacific.
Intercity Bus Lines-Cook; Greyhound.
Motor Freight Carriers-4

3 - POPULATION:
Corp. City 90 Cen. 36,762; E&P 92 Est. 38,746
CZ-ABC: (80) 32,988
RTZ-ABC: (80) 33,083
County 90 Cen. 70,183; E&P 92 Est. 72,089
City & RTZ-ABC: (80) 66,071
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 14,139; E&P 92 Est. 14,902
CZ-ABC: (80) 10,877
RTZ-ABC: (80) 9,343
County 90 Cen. 21,312; E&P 92 Est. 21,890
City & RTZ-ABC: (80) 20,220

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	$119,532,748
Savings & Loan	3	$32,000,000

6 - PASSENGER AUTOS: Cache County 27,619

7 - ELECTRIC METERS: Residence 9,589

8 - GAS METERS: Residence, City 11,069

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Women's Apparel 125; Cheese Mfg. 633; Trackmaster 225; Canning Factory 270; Farm Equip. Mfg. 230; Printing 260; Meat Packing 1,000; Plastic Mfg. 105; Electronics 600.

10 - CLIMATE: Min.& Max. Temp.-Spring 27-72; Summer 49-88; Fall 20-63; Winter 15-47.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-18 blocks on Main St.; 2 on Center St.; 2 on First North; 2 on Second North; 2 on 4th North; Cache Valley Mall 1300 N. Main, Logan 50.
Stores Open Evenings-Drug & Dept.: Nightly until 10; Grocery: Daily until midnight (two open 24 hrs.).

13 - RETAIL OUTLETS: Department Stores-JCPenney; Fred Meyer; ZCMI; Lamonts.
Variety Stores-King's; K mart; ShopKo.
Chain Drug Stores-Osco's; Smiths; Fred Meyer.
Chain Supermarkets-Albertson's; Smith's Food King; Macy's.
Other Chain Stores-Standard Optical; Sherwin-Williams; Goodyear; Herman's; Kinney Shoes; Thom McAn; Lerner Shops; Nobby; Anita Shops; Discount Tire; Furniture Stores: Edwards, U&L, Bob's Furniture Outlet, Hy Whitney; House of Fabrics; Mode O'Day; Ernst Home Centers.

14 - NEWSPAPERS: HERALD-JOURNAL (e-mon to fri) 14,182; (S) 14,775; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Wayne T. Ashcroft, Adv. Dir., HERALD-JOURNAL, 75 W. 3rd North St., Logan, UT 84321; Tel. (801) 752-2121.
National Representative: None.

OGDEN

1 - LOCATION: Weber County (In Salt Lake City-Ogden MSA). E&P Map B-2, County Seat. 2 Industrial Centers, R.R. shipping center. 37 mi. N of Salt Lake City. On U.S. Hwys. 15, 89, 91, 30S & 80N, State Hwys. 39, 40.

2 - TRANSPORTATION: Railroads-Union Pacific; Southern Pacific; Amtrak.
Motor Freight Carriers-21.
Intercity Bus Lines-Greyhound; Utah Transit Authority.

3 - POPULATION:
Corp. City 90 Cen. 63,909; E&P 92 Est. 63,809
NDM-ABC: (80) 263,001
County 90 Cen. 158,330; E&P 92 Est. 164,529
MSA 90 Cen. 1,072,227; E&P 92 Est. 1,125,272

4 - HOUSEHOLDS:
City 90 Cen. 24,580; E&P 92 Est. 24,542
NDM-ABC: (80) 80,507
County 90 Cen. 45,206; E&P 92 Est. 46,976
MSA 90 Cen. 361,908; E&P 92 Est. 379,925

5 - BANKS	NUMBER	EST. DEP.
Commercial	6	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: Weber County 74,240

7 - ELECTRIC METERS: Residence 53,404

8 - GAS METERS: Residence 52,211

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Aerospace & Aircraft 2,500; Hill Air Force Base 20,705; Internal Revenue 3,996; Defense Dept. 1,800; Freeport Center (60 companies) 4,600; Weber Industrial Park (10 companies) 1,500; Ogden Commercial and Industrial Park (10 companies) 1,200; Western Zirconium 450; Great Salt Lake Mineral 190; Steel Fab. (5 companies) 600.

Principal Pay Days-R.R.: 10th & 25th; Hill Air Force Base, Defense Dept. Ogden, Internal Revenue Service: Twice monthly. Others: Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-70; Summer 52-95; Fall 28-76; Winter 17-50. First killing frost, Oct. 8; last killing frost, May 6.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-40th & Washington Blvd.; Canyon Plaza 36th & Wall, North Ogden; Riverdale Center, Harrison Depot; Downtown; 5 Points; Sherwood; Antelope Sq.; 12th Street Plaza; Foxglove; Union Point; Village Square.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
S. Ogden	4	Albertson's, K mart
Roy Mkt. Pl.(35)	6	Harmon's, Auto Zone, Checker, Albertson's
Five Points(21)	3	Harmon's, Hastings, Py Kettes, Wangsgard
Layton Hills Mall(82)	12 2	ZCMI, The Bon, Ernst, ShopKo, Mervyn's, Wal-Mart
Riverdale Plz. (35)	NA	Fabric Whse., Blocbuster Video, Fred Meyer, Shopko, Pep Boys, Toy 'R' Us
Family Center(11)	NA	Wal-Mart, Hastings, Macy's
Newgate Mall(49)	3	Mervyn's, Sears, Lionel, Radio Shack
Ogden Mall(110)		Weinstocks, JCPenney, ZCMI, Lamont's, Nordstrom

Principal Shopping Days-Dept. Stores: Mon., Thur., Fri. & Sat. Food: Tues., Wed., Sat., Sun.
Stores Open Evenings-Fri. Food-Nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Bon Marche; Sears; ZCMI; Weinstocks; Nordstrom; Mervyn's; Lamont's; Best.
Discount Stores-Price Savers; Farr; K mart; Fred Meyer; ShopKo; Payless Drug; Wal-Mart.
Variety Stores-Woolworth; King's.
Chain Drug Stores-Prescription Centers 3; Fred Meyer; Smith's; Payless Drug; Phar-Mor.
Chain Supermarkets-Albertson's 5; Smith's Food 7; Stimson's 7; Macey's; Harmons 2; IGA 5; AG 4.
Other Chain Stores-Singer Co.; Baker; Firestone; Goodyear; Western Auto; Zales; B Mart; Ernst Home Center; Pay N' Pak; Pic N' Save.

14 - NEWSPAPERS: STANDARD-EXAMINER (e) 55,335; (S) 57,668; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: James L. Barclay, Adv. Dir., STANDARD-EXAMINER, 455 23rd St., Ogden, UT 84401; Tel. (801) 394-7711; FAX (801) 625-4508.
National Representative: None.

PROVO

1 - LOCATION: Utah County (In Provo-Orem MSA). E&P Map B-3, County Seat. Site of Brigham Young University (26,000 students) 44 mi. S of Salt Lake City. U.S. Hwys. 89, 91, 50; State Hwys. 189, 115.

2 - TRANSPORTATION: Railroads-D&RGW; UP.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Continental.

3 - POPULATION:
Corp. City 90 Cen. 86,835; E&P 92 Est. 89,380
CZ-ABC: (80) 155,932
RTZ-ABC: (80) 62,174
County/MSA 90 Cen. 263,590; E&P 92 Est. 273,165
City & RTZ-ABC: (80) 218,106
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 33,398; E&P 92 Est. 34,377
CZ-ABC: (80) 42,177
RTZ-ABC: (80) 16,338
County/MSA 90 Cen. 87,434; E&P 92 Est. 90,610
City & RTZ-ABC: (80) 58,515

5 - BANKS	NUMBER	EST. DEP.
Commercial	15	$310,000,000
Savings & Loan	5	$111,150,000

6 - PASSENGER AUTOS: Utah County 88,745

7 - ELECTRIC METERS: Residence 49,414

8 - GAS METERS: Residence (County) 65,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric. 1,600; Contract Constr. 2,059; Mining 20; Mfg. 12,147; Trans. & Util. 2,701; Whol. & Ret. 17,143; Fin., Ins., & R.E. 2,195; Servs. 28,599; Gov't (Fed., State and Local) 13,920.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-64; Summer 51-88; Fall 37-67; Winter 18-41.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
University Mall(165)	NA	ZCMI, JCPenney, Mervyn's
Carillon Sq.(17)	NA	Macy's, Sack 'N Save, Ernst
Parkway Ctr.(12)	NA	Fashion Gal, Utah Craft, Camera Den
Fred Meyer(11)	NA	Fred Meyer
Riverside Plz. (10)	NA	Best, Osco
Parkway Plz.(20)	NA	Albertson's,
Edgemont Plz. (12)	NA	Day's Thriftway
Northgate Mall	NA	Macy's
Expressway Sq. (5)	7	K mart, Payless Shoes
Connco Plz.(15)	NA	Sure Appliance, Wallpaper Whse.
Orem Ctr.(6)	NA	Pykettes
American Fork (20)	14	Fred Meyer, Albertson's
Orem Plz.(5)	NA	Osco Drug
Orem Macy's(9)	NA	Macy's, Sack 'N Save
Univ. Festival(4)	NA	Lionel Playworld
Plum Tree	NA	Food-4-Less, ShopKo

Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-University Mall, Mon.-Fri.

13 - RETAIL OUTLETS: Department Stores-Best; JCPenney; Sears; Fred Meyer; ZCMI; Mervyn's.
Variety Stores-Sprouse-Reitz; Forsey's; K mart; Ross Stores; ShopKo.
Chain Drug Store-Osco.
Chain Supermarkets-Allen's 4; IGA 4; Reams 4; Albertson's 3; A.G. Stores 8; Smith's Food King 3; Macy's Sack 'N Save 3; Food-4-Less; Associated Foods 8.

Other Chain Stores-Anderson Lumber; BMC West; Firestone; Sherwin-Williams Paint; Bennett's Paints; Lerner Shops; Goodrich; Douglas Optical; Standard Optical; Zales; House of Fabrics; Radio Shack; Payless Shoes; Utah Auto Parts; Herman's; Checker Auto Supply; Singer Co.; Midas Muffler; Ernst Home Ctr.; Discount Tire Co.; Pay 'N Pak; Coast-to-Coast Hardware; Edison Bros.; Hickory Farms; Pier 1 Imports; Fashion Gal; Price Savers; Cloth World; Foxmor; B. Dalton; Musicland; Chessking; Kay Bee Toys; Footlocker; Gart Bros; Pep Boys; Lady Footlocker.

14 - NEWSPAPERS: HERALD (e-mon to sat) 30,027; (S) 30,838; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Hugh Hilton, Adv. Dir., HERALD, 1555 N. Freedom Blvd., Provo, UT 84603; Tel. (801) 373-5050.

National Representative: None.

ST. GEORGE

1 - LOCATION: Washington County, E&P Map A-5. County Seat. Winter resort. Diversified farming.

2 - TRANSPORTATION: Motor Freight Carriers-4.

Intercity Bus Line-Greyhound.

Airlines-All major airlines at Las Vegas, NV. Airport & Commuter Skywest; Delta.

3 - POPULATION:

Corp. City 90 Cen. 28,502; E&P 92 Est. 31,932

County 90 Cen. 48,560; E&P 92 Est. 52,779

4 - HOUSEHOLDS:

City 90 Cen. 10,962; E&P 92 Est. 12,282

County 90 Cen. 15,209; E&P 92 Est. 16,531

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	8	N.A.
Commercial	6	N.A.

6 - PASSENGER AUTOS: Washington City 19,421

7 - ELECTRIC METERS: Residence 10,215

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Sugar; Beet Seeds; Fruit; Poultry; Light Mfg.; Tourism; Cattle Ranching; Resort Community; Steel Fabrication.

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Mild winters, warm summers.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown; St. George Blvd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Dixie Mall	3	Farmer Jacks
East City(8)	NA	Mont. Ward K mart
Kemp Korner(18)	NA	Chuck's
Red Hills Plz.	NA	
Skyline Ctr.	NA	
Sunshine Sq.	NA	Sears (catalog), Ace Hdwe., Thriftway
Ancestor	NA	Commercial Ctr.
Zion Plz.(12)	8	

Principal Shopping Days-Fri., Sat.

Stores Open Evenings-Shpg. Ctrs. every evening until 9 & 11.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Christensen.

Discount Stores-K mart; Ashleys; D & D Discount; Outdoor Outlet; Sprouse-Reitz; Harmons.

Variety Store-Ben Franklin.

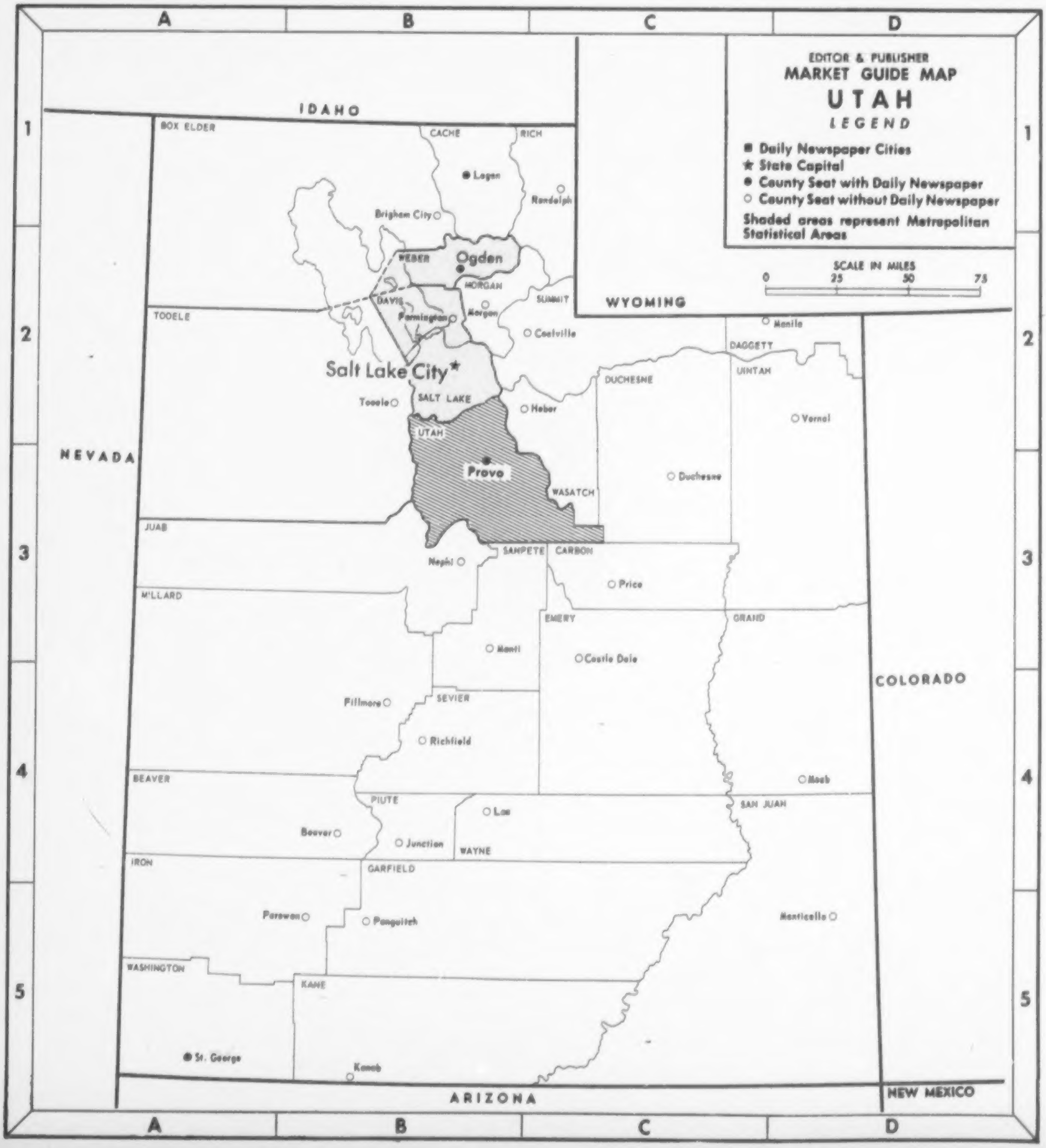
Chain Drug Stores-Skaggs; Osco.

Chain Supermarkets-Thriftway; Foodtown; Short Stop Mkt.; Albertson's; Harmons; Farmer Jacks.

Other Chain Stores-Radio Shack; Ace Hdwe.; 7-Eleven; True Value Hdwe.; Pro Hdwe. 11.

14 - NEWSPAPERS: SPECTRUM (eS) 17,000; sworn Sept. 26, 1990.

Local Contact for Advertising and Merchandising Data: George Haley, Ret. Adv. Mgr., SPEC-


A
B
C
D
1
2
3
4
5
EDITOR & PUBLISHER
MARKET GUIDE MAP
UTAH
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0
25
50
75
IDAHO
WYOMING
NEVADA
COLORADO
ARIZONA
NEW MEXICO
BOX ELDER
CACHE
RICH
Logan
Randolph
Brigham City
WEBER
Ogden
MORGAN
Morgan
DAVIS
Farmington
SUMMIT
Coalville
TOOELE
Tooele
Salt Lake City
SALT LAKE
DAGGETT
Manila
UINTAH
Vernal
DUCHESNE
Duchesne
Heber
UTAH
Provo
WASATCH
JUAB
Nephi
SANPETE
CARBON
Price
MILLARD
EMERY
GRAND
Manti
Castle Dale
Fillmore
SEVIER
Richfield
Moab
BEAVER
PIUTE
SAN JUAN
Loa
Beaver
Junction
WAYNE
IRON
GARFIELD
Parowan
Panguitch
Monticello
WASHINGTON
KANE
St. George
Kanab

TRUM, 275 East St. George Blvd.; PO Box 1630, St. George, UT 84770; Tel. (801) 673-3511.
National Representative: Thomson Newspaper.

SALT LAKE CITY

1 - LOCATION: Salt Lake County (In Salt Lake City-Ogden MSA). E&P Map B-2. State Capital. County Seat. MSA: Salt Lake; Davis, Weber. Trade ctr., heavy industry, finance. On U.S. Hwys. 40, 50; I-15, I-80.

2 - TRANSPORTATION: Railroads-Union-Pacific; Denver-Rio Grande; Amtrak; Southern Pacific.
Motor Freight Carriers-40.
Intercity Bus Lines-Greyhound; Lake Shore; Lewis Bros. Stages; Utah Transit Authority; Gray Line.
Airlines-Continental; United; American; TWA; Delta; America West; Northwest.

3 - POPULATION:
Corp. City 90 Cen. 159,936; E&P 92 Est. 159,317
NDM-ABC: (80) 730,114
RTZ-ABC: (80) 436,395
County 90 Cen. 725,956; E&P 92 Est. 760,559
MSA 90 Cen. 1,072,227; E&P 92 Est. 1,125,272
Total NDM & RTZ-ABC: (80) 1,166,509
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 61,514; E&P 92 Est. 61,276
NDM-ABC: (80) 233,977
RTZ-ABC: (80) 122,391
County 90 Cen. 250,797; E&P 92 Est. 262,751
MSA 90 Cen. 361,908; E&P 92 Est. 379,925
Total NDM & RTZ-ABC: (80) 356,368

5 - BANKS	**NUMBER**	**DEPOSITS**
State	34	$3,880,261,000
National	6	$6,603,516,000
Savings & Loan	14	$7,492,165,000
Credit Unions	192	$2,400,000,000

6 - PASSENGER AUTOS: Salt Lake County 317,032

7 - ELECTRIC METERS: Residence (MSA) 330,000

8 - GAS METERS: Residence (MSA) 340,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Monthly Wage)-Non-agricultural 157,603 ($1,748); Mining 578 ($3,982); Contract Constr. 431 ($1,241); Mfg. 96 ($2,035); Public Util. 18,329 ($2,432); Trade 30,659 ($1,283); Fin., Ins., R.E. 12,141 ($1,879); Servs. 38,327 ($1,607); Total Gov't 34,250 ($1,729); Federal Gov't 40,257 ($1,998); State Gov't 39,245 ($1,470); Local Gov't 64,543 ($1,324).

10 - CLIMATE: Min. & Max. Temp.-Spring 37-81; Fall 22-66; Summer 49-101; Winter 19-51. First killing frost, Nov. 16; last killing frost, Apr. 17.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-43 blocks on 8 streets.
Neighborhood Shopping Centers-4 to 10 blocks on Sugarhouse, Murray, Midvale, Magna, Kearns, Sandy, Holladay, West Valley, Riverton, Draper, Bountiful, Centerville, Farmington, Kaysville, Layton, Syracuse, Clearfield, Sunset.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Cottonwood(135)	8	ZCMI, JCPenney
Crossroads(140)	NA	Nordstrom, Weinstock's
Fashion Pl.(110)	16	Sears, Weinstock's, Nordstrom
Layton Hills Mall(105)	NA	ZCMI, Mervyn's, The Bon, Hermans
Foothill Vlg. (61)	NA	Dan's Food, ZCMI
Granger(27)	NA	
Mid-Valley Family Ctr. (60)	NA	Radio Shack, Silo, ShopKo
Brickyard Plz. (26)	NA	REI, Mervyn's, Ernst, Lionel Playworld
Olympus Hills (26)	NA	Smith's Food
Sugar House(20)	NA	Granite Furn.
Trolley Sq.(60)	NA	
Union Sq.(35)	NA	
Valley Fair(98)	15	JCPenney, ZCMI, Mervyn's
ZCMI(77)	NA	ZCMI

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-ZCMI; Sears; JCPenney; Weinstock's; Mervyn's; Nordstrom.
Discount Stores-K mart; Fred Meyer; ShopKo.
Chain Drug Stores-Fred Meyer 10; Osco 8; Erickson's 2; Dan's 5; Professional Phcy. 3.
Chain Supermarkets-Smiths 31; Albertson's 27; Reams 8; Harmons 5; Dan's 7; Winegars 3.
Other Chain Stores-Lerner; Sherwin-Williams; Chandler's; Firestone; Goodrich; Goodyear; Burt's; Zales; Gallenkamp; Glidden; Dutch Boy; Baker's; Thom McAn; Kinney Shoes; Dayne's Optical; Mac's Clothes; Ernst; 7-Eleven; Circle K; Levitz Furniture; Gart Brothers; Toys 'R' Us; Pay 'N Pak; Pep Boys; Sutherland Lumber.

14 - NEWSPAPERS: TRIBUNE (m) 111,994; (S) 145,371; DESERET NEWS (e) 63,128; (S) 68,464; Mar. 31, 1991 ABC.
Local Contact for Advertising and Market Information Data: Michael Fox, Natl. Mgr., Newspaper Agency Corp., 143 S. Main St., Salt Lake City, UT 84110; Tel. (801) 237-2725.
National Representative: None.

VERMONT SURVEYS

METROPOLITAN STATISTICAL AREAS

Burlington-Burlington, South Burlington and Winooski cities; Charlotte, Colchester, Essex, Hinesburg, Jericho, Milton, Richmond, St. George, Shelburne and Williston towns in Chittenden County; Georgia town in Franklin County; South Hero and Grand Isle towns in Grand Isle County.

POPULATION ESTIMATES
(Thousands)

Age Group	**1980**	**1990**	**1992**
Under 5 Years	36	47	49
5-14 Years	81	85	88
15-24 Years	100	86	89
25-44 Years	145	188	194
45-64 Years	92	98	101
65 and Over	58	60	62
TOTAL	512	564	582

Based on U.S. Census

RETAIL SALES ESTIMATES
(Thousands)

Kind of Business	**1977 Census**	**1982 Census**	**1992 Est.**
Bldg. Mat./Hdwr	129	173	405
General Mdse	145	171	341
Food	388	596	1,059
Automobiles	307	464	1,199
Gasoline Stations	137	217	290
Apparel	63	107	203
Furniture	56	76	184
Eat-Drink Places	125	217	436
Drugs	37	68	134
TOTAL SALES	1,668	2,601	5,120

BARRE-MONTPELIER

1 - LOCATION: Washington County, E&P Map B-3. State capitol (Montpelier). Shpg. ctr. for central VT. Granite ctr. of world; direct railroad connection. On U.S. Hwys. 122, 302; I-89.

2 - TRANSPORTATION: Railroads-Montpelier & Barre (feeders for Canadian National, Central Vermont and Boston Maine; join at Montpelier Junction); Amtrak.
Motor Freight Carriers-4.
Intercity Bus Line-Vermont Transit.

3 - POPULATION:
Corp. Cities 90 Cen. 17,729; E&P 92 Est. 17,662
Barre 90 Cen. 9,482; E&P 92 Est. 9,414
Montpelier 90 Cen. 8,247; E&P 92 Est. 8,248
CZ-ABC: (80) 19,287
RTZ-ABC: (80) 56,512
County 90 Cen. 54,928; E&P 92 Est. 56,411
City & RTZ-ABC: (80) 75,799

4 - HOUSEHOLDS:
Cities 90 Cen. 6,880; E&P 92 Est. 6,855
Barre 90 Cen. 3,674; E&P 92 Est. 3,648
Montpelier 90 Cen. 3,206; E&P 92 Est. 3,207
CZ-ABC: (80) 7,668
RTZ-ABC: (80) 18,949
County 90 Cen. 19,273; E&P 92 Est. 19,793
City & RTZ-ABC: (80) 26,617

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	9	N.A.

6 - PASSENGER AUTOS: Washington County 325,773 (statewide)

7 - ELECTRIC METERS: Residence 8,052

8 - GAS METERS: Residence 1,600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Granite Mfg. 1,500 ($260); Machine Shops 100 ($250); Capacitor Plant 20 ($210); State Gov't 3,750 ($236); Ins. 1,464 ($250); Rail Car Assembly 200 ($225).
Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-65; Summer 52-88; Fall 24-66; Winter 30-34. First killing frost, Sept. 15; last killing frost, May 15.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-Barre: Main St.; Summer; Washington; Main Sts. Montpelier: 3 blocks on Main St.; 3 on State St.; Elm, Barre & Berlin Sts.; Barre-Montpelier Rd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Ames(6)	NA	Ames, Radio Shack, Kinney Drugs
Central Plz.(5)	NA	Grand Union
Montpelier Railroad Station(6)	NA	Grand Union
Twin City Plz. (7)	NA	
Berlin Mall(20)	3	Rich's, Magram's, JCPenney

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Grocery chains, shpg. ctr. stores, everyday.

13 - RETAIL OUTLETS: Department Store-Homer Fitts.
Discount Stores-Harry's; Ames; Rich's.
Variety Stores-Woolworth; Newberry.
Chain Drug Stores-Kinney's; Brooks; Whelan's.
Chain Supermarkets-Grand Union 5; P&C 5.
Other Chain Stores-Sears (catalog); Sherwin-Williams 2; Aubuchon 4; So-Fro Fabrics; Radio Shack; Goss Tire; Firestone.

14 - NEWSPAPERS: TIMES-ARGUS (e) 12,966; (S) 13,567; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Glenn Dunning, Adv. Dir., TIMES-ARGUS, 540 N. Main St., Barre, VT 05641; Tel. (802) 479-0191.
National Representative: Branham Newspaper Sales.

BENNINGTON

1 - LOCATION: Bennington County, E&P Map A-6. County Seat. Residential center. 180 mi. NE of New York City; 148 mi. NW of Boston, MA; 37 mi. NE of Albany, NY. On U.S. Hwy. 7; State Hwys. 7, 9.

2 - TRANSPORTATION: Railroad-Vermont.
Motor Freight Carriers-2.
Intercity Bus Lines-Trailways; Vermont Transit; Greyhound; Mini-Bus.

3 - POPULATION:
Corp. City 90 Cen. 16,451; E&P 92 Est. 16,578
NDM-ABC: (80) 40,077
County 90 Cen. 35,845; E&P 92 Est. 36,987

4 - HOUSEHOLDS:
City 90 Cen. 6,323; E&P 92 Est. 6,372
County 90 Cen. 13,052; E&P 92 Est. 13,468
NDM-ABC: (80) 14,259

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	$190,000,000
Savings & Loan	1	$12,000,000

6 - PASSENGER AUTOS: Bennington County 325,773 (statewide)

7 - ELECTRIC METERS: Residence 3,860

8 - GAS METERS: Residence 1,147

9 - PRINCIPAL INDUSTRIES: Town Zone-Textiles; Plastics; Paper; Wood Novelties; Yarn; Printing; Tanning; Tissue Paper; Box Board; Chemical Prods.; Electronics; Pottery; Union Carbide 1,200; Globe Union 600; Tool Mfg. 800; Paper 450; Lubrication 300; Chemical Fabrics 160; Sports Clothing 260; Total labor force (county) 14,200; Mfg. 4,500; Service and misc. 2,600; Gov't 1,200; Trade 2,450; Contract and Constr. 800. Bal. agric. and misc.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-70; Summer 50-95; Fall 30-75; Winter -30-50. First killing frost, Oct. 1; last killing frost, May 31.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-Five blocks on Main St., downtown on Rt. 9. Four blocks on U.S. Rt. 7 downtown. A&P, Grand Union, all downtown.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bennington Plz. (6)	NA	Price Chopper, Ames
Monument Plz.(5)	NA	Woolworth, Adams Drug, Sears (catalog), Western Auto
Bennington Sq. (11)	NA	JCPenney, P&C, K mart
North Street	NA	

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri. until 9; Price Chopper, P&C open 24 hrs., 7 days.

13 - RETAIL OUTLETS: Department Stores-E.L. Nichols; Fienberg; JCPenney; H. Greenberg; Tuttle's.
Discount Stores-Ames; Woolworth's; K mart.
Chain Drug Stores-Adams; CVS; Rite Aid; Carl's.
Chain Supermarkets-A&P; Grand Union; P&C; Price Chopper.
Other Chain Stores-Sportique; Radio Shack; Sears (catalog); Midas Muffler; Subway.

14 - NEWSPAPERS: BANNER (m) 7,474; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Ray Granger, Adv. Mgr., BANNER, 425 Main St., Bennington, VT 05201; 05201; Tel. (802) 447-7567.
National Representative: Landon Associates.

BRATTLEBORO

1 - LOCATION: Windham County, E&P Map B-6. On Connecticut River in SE corner of state. 200 mi. from New York City; 100 mi. from Boston, MA; on I-91.

2 - TRANSPORTATION: Railroads-Amtrak; Boston & Maine; Central Vermont.
Motor Freight Carriers-5.
Intercity Bus Lines-Vermont Transit; Peoples; Greyhound.
Airports-Keene, NH (20 min.); Hartford, CT (1 1/2 hr.).

3 - POPULATION:
Corp. City 90 Cen. 12,241; E&P 92 Est. 12,312

CZ-ABC: (80) 11,886
RTZ-ABC: (80) 29,382
County 90 Cen. 41,588; E&P 92 Est. 43,265
CZ & RTZ-ABC: (80) 41,268

4 - HOUSEHOLDS:
City 90 Cen. 4,723; E&P 92 Est. 4,751
County 90 Cen. 16,750; E&P 92 Est. 17,425
CZ-ABC: (80) 4,598
RTZ-ABC: (80) 10,786
CZ & RTZ-ABC: (80) 15,384

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$200,000,000
Savings & Loan	1	$10,000,000
Savings	2	$25,000,000

6 - PASSENGER AUTOS: Windham County 325,773 (statewide)

7 - ELECTRIC METERS: Residence 6,021

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Wood & Lumber Prods. 125; Printing 1,050; Boots & Shoes 115; Paper Mills 190; Cattle Registry 200.
Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: First killing frost, Nov. 1; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on 3 streets; Brattleboro North; Fairfield Plaza; Finast Plaza.
Neighborhood Shopping Center-Western Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Brattleboro Plz.(7)	NA	Price Chopper
Brattleboro North Plz.(7)	2	Ames
Fairfield Plz. (12)	2	Grand Union, JCPenney

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-J.E. Mann; Army & Navy; JCPenney.
Discount Store-Ames.
Chain Drug Stores-Rexall; Rite Aid; Brooks.
Chain Supermarkets-Grand Union; Super Place; Price Chopper.

14 - NEWSPAPERS: REFORMER (m) 9,835; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Richard Macko, Gen. Mgr., REFORMER, Box 802, Brattleboro, VT 05301; Tel. (802) 863-3441.
National Representative: Landon Associates.

BURLINGTON

1 - LOCATION: Chittenden County, (Burlington NECMA), E&P Map A-3, County Seat. Banking, shipping, resort, medical. College center. In NW part of State. 300 mi. from NYC; 221 mi. from Boston; 98 mi. from Montreal.

2 - TRANSPORTATION: Railroads-Central Vermont (Canadian Nat'l); Vermont Railway.
Intercity Bus Lines-Greyhound; Vermont Transit.
Motor Freight Carriers-6.
Airlines-USAir; Continental; Piedmont; United; Piedmont Commuter; Eastern Express; Business Express.

3 - POPULATION:
Corp. City 90 Cen. 39,127; E&P 92 Est. 39,410
CZ-ABC: (80) 54,709
RTZ-ABC: (80) 163,724
County 90 Cen. 131,761; E&P 92 Est. 137,306
NECMA 90 Cen. 137,079; E&P 92 Est. 142,849
City & RTZ-ABC: (80) 218,433
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 14,971; E&P 92 Est. 15,079
CZ-ABC: (80) 19,256
RTZ-ABC: (80) 53,481
County 90 Cen. 48,643; E&P 92 Est. 50,690
NECMA 90 Cen. 50,924; E&P 92 Est. 53,068
City & RTZ-ABC: (80) 72,737

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$1,742,879,000
Savings	1	$507,959,000
Savings & Loan	1	$234,196,000

6 - PASSENGER AUTOS: Chittenden County 325,773 (statewide)

7 - ELECTRIC METERS: Residence 13,500

8 - GAS METERS: Residence 11,948

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Aircraft Armament 2,180; Computer Electronic and Components 8,700; Greater Burlington Area-Total non-farm employment 71,150; Total Mfg. 16,750; Durable Goods Mfg. 14,050; Nondurable Goods Mfg. 2,700; Total Non-mfg. 54,400; Contract Constr. 4,150; Trans. & Pub. Util. 3,000; Whol. & Ret. Trade 16,050; Servs. 17,200; Fin., Ins. & R.E. 3,200; Gov't 10,750.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-80; Summer 50-90; Fall 20-80; Winter -20-40; last killing frost, May 1.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-12 blocks on and crossing Church St. plus underground mall.

Shopping Centers-Shelburne Rd. Plaza (23 units); Ethan Allen, North Ave. (20 units); Williston Rd. (2 units); Burlington Plaza (6 units); University Mall (45 units).

Principal Shopping Days-Food: Fri.; Others: Fri. & Sat.

Stores Open Evenings-Downtown Stores: Fri.; Burlington Square (downtown) Mall: Mon.-Fri.; University Mall: Mon.-Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Magram's; Woolworth; Hills; Ben Franklin; Porteous.

Discount Stores-K mart; Ames; Service Mdse.

Chain Drug Stores-Mall; Brooks; Luv's; Wellby's; City Drug.

Chain Supermarkets-Grand Union 5; P&C 4; Martin's 2; A&P.

Other Chain Stores-Thom McAn; Kinney's; Goodyear; Victory Auto; Pittsburgh Plate Glass; Radio Shack; Gordon Jewelry; So-Fro Fabrics; Brook's Fashions; Casual Corner; Chess King; Foxmoor; General Nutrition; Hickory Farms; Merle Norman Cosmetics; Pearle Vision Ctr.; Music Land; All Seasons Factory Outlet; Maternity Warehouse; Bass Shoes; Kids Port USA; Old Mill; Dress Barn; Frugal Franks; Labels for Less; Hit or Miss; Linen's 'n Things; Anderson-Little; Sherwin-Williams; Lane Bryant; The Limited; Jason's Jewelry; Kitchen Etc.; Bed & Bath; Timberland Sports; Pier 1 Imports; Belden Jewelers; The Lodge; Benetton.

14 - NEWSPAPERS: FREE PRESS (m) 53,856; (S) 63,726; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Nancy Norton, Adv. Dir., FREE PRESS, 191 College St., Burlington, VT 05401; Tel. (802) 863-3441.

National Representative: Gannett National Newspaper Sales.

HARTFORD
See LEBANON, NH

MONTPELIER
See BARRE

NEWPORT

1 - LOCATION: Orleans County, E&P Map B-2, County Seat. Shipping ctr. for county agric. and dairy area. Ret. trade ctr.; in NE part of State on S end of Lake Memphremagog; 225 mi. from Boston; 75 mi. from Burlington; 102 mi. from Montreal. U.S. Hwy. 5.

2 - TRANSPORTATION: Railroads-Canadian Pacific; Quebec Central.
Motor Freight Carrier-1.
Intercity Bus Lines-Vt. Transit (Greyhound); Voyageur; Newport State Airport.

3 - POPULATION:
Corp. City 90 Cen. 4,434; E&P 92 Est. 4,370
County 90 Cen. 24,053; E&P 92 Est. 24,604

4 - HOUSEHOLDS:
City 90 Cen. 1,748; E&P 92 Est. 1,722
County 90 Cen. 9,899; E&P 92 Est. 10,126

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	10	N.A.
Savings	2	N.A.

6 - PASSENGER AUTOS: Orleans County 325,773 (statewide)

7 - ELECTRIC METERS: Residence 7,850

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Railway 40 ($400); Clothing 250 (N.A.); Plastics 100 (N.A.); Plywood 100 ($300); Other Mfg. 900 ($325).

10 - CLIMATE: Min. & Max. Temp.-Spring 29-48; Summer 53-76; Fall 4-56; Winter 6-27. First killing frost, Sept. 15; last killing frost, May 15.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: (Principal shopping Centers)-5 blocks on Main; Coventry; Second Sts. and North Ave.
Shopping Center-Derby (4 mi. distant) Ames.
Neighborhood Shopping Centers-East Main St., 2 blocks; Lakeside Shpg. Ctr.

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Store-Needleman's.
Variety Stores-Newberry; Ames.
Chain Supermarkets-Grand Union; Fedeles' Mkt.; Shop & Save.
Other Chain Stores-Endicott-Johnson (shoes); Sears (catalog); JCPenney; Aubuchon.

14 - NEWSPAPERS: EXPRESS (e-mon to fri) 4,891; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: Richard T. Rivard, Adv. Mgr., EXPRESS, Hill St.; PO Box 347, Newport, VT 05855; Tel. (802) 334-6568.
National Representative: Scripps League Newspapers.

RUTLAND

1 - LOCATION: Rutland County, E&P Map A-4, County Seat. Shopping center for Central Vermont. 250 mi. from New York City; 160 mi. from Boston.

2 - TRANSPORTATION: Railroad-Vermont.
Motor Freight Carriers-9.
Intercity Bus Lines-Vermont Transit; White River; Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 18,230; E&P 92 Est. 18,189
CZ-ABC: (80) 28,457
RTZ-ABC: (80) 108,570
County 90 Cen. 62,142 E&P 92 Est. 64,023
City & RTZ-ABC: (80) 137,027

4 - HOUSEHOLDS:
City 90 Cen. 7,009; E&P 92 Est. 6,994
CZ-ABC: (80) 10,437
RTZ-ABC: (80) 38,423
County 90 Cen. 22,218; E&P 92 Est. 22,890
City & RTZ-ABC: (80) 48,860

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$1,769,256,872
Savings	1	$168,353,420
Savings & Loan	1	$201,000,762

6 - PASSENGER AUTOS: Rutland County 325,773 (statewide)

7 - ELECTRIC METERS: Residence 6,700

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Plaster; Medical Supplies; Quarrying; Dresses; Jet Turbine Components; Printing; Direct Mail Adv.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Merchants Row; 2 on West St.; 1 on Center St.; 2 on Wales St.; 1 on Evelyn St.
Shopping Centers-Green Mt. Plz.; Rutland Plz.; Rutland Mall; Tenny Brook Mini-Mall; Stony Brook Plz.; Woodstock Ave. Mini-Mall.

Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Thur., Fri.; Mall nightly except Sun.

13 - RETAIL OUTLETS: Department Store-Montgomery Ward.
Discount Stores-Ames; K mart.
Variety Stores-Woolworth; Rix; Duffys; CVS; Rite Aid; Osco.
Chain Supermarkets-IGA 2; Grand Union 2; Martins; P&C 2.

14 - NEWSPAPERS: HERALD (m) 24,328; (S) 24,557; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Gracie Johnston, Adv. Dir., HERALD, 27 Wales St., Rutland, VT 05701; Tel. (802) 775-5511.
National Representative: Branham Newspaper Sales.

ST. ALBANS

1 - LOCATION: Franklin County, E&P Map A-2, County Seat. 3 mi. E of St. Albans Bay on Lake Champlain; 28 mi. N of Burlington. On U.S. Hwys 7, I-89.

2 - TRANSPORTATION: Railroads-Central Vermont; Amtrak.
Interstate Bus Line-Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 7,339; E&P 92 Est. 7,345
County 90 Cen. 39,980; E&P 92 Est. 41,718
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 2,865; E&P 92 Est. 2,867
County 90 Cen. 16,450; E&P 92 Est. 17,165

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$450,000,000

6 - PASSENGER AUTOS: Franklin County 325,773 (statewide)

7 - ELECTRIC METERS: Residence 9,000

8 - GAS METERS: Residence 1,600

9 - PRINCIPAL INDUSTRIES: Agriculture; Flashlights; Pulp & Paper; Software; Machine Shop; Milk Processing; Cheese; Printing; Outerwear; Chocolate Chips; Lighting Fixtures; Industrial Ceramics; Maple Sugar Utensils; Industrial Chains.

10 - CLIMATE: Min. Temp.-25; Max. 100.

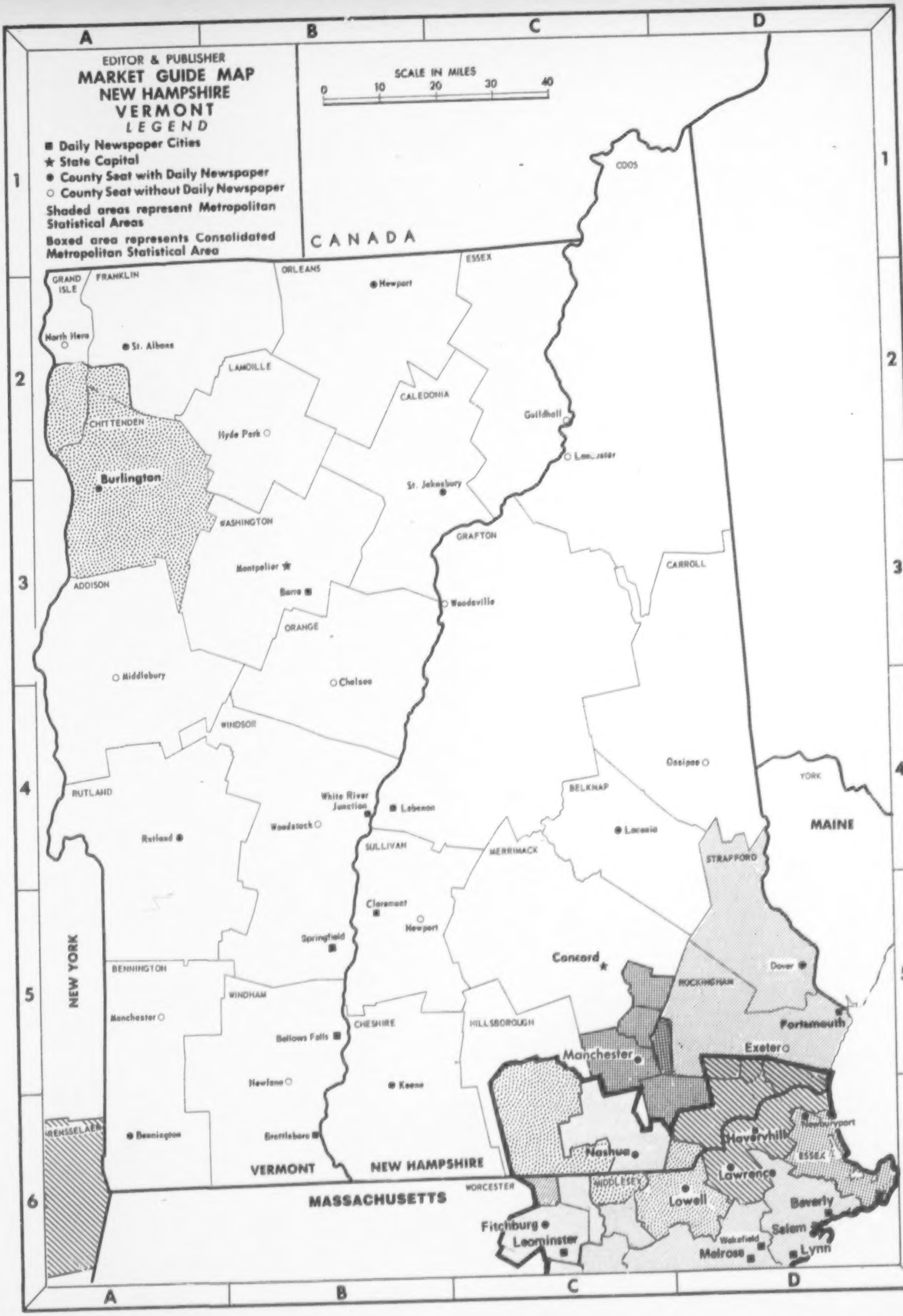
11 - TAP WATER: Acid, very soft.

12 - RETAILING: Shopping Centers-Downtown; St. Albans; W.M. Doolin; St. Albans Electric; Anthony Stevens; Federal Establishment; Lorraine's; Bernos; Rixon's; Children's Carousel; Kid's Stuff; Kingman Clothiers; Sherwin-Williams; Halrich's Stationers.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Switchyard	1	Blouin's IGA Mkt., V&S Pharmacy
Redwood Plz.	1	Sporting Goods
Highgate Plz. (12)	3	Woolworth, Kinney Drugs, Martin's, Ames
St. Albans(15)	1	JCPenney, Grand Union, Brook's Drug, Ben Franklin

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Wed., Thur., Fri.



EDITOR & PUBLISHER
MARKET GUIDE MAP
NEW HAMPSHIRE
VERMONT

LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed area represents Consolidated Metropolitan Statistical Area
SCALE IN MILES
0
10
20
30
40
A
B
C
D
1
2
3
4
5
6
CANADA
COOS
GRAND ISLE
FRANKLIN
ORLEANS
ESSEX
Newport
North Hero
St. Albans
LAMOILLE
CALEDONIA
CHITTENDEN
Hyde Park
Guildhall
Lancaster
Burlington
St. Johnsbury
WASHINGTON
GRAFTON
CARROLL
Montpelier
Barre
ADDISON
Woodsville
ORANGE
Middlebury
Chelsea
WINDSOR
Ossipee
YORK
RUTLAND
BELKNAP
White River Junction
Lebanon
Woodstock
Laconia
MAINE
Rutland
SULLIVAN
MERRIMACK
STRAFFORD
Claremont
Newport
Springfield
Concord
Dover
NEW YORK
BENNINGTON
ROCKINGHAM
WINDHAM
Manchester
CHESHIRE
HILLSBOROUGH
Portsmouth
Bellows Falls
Exeter
Manchester
Newfane
Keene
Newburyport
RENSSELAER
Bennington
Brattleboro
Haverhill
Nashua
ESSEX
VERMONT
NEW HAMPSHIRE
Lawrence
MIDDLESEX
WORCESTER
MASSACHUSETTS
Lowell
Beverly
Fitchburg
Salem
Leominster
Wakefield
Melrose
Lynn

13 - RETAIL OUTLETS: Department Store-JCPenney.

Variety Stores-Ben Franklin; Woolworth.

Discount Stores-Ames; Kinney Drug; Brooks.

Chain Supermarkets-Grand Union; Martin's; Blouin's IGA.

14 - NEWSPAPERS: MESSENGER (e) 4,989; sworn Oct. 3, 1990.

Local Contact for Advertising and Merchandising Data: Jeremy G. Read, Adv. Dir., MESSENGER, 281 N. Main St., St. Albans, VT 05478; Tel. (802) 524-2104; FAX (802) 527-1948.

National Representative: None.

ST. JOHNSBURY

1 - LOCATION: Caledonia County, E&P Map C-3. County Seat. Shipping ctr. for Caledonia and Essex Counties; dairy area; maple sugar ctr.; NE part of state; U.S. Hwys. 2, 5, I-91; I-93; 188 railroad mi. from Boston, MA; 317 mi. from NYC.

2 - TRANSPORTATION: Railroads-Canadian Pacific; Maine Central.

Motor Freight Carriers-4.

Intercity Bus Line-Vermont Transit.

3 - POPULATION:

Corp. City 90 Cen. 7,608; E&P 92 Est. 7,542
CZ-ABC: (80) 7,938
RTZ-ABC: (80) 50,790
County 90 Cen. 27,846; E&P 92 Est. 28,753
City & RTZ-ABC: (80) 58,728

4 - HOUSEHOLDS:

City 90 Cen. 2,959; E&P 92 Est. 2,934
CZ-ABC: (80) 3,131
RTZ-ABC: (80) 17,943
County 90 Cen. 10,314; E&P 92 Est. 10,650
City & RTZ-ABC: (80) 21,074

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	NA	$454,000,000

6 - PASSENGER AUTOS: Caledonia County 325,773 (statewide)

7 - ELECTRIC METERS: Residence 5,712

8 - GAS METERS: Residence 1,110

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Scales 700; Freight 118; Paper 600; Tap & Die Workers 300; Maple Prods. 100; Sand & Gravel 325; Electronics 345.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-54; Summer 54-90; Fall 36-57; Winter 7-28. First killing frost, Sept. 20; last killing frost, May 25.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-2 blocks on Railroad St.; 3 on Eastern Ave.; 1 on Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Green Mountain Mall(8)	NA	Fayva. Radio Shack
St. Johnsbury Plz.	NA	P&C Supermkt.

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Hoveys; JCPenney; Ben Franklin.

Variety Store-Brooks Drugs.

Discount Store-Ames.

Chain Supermarkets-Shop & Save 3; P&C.

Other Chain Stores-Sears; Aubuchon Hdwe.; Fayva; Radio Shack; O. Dean Hale; Sunshine Boutique; B&B Sales.

14 - NEWSPAPERS: CALEDONIAN-RECORD (e) 10,165; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: John E. Byrne, Gen. Mgr., CALEDONIAN-RECORD, 25 Federal St., St. Johnsbury, VT 05819; Tel. (802) 748-8121.

National Representative: Landon Associates.

WHITE RIVER JUNCTION
See LEBANON, NH

VIRGINIA SURVEYS

METROPOLITAN STATISTICAL AREAS

Charlottesville-Charlottesville city; Albermarle, Fluvanna and Greene Counties.
Danville-Danville city; Pittsylvania County.
Johnson City-Kingston-Bristol, TN-VA-Carter, Hawkins, Sullivan, Unicoi and Washington Counties, TN; Bristol city; Scott and Washington Counties, VA.
Lynchburg-Lynchburg city; Amherst and Campbell Counties.
Norfolk-Virginia Beach-Newport News-Chesapeake, Hampton, Newport News, Norfolk, Poquoson, Portsmouth, Suffolk, Virginia Beach and Williamsburg cities; Gloucester, James City and York Counties.
Richmond-Petersburg-Colonial Heights, Hopewell, Petersburg and Richmond cities; Charles City, Chesterfield, Dinwiddie, Goochland, Hanover, Henrico, New Kent, Powhatan and Prince George Counties.
Roanoke-Roanoke and Salem cities; Botetourt and Roanoke Counties.
Washington, DC-MD-VA-District of Columbia; Alexandria, Fairfax, Falls Church, Manassas and Manassas Park cities, VA; Arlington, Fairfax, Loudoun, Prince William and Stafford Counties, VA; Calvert, Charles, Frederick, Montgomery, and Prince George's Counties, MD.

POPULATION ESTIMATES
(Thousands)

Age Group	1980	1990	1992
Under 5 Years	369	505	518
5-14 Years	818	900	924
15-24 Years	1,036	1,013	1,041
25-44 Years	1,591	2,172	2,231
45-64 Years	1,043	1,108	1,138
65 and Over	505	519	533
TOTAL	5,362	6,217	6,386

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1992 Est.
Bldg. Mat./Hdwr	813	1,066	2,647
General Mdse	2,215	2,868	5,810
Food	3,712	5,735	10,658
Automobiles	3,540	4,541	11,228
Gasoline Stations	1,481	2,394	3,204
Apparel	729	1,227	2,408
Furniture	740	1,135	2,738
Eat-Drink Places	1,239	2,111	4,749
Drugs	591	875	1,899
TOTAL SALES	16,545	24,706	51,584

ALEXANDRIA

1 - LOCATION: Independent City connected with Arlington and Fairfax Counties (In Washington, DC-MD-VA-MSA). E&P Map E-1. Residential center, 6 mi. S of Washington, DC. On Potomac River and U.S. Hwy. 1.

2 - TRANSPORTATION: Railroads-A.C.L.; C&O; N&W; Richmond; Fredericksburg & Potomac; Southern; Washington; B&O; Conrail; Amtrak; Chessie.

Motor Freight Carriers-41.

Intercity Bus Lines-Richmond Greyhound; Metro Bus; Continental Trailways; Gold Line; Colonial Transit.

Airlines-Major airlines. National Airport in Arlington.

3 - POPULATION:

Corp. City 90 Cen. 111,183; E&P 92 Est. 113,665
Counties 90 Cen. 989,520; E&P 92 Est. 1,044,504
Arlington 90 Cen. 170,936; E&P 92 Est. 175,925
Fairfax 90 Cen. 818,584; E&P 92 Est. 868,579
MSA 90 Cen. 3,923,574; E&P 92 Est. 4,117,910
NDM-ABC: (80) 103,217

4 - HOUSEHOLDS:

City 90 Cen. 54,236; E&P 92 Est. 55,447
Counties 90 Cen. 372,691; E&P 92 Est. 392,728
Arlington 90 Cen. 85,468; E&P 92 Est. 87,963
Fairfax 90 Cen. 287,223; E&P 92 Est. 304,765
MSA 90 Cen. 1,519,507; E&P 92 Est. 1,593,597
NDM-ABC: (80) 49,004

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	14	$7,000,000,000
Savings & Loan	9	$4,100,000,000

6 - PASSENGER AUTOS: Counties: Arlington 121,519; Fairfax 591,791; City 92,756

7 - ELECTRIC METERS: Residence 32,373; MSA 873,200

8 - GAS METERS: Residence 18,361; MSA 565,320

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electronics 850; Iron Works 200; Dairy Prods. 365; Paper Cups 150; Shades & Awnings 200; Concrete Prods. 170; Servs. 14,000; Whol. & Ret. Trade 13,000; Gov't 8,000; Trans. & Public Util. 5,000.

Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 66-90; Fall 58-71; Winter 20-45. First killing frost, Nov. 27; last killing frost, Mar. 10.

11 - TAP WATER: Slightly alkaline, medium soft.

12 - RETAILING: Principal Shopping Centers-9 blocks on King St.; 5 on Washington St.; 10 on Mt. Vernon Ave; Landmark Center.

Neighborhood Shopping Centers-Braddocks and Seminary Rds.; Mt. Vernon Ave. and Russell Rd.; 600 block, Belle View Blvd.; N. Kings Hwy. (Jefferson Manor); Tavern Square; Duke St.; Landmark; Springfield Mall; Hybla Valley Plaza; Woodlawn; Ingelside Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Arlandria(35)	3	Kinney's
Beacon Mall(28)	6	Giant Food
Belle View(30)	2	Safeway. People's Drugs
Farlington(12)	3	
Hollin Hall(9)	5	Drug Fair
Penn Daw(10)	4	Dart Drugs, K mart, Grand Union
Virginia Plz (19)	NA	Hecht's, Evan Products

Principal Shopping Days-Department Stores-Mon., Fri., Sat.; Food-Fri., Sat.

Stores Open Evenings-Dept.-Thur., Fri.; Food every evening.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Hecht's; Montgomery Ward; Woodward & Lothrop; Garfinckels.

Discount Stores-Luskin Sales; Memco; K mart; Evans; Best.

Variety Stores-G.C. Murphy; H.L. Green.

Chain Drug Stores-Peoples 31; Drug Fair 13; Dart 10; Luskin 2; Revco.

Chain Supermarkets-Acme 2; Safeway 14; IGA 2; A&P 2; Giant 8; Cook 2; Basics.

Other Chain Stores-Lerner (Ladies); Pep Boys; Penn-Jersey; Hi-Gear (Automotive); Western Auto; Goodyear; Talbots; Castlebergs; MTW; Market Tire.

14 - NEWSPAPERS: JOURNAL (m-mon to fri) 5,028; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Michael Veitch, Vice Pres./Mgr., JOURNAL, 6883 Commercial Dr., Springfield, VA 22159; Tel. (703) 750-8100.

National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

ARLINGTON

1 - LOCATION: County seat in Arlington County. (In Washington, DC-MD-VA MSA). E&P Map E-1. This Northern Virginia trading area is central to Arlington and Fairfax Counties and the cities of Falls Church and Alexandria. Residential center, immediately W and S of Washington, DC, on the Potomac River and Hwys. 1, 29, 50, 211, I-66, Capital Beltway, and access road to Dulles International Airport.

2 - TRANSPORTATION: Motor Freight Carriers-41.

Intercity Bus Lines-Greyhound; Trailways; Gold Line; Colonial Transit.

Airlines-Major national and international airlines at Washington, DC.

3 - POPULATION:

Corp. City/County 90 Cen. 170,936; E&P 92 Est. 175,925
MSA 90 Cen. 3,923,574; E&P 92 Est. 4,117,910
JOURNAL:
NDM-ABC: (80) 152,599

4 - HOUSEHOLDS:

City/County 90 Cen. 85,468; E&P 92 Est. 87,963
MSA 90 Cen. 1,519,507; E&P 92 Est. 1,593,597
JOURNAL:
NDM-ABC: (80) 71,615

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	17	$500,000,000
Savings & Loan	13	$150,000,000

6 - PASSENGER AUTOS: Arlington County 121,519

7 - ELECTRIC METERS: Residence 138,470; MSA 873,200

8 - GAS METERS: Residence 96,886; MSA 565,320

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Ret. Trade 22,950; Electronic Research 16,675; Trans. & Public Util. 14,850; Constr. 14,000; Fin., Ins. & R.E. 5,500; Mfg. Prods. 4,575; Whol. 4,300; Gov't 9,400; Total Private Ind. 92,300; Federal Gov't 101,550 (Military Personnel undisclosed); Total 193,850 plus Military.

Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 66-90; Fall 50-71; Winter 20-45. First killing frost, Nov. 27; last killing frost, Mar. 10.

11 - TAP WATER: Slightly alkaline, medium soft.

12 - RETAILING:

Arlington County-Buckingham; Cherrydale; Clarendon; Columbia Pike; Courthouse; Crystal City; East Falls Church; Harrison-Lee; Jeff Davis; Lee; Lexington; North Arlington; Parkington; Rosslyn; Shirlington; South 23rd St.; Virginia Square; Washington-Lee; Westover.

Fairfax County-Tyson's Corner; Springfield Mall; Landmark Center; Seven Corners; McLean; Herndon; Vienna; Fairfax City; Centerville; Clifton; Merrifield; Graham Road; Jefferson Village; Falls Church-Downtown West End; Falls Plaza; Willston; Culmore; Bailey's Crossroads; Annandale; Lincolnia; Springfield; Franconia; Jefferson Manor; Belle View and Hollin Hall; Fair Oaks Mall.

Principal Shopping Days-Dept. Stores-Mon., Fri., Sat.; Food-Thur., Fri., Sat.

Stores Open Evenings-Most open every evening.

13 - RETAIL OUTLETS: Department Stores-Hecht's 3; Woodward & Lothrop 3; Sears 3; Garfinckel's 4; Montgomery Ward 2; JCPenney 2; Lord & Taylor 2; Bloomingdale's.

Variety Stores-Ayers; Ben Franklin 2; Gregg; McCrory; Murphy; Robertson's; Super Giants.

Discount Stores-K mart; Woolco; Bradlees.

Chain Drug Stores-Peoples 24; Drug Fair 22; Dart 17; Preston's 2; Standard.

Chain Supermarkets-A&P 8; Giant Foods 21; 7-Eleven 41; Safeway 37; High's Dairy 28; Westmont 2.

Other Chain Stores-Hahn's Shoe 5; Lerner 3; Penn Jersey 3; Western Auto 3; National Shoe 2; Firestone; Goodrich Market Tire; Goodyear; Panelrama.

14 - NEWSPAPERS: NORTHERN VIRGINIA SUN (m) 2,183; sworn Oct. 1, 1990.

Local Contact for Advertising and Merchandising Data: Lee Rubner, Adv. Dir., NORTHERN VIRGINIA SUN, PO Box 2410, Merrifield, VA 22166-2410; Tel. (703) 204-2800.

National Representative: Landon Associates.

JOURNAL (m-mon to fri) 8,341; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Michael Veitch, V.P./Sales & Mktg., The Journal Newspapers, 6883 Commercial Dr., Springfield, VA 22159; Tel. (703) 750-8100.

National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

BLUEFIELD
See BLUEFIELD, WV

BRISTOL, VA-TN

1 - LOCATION: Independent City in Washington County, VA & city in Sullivan County, TN (In Johnson City-Kingsport-Bristol, TN-VA MSA). E&P Map B-3 and Map (TN) F-1. Bristol is on the Tennessee-Virginia State line running through center of city, 110 airline mi. NE, and 125 rail mi. from Knoxville, TN, 150 mi. W of Roanoke, VA. On U.S. Hwys. 11, 19, 58, 421 & I-81.

2 - TRANSPORTATION: Railroads-Norfolk Southern Railways (Southern Railway to Southwestern Virginia coal fields).

Motor Freight Carriers-9.

Intercity Bus Lines-Greyhound; Yellow Coach; Bristol-Jenkins; City Bus System.

Airlines-Piedmont; USAir; Atlantic Southeast; American Eagle; Eastern Metro.

3 - POPULATION:

Corp. Cities 90 Cen. 41,847; E&P 92 Est. 41,614
  Bristol, TN 90 Cen. 23,421; E&P 92 Est. 23,308
  Bristol, VA 90 Cen. 18,426; E&P 92 Est. 18,306
CZ-ABC: (80) 50,089
RTZ-ABC: (80) 127,939
Counties 90 Cen. 189,483; E&P 92 Est. 189,276
  Sullivan, TN 90 Cen. 143,596; E&P 92 Est. 143,561
  Washington, VA 90 Cen. 45,887; E&P 92 Est. 45,715
MSA 90 Cen. 436,047; E&P 92 Est. 440,483
City & RTZ-ABC: (80) 178,028

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

Cities 90 Cen. 16,434; E&P 92 Est. 16,341
  Bristol, TN 90 Cen. 8,756; E&P 92 Est. 8,713
  Bristol, VA 90 Cen. 7,678; E&P 92 Est. 7,628
Counties 90 Cen. 70,264; E&P 92 Est. 70,189
  Sullivan, TN 90 Cen. 54,049; E&P 92 Est. 54,035
  Washington, VA 90 Cen. 16,215; E&P 92 Est. 16,154
CZ-ABC: (80) 18,935
RTZ-ABC: (80) 42,812
MSA 90 Cen. 162,821; E&P 92 Est. 164,446
City & RTZ-ABC: (80) 61,747

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	9	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: Sullivan Co. (TN) 128,811; Washington Co. (VA) 33,537; Bristol City (VA) 11,729

7 - ELECTRIC METERS: Residence 34,919; Bristol, VA 12,092; Bristol, TN 22,827

8 - GAS METERS: Residence 3,673

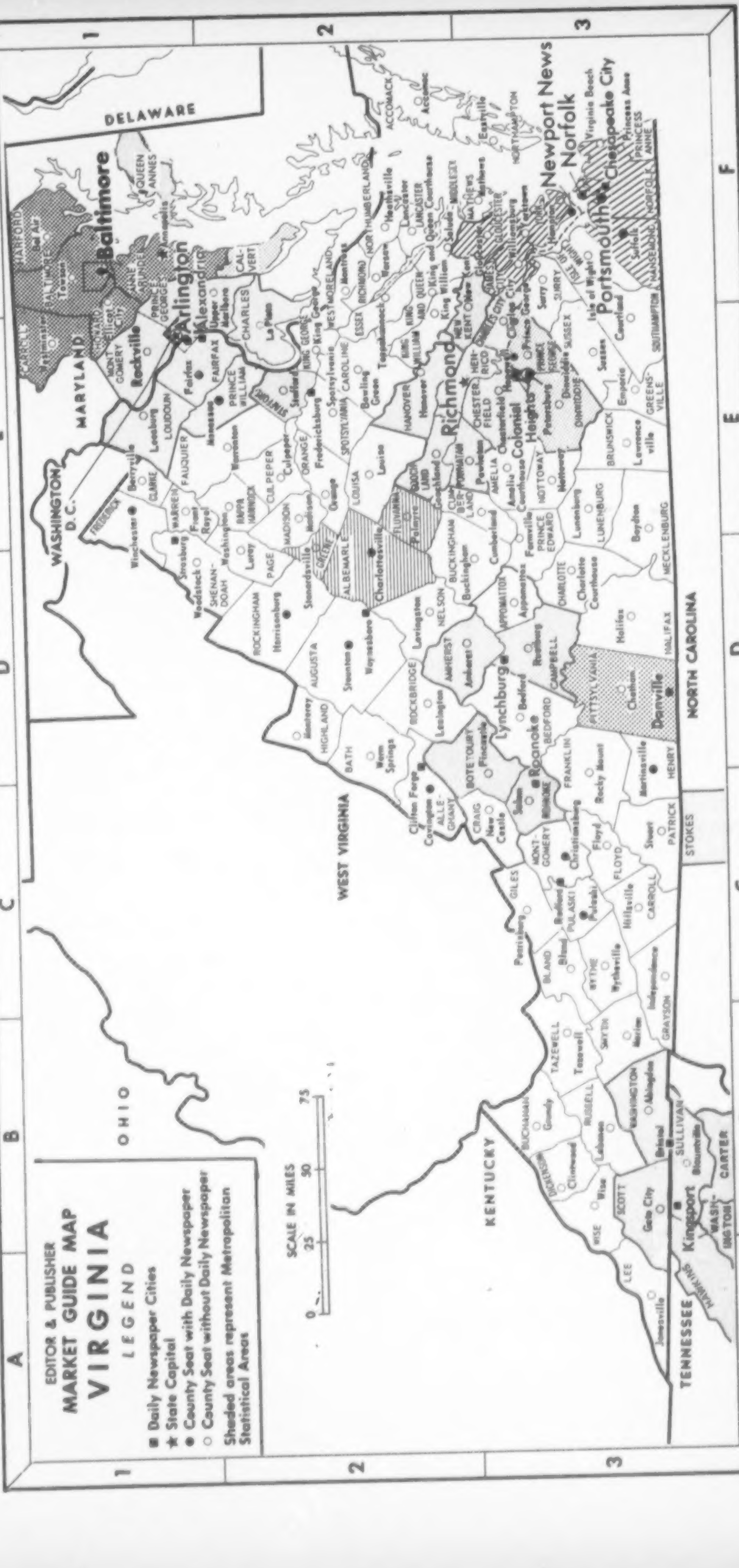
9 - PRINCIPAL INDUSTRIES: Food; Textile; Chem.; Metal Work; Electronics; Wood Works; Printing & Pub.; Stone, Clay & Glass Prods.; Mining Equip.; Pharmaceuticals.

Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-92; Summer 52-93; Fall 6-86; Winter 4-75. First killing frost, Oct. 12; last killing frost, Apr. 18.

11 - TAP WATER: Alkaline, soft, fluoridated

12 - RETAILING: Principal Downtown Shopping Centers-16 blocks on State St.; 3 on Shelby St.; 2 on Moore St.; 2 on Pennsylvania Ave.;



EDITOR & PUBLISHER
MARKET GUIDE MAP
VIRGINIA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0
25
50
75
A
B
C
D
E
F
1
2
3
DELAWARE
MARYLAND
WASHINGTON D.C.
WEST VIRGINIA
OHIO
KENTUCKY
TENNESSEE
NORTH CAROLINA
Baltimore
Arlington
Alexandria
Rockville
Richmond
Newport News
Norfolk
Portsmouth
Chesapeake City
Virginia Beach
Colonial Heights
Lynchburg
Roanoke
Danville
Charlottesville
Winchester
Staunton
Harrisonburg
Waynesboro
Fredericksburg
Petersburg
Kingsport
Bristol
Clifton Forge
Covington
Radford
Pulaski
Martinsville
Manassas
Warrenton
Front Royal
Strasburg

2 on 6th & 7th Sts.; 2 on Piedmont St. & Commonwealth Ave.

Neighborhood Shopping Centers-Lee Garden Section; Cedar Valley; Edgemont; Hill's Shpg. Ctr.; Bristol Mall, Gate City Hwy. & I-81. Approx. 70 stores, K mart, Bountville Hwy.; K mart, Volunteer Pkwy.; Little Creek Shpg. Ctr., Euclid Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southside	2	Winn-Dixie
Bristol Plz.(9)	2	Kroger, SupeRx
Food Lion Plz. South	1	Food Lion, Revco
Hills Volunteer	2	Hills
Southgate	2	Kroger, SupeRx, K mart
Westridge Plz. (9)	1	Wal-Mart, Food Lion
Food Lion/Lee Hwy.(5)	3	Food Lion, Revco

Principal Shopping Days-Mon. Fri., Sat.

Stores Open Evenings-Downtown-Fri.; Major food & chain drug-Mon. through Fri.; Bristol Mall Merchants and Discount Stores-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Park-Belk; JCPenney; Sears; Hess's.

Discount Stores-Hills; J&M Wholesale Co.; K mart 2; Wal-Mart.

Variety Stores-Dollar General, Family Dollar 2.

Chain Drug Stores-Revco 4; SupeRx 2; Eckerd 2.

Chain Supermarkets-Kroger 2; Winn-Dixie 2; Hurt's; Food City 3; Food Country; Food Lion 2.

Other Chain Stores-Lerner (women's); Lowe's; Firestone; Free Service; Zales; Pic Way Shoe; Paty; Advance Auto; Ball Bros. Furn.; Sherwin-Williams; Spencer; Rush Electronics; Hofheimers Shoes; Pappagallo; Ormonds; Hanover Shoes; Gordon Jewelry; Kinney Shoes; Radio Shack 2; Brooks Fashion; Butler Shoes; Port 'o' Call Records; Goody's; Sidney's; Hip Pocket; Shoe Show; Foxmoor; Worth's; B. Dalton; On Stage; Circus World.

14 - NEWSPAPERS: HERALD-COURIER VIRGINIA-TENNESSEAN (all day-mon to fri) 44,436; (m-sat) 44,079; (S) 45,775; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Bill Cummings, III, Adv. Dir., HERALD-COURIER VIRGINIAN-TENNESSEAN, 320 Morrison Blvd., Bristol, VA 24201; Tel. (703) 669-2181.

National Representative: Branham/Newspaper Sales.

CHESAPEAKE

See NORFOLK

CHARLOTTESVILLE

1 - LOCATION: Independent City connected with Albemarle County (In Charlottesville MSA). E&P Map D-2, County Seat. Univ. and agric. mfg. ctr. 133 mi. by rail & 117 hwy. mi. S of Washington, DC; 66 mi. W of Richmond, VA. On U.S. Hwy. 29 N & S; U.S. Hwy. 250 E & W & State Hwy. 20; I-64.

2 - TRANSPORTATION: Railroads-Southern; C&O.

Motor Freight Carriers-5.

Airlines-Piedmont; USAir; American; United Express; Continental Express.

3 - POPULATION:

Corp. City 90 Cen. 40,341; E&P 92 Est. 40,736
NDM-ABC: (80) 155,159
County 90 Cen. 68,040; E&P 92 Est. 70,939
MSA 90 Cen. 131,107; E&P 92 Est. 135,527

4 - HOUSEHOLDS:

City 90 Cen. 16,809; E&P 92 Est. 16,973
NDM-ABC: (80) 48,044
County 90 Cen. 24,042; E&P 92 Est. 25,066
MSA 90 Cen. 49,974; E&P 92 Est. 51,615

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$1,904,865,000
Savings & Loan	5	$209,000,000

6 - PASSENGER AUTOS: Albemarle County 49,876; City 24,347

7 - ELECTRIC METERS: Residence 28,439

8 - GAS METERS: Residence 11,010

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Univ. Research & Medical Ctr. 10,000; Electronic Equip. 4,140; Frozen Foods 1,450; Nylon & Rayon Acetate 1,100; Office Record Equip. 800.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 50-92; Fall 35-85; Winter 10-65. First killing frost, Nov. 24; last killing frost, Apr. 5.

11 - TAP WATER: pH7; very soft (less than 2 gpg); fluoridated (1 ppm).

12 - RETAILING: Principal Shopping Center-10 blocks on E. Main St.

Neighborhood Shopping Centers-Univ., W. Main St.; K mart, Univ. Shpg. Ctr., Ivy Sq., Woodbrook; Preston Plz., Meadowbrook.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Albermarle Sq. (41)	NA	Safeway, Rite Aid
Barracks Rd.(64)	NA	Superfresh
Charlottesville Fashion Sq. (75)	NA	JCPenney, Leggett, Miller & Rhoads, Sears
Shoppers World (20)	NA	Fantles, Superfresh
Seminole Sq.(6)	NA	Giant Foods Hechinger's
Willoughby	NA	Holdrens, Food Lion
River Bend	NA	Roses, Food Lion

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Downtown-Fri.; Barracks Rd.-Mon. through Fri.

Stores Open Sundays-Food and drug stores.

13 - RETAIL OUTLETS: Department Stores-Miller & Rhoads 2; Sears; K mart; Leggett 2; JCPenney.

Chain Drug Stores-Standard, Peoples, Fantles, Rite Aid, Revco.

Chain Supermarkets-Safeway 3; Superfresh; Kroger; Reid Super Save 2; IGA 2; Food Lion 3; Giant.

Other Chain Stores-Kane Furn.; H&M Shoe 3; A&N 2; Advance; Roses; Woolworth; Firestone 4; Glassner 3; Moores; Lowe's; Best Prods.; Grand Piano & Furniture.

14 - NEWSPAPERS: PROGRESS (e) 33,713; (S) 34,886; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Virginia Lane, Adv. Dir., PROGRESS, 685 W. Rio Rd.; PO Box 9030, Charlottesville, VA 22902; Tel. (804) 978-7220.

National Representative: Landon Associates.

CHRISTIANSBURG

1 - LOCATION: In Montgomery County. County Seat. E&P Map C-3. 200 mi. SW of Richmond. On Route 460; And I-81.

2 - TRANSPORTATION: Railroads-Norfolk & Western.

Motor Freight Carriers-United Parcel, Purolator Service.

Intercity Bus Lines-Greyhound; Trailways; Blacksburg Transit.

Airlines-USAir; United; Delta.

3 - POPULATION:

Corp. City 90 Cen. 15,004; E&P 92 Est. 15,936
County 90 Cen. 73,913; E&P 92 Est. 76,538

4 - HOUSEHOLDS:

City 90 Cen. 5,771; E&P 92 Est. 6,129
County 90 Cen. 26,118; E&P 92 Est. 27,046

5 - BANKS	NUMBER	EST. DEP.
Commercial	7	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: Montgomery County 45,505

7 - ELECTRIC METERS: Residential Appalachian Power 23,000; V.P.I. 5,100

8 - GAS METERS: 3,000

9 - PRINCIPAL INDUSTRIES: Furn.; Arsenal; Electric Tech.; Harvey Hubbell, Inc.; Federal Mogul Corp.; Inland Motors; Christiansburg Garment; Lynchburg Foundry; Poly-Scientific; Volvo-White Truck Corp.; New River Textiles; Southern Printing; Corning Glass; V.P.I. (8,000 Employees).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 70-90; Fall 60-75; Winter 0-40. First killing frost, Sept. 20; last killing frost, May 15.

11 - TAP WATER: Hard & alkaline.

12 - RETAILING: Principal Shopping Center-University Mall (10 stores); New River Valley Mall (60 stores); The Market Place (20 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
University(36)	1	
Gables(21)	NA	
Hills(5)	2	Hills
Northgate Vlg. (7)	4	Harris-Teeter, Roses;
New River Valley Mall(60)	2	Leggett, Hess's, Sears, JCPenney
The Market Mall(20)	2	Wal-Mart, Brendle's, Goody's

Principal Shopping Days-Fri., Sun.

13 - RETAIL OUTLETS: Discount Stores-National Stores; K mart; Pic 'N Pay Shoes; Hills; Family Dollar; Roses; Brendle's; Wal-Mart; Dollar General; Big Lots.

Variety Store-Pic 'N Save.

Chain Drug Stores-Peoples; Revco; SupeRx.

Chain Supermarkets-Kroger; Food Lion; Harris-Teeter; Wade's Foods 6.

Other Chain Stores-Sears; Heironimus; Leggetts; Hess's; JCPenney-Goody's; Shoe Show.

14 - NEWSPAPERS: NEWS MESSENGER (e-tues to fri) 5,675; (S) 6,542; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Shelby Roope, Adv. Dir., NEWS MESSENGER, 3325 N. Franklin St., PO Box 419, Christiansburg, VA 24073; Tel. (703) 382-6171.

National Representative: Landon Associates.

COVINGTON

1 - LOCATION: Independent City in center of Alleghany County. E&P Map C-2. County Seat. On Jackson River, tributary of James River. On U.S. Hwys. 60, 220, I-64; State Hwy. 18.

2 - TRANSPORTATION: Railroads-C&O; Railpax.

Motor Freight Carriers-3.

Intercity Bus Line-Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 6,991; E&P 92 Est. 6,577
CZ-ABC: (80) 9,063
Bal. in NDM-ABC: (80) 25,239
County 90 Cen. 13,176; E&P 92 Est. 12,939
Total NDM-ABC: (80) 34,302

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 2,853; E&P 92 Est. 2,685
CZ-ABC: (80) 3,511
Bal. in NDM-ABC: (80) 8,708
County 90 Cen. 4,656; E&P 92 Est. 4,572
Total NDM-ABC: (80) 12,219

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$732,000,000
Savings & Loan	1	$350,000,000

6 - PASSENGER AUTOS: Alleghany County 10,721; City 5,087

7 - ELECTRIC METERS: Residence 3,600

8 - GAS METERS: Residence 4,235

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper 1,825 ($255); Synthetic Fiber 800 ($190).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-80; Summer 70-95; Fall 35-85; Winter 10-70.

11 - TAP WATER: Medium alkaline.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mallow Mall(13)	NA	K mart, Thrift Drug
Red Oak(6)	NA	Krogers, SupeRx, Food Lion, Family Dollar, Revco, Roses

Principal Shopping Days-Thur. through Sun.

Stores Open Evenings-Groceries-Thur. & Fri.; Dept., furn. & jewelry-Fri.

13 - RETAIL OUTLETS: Department Stores-Leggett, JCPenney.

Discount Stores-Dollar General; K mart, Family Dollar, Roses, Aides.

Chain Drug Stores-SupeRx, Thrift, Revco.

Chain Supermarkets-Kroger; Food Lion.

14 - NEWSPAPERS: VIRGINIAN REVIEW (e) 8,925; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Robert S. Tucker, Mktg. Dir., VIRGINIAN REVIEW, 343 Monroe Ave., Covington, VA 24426; Tel. (703) 962-2121.

National Representative: Landon Associates.

CULPEPER

1 - LOCATION: Culpeper County, County Seat. E&P Map E-2. Manufacturing and agricultural center. NW portion of state, 65 mi. SW of Washington, DC; 85 mi. NW of Richmond, VA.

2 - TRANSPORTATION: Railroad-Southern.

Intercity Bus Lines-Trailways; Greyhound.

Motor Freight Carriers-15.

3 - POPULATION:

Corp. City 90 Cen. 8,581; E&P 92 Est. 8,973
County 90 Cen. 27,791; E&P 92 Est. 29,038

4 - HOUSEHOLDS:

City 90 Cen. 3,300; E&P 92 Est. 3,451
County 90 Cen. 10,915; E&P 92 Est. 11,404

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$75,648,053
Savings & Loan	1	$124,700,000

6 - PASSENGER AUTOS: Culpeper County 21,172

7 - ELECTRIC METERS: Residence County 3,914

8 - GAS METERS: Residence 2,479

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Metal Working & Casting 1,195; Sewing 480; Light Mfg. 735; Highway & Commun. 570.

Principal Pay Days-Thur., Fri.

10 - CLIMATE: Mean Temp.-Summer 76; Winter 35. First killing frost, Sept. 25; last killing frost, Apr. 16.

11 - TAP WATER: Soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Meadowbrook	2	Food Lion, Revco, Aides
Dominion Sq.	NA	Leggett, Roses, Sun Foods.
Southgate(18)	1	People's Drug, Safeway, Jamesway

Principal Shopping Days-Fri., Sat., Mon.

Stores Open Evenings-Dept.

13 - RETAIL OUTLETS: Department Stores-Leggett, Lerner, Fashion Shop, Roses, Fashion Bug; Fashion Ctr.

Variety Stores-G.C. Murphy, Aides, Jamesway.

Chain Supermarkets-Safeway, Food Lion, Sun Foods.

Chain Drug Stores-Peoples, Revco.

Other Chain Stores-Firestone; A&N Men's Clothing; Sears (catalog).

14 - NEWSPAPERS: STAR-EXPONENT (m) 7,595; sworn Sept. 27, 1990.

Local Contact for Advertising and Merchandising Data: Ellen Keys, Adv. Dir., STAR-EXPONENT, 122 W. Spencer St., Culpeper, VA 22701; Tel. (703) 825-0771; FAX (703) 825-0778.

National Representative: Landon Associates.

DANVILLE

1 - LOCATION: Independent City connected with Pittsylvania County (MSA). E&P Map D-3. Industrial center 50 mi. N of Greensboro, NC; 70 mi. S of Lynchburg; 150 mi. from Richmond. On U.S. Hwys. 29, 58, 360; State Hwy. 86.

2 - TRANSPORTATION: Railroads-Norfolk/Southern; Carolina & Northwestern.
Intercity Bus Lines-Greyhound; Trailways; Silver Fox; Safety.
Airlines-Piedmont; USAir.

3 - POPULATION:
Corp. City 90 Cen. 52,056; E&P 92 Est. 54,942
CZ-ABC: (80) 62,550
Bal.in RTZ-ABC: (80) 39,943
County 90 Cen. 55,655; E&P 92 Est. 54,521
MSA 90 Cen. 108,711; E&P 92 Est. 109,463
City & RTZ-ABC: (80) 102,493

4 - HOUSEHOLDS:
City 90 Cen. 21,834; E&P 92 Est. 22,610
CZ-ABC: (80) 23,474
Bal. in RTZ-ABC: (80) 13,084
County 90 Cen. 19,666; E&P 92 Est. 19,265
MSA 90 Cen. 41,500; E&P 92 Est. 41,876
City & RTZ-ABC: (80) 36,558

5 - BANKS	**NUMBER**	**DEPOSITS**
National	3	$853,801,585
State	6	(incl. above)

6 - PASSENGER AUTOS: Pittsylvania County 43,270; City 36,092

7 - ELECTRIC METERS: Residence 40,944

8 - GAS METERS: Residence (Nat. Gas) 16,777

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textiles 7,302; Tobacco 2,196; Lumber & Wood Prods. 1,066; Comm. Steel Saw 527; Glass 886; Apparel 816; Rubber Prods. 2,000; Food Prods. 177; Printing & Pub. 325; Mobile Homes 228.

10 - CLIMATE: Av. An. Temp.-58.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Sherwood(16)	2	Sherwood House Furn.
Danville Plz.(8)	3	Value City, Harris-Teeter, Thrift Drug
Riverside(27)	3	Winn-Dixie, SupeRx, Big Lots, CMT Sporting
K mart	3	K mart
Ballou Park(14)	5	Food Lion, G.C. Murphy, Peebles
Dan River Plz.(4)	6	Begley, Family Dollar, Kroger
Nor-Dan(16)	7	Peoples Drug, Winn-Dixie
Fairgrounds Plz.(3)	3	Kroger, SupeRx
North Danville (8)	4	Old Dutch Mkt.
Piney Forest(6)	6	Food Lion, Revco, Family Dollar
Cain Creek(5)	5	Family Dollar, Revco, Winn-Dixie
Piedmont Mall (75)	5	Belk-Leggett, Hills, JCPenney
Wal-Mart(1)	5	Wal-Mart

Principal Shopping Days-Thur. through Sun.

13 - RETAIL OUTLETS: Department Stores-Peebles; Belk-Leggett; JCPenney; Sears.
Variety Stores-Woolworth; G.C. Murphy.
Chain Drug Stores-Peoples; Revco 2; SupeRx 4; Thrift; Professional Phcy. 2; Begley 2.
Discount Stores-K mart; Value City; Hills; Wal-Mart.
Chain Supermarkets-Old Dutch 5; Winn-Dixie 3; Piggly Wiggly; Harris-Teeter; Food Lion 3; Eddie's; Kroger.
Other Chain Stores-Sherwin-Williams 2; Pic-Way; Goodyear; PPG Paint; PPG Paint; Schewel's Furn.; Advance; Olan Mills; Glen More.

14 - NEWSPAPERS: DANVILLE REGISTER & BEE (m) 23,390; (S) 27,750; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: George L. Robinette, Adv. Dir., DANVILLE REGISTER & BEE, 700 Monument St., Danville, VA 24541; Tel. (804) 793-2311.
National Representative: Landon Associates.

FREDERICKSBURG

1 - LOCATION: Independent City connected with Spotsylvania County, E&P Map E-2. Eastern section of state; 54 mi. S of Washington, DC; 55 mi. N of Richmond on No. 1 Hwy.; Interstate 95. 23 mi. S of Quantico Marine Corps School Base; 30 mi. W of Dahlgren Naval Surface Weapons Center and 10 mi. N of Fort A.P. Hill.

2 - TRANSPORTATION:
Railroads-Richmond; Fredericksburg and Potomac; ACL; Seaboard.
Motor Freight Carriers-25.
Intercity Bus Lines-Greyhound, Trailways.

3 - POPULATION:
Corp. City 90 Cen. 19,027; E&P 92 Est. 19,935
NDM-ABC: (80) 118,674
County 90 Cen. 57,403; E&P 92 Est. 62,367

4 - HOUSEHOLDS:
City 90 Cen. 8,273; E&P 92 Est. 8,667
County 90 Cen. 20,283; E&P 92 Est. 22,037
NDM-ABC: (80) 38,193

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	12	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: Spotsylvania County 46,211; City 12,061

7 - ELECTRIC METERS: City and 4 adjacent counties 74,000

8 - GAS METERS: Residence 17,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Managerial & Professional 11,184; Technical Sales & Administrative Support 2,062; Servs. 6,493; Farming, Forestry, and Fishing 1,121; Precision Production, Craft & Repair 7,817; Operators, Fabricators & Laborers 9,175.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-82; Summer 53-105; Fall 40-80; Winter 10-60. First killing frost, Oct. 15; last killing frost, May 1.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Caroline St., 3 on William St., Downtown.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Park & Shop(27)	2	Giant Food, Roses, Frank's Nursery
Gateway Vlg.(20)	NA	Hechinger's, W.R. Blair, Pep Boys
Fredericksburg (12)	NA	McCrory
Greenbrier(20)	2	Juvenile Sales
Spotsylvania Mall(100)	3	Sears, Wards, JCPenney, Leggett
4 Mile Fork(10)	4	Pharmhouse, Peoples
Westwood Ctr.(15)	2	Peoples
Village Sq.(12)	NA	Standard Drug
Chancellor Ctr. (24)	4	Food Lion
Spotsylvania Crossing(15)	4	K mart, Giant Food
Breezewood(12)	5	Standard Drug, Food Lion
Aquia Town(50)	14	Jamesway, Shoppers Food Warehouse
Brafferton Ctr. (25)	14	Giant Foods, Ames
North Stafford Plz.(12)	14	Peoples, Basics
Woodlawn Vlg.(10)	3	Revco, Food Lion
Massaponax Outlet Mall(30)	NA	Bass Shoes, CorningWare, Manhattan, Rack Room Shoes, Old Mill, Toy Liquidators

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur. & Fri.; Shpg. Ctrs.-6 nights.
Stores Open Sundays-Drug, Food & some Dept. stores.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; Sears; Leggett; Ames.
Variety Stores-Woolworth; McCrory; Ben Franklin; Roses; Dollar General 3.
Discount Stores-Nichols 2; K mart; Jamesway.
Chain Drug Stores-Peoples 6; Rite Aid 2; Standard 2; Revco 2.
Chain Supermarkets-Safeway 2; Bon Food; Giant 3; Food Lion 3.
Other Chain Stores-Firestone 2; A&N 2; Sherwin-Williams; Radio Shack 3; W.R. Blair; Lowe's; 84 Lumber Company; K & K Toys; Kay Bee Toys; Kay Jewelers; Kinney Shoes; Musicland; Ritz Camera; Rogers Jewelry; Shaw's Jewelry; Best Jewelry; So-Fro Fabrics 2; Butler Shoes; Casual Corner; Coles Book Store; Lane Bryant; Spencer's; Pearl Optical; Lerner; Footlocker; Lady's; Zales; General Nutrition; Sam Goody; Docktor Pet; Gallenkamp Shoes; Hanover Shoes; Sterling Optical; Athletic Attic; Susie Casuals; Waldenbooks; Hechinger's; Frank's Nursery; Big Sky.

14 - NEWSPAPERS: FREE LANCE-STAR (e-mon to fri) 41,061; (m-sat) 43,813; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: C. Murphy Street, Adv. Dir., FREE LANCE-STAR, 616 Amelia St., Fredericksburg, VA 22401; Tel. (703) 373-5000.
National Representatives: Landon Associates; U.S. Suburban Press.

HAMPTON

See NEWPORT NEWS

HARRISONBURG

1 - LOCATION: Independent City connected with Rockingham County, E&P Map D-2, County Seat. 123 mi. SW of Washington, DC; 120 mi. NW of Richmond. On I-81, U.S. Hwys. 11, 33; State Hwys. 42 & 260.

2 - TRANSPORTATION: Railroads-Southern; Norfolk & Western.
Motor Freight Carriers-10.
Intercity Bus Line-Greyhound.
Airlines-Allegheny Commuter; Henson; Piedmont.

3 - POPULATION:
Corp. City 90 Cen. 30,707; E&P 92 Est. 33,145
CZ-ABC: (80) 24,641
RTZ-ABC: (80) 105,789
County 90 Cen. 57,482; E&P 92 Est. 57,997
City & RTZ-ABC: (80) 130,430
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 12,689; E&P 92 Est. 13,696
CZ-ABC: (80) 7,642
RTZ-ABC: (80) 36,567
County 90 Cen. 20,312; E&P 92 Est. 20,493
City & RTZ-ABC: (80) 44,209

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$525,000,000
Savings & Loan	3	$130,000,000

6 - PASSENGER AUTOS: Rockingham County 47,335; City 17,158

7 - ELECTRIC METERS: Residence City 10,061; County 24,172

8 - GAS METERS: Residence City 2,179; County 395

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Garments 800; Poultry 3,500; Feed Mfg. 255; Plastic Bottles 300; Auto Parts 700; Heating & Air Conditioning 640; Pkg. 190; Pharmaceuticals 747; Aluminum Prods. 549; Brewing 300.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-65; Summer 70-90; Fall 50-75; Winter Av. Temp. 53. First killing frost, Oct. 15; last killing frost, May 1.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-11 blocks on Main St.; 10 on Liberty; 15 all other.
Neighborhood Shopping Centers-Park View; Dayton Bridgewater; Sunset Heights; Rockingham Square.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Cloverleaf(12)	1	Super Fresh, Best
Spotswood Sq.(2)	14	Kroger,
Skyline Shpg.(3) Ctr.	7	Sears, Gee Bee, Hechinger's
Dukes Plz.(2)	12	Roses, Super Fresh
Rockingham Sq. (10)	4	Food Lion, Eckerd
E. Market Sq. (20)	2	Food Lion, Eckerd Radio Shack
Valley Plaza	1	Roses, Firestone, Goodyear
Nichols	2	
Valley Mall(80)	2	JCPenney, Leggett, Watson's, Lowe's

Principal Shopping Days-Mon. through Sat. Food-Fri. & Sat.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Alfred Ney; Leggett; JCPenney; Watson's.
Variety Stores-Woolworth; A&N; Glen's Fair Price.
Discount Stores-Nichols; Medco; Capital; K mart; Roses.
Chain Drug Stores-Peoples; Rite Aid; Eckerd.
Chain Supermarkets-Mick-or-Mack 2; Super Fresh 2; 7-Eleven 4; Red Front; Kroger; Food Lion 3; High's.
Other Chain Stores-Glassner Jewelers; Western Auto; Friend; Advance; Schewel (Furn.); Grand Piano (Furn.); Sherwin-Williams.

14 - NEWSPAPERS: NEWS-RECORD (m) 31,041; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Linda Sweeker, Adv. Mgr., NEWS-RECORD, 231 S. Liberty St.; PO Box 193, Harrisonburg, VA 22801; Tel (703) 433-2702.
National Representative: Landon Associates.

HOPEWELL

1 - LOCATION: Independent City connected with Prince George County (In Richmond-Petersburg MSA). E&P Map E-3. Deep-water port for ocean-going ships, 70 mi. above Hampton Roads and 20 mi. below Richmond. U.S. Hwys. 10, 36. Access to Interstate 95 by 4-lane Hwy.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Seaboard Coastline.
Motor Freight Carriers-24.
Airlines-Eastern; National; Piedmont; United; Davenport.

3 - POPULATION:
Corp. City 90 Cen. 23,101; E&P 92 Est. 23,054
CZ-ABC: (80) 23,397
RTZ-ABC: (80) 54,082
County 90 Cen. 27,394; E&P 92 Est. 27,917
MSA 90 Cen. 865,640; E&P 92 Est. 892,060
City & RTZ-ABC: (80) 77,479
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 8,885; E&P 92 Est. 8,867
CZ-ABC: (80) 8,506
RTZ-ABC: (80) 16,282
County 90 Cen. 9,680; E&P 92 Est. 9,865
MSA 90 Cen. 343,738; E&P 92 Est. 354,120
City & RTZ-ABC: (80) 24,788

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	N.A.
Savings & Loan	3	$210,000,000

6 - PASSENGER AUTOS: Prince George County 16,860; City 15,433

7 - ELECTRIC METERS: Residence 9,335

8 - GAS METERS: Residence 2,924

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Paper 728; Chem. 3,879; Fiber 3,855; Total Civilian Employment 11,832.

Principal Pay Days-Wed., Thur., Fri.; 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-84; Summer 61-87; Fall 39-80; Winter 30-48. First killing frost, Nov. 2; last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Centers - 4 blocks on Main St.; 4 on Broadway; 2 on Hopewell St.; 2 on Poythress St.; 2 on E. City Point Rd.; Cavalier Sq., Colonial Corner; Crossings Center.

Neighborhood Shopping Centers-Along City Point Rd. at intersection of 15th Ave.; around W. Broadway & 6th Ave.; at E. Broadway & Brown Ave.; several blocks on Oaklawn Ave.; Cavalier Sq.

Shopping Centers-Cavalier (33 units); Crossings Center; Colonial Corner Shopping Ctr. (14 units); Center open evenings and Sundays.

13 - RETAIL OUTLETS: Department Stores-Roses; Peebles.

Chain Drug Stores-Standard Drug; Rite Aid; Medicine Shoppe.

Chain Supermarkets-Farm Fresh; Pantry Pride; Richfood; Winn-Dixie; Super Fresh.

Other Chain Stores-Firestone; Sherwin-Williams; ABC 2; Four Seasons Cleaners; Dollar General; Family Dollar; Pic 'N Pay; Nichols; True Value; Best; Radio Shack; Shoe Show; Book Whse.

14 - NEWSPAPERS: NEWS (e-mon to fri) 7,075; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Shirley D. Connelly, Adv. Dir., NEWS, 206 S. Randolph Rd., Hopewell, VA 23860; Tel. (804) 458-8511.

National Representative: Landon Associates.

LYNCHBURG

1 - LOCATION: E&P Map D-3 (MSA). An independent city located at the point where Campbell, Bedford and Amherst Counties meet and composed of territory annexed from Campbell and Bedford Counties; on S side of James River. 170 mi. S of Washington, DC; 117 mi. W of Richmond. On U.S. Hwys. 29, 460 and 501; State Hwys. 128, 130 and 221. Financial, mercantile, distribution, industrial, educational & transportation center.

2 - TRANSPORTATION: Railroads-CSX Systems; Amtrak; Norfolk Southern Corp.

Motor Freight Carriers-23.

Intercity Bus Lines-Lynchburg; Greyhound; Trailways.

Airlines-Piedmont; Henson; Allegheny-USAir; American Eagle/American Airlines.

3 - POPULATION:

Corp. City 90 Cen. 66,049; E&P 92 Est. 65,905
CZ-ABC: (80) 94,566
RTZ-ABC: (80) 80,616
Counties 90 Cen. 121,986; E&P 92 Est. 124,873
  Campbell 90 Cen. 47,752; E&P 92 Est. 48,338
  Bedford 90 Cen. 45,656; E&P 92 Est. 48,097
  Amherst 90 Cen. 28,578; E&P 92 Est. 28,438
MSA 90 Cen. 142,199; E&P 92 Est. 142,682
City & RTZ-ABC: (80) 175,182

4 - HOUSEHOLDS:

City 90 Cen. 26,210; E&P 92 Est. 26,153
CZ-ABC: (80) 32,574
RTZ-ABC: (80) 27,192
Counties 90 Cen. 42,639; E&P 92 Est. 44,351
  Campbell 90 Cen. 16,180; E&P 92 Est. 17,080
  Bedford 90 Cen. 16,133; E&P 92 Est. 16,995
  Amherst 90 Cen. 10,326; E&P 92 Est. 10,276
MSA 90 Cen. 53,346; E&P 92 Est. 53,509
City & RTZ-ABC: (80) 59,766

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	9	N.A.

6 - PASSENGER AUTOS: Counties: Campbell 37,786; Bedford 40,116

7 - ELECTRIC METERS: Residence 59,775

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Shoes 1,095; Foundry 2,175; Paper Prods. 500; Needle Craft 850; Nuclear Facil. 3,800; Computer Prods. & Semi-Conductors 3,800; Elect. Prods. 900; Bakery Prods. 432; Farming & Cattle N.A.

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-92; Summer 48-100; Fall 20-98; Winter 11-69. First killing frost, Oct. 25; last killing frost, Apr. 10.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Main St., The Plaza; River Ridge Mall; Outlet Mall.

Neighborhood Shopping Centers-Rivermont Ave. 2; Fort Ave. 2; Memorial Ave. 2; Campbell Ave.; Boonsboro Rd. 2; Langhorne Rd.; Ward's Rd.; Old Forest Rd.; Madison Heights 2; Timberlake Rd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
River Ridge Mall(85)	NA	Sears, Leggett, Miller & Rhoads, Thalhimer's, JCPenney
Pittman Plz.	NA	Heironimus, A&N, Murphy's, People's Drug, Best
Forest Plz.	NA	Stephenson & Aldridge, Rite Aid
West Forest Hill(30)	NA	Kroger
Forthill Vlg. (25)	NA	Peoples Drug, Winn-Dixie
Fairview Sq.	NA	Revco, Piggly Wiggly
Hills Lynchburg (22)	NA	Hills
Seminole(15)	NA	Winn-Dixie, Western Auto
Boonsboro(15)	NA	Winn-Dixie
Village Sq.	NA	Harris-Teeter
Westover(17)	NA	Kroger, Robertson Drug
Waterlick Plz.	NA	Winn-Dixie, Harris-Teeter
Timbrook Sq.	NA	Kroger

Principal Shopping Days-Mon., Thur., Fri., Sat.

Stores Open Evenings-Downtown-Fri., some Mon.; Shpg. ctrs. and food-weekday nights.

13 - RETAIL OUTLETS: Department Stores-Miller & Rhoads; Leggett; Sears; JCPenney; G.C. Murphy; Thalhimer's; Heironimus.

Discount Stores-Best Products; Moore's Super Store 2; K mart 2; Hills; Lowe's Stores; Dale Garment ~~Co.—Dress House~~; Links; Lynchburg Jobbing House; Sam's Outlet Mall; Sportswear Outlet; Tultex Apparel Outlet; Williamson Dickie Factory Outlet; Consolidated Shoe; Quality Linen & Towel Outlet; Holiday Wear, Inc; A&N; Roses; Circuit City.

Variety Stores-Family Dollar 2.

Chain Drug Stores-Peoples 2; Revco 6; Drug Fair 2; Pearson 3; Allied 3; Eckerd 3; Rite Aid.

Chain Supermarkets-Kroger 4; Harris-Teeter 8; Winn-Dixie 5; 7-Eleven 8; Quik-E Food 7; Food Lion 3; Piggly Wiggly.

Other Chain Stores-Advance Stores; Western Auto 3; Firestone 3; Sherwin-Williams; Hofheimer's; Anderson-Little; The Junction; Radio Shack; Davidson's; Fink's Jewelers; Ormond; Lazarus.

14 - NEWSPAPERS: NEWS & DAILY ADVANCE (all day-mon to fri) 42,164; (m-sat) 41,061; (S) 44,378; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Gaither Perry, Adv. Dir., NEWS & DAILY ADVANCE, 101 Wyndale Dr.; PO Box 10129, Lynchburg, VA 24501; Tel. (804) 385-5941.

National Representative: Cresmer, Woodward, O'Mara, & Ormsbee.

MANASSAS

1 - LOCATION: Independent City connected with Prince William County (In Washington, DC-MD-VA MSA) E&P Map E-2. County Seat. High Tech-Electronics; Timber; Farming (grain, dairy, horses; beef cattle); Steel Fabrication; 25 mi. SW of Washington, DC; 90 mi. N of Richmond. On State Hwys. 28, 234; I-66.

2 - TRANSPORTATION: Railroads-Southern (plus use of Chesapeake & Ohio R.R. and Norfolk & Western tracks); Amtrak.

Motor Freight Carriers-4.

Intercity Bus Line-Virginia Trailways.

Airlines-Full Service Municipal Airport; Washington National Airport-25 mi. away; Dulles Intl.-15 mi. away.

3 - POPULATION:

Corp. City 90 Cen. 27,957; E&P 92 Est. 30,689
CZ-ABC: (80) 42,458
RTZ-ABC: (80) 29,851
County 90 Cen. 215,686; E&P 92 Est. 226,987
MSA 90 Cen. 3,923,574; E&P 92 Est. 4,117,910
City & RTZ-ABC: (80) 72,309

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 10,056; E&P 92 Est. 11,039
CZ-ABC: (80) 13,119
RTZ-ABC: (80) 9,507
County 90 Cen. 76,214; E&P 92 Est. 80,208
MSA 90 Cen. 1,519,507; E&P 92 Est. 1,593,597
City & RTZ-ABC: (80) 22,626

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$73,505,000
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: Prince William County 149,303; City 19,489

7 - ELECTRIC METERS: Residence Est. City 4,000

8 - GAS METERS: Residence Est. City 3,740

9 - PRINCIPAL INDUSTRIES: Work Force 23,000-Mfg. 2,404; Constr. 2,000; Trans. & Pub. Util. 1,000; Whol. & Ret. Trade 4,400; Fin., Ins. & R.E. 850; Servs. 2,235; Gov't 6,417; Other 2,234; Agric. 515.

Tourist Area-Manassas (Bull Run) National Battlefield Park.

10 - CLIMATE: Mild; Jan. 36; July 76

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Grant Ave.(9)	3	Safeway
Mall at Manassas(60)	3	Hecht's, Mont. Ward, Work Bazaar
K mart(20)	3	K mart, Showoff, Highs
Manassas	3	A&P, Drug Fair, Woolworth
Westgate(35)	2	Giant Food, ABC, Peoples Drug, Leggett
Manassas Junction	3	Giant Food, Elm Tree, Pic 'N Pay, Godfather's Pizza, Computerland
Sudley Plz.(4)	3	Hechinger's, Safeway, Peoples Drugs

13 - RETAIL OUTLETS: Department Stores-Mont. Ward; Peeble's; Sears; The Hecht Co.

Variety Stores-Rohr's; Woolworth; K mart.

Chain Supermarkets-A&P; Safeway; Yorkshire Mkt.; Giant Food; Magruders.

Other Chain Stores-Barracini; Leggett Tires; Firestone; Sherwin-Williams; Western Auto; Market Tire; Radio Shack; Hechinger's.

14 - NEWSPAPERS: JOURNAL MESSENGER (e) 9,820; Sept. 31, 1990 ABC.

Local Contact for Advertising and Merchandising Data: David Gilgore, Adv. Mgr., JOURNAL MESSENGER, 9009 Church St.; PO Drawer 431, Manassas, VA 22110; Tel. (703) 368-3101.

National Representative: Landon Associates.

MARTINSVILLE

1 - LOCATION: Independent City connected with Henry County. E&P Map D-3. Industrial Center. 51 mi. S of Roanoke; 60 mi. N of Winston-Salem, NC; 150 mi. E of Bluefield, WV; On U.S. Hwys. 58, 220; State Hwys. 57, 108.

2 - TRANSPORTATION: Railroads-N & W; Carolina & Northwestern.

Motor Freight Carriers-15.

Intercity Bus Lines-Martinsville; Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 16,162; E&P 92 Est. 15,779
CZ-ABC: (80) 18,986
RTZ-ABC: (80) 63,462
County 90 Cen. 56,942; E&P 92 Est. 56,778
City & RTZ-ABC: (80) 82,448

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 6,216; E&P 92 Est. 6,069
CZ-ABC: (80) 6,901
RTZ-ABC: (80) 21,625
County 90 Cen. 20,121; E&P 92 Est. 20,063
City & RTZ-ABC: (80) 28,526

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$659,569,231
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: Henry County 46,663; City 11,154

7 - ELECTRIC METERS: Residence 7,300

8 - GAS METERS: Residence 3,662

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Chem. 4,000; Furn. 8,170; Textile 11,182; Bldg. & Mfg. N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-98; Summer 39-96; Fall 4-95; Winter 3-79. First killing frost, Oct. 19; last killing frost, Apr. 24.

11 - TAP WATER: pH Deposits 7.0 to 7.2, very soft.

12 - RETAILING: Principal Shopping Center-20 blocks on Church, Broad, Main, Lester, Fayette, Moss, Franklin Sts., Collinsville.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bassett	7	
Collinsville	5	
Ridgeway	7	
Axton Fieldale	10	Stultz-Townes
Patrick Henry Mall(27)	NA	
Holiday(21)	8	Family Dollar
Central Plz.	2	
Martinsville Plz.(8)	3	Kroger
Riverside Plz.	6	
Druid Hills(13)	NA	
Laurel Park(12)	NA	Winn-Dixie

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Leggett; Globman's; Watson's; Sears.

Variety Store-Roses.

Discount Stores-Family Dollar; Mack's; Dollar General; K mart; Big Lots; Wal-Mart.

Chain Drug Stores-SupeRx 2; Peoples; Revco 6; Rite Aid; Wal-Mart.

Chain Supermarkets-Kroger 2; Winn-Dixie 4; Lowe's 4; Food Lion 3; Harris-Teeter.

Other Chain Stores-Jewel Box; Leed's; Advance; Goodyear; Western Auto; McCollum-Ferrel; Sherwin-Williams; Sidney's; Sears (catalog); Pic 'N Pay; Shoe Show; Super 10; Cato; NY Carpet World; Lowe's Hardware; Moore's; Lester Home Center; Heilig-Meyers; Grand Piano.

14 - NEWSPAPERS: BULLETIN (e-mon to fri) 19,140; (S) 20,258; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: George H. Harris, Gen. Mgr., BULLETIN, 204 Broad St., Martinsville, VA 24115; Tel. (703) 638-8801.

National Representative: Landon Associates.

NEWPORT NEWS-HAMPTON

1 - LOCATION: Independent Cities (In Norfolk-Virginia Beach-Newport MSA). E&P Map F-3. Southeastern Virginia on Hampton Roads, Chesapeake Bay. On U.S. Hwys. I-64, 17, 60, 143, 168.

2 - TRANSPORTATION: Railroads-Chessie System; CSX; Amtrak.

Motor Freight Carriers-26.

Intercity Bus Lines-Greyhound; Pentran.

Freight Steamship Lines-12.

Airlines-USAir Express; United Express; American Eagle.

3 - POPULATION:

Corp. Cities 90 Cen. 303,838; E&P 92 Est. 313,593

Newport News 90 Cen. 170,045; E&P 92 Est. 176,478

Hampton 90 Cen. 133,793; E&P 92 Est. 137,115

NDM-ABC: (80) 407,812

MSA 90 Cen. 1,396,107; E&P 92 Est. 1,449,594

Demographic Information is available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

Cities 90 Cen. 115,747; E&P 92 Est. 119,471

Newport News 90 Cen. 65,402; E&P 92 Est. 67,876

Hampton 90 Cen. 50,345; E&P 92 Est. 51,595

NDM-ABC: (80) 139,196

MSA 90 Cen. 519,346; E&P 92 Est. 538,682

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	11	N.A.
Savings & Loan	9	N.A.

6 - PASSENGER AUTOS: Newport News 98,570; Hampton 87,366

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Shipbuilding 29,000 (N.A.); Seafood Packing 2,200 (N.A.); Aeronautics 4,000 (N.A.); Beer 1,100 (N.A.); Electronics 700 (N.A.); Oil Refining 250 (N.A.); Chem., Textile, Metal Comp. 4,700 ($175); Military 28,000; Gov't 5,200.

Principal Industrial Pay Days-15th & end of month.

10 - CLIMATE: Average Temp.-Spring 57; Summer 77; Fall 62; Winter 42. First killing frost, Nov. 6; last killing frost, Mar. 16.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Principal Shopping Areas-MercuryBlvd., Hampton/NewportNews and Denhigh Area in Newport News.

Neighborhood Shopping Centers-Newport News, Hilton, Old Hilton Village, Hampton, Sinclair Circle, Mellen St., Langley Circle, Grant City.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Denhigh	8	Mont. Ward, K mart, Upton's, Hess's, Leggett, Roses
Wythe	3	Superfresh
Langley Sq.	9	Ames, Belo
Newport Sq.	5	Superfresh, Ames
Phoebus	9	
Newmarket North	NA	Sears, Leggett
Newmarket South	NA	Superfresh, Hechinger's, Portfolio Furn.
Warwick Village	1	K mart, Hess's, Peoples's, Superfresh
Buckroe	10	People's, Farm Fresh
Hidenwood	10	Woolworth, Food Lion
Sherwood Park	19	
Riverdale	1	Superfresh, Builder Square
Mercury Plz.	NA	Homequarters, Roses
Willow Oak	10	Superfresh, Drug Fair
Todd Center	NA	Grand Furn., FX, Service Mdse.
Warwick	7	Hess's, Farm Fresh
Coliseum Mall	NA	JCPenney, Hess's, Thalhimer's, Mont. Ward
Beechmont	20	Revco
Patrick Henry Mall	NA	Upton's, Leggett, Hess's

Principal Shopping Days-Dept. Stores: Thur., Fri., Sat., Mon.; Food Stores: Thur., Fri., Sat., Sun.

Stores Open Evenings-Dept.: Mon. through Sun.; Food: most evenings; Many open 24 hrs., seven days.

13 - RETAIL OUTLETS: Department Stores-Hess's; Leggett; Montgomery Ward; Sears; Wal-Mart; Thalhimer's; Upton's; JCPenney.

Discount Stores-K mart; Ames; Roses; Family Dollar.

Variety Store-Roses.

Chain Drug Stores-Peoples 7; Revco 6; Treasury; Rite Aid.

Chain Supermarkets-Food Lion 13; Belo 6; Manor; Farm Fresh 20; Superfresh 6.

Other Chain Stores-Auto: Western Auto, Advance Auto, Pep Boys, Goodyear, Firestone; Building Mat.: Hechinger's, Home Quarters, Builders Square, Lowe's; Clothing: La Vogue; Shoes: Kinney's, Thom McAn, Hofheimer's; Paints: Sherwin-Williams, Pittsburgh Plate Glass, Glidden Paint Co.; Woolworth, Hampton Paint.

14 - NEWSPAPERS: DAILY PRESS (m-mon to fri) 80,863; (m-sat) 103,071; (S) 122,643; TIMES-HERALD (e-mon to fri) 22,792; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: George McDaniel, Adv. Dir., PRESS and TIMES HERALD, 7505 Warwick Blvd., Newport News, VA 23607; Tel. (804) 247-4666.

National Representative: Cresmer, Woodward, Omara & Ormsbee.

NORFOLK PORTSMOUTH VIRGINIA BEACH CHESAPEAKE

1 - LOCATION: Independent Cities (In Norfolk-Virginia Beach-Newport News MSA). E&P Map F-3. An important maritime, industrial, vacation and seafood center at the mouth of the Elizabeth River, known as Hampton Roads. On U.S. Hwys. 13, 17, 58, 60, 165, 168, 170, 264, 337, 460, 464, 564, 615, I-44 & I-64.

2 - TRANSPORTATION: Railroads-Norfolk Southern; Norfolk Southern Corp.; Norfolk & Portsmouth Belt Line; Norfolk & Western; Southern; Eastern Shore; Amtrak; CSX Corp.

Motor Freight Carriers-50.

Freight Steamship Lines-87.

Intercity Bus Lines-Greyhound; Trailways.

Airlines-United; Pan Am; Northwest; Piedmont; USAir; Continental; TWA; American; Delta; Henson; Trans World Express; Cargo lines-Emery; Federal Express; Airborne.

3 - POPULATION:

Corp. Cities 90 Cen. 910,181; E&P 92 Est. 947,092

Norfolk 90 Cen. 261,229; E&P 92 Est. 260,809

Portsmouth 90 Cen. 103,907; E&P 92 Est. 103,793

Virginia Beach 90 Cen. 393,069; E&P 92 Est. 421,804

Chesapeake 90 Cen. 151,976; E&P 92 Est. 160,686

CZ-ABC: (80) 795,862

Bal. in MSA-ABC: (80) 364,449

Total MSA-ABC: (80) 1,160,311

Bal. in NDM-ABC: (80) 175,311

Total NDM-ABC: (80) 1,335,622

MSA 90 Cen. 1,396,107; E&P 92 Est. 1,449,594

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

Cities 90 Cen. 336,535; E&P 92 Est. 349,614

Norfolk 90 Cen. 103,662; E&P 92 Est. 103,496

Portsmouth 90 Cen. 39,964; E&P 92 Est. 39,920

Virginia Beach 90 Cen. 141,392; E&P 92 Est. 151,728

Chesapeake 90 Cen. 51,517; E&P 92 Est. 54,470

CZ-ABC: (80) 261,828

Bal. in MSA-ABC: (80) 124,101

Total MSA-ABC: (80) 385,929

Bal. in NDM-ABC: (80) 59,733

Total NDM-ABC: (80) 445,662

MSA 90 Cen. 519,346; E&P 92 Est. 538,682

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	27	$75,869,859,000
Savings & Loan	19	$11,881,411,000

6 - PASSENGER AUTOS: Norfolk 129,858; Portsmouth 59,563; Virginia Beach 247,060; Chesapeake 101,571

7 - ELECTRIC METERS: MSA Residence 493,254

8 - GAS METERS: MSA Residence 171,685

9 - PRINCIPAL INDUSTRIES: (MSA Area) - Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Fed. Gov't. 56,600; Ret. 116,000; Servs. 146,000; Constr. 36,800; Whol. 24,400; Fin., Ins., R.E. 27,000; Printing & Pub. 4,900; Trans. & Public Util. 27,000; Trans. Equip. 33,700; Food & Kindred 6,100.

Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-67; Summer 65-85; Fall 53-70; Winter 33-50. First killing frost, Nov. 17; last killing frost, Mar. 23.

11 - TAP WATER: Low alkalinity; slightly soft; fluoridated.

12 - RETAILING: Norfolk Principal Shopping Area-7 blocks on Granby St., 7 on Boush St.; 6 on Monticello Ave.; 10 on Church St.; 4 on Main St.; 4 on Plume St. All E. & W. blocks from Boush St. to Monticello Ave., extending N. from Main St. to Brambleton Ave. Waterside Drive from Commercial Ave. to St. Paul's Blvd. The Waterside.

Portsmouth-10 blocks on High St.; 5 on Crawford St.; 7 on Middle St.; 6 on Court St.; 5 on Washington St.; 5 on Green St.; 10 on County St.

Virginia Beach-18 blocks on Atlantic Ave.; 4 on 31st St., 6 on 17th St.

Norfolk Neighborhood Shopping Areas-8 blocks both sides of 21st St. between Granby & Hampton Blvd.; Ballentine Pl.; Berkley Ave.-Berkley; Liberty St.-Berkley; Park Ave. at Brambleton Ave.; Campostella Rd. at Wilson Rd.; Colley Ave. from 27th St. to 51st St.; E. Ocean View Ave.; Elders Corner; Fairmont Pk.; Fairview; Five Points-Norview; Ghent-Colley Ave.; Ghent-Colonial Ave.; Hampton Blvd. from 27th to 51st Sts.; Indian River Rd.; Johnson Sq.; Lafayette St. at Tidewater Dr.; Little Creek Rd.; W. Ocean View Ave.; Riverview; Roberts Pk.; 35th St. from Colonial Ave. to Gosnold; Little Creek Road at Granby St.; Va. Beach Blvd. at Military Hwy.; Military Hwy. at Norview Ave; Best Sq.; K mart Plz.; Norfolk Central Bus. District; Festival Marketplace; Wedgewood.

Portsmouth Neighborhood Shopping Areas-Alexanders Corner; Craddock; Churchland; W. Norfolk; Pt. Norfolk; Victory Blvd.; Upper High St.; Middle High St.; Tower Mall; Midcity; Towne Pt. Square; Triangle; Westgate Plaza; Williams Court.

Chesapeake Neighborhood Shopping Areas-2 blocks on Bainbridge Blvd.; Liberty St.; Poindexter St.; Portlock; Greenbrier Mall; Chesapeake Square Mall; Glenwood; Great Bridge; Indian River; Las Gaviotas; Parkview; Poplar Hall; Campostella Corners; Campostella Crossings.

Virginia Beach Neighborhood Shopping Areas-Princess Anne Plaza; Princess Anne Courthouse; Chimney Hill; Lynnhaven Mall; Timberlake Plaza; Holland Plaza; Kemps River Crossing; Fairfield/Providence; Haygood/Pembroke Meadows; Pembroke Hall; Aragona Village; Hilltop; Oceanfront; Great Neck Plaza; Bayside; Diamond Springs; London Bridge; Linkhorn; Lynnhaven Colony; College Park; Pinewood Gardens; West View; Parkway; Woodtide; Thalia; Loehmann's Plz.; Great American Outlet Mall; Celebration Station; Green Run; Newton/Baker Crossing; Aragona; Va. Beach Plz.; West View Plz.; Woods Corner; Strawberry Marketplace; Shipps Corner; Princess One.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Norfolk:		
Best Sq.(29)	6	Sassafras, Pharmor, Best, Rack Room Shoes
Ghent/21st St.	2	Decorum, Farm Fresh, Gene Walters Mkt Pl., Twin City
Granby Mall	1	Hofheimer's, Nelco
Janaf(69)	6	Peoples, Mont. Ward, Hess's, TJ. Maxx
Military Circle (150)	6	Thalhimer's, Leggett, JCPenney, Smith & Welton, Hofheimer's
Ocean View(33)	10	Farm Fresh, Revco, High's, Devon
Selden Arcade (18)	1	Bc's, Beecroft & Bill, Ltd., Rudy & Kelly Mademoiselle
Southern(36)	7	Peoples, Food Lion, Sears, Woolworth, Western Auto
Ward's Corner (212)	5	Peoples, Revco, La Vogue, Hofheimer's, K&K Toys, Farm Fresh, Superfresh, McCrory
Waterside(125)	1	Hofheimer's, Phillips
Virginia Beach:		
Celebration Station(12)	12	Drug Emporium
College Park(56)	10	Roses, Western Auto, Super Fresh
Fairfield	10	Super Fresh, Upton's
Providence Sq. (137)		True Value, Peoples, Gene Walter's Mkt. Pl., TJ. Maxx
Great American Outlet Mall (39)	11	Old Mill, Fashion Flair, Casual Male, Rack Room Shoes
Green Run/Chimney Hill(44)	12	K mart, Farm Fresh, Rite Aid
Haygood/Pembroke Meadows(59)	13	Roses, Food Lion, Super Fresh
Hilltop(93)	17	K mart, Peoples, Smith & Welton, Gene Walters Mkt Pl., A/N, La Vogue, Roses
Holland-Timberlake (86)	12	Food Lion, Revco, Peoples, Gene Walter's Marketpl.
Loehmann's Plz. (34)	12	Loehmann's, Hermans Sporting Goods, Tracks, Calico Corner, Fashion Alley
Lynnhaven Mall (156)	13	Thalhimers, Mont. Ward, Leggett, JCPenney, Hecht's, La Vogue, Hess's
Pembroke Mall (105)	11	Miller & Rhoads, Sears, Hess's, Peoples, Woolworth
Princess Anne Pl.(56)	13	McCrory, Peoples, Gene Walter's Mkt. Pl., A&N, Cloth World
Chesapeake:		
Great Bridge(25)	15	Farm Fresh, Peoples, Smith & Welton
Greenbrier Mall(145)	9	Hecht's, Leggett, Sears, Hess's
Portsmouth:		
Churchland(19)	7	Ames, Roses, Sears Surplus, Grand Furn.

Mid-City(50)	5	Smith & Welton, JCPenney, K mart, A&N, Roses
Tower Mall(82)	4	Fines, Hess's, Mont. Ward

Principal Shopping Days-Department Stores-Thur., Fri., Sat., Sun.; Food-Wed., Thur., Fri., Sat., Sun. (for all four cities).

Stores Open Evenings-Dept. Stores-Mon. through Sun.; Food-most evenings.

13 - RETAIL OUTLETS: (NDM Area): Department Stores-Hess's 5; JCPenney 4; Leggett 5; Miller & Rhoads 5; Montgomery Ward 4; Sears 3; Smith & Welton 4; Thalhimer's 2.

Discount Stores-Eagle 4; Family Dollar 7; K mart 7; Ames 2; Roses 11; Woolworth 6; McCrory 5.

Chain Drug Stores-Standard Drug 15; Freddy's; Drug Emporium 3; Peoples 32; Phar-Mor 3; Revco 33; Rite Aid 16.

Chain Supermarkets-Super Fresh 16; Bi-Lo 27; Earles 6; Farm Fresh 27; Food Lion 29; 7-Eleven 170; Gene Walters Marketplace 10.

Other Chain Stores-Appliances: FX, Singer, Bob Johnson's, Bryant Appliance, Southland, Luskins, Lowe's, Remco, Circuit City; Automotive Supply: Kramer Tire, Merchants Tire, Harris Tire, Firestone, Midas Muffler, Western Auto, General Tire, Goodyear, Twin B, Pro Parts, NTW, NAPA, Tread Quarters, Victory Auto, Advance Auto, A&B Auto Parts; Building Supplies: Hechinger, Moores, Home Quarters, Lowe's, Builder's Square, Ace, Lumber City, True Value Home Centers, Robbies True Value, Dails, 84 Lumber Co., Kempsville, Glidden, Sherwin-Williams, Norfolk Paint Co., C.A. Nash; Candy: Forbes, Anne Lee; Furniture: Haynes, Grand, The Hub, The Dump, La-Z-Boy, High Point Outlet, Ethan Allen/Crawford, Meyers & Tabakin, Decorum, Scan, Willis Wayside; Gasoline Serv. Stations: Amoco, Texaco, Unocal 76, Spur, BP, Chevron, Exxon, Mobil, Shell; Jewelers: Best Products, J.B. Robinson, Gordon's, Kay's, Barr Bros., Frank R. Ford, Hardy's, Zales', D.P. Paul, Spertner, Tidewater Keepsake; Allied, Brand; Laundries & Cleaners: Bon Air, Compeco, Albano, Heritage Cleaners, Heath New Look, Colonial Cleaners; Loan Companies: American Capital Mortgage, Beneficial, Assoc. Financial Services, Eastern Financial Services, Chrysler First, Norwest, American General Finance, The Money Store, Transouth, Household, Landmark Fin. Serv.; Men's Clothing: A&N, Fine's, Dan Ryan's, Anderson-Little, TJ. Maxx, Gent's, Shulmans, George's Big & Tall Shops, S&K, The Hub, Quality Shop, Beecroft & & Bull Ltd.; Music Dealers: Temple of Music, Center of Music; Opticians: Gilbert Optical, Pearle Vision, Dr. Don Doctor, Smith Dunfield, Traylor, Dr. Richard Bartley, Optecon; Shoes: Hofheimers, Pic 'N Pay, Russell & Holmes, A&N, Thom McAn, Kinney's, Barret, Lady Foot Locker, Herman's, Butler, Fanfare, Lotties, Athletic Attic; Trucks: Ryder, Hertz, Budget, U-Haul; Women's Clothing: Lerner Shops, TJ. Maxx, Lane Bryant, The Famous, La Vogue, Naivette, Casual Corner, Catherine Stout, Loehmann's, The Limited; Marshalls, Hit or Miss.

14 - NEWSPAPERS: VIRGINIAN-PILOT (m-mon to fri) 157,533; LEDGER-STAR (e-mon to fri) 71,852; VIRGINIAN-PILOT/LEDGER-STAR (m-sat) 240,439; (S) 237,784; Mar. 31, 1991 ABC.

Note: Newspaper publishes zoned editions for Norfolk, Portsmouth, Chesapeake, Virginia Beach, Suffolk, Northeastern North Carolina, and Isle of Wight.

Local Contact for Advertising and Merchandising Data: Skip Williams, Gen. Adv. Mgr., VIRGINIAN-PILOT/LEDGER-STAR, 150 W. Brambleton Ave., Norfolk, VA 23501; Tel. (804) 446-2117.

National Representative: None.

PETERSBURG

1 - LOCATION: Independent City connected with Dinwiddie County (In Richmond-Petersburg MSA). E&P Map E-3. 23 mi. S of Richmond; 80 mi. W of Norfolk; 110 mi. E of Lynchburg. On Appomattox River, U.S. Hwys. 1, 301, 460, I-85 & 95; State Hwy. 36.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Seaboard Coast Line.

Motor Freight Carriers-51.

Intercity Bus Lines-Greyhound; Carolina Trailways; Petersburg Area Transit.

3 - POPULATION:

Corp. City 90 Cen. 38,386; E&P 92 Est. 37,902
CZ-ABC: (80) 80,684
RTZ-ABC: (80) 119,424
County 90 Cen. 20,960; E&P 92 Est. 20,615
MSA 90 Cen. 865,640; E&P 92 Est. 892,060
City & RTZ-ABC: (80) 200,108

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 14,764; E&P 92 Est. 14,578
CZ-ABC: (80) 25,753
RTZ-ABC: (80) 39,510
County 90 Cen. 7,407; E&P 92 Est. 7,285
MSA 90 Cen. 343,738; E&P 92 Est. 354,120
City & RTZ-ABC: (80) 65,263

5 - BANKS	NUMBER	EST. DEP.
Petersburg:		
Commercial	6	$693,831,000
Savings & Loan	3	$129,250,000
Colonial Heights:		
Commercial	4	$36,624,000
Savings & Loan	3	$1,047,934,984

6 - PASSENGER AUTOS: Dinwiddie County 15,684; City 22,125

7 - ELECTRIC METERS: Residence 47,995

8 - GAS METERS: Residence 21,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-(Av. Wkly. Wage N.A.) Cigarette 500; Luggage 400; Optical 1,240; Lumber & Furn. 210; Machinery 490; Chem. 2,500; Taper Board 1,120; Synthetic Fibers 4,800; Stone, Clay & Glass 180.

Principal Industry Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-84; Summer 61-87; Fall 39-80; Winter 30-48. First killing frost, Nov. 2; last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Centers-Petersburg: 5 blocks on Sycamore St.; 5 on Bank St.; 4 on Washington; 7 on Halifax; 2 on Adams St.; 4 on Wythe St. Colonial Heights: Pickwith Ave. and along Boulevard; Boulevard & Ellerslie Ave.; Boulevard & Branders Bridge Rd.

Neighborhood Shopping Centers-Petersburg: Southpark Mall located off I-95 in Colonial Heights; Walnut Hill Plaza: Located on S. Sycamore St. beginning with 1900 block & Crater Rd., U.S. 301, S.; Walnut Mall: Crater Rd., U.S. 301 S.; Lee Plaza, Rte. 36 & U.S. 301 S.; K mart, Rte. 36; Colonial Heights: Colonial Square Blvd. at Ellerslie Ave.; Town Hall Center, Blvd. at Brander's Bridge Rd.; S. Crater Square, Crater Rd., U.S. 301, Battlefield Plaza, Crater Rd. 301 S.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ettrick	2	Goens, Bi-Rite Food, Ettrick Supermarket
Walnut Hill(16)	2	Bradlees, Sears Outlet
Walnut Mall(29)	2	Thalheimer's
Southpark Mall(91)	1	Thalheimer's, Sears, Leggett, JCPenney, Hechinger's, Wal-Mart, Toys 'R' Us
Colonial Sq.(16)	3	Peebles, Roses, Revco
Town Hall(4)	2	Roper Hardware, Peoples Drug, Medallion Pools
Battlefield Plz. (3)	NA	Food Lion, Revco, Video World
South Crater Sq.(4)	NA	Ukrops, Standard Drug, Circuit City
Pickwick Ctr.	1	
Lee Plaza(5)	5	S.E. Nichols, Radio Shack, Mack's, Winn-Dixie

Principal Shopping Days-Dept. Stores Mon., Fri., Sat.; Food Wed. (eve.), Thur. through Sat.

Stores Open evenings-Mon., Fri.; Food every night; Neighborhood Centers nightly.

13 - RETAIL OUTLETS: Department Stores-Leggett; JCPenney; Roses; Sears; Thalheimer's; K mart; Peebles; Heilig-Meyers; Butterworth; Carter House; Bloom Bros.; Love's Wayside.

Discount Stores-Bradlees; K mart; Roses; Peebles; Wal-Mart.

Variety Stores-McClellan's; Woolworth.

Chain Drug Stores-Petersburg: Peoples 2, Standard 3, Roses-Rexall; Colonial Heights: Revco 2, Drug Fair 3, Rite Aid 2.

Chain Supermarkets-A&P; Safeway 5; Winn-Dixie 2; Sun.; Food Lion 4; Ukrops 2.

Other Chain Stores-Petersburg: Women's Clothing: Lerner, Sandler's, Sidney's, Diana; Shoes: Kinney's, Thom McAn, Shoe Show, Barett; Others: Kay Bee Toys; Firestone; Goodyear; B.F. Goodrich; Singer Co.; Sherwin-Williams; A&N; Pittsburgh Paint; Barr Bros.; So-Fro Fabrics; Moton's Jewelers; Gary's; Moore's Super Stores; Lowe's; Master Tire; Hanover Tire; Pic 'N Pay; Radio Shack.

14 - NEWSPAPERS: PROGRESS-INDEX (e) 21,575; (S) 21,995; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Alyson Cox, Adv. Mgr., PROGRESS-INDEX, 15 Franklin St., Petersburg, VA 23803; Tel. (804) 732-3456.

National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

PORTSMOUTH

See NORFOLK

PULASKI

1 - LOCATION: Pulaski County, E&P Map C-3, County Seat. 58 mi. SW of Roanoke. On U.S. Hwys. 11 (Lee Hwy.), I-81; State Hwy. 99.

2 - TRANSPORTATION: Railroads-Norfolk & Southern.

Motor Freight Carriers-22.

Intercity Bus Line-Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 9,985; E&P 92 Est. 9,961
County 90 Cen. 34,496; E&P 92 Est. 34,357

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 3,840; E&P 92 Est. 3,831
County 90 Cen. 12,924; E&P 92 Est. 12,872

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$1,290,000,000
Savings & Loan	1	$3,500,000

6 - PASSENGER AUTOS: Pulask County 25,026

7 - ELECTRIC METERS: County 16,114

8 - GAS METERS: Residence/Est. 831

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage) Furn. 1,200 ($220); Acids 140 ($132); Textiles 1,440 ($170); Clothing 665 ($140); Metal Proc. 155 ($250).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-92; Summer 63-93; Fall 54-80; Winter 20-40. First killing frost, Oct.-Nov.; last killing frost, May 7.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-Main St.; Washington Ave.; Jefferson Ave.; Commerce St.; Fifth St.; E. Main St.; Rt. 99.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pulaski Plz.(8)	NA	Peoples
Pulaski Mall(10)	NA	Sidney's, Heck's
5th St.	NA	Roses

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Discount Stores-Heck's; Felix; Family Dollar; Roses; K mart; Magic Mart.

Chain Drug Stores-Peoples; Pulaski Drug; SupeRx; Dublin Pharmacy; Martins Pharmacy; Revco.

Chain Supermarkets-Kroger; Food Fair; Lowe's; Wade's; Food Lion.

Other Chain Stores-Advance Store; Sears; Bogle Tire; McDonald's; Hardee's; Bonanza; Golden Corral; Pizza Hut; Domino's; Heilig-Meyers; The Hub Furniture Store; Wendy's; Sidney's.

14 - NEWSPAPERS: SOUTHWEST TIMES (e-mon to fri) 8,100; (S) 8,200; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Joan Meadows, Adv. Dir., SOUTHWEST TIMES, 34 Fifth Street Shopping Ctr.; PO Box 391, Pulaski, VA 24301; Tel. (703) 980-5220.

National Representative: Landon Associates.

RADFORD

1 - LOCATION: Independent City connected with Montgomery County, E&P Map C-3. Residential, industrial & educational Center, 42 mi. SW of Roanoke, on U.S. Hwy. 11 & State Hwy. 102.

2 - TRANSPORTATION: Railroad-Norfolk & Western.

Intercity Bus Line-Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 15,940; E&P 92 Est. 16,554
County 90 Cen. 73,913; E&P 92 Est. 76,538

4 - HOUSEHOLDS:

City 90 Cen. 6,642; E&P 92 Est. 6,897
County 90 Cen. 26,118; E&P 92 Est. 27,046

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	1	$11,000,000
Commercial	2	$240,879,000

6 - PASSENGER AUTOS: County 45,505; City 7,739

7 - ELECTRIC METERS: Residence 4,778

8 - GAS METERS: Residence 1,780

9 - PRINCIPAL INDUSTRIES: Textile Mills; Powder, Castings & Pipe; Elect. Motors; Rubber; Dress Mfg.; Plastics; Milk Prods.; Paper Boxes; Limestone; Newspaper Printing & Pub.; Tel. Equip. Mfg.

10 - CLIMATE: Av. Temp.-Spring 54; Summer 72; Fall 55; Winter 36.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Christiansburg (8)	8	Leggett, Hills
Tyler Square(6)	1	Food Lion
Dublin	9	Wades
University Mall (Blacksburg) (20)	15	Heronimus
Triangle	NA	Roses, Eckerd
New River(13)	NA	Thriftway, Advance Auto
Radford Plz.(13)	NA	SupeRx, K mart, Sears
New River (Radford)	NA	Leggett, Whitehead Drug
Village Oaks	NA	Eckerd, Food Lion

Principal Shopping Days-Thur., Fri. & Sat.

13 - RETAIL OUTLETS: Discount Store-Family Dollar.

Variety Stores-K mart; Hills; Heronimus.

Chain Drug Stores-Revco; SupeRx; Professional Pharmacy; Eckerd.

Other Chain Stores-Deli-Mart; 7-Eleven; Sears; Hallmark Cards; Grand Piano Furniture; Guyan Furniture; Heilig-Meyers; Sportswear Mart; Pic 'N Pay; H&M Shoes; Goodyear; Firestone; Michelin.

14 - NEWSPAPERS: NEWS JOURNAL (e-tues to fri; S) 3,000; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Donna Linkons, Adv. Dir., NEWS JOURNAL, Grove & First Ave., PO Box 772, Radford, VA 24141; Tel. (703) 639-2436.

National Representative: Landon Associates.

RICHMOND

1 - LOCATION: Independent City (In Richmond-Petersburg MSA). E&P Map E-3. State Capital. Manufacturing, distribution, government, banking, financial & education center. On James River, 107 mi. S of Washington, DC; 89 mi. W of Norfolk. On U.S. Hwys. 1, 33, 60, 250, 301 & 360; State Hwys. 5, 6, 10; I-95 (Richmond-Petersburg Tpke.) & 64 & 195 & 295.

2 - TRANSPORTATION: Railroads-CSX Transportation, Southern; RF&P; Amtrak.

Motor Freight Carriers-92.

Intercity Bus Lines-16; Greyhound; Trailways; Groome Transportation; Virginia Overland Transportation.

Airlines-USAir; Eastern; United; Delta; American; WRA Inc.; USAir Express; American Eagle; United Express.

Water freight service on James River.

3 - POPULATION:

Corp. City 90 Cen. 203,056; E&P 92 Est. 201,546
MSA 90 Cen. 865,640; E&P 92 Est. 892,060
NDM-ABC: (80) 591,719
Bal. in MSA-ABC: (80) 169,592
Total MSA-ABC: (80) 761,311
Bal. in RTZ-ABC: (80) 368,484
Total NDM & RTZ-ABC: (80) 1,129,795

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 84,607; E&P 92 Est. 83,978
MSA 90 Cen. 343,738; E&P 92 Est. 354,120
NDM-ABC: (80) 214,922
Bal. in MSA-ABC: (80) 54,370
Total MSA-ABC: (80) 269,292
Bal. in RTZ-ABC: (80) 124,308
Total NDM & RTZ-ABC: (80) 393,600

5 - BANKS	**NUMBER**	**DEPOSITS**
Comm. & Savings	15	$26,298,533,000
Savings & Loan	14	$5,427,525,000

6 - PASSENGER AUTOS: Richmond County 5,787; Independent City 120,148

7 - ELECTRIC METERS: Residence 352,861

8 - GAS METERS: Residence 72,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Tobacco 12,800 ($665); Lumber & Wood ex. Furn. 2,100 ($390); Fab. Metals 2,000 ($387); Food Prods. 4,600 ($315); Apparel & Textile Prods. 2,100 ($439); Paper Prods. 5,000 ($439); Printing & Pub. 7,100 ($305); Chem. Prods. 10,600 ($518).

10 - CLIMATE: Min. & Max. Temp.-Spring 35-78; Summer 63-88; Fall 37-71; Winter 28-50. First killing frost, Oct. 31; last killing frost, Mar. 31.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: 9 blocks on Broad & Grace Sts. from 1st to 9th.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Willow Lawn(110)	4	JCPenney, Hess's, Miller & Rhoads
Southside(50)	5	GC Murphy
Azalea(37)	4	Thalhimer's, Ames
Eastgate(39)	6	Sears, Thalhimer's
Cloverleaf(77)	6	Sears, JCPenney, Thalhimer's
Brook Hill(22)	4	Super Fresh, Family Dollar
Village(22)	5	Super Fresh
Westland(20)	8	Peoples, Office America
Fountain Sq.(21)	8	Ukrops, Total Plus
Ridge(18)	7	Rite Aid
Merchant's Walk (40)	7	Hechinger's, Marshalls
Hanover Vlg.(8)	8	Rite Aid
Henrico Plz.(18)	NA	Ames
Gayton Crossing(68)	8	Ukrops, Safeway
Laburnum Sq.(27)	4	Safeway
Richmond(34)	3	Ukrops, Standard
Parham(15)	7	Safeway
Regency Sq.(93)	7	Sears, JCPenney, Miller & Rhoads, Thalhimer's
Chesterfield Mall(74)	10	Miller & Rhoads, Hess's, Leggett
Bon Air(12)	7	Safeway
Chippenham Sq.(29)	7	Ames, Marshalls
Chippenham North(13)	6	Ukrops
Oxbridge(32)	10	Ukrops, Rite Aid
Meadow Brook Plz.(32)	9	Super Fresh, G.C. Murphy
Meadowdale(28)	9	Safeway
Rockwood(15)	10	Winn-Dixie, Revco
Tuckernuck(32)	9	Safeway, Standard
Huguerot Vlg. (31)	8	Rite Aid, Super Fresh
Sycamore Sq.(35)	13	Ukrop's
Beaufont(28)	6	Best Prods., Builder's Sq.
Stony Point	NA	Peoples, Ukrops

Principal Shopping Days-Dept. Stores-Mon., Fri., Sat.; Food-Thur., Fri.

Stores Open Evenings-Nightly.

13 - RETAIL OUTLETS: Department Stores-Miller & Rhoads; Thalhimer's; Sears; JCPenney; Hess's; Leggett.

Discount Stores-K mart 5; Best 4; Ames 4.

Variety Stores-Woolworth 4; G.C. Murphy 5.

Chain Drug Stores-Peoples 24; Standard 16; Revco 15; Drug City 3; Rite Aid 24.

Chain Supermarkets-Safeway 24; Super Fresh 13; Lukhards 2; Siegel's 5; Ukrop's 19; Winn-Dixie 10; Farm Fresh 6; Chuck's 11; Food Lion 14.

Other Chain Stores-Appliances: Circuit City, Luskin's, Lowe's; Automotive Supply: Pep Boys, Western Auto, Trak Auto, Firestone, Goodrich, Goodyear, Midas Muffler, General Tire, Uniroyal, Amoco, Advance Auto Supply, Earl Scheib; Building Supplies: Builders Square, Anchor Fence, Pittsburgh Plate Glass, Binswanger Glass, Glidden, Hechinger's, Sherwin-Williams, 84 Lumber, Moore's, Bracken Fence, Lowe's, Republic Lumber; Candy: Fanny Farmer; Women's Apparel: Lerner, LaVogue, Montaldo's, Sassafras, Ragtime, Casual Corner, Stuarts, Added Dimension, Fashion Alley, Marshalls, Lane Bryant, Ardley; Men's Apparel: Jefferson, Steven Windsor, Kuppenheimer, A&N, Fines, Franco's, George's, Joseph Bank, Britches of Georgetown, S&K, Shevel's; Furniture: The Hub, Heilig-Meyers, The Oak, Haverty's, Virginia Wayside, Colony House, Haynes; Jewelers: Zales, Schwarzchild, Morton's, D.P. Paul; Shoes: Bakers, Butler's, Kinney's, Mary Jane Hanover, Hofheimer's, Thom McAn, Florsheim, Russell & Holmes, Saxons.

14 - NEWSPAPERS: TIMES-DISPATCH (m) 143,040; NEWS LEADER (e) 103,518; TIMES-DISPATCH (S) 254,331; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Roger Clapp, Adv. Dir., NEWS LEADER and TIMES DISPATCH, 333 E. Grace St., Richmond, VA 23219; Tel. (804) 649-6000.

National Representative: Sawyer-Ferguson-Walker.

ROANOKE

1 - LOCATION: Independent city connected with Roanoke County (MSA). E&P Map C-3. Financial, mercantile, industrial, distribution, transportation, agricultural, center for Western VA. HQ. for Norfolk Southern Co. Trading center for rich farm market. 165 mi. W of Richmond; 238 mi. SW of Washington, DC. On I-81; U.S. Hwys. 11 (Lee Hwy.), 220, 221, 460; State Hwys. 24, 115, 116, 117, 118, 311 & 419.

2 - TRANSPORTATION: Railroads-Norfolk & Southern, (headquarters for shops) major freight-break point, 5 radiating routes.

Intercity Bus Lines-Greyhound; Trailways; 4 local and regional carriers.

Motor Freight Carriers-58.

Airlines-USAir; ASA; United Express; ComAir; General Aviation Air Cargo; Charter and Helicopter Services.

3 - POPULATION:

Corp. City 90 Cen. 96,397; E&P 92 Est. 95,644
MSA-ABC: (80) 220,393
Bal. in NDM-ABC: (80) 497,210
County 90 Cen. 79,332; E&P 92 Est. 81,150
MSA 90 Cen. 224,477; E&P 92 Est. 226,013
Total NDM-ABC: (80) 717,603

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 40,165; E&P 92 Est. 39,852
County 90 Cen. 29,382; E&P 92 Est. 30,055
MSA 90 Cen. 89,046; E&P 92 Est. 89,586
MSA-ABC: (80) 81,878
Bal. in NDM-ABC: (80) 171,464
Total NDM-ABC: (80) 253,342

5 - BANKS NUMBERN.A.

6 - PASSENGER AUTOS: Roanoke County 65,760; City 68, 327

7 - ELECTRIC METERS: Metro-Res. 86,547

8 - GAS METERS: Metro-Res. 34,829

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric., Forestry, & Fish 6,890; Constr. 6,770; Mfg. 20,580; Trans., Commun. & Util. 8,320; Trade 28,100; Fin., Ins. & R.E. 6,640; Servs. 26,560.

Principal Pay Days-Fri., 15th; Last day of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-67; Summer 68-87; Fall 40-68; Winter 29-51. Mean An. Temp.-56. First killing frost, Oct. 18; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Jefferson St.; 4 on Campbell Ave.; 4 on Church Ave.; 4 on Salem Ave.

Neighborhood Shopping Areas-29 blocks. Williamson Rd.; 2 on Grandin Rd.; 2 on Brambleton Ave.; 3 on Franklin Rd. to City Limits; Melrose Ave. from 22nd St. NW to City Limits; 11th St., NW & Moorman Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grandin Road(28)	2	Thriftway, Revco, Harris-Teeter
Oak-Grove(10)	7	Big Lots, SupeRx
Crossroads(15)	5	Kroger, Firestone, Waccamaw Pottery, K mart, Circuit City
Tanglewood	5	JCPenney, Leggett, Kroger, SupeRx, Brendle's, Firestone
Towers(40)	2	Heironimus, Peoples, Woolworth, Harris-Teeter
Roanoke-Salem(3)	4	Factory Outlet, Winn-Dixie
Towne Ctr.(10)	5	Sam's Wholesale, RackRoom, Lady Buy, Phar-Mor
Cave Spring Corners(19)	5	Kroger, SupeRx, Hills
Townside Festival	6	SupeRx, Montanos, National Optical, J. Rayman
Valley View(118)	5	Sears, Thalhimer's, JCPenney, Leggett, Mont. Ward, Holdrens, Hechinger's, Toys 'R' Us
Vinton Plaza	3	Winn-Dixie, Sherwin-Williams
Parkside	3	Winn-Dixie, Revco
Lake Drive(17)	3	G.C. Murphy, Kroger, SupeRx, Sidney's, Radio Shack
Spartan Sq.(26)	10	Kroger, K mart, SupeRx
West Salem Plz (5)	9	Winn-Dixie
Southwest Plz (8)	7	Winn-Dixie, Revco, Firestone
Market Sq.(10)	10	Food Lion
Market Sq. East(8)	4	Fond Lion
Jamestown Plaza(3)	3	Bi-Rite
Blue Ridge(10)		Food Lion

Principal Shopping Days-Fri.; 15th; Last day of month.

Stores Open Evenings-Food, drug, dept. stores in shopping centers open nightly.

13 - RETAIL OUTLETS: Department Stores-S.H. Heironimus; Leggett; JCPenney; Sears; Thalhimer's; Montgomery Ward.

Discount Stores-Lowe's; Moore's 4; Pete Moore; Best Products; Thriftee 2; Revco 13; K mart 3; Family Dollar 4; Hills 2; Brendle's 2; T.J. Maxx; S&K; Sam's Wholesale; Phar-Mor; Wal-Mart; Circuit City; Waccamaw Pottery; Heckinger's; Big Lots.

Variety Stores-Woolworth 3; Scotties.

Chain Drug Stores-Peoples 7; Revco 14; SupeRx 16.

Chain Supermarkets-Kroger 9; Harris-Teeter 6; Winn-Dixie 5; Hop-In 20; IGA 2; Pic-Quick 8; Sureway 3; 7-Eleven 12; Thriftway 4; Food Lion 4; Other Grocery Stores 264.

Other Chain Stores-Devoe; Firestone; Goodrich; Goodyear; Grand Piano; Hanover Shoe; Hofheimer Shoes; Kinney Shoes; Lerner Shops; Stuart McGuire Shoes; Pic-Way Shoes; Radio Shack; Sherwin-Williams; Thom McAn; Webster Clothiers; Western Auto; Sidney's; Advance Stores; Spencer Gifts; Holdrens; Orvis; Barrett Shoes; Kirklands; Bass Shoes; Casual Corner; Benetton; The Limited; Glidden Paint; Blockbusters Video; Toys 'R' Us.

14 - NEWSPAPERS: TIMES & WORLD NEWS (m-mon to fri) 86,692; (e-mon to fri) 34,363; (m-sat) 127,159; (S) 128,410; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Pat Blackstock, Gen. Adv. Mgr., TIMES & WORLD NEWS, PO Box 2491, Roanoke, VA 24010; Tel. (703) 981-3100.

National Representative: Branham/Newspaper Sales.

SPRINGFIELD

1 - LOCATION: Independent City in Fairfax County (In Washington DC-MD-VA MSA). E&P Map E-1. County Seat. Suburban Washington.

2 - TRANSPORTATION: Motor Freight Carriers-41 in SMSA.

Intercity Bus Lines-Continental Trailways; Greyhound; Gold Line; Colonial Transit.

Airlines-Major airlines in Washington, DC.

3 - POPULATION:

Corp. City 90 Cen. 19,622; E&P 92 Est. 19,423
County 90 Cen. 818,584; E&P 92 Est. 868,579
MSA 90 Cen. 3,923,574; E&P 92 Est. 4,117,910
NDM-ABC: (80) 745,103

4 - HOUSEHOLDS:

City 90 Cen. 7,489; E&P 92 Est. 7,413
County 90 Cen. 287,223; E&P 92 304,765
MSA 90 Cen. 1,519,507; E&P 92 Est. 1,593,597
NDM-ABC: (80) 270,162

5 - BANKS	**NUMBER**	**EST. DEP.**
Comm.(MSA)	63	$13,000,000,000
Savings & Loan(MSA)	53	$9,000,000,000

6 - PASSENGER AUTOS: Fairfax County 591,791

7 - ELECTRIC METERS: Residence 873,200 (MSA)

8 - GAS METERS: Residence 565,320 (MSA)

9 - PRINCIPAL INDUSTRIES: Gov't; Whol. & Ret. Trade; Servs.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 66-90; Fall 50-71; Winter 20-45. First killing frost, Nov. 27; last killing frost, Mar. 10.

11 - TAP WATER: Slightly alkaline, medium soft.

12 - RETAILING: Principal Shopping Center-Springfield Mall.

Neighborhood Shopping Center-Bradick.

Principal Shopping Days-Mon., Thur., Fri., Sat.

Stores Open Evenings-Most.

13 - RETAIL OUTLETS: Department Stores-Garfinckel's; Woodward & Lothrop; Montgomery Ward; Penney's.

Discount Store-K mart.

Chain Drug Stores-Peoples; Drug Fair; Dart Drug; Revco.

Chain Supermarkets-Giant; Safeway; A&P.

14 - NEWSPAPERS: FAIRFAX JOURNAL (m-mon to fri) 54,601; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data. Danny Aquilino, Adv. Mgr., FAIRFAX JOURNAL, 6883 Commerical Dr., Springfield, VA 22159; Tel. (703) 750-8100.

National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

STAUNTON

1 - LOCATION: Independent City connected with Augusta County, E&P Map D-2, County Seat. Trading center for three-county agricultural area. School center. West Central part of State. 87 mi. from Roanoke; 72 mi. from Lynchburg; 107 mi. from Richmond. On U.S. Hwys. 11, 250, I-64, I-81; State Hwy. 254.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio, Chesapeake & Western (freight).

Motor Freight Carriers-16.

Intercity Bus Line-Greyhound.

Airline-USAir.

3 - POPULATION:

Corp. City 90 Cen. 24,461; E&P 92 Est. 25,176
CZ ABC: (80) 35,192
RTZ-ABC: (80) 91,169
County 90 Cen. 54,677; E&P 92 Est. 55,218
City & RTZ-ABC: (80) 126,361

4 - HOUSEHOLDS:

City 90 Cen. 9,984; E&P 92 Est. 10,276
CZ-ABC: (80) 11,344
RTZ-ABC: (80) 32,634
County 90 Cen. 19,321; E&P 92 Est. 19,512
City & RTZ-ABC: (80) 43,978

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$271,164,000
Savings & Loan	2	$237,507,153

6 - PASSENGER AUTOS: Augusta County 45,733; Independent City 16,949.

7 - ELECTRIC METERS: Residence 25,000.

8 - GAS METERS: Residence 8,171.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Trans., Commun. & Util. 1,377; Mfg. 1,021; Trade 2,092; Lumber & Furn. 500; Fibers & Textiles 4,380; Metal Prods. & Fabric 1,080; Mach. & Misc. Mfg. 3,330; Apparel 1,300; Food 510; Constr. 2,100; Fin., Ins., R.E. 487; Gov't 5,130.

Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 61-82; Fall 38-57; Winter 24-43. First killing frost, Oct. 19; last killing frost, May 7.

11 - TAP WATER: Neutral, medium soft; fluoridated and chlorinated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Beverly St.; 4 on Central Ave.; 2 on Augusta St.

Neighborhood Shopping Centers-1 block at Hays & W Beverly; 1 block at College Park; 1 block at Churchville & Grubert Aves. Staunton Mall, Rt. 11, South (Greenville Ave.) (30 acres); 3 blks. at Beverly & Grubert; 1 blk. at Churchville & Springhill; Chestnut Hills Shopping Center; Statler Square Shopping Center; Statler Crossing.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Terry Court(24)	NA	Terry Court Drug, Grand Piano
Town & Country(3)	NA	K mart, Sears
Statler Sq.(16)	NA	Roses, Begley Drug, Kroger
Staunton Mall (31)	NA	JCPenney, Mont. Ward, Woolworth, Leggett
Chestnut Hills(5)	NA	Big Lots
Statler Crossing	NA	Wal-Mart

Principal Shopping Days-Fri., Sat., Sun.

Stores Open Evenings-Fri.; Shpg. Ctrs. every evening.

13 - RETAIL OUTLETS: Department Stores-Leggett; Mont. Ward; JCPenney.

Variety Store-Woolworth.

Chain Drug Stores-Peoples; SupeRx; Medco; Begley; Rite Aid; Revco.

Chain Supermarkets-IGA; Kroger; Shop & Save; 7-Eleven; Food Lion; Super Fresh; Nick's.

Discount Stores-K mart; Roses; Big Lots; Wal-Mart.

Other Chain Stores-Lowe's; Goodyear; Dollar General; Family Dollar; Advance; A&N; Sears (catalog); Moore's; Glassner Jewelers; Wise Discount; Medco; Memory Lane Gifts; Super Dollar; Mark's; Advance Auto; Schewels.

14 - NEWSPAPERS: NEWS-LEADER (m) 18,662; (S) 22,722; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data. Marty White, Adv. Dir., NEWS-LEADER, PO Box 59, Staunton, VA 24401; Tel. (703) 885-7281.

National Representative: Landon Associates.

STRASBURG

1 - LOCATION: Shenandoah County, E&P Map E-1. On U.S. Hwy. 11; State Hwy. 55. I-81 and Junction I-66. Miscellaneous manufacturing center in agricultural region. 90 mi. W of Washington, DC; 130 mi. SW of Baltimore, MD. Serving Tri County area, Frederick, Warren and Shenandoah Counties; including Winchester and Front Royal, VA.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Southern; Conrail; Chessie.

Motor Freight Carriers-8.

Intercity Bus Lines-Greyhound; Trailways.

Airline-Piedmont.

3 - POPULATION:

Corp. City 90 Cen. 3,762; E&P 92 Est. 4,028
County 90 Cen. 31,636; E&P 92 Est. 32,674
NDM-ABC: (80) 116,357

4 - HOUSEHOLDS:

City 90 Cen. 1,447; E&P 92 Est. 1,549
County 90 Cen. 12,168; E&P 92 Est. 12,567
NDM-ABC: (80) 41,906

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	13	$478,207,000
Savings & Loan	5	$50,000,000

6 - PASSENGER AUTOS: Counties-Shenandoah 27,600; Warren 22,160; Frederick 38,510; Regional total 88,270.

7 - ELECTRIC METERS: Residence Est.-Shenandoah Co. 8,800; Warren Co. 9,320; Frederick Co. 19,993; Regional total 38,113.

8 - GAS METERS: 3,000.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textiles 5,440; Apple Prods. 750; Rubber Prods. 933; Poultry 3,260; Auto Parts 260; Brake Shoes 950; Sewing 900; Building Materials 425; Comm. Printing 675; Quarries 200; Food Proc. 950; Light Bulbs 250; Records & Tapes 1,065; Travel Trailers & Mobile Homes 250; Furn. 350; Health Care 360.

Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-92; Summer 50-105; Fall 28-86; Winter 10-75. First killing frost, Oct. 30; last killing frost, Apr. 11.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Principal Shopping Centers-Winchester; Front Royal; Strasburg; Woodstock.

Neighborhood Shopping Centers-Mt. Jackson; Edinburg; New Market; Berryville; Wardensville; Middletown; Stephens City.

Principal Shopping Days-Wed., Thur., Fri., Sat.

Stores Open Evenings-Dept.-Mon.-Sat.; Furniture-Fri; Food-Mon.-Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Leggett 2; JCPenney; Sears; Peebles; K mart 2; Roses; Wal-Mart; Ames.

Variety Stores-Newberry 2; McCrory 2; Ben Franklin 2; Family Dollar; Big Lots; Jamesway.

Chain Drug Stores-Peoples 2; Revco 2; Rite Aid.

Chain Supermarkets-Safeway 2; IGA 4; 7-Eleven 15; Acme; High's; Food Lion 6; Martin's 2; Super Fresh 3.

Other Chain Stores-Firestone; Goodyear 2; Goodrich; Advance; A&N 2; Jewel Box; Burton Men's Shop; Dollar General 3; Lowe's; Radio Shack 3; Kinney Shoes; World Bazaar; Waldenbooks; Footlocker; Spencer's; Casual Corner; The Limited; Zales Jewelry; Melart Jewelers; Shaw's Jewelers.

14 - NEWSPAPERS: NORTHERN VIRGINIA DAILY (m) 15,295; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data. Kelly G. Phillips, Adv. Contact, NORTHERN VIRGINIA DAILY, PO Box 69, Strasburg, VA 22657; Tel. (703) 465-5137; FAX (703) 465-9388.

National Representative: Landon Associates.

SUFFOLK

1 - LOCATION: Independent City (In Norfolk-Virginia Beach-Newport News VA-NC MSA), E&P Map F-3. 20 mi. SW of Norfolk, VA. On U.S. Hwys. 58, 460.

2 - TRANSPORTATION: Railroads-Atlantic Coast; Norfolk, Franklin and Danville; Norfolk & Western; Seaboard.

Motor Freight Carriers-5.

Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:

Corp. City 90 Cen. 52,141; E&P 92 Est. 53,546
NDM-ABC: (80) 47,621
MSA 90 Cen. 1,396,107; E&P 92 Est. 1,449,594
City & RTZ-ABC: (80) 90,379

4 - HOUSEHOLDS:

City 90 Cen. 18,960; E&P 92 Est. 19,471
MSA 90 Cen. 519,346; E&P 92 Est. 538,682
NDM-ABC: (80) 15,742
City & RTZ-ABC: (80) 29,666

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	6	$86,000,000
Savings & Loan	2	$29,200,000

6 - PASSENGER AUTOS: Independent City 33,816.

7 - ELECTRIC METERS: Residence 13,500.

8 - GAS METERS: Residence 1,835.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Peanut 2,370; Lumber 465; Meat Pkg. 195; Tea & Coffee Prods. 260; Farm Mach. Mfg. 175.

10 - CLIMATE: Min. & Max. Temp.-Spring 56-73; Summer 77-95; Fall 41-62; Winter 39-47.

11 - TAP WATER: Alkaline, very soft, not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Suffolk Plz.(28)	NA	Ames, Super Fresh, Peoples
Suffolk West(19)	NA	Rite Aid, Dollar General
Suffolk Shpg. Ctr.	NA	Roses, Revco, Farm Fresh
Holland Shpg. Ctr.	NA	Revco, Food Lion

Principal Shopping Days-Mon., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Leggett; Ames; B. Laderberg & Son.

Variety Stores-Woolworth; Roses; Super Dollar; Dollar General; Wal-Mart.

Chain Drug Stores-Peoples; Revco; Rite Aid.

Chain Supermarkets-Super Fresh; Belo 3; Farm Fresh; Food Lion 2.

Other Chain Stores-Goodyear; Sherwin-Williams; Radio Shack; Western Auto; Cato; Piece Goods Fabrics; Fashion Cents; Pic 'N Pay; Domino's; Kentucky Fried Chicken; Pizza Hut 2; McDonald's 2; Taco Bell; Hardees 2; Burger King 2; Little Caesar's.

14 - NEWSPAPERS: NEWS-HERALD (e-mon to fri; S) 6,000; Publisher's Statement June 30, 1991.

Local Contact for Advertising and Merchandising Data: Earl T. Jones Jr., Adv. Dir., NEWS-HERALD, 130 S. Saratoga St., Suffolk, VA 23434; Tel. (804) 539-3437.

National Representative: Landon Associates.

VIRGINIA BEACH

See NORFOLK

WAYNESBORO

1 - LOCATION: Independent City connected with Augusta County, E&P Map D-2. Railroad junction and shipping center for industrial, agricultural and dairy area of E Augusta, N Nelson and W Albermarle Counties. 98 mi. W-NW of Richmond, 90 mi. N-NE of Roanoke. On U.S. Hwys. 250 and 340; I-64; State Hwys. 254, 340, 624, 664, 795, 865.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio; Norfolk & Western; Belt (freight line).

Motor Freight Carriers-5.

Intercity Bus Line-Virginia Trailways.

Airline-Allegheny Commuter.

3 - POPULATION:

Corp. City 90 Cen. 18,549; E&P 92 Est. 19,360
CZ-ABC: (80) 23,159
RTZ-ABC: (80) 25,866
County 90 Cen. 54,677; E&P 92 Est. 55,218
City & RTZ-ABC: (80) 49,025

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 7,361; E&P 92 Est. 7,683
CZ-ABC: (80) 8,578
RTZ-ABC: (80) 8,701
County 90 Cen. 19,321; E&P 92 Est. 19,512
City & RTZ-ABC: (80) 17,279

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	5	$89,884,000
Savings & Loan	2	$26,052,000
Credit Unions	6	$28,380,000

6 - PASSENGER AUTOS: Augusta County 45,733; Independent City 13,989.

7 - ELECTRIC METERS: Residence 6,600.

8 - GAS METERS: Residence 6,425.

9 - PRINCIPAL INDUSTRIES: Electronics; Chem. and Synthetics; Furn.; Textiles; Metalcraft; Plastics; Filaments; Shipfittings; Vinyl; House Siding; Pipe and Electronic Organs; Plywood; Confectionery. No. of Wage Earners-over 9,000; annual payroll in excess of $165,000,000.

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Annual rainfall approx. 40 in.; Annual snowfall approx. 20 in.; Winter av. temp. 35; Summer av. temp. 75.

11 - TAP WATER: Neutral, soft; flouridated.

12 - RETAILING: Principal Shopping Centers-22 blocks on 7 sts.; 5 on Main St.; 4 on Wayne Ave.; 1 on Federal St.; 1 on Short St.; 1 on Market Ave.; 3 on Arch Ave.; 1 on 11th St.; 6 blks. on Broad St.

Neighborhood Shopping Centers-3 blocks on Commerce Ave.; 2 on W. Main St.; 4 on W. Broad; 3 on E. Broad.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Waynesboro Center(22)	NA	Roses, Peoples, Food Lion

Principal Shopping Days-Thur. through Sat.

Stores Open Evenings-Mon. through Fri.; Shopping Centers, Food Stores & many others nightly.

13 - RETAIL OUTLETS: Department Stores-Leggett; Cato's; Corner Hdwe.

Variety Store-Roses.

Discount Store-K mart.

Chain Drug Stores-Standard, Peoples Service Drugs; Rite Aid.

Chain Supermarkets-A&P, IGA; Shop & Save; Food Lion.

Other Chain Stores-Western Auto; Advance; Firestone, Goodyear; Goodrich's; Sherwin-Williams; Sears; A&N; Grand Piano; Moores; Kroger Sav-On.

14 - NEWSPAPERS: NEWS-VIRGINIAN (e) 10,780; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Harlan H. Phillips, Adv. Dir., NEWS-VIRGINIAN, 544 W. Main St., Waynesboro, VA 22980; Tel. (703) 949-8213.

National Representative: Landon Associates.

WINCHESTER

1 - LOCATION: Independent City connected with Frederick County, E&P Map E-1, County Seat. Manufacturing, shopping, fruit growing & packing, tourism, medical center. In N tip of State. On U.S. Hwys. 11, 17, 50, 522, 340; I-81. 72 mi. W of Washington, DC; 142 mi. from Richmond.

2 - TRANSPORTATION: Railroads-B&O; Chessie, N/W Freight only.

Motor Freight Carriers-22.

Intercity Bus Line-Greyhound

3 - POPULATION:

Corp. City 90 Cen. 21,947; E&P 92 Est. 22,478
CZ-ABC: (80) 20,217
Bal. in NDM-ABC: (80) 44,115
County 90 Cen. 45,723; E&P 92 Est. 48,342
Total CZ & Bal. in NDM-ABC: (80) 64,332

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 9,339; E&P 92 Est. 9,565
CZ-ABC: (80) 7,971
Bal. in NDM-ABC: (80) 14,981
County 90 Cen. 16,157; E&P 92 Est. 17,082
Total CZ & Bal. in NDM-ABC: (80) 22,952

5 - BANKS	NUMBER	DEPOSITS
Comm. & Savings	7	$4,423,021,325
Savings & Loan	1	$583,843,438

6 - PASSENGER AUTOS: Frederick County 38,510; Independent City 16,182

7 - ELECTRIC METERS: Residence City 9,926; County 15,200

8 - GAS METERS: Residence City & County 3,360

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric., Serv. & Quarrying 330; Constr. 1,600; Textiles & Apparel 530; Food 990; Lumber & Furn. 670; Stone, Clay, Glass Prods. 1,420; Metal Prods. & Mach. 1,440; All Other Mfg. 15,400; Fin. 970; Gov't 2,320; Servs. 3,670.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-62; Summer 63-85; Fall 45-68; Winter 28-48. First killing frost, Oct. 19; last killing frost, Apr. 21.

11 - TAP WATER: Alkaline.

12 - RETAILING: Principal Shopping Areas-10 blocks on 5 Sts.; Downtown Pedestrian Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Berryville Pl.	NA	Pharmhouse, Choice IGA
Ward Pl.(16)	NA	Mont. Ward, McCrory, Peoples Drug
Delco Plz (8)	NA	Ames
Apple Valley Sq (14)	NA	L.A. Joe's, Revco
Apple Blossom Mall(43)	NA	Leggett, Sears JCPenney
Apple Blossom Corners	NA	Martin's, Wal-Mart

Principal Shopping Days-Mon., Fri., Sat.

Stores Open Evenings-Department: Mon and Fri.; Food and Shpg. Ctrs.: Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores-Leggett; JCPenney, Mont. Ward; Sears.

Variety Stores-McCrory; Kresge.

Discount Stores-Revco 4; Pharmhouse; K mart; L.A. Joe's; Family Dollar; Dollar Bargain; Dollar General; Wal-Mart; Big Lots; Ames.

Chain Drug Stores-Peoples 2; Rite Aid 2; Revco.

Chain Supermarkets-Superfresh; Safeway; Choice IGA; Martins; Food Lion 3.

Other Chain Stores-Royal Jewelers; Kinney's; A&N; Schewels; Firestone; Sherwin-Williams; Eleanor; McPhail Paint; Goodyear; Lowe's; Moores; Fashion Bug; Pic Way; Pic 'N Pay; 84 Lumber; Alfred Neys; Zales; Grand Piano.

14 - NEWSPAPERS: STAR (e-mon to fri) 21,255; (sat) 25,404; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Jerry Howard, Adv. Mgr., STAR, 2 N. Kent St., Winchester, VA 22601; Tel. (703) 667-3200.

National Representative: Landon Associates.

WOODBRIDGE

1 - LOCATION: Prince William County (In Washington, DC-MD-VA MSA), E&P Map E-2. Suburban residential and military center. In N Virginia, 23 mi. S of Washington, DC, 30 mi. N of Fredericksburg; on I-95.

2 -TRANSPORTATION: Railroads- Richmond, Fredericksburg & Potomac; Southern.

Motor Freight Carriers-3.

Intercity Bus Lines-Trailways; Greyhound; Commuter Ride.

Airlines-Major national and international airlines serving the Washington, D.C. metropolitan area from Dulles International and National Airports.

3 - POPULATION:

District 90 Cen. 19,750; E&P 92 Est. 20,727
NDM-ABC: (80) 107,632
County 90 Cen. 215,686; E&P 92 Est. 226,987
MSA 90 Cen. 3,923,574; E&P 92 Est. 4,117,910

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 7,697; E&P 92 Est. 8,077
NDM-ABC: (80) 31,442
County 90 Cen. 76,214; E&P 92 Est. 80,208
MSA 90 Cen. 1,519,507; E&P 92 Est. 1,593,597

5 - BANKS:-N.A.

6 - PASSENGER AUTOS: Prince William County 149,303

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Percentage of Wage Earners (80 Cen.)-Gov't 48%; Prof. & Tech. 20%; Clerical 20%; Crafts 20%; Servs. 11%; Industrial 10%; Farming 0.3%.

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-64; Summer 68-85; Fall 47-68; Winter 38-44. First killing frost, Oct. 26; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Neighborhood Shopping Centers-Potomac Plaza, Prince William Plaza, Dumfries, Triangle Plaza, Lynwood, Ashdale Plaza, Forestdale Plaza, Glendale Plaza, Westgate, Center Plaza, Manassas Junction, Tackett's Mill, Potomac Mills, Smoketown Plz.; Potomac Festival; Bull Run Festival; Manassas Festival; Old Bridge Festival.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Marumsco Plaza	NA	Peebles, Giant Foods, Peoples Drugs
Gordon Plaza	NA	Ames, Basics, Fantels
Manassas Mall	NA	Mont. Ward, Hecht's, Sears, Leggett
Manaport	NA	F&M Distributors, Marshalls
Potomac Mills	NA	Waccamaw, IKEA, Sears Outlet
Manassas	NA	Peebles
Potomac Festival	NA	Hermans Sporting Goods, Circuit City
Bull Run Festival	NA	Service Mdse.; MJ Designs, Hermans Sporting Goods
Prince William Sq.	NA	Service Mdse., MJ Designs, Shoppers Food Whse.

Principal Shopping Days-Fri., Sat. & Sun.

13 - RETAIL OUTLETS: Department Stores-Peebles; Sears; Leggett; Mont. Ward; Hecht's; K mart, Ames.

Chain Drug Stores-Peoples; Drug Emporium; Rite Aid; Fantels; F&M Distributors.

Chain Supermarkets-Giant Food; Basics; Safeway; Shoppers Food Warehouse; Magrudgers; Weis Markets; Bonus.

Other Chain Stores-Goodyear; Merchants Tire; Harpers; Abbey Carpets; Hechinger's; Lowe's; Hub Furniture; Sherwin-Williams; Hi-Gear; Radio Shack; Crown Books; Mattress Discounters; Waxie-Maxies; Color Tile; Waccamaw Pottery; Luskins; IKEA; Levits Furniture; Franks Nursery; Kiddie City Toys; MJ Designs; Service Mdse.; T.J. Maxx; Marshalls; Ross Dress For Less; Silk Greenhouse; Bills Carpet; Channel Home Centers; Firestone; W. Bell; Pier 1 Imports; Evans; Circuit City; Erols Video; Blockbuster Video.

14 - NEWSPAPERS: POTOMAC NEWS (e) 24,973; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Paula Ryan, Adv. Dir., POTOMAC NEWS, 14010 Smoketown Rd., Woodbridge, VA 22192; Tel. (703) 670-8151.

National Representative: U.S. Suburban Press.

WASHINGTON SURVEYS

METROPOLITAN STATISTICAL AREAS

Bellingham-Whatcom County.
Bremerton-Kitsap County.
Olympia-Thurston County.
Richland-Kennewick-Pasco-Benton and Franklin Counties.
Spokane-Spokane County.
Yakima-Yakima County.

PRIMARY METROPOLITAN STATISTICAL AREAS

Seattle-King and Snohomish Counties.
Tacoma-Pierce County.
Vancouver-Clark County.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Portland-Vancouver, OR-WA-Includes Portland, OR PMSA and Vancouver, WA PMSA.

Seattle-Tacoma-Includes Seattle PMSA and Tacoma PMSA.

POPULATION ESTIMATES

(Thousands)

Age Group	1980	1990	1992
Under 5 Years	306	400	410
5-14 Years	618	693	711
15-24 Years	769	739	757
25-44 Years	1,241	1,710	1,753
45-64 Years	775	869	891
65 and Over	439	476	488
TOTAL	4,148	4,888	5,010

Based on U.S. Census

POPULATION ESTIMATES

(Thousands)

Places of 50,000 or more and Central Cities of MSA's with 10% or more of Spanish Origin Population, according to the U.S. 1980 Census.

City	Total Pop.	Spanish Origin	Percent
Pasco-Kennewick-Richland	86	18	20.9

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1977 Census	1982 Census	1992 Est.
Bldg. Mat./Hdwr	898	1,083	2,505
General Mdse	1,604	2,170	4,207
Food	2,895	4,805	8,178
Automobiles	2,757	3,203	7,944
Gasoline Stations	947	1,690	2,153
Apparel	611	972	1,794
Furniture	669	818	1,933
Eat-Drink Places	1,356	2,233	4,337
Drugs	536	796	1,501
TOTAL SALES	13,503	20,008	37,956

ABERDEEN

1 - LOCATION: Grays Harbor County, E&P Map A-2. On the Chehalis River, 50 mi W of Olympia. On U.S. Hwys. 12, 101.

2 - TRANSPORTATION: Railroads-Union Pacific; Burlington Northern.

Motor Freight Carrier-5.

Intercity Bus Lines-Washington Coast Lines; Grays Harbor Transit.

3 - POPULATION:

Corp. City 90 Cen. 16,565; E&P 92 Est. 16,130
CZ-ABC: (80) 30,033
RTZ-ABC: (80) 46,089
County 90 Cen. 64,175; E&P 92 Est. 63,754
City & RTZ-ABC: (80) 76,122

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 6,688; E&P 92 Est. 6,512
CZ-ABC: (80) 11,886
RTZ-ABC: (80) 17,074
County 90 Cen. 25,037; E&P 92 Est. 24,872
City & RTZ-ABC: (80) 28,960

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$475,792,000
Savings & Loan	3	(Incl. above)

6 - PASSENGER AUTOS: Grays County 31,678

7 - ELECTRIC METERS: Residence 29,030

8 - GAS METERS: Residence 2,400

9 - PRINCIPAL INDUSTRIES: Lumber, Logging; Plywood; Fishing and Small Wood Working 7,120 Emp.; Pulp & Paper Mfg.; Pulp Mills; Paper Mills; Commercial Fishing; Tourism.

Principal Pay Days-Sat. 1st, 5th, 15th, 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 50-85; Fall 50-75; Winter 30-60

11 - TAP WATER: Neutral, soft, not fluoridated

12 - RETAILING: Principal Shopping Centers-3 blocks on Heron St.; 5 on Wishkah St.; 4 on Market St.; East Wishkah Mall (20 stores); South Shore Mall (55 Stores).

Principal Shopping Days-Mon., Fri., Sat.

Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Lamont's; K mart.

Variety Stores-Pay 'N Save.

Discount Stores-Payless; Ernst-Malmo.

Chain Drug Stores-Payless; Rexall 2; Pay 'N Save; The Medicine Shoppe.

Chain Supermarkets-Safeway 2; Thriftway; Swanson's 3; ShopRite; Price Plus.

Other Chain Stores-Coast-to-Coast: Discount Fabrics; Radio Shack 3; Sherwin-Williams; General Tire; Kinney Shoes 2; True Value Hdwe. 3; Sprouse-Reitz, F.T. Kluh; Hickory Farms; Squire Shop; Hallmark 3; House of Fabric; Maurices's; 7-Eleven 5; Tires Inc.; Centerville; Hazel's Candies; Waldenbooks; Robinsons, Goodyear, Ace Hdwe. 3; Gallencamps; Fabricland; Zales; Kits Camera; Les Schwab; Al's Auto.

14 - NEWSPAPERS: WORLD (e) 17,468 (S) 17,580; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Duane Langeliners, Gen. Mgr., WORLD, 315 S. Michigan; PO Box 269, Aberdeen, WA 98520; Tel. (206) 532-4000.

National Representative: The Papert Companies.

AUBURN

See KENT

BELLEVUE

1 - LOCATION: King County (In Seattle PMSA), E&P Map B-2. 6 mi. E of Seattle. E of Lake Washington, on I-405 (alternate to N-S I-5 which passes through Seattle). Two floating bridges connect with Seattle to the west (I-90 and Hwy. 520).

2 - TRANSPORTATION: Railroad-Burlington-Northern.

Motor Freight Carriers-2.

Intercity Bus Lines-Continental Trailways; Greyhound; Seattle Metro Transit.

Airlines-Alaska; British Airways; Continental; Delta; Eastern; Northwest; Pacific Western, Pan American; Scandinavian; United; TWA; Republic; Horizon Air; (In Seattle).

3 - POPULATION:

Corp. City 90 Cen. 86,874; E&P 92 Est. 89,468
NDM-ABC: (80) 301,461
County 90 Cen. 1,507,319; E&P 92 Est. 1,554,052
PMSA 90 Cen. 1,972,961; E&P 92 Est. 2,044,738

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 33,756; E&P 92 Est. 34,764
NDM-ABC: (80) 105,528
County 90 Cen. 602,927; E&P 92 Est. 621,621
PMSA 90 Cen. 794,540; E&P 92 Est. 823,538

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	7	$517,548,000
Savings & Loan	9	$324,280,000
Commercial	10	$234,073,000

6 - PASSENGER AUTOS: King County 979,608

7 - ELECTRIC METERS: East Side 138,000

8 - GAS METERS: East Side 76,000

9 - PRINCIPAL INDUSTRIES: Electronic Control Systems; Phototypesetting Equip.; Bldg. Materials; Trucks; Constr. Equip.; Soft Drinks; Food Prods.; Medical Electronics; Computer Software Developers; Aerospace Support Systems.

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-59; Summer 56-75; Fall 48-60; Winter 36-45. First killing frost, Nov. 2; last killing frost, Mar. 20.

11 - TAP WATER: Soft.

12 - RETAILING: Principal Shopping Centers-(No. of Stores)-8400 stores on East Side. Bel-Square; Bellevue Way & N.E. 8th (198); Crossroads-N.E. 8th & 156th N.E. (60); Totem Lake Exit 124 off 405, Kirkland (68); Factoria, I-90 & 405 (80); Overlake, 148th & N.E. 24th (55).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bel-Square	NA	JCPenney, Fredrick & Nelson, Nordstrom, The Bon
Crossroads(60)	NA	Lamont's, Ernst Hdwe.
Totem Lake(68)	NA	Pay 'N Save, Thrifty, Ernst Hdwe., Lamont's
Lake Hills	NA	QFC Grocery
Evergreen Vlg.(8)	NA	Pay 'N Save, Safeway
Redmond Ctr.(21)	NA	QFC, Sears
Juanita Vlg.(11)	NA	Safeway
Sunset Vlg.(20)	NA	Safeway, Fisher Drug
Eastgate Plz.	NA	Albertson's, Payless
Bear Creek(23)	NA	Pay 'N Save, Safeway
Overlake(12)	NA	Payless, Safeway
Factoria(85)	NA	Pay 'N Save, Safeway, Target, Ernst

Principal Shopping Days-Fri. & Sat.

Stores Open Evenings-Shopping centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Bon Marche; Sears; Nordstrom; Frederick & Nelson; Lamont's; Fred Meyer; Eddie Bauer; Loehmann's.

Chain Drug and Variety Stores-Pay 'N Save, Payless; Skaggs; Coast-to-Coast; Ernst Hardware; Fred Meyer; Bartells; Pay 'N Pak; K mart; Target.

Chain Supermarkets-Albertson's; Safeway; Lucky; Thriftway; Thrifty; QFC; Mark-It Foods; Tradewell; Fred Meyer.

Other Chain Stores-Firestone; Goodyear; Big 'O' Tires; O.K. Tire; R&B Furniture; Hancock Fabrics; Discount Fabrics; Gran Tree Furniture Rental; Friedlander's Jewelry; Radio Shack; Evans Tires; Dunn Lumber; 7-Eleven; Dairy Queen; Marshalls; Schuck's Auto; Fisher Drug; Bartell Drug; Sleepaire; Hickory Farms; J.K. Gill; Western Farmers Assoc.; Hallmark; Standard Serv. Tire; Ross Dress For Less; Fabricland; Music West; Lee Myles Transmission; Capitol Tire; Malmo; Big Five.

14 - NEWSPAPERS: JOURNAL-AMERICAN (m) 33,711; (S) 33,040; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Harry Chin, Adv. Dir., JOURNAL-AMERICAN, PO Box 90130, Bellevue, WA 98009-9230; Tel. (206) 455-2222.

National Representative: Landon Associates.

BELLINGHAM

1 - LOCATION: Whatcom County (MSA), E&P Map B-1. 86 mi. N of Seattle. On U.S. Hwy. I-5; State Hwys. 11, 542, 539. On Bellingham Bay.

2 - TRANSPORTATION: Railroads-Burlington Northern; Chicago.

Motor Freight Carriers-14.

Intercity Bus Line-Greyhound.

Airlines-USAir; Alaska Air; Horizon; United Express.

3 - POPULATION:

Corp. City 90 Cen. 52,179; E&P 92 Est. 53,456
CZ-ABC: (80) 45,794
RTZ-ABC: (80) 60,907
County/MSA 90 Cen. 127,780; E&P 92 Est. 131,935
City & RTZ-ABC: (80) 106,701

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 20,454; E&P 92 Est. 20,954
CZ-ABC: (80) 18,440
RTZ-ABC: (80) 21,190
County/MSA 90 Cen. 48,822; E&P 92 Est. 50,410
City & RTZ-ABC: (80) 39,630

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	10	$480,000,000
Mutual Savings	4	$130,000,000
Savings & Loan	6	$310,000,000

6 - PASSENGER AUTOS: Whatcom County 73,263

7 - ELECTRIC METERS: Residence 29,012

8 - GAS METERS: Residence 11,040

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agriculture 5,100; Food & Kindred Prods. 1,475; Lumber & Wood Prods. 1,400; Printing & Pub. 260; Stone, Clay & Glass Prods. 315; Other Durable Goods 1,800; Other Non-Durable Goods 2,310; Forestry, Fishing, Mining & Misc. 650; Contract Constr. 1,450; Whol. & Ret. Trade 10,020; Fin., Ins. & R.E. 1,300; Servs. 6,900; Gov't 7,800; Educational Servs. 5,400; Other Gov't. 2,600.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-58; Summer 46-72; Fall 39-60; Winter 30-45. First killing frost, Sept. 28; last killing frost, May 2.

11 - TAP WATER: Neutral, soft, filtered, chlorinated.

12 - RETAILING: Principal Shopping Center-23 blocks on State, Railroad, Cornwall, Commercial, Magnolia, Holly.

Neighborhood Shopping Centers-12th & Harris; Meridian & Broadway; Northwest & E Maplewood; E Holly & Ellis; Meridian & Illinois; Northwest & Birchwood; Cornwall & Ohio; Bellingham Mall, College Pkwy.; Fountain District; Park Manor; Sunset Square; Town & Country; Fred Meyer; Meridian Village.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bellingham Mall(27)	2	
Bellis Fair Mall (130)	5	Sears, Target, Mervyn's, The Bon, JCPenney

Principal Shopping Days-Dept. Stores: Mon., Fri. and Sat.; Food Stores: Thur., Sun.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Golden Rule; Bon Marche; Fred Meyer; Payless; Nordstrom's Place Two; Best; J.K. Gill.

Variety Stores-Woolworth; 88 Center; Pay 'N Save; Target, Mervyn's.

Discount Stores-Yeager's; K mart.

Chain Supermarkets-Safeway Stores, Thriftway 5; Albertson's.

Other Chain Stores-Weisfield's Jewelry; Goodyear; Firestone; Pittsburgh Paints; Sherwin-Williams; Singer Co.; Coast-to-Coast; Karl's; Jeanie Dale Fabrics; Hickory Farms; Discount Fabrics; Skipper's; Ernst Hdwe.

14 - NEWSPAPERS: HERALD (e) 25,875; (S) 32,037; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Gerry Rhea, Jr., Adv. Dir., HERALD, 1155 State St.; PO Box 1277, Bellingham, WA 98227; Tel. (206) 676-2600.

National Representative: Gannett National Newspaper Sales.

BREMERTON

1 - LOCATION: Kitsap County (MSA), E&P Map B-2. On Puget Sound. 32 mi. from Tacoma. On Hwys. 3, 16.

2 - TRANSPORTATION: Railroads-Northern Pacific; Chicago; Milwaukee Train Ferry.

Motor Freight Carriers-5.

Intercity Bus Lines-Bremerton Tacoma Stages; Kitsap Transit; Greyhound; Continental Trailways.

Water-Washington State Ferries (to Seattle).

3 - POPULATION:

Corp. City 90 Cen. 38,142; E&P 92 Est. 38,529
CZ-ABC: (80) 83,025
RTZ-ABC: (80) 70,301
County/MSA 90 Cen. 189,731; E&P 92 Est. 198,078
City & RTZ-ABC: (80) 153,326

4 - HOUSEHOLDS:

City 90 Cen. 15,040; E&P 92 Est. 15,192
CZ-ABC: (80) 31,491
RTZ-ABC: (80) 23,662
County/MSA 90 Cen. 75,640; E&P 92 Est. 78,967
City & RTZ-ABC: (80) 55,153

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	10	N.A.
Savings & Loan	14	N.A.

6 - PASSENGER AUTOS: Kitsap County 103,617

7 - ELECTRIC METERS: 73,852

8 - GAS METERS: Residence 13,110

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Annual Payroll)-Shipbuilding-Repairing Puget Sound Naval Shipyard 17,515 (468 million); Bangor/Trident Submarine Base, Civilian, 7,991 ($226 million); Naval Undersea Warfare Eng. Station (Keyport) 3,500 ($123 million).

Principal Pay Days-Alternate Fridays.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-54; Summer 51-73; Fall 43-59; Winter 34-46. First killing frost, Nov. 27; last killing frost, Mar. 28.

11 - TAP WATER: Natural, soft; some fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Pacific; 1 on First; 1 on Second; 2 on Burwell; 2 on Fourth; 2 on Fifth; 1 on Sixth; 2 on Park.

Neighborhood Shopping Centers-3 blocks on Callow; 3 on Silverdale Hwy.; 5 on E. end of Manette Bridge; 2 on Hwy. 21 and Lebo Blvd.; 3 on Cambrian; 8 on Wheaton Way.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kitsap Mall(100)	10	The Bon, Sears, JCPenney, Lamonts, Mervyn's
East Town Ctr.	3	Pay 'N Pak, Bag 'N Save
Redwood Plz.	4	Mt. Constance, Mountain Shop
Poulsbo Vlg.	23	Albertson's, Payless Drug, Sprouse-Reitz
Sheridan Vlg.	2	Noah's, Red Apple
Perry Ave. Mall	3	Red Apple,
Westgate	3	Arnold's Furn.
Payless Drug	3	Albertson's, Value Giant, Payless N.W.
Oyster Bay Plaza	3	Thriftway, Payless, Smalley Drug
Kitsap Lake	4	Ralph's, Red Apple
Wheaton Mall(12)	3	Ernst Hdwe., Safeway, Pay 'N Save
Westbay(7)	8	Mark-It Foods
Olney/Jackson	10	K mart, Stock Market, Schucks
South Park Vlg (22)	10	Ben Franklin
Port Orchard	8	Safeway
Silverdale Vlg.	12	ShopRite, Coast-to-Coast
Kitsap Place Silverda	10	Mark-It Foods
Hi Point	9	Safeway, Payless Sprouse-Reitz
Alexander	3	Schucks, Rent-A-Center, Rent-A-Center, Color Tile
Ross Plaza	12	Ross Dress for Less
S.K. Mall	9	Albertson's, Ernst, The Hub, Pay 'N Save

Principal Shopping Days-Wed., Fri., Sat.

Stores Open Evening-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; The Bon; Lamont's; Ross Dress for Less; Mervyn's.

Variety Stores-Woolworth, Sprouse-Reitz; Fred Meyer 2.

Discount Stores-Payless; K mart 2.

Chain Drug Stores-Thrifty 2; Rexall 2; Farrell's 2; Drug Emporium.

Chain Supermarkets-Safeway 5; Pay 'N Save 4; Thriftway 5; Albertson's 3; Stock Market 2; Red Apple 4; Fred Meyer.

Other Chain Stores-Coast-to-Coast 3; Firestone 2; Pay 'N Pak 2; Radio Shack 5; Thurman Supply; Schuck's Auto Supply 3; Pacific Fabrics; Weisfield's Jewelry; Zales; Ben Bridge; Track 'n Trail; B. Daltons; JK Gill.

14 - NEWSPAPERS: SUN (e) 41,315; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Mike Stevens, Adv. Dir., SUN, 545 5th St.; PO Box 259, Bremerton, WA 98310; Tel. (206) 377-3711.

National Representative: Papert Companies.

CENTRALIA-CHEHALIS

1 - LOCATION: Lewis County. E&P Maps A-2 & A-3. Chehalis is County Seat. Shipping, manufacturing, lumber, power production and agricultural center. Situated midway between Portland, OR and Seattle. On U.S. Hwys. 5, 12; State Hwys. 6, 12, 507, 508.

2 - TRANSPORTATION: Railroads-Burlington Northern; Union Pacific; Amtrak.

Motor Freight Carriers-4.

Intercity Bus Lines-Western Greyhound; Continental Pacific Trailways.

3 - POPULATION:

Corp. Cities 90 Cen. 18,628; E&P 92 Est. 18,822
  Centralia 90 Cen. 12,101; E&P 92 Est. 12,210
  Chehalis 90 Cen. 6,527; E&P 92 Est. 6,612
CZ-ABC: (80) 20,237
RTZ-ABC: (80) 54,831
County 90 Cen. 59,358; E&P 92 Est. 60,138
City & RTZ-ABC: (80) 75,068

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

Cities 90 Cen. 7,869; E&P 92 Est. 7,951
  Centralia 90 Cen. 5,006; E&P 92 Est. 5,051
  Chehalis 90 Cen. 2,863; E&P 92 Est. 2,900
CZ-ABC: (80) 8,055
RTZ-ABC: (80) 18,978
County 90 Cen. 24,465; E&P 92 Est. 24,786
City & RTZ-ABC: (80) 27,033

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$218,660,635
Savings & Loan	4	$301,332,158
Mutual Savings	1	$14,330,000

6 - PASSENGER AUTOS: Lewis County 32,975

7 - ELECTRIC METERS: Residence 23,108

8 - GAS METERS: Residence 4,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Logging, Lumber & Wood Prods. 2,500 ($330); Retail 3,393 ($156); Whol. 1,004 ($268); Servs. 2,169 ($171); Agric. 328 ($138); Gov't. 3,171 ($289); Constr. 502 ($300); Other Mfg. 425 ($257); Trans., Commun. & Util. 696 ($370); Fin., Ins. & R.E. 512 ($215); Coal Mining 600 ($445); Food Proc. 426 ($273); Printing & Pub. 451 ($265); Power Generating 210 ($420).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-87; Summer 42-99; Fall 24-84; Winter 11-65. First killing frost, Nov. 7; last killing frost, Mar. 18.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Centralia: 7 blocks on Tower Av.; 3 on Main St.; 3 on Pearl St. Chehalis: 2 on Market St.; 1 on Boistfort St.; 3 on Chehalis Ave.; 3 on Pacific Ave.

Neighborhood Shopping Centers-3 blocks on S. Market; 2 on S. Gold; 4 between Chehalis and Centralia.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairway(12)	1	Fairway, ShopRite
Yard Birds(9)	2	Shop 'N Kart Yard Birds
Lewis Co. Mall(24)	2	Sears, Payless, JCPenney
Sunbird(3)	2	Sunbird
Safeway(7)	1	Safeway, Pay 'N Save
K mart	2	K mart
Centralia Factory Outlet Ctr.(30)	2	

Principal Shopping Days-Mon., Fri., Sat.

Stores Open Evening-Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney.

Variety Stores-K mart; Good Birds; Sunbird.

Chain Drug Stores-Olympic Drug; Payless; Pay 'N Save.

Chain Supermarkets-Safeway 2; Fuller's 2; L.C. Market; Shop 'N Kart; Fairway ShopRite; Bag & Save.

Other Chain Stores-Coast-to-Coast; Fashion Crossroads; Pittsburgh Paint; Radio Shack; Goodyear; Les Schwab 2; Schoenfeld's; Ace Hdwe.; True Value Hdwe. 3; Kit's Cameras.

14 - NEWSPAPERS: CHRONICLE (e) 14,908; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Joe Pitt, Adv. Mgr., CHRONICLE, 321 N. Pearl, Centralia, WA 98531; Tel. (206) 736-3311.

National Representative: Branham/Newspaper Sales.

CLARKSTON
See LEWISTON, ID

ELLENSBURG

1 - LOCATION: Kittitas County. E&P Map C-2. County Seat. Education center (Central Washington University). At junction of I-90, I-82. 108 mi. E of Seattle; 185 mi. W of Spokane.

2 - TRANSPORTATION: Railroad-Washington Central.

Motor Freight Carriers-3.

3 - POPULATION:

Corp. City 90 Cen. 12,361; E&P 92 Est. 12,483
County 90 Cen. 26,725; E&P 92 Est. 27,117

4 - HOUSEHOLDS:

City 90 Cen. 5,125; E&P 92 Est. 5,176
County 90 Cen. 11,135; E&P 92 Est. 11,299

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$103,846,000
Savings & Loan	2	$55,259,000

6 - PASSENGER AUTOS: Kittitas County 13,235

7 - ELECTRIC METERS: Residence 4,436

8 - GAS METERS: Residence 1,462

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Beef Packing 28 ($350); Food Processing 105 ($200); Lumber 41 ($250); Central Washington U. 900 ($580); Lamb Packing 58 ($375).

Principal Industrial Pay Days-28th & 12th at University; Last day of Month and 15th for others.

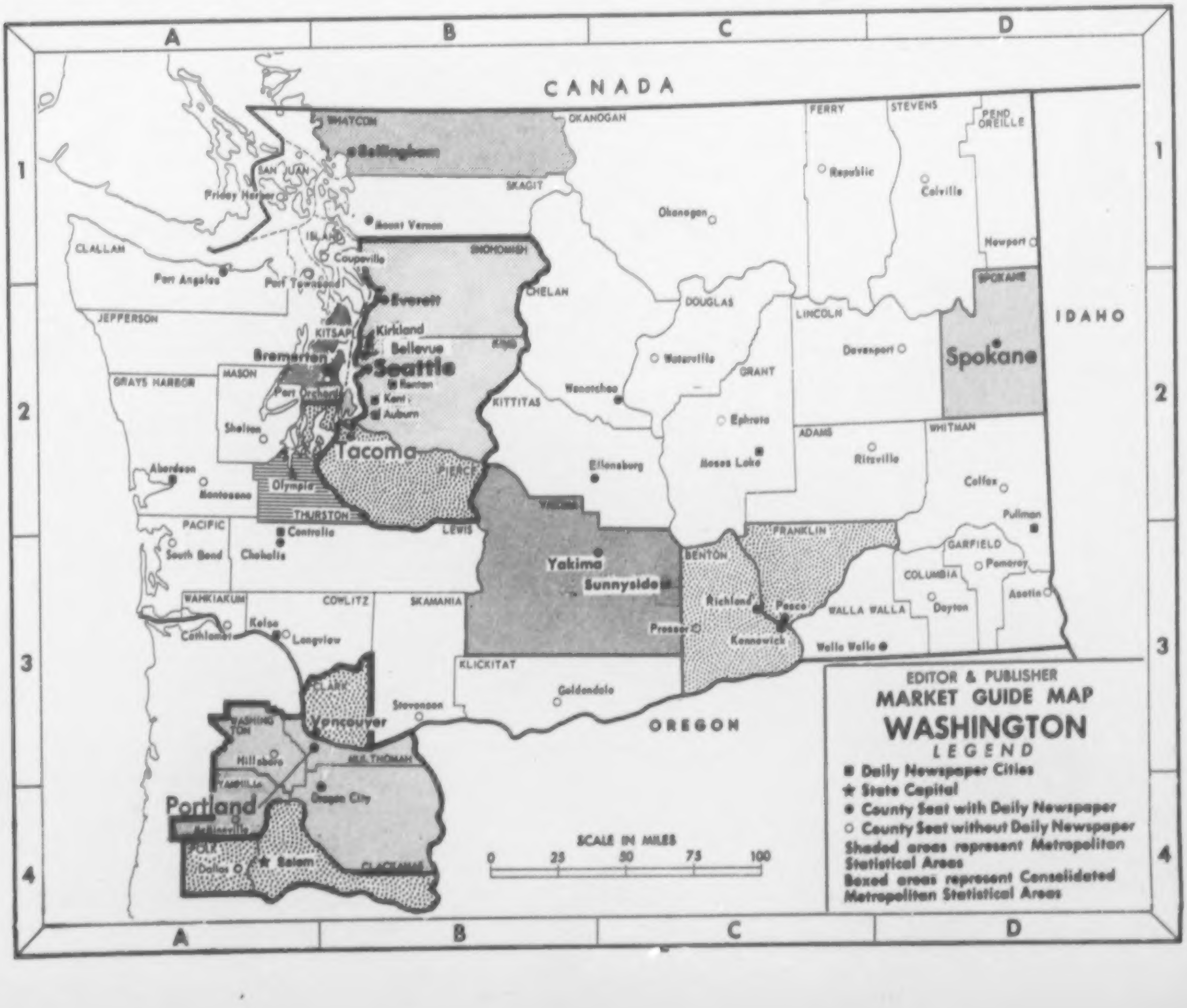
10 - CLIMATE: Min. & Max. Temp.-Spring 35-61; Summer 52-91; Fall 36-60; Winter 0-37. First killing frost, Oct. 21; last killing frost, Apr. 7.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks wide on 3 streets.

Shopping Centers-Ellensburg: Central Bus. District.

Principal Shopping Days-Mon., Wed., Fri., Sat.


A
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CANADA
IDAHO
OREGON
WHATCOM
Bellingham
SAN JUAN
Friday Harbor
SKAGIT
Mount Vernon
OKANOGAN
Okanogan
FERRY
Republic
STEVENS
Colville
PEND OREILLE
Newport
CLALLAM
Port Angeles
Port Townsend
ISLAND
Coupeville
SNOHOMISH
Everett
CHELAN
JEFFERSON
KITSAP
Kirkland
Bellevue
Bremerton
Seattle
KING
Renton
Kent
Auburn
DOUGLAS
Waterville
Wenatchee
LINCOLN
Davenport
SPOKANE
Spokane
GRAYS HARBOR
MASON
Shelton
Port Orchard
GRANT
Ephrata
Moses Lake
KITTITAS
Ellensburg
ADAMS
Ritzville
WHITMAN
Colfax
Pullman
Tacoma
PIERCE
Aberdeen
Montesano
Olympia
THURSTON
YAKIMA
PACIFIC
South Bend
Centralia
Chehalis
LEWIS
FRANKLIN
BENTON
GARFIELD
Pomeroy
COLUMBIA
Dayton
Asotin
Yakima
Sunnyside
Richland
Pasco
Kennewick
Prosser
WALLA WALLA
Walla Walla
WAHKIAKUM
Cathlamet
COWLITZ
Kelso
Longview
SKAMANIA
KLICKITAT
Goldendale
CLARK
Stevenson
Vancouver
WASHINGTON
Hillsboro
MULTNOMAH
YAMHILL
Oregon City
Portland
McMinnville
POLK
Dallas
Salem
CLACKAMAS
SCALE IN MILES
0
25
50
75
100
EDITOR & PUBLISHER
MARKET GUIDE MAP
WASHINGTON
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Areas

13 - RETAIL OUTLETS: Department Stores-JCPenney; Berry's; Sears (retail & catalog).

Variety Store-Sprouse.

Chain Drug Stores-Ostrander's; Bi-Mart; Downtown Pharmacy.

Chain Supermarkets-Albertson's; Safeway; Thriftway 3; Super 1 Foods.

Other Chain Stores-Coast-to-Coast; Fashion Crossroads; Maurice's; Woods Ace Hdwe.; Ranch & Home; Ellensburg True Value Hdwe.; Bi-Mart.

14 - NEWSPAPERS: RECORD (e) 5,768; sworn Oct. 1, 1990.

Local Contact for Advertising and Merchandising Data: Rick Wright, Adv. Dir., RECORD, 4th & Main Sts.; PO Box 248, Ellensburg, WA 98926; Tel. (509) 925-1414.

National Representative: Branham/Newspaper Sales.

EVERETT

1 - LOCATION: Snohomish County, (In Seattle PMSA). E&P Map B-2, Industrial & High Tech Center. On Puget Sound. 5 mi. N of Seattle city limits. On I-5. Everett is W. Coast's closest port to Pacific Rim and is the county seat.

2 - TRANSPORTATION: Railroads-Burlington-Northern.

Motor Freight Carriers-All major.

Freight Steamship Lines-6.

Intercity Bus Lines-Snohomish County Community Transit; Everett Transit; Greyhound; Trailways.

Airport-Paine Field.

3 - POPULATION:

Corp. City 90 Cen. 69,961; E&P 92 Est. 73,071
CZ-ABC: (80) 71,958
RTZ-ABC: (80) 309,810
County 90 Cen. 465,642; E&P 92 Est. 490,686
PMSA 90 Cen. 1,972,961; E&P 92 Est. 2,044,738
City & RTZ-ABC: (80) 381,768

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

Corp. City 90 Cen. 27,320; E&P 92 Est. 28,534
CZ-ABC: (80) 28,133
RTZ-ABC: (80) 108,425
County 90 Cen. 191,612; E&P 92 Est. 201,918
PMSA 90 Cen. 794,540; E&P 92 Est. 823,538
City & RTZ-ABC: (80) 136,558

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	7	- N.A.
Savings Assoc.	19	N.A.
Credit Unions	15	N.A.

6 - PASSENGER AUTOS: Snohomish County 282,616

7 - ELECTRIC METERS: Residence County 178,863

8 - GAS METERS: Residence County 14,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Ret./Whol. 33,400; Servs. 24,300; Gov't 20,400; Aircraft Mfg. 21,100; Constr. 8,200; Trans./Commun./Util. 6,500; Electronic/Instrument Mfg. 6,500; Lumber 3,400.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-59; Summer 51-70; Fall 44-60; Winter 35-47. First killing frost, Oct. 13; last killing frost, Apr. 14.

11 - TAP WATER: Acid, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Everett Mall, 145 outlets (The Bon Marche, Sears, Frederick & Nelson). Alderwood Mall, 140 outlets (The Bon Marche, Lamont's, JCPenney, Sears and Nordstrom).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cascade Plz.	4	
Frontier Vlg.(8)	5	Safeway, Sprouse, Mitchell Drugs
Lynnwood(100)	19	Payless, Best
James Vlg.(25)	11	Albertson's
Alderwood Plz. (16)	10	Pay 'N Save, Big 5 Sporting, Ernst, Haggens
College Plaza(8)	2	Payless, Albertson's
Marysville Sq.(6)	6	Safeway, Sprouse, Pay 'N Save
Mill Creek(11)	9	Albertson's, Pay 'N Save, Ernst Hdwe.
Smokey Point Mall(10)	7	Johnny's
Marysville Mall	6	Alberton's, Pay 'N Save, Lamont's
Cascade Plz	4	Mervyn's, Drug Emporium
Greentree Plz.	5	Target, Lamont's
Target Plz.	11	Target, Cost Plus, Xtra Space
South Point Plz.	11	Target, Cost Plus, Xtra Space
Everett Mall Plaza	5	Ernst, Top Foods, Big Five

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Dept.-Mon. through Fri.; Food & Discount every evening.

13 - RETAIL OUTLETS: Department Stores-Bon Marche (Campeau) 4; Sears 2; JCPenney; Frederick & Nelson; Nordstrom's; Lamonts 3; Marshalls; Mervyn's 2.

Discount Stores-Payless 3; Best 2; Fred Meyer 3; K mart 3; Target 2.

Variety Stores-Bonanza; Sprouse 3; Ben Franklin 2.

Chain Drug Stores-Pay 'N Save 7; Bartell's 4; Payless 6; Drug Emporium.

Chain Supermarkets-Safeway 14; Thriftway 3; Albertson's 9; Haggen's 2; Olson's 7; Market Place 2; Top Foods 2; Johnny's.

Other Chain Stores-Jewelry: J. Herbert Hall, Weisfield's, Ben Bridge, Friedlander & Sons, Burnett's; Shoes: Kinney's, Florsheim, Thom McAn, Volume, Stride Rite, Leed's; Hardware: Ernst, Pay 'N Pak, Ace, Coast-to-Coast, Home Club; Electronics: Silo, Judd 'n Black, Radio Shack, Jack Roberts; Off-Price Specialty: Nordstrom's Rack, Ross, Shoe Works; Other Clothing Stores: Squire Shop, Jay Jacobs, Lerner, Lane Bryant, Mode O'Day, Frederick's of Hollywood, Klopfensteins; Misc.: Firestone, Goodyear, Pittsburgh Paint, Sherwin-Williams, Tandy Leather, Hallmark, Hickory Farms, Kit's Camera, General Nutrition, Pier 1 Imports, Trident Imports, Musicland, Waldenbooks, B. Dalton, Big 5 Sporting Goods, Standard Brands, Pacific Linen, RB Furniture, Yellow Front, Cost Plus.

14 - NEWSPAPERS: HERALD (e) 53,174; (S) 64,431; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Ann Reed, Adv. Dir., HERALD, Box 930, Everett, WA 98206-0930; Tel. (206) 339-3000.

National Representative: Sawyer-Ferguson-Walker.

KENNEWICK
See PASCO

KENT-RENTON-AUBURN

1 - LOCATION: King County, (In Seattle PMSA). E&P Map B-2. Located approx. 18 mi S of Seattle on S.R. 167, off I-5.

2 - TRANSPORTATION: Railroads-Burlington Northern; Union Pacific; Amtrak.

Motor Freight Carriers-62.

Intercity Bus Lines-Metro (King Co. Transit System); Greyhound & Trailways (In Seattle).

Airlines-Served by all major Airlines through Seattle Airport.

3 - POPULATION:

Corp. Cities 90 Cen. 112,750; E&P 92 Est. 119,264
  Kent 90 Cen. 37,960; E&P 92 Est. 40,922
  Renton 90 Cen. 41,688; E&P 92 Est. 43,903
  Auburn 90 Cen. 33,102; E&P 92 Est. 34,439
NDM-ABC: (80) 278,308
County 90 Cen. 1,507,319; E&P 92 Est. 1,554,052
PMSA 90 Cen. 1,972,961; E&P 92 Est. 2,044,738

4 - HOUSEHOLDS:

Cities 90 Cen. 44,590; E&P 92 Est. 47,167
  Kent 90 Cen. 15,059; E&P 92 Est. 16,234
  Renton 90 Cen. 16,436; E&P 92 Est. 17,309
  Auburn 90 Cen. 13,095; E&P 92 Est. 13,624
NDM-ABC: (80) 99,217
County 90 Cen. 602,927; E&P 92 Est. 621,621
PMSA 90 Cen. 794,540; E&P 92 Est. 823,538

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	$159,000,000
Commercial	14	$342,000,000

6 - PASSENGER AUTOS: King County 979,608

7 - ELECTRIC METERS: Residence (Est.) 41,150

8 - GAS METERS: Residence (Est.) 20,950

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Aerospace 8,000 ($475); Electronics 1,000 ($325); Mfg. 500 ($320); Mfg. Phone Equip. 675 ($342); Furn. Mfg.; Clothing; Woodenware; Fishing Tackle; Crates; Metalware; Computer Equip.; Ceramics; Chemicals; Glass; Greenhouses; Farming.

Principal Industrial Pay Days-1st & 15th monthly.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-59; Summer 55-73; Fall 48-60; Winter 38-48; First killing frost, Nov. 25; last killing frost, Mar. 15.

11 - TAP WATER: Soft.

12 - RETAILING: Principal Shopping Center-Downtown Kent, East Hill Kent; Downtown Renton; Downtown Auburn.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Benson Ctr.(15)	2	Ernst-Malmo
East Hill Ctr. (38)	2	
Kent Hill Plz. (102)	2	Sears
Sea Tac Mall (102)	12	Bon Marche, Sears, Mervyn's
South Ctr.(124)	7	JCPenney, Nordstrom, Bon Marche

Principal Shopping Days-Daily & Sun.

Stores Open Evenings-Shopping Centers every evening until 9.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears.

Discount Store-K mart.

Variety Stores-Fred Meyer; Target.

Chain Drug Stores-Pay 'N Save; Payless; Giant; Osco.

Chain Supermarkets-Safeway; Albertson's; Johnny's; Stock Market.

Other Chain Stores-Firestone; Coast-to-Coast; Goodyear.

14 - NEWSPAPERS: VALLEY DAILY NEWS (m-mon to fri) 34,541; (S) 35,310 Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Rick Riegle, Adv. Dir., VALLEY DAILY NEWS, PO Box 130, Kent, WA 98032-0130; Tel. (206) 872-6600.

National Representative: Papert Companies.

LONGVIEW

1 - LOCATION: Cowlitz County, E&P Map A-3. Industrial, trading ctr. On Columbia River, 50 mi. downstream from Portland, OR; 145 mi. S of Seattle. On U.S. Hwys., I-5; State Hwy. 4, 411, 432 and 433.

2 - TRANSPORTATION: Railroads-Union Pacific; Burlington-Northern; Amtrak; Columbia & Cowlitz.

Motor Freight Carriers-15.

Intercity Bus Lines-Community-Urban Bus Service; Greyhound; Trailways; Air Porter.

Freight Steamship Lines-23.

Air Taxi-Aero West.

3 - POPULATION:

Corp. City 90 Cen. 31,499; E&P 92 Est. 31,588
CZ-ABC: (80) 48,099
RTZ-ABC: (80) 49,159
County 90 Cen. 82,119; E&P 92 Est. 82,584
City & RTZ-ABC: (80) 97,258

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 12,463; E&P 92 Est. 12,498
CZ-ABC: (80) 18,636
RTZ-ABC: (80) 17,177
County 90 Cen. 32,612; E&P 92 Est. 32,797
City & RTZ-ABC: (80) 35,813

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	$454,473,000
Savings & Loan	6	$90,324,000
Credit Unions	8	$362,460,000

6 - PASSENGER AUTOS: Cowlitz County 47,824

7 - ELECTRIC METERS: Residence County 37,789

8 - GAS METERS: Residence 2,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agriculture, forestry, fishing, mining 534; Construction 1,863; Manufacturing 10,174; Transportation & Public Utilities 1,419; Whol. Trade 1,195; Retail trade 5,956; Fin. Ins. & R.E. 1,150; Servs. 5,580; Govt. 4,333.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-61; Summer 50-77; Fall 43-63; Winter 31-44. First killing frost, Nov.; last killing frost, Mar.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-9 blocks on Commerce, downtown Longview, 135 units; 6 blocks on 15th, Longview, 42 units; 15 blocks on Ocean Beach, Longview, 242 units; 30th & Ocean Beach, Longview, 23 units; 6 blocks on Pacific Ave., Kelso, 60 units; Riverway Plz., Kelso, 16 units; Triangle Shpg. Ctr., Longview, 45 units; Kelso Three Rivers Mall, 60 units; Twin City Ctr., Kelso-Longview Border, 25 units.

Neighborhood Shopping Centers-48th & Ocean Beach, 5 units, Longview; Oregon Way, 6 blocks, 12 units.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Vancouver Mall(135)	36	JCPenney, Sears, Meir & Frank, Mervyn's

Principal Shopping Days-Fri., Sat., Sun.

Stores Open Evenings-Dept., Mall Retailers Mon.-Fri. til 9pm. Food 24 hours.

13 - RETAIL OUTLETS: Department Stores-The Bon; Sears; Montgomery Ward; JCPenney; Newberry; Bobs Mdse.; Fred Meyer; The Emporium.

Variety Stores-Woolworth; Newbery's 2.

Discount Stores-Bob's; Pay-n-Pak; Volume Shoes 2; Big Bird 2.

Chain Drug Stores-Olympic; Pay 'N Save 2; Fred Meyer.

Chain Supermarkets-Safeway 3; Shop & Kart 2; Marketplace; Fred Meyer; Thriftway; Stock Market; Tops.

Other Chain Stores-Weisfields; Sherwin-Williams; Ernst Hdwe.; Jean Nicole; Kinney Shoes; Schuck's; Hallmark Cards 2; Radio Shack 2; JoAnn Fabrics; Fabricland; House of Fabrics; Centerville; Waterbeds West; Wilson Leather; Maurices; Jay Jacobs; Lerner; Naturalizer; Waldenbooks; JK Gill; Target.

14 - NEWSPAPERS: NEWS (e) 24,632; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Jerry Crouse, Nat'l Adv. Mgr., THE DAILY NEWS, 11th & Douglas, PO Box 189, Longview, WA 98632; Tel. (206) 577-2562.

National Representative: None.

MOSES LAKE

1 - LOCATION: Grant County, E&P Map C-2.

2 - TRANSPORTATION: Railroads-Chicago.

Milwaukee, St. Paul & Pacific; Burlington-Northern.

Motor Freight Carriers-7.

Intercity Bus Line-1.

3 - POPULATION:

Corp. City 90 Cen. 11,235; E&P 92 Est. 11,356
County 90 Cen. 54,758; E&P 92 Est. 56,025

4 - HOUSEHOLDS:

City 90 Cen. 4,663; E&P 92 Est. 4,714
County 90 Cen. 22,991; E&P 92 Est. 23,523

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$56,283,872
Savings & Loan	4	$18,368,294

6 - PASSENGER AUTOS: Grant County 28,811

7 - ELECTRIC METERS: Residence 3,100

8 - GAS METERS: Residence 962

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners and (Av. Wkly. Wage)-Food Prods. 1,444 ($165); Construction 632 ($204); Transportation, Communication and Utilities 353 ($137).

Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Av. Temp. Jan. 20; July-91. First killing frost, Oct. 14; last killing frost, Apr. 14. Growing season (frost free) approx. 165 days.

11 - TAP WATER: Soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-Third Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grant County Mall(12)	NA	Pay 'N Save, Safeway
Penn Plaza(5)	NA	
Vista Village	1	

Principal Shopping Days-Fri., Sat.

Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Store-JCPenney.

Variety Stores-Sprouse-Reitz; K mart.

Chain Drug Stores-Payless; Professional Ctr. Phcy.; Pay 'N Save.

Chain Supermarkets-Safeway; Excell; Buttreys; Super I.

Other Chain Stores-Sears (catalog); Coast-to-Coast; Goodyear; Radio Shack.

14 - NEWSPAPERS: COLUMBIA BASIN HERALD (e-mon to fri; S) 7,497 sworn Oct. 1, 1990.

Local Contact for Advertising and Merchandising Data: Steve Hill, Adv. Dir., COLUMBIA BASIN HERALD, 813 W. 3rd Ave.; PO Box 910, Moses Lake, WA 98837; Tel. (509) 765-4561.

National Representative: None.

MOUNT VERNON

1 - LOCATION: Skagit County, E&P Map B-1, County Seat. 63 mi. N of Seattle. Two harbors on Puget Sound; 10 & 19 mi. from Mount Vernon. On U.S. Hwys. 20, I-5.

2 - TRANSPORTATION: Railroad-Burlington-Northern.

Intercity Bus Line-Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 17,647; E&P 92 Est. 18,575
County 90 Cen. 79,555; E&P 92 Est. 82,559
NDM-ABC: (80) 64,138

4 - HOUSEHOLDS:

City 90 Cen. 7,172; E&P 92 Est. 7,549
County 90 Cen. 30,794; E&P 92 Est. 31,957
NDM-ABC: (80) 24,472

5 - BANKS	NUMBER	DEPOSITS
Commercial	NA	NA
Savings	NA	NA

6 - PASSENGER AUTOS: Skagit County 51,238

7 - ELECTRIC METERS: Residence County 34,603

8 - GAS METERS: Residence County 9,600

9 - PRINCIPAL INDUSTRIES: County-Agric.; Constr.; Refineries, Forestry, Fishing & Mining; Trans. & Util.; Whol. & Ret.; Services.; Gov't.; Fn., Ins. & Real Estate; Mfg.; Total Employed 27,344.

Principal Pay Days-Fri., 1st, 10th, 15th, 31st.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-63; Summer 51-71; Fall 38-51; Winter 33-45. First killing frost Sept. 25; last killing frost, May 10.

11 - TAP WATER: Neutral med. soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-First St., Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mount Vernon:		
Riverside Plz.	NA	Coast-to-Coast, Schuck's, Northern Sales, Thurman's
Mount Vernon Ctr.	NA	Sprouse, Safeway
Skagit Valley	NA	Ernst, Pay 'N Save, Musicland, Radio Shack, Fabricland, Pay 'n Pak
Burlington:		
Cascade Mall	NA	JCPenney, Bon Marche, Zales, Emporium, Maurices, Kinney's
Kmart Mall	NA	Kmart, Picway, Golf Center, Food Pavilion
Downtown Burlington	NA	Thrifty Foods
Sedro-Woolley:		
Crossroads Plz.	NA	Thrifty Foods, Payless
LaConner:		
Downtown LaConner	NA	Historical tourist specialty shopping

Stores Open Evenings-Nightly ex. Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Emporium; Northern Sales; Bon Marche.

Variety Store-Ernst.

Chain Drug Stores-Pay 'N Save; Payless.

Chain Supermarkets-Thrifty Foods; Marketplace; Safeway; Stewart's.

Other Chain Stores-Radio Shack; Pay n' Pak; Coast-to-Coast; Fabricland; Zales; Thurman's Industries; Al's Auto; Schuck's Auto Supply.

14 - NEWSPAPERS: SKAGIT VALLEY HERALD (e) 18,018; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Larry Thomas, Mktg. Dir. or Leighton Wood, Pub., Data: L.Steden Wood, Adv. Dir., SKAGIT VALLEY HERALD, 1000 E. College Way; PO Box 578, Mount Vernon, WA 98273; Tel. (206) 424-3251.

National Representative: Papert Companies.

OLYMPIA

1 - LOCATION: Thurston County (MSA), E&P Map A-2. State Capitol. County Seat. Fort Lewis U.S. Army Base. At extreme S end of Puget Sound on navigable waters. Located on Interstate 5. 30 mi. SW of Tacoma; 60 mi. SW of Seattle.

2 - TRANSPORTATION: Railroads-Union Pacific; Burlington-Northern; Amtrak.

Intercity Bus Lines-Greyhound; Trailways; Capital Aeroporter; Intercity Transit; Compass Tours; Voyagers USA.

Motor Freight Carriers-11.

3 - POPULATION:

Corp. City 90 Cen. 33,840; E&P 92 Est. 35,119
CZ-ABC: (80) 48,861
RTZ-ABC: (80) 102,689
County/MSA 90 Cen. 161,238; E&P 92 Est. 168,408
City & RTZ-ABC: (80) 151,550

4 - HOUSEHOLDS:

City 90 Cen. 13,450; E&P 92 Est. 13,959
CZ-ABC: (80) 19,820
RTZ-ABC: (80) 36,806
County/MSA 90 Cen. 63,293; E&P 92 Est. 66,108
City & RTZ-ABC: (80) 56,626

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$468,940,000
Savings & Loan	6	$449,636,000

6 - PASSENGER AUTOS: Thurston County 100,718

7 - ELECTRIC METERS: Residence 49,232

8 - GAS METERS: Residence 15,228

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-State Gov't 16,209 ($476); Trade & Servs. 20,485 ($304), Mfg. 3,759 ($454); Fin., Ins., & R.E. 2,058 ($364); Constr. 2,202 ($332); Trans. & Public Util. 1,339 ($480); Agric., Forestry & Fishing 1,438 ($223).

Principal Pay Days-10th & 25th of month; last day of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-92; Summer 26-96; Winter 0-73; First killing frost, Sept. 29; last killing frost, May 12.

11 - TAP WATER: Alkaline, very soft, not fluoridated.

12 - RETAILING: Principal Shopping Center-16 blocks center at 5th Ave. & Washington St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Capital Mall (104)	2	Frederick & Nelson, Bon Marche, Lamont's, JCPenney
South Sound Mall(80)	3	Nordstrom, Sears, Mervyn's, Woolworth
Olimpia Sq.(20)	2	Pacific Linen, Ross Dress for Less, Food Pavillion
Capital Vlg.(24)	2	Safeway, Ernst, Pay 'N Save
Black Lake Vlg. (10)	2	Best, Drug Emporium
Hawk's Prairie Mall(3)	6	Safeway, Payless Drug Sprouse-Reitz
Hawks Prairie(7)	6	Market Pl., True Value Hdwe
Westside Ctr.(13)	2	ShopRite
Southgate Ctr.(6)	2	Rexall Drug

Principal Shopping Days-Wed., Thurs., Fri., Sat.

Stores Open Evenings-Dept. and food nightly; Most stores open on Sundays.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Mervyn's; Bon Marche; Frederick & Nelson; Lamont's; Nordstrom.

Variety Stores-Woolworth; Sprouse-Reitz.

Discount Stores-Yardbirds; K mart; Target; Fred Meyer.

Chain Drug Stores-Gillette & Guffey 2; Rexall 2; Pay 'N Save 2; Payless Drug 2; Drug Emporium.

Chain Supermarkets-Safeway 6; Albertson's; Thriftway; ShopRite; Marketplace 2; Mega Foods 2; Top Foods; Fred Meyer; Food Giant.

Other Chain Stores-Al's Auto Supply; Schuck's Auto Supply; Silo; Leads Shoes; Kinney Shoes; Thom McAn Shoes; Red Wing Shoes; Casual Corner; Women's World; The Limited; Ernst; Radio Shack; Hickory Farms.

14 - NEWSPAPERS: OLYMPIAN (m) 32,341; (S) 38,896; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: David Minnich, Adv. Dir., OLYMPIAN, 1268 4th Ave. E.; PO Box 407, Olympia, WA 98507; Tel. (206) 754-5400.

National Representative: Gannett National Newspaper Sales.

PASCO-KENNEWICK-RICHLAND

1 - LOCATION: Pasco in Franklin County; Kennewick-Richland in Benton County. (In Richland-Kennewick-Pasco MSA), E&P Map C-3. Pasco is Franklin County Seat. In SE part of State, 230 mi. from Seattle; 145 mi. from Spokane; 211 mi. from Portland OR; Kennewick (Benton Co.); 2 mi. SW of Pasco, Richland (Benton Co.). Center of Hanford Works Project; 9 mi. NW of Kennewick. On U.S. Hwys. 12, 395; State Hwys. 14, 240.

2 - TRANSPORTATION: Railroads-Union Pacific; Burlington-Northern; Amtrak.

Motor Freight Carriers-9.

Intercity Bus Line-Greyhound.

Airlines-Horizon, Delta; United Express.

3 - POPULATION:

Corp. Cities 90 Cen. 94,807; E&P 92 Est. 96,585
  Pasco 90 Cen. 20,337; E&P 92 Est. 20,816
  Kennewick 90 Cen. 42,155; E&P 92 Est. 43,707
  Richland 90 Cen. 32,315; E&P 92 Est. 32,062
CZ-ABC: (80) 99,543
RTZ-ABC: (80) 48,072
Counties/MSA 90 Cen. 150,033; E&P 92 Est. 150,830
  Franklin 90 Cen. 37,473; E&P 92 Est. 37,920
  Benton 90 Cen. 112,560; E&P 92 Est. 112,910
City & RTZ-ABC: (80) 147,615

4 - HOUSEHOLDS:

Cities 90 Cen. 37,523; E&P 92 Est. 38,227
  Pasco 90 Cen. 8,200; E&P 92 Est. 8,393
  Kennewick 90 Cen. 16,582; E&P 92 Est. 17,192
  Richland 90 Cen. 12,741; E&P 92 Est. 12,642
CZ-ABC: (80) 34,997
RTZ-ABC: (80) 16,920
Counties/MSA 90 Cen. 63,643; E&P 92 Est. 63,986
  Franklin 90 Cen. 16,354; E&P 92 Est. 16,549
  Benton 90 Cen. 47,289; E&P 92 Est. 47,437
City & RTZ-ABC: (80) 51,917

5 - BANKS	NUMBER	DEPOSITS
Commercial	23	$421,000,000
Savings & Loan	16	$289,000,000

6 - PASSENGER AUTOS: Counties: Benton 63,988; Franklin 25,583

7 - ELECTRIC METERS: Residence: Franklin County, Benton County 52,169

8 - GAS METERS: Residence: Pasco, Kennewick, Richland 5,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Total Wage)-Food Prods. 2,550 ($190); Printing 300 ($250); Dept. of Energy 15,490 ($350); Stone, Clay 100 ($280); Fertilizer 325 ($300); Pulp Paper 985 ($275); Railroads 700 ($300).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 60-105; Fall 40-80; Winter 20-40.

11 - TAP WATER: Hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pasco Downtown	NA	Payless, Youngs, Griggs
Courtstreet Plz.(20)	3	Albertson's, Sprouse, Price Chopper, Pay 'N Save
Riverview Plz.(9)	4	Buttrey, K mart
Highland Ctr.(23)	4	Safeway, Payless, Ernst, Albertson's, Sprouse, Pay 'N Save
Kennewick Downtown(29)	NA	Washington Hdwe., Lentors
Tri-Cities Ctr. (11)	7	Best, K mart
Columbia Summit (15)	8	Costco, Price Chopper, Deranleau's Shopko
Columbia Ctr.(62)	8	Bon Marche, JCPenney, Lamont's, Sears, Woolworth, Pay 'N Save

Richland Downtown(29)	NA NA	Dawson Richards, Payless, Fred Meyer, Albertson's
Washington Plz. (8)	2	Safeway, Ernst

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Dept. Stores-Fri.; Food-nightly; Kennewick stores also open Mon.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Bon Marche; Lamonts; Woolworth.
Discount Stores-K mart; Best; Fred Meyer; ShopKo; Costco; Griggs; Self Service.
Chain Drug Stores-Payless 3; Fred Meyer; Pay 'N Save 4; Buttrey 4; ShopKo; Costco.
Chain Supermarkets-Safeway 2; Buttrey 4; Price Chopper 3; IGA 3; Albertson's 3; Waremart.
Other Chain Stores-7-11 23; Firestone; Goodyear; Les Schwab; Radio Shack; Ennis Drexel; Bell Furniture; Copeland Lumber; Griggs; True Value Hardware 3; Weisfields; Kits Camera Maurices; Mrs. Fields Cookies, 5-7-9; Squire Shop; Fabricland; Footlocker; Hallmark; Dodson's Jewelers; Fashion Crossroads; Hammar's; Kinney Shoes; Lerner Shops; Mariposa; Merle Norman; Zales Jewelers.

14 - NEWSPAPERS: TRI-CITY HERALD (m) 35,928; (S) 39,168; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Ellen Evans, Adv. Dir., TRI-CITY HERALD, PO Box 2608, Pasco, WA 99302; Tel. (509) 582-1460.
National Representative: Landon Associates.

PORT ANGELES

1 - LOCATION: Clallam County, E&P Map A-1, County Seat. 80 mi. NW of Seattle; gateway to Olympic Natl. Park. On U.S. Hwy. 101.

2 - TRANSPORTATION: Intercity Bus Lines-Greyhound; Clallam Transit.
Motor Freight Carriers-11.
Steamship Lines-Black Ball ferry to Victoria, B.C. (passengers and freight).
Airline-San Juan (scheduled and charter).

3 - POPULATION:
Corp. City 90 Cen. 17,710; E&P 92 Est. 17,790
CZ-ABC: (80) 17,311
RTZ-ABC: (80) 34,337
County 90 Cen. 56,464; E&P 92 Est. 57,348
City & RTZ-ABC: (80) 51,648

4 - HOUSEHOLDS:
City 90 Cen. 7,188; E&P 92 Est. 7,220
CZ-ABC: (80) 6,937
RTZ-ABC: (80) 13,059
County 90 Cen. 20,833; E&P 92 Est. 21,159
City & RTZ-ABC: (80) 19,996

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$203,265,255
Savings & Loan	3	$223,910,819
Credit Unions	2	$7,456,592

6 - PASSENGER AUTOS: Clallam County 30,702

7 - ELECTRIC METERS: Residence: City 8,500; County 18,639

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric., Forestry & Fisheries 184; Constr. 510; Mfg. 2,918; Whol. Trade 281; Ret. Trade 2,793; Trans. & Public Util. 846; Trades 3,000; Fin., Ins., Real Estate 471; Other 2,782; Total Employed 13,785.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 42-80; Fall 35-60; Winter 30-55.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-2 blocks on Lincoln St.; 2 on Front St.; 3 on First St.; 2 on Laurel St.
Neighborhood Shopping Areas-Sixth and Lincoln; E. First St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
The Plaza	3	Sprouse-Reitz, Payless, Safeway
Town of Sequim	15	ShopRite, Ben Franklin

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evening-Fri.

13 - RETAIL OUTLETS: Department Stores-Lamont's; JCPenney; K mart.
Discount Stores-Pay 'N Save; Payless; Swain's.
Variety Store-Bonanza 88.
Chain Drug Stores-Pay 'N Save; Payless.
Chain Supermarkets-Safeway; Albertson's; Mark-It Foods.
Other Chain Stores-Sears (catalog); Kaufman-Miller; Weisfield; Coast-to-Coast; Mode O'Day; Goodyear; Sprouse-Reitz; Best Fabrics; Schuck's Auto; Ben Franklin; Kit's Cameras; Radio Shack.

14 - NEWSPAPERS: NEWS (e-mon to fri) 13,967; (S) 15,559; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: John Huston, Adv. Dir., NEWS, 305 W 1st.; PO Box 1330, Port Angeles, WA 98362; Tel. (206) 452-2345.
National Representative: Papert Companies.

PULLMAN

1 - LOCATION: Whitman County, E&P Map D-3. Business & agricultural center. University education. 80 mi. S of Spokane and 310 mi. E of Seattle.

2 - TRANSPORTATION: Railroads-Burlington Northern; Union Pacific (freight).
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Pullman Transit System; Campus Link.
Airlines-Horizon; United Air Express.

3 - POPULATION:
Corp. City 90 Cen. 23,478; E&P 92 Est. 23,458
County 90 Cen. 38,775; E&P 92 Est. 38,519

4 - HOUSEHOLDS:
City 90 Cen. 9,356; E&P 92 Est. 9,348
County 90 Cen. 15,510; E&P 92 Est. 15,408

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	$52,050,100
Commercial	3	$65,061,002

6 - PASSENGER AUTOS: Whitman County 16,316

7 - ELECTRIC METERS: Residence 8,040

8 - GAS METERS: Residence 2,294

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-University Educ. 3,704 ($310); Constr. 582 ($220); Mfg. 218 ($200); Gov't. 3,905 ($251); Services 1,066 ($156); Trans., Commun. & Util. 272 ($311); Ret. Trade 1,539 ($148).
Principal Industrial Pay Days-1st, 15th, 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-57; Summer 53-81; Fall 40-59; Winter 22-32. First killing frost, Sept. 26; last killing frost, Apr. 29.

11 - TAP WATER: Neutral; fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Main St.; 6 on Paradise St.; 15 blocks on Grand Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Wheatland Ctr.	1	Sprouse-Reitz, Safeway, Payless
Palouse Empire Mall(64)	8	The Bon, JCPenney, Pay 'N Save, Lamont's
Moscow Mall(25)	10	Sears, Giant T, Safeway

Principal Shopping Days-Wed., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Discount Store-Radio Shack.
Variety Store-Fonks.
Chain Drug Stores-White; Corner (IDL).
Chain Supermarkets-IGA; Warehouse Foods; Rosauer's; Safeway.
Other Chain Store-Edward D. Jones.

14 - NEWSPAPERS: NEWS (e) 8,379; Sept. 30, 1990 VAC.
Local Contact for Advertising and Merchandising Data: Kurt Vantosky, Adv. Mgr., NEWS, E. 205 Main, Pullman, WA 99163-2618; Tel. (509) 334-7434.
National Representative: None.

RENTON
See KENT

RICHLAND
See PASCO

SEATTLE

1 - LOCATION: King County (PMSA), E&P Map B-2, County Seat. On Puget Sound and W shore of Lake Washington. 172 mi. N of Portland, OR; San Francisco, CA 885 mi.; Los Angeles CA, 1,203 mi., W of Spokane 276 mi.

2 - TRANSPORTATION: Railroads-Amtrak; Burlington Northern
Motor Freight Carriers-155.
Intercity Bus Lines-Continental Trailways; Greyhound.
Airlines-Domestic: Air Cal, Alaska, American, America West, Continental, Delta, Eastern, Hawaiian, Horizon, Jet America, Northwest, PSA, Pan Am, Sunworld, TWA, United; Foreign: Air BC, Braniff, British, Canadian Intl., Condor, Finnair, JAL, Korean Air, Mexicana, SAS, Thai; Commuter: Coastal, Chart Air, San Juan, Harbor, Ludlow, Aviation, Sun Country; Total Air Cargo: 17 operators.

3 - POPULATION:
Corp. City 90 Cen. 516,259; E&P 92 Est. 520,742
NDM-ABC: (80) 1,357,581
County 90 Cen. 1,507,319; E&P 92 Est. 1,554,052
PMSA 90 Cen. 1,972,961; E&P 92 Est. 2,044,738
Demographic information available from The Seattle Times & The Post Intelligencer. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 198,940; E&P 92 Est. 200,667
NDM-ABC: (80) 528,700
County 90 Cen. 602,927; E&P 92 Est. 621,621
PMSA 90 Cen. 794,540; E&P 92 Est. 823,538

5 - BANKS	NUMBER	DEPOSITS
Commercial	30	$13,009,576,000
Savings	6	$3,714,671,000
Savings & Loan	24	$4,570,189,000
Credit Unions	66	$1,868,866,000

6 - PASSENGER AUTOS: King County 979,608

7 - ELECTRIC METERS: Residence County 281,893

8 - GAS METERS: Residence County 193,989

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 153,234 ($638); Trans. Equip. 85,315 ($728); Food Prods. 8,708 ($574); Lumber 5,986 ($576); Mach. 6,873 ($588); Whol. Trade 58,985 ($566); Ret. Trade 139,493 ($276); Servs. 192,343 ($390); Fin., Ins., Real Estate 63,745 ($534); Trans. & Public Util. 52,150 ($607); Constr. 40,823 ($515).

10 - CLIMATE: Min. & Max. Temp.-Spring 37-52; Summer 51-70; Fall 51-68; Winter 36-46; First killing frost, Nov. 25; last killing frost, Mar. 31.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Downtown Shopping Area-3 blocks from University to Pine Sts. on First, through Sixth Aves.
Neighborhood Shopping Districts-Lake City (N.E. 125th St. & Lake City Way N.E.); Burien (S.W. 152nd St. & 1st Ave. S.); Ballard (N.W. Market St. & Leary Way N.W.); Roosevelt (Roosevelt Way N.E. & N.E. 65th St.); Magnolia Village (33rd Ave. W & W McGraw St.); Uptown (Queen Anne Ave. N. & W Mercer St.); Broadway (Broadway Ave. E. bet. E. Olive St. & E. Roy St.); Alaska Junction (California Ave. S.W. & S.W. Alaska St.); University District (University Way N.E. & N.E. 45th St.); Greenwood (Greenwood Ave. N. & N. 85th St.).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alderwood Mall (145)	17	The Bon, Lamont's, Sears, JCPenney, Nordstrom
Aurora Vlg.(2)	11	Frederick & Nelson, Nordstrom
Bellevue Sq.(190)	8	The Bon, Frederick & Nelson, Nordstrom, JCPenney
Crossroads Mall (80)	12	Lamont's, Nordstrom, Place Two
Everett Mall(140)	25	The Bon, Frederick & Nelson, Payless, Sears
Factoria Sq.(68)	15	Lamont's, Safeway
Forest Park(60)	9	Albertson's, Lamont's
Northgate Mall (118)	6	The Bon, Lamont's, Nordstrom, JCPenney
Renton(55)	13	JCPenney, Sears
SeaTac Mall(115)	14	The Bon, Lamont's, Mervyn's, Nordstrom, Place Two
Southcenter(139)	12	The Bon, Frederick & Nelson, Nordstrom, JCPenney
Totem Lake Mall (65)	11	Lamont's, Thrifty
University Vlg. (70)	NA	Bartell, QFC, Lamont's
Westwood Vlg. (42)	7	Lamont's

Principal Shopping Days-Mon. through Sat. from 9:30 a.m.; Sun. from 11 a.m.
Stores Open Evenings-Dept.: Mon. & Fri. until 7 p.m.; Supermarkets: some open 24 hrs.; Discount Stores: except Sun.; Shopping Centers: Mon. through Fri. until 9 p.m., Sat. until 6 p.m., Sun. until 5 p.m.

13 - RETAIL OUTLETS: Department Stores-The Bon 10; Frederick & Nelson 5; Lamont's 12; Nordstrom 10; JCPenney 10; Sears 7.
Discount Stores-General Mdse.-Fred Meyer 10; Best 4; K mart 10; Target 3; Mervyn's 4; Marshalls 4.
Variety Stores-Meredith's 7; Sprouse-Reitz 3; Woolworth 2.
Chain Drug Stores-Bartell 31; Drug Emporium 8; G.O. Guy 6; Fred Meyer 11; Payless 19; Pay 'n Save 39.
Chain Supermarkets-Albertson's 29; QFC 24; Safeway 59; Thriftway 26.

14 - NEWSPAPERS: JOURNAL OF COMMERCE (m) 6,500; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: Jim Preston, Adv. Dir., JOURNAL OF COMMERCE, 83 Columbia St., Seattle, WA 98104; Tel. (206) 622-8272.
National Representative: None.
POST-INTELLIGENCER (m-mon to fri) 209,438; (m-sat) 180,548; TIMES (e-mon to fri) 237,735; (m-sat) 231,930; (S) 515,347; Mar. 31, 1991 ABC.
Local Contact for Advertising And Merchandising Data: Marji Ruiz, Adv. Dir., TIMES, Fairview Ave. N. & John; PO Box 70, Seattle, WA 98111; Tel. (206) 464-8940.
National Representative: Newspapers First.

SPOKANE

1 - LOCATION: Spokane County (MSA), E&P Map D-2, County Seat. Wholesale; distributing and shipping ctr. 348 mi. from Portland, OR; 278 mi. from Seattle.

2 - TRANSPORTATION: Railroads-Burlington-Northern; Union Pacific; Amtrak.
Motor Freight Carriers-100.
Intercity Bus Lines-Western Greyhound; Spokane Transit System; Empire Lines; Charter Lines.
Airlines-United; Northwest; Continental; Horizon; Delta; Alaska.

3 - POPULATION:
Corp. City 90 Cen. 177,196; E&P 92 Est. 178,375
CZ-ABC: (80) 277,766
RTZ-ABC: (80) 451,222
County/MSA 90 Cen. 361,364; E&P 92 Est. 365,191
City & RTZ-ABC: (80) 728,988

4 - HOUSEHOLDS:
City 90 Cen. 68,523; E&P 92 Est. 68,979
CZ-ABC: (80) 108,313
RTZ-ABC: (80) 157,583
County/MSA 90 Cen. 138,986; E&P 92 Est. 140,458
City & RTZ-ABC: (80) 265,896

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$1,843,000,000
Mutual Savings	1	$523,000,000
Savings & Loan	9	$503,000,000
Credit Unions	31	$502,000,000

6 - PASSENGER AUTOS: Spokane County 204,098

7 - ELECTRIC METERS: Residence 138,264

8 - GAS METERS: Residence 48,479

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage $336)-Constr. 5,808; Mfg. 18,776; Trans., Commun. & Util. 6,402; Whol. & Ret. 28,472; Fin., Ins., etc. 7,797; Services 113,407; Misc. 740; Gov't 21,725.

Principal Industrial Pay Days-Tues., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-66; Summer 49-82; Fall 28-72; Winter 20-39. First killing frost, Oct. 14; last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown Spokane. (14-block area) Bordered by Spokane Falls Blvd. to 2nd Ave. and Washington Ave. to Monroe Ave.

Major Shopping Centers-Northtown (99 stores); Shadle Center (42 stores); University City (59 stores); Franklin Park Mall (33 stores); Silver Lake Mall (60 stores); Northpointe (20 stores).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Argonne Vlg.	17	Albertson's, Super Save Drug
Argonne Mission Ctr.(10)	NA	Safeway
Dishman Sq.(7)	NA	Fabricland, Outdoor Sportsman
East Town(11)	NA	K mart
Fairwood Ctr.(21)	NA	
Five Mile(25)	NA	Rosauer's, Drug Fair
Franklin Park(33) Mall(23)	NA	Mont. Ward, Pay 'N Save
Heritage Vlg.(12) (9)	NA	Rosauer's
Flour Mill(36)	NA	
K mart Plz.(10)	NA	K mart
Lincoln Heights (28)	NA	Hasting, Fabricland, Pay 'N Save
Lincoln Heights Plz.(10)	NA	Safeway
Lincoln Sq.(8)	NA	Rosauer's
Manito(12)	NA	Lamont's, Superone, Pay 'N Save
Northpointe Plz.(20)	NA	TJ. Maxx, Ernst, Target
Northtown(90)	NA	Frederick & Nelson, Sears, Mervyn's, JCPenney
Opportunity(5)	NA	Safeway, Pay 'N Save
Parkade Plz.(6)	NA	Pay 'N Save
Shadle Ctr.(42)	NA	JCPenney, Safeway, Newberry, Lamont's
Town & Country (10)	NA	Safeway, Super Save Drugs
University City (60)	NA	JCPenney, Newberry
Riverpark Sq.(46)	NA	Frederick & Nelson, JCPenney, Nordstrom, The Bon

Principal Shopping Days-Fri., Sat.

Stores Open Evenings-Dept.: Mon., Fri.; Food: nightly.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward 2; Sears 2; JCPenney 4; Lamont's 4; Frederick & Nelson 2; Nordstrom; Bon Marche; Target; TJ. Maxx; Mervyn's.

Variety Stores-Woolworth; Newberry 3.

Discount Stores-Two Swabbies 2; Best 2; ShopKo; Costco; K mart 3; Fred Meyer 2.

Chain Drug Stores-Thrifty; Pay 'N Save 5; Super Save; Miller & Felt; Payless 7.

Chain Supermarkets-Albertson's 7; Excell Food 5; Tidyman's 6; Safeway 10; Super One; Rosauer's.

Other Chain Stores-REI; Radio Shack; Firestone; Goodyear; Goodrich; Eddie Bauer; Western Auto; Fuller Paint; Pittsburgh Plate Glass; Sherwin-Williams; General Paint; Lead's (shoes); House of Fabrics; Thom McAn; Lerner; Weisfield's (jewelry); Zales; Kinney's; Gallenkamps; Al's Auto; Discount Tire; The Limited; Ernst Home Center; Home Club; Pay 'N Pak; Schuck's Auto; Herman's Sports; Thrifty Auto; Mariposa; The Gap; Jay Jacobs; Pacific Linen; Blockbuster; Hastings; Office Club.

14 - NEWSPAPERS: SPOKESMAN-REVIEW (m) 99,145; CHRONICLE (e) 22,462; (m-sat) 135,427; SPOKESMAN-REVIEW (S) 146,928; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Daniel Grady, Adv. Dir., SPOKESMAN-REVIEW/SPOKANE CHRONICLE, Review Tower West, 999 Riverside, PO Box 2160, Spokane, WA 99210; Tel. (509) 459-5005.

National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

SUNNYSIDE

1 - LOCATION: Yakima County. (In Yakima MSA). E&P Map C-3.

2 - TRANSPORTATION: Railroad-Burlington Northern.

Motor Freight Carriers-4.

Airline-Yakima Municipal Airport, 35 mi. from Sunnyside.

3 - POPULATION:
Corp. City 90 Cen. 11,238; E&P 92 Est. 11,641
County/MSA 90 Cen. 188,823; E&P 92 Est. 192,055

4 - HOUSEHOLDS:
City 90 Cen. 4,681; E&P 92 Est. 4,849
County/MSA 90 Cen. 79,855; E&P 92 Est. 81,222

5 - BANKS	**NUMBER**	**EST. DEP.**
Commerical	3	N.A.
Savings & Loan	2	$200,000,000

6 - PASSENGER AUTOS: Yakima County 101,133

7 - ELECTRIC METERS: 3,500

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Plastics; Fruit/Vegetable Packing (seasonal); Farming; Winery.

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-80; Summer 80-100; Fall 30-80; Winter 0-60.

11 - TAP WATER: City has five wells.

12 - RETAILING: Principal Shopping Center-Downtown.

Neighborhood Shopping Center-Eastway Shopping Center.

Nearby Shopping Center

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Mid Valley Mall	NA	Payless, Rosauers
Tri Cities Columbia Center(80)	50	The Hub, Sprouse-Reitz
Valley Mall(60) (Yakima)	40	JCPenney, Giffens

Principal Shopping Days-Mon.-Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Totem Sales.

Discount Stores-Yellow Front; Bi-Mart.

Chain Drug Stores-Rosauers; Payless; Bi-Mart.

Chain Supermarkets-Safeway; Rosauers; Price Chopper.

Other Chain Stores-Sears (catalog); Coast-to-Coast; True Value; Sprouse-Reitz.

14 - NEWSPAPERS: NEWS (e-mon to fri) 3,747; sworn Oct. 1, 1990.

Local Contact for Advertising and Merchandising Data: Tom Lanctot, Pub., NEWS, 520 S. 7th St.; PO Box 878, Sunnyside, WA 98944; Tel. (509) 837-4500.

National Representative: None.

TACOMA

1 - LOCATION: Pierce County (PMSA). E&P Map B-2. County Seat. Industrial, wholesale center. On Commencement Bay near head of navigation of Puget Sound.

2 - TRANSPORTATION: Railroads-Burlington-Northern; Union Pacific. Steamship lines to all parts of the world.

Motor Freight Carriers-Over 120 (trucking).

Freight Steamship Lines-Over 20.

Intracity Bus Lines-Greyhound; Continental Trailways; Bremerton-Tacoma Stages; Puyallup-Sumner-Tacoma; Canada Trailways.

Airlines-Northwest; United; Pan Am; Alaska; Japan; Air Canada; Eastern; Continental; American; British Airways; CP Air; Delta; Mexicana; Scandinavian; TWA; PSA; Horizon; America West; Jet America; Braniff.

3 - POPULATION:
Corp. City 90 Cen. 176,664; E&P 92 Est. 180,297
CZ-ABC: (80) 315,489
RTZ-ABC: (80) 170,178
County/PMSA 90 Cen. 586,206; E&P 92 Est. 606,036
City & RTZ-ABC: (80) 485,667

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 68,322; E&P 92 Est. 69,727
CZ-ABC: (80) 121,007
RTZ-ABC: (80) 53,225
County/PMSA 90 Cen. 225,259; E&P 92 Est. 232,879
City & RTZ-ABC: (80) 174,232

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	11	$1,453,331,000
Savings & Loan	7	$144,728,000
Savings	7	$1,119,345,000
Credit Union	28	$279,451,000

6 - PASSENGER AUTOS: Pierce County 312,752

7 - ELECTRIC METERS: City 116,987

8 - GAS METERS: City 20,233

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food Prods. 2,200; Lumber & Wood Prods. 4,400; Furn. & Fixtures 500; Paper Prods. 1,600; Chem. Prods. 700; Primary Metals 1,000; Fab. Metals/Mach. 4,400; Trans. Equip. 1,300; Other Mfg. 5,800; Constr. 7,400; Trans. & Util. 7,800; Whol. & Ret. Trade 39,600; Fin., Ins. & Real Estate 8,100; Services 39,300; Fed. Gov't 9,800; State & Local Gov't 26,200.

Principal Pay Days-Fri., 1st and 15th; Last working day of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-67; Summer 59-74; Fall 38-70; Winter 34-50. First killing frost, Nov. 2; last killing frost, Mar. 11.

11 - TAP WATER: Neutral, very soft mountain river water; stand-by aquifer well supply, relatively hard; fluoridated.

12 - RETAILING: Downtown Shopping Areas-Broadway Plaza, Tacoma Ctr. Market, 4 blocks on Pacific Ave.; Regional Shopping Centers: Tacoma Mall (150 stores under cover), Lakewood Mall.

Neighborhood Shopping Centers-Bellevue Sq.; Best Plaza; Capital Mall, Olympia; Cascade Plz.; College Ctr; Center Plz.; Century Sq.; Edgewood Sq.; Federal Way; Fife Square; Fife Valley Mart; Evergreen Ctr.; Fred Meyer-Hi-Ho; Fred Meyer-Pacific; Fred Meyer-Stevens; Fred Meyer-Lakewood; Green Firs; Hi-Ho; Puyallup; Highland Hill; James Ctr.; K mart Plz.; Lakewood Colonial Ctr.; Meridian Place; Oakbrook Plz.; Olympic Vlg.; Pacific Commons; Pacific Ctr.; Parkway Plaza; Pavilion Outlet; Pt. Fosdick Sq.; Rainier Place; Sea-Tac Mall; Sea-Tac Vlg.; 72nd St. Sq.; Southcenter; Southsound Mall, Lacey; South Hill Mall; S. Tacoma Vlg.; Spanaway Park; Spanaway Plz.; Spanaway Vlg.; Surprise Lake; Tacoma Ctr. Market; Tacoma Mall; Tacoma Pl.; Tacoma South Ctr.; Tacoma Vista; 38th St. Mall; Oakbrook Plz.; Twin Lakes; University Place Ctr.; University Park II; University Vlg.; Valley Plz.; Village Sq.; Lakewood Mall at Villa Plz.; Ward's Lake Plz.; Westgate; The Willows; 6th Ave. Plz.; Narrows Plz.; Narrows Place; Plaza West; Seatac Plz.; Pacific Sq.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Broadway Plz.	NA	Woolworth
Lakewood Colonial Ctr.(43)	10	
Southcenter(127)	24	The Bon, Frederick & Nelson, JCPenney
Sea Tac Mall	12	Sears, Mervyn's, Lamonts, The Bon
Tacoma Mall(150)	5	JCPenney, Sears, Frederick & Nelson, Nordstrom, The Bon
Lakewood Mall	7	Frederick & Nelson, Thriftco, Pay 'N Save, Ernst, Safeway, Lamont's, Mervyn's, Emporium
Puyallup(17)	7	JCPenney, Elvins, Safeway

Principal Shopping Days-Mon., Fri., Sat.

Stores Open Evenings-Dept. & specialty stores-Mon., Thur., Fri.; Larger stores-every evening. Larger food stores-24 hours.

13 - RETAIL OUTLETS: Department Stores-Mervyn's; Frederick & Nelson; Sears; JCPenney; The Bon; Emporium; Nordstrom; Elvin's; Lamont's.

Discount StoresB & I; Dahnken; K mart; Fred Meyer; Best; Ross; Clothestime; Costco; Silo; Price Savers.

Variety Store-Woolworth.

Chain Drug Stores-Fred Meyer 4; H&P; Harold Meyer; Mark-It Pharmacy; Pay 'N Save 8; Sav-On 2; Stowell's 2; Drug Emporium; Medicine Shoppe 2; Albertson's 3.

Chain Supermarkets-Albertson's 3; Stock Market; Hoagy's Corner 8; Fred Meyer 4; Lively Mkt. 3; Safeway 19; Thriftco; 7-Eleven 45; ShopRite 6; Mega Foods 2; Thriftway 8.

Other Chain Stores-Mrs. Field's; Shucks; Thom McAn; Singer Co.; Goodrich; Firestone; Western Auto; Sherman-Clay; Radio Shack; Paulson's; Ernst; Lerner; Bernie's; Leeds; Dutch Boy; Gallenkamp; Bottoms; Coast-to-Coast; Fabricland; Weisfields; See's Candy; Klopfenstein's; Foreman & Clark; House of Fabrics; Jay Jacobs; Farrell's; Goodenough's; Hancock Fabrics; Pay 'N Pak; Color-Tile; Standard Brands; Schoenfelds.

14 - NEWSPAPERS: NEWS TRIBUNE (m) 121,049; (S) 139,903; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Judi Sorensen, Adv. Dir., NEWS TRIBUNE, 1950 S. State St., PO Box 11000, Tacoma, WA 98411; Tel. (206) 597-8511.

National Representative: Sawyer-Ferguson-Walker.

VANCOUVER

1 - LOCATION: Clark County (PMSA). E&P Map A-3. County Seat. Shipping lumber, paper products, aluminum, diversified light manufacturing and electronics. On the Columbia River, 8 mi. N of Portland, OR.

2 - TRANSPORTATION: Railroads-Freight: Burlington Northern; Union Pacific; Southern Pacific; Passenger: Amtrak.

Motor Freight Carriers-150.

Intercity Bus Lines-Vancouver-Portland; Greyhound; Trailways.

Airlines-Portland Airport; United; Northwest; Alaska; Continental; Eastern; Republic; Horizon Air; Delta; American; Air Cal; PSA; TWA; Sun World Airways.

3 - POPULATION:
Corp. City 90 Cen. 46,380; E&P 92 Est. 47,089
NDM-ABC: (80) 192,227
County/PMSA 90 Cen. 238,053; E&P 92 Est. 246,966

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 18,231; E&P 92 Est. 18,510
NDM-ABC: (80) 68,750
County/PMSA 90 Cen. 98,463; E&P 92 Est. 102,149

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	10	N.A.
Savings & Loan	4	N.A.
Credit Union	3	N.A.

6 - PASSENGER AUTOS: Clark County 144,822

7 - ELECTRIC METERS: Residence County 87,500

8 - GAS METERS: Residence County 7,800

9 - PRINCIPAL INDUSTRIES: Industry, Number Wage Earners (Av. Wkly. Wage)-Constr. 2,405 ($682); Mfg. 15,543 ($407); Trans., Commun. & Util. 2,558 ($447); Whol. & Ret. Trade 12,887 ($440); Fin., Ins. & R.E. 2,763 ($274); Servs. 10,172 ($288).

10 - CLIMATE: Min. & Max. Temp.-Spring 32-83; Summer 41-93; Fall 21-67; Winter 23-50. First killing frost, Oct. 21; last killing frost, May 2.

11 - TAP WATER: Medium, fluoridated.

12 - RETAILING: Principal Shopping Center-Vancouver Mall located 5 miles Northeast of Vancouver on I-205.

Neighborhood Shopping Centers-N.E. 52 St.; E. Fourth Plain Blvd.; E. Mill Plain & N.E. 120 Ave.; N.E. 164 Ave. & N.E. 1 St.; N.E. Gher Rd.; W. Fourth Plain Blvd.; Mill Plain & McArthur; N.E. 81 & Hazel Dell Ave.; S.E. Mill Plain Blvd.; Grand Blvd.; N.E. Hwy. 99; Fourth Plain Blvd. & 117 Ave.; 3021 Fourth Plain Blvd.; N.E. Thurston Way; 135th & Mill Plain Blvd.; N.E. 78 St. & Hwy. 99; E. Mill Plain Blvd.; Hwy. 99 & I-205; N.E. 78th St. & N.E. Hazel Dell Ave.; N.E. 99th St. & N.E. Hazel Dell Ave.; Garrison & Mill Plain Blvd.; NE 99th St.

Nearby Shopping Center

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Jantzen Beach	3	Payless, Mont. Ward, K mart, Lamont's, Herman's Sports, Silo, Toys 'R' Us

Principal Shopping Days-Thur., Fri., Sat. & Sun.

Stores Open Evenings-Retail: Mon.-Fri.; Food and Discount: daily.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; Sears; Meier & Frank; Fred Meyer; Lamont's; Nordstrom; Mervyn's.

Discount Stores-K mart; Target Stores; Ross Stores; T.J. Maxx.

Variety Stores-Coast-to-Coast; Boyd's 88 Ctr.; Newberry.

Chain Drug Stores-Fred Meyer Drugs 3; Payless 2; Hi-School Phcy. 5.

Chain Supermarkets-Albertson's 2; Fred Meyer 3; Minit Mart 22; Safeway 7; 7-Eleven 9; Thriftway (United Grocers) 10; Cub Food.

Other Chain Stores-Goodrich; Sherwin-Williams; Goodyear; Shoe Source; Kinney Shoes; AT&T Phone Ctr.; Firestone; Lerner; Squire Shop; Zales; Schuck's; Toys 'R' Us; Pay 'N Pak; Les Schwab; Hickory Farms; Radio Shack; Color Tile; General Nutrition Center; Casual Corner; B. Dalton; Florsheim Shoes; Fredericks of Hollywood; The Gap; Gordon's Jewelers; J.K. Gill; K.G. Men's Store; Leed's; Naturalizer; See's; Thom McAn; Van Duyn's; Video Concepts; Waldenbooks; Weisfields; Women's World; GI Joes; Pacific Linen; Linen's 'n Things; Self Service Furniture; Dairy Queen; Fred Meyer Jewelers; Hickory Farms; Lerner; Naturalizer; Silo.

14 - NEWSPAPERS: COLUMBIAN (e-mon to fri) 50,820 (S) 61,072; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Larry Higgins, Display Adv. Mgr., COLUMBIAN, PO Box 180, Vancouver, WA 98666; Tel. (206) 694-3391.

National Representative: None.

WALLA WALLA

1 - LOCATION: Walla Walla County, E&P Map D-3. County Seat. Retail and wholesale agric. ctr. serving 3 Washington and 2 Oregon Counties. 131 mi. from Yakima; 158 mi. from Spokane; 237 mi. from Portland OR; 271 mi. from Seattle.

2 - TRANSPORTATION: Railroads-Freight via Union Pacific and Burlington Northern.

Motor Freight Carriers-8.

Intercity Bus Lines-Valley Transit, Northwest Greyhound.

Airlines-Horizon Airways (commuter service), Mountain Air and Martin Aviation, Sky Runners (charter, sales, flight instruction, air ambulance).

Barge Service-Shipments of oil, grain and other materials are carried by barge or lighter vessels on the Columbia and Snake Rivers.

3 - POPULATION:
Corp. City 90 Cen. 26,478; E&P 92 Est. 26,650
CZ-ABC: (80) 35,808
RTZ-ABC: (80) 26,417
County 90 Cen. 48,439; E&P 92 Est. 48,615
City & RTZ-ABC: (80) 62,225

4 - HOUSEHOLDS:
City 90 Cen. 10,530; E&P 92 Est. 10,598
CZ-ABC: (80) 13,110
RTZ-ABC: (80) 9,639
County 90 Cen. 18,630; E&P 92 Est. 18,698
City & RTZ-ABC: (80) 22,749

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$507,000,000
Savings & Loan	4	(incl. above)
Mutual Savings	1	(incl. above)

6 - PASSENGER AUTOS: Walla Walla County 22,333

7 - ELECTRIC METERS: Residence 17,304

8 - GAS METERS: Residence 6,041

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Forestry and Fisheries N.A.; Contract Constr. 450; Food Processing 4,160; Trans., Comm. and Util. 920; Schools/Hospitals 4,670; Gov't 4,170; Whol. & Ret. 3,820.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-62 Summer 63-89; Fall 45-64; Winter 27-39. First killing frost, Oct. 28; last killing frost, Apr. 3.

11 - TAP WATER: Alkaline, very soft, not fluoridated.

12 - RETAILING: Principal Shopping Centers-9 blocks on Main St.; 3 on Alder St.; 3 on Rose St.; 7 on Second St.; 2 on First St.; 2 on Colville St.; 2 on Palouse St.; 1 on Boyer Ave.

Neighborhood Shopping Centers-3 mi. on E. Isaacs from White St. to City Limits; 1 on S. 2nd from Morton to Cherokee; 6 in College Place between Fifth and A Sts. on College Ave.; 1 on Wallula Hwy.; 1 on Plz. Way between 9th & Village Way.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Plaza Shopping	1	Safeway, Bi-Mart, M&R Drug, Sprouse-Reitz
Eastgate	2	K mart, Loney's, Radio Shack, Herman's World of Sports, Schucks, Fabricland
Eastgate Mall	2	Albertson's, Payless, Hatfield's, Wendy's, We're Sports, Robinson's
Southgate	1	Loney's, Southgate Drug
Big Y	2	Wade's Red Apple, Foxy Flowers, Central Phcy.
Blue Mtn. Mall	2	Fred Meyer, JCPenney, Sears, ShopKo, Radio Shack
Oregon Stateline	6	Grigg's, Big Apple

Principal Shopping Days-Thur., Fri., Sat., Sun.

Stores Open Evenings-Dept. & Banks Fri.; Food stores; EG Mall; Blue Mtn. Mall.

13 - RETAIL OUTLETS: Department Stores-The Bon; Sears; JCPenney; Hatfields; Fred Meyer.

Discount Stores-K mart; Bi-Mart; ShopKo; Payless.

Variety Store-Sprouse-Reitz.

Drug Stores-Eastgate; Southgate; Payless; M&R; Green & Jackson; Tallman; Book Nook; Medicine Shoppe.

Chain Supermarkets-Safeway 3; Albertson's; Jackpot 2; 7-Eleven 3; Olmstead's; Big Apple; Wade's Red Apple; Loney's 2.

Other Chain Stores-Shoes: Volume 2; Kinney's; Footlocker; Women's Wear: Jay Jacobs; The Closet; Vanity; Rave; Appliance & Hdwe.: Pay 'N Pak; Grover; Radio Shack 2; Auto: Walla Walla Motor Supply; Goodyear; Les Schwab 2; Schuck's; Paint: Gary's Paint; Sherwin-Williams; Boats: Nixon's; Others: Fabricland; Mark's Hallmark; Herman's World of Sports; Courtesy TV & Appliance; Harry Ritchie Jewelers; Hudson-Goodman Jewelers; Sassy's; Kay Bee Toys; Musicland; Regis Hairstylists; Orange Julius; Kit's Cameras; Vista Optical; Claire's Boutiques.

14 - NEWSPAPERS: UNION-BULLETIN (e-mon to fri) 15,097; (S) 15,842; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: John Gifford, Adv. Mgr., UNION-BULLETIN, 1st and Poplar, PO Box 1358, Walla Walla, WA 99362; Tel. (509) 525-3300, (800) 423-5617; FAX (509) 525-1232.

National Representative: Inland Northwest Newspaper Group.

WENATCHEE

1 - LOCATION: Chelan County, E&P Map C-2. County Seat. In geographic center of state at junction of Wenatchee and Columbia Rivers. Intersection of U.S. Hwys. 2 (Stevens Pass Hwy.) and 97. 165 mi. W of Spokane; 138 mi. E of Seattle.

2 - TRANSPORTATION: Railroads-Burlington Northern, Amtrak (passenger).

Motor Freight Carriers-10.

Intercity Bus Lines-Greyhound; Empire Lines.

Airlines-Horizon; Express Air.

3 - POPULATION:
Corp. City 90 Cen. 21,756; E&P 92 Est. 22,656
CZ-ABC: (80) 33,440
RTZ-ABC: (80) 112,950
County 90 Cen. 52,250; E&P 92 Est. 53,687
City & RTZ-ABC: (80) 146,390

Demographic Information (Limited) available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 8,750; E&P 92 Est. 9,111
CZ-ABC: (80) 12,765
RTZ-ABC: (80) 41,540
County 90 Cen. 19,563; E&P 92 Est. 20,102
City & RTZ-ABC: (80) 54,305

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$296,700,000
Savings & Loan	3	$189,604,100
Credit Unions	10	$12,513,500

6 - PASSENGER AUTOS: Chelan County 31,970

7 - ELECTRIC METERS: Residence County 21,852

8 - GAS METERS: Residence 3,540

9 - PRINCIPAL INDUSTRIES: (Chelan-Douglas Counties): Industry, No. Wage Earners-Mfg., incl. Primary Metals Proc. 3,060; Contract Constr. 2,570; Trans., Commun. & Util. 850; Whol. & Ret. Trade 7,320; Fin., Ins. & R.E. 940; Servs. 4,460; Gov't. 4,590; Total Civilian Work Force 36,420.

Principal Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-80; Summer 47-97; Fall 29-76; Winter 10-53. First killing frost, Oct. 15; last killing frost, Apr. 21.

11 - TAP WATER: Slightly alkaline, soft, not fluoridated.

12 - RETAILING: Principal Shopping Areas-Downtown, 5 blocks on Wenatchee Ave.; Valley North Shopping Center, 34 stores; Wenatchee Valley Mall, 46 stores.

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Downtown-Fridays; Valley North and Wenatchee Valley Malls-Mon. through Fri.; Food-every night.

13 - RETAIL OUTLETS: Department Stores-Sears; Lamont's; JCPenney.

Discount Stores-Stan's Merry Mart; Sav-Mart; K mart; Stanley's; Bi-Mart.

Variety Store-Bonanza.

Chain Drug Stores-Payless; Buttrey Drugs.

Chain Supermarkets-Safeway 2; Albertson's; Buttrey's; Fleenor's; Top Family Grocer.

Other Chain Stores-Mode O'Day; House of Fabrics; Fabricland; Weisfield Jewelers; Radio Shack; Columbia Paints; Jay Jacobs; Les Schwab Tires; Coast-to-Coast; Pay 'N Pak; Grand Auto; Zales Jewelers; Schuck's Auto Parts; Squire Men's Shops; DJ's Sound City; Kinney Shoes; Allen Jewelry; Cost-Cutter Toys; Ernst Home Center; Thurman Supplies; Computerland.

14 - NEWSPAPERS: WORLD (e-mon to fri) 27,893; (S) 30,801; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Jay White, Adv. Dir., WORLD, 14 N. Mission St.; PO Box 1511, Wenatchee, WA 98801; Tel. (509) 663-5161.

National Representative: Branham/Newspaper Sales.

YAKIMA

1 - LOCATION: Yakima County (MSA), E&P Map C-3. County Seat. Shipping center for Yakima irrigated valley. Wholesale center for central part of State. 201 mi. from Spokane; 145 mi. from Seattle. On U.S. Hwys. 97, 410, I-82.

2 - TRANSPORTATION: Railroad-Washington Central Railroad (Freight).

Airline-Horizon.

Motor Freight Carriers-7.

Intercity Bus Line-Western Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 54,827; E&P 92 Est. 55,827
CZ-ABC: (80) 82,625
Bal. in NDM-ABC: (80) 89,883
County/MSA 90 Cen. 188,823; E&P 92 Est. 192,055
Total NDM-ABC: (80) 172,508

4 - HOUSEHOLDS:
City 90 Cen. 21,454; E&P 92 Est. 21,846
CZ-ABC: (80) 32,294
Bal. in NDM-ABC: (80) 29,047
County/MSA 90 Cen. 79,855; E&P 92 Est. 81,222
Total NDM-ABC: (80) 61,341

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$435,000,000
Savings	2	N.A.
Savings & Loan	5	$446,336,487

6 - PASSENGER AUTOS: Yakima County 101,133

7 - ELECTRIC METERS: Residence 23,289

8 - GAS METERS: Residence 9,975

9 - PRINCIPAL INDUSTRIES: Mfg.-218 firms; 7,805 (av. mo. employed); $1,408 (av. mo. wage).

10 - CLIMATE: Min. & Max. Temp.-Spring 24-73; Summer 50-90; Fall 34-86; Winter -10-46. First killing frost, Oct. 23; last killing frost, Apr. 13.

11 - TAP WATER: Neutral, semi-hard, fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Yakima Ave.; 2 on Third St.; S 1st

& Old Town Road (Valley Mall); Yakima Downtown Mall (65 stores).

Neighborhood Shopping Centers-56th & Summitview; 9th & Summitview; 16th and Nob Hill; Westpark; 1 mi. on Fruitvale Blvd., Glenwood; Southgate; 16th and Lincoln; Nob Hill & Ward Plaza; Chalet Mall; Lincoln Center; 11th & Tieton; 37th & Tieton; Meadowbrook at 72nd & Nob Hill.

Principal Shopping Days-Thur., Fri., Sat., Sun.

Stores Open Evenings-Dept.-Mon. through Fri., Food-every evening.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Mervyn's; Sears; Montgomery Ward; Nordstrom; Lamonts; Bon Marche.

Discount Stores-Bi-Mart 2; Fred Meyer; Pay 'N Pak; K mart; Ernst; ShopKo 2; Costco.

Chain Drug Stores-Payless 2; Bi-Mart 2; Fred Meyer.

Chain Supermarkets-Albertson's; Safeway 7; Thriftway 5; Buttrey's; Associated Grocers 2; Fiesta Foods; Meads; Red Apple; Top; Others 9.

Other Chain Stores-Firestone; Weisfield's; Gallenkamp; Kinney's; Leeds; Jay Jacob; Self Serv. Furn.; Penguin Electric; Zales; Volume Shoes; B. Dalton; Radio Shack; Waldenbooks; McMahan's Furn.; Closet; Savannah; Mariposa; Natural Selection; Vanity; Ringmakers.

14 - NEWSPAPERS: HERALD-REPUBLIC (all day) 40,769; (S) 43,739; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: James E. Barnhill, Pub., HERALD-REPUBLIC, PO Box 9668, Yakima, WA 98909; Tel. (509) 248-1251.

National Representative: Landon Associates.

WEST VIRGINIA SURVEYS

METROPOLITAN STATISTICAL AREAS

Charleston-Kanawha and Putnam Counties.

Cumberland, MD-WV-Allegany County, MD and Mineral County, WV.

Huntington-Ashland, WV-KY-OH-Cabell and Wayne Counties, WV; Boyd, Carter and Greenup Counties, KY; Lawrence County, OH.

Parkersburg-Marietta, WV-OH-Wood County, WV and Washington County, OH.

Steubenville-Weirton, OH-WV-Jefferson County, OH; Brooke and Hancock Counties, WV.

Wheeling, WV-OH-Ohio and Marshall Counties, WV; Belmont County, OH.

POPULATION ESTIMATES

(Thousands)

Age Group	1980	1990	1992
Under 5 Years	146	155	154
5-14 Years	310	269	267
15-24 Years	347	263	262
25-44 Years	513	570	566
45-64 Years	396	340	337
65 and Over	238	205	203
TOTAL	1,950	1,802	1,790

Based on U.S. Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1977 Census	1982 Census	1992 Est.
Bldg. Mat./Hdwr	388	437	778
General Mdse	776	1,008	1,544
Food	1,335	1,968	2,656
Automobiles	1,265	1,322	2,569
Gasoline Stations	493	709	716
Apparel	238	329	483
Furniture	260	329	505
Eat-Drink Places	352	523	819
Drugs	175	270	406
TOTAL SALES	5,676	7,521	11,314

BECKLEY

1 - LOCATION: Raleigh County, E&P Map B-4. 276 mi. S of Pittsburgh; 333 mi. W of Washington, DC; 266 mi. E of Cincinnati, OH.

2 - TRANSPORTATION: Railroad-CSX.

Motor Freight Carriers-12.

Intercity Bus Line-Greyhound.

Airline-USAir Commuter.

3 - POPULATION:

Corp. City 90 Cen. 18,296; E&P 92 Est. 17,957

NDM-ABC: (80) 247,090

County 90 Cen. 76,819; E&P 92 Est. 75,934

Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 6,840; E&P 92 Est. 6,713

NDM-ABC: (80) 84,790

County 90 Cen. 29,437; E&P 92 Est. 29,098

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	N.A.

6 - PASSENGER AUTOS: Raleigh County 52,992.

7 - ELECTRIC METERS: Residence 27,000.

8 - GAS METERS: Residence 15,500.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Whly. Wage)-Coal Mining 4,884 ($451).

Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Average Temp.-Spring 50; Summer 70; Fall 54; Winter 34. First killing frost, Oct. 4; last killing frost, May 7.

11 - TAP WATER: Acid, very soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-2 blocks on Main, 1 on Heber, 3 on Neville St.

Neighborhood Shopping Center-East Beckley; By-Pass; Valley Drive; Skelton By-Pass Plaza; Bradley; Lester Sq. in Sophia; Beckley Crossing in Beckley.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
By-Pass Plz.(12)	3	Revco, Hills
Beckley Plz.(23)	3	Acme Mkt., K mart
Fayette Sq.(12)	2	Kroger, Revco
Raleigh Mall(43)	3	Ames, Mont. Ward, Stone & Thomas, Kroger
Town & Country Plaza(9)	1	Foodland, Rite Aid, Value City
Crossroads Mall(70)	4	Sears, JCPenney, Leggetts
Lester(14)	6	Kroger, Artley, Family Dollar

Principal Shopping Days-Food: Wed., Thur. Department Stores: Sat., Sun.

Stores Open Evenings-Dept. Stores-Fri., Food-every evening.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; K mart; JCPenney; Hills; Sears; Leggetts; Stone & Thomas; Value City; Toy World.

Variety Stores-Ames; Dollar Bargain; Family Dollar; Dollar General; Only $1.00 Store.

Discount Stores-K mart; Hills; McCrory; Wal-Mart; Value City.

Chain Drug Stores-Rite Aid 4; SupeRx 4; Revco 2.

Chain Supermarkets-Kroger 5; Acme; Pic Pac 2; Foodland; Food-4-Less.

Other Chain Stores-Ladies; H&M; Pic-Way Shoes; Lilly Crown Jewelers 3; Artleys; Nation Wise Auto; Autoworks; Shoe World.

14 - NEWSPAPERS: REGISTER/HERALD (m) 34,679; (S) 34,101; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Robert E. Zutaut, Adv. Dir., REGISTER/HERALD, PO Drawer P&R, Beckley, WV 25802; Tel. (304) 255-4400.

National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

BLUEFIELD, WV-VA

1 - LOCATION: Mercer County, WV; Tazewell County, VA. E&P Map B-4. Extreme southern part of the state extending into Virginia. 102 mi. from Charleston via West Virginia Tpke.; 103 mi. from Roanoke. On U.S. Hwys. 19, 21, 52, 460; State Hwy. 85; I-77.

2 - TRANSPORTATION: Railroads-Norfolk and Western.

Motor Freight Carriers-8.

Intercity Bus Lines-Tri-City; Greyhound; Trailways.

Airline-Christman.

3 - POPULATION:

Corp. City 90 Cen. 12,756; E&P 92 Est. 12,195

NDM-ABC: (80) 225,692

Counties 90 Cen. 110,940; E&P 92 Est. 109,330

Mercer, WV 90 Cen. 64,980; E&P 92 Est. 63,805

Tazewell, VA 90 Cen. 45,960; E&P 92 Est. 45,525

4 - HOUSEHOLDS:

City 90 Cen. 4,769; E&P 92 Est. 4,559

NDM-ABC: (80) 76,755

Counties 90 Cen. 41,889; E&P 92 Est. 41,290

Mercer, WV 90 Cen. 23,598; E&P 92 Est. 23,172

Tazewell, VA 90 Cen. 18,291; E&P 92 Est. 18,118

5 - BANKS	NUMBER	DEPOSITS
Commercial	16	$688,800,000
Savings & Loan	4	$25,000,000

6 - PASSENGER AUTOS: Counties: Mercer (WV) 48,248; Tazewell (VA) 32,174 (1988).

7 - ELECTRIC METERS: Residence 26,144.

8 - GAS METERS: Residence 8,330.

9 - PRINCIPAL INDUSTRIES: Food Mfg.; Furn.; Mining Machinery.

Principal Pay Days-1st, 15th, Fri.

10 - CLIMATE: Average Temp.-Spring 50; Summer 71; Fall 56; Winter 34. First killing frost, Sept. 29; last killing frost, May 12.

11 - TAP WATER: Neutral, hard, fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-One, centered around Bland, Union, North and South Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bluefield Plz.(12)	1	Kroger, K mart
Blue Prince(11)	3	
Mercer Mall(53)	2	Sears, JCPenney, Stone & Thomas, Leggett, Hills
West Gate(9)	2	Acme

Principal Shopping Days-Department Stores: Mon., Fri., Sun.; Food: Wed. through Sun.

Stores Open Evenings-Food nightly; others Mon.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenny; Leggett; Stone & Thomas; Sears.

Variety Stores-G.C. Murphy; Ben Franklin.

Discount Stores-A-Mart; Hills; Ammar Bros.; La Joe; K mart; Roses 2.

Chain Drug Stores-Bi Rite; Rexall 3; Rite Aid; SupeRx; Southside 2; Revco.

Chain Supermarkets-Kroger 4; Doskin's 6; Acme 4; Warden's 2; IGA 3; Allens; Food Lion; Foodland; Grants.

Other Chain Stores-Singer Co.; H&M (Shoes); Goodyear; Western Auto 2; Pic-Way Shoe; S&H Green Stamps; Top Value Stamps; Gold Bond Soft Center; Family Discount Stamp; Shoe Mart; Nationwise; Fad Furniture; Lilly's Jewelers; Leroys; Hallmark.

14 - NEWSPAPERS: TELEGRAPH (m) 23,690; (S) 25,595; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Donna Clayton, Adv. Dir., TELEGRAPH, 928 Bluefield Ave.; PO Box 1599, Bluefield, WV 24701; Tel. (304) 327-6171.

National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

CHARLESTON

1 - LOCATION: Kanawha County (MSA), E&P Map A-3 & B-3. State Capitol, County Seat. Wholesale distribution, financial, medical and education center; federal offices, insurance, transportation. At confluence of Great Kanawha and Elk Rivers. 210 mi. from Cincinnati; 358 mi. from Washington; 215 mi. from Pittsburgh; 171 mi. from Columbus. On U.S. Hwys. 21, 35, 60, 119 and State Hwys. 4, 14, 25 and 61. Northern terminus of WV Tpke.; Junction of I-64, I-77 & I-79.

2 - TRANSPORTATION: Railroads-Chessie System; Amtrak; Conrail.

Motor Freight Carriers-30.

Intercity Bus Lines-Greyhound; KRT (local).

Airlines-USAir; United; Christman; Piedmont; ComAir; Atlantic SouthEast.

3 - POPULATION:

Corp. City 90 Cen. 57,287; E&P 92 Est. 56,551

NDM-ABC: (80) 522,062

County 90 Cen. 207,619; E&P 92 Est. 205,518

MSA 90 Cen. 250,454; E&P 92 Est. 251,045

Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 21,416; E&P 92 Est. 21,140

NDM-ABC: (80) 186,368

County 90 Cen. 73,148; E&P 92 Est. 72,407

MSA 90 Cen. 90,083; E&P 92 Est. 90,407

5 - BANKS	NUMBER	DEPOSITS
Commercial	33	$1,811,877,000
Savings & Loan	15	$319,818,000

6 - PASSENGER AUTOS: Kanawha County 153,860 (1988).

7 - ELECTRIC METERS: 78,000.

8 - GAS METERS: City Res. 19,600.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Whly. Wage)-Chem. 8,971 ($620); Metal Fab. 1,225 ($588); Coal Mining 3,334 ($588); Contract Constr. 3,871 ($422); Gov't 18,883 ($323); Health Servs. 8,748 ($386); Servs. 19,838 ($304); Whol./Ret. 24,247 ($266).

Principal Pay Days-Thur., Fri., 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-65; Summer 61-86; Fall 44-69; Winter 24-45. First killing frost, Oct. 30; last killing frost, May 15.

11 - TAP WATER: Alkaline, soft in city, varies outside; fluoridated.

12 - RETAILING: Principal Shopping Areas-4 blocks on Capital St.; 4 on Summers St.; 5 on Virginia; 4 on Quarrier; 5 on Lee St.; 1 on Washington St.; 1 on Broad St.; Patrick St. Plaza; 7 blocks on MacCorkle Ave. (Kanawha City).

Neighborhood Shopping Centers-West Side (W. Washington St.) (24 stores); East End (E. Washington St.) (10 stores); St. Albans (Main Street) (12 stores); South Charleston (16 stores); Dunbar (7 stores); Marmet (18 stores); Spring Hill (12 stores); Nitro (13 stores); Belle (6 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Town Center Mall(100)	NA	Sears, JCPenney, Mont. Ward, Kaufmann's
West St. Albans	8	Heck's, Pic-Pac, Value City
Kanawha Mall(70)	4	Hills, Kroger, Stone & Thomas, Ames
St. Albans(30)	10	K mart, Kroger, Watson's
Dunbar Vlg.(20)	7	Kroger, Ames
Southside Expwy	2	Heck's
Plaza East(12)	1	Heck's
Patrick St. Plz.	2	K mart, Lowe's, Hills, Big Bear
K mart	4	K mart
Putnam Vlg.(33)	20	Heck's, Kroger

Principal Shopping Days-Mon., Fri., Sat.

Stores Open Evenings-Drug & Food: Mon. through Sat.; All on Mon.; Some: Fri.; Discount: 7 days.

13 - RETAIL OUTLETS: Department Stores-Kaufmann's; Mont. Ward; Stone & Thomas; Sears; JCPenney; McClung & Morgan; Charleston.

Discount Stores-K mart; Ames; Hills.

Variety Stores-McCrory; Ben Franklin; Family Dollar.

Chain Drug Stores-Revco 5; Rite Aid 21; SupeRx; Medicine Shop 2; K mart 2; Kroger.

Chain Supermarkets-Big Bear; Fas-Chek; Kroger; Shop-A-Minit; Super Valu; Foodland; 7-Eleven; Key Markets; IGA; Pic-Pac; Go-Mart.

Other Chain Stores-Shoes: Butler, Edison Bros., Kinney's, Endicott-Johnson, John Lee, Pic-Way, Shoe World, Shoe Show; Women's Ready to Wear: Woman's World, Sidney's, Artley's, Fashion Bug, Brooks, Deb Shop, Lane Bryant; Furniture: Valu City, Ethan Allen, La-Z-Boy; Rubber Goods: Goodyear, Firestone, Tire America; Jewelers: Shaw's; Cliffords, LeRoy's, Kay, McCormick, Lilly's Crown; Electronics: Circuit City, The Appliance Store; Auto Accessories: Nationwise, Auto Works; Parts Plus; Radio Shack.

14 - NEWSPAPERS: GAZETTE (m) 54,291; MAIL (e) 49,865; GAZETTE-MAIL (S) 104,130; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: William E. Birt, Natl. Adv., GAZETTE/MAIL, 1001 Virginia St. E., Charleston, WV 25301; Tel. (304) 348-5105.

National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

CLARKSBURG

1 - LOCATION: Harrison County, E&P Map B-2, County Seat. On U.S. Hwys. 50 and 19 and I-79. 225 mi. from Washington, DC; 276 mi. from Cincinnati, OH; 120 mi. from Pittsburgh, PA.

2 - TRANSPORTATION: Railroad-Chessie System.

Motor Freight Carriers-15.

Intercity Bus Lines-Central WV Transit Authority; Interstate; Greyhound.

Airline-USAir Express.

3 - POPULATION:

Corp. City 90 Cen. 18,059; E&P 92 Est. 17,297
CZ-ABC: (80) 36,509
RTZ-ABC: (80) 141,106
County 90 Cen. 69,371; E&P 92 Est. 68,324
City & RTZ-ABC: (80) 177,615

4 - HOUSEHOLDS:

City 90 Cen. 6,751; E&P 92 Est. 6,466
CZ-ABC: (80) 14,513
RTZ-ABC: (80) 48,585
County 90 Cen. 24,913; E&P 92 Est. 24,537
City & RTZ-ABC: (80) 63,098

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$738,141,000

6 - PASSENGER AUTOS: Harrison County 52,685

7 - ELECTRIC METERS: Residence 27,521

8 - GAS METERS: Residence 37,193

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Glass 705; Coal 1,741; Chem. 340; Aircraft Parts 300; Natural Gas 1,500; Heavy Mach. 685.

Principal Pay Days-Fri., 15th and 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 18-90; Summer 44-98; Fall 41-92; Winter 1-79. First killing frost, Sept. 29; last killing frost, May 3.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: Principal Shopping Center-7 blocks on Main and Pike Sts.

Neighborhood Shopping Centers-Stealey, Nutter Fort, Bridgeport.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastpointe	2	K mart, Wal-Mart, Kroger, Emily's, Lowe's
Hills Plaza(7)	2	Hills
Holiday Plaza(4)	2	Big Lots, Gabriels
Rosebud Plaza(3)	1	
Bridgeport(8)	3	
Meadowbrook Mall	3	JCPenney, Ames, Mont. Ward Stone & Thomas, Sears
Valley Hills(5)	3	Super Dollar
Middletown Mall (40)	18	Lowe's, Stone & Thomas, Hess's, Hills
Tygart Valley Mall(2)	18	Wal-Mart

Principal Shopping Days-Mon., Fri., Sat.

Stores Open Evenings-Mon.; Food nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; Stone & Thomas; Sears; Hess's.

Variety Store-McCrory.

Discount Stores-Hills; Ames; K mart.

Chain Drug Stores-Rite Aid; Revco; Phar-Mor.

Chain Supermarkets-Kroger; Foodland; Shop 'N Save; Giant Eagle.

Furniture-Jack's Friendly; Roses; Frank's; Custom Carpet; Mike DeMaria; La-Z-Boy; Grandma's House.

14 - NEWSPAPERS: EXPONENT (m-tues to sat) 6,704; TELEGRAM (e) 15,228; EXPONENT-TELEGRAM (S) 24,329; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Jack L. Smith, Adv. Mgr., EXPONENT and TELEGRAM, 324-326 Hewes Ave., Clarksburg, WV 26301; Tel. (304) 624-6411.

National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

ELKINS

1 - LOCATION: Randolph County, E&P Map C-3. 35 mi. SE of Clarksburg. Elevation 2,000 feet. County Seat.

2 - TRANSPORTATION: Railroads-B&O; W MD.

Airline-USAir connection.

Motor Freight Carriers-6.

3 - POPULATION:

Corp. City 90 Cen. 7,420; E&P 92 Est. 7,297
CZ-ABC: (80) 8,536
RTZ-ABC: (80) 30,626
County 90 Cen. 27,803; E&P 92 Est. 27,704
City & RTZ-ABC: (80) 39,162

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 2,774; E&P 92 Est. 2,728
CZ-ABC: (80) 3,146
RTZ-ABC: (80) 10,201
County 90 Cen. 10,068; E&P 92 Est. 10,033
City & RTZ-ABC: (80) 13,347

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$30,715,405
Savings & Loan	1	$1,685,579

6 - PASSENGER AUTOS: Randolph County 20,111 (1988)

7 - ELECTRIC METERS: Residence 3,562

8 - GAS METERS: Residence 3,418

9 - PRINCIPAL INDUSTRIES: Brick and Tile; Planing Mill Prods.; Furn.; Limestone & Limestone Prods.; Foundry Prods.; W MD R.R. Shops; Shoe Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 50-94; Fall 10-60; Winter 10-40. First killing frost, Oct. 1; last killing frost, May 15.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Davis Ave.; 3 on Third St.; Elkins Plaza on Beverly Pike; Tygart Valley Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Elkins Plaza(12)	NA	Rite Aid, Foodland
Tygarts Valley Mall(5)	NA	A&P, Revco, K mart

Principal Shopping Days-Fri. & Sat.

Stores Open Evenings-Food nightly; all on Fri.; Plaza on Sunday.

13 - RETAIL OUTLETS: Department Stores-K mart; Smart Shop.

Variety Store-G.C. Murphy.

Discount Store-Heck's.

Chain Drug Stores-Revco; Rite Aid.

Chain Supermarkets-A&P; Kroger; Key; Hi-Lo; Super Dollar.

14 - NEWSPAPERS: INTER-MOUNTAIN (e) 11,604; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Jennie Raines, Adv. Dir., INTER-MOUNTAIN, 520 Railroad Ave., Elkins, WV 26241; Tel. (304) 636-2121.

National Representative: Landon Associates.

FAIRMONT

1 - LOCATION: Marion County, E&P Map B-2, County Seat. Coal mining, manufacturing, Fairmont State College. Major highway hub. U.S. Hwys. 19, 250, I-79, State Hwy. 73. 88 mi. S of Pittsburgh, PA; 21 mi. NE of Clarksburg; 78 mi. SE Wheeling.

2 - TRANSPORTATION: Railroads-Chessie System; Monongahela.

Intercity Bus Line-Greyhound.

Motor Freight Carriers-10.

Airline-Allegheny Commuter.

3 - POPULATION:

Corp. City 90 Cen. 20,210; E&P 92 Est. 19,579
CZ-ABC: (80) 33,090
RTZ-ABC: (80) 50,325
County 90 Cen. 57,249; E&P 92 Est. 56,666
City & RTZ-ABC: (80) 83,415

4 - HOUSEHOLDS:

City 90 Cen. 7,555; E&P 92 Est. 7,319
CZ-ABC: (80) 13,115
RTZ-ABC: (80) 17,633
County 90 Cen. 20,560; E&P 92 Est. 20,350
City & RTZ-ABC: (80) 30,748

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$504,761,000
Savings & Loan	1	$83,734,163

6 - PASSENGER AUTOS: Marion County 43,377 (1988)

7 - ELECTRIC METERS: Residence 10,500

8 - GAS METERS: Residence 8,628

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Coal Mining 2,410; Fluorescent Lamps 1,000; Mach. & Equip. Mfg. 1,028; Mining Equip. Mfg. 200; Fabricated Metal Prods. 485; Electric 619; Rolled Aluminum Prods. 311; Corrugated Fiber Containers 265; Can & Glass Labels 130; Gift Distribution Ctr. N.A.; Fiberglass 125.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-69; Summer 68-87; Fall 40-65; Winter 10-40. First killing frost, Oct. 14; last killing frost, May 1.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Area-7 blocks on Adams St.

Neighborhood Shopping Centers-East Side on Merchant St.; Country Club Rd.; Bellview Blvd.; Marion Sq.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Morgantown Mall	13	
Rainbow Plz (5)	NA	
Middletown Mall(74)	3	Stone & Thomas, Hess's, Hills
Tygart Valley(6)	3	
12th St.	NA	Radio Shack, Revco, Giant Eagle
Meadowbrook	13	Stone & Thomas, Mont. Ward, Sears, JCPenney
Mountaineer Mall	20	
Morgantown Mall	22	

Principal Shopping Days-Mon. through Sun.

Stores Open Evenings-Dept. Mon.; Food and shopping centers nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Stone & Thomas; Sears; Montgomery Ward; Elder-Beerman.

Variety Store-McCrory.

Discount Stores-Revco; Hills; Dollar General; Family Dollar; Ames; Wal-Mart; K mart.

Chain Drug Stores-Revco 3; Rite Aid; Mason's; Thrift; Valu-Rite.

Chain Supermarkets-Foodland 3; Giant Eagle; Warehouse Grocery; A&P; Apple's; Shop 'N Save.

Other Chain Stores-Kinney's; Goodrich; Goodyear; Pic Way; Shoe Works; The Unlimited; Lerner; Fashion Bug; Casual Corner; Brown; Lowe's; Gordon Jewelry; Chess King; Camelot; Footlocker; GNC; Hickory Farms; Playland; Regis; Things Remembered; Waldenbooks; Payless; Appliance Store; Chic Wigs; Claires Boutiques; House of Cards; The Gap; Lane Bryant; Naturalizer Shoes; Pearle Vision; JoAnn Fabric; So-Fro Fabric; Tire America; Ups N Downs; Petland; Deb Shop; 84 Lumber.

14 - NEWSPAPERS: TIMES-WEST VIRGINIAN (m) 13,843; (S) 14,806; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Carolyn Hatting, Adv. Dir., TIMES-WEST VIRGINIAN, PO Box 2530, Fairmont, WV 26555-2530; Tel. (304) 363-5000.

National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

HUNTINGTON

1 - LOCATION: Cabell & Wayne Counties (In Huntington-Ashland, WV-KY-OH MSA), E&P Map A-3, Seat of Cabell County, industrial, wholesale and shipping center. 255 mi. from Pittsburgh, PA; 163 mi. from Cincinnati, OH. On U.S. Hwys. 52, 60; State Hwys. 2, 4, 7, 10, I-64.

2 - TRANSPORTATION: Railroad-CSX.

Motor Freight Carriers-30.

Intercity Bus Lines-TTA; Greyhound.

Airlines-USAir; Piedmont; ComAir; Christman.

3 - POPULATION:

Corp. City 90 Cen. 58,844; E&P 92 Est. 57,976
NDM-ABC: (80) 170,932
Counties 90 Cen. 138,463; E&P 92 Est. 136,877
  Cabell Co. 90 Cen. 96,827; E&P 92 Est. 95,953
  Wayne Co. 90 Cen. 41,636; E&P 92 Est. 40,924
MSA 90 Cen. 312,529; E&P 92 Est. 311,675

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 21,998; E&P 92 Est. 21,673
NDM-ABC: (80) 62,275
Counties 90 Cen. 47,515; E&P 92 Est. 46,965
  Cabell Co. 90 Cen. 32,526; E&P 92 Est. 32,232
  Wayne Co. 90 Cen. 14,989; E&P 92 Est. 14,733
MSA 90 Cen. 114,288; E&P 92 Est. 114,020

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$872,313,000

6 - PASSENGER AUTOS: Counties: Cabell 74,100; Wayne 25,334 (1988)

7 - ELECTRIC METERS: Counties: Cabell 45,700; Wayne 17,400

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-$470)-Metals 7,700; Glass & Stone 2,000; Apparel 1,800; Chem. 1,200.

Principal Industrial Pay Days-Fri., 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-60; Summer 42-85; Fall 41-82; Winter 25-44. First killing frost, Oct. 20; last killing frost, Apr. 17.

11 - TAP WATER: Alkaline, soft, not fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on 3rd, 4th, 5th Aves.; 3 on 9th, 10th, 11th Streets downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ceredo Plz.(11)	12	Harts, Big Bear
Eastern Heights (16)	6	Thrift, Mack's, Tradewell
Fairfield Plz.(8)	2	Big Bear
East Hills Mall (12)	9	Kelly & Cohen
Westland Plz.(6)	5	Big Lots, Thrift
Pea Ridge(20)	9	K mart, Kroger
Huntington Mall (125)	10	JCPenney, Lazarus, Stone & Thomas, Sears

Principal Shopping Days-Department Stores Fri., Sat., Sun.; Food Wed., Sun.

Stores Open Evenings-All until 9:30 P.M.

13 - RETAIL OUTLETS: Department Stores-Stone & Thomas 2; JCPenney; Lazarus; Sears.

Variety Stores-McCrory; Green's.

Discount Stores-Hills 3; K mart 3; Hart's 4; Big & Small Lots 2.

Chain Drug Stores-Thrift 3; Rite Aid 2; Revco 2.

Chain Supermarkets-Kroger 4; Big Bear 3; Tradewell 8; Foodland 3; Foodfair 4.

14 - NEWSPAPERS: HERALD-DISPATCH (m) 43,316; (S) 49,627; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Tony Marroni, Adv. Dir., HERALD-DISPATCH, 946 Fifth Ave., Huntington, WV 25701; Tel. (304) 526-4000.

National Representative: Gannett National Newspaper Sales.

KEYSER

1 - LOCATION: Mineral County (in Cumberland, MD-WV MSA), E&P Map C-2, County Seat. On E bank of Potomac River. 24 mi. SW of Cumberland, MD. U.S. Hwys. 50, 220; WV Hwy. 28. 131 mi. W of Washington, DC; 110 mi. SE of Pittsburgh.

2 - TRANSPORTATION: Railroads-B&O; Western Md.

Intercity Bus Lines-Mt. State Bus; Emery; Potomac Transit Authority.

Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 90 Cen. 5,870; E&P 92 Est. 5,830
MSA 90 Cen. 101,643; E&P 92 Est. 99,924
County 90 Cen. 26,697; E&P 92 Est. 26,674

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 2,194; E&P 92 Est. 2,180
MSA 90 Cen. 38,581; E&P 92 Est. 37,926
County 90 Cen. 10,054; E&P 92 Est. 10,045

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$89,834,000

6 - PASSENGER AUTOS: Mineral County 20,102

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence (RTZ) N.A.

9 - PRINCIPAL INDUSTRIES: Pulp and Paper; Women's Wear; Farm Mach.; Ballistics & Plastics; Sports Equip.; Electronics; Glass Beads; Glass; Glass Containers; Plastic Containers; Stainless Steel; Machine Shop; Printing Plant.

Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-85; Summer 58-85; Fall 30-57; Winter 17-41. First killing frost, Oct.; last killing frost, May.

11 - TAP WATER: Hard to soft.

12 - RETAILING: Principal Shopping Area-3 blocks each on Main & Armstrong Sts.

Neighborhood Shopping Centers-West Piedmont, S. Mineral St., Heck's Shopping Center, Tri-Town Shopping Ctr; Keyser Shopping Mall.

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Wed., Fri.

13 - RETAIL OUTLETS: Variety Stores-Murphy; Ames.

Chain Drug Stores-Revco; People's; Rite Aid.

Chain Supermarkets-Dishong's 3; Foodland; IGA 2; Brownings; Food Lion; Martins.

Other Chain Stores-Wolf Furniture; Western Auto; Sears; Shoe World; Dollar General 2; Naylor; Act; Fashion Bug; D'Atris; Shoe Spot.

14 - NEWSPAPERS: NEWS-TRIBUNE (e) 6,100, sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Robert G. Tetrick, Adv. Mgr., NEWS-TRIBUNE, 24 Armstrong, Keyser, WV 26726; Tel. (304) 788-3333.

National Representative: American Newspaper Representatives.

LEWISBURG-RONCEVERTE-WHITE SULPHUR SPRINGS

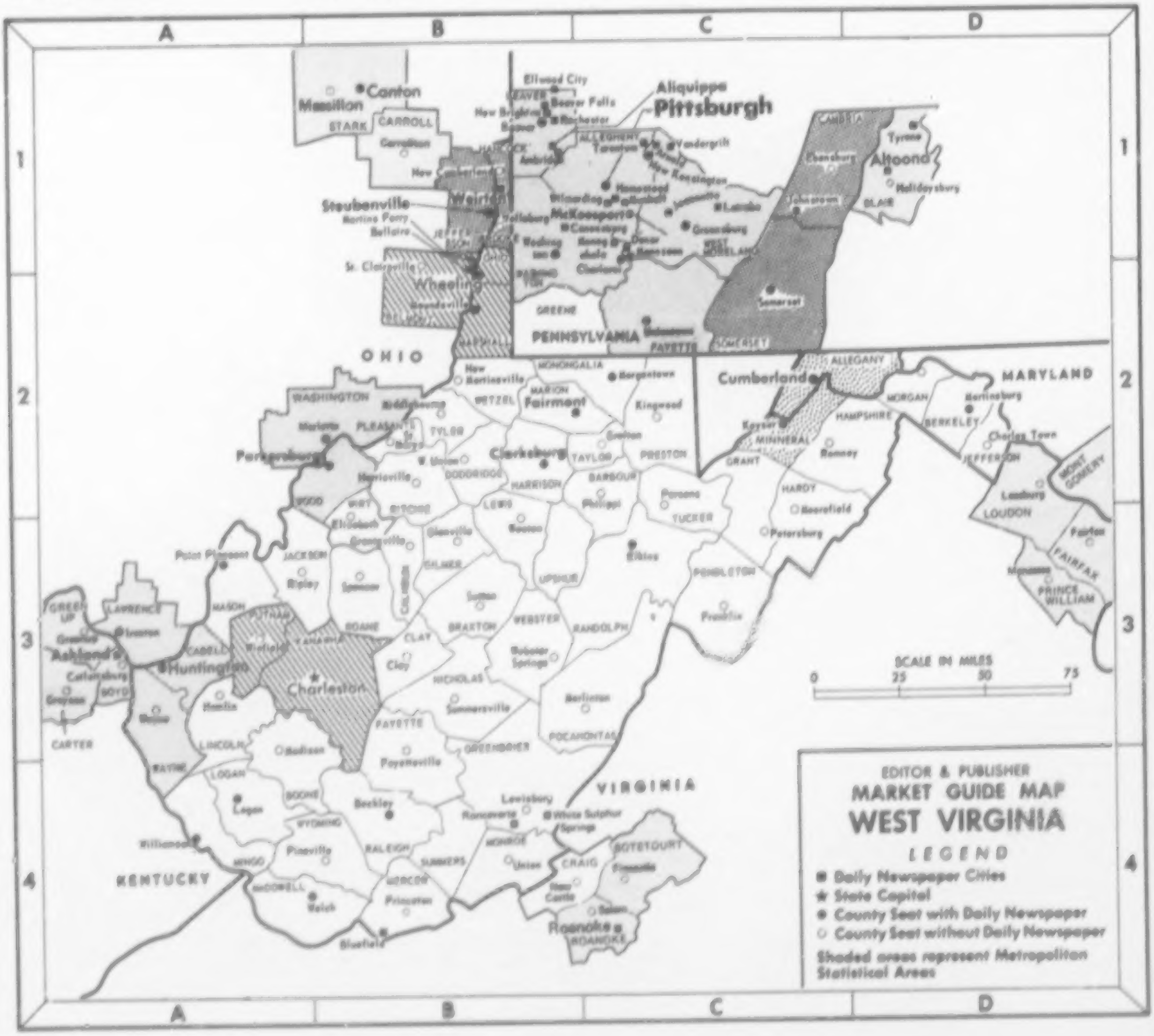
1 - LOCATION: Greenbrier County, E&P Map B-4. U.S. Hwys. 60, 219 & I-64; State Hwys. 3, 12, 20, 39, 63.

2 - TRANSPORTATION: Railroads-C&O; Amtrac.

Airlines-Piedmont; USAir; Air Atlanta; Henson.

Intercity Bus Lines-Greyhound; Mountain Transit Authority.

3 - POPULATION:
Corp. Cities 90 Cen. 8,131; E&P 92 Est. 8,308
Lewisburg 90 Cen. 3,598; E&P 92 Est. 3,805
Ronceverte 90 Cen. 1,754; E&P 92 Est. 1,742
White S. Springs 90 Cen. 2,779; E&P 92 Est. 2,971
County 90 Cen. 34,693; E&P 92 Est. 34,268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STARK
CARROLL
Carrollton
Ellwood City
BEAVER
Beaver Falls
New Brighton
Rochester
Aliquippa
Pittsburgh
ALLEGHENY
Tarentum
Vandergrift
New Kensington
Homestead
McKeesport
Latrobe
Greensburg
WESTMORELAND
Washington
Canonsburg
Charleroi
GREENE
PENNSYLVANIA
Uniontown
FAYETTE
Somerset
SOMERSET
CAMBRIA
Ebensburg
Johnstown
Altoona
Tyrone
Hollidaysburg
BLAIR
Steubenville
Weirton
Martins Ferry
Bellaire
St. Clairsville
Wheeling
Moundsville
MARSHALL
OHIO
New Martinsville
WETZEL
MONONGALIA
Morgantown
MARION
Fairmont
Kingwood
Cumberland
ALLEGANY
Keyser
MINERAL
MARYLAND
Martinsburg
MORGAN
BERKELEY
Charles Town
JEFFERSON
HAMPSHIRE
Romney
GRANT
HARDY
Moorefield
Petersburg
MONTGOMERY
Leesburg
LOUDOUN
Fairfax
FAIRFAX
Manassas
PRINCE WILLIAM
WASHINGTON
Marietta
PLEASANTS
Parkersburg
WOOD
TYLER
Middlebourne
Clarksburg
HARRISON
DODDRIDGE
TAYLOR
PRESTON
BARBOUR
Philippi
TUCKER
Parsons
LEWIS
Weston
RITCHIE
WIRT
Elizabeth
Glenville
GILMER
CALHOUN
JACKSON
Ripley
Spencer
ROANE
Point Pleasant
MASON
UPSHUR
Elkins
RANDOLPH
PENDLETON
Franklin
BRAXTON
Sutton
WEBSTER
Webster Springs
CLAY
Clay
NICHOLAS
Summersville
POCAHONTAS
Marlinton
GREENUP
LAWRENCE
Ironton
Ashland
Catlettsburg
BOYD
Grayson
CARTER
CABELL
Huntington
PUTNAM
Winfield
KANAWHA
Charleston
WAYNE
LINCOLN
Hamlin
Madison
BOONE
LOGAN
Logan
FAYETTE
Fayetteville
GREENBRIER
Lewisburg
Ronceverte
White Sulphur Springs
MONROE
Union
SUMMERS
RALEIGH
Beckley
WYOMING
Pineville
MINGO
Williamson
McDOWELL
Welch
MERCER
Princeton
Bluefield
KENTUCKY
VIRGINIA
CRAIG
New Castle
BOTETOURT
Fincastle
Salem
Roanoke
ROANOKE
SCALE IN MILES
0
25
50
75
EDITOR & PUBLISHER
MARKET GUIDE MAP
WEST VIRGINIA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas

4 - HOUSEHOLDS:
Cities 90 Cen. 3,040; E&P 92 Est. 3,105
Lewisburg 90 Cen. 1,345; E&P 92 Est. 1,422
Ronceverte 90 Cen. 656; E&P 92 Est. 651
White S. Springs 90 Cen. 1,039; E&P 92 Est. 1,032
County 90 Cen. 12,653; E&P 92 Est. 12,498

5 - BANKS	**NUMBER**	**DEPOSITS**
National	3	$30,808,397
State	1	(incl. above)

6 - PASSENGER AUTOS: Greenbrier County 27,682 (1988)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: (County)-Agric.; Constr.; Mfg.; Trans.; Commun. & Other Public Util.; Whol. & Ret.; Resort Hotels.

10 - CLIMATE: Av. An. Temp. 54; Av. Jan. 28; Av. June 74.

11 - TAP WATER: Alkaline, soft, some iron & sulfur content.

12 - RETAILING: Downtown Shopping Centers-3 Department Stores and approx. 25 Antique & specialty shops.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Red Oaks(11)	3	Kroger
Fairlea Mall(20)	2	L.A. Joe, Stone & Thomas

13 - RETAIL OUTLETS: Department Stores-Leggett; Federated; Stone & Thomas; Yarid's.
Discount Stores-Aides; L.A. Joe.
Chain Drug Stores-Rite Aid 2; SupeRx; Rite Aid 3.
Chain Supermarkets-Krogers 2; IGA 2; Food-Lion.

14 - NEWSPAPERS: WEST VIRGINIA DAILY NEWS (e-mon to fri) 4,200; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: Frank L. Spicer, Pub., WEST VIRGINIA NEWS, 200 S. Court St., PO Box 471, Lewisburg, WV 24901; Tel. (304) 645-1206.
National Representative: General Advertising Service.

LOGAN

1 - LOCATION: Logan County. E&P Map A-4. On Guyandotte River. 65 mi. from Charleston, 67 mi. from Huntington. On U.S. Hwy. 119; State Hwy. 10, and Corridor G Interstate Highway.

2 - TRANSPORTATION: Railroad-C&O.
Motor Freight Carriers-6.
Intercity Bus Lines-Consolidated Trailways; connecting with Greyhound at Huntington, Charleston and Bluefield.

3 - POPULATION:
Corp. City 90 Cen. 2,026; E&P 92 Est. 2,141
CZ-ABC: (80) 3,029
RTZ-ABC: (80) 47,650
County 90 Cen. 43,032; E&P 92 Est. 42,640
City & RTZ-ABC: (80) 50,679
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 825; E&P 92 Est. 801
CZ-ABC: (80) 1,254
RTZ-ABC: (80) 15,143
County 90 Cen. 15,502; E&P 92 Est. 15,361
City & RTZ-ABC: (80) 16,397

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$180,000,000
Savings & Loan	2	$19,372,256

6 - PASSENGER AUTOS: Logan County 25,871 (1988)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 400 ($200); Mining Equip. 700 ($250); Coal Mining 6,000 ($400); Clothing Mfg. 140 ($200); Heavy Mach. 145 ($275); Printing 65 ($225).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-93; Summer 40-103; Fall 70-96; Winter 11-78.

11 - TAP WATER: Neutral, soft, not fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Stratton St. and surrounding County Court House.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Huff Junction (5)	11	Cook's McNeely's
Man(10)	10	Hensley's Furn
Midway Plaza(10)	9	Ames, Fashion Bug Big Lots, ArHey's Nationwise

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-McCormick's; Watson's; Crown's; Taylors; Heilig Meyers.
Discount Stores-Revco; Dollar General; EJ's; C&W Discount Furn.
Variety Stores-G.C. Murphy 2; Ames; Super 10.
Chain Drug Stores-Rite Aid 3; Aracoma 2; Jack Prof. Pharmacy; Revco 2.
Chain Supermarkets-A&P; Kroger; IGA 6; Assoc. Grocers 2; Pic 'N Pac 2; AJ's 4; Star Mkt. 2; Sav-A-Lot.
Other Chain Stores-Firestone; Goodyear; Payless Shoes; Thrifty Shoppes; U.S. Royal; Sears; Crown Jewelers; Murphy's; Watsons; Southern Auto; Anderson Wholesale; B. Loans; Pizza Hut 3; Wendy's; McDonald's; Little Caesar's.

14 - NEWSPAPERS: BANNER (e-mon to fri) 10,272; (S) 10,283; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Kathy Chafin, Adv. Mgr., BANNER, 435 Stratton St., Logan, WV 25601; Tel. (304) 752-6950.
National Representative: Landon Associates.

MARTINSBURG

1 - LOCATION: Berkeley County. E&P Map D-2. County Seat. Trading and manufacturing center of three-county NE neck of WV, bounded by Shenandoah and Potomac rivers. 75 mi. from Washington, 90 mi. from Baltimore. On U.S. Hwy. 11; State Hwys. 9, 45; I-81.

2 - TRANSPORTATION: Railroads-Chessie System; Conrail; Amtrak.
Intercity Bus Lines-Pan Tran.
Motor Freight Carriers-5.
Airlines-Air Shenandoah (charter); Val Air (charter).

3 - POPULATION:
Corp. City 90 Cen. 14,073; E&P 92 Est. 14,375
CZ-ABC: (80) 13,063
RTZ-ABC: (80) 74,725
County 90 Cen. 59,253; E&P 92 Est. 64,895
City & RTZ-ABC: (80) 87,788
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 90 Cen. 5,261; E&P 92 Est. 5,374
CZ-ABC: (80) 5,303
RTZ-ABC: (80) 24,925
County 90 Cen. 21,452; E&P 92 Est. 23,495
City & RTZ-ABC: (80) 30,228

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$406,926,536

6 - PASSENGER AUTOS: Berkeley County 41,462 (1988)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-V.A. Hospital 1,273; R.R. 111; Telephone Dist. & Service 171; Air National Guard 208; Glass Works 669; Explosives 354; Wood Veneer 110; Automotive Parts Dist. 1,093; I.R.S. Computer Center 421; Daily Newspaper 169; Fruit Proc. 800 (Seasonal); Clothing Mfg. 425; Bread Prods. 230; Util. 136; Cement Prods. 227; Explosives Containers 65; Boxes & Containers 58; Limestone Prods. 109; Bathtub & Shower Enclosures 50; Hosiery 172; Wire Control Cables 395 (1984).

10 - CLIMATE: Min. & Max. Temp.-Spring 23-85; Summer 47-101; Fall 21-95; Winter 4-64.

11 - TAP WATER: Very hard; fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on N. & S. Queen and intersecting streets, W. King St. and E. Moler Ave.; 37 store outlet mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Martinsburg Plaza(6)	NA	Barnhart's, Drug Fair
Berkeley Plz.(30)	NA	JCPenney, Kinney's, Sherwin-Williams
Pharmhouse City	NA	Masters Fashion, Weis, K mart, Ames, Nichols Discount
Charles Town Plaza(17)	NA	Barnhart's, Food Lion

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Dept.: Mon.-Fri.; Food and Shopping Centers: nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Bon Ton; Sears.
Variety Store-McCrory.
Discount Stores-Nichol's; Hecks; K mart; Ames.
Chain Drug Stores-Peoples 2; Grey Fair; Widmann.
Chain Supermarkets-Martins; Weis; Food-4-Less.

14 - NEWSPAPERS: JOURNAL (m) 17,788; (S) 17,928; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Richard T. Rae, Pub., JOURNAL, 207 W. King St., Martinsburg, WV 25401; Tel. (304) 263-8931; (800) 448-1895.
National Representative: Landon Associates.

MORGANTOWN

1 - LOCATION: Monongalia County. E&P Map C-2. County Seat. Educational (WV Univ.), Medical, Agricultural, Mining, Research (Mining and Energy Research Center) & Shopping Center. 72 mi. from Pittsburgh; 225 mi. from Washington. On Monongahela River.

2 - TRANSPORTATION: Railroads-B&O; Monongahela.
Motor Freight Carriers-30.
Intercity Bus Lines-Greyhound; Monongalia County Transit System.
Airlines-USAir Express; TWA Express.

3 - POPULATION:
Corp. City 90 Cen. 25,879; E&P 92 Est. 25,634
CZ-ABC: (80) 48,025
RTZ-ABC: (80) 64,282
County 90 Cen. 75,509; E&P 92 Est. 77,110
City & RTZ-ABC: (80) 112,307

4 - HOUSEHOLDS:
City 90 Cen. 9,674; E&P 92 Est. 9,583
CZ-ABC: (80) 17,777
RTZ-ABC: (80) 22,109
County 90 Cen. 29,395; E&P 92 Est. 30,018
City & RTZ-ABC: (80) 39,886

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$560,009,000
Savings & Loan	2	$50,512,000

6 - PASSENGER AUTOS: Monongalia County 44,686 (1988)

7 - ELECTRIC METERS: Residence 29,419

8 - GAS METERS: Residence 20,122

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Educ. 5,748; Health Services 5,072; Mining 3,281; Eating & Drinking Establishments 1,816; Construction 1,044; Food Stores 940; Transportation & Public Utilities 881; General Merchandise Stores 769; Hotel and Other Lodgings 685.
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 16-85; Summer 42-94; Fall 20-90; Winter 0-70. First killing frost, Oct. 13; last killing frost, May 1.

11 - TAP WATER: Acid, soft; fluoridated.

12 - RETAILING: Principal Shopping Area-6 blocks on High St.; 3 on Pleasant St.; 3 on Walnut St.; 2 on University Ave.; 2 on Spruce.
Neighborhood Shopping Centers-Holland Ave & Dunkard Ave.; Westover; Mileground; Sabraton; Suncrest Plaza; Patteson Drive & University Ave.; Hills Plaza; Monongahela Blvd.; Seneca Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Morgantown Mall(94)	3	Sears, JCPenney, K mart, Elder-Beerman
Mountaineer Mall(76)	2	Ames, Stone & Thomas, Montgomery Ward, Giant Eagle
Middletown Mall(60)	22	Hess's, Hills Stone & Thomas

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Food & Chain Stores: Every evening. Independent Stores: Mon.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Hills; JCPenney; Stone & Thomas; Sears; Ames; Elder Beerman.
Discount Stores-L.A. Joe's; Gabriel's.
Chain Drug Stores-Revco; Rite Aid 3; Thrift 3; SupeRx; Phar-Mar.
Chain Supermarkets-IGA 2; Apples; Kroger 2; Dairy Mart 7; Shop 'N Save; Giant Eagle.
Other Chain Stores-Kinney's; Sherwin-Williams; Nationwise; Piece Goods Shop; Sherwin-Williams; House of Cards; Pic-Way Shoes; Lowe's, Inc.; Bauer Home Supplies; Goodyear; Foot Locker; Fashion Bug; JoAnn Fabrics; Lerner Dress Shop; General Nutrition Center; Coles Book; Gordon Jewelers; Teeks Shoes; Radio Shack 3; 84 Lumber Co.; Ace Hardware; Benetton; The Limited; Susie's Casuals; Brooks; Pearle Vision; Kay Jewelers; Ethan Allan Furniture; Kay Bee Toys; Camelot Music; Casual Corner.

14 - NEWSPAPERS: DOMINION-POST (m) 21,670; (S) 28,221; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: David Raese, Pub., DOMINION-POST, Greer Bldg., Morgantown, WV 26505; Tel. (304) 292-6301.
National Representative: Landon Associates.

MOUNDSVILLE

1 - LOCATION: Marshall County (In Wheeling WV-OH MSA). E&P Map B-2. On Ohio River, 12 mi. S of Wheeling. On U.S. Hwy. 250; State Hwys. 2, 88; and Ohio Rt. 7.

2 - TRANSPORTATION: Railroad-B&O.
Motor Freight Carriers-15.
Water Transportation-Deep water docks.

3 - POPULATION:
Corp. City 90 Cen. 10,753; E&P 92 Est. 10,520
County 90 Cen. 37,356; E&P 92 Est. 36,984
MSA 90 Cen. 159,301; E&P 92 Est. 156,661

4 - HOUSEHOLDS:
City 90 Cen. 4,020; E&P 92 Est. 3,933
County 90 Cen. 13,792; E&P 92 Est. 13,654
MSA 90 Cen. 60,460; E&P 92 Est. 59,454

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$37,647,443
Commercial	2	$100,085,000

6 - PASSENGER AUTOS: Marshall County 22,292 (1988)

7 - ELECTRIC METERS: Residence 11,000

8 - GAS METERS: Residence 3,989

9 - PRINCIPAL INDUSTRIES: Glassware; Coal Mining; Elect. Conduit and Cable; In County: Chem. Plants; Salt Chlorine Prods.; Polyurethane; Basics (Coal & Gasoline); Electric Power; Dairy Farming; Carbon Black; Carbon Electrodes.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-50; Summer 50-99; Fall 0-70; Winter 0-60. First killing frost, Oct. 10; last killing frost, May 1.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks on Second, Jefferson, 7th & Lafayette; three Shpg. Ctrs. in city limits.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Moundsville Shpg. Plz. (15)	NA	Kroger, SupeRx,
Murphy Mart(3)	NA	Ames, Giant Eagle

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Variety Store-G.C. Murphy.
Chain Drug Stores-Rite Aid; Myers; SupeRx; Revco.
Chain Supermarkets-State Food 4; Foodland; Kroger, Giant Eagle.
Other Chain Store-Sears (catalog).

14 - NEWSPAPERS: ECHO (e-mon to fri) 4,600; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: Samuel Shaw, Pub., ECHO, 715 Lafayette Ave.; PO Box 369, Moundsville, WV 26041; Tel. (304) 845-2660.
National Representative: None.

PARKERSBURG

1 - LOCATION: Wood County (In Parkersburg-Marietta, WV-OH MSA), E&P Map B-2. County Seat. On confluence of Ohio and Little Kanawha Rivers. 150 mi. S of Pittsburgh; 100 mi. N of Huntington; 80 mi. W of Clarksburg. On U.S. Hwys. 50, 21; State Hwys. 2 and 47, I-77.

2 - TRANSPORTATION: Railroad-Chessie.
Motor Freight Carriers-21.
Intercity Bus Line-Greyhound.
Airline-USAir.

3 - POPULATION:
Corp. City 90 Cen. 33,862; E&P 92 Est. 32,741
CZ-ABC: (80) 70,793
RTZ-ABG: (80) 127,861
County 90 Cen. 86,915; E&P 92 Est. 86,151
MSA 90 Cen. 149,169; E&P 92 Est. 148,156
City & RTZ-ABC: (80) 198,654
Demographic Information available from Parkersburg Chamber of Commerce.

4 - HOUSEHOLDS:
City 90 Cen. 12,659; E&P 92 Est. 12,240
CZ-ABC: (80) 26,787
RTZ-ABC: (80) 43,731
County 90 Cen. 31,404; E&P 92 Est. 31,128
MSA 90 Cen. 55,376; E&P 92 Est. 55,004
City & RTZ-ABC: (80) 70,518

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$81,880,000
Savings & Loan	3	$4,822,800

6 - PASSENGER AUTOS: Wood County 76,130 (1988)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Aluminum; Chem.; Glass; Insulation; Plastics.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-88; Summer 60-86; Fall 36-79; Winter 28-54

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grand Central Mall(101)	NA	JCPenney, Sears, Stone & Thomas, G.C. Murphy, Phar-Mor
Park(10)	NA	Dollar General, Harts, Sherwin-Williams, Big & Small Lots, Gabriels
Southgate(10)	NA	Dollar General, Big & Small Lots

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Food Daily, Grand Central Mall 7 days.
Stores Open Sunday-Mall, Food Stores.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; Sears; Stone & Thomas.
Discount Stores-K mart; Hills; Harts; Phar-Mor.
Variety Stores-McCrory; Murphy; Dollar General; Family Dollar; Big & Small Lots.
Chain Drug Stores-Thrift; Revco; SuperRx; Nelson; Nancarrow; Rite Aid, Phar-Mor.
Chain Supermarkets-Kroger 3; Big Bear 2; 7-Eleven; IGA; Foodland; County Market.
Other Chain Stores-Fashion Bug; Merle Norman; Lerner; Singer; Kinney's; Radio Shack.

14 - NEWSPAPERS: NEWS (m) 22,194; SENTINEL (e) 13,122; NEWS (S) 41,032; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: W. Edward Hofmann, Adv. Dir., NEWS and SENTINEL, 519 Juliana St., Parkersburg, WV 26101; Tel. (304) 485-1891.
National Representative: Landon Associates.

POINT PLEASANT

1 - LOCATION: Mason County, E&P Map A-3. 40 mi. N of Huntington; 54 mi. S of Parkersburg; 54 mi. NW of Charleston. On Ohio River at mouth of Great Kanawha River.

2 - TRANSPORTATION: Railroads-B&O; Conrail.

3 - POPULATION:
Corp. City 90 Cen. 4,996; E&P 92 Est. 4,959
County 90 Cen. 25,178; E&P 92 Est. 24,980

4 - HOUSEHOLDS:
City 90 Cen. 1,868; E&P 92 Est. 1,854
County 90 Cen. 9,521; E&P 92 Est. 9,446

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$180,000,000
Savings & Loan	1	$38,500,000

6 - PASSENGER AUTOS: Mason County 16,482 (1987)

7 - ELECTRIC METERS: Residence 2,680

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Iron castings; Chem. Prods.; Mining Mach.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-60; Summer 42-85; Fall 41-82; Winter 25-44

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Downtown Shopping Centers-3 blocks on Main, Colonial Plz., Heck's Plz.

13 - RETAIL OUTLETS: Variety Store-G.C. Murphy.
Discount Store-Heck's.
Chain Drug Stores-Rite Aid; Fruth.
Chain Supermarkets-Johnson's; Foodland.
Other Chain Stores-Firestone; Western Auto; Goodyear; Hardman's Home Ctr.; Fashion Tree; Solo; Super America; Almeda's; Dairy Queen; Shoney's; Mister Donut; Gino's; Domino's; Kentucky Fried Chicken.

14 - NEWSPAPERS: REGISTER (e) 5,494; sworn Oct. 2, 1990.
Local Contact for Advertising and Merchandising Data: K.S. Halstead, Adv. Mgr., REGISTER, 200 Main St.; Point Pleasant, WV 25550; Tel. (304) 675-1333.
National Representative: Landon Associates.

RONCEVERTE
See LEWISBURG

WEIRTON

1 - LOCATION: Brooke and Hancock Counties (In Steubenville-Weirton, OH-WV MSA), E&P Map B-1. E of Ohio River, 4 mi. SE of New Cumberland.

2 - TRANSPORTATION: Railroad-Conrail.
Intercity Bus Lines-Greyhound, Trailways; Shortline.

3 - POPULATION:
Corp. City 90 Cen. 22,124; E&P 92 Est. 21,702
CZ-ABC: (80) 25,371
RTZ-ABC: (80) 23,006
Counties 90 Cen. 62,225; E&P 92 Est. 61,275
  Brooke 90 Cen. 26,992; E&P 92 Est. 26,500
  Hancock 90 Cen. 35,233; E&P 92 Est. 34,775
MSA 90 Cen. 142,523; E&P 92 Est. 140,343
City & RTZ-ABC: (80) 48,377
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 8,271; E&P 92 Est. 8,113
CZ-ABC: (80) 9,117
RTZ-ABC: (80) 7,618
Counties 90 Cen. 23,478; E&P 92 Est. 23,120
  Brooke 90 Cen. 10,102; E&P 92 Est. 9,918
  Hancock 90 Cen. 13,376; E&P 92 Est. 13,202
MSA 90 Cen. 53,706; E&P 92 Est. 52,885
City & RTZ-ABC: (80) 16,735

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$214,312,811
Savings & Loan	2	$114,352,533

6 - PASSENGER AUTOS: Counties: Brooke 17,246; Hancock 26,280 (1988)

7 - ELECTRIC METERS: Residence 8,600

8 - GAS METERS: Residence 17,000

9 - PRINCIPAL INDUSTRIES: Steel; Tin Cans; Chem.; R.R. Shops; Coal Mining; Metal Fab. and Coating; Salt Mfg.; Shelving; Trucking and Oil.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-87; Summer 40-100; Fall 8-96; Winter -3-65. First killing frost, Oct.; last killing frost, Apr.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-4 Blocks on Main St., Weirton Shopping Plz. 18 Stores, K mart Plz. 11 Stores.
Neighborhood Shopping Centers-Weirton Heights, 2 blocks on Pennsylvania Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ft. Steuben Mall(70)	10	Sears, JCPenney, Kaufman, Hills
Hollywood(8)	5	Kroger, SuperRx, K mart
Tri-State Mall (10)	15	Hart's, Big Bear
Premier	7	Gabriels
Kusic	1	Thrift Drug
K mart Plz.	6	K mart, Kroger, SupeRx
Robinson Town Centre	20	Hills, Phar-Mor, T.J. Maxx, IKEA

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Mon., Thur.; Shopping Plz. daily until 9 p.m. and Sun.

13 - RETAIL OUTLETS: Department Stores-Stone & Thomas; Kaufman's; JCPenney, Sears.
Discount Stores-Jim's of Weirton; Pic-Way Shoe Mart; Gabriels, K-mart, Big Lots; Family Dollar.
Chain Drug Stores-Thrift 2; SuperRx; Anile Pharmacy; Penn-Way; State Line Pharmacy; Medicine Shoppe.
Chain Supermarkets-Kroger 2; Convenient Market 2; Foodland; Shop 'N Save; Giant Eagle; Savrite.
Other Chain Stores- Western Auto; Genuine Parts; Nationwise; Radio Shack; Sherwin-Williams; E.W. Tire.

14 - NEWSPAPERS: DAILY TIMES (e) 8,486; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Judy Gelestor, Pub., TIMES, 114 Lee Ave., Weirton, WV 26062; Tel. (304) 748-0606.
National Representative: Thomson Newspapers.

WELCH

1 - LOCATION: McDowell County, E&P Map A-4, County Seat. Coal mining center, 36 mi. W of Bluefield; 129 mi. S of Charleston, WV. On U.S. Hwy. 52.

2 - TRANSPORTATION: Railroad-Norfolk-Southern.
Intercity Bus Lines-Greyhound; Intercity County; Price.

3 - POPULATION:
Corp. City 90 Cen. 3,028; E&P 92 Est. 2,957
County 90 Cen. 35,233; E&P 92 Est. 34,473

4 - HOUSEHOLDS:
City 90 Cen. 1,132; E&P 92 Est. 1,105
County 90 Cen. 14,879; E&P 92 Est. 14,558

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$145,000,000

6 - PASSENGER AUTOS: McDowell County 23,666 (1988)

7 - ELECTRIC METERS: Residence 2,400
8 - GAS METERS: City 1,200
9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Coal Mining 10,517 ($300).

10 - CLIMATE: Min. & Max. Temp.-N.A.
11 - TAP WATER: Alkaline, soft, fluoridated.
12 - RETAILING: Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Store-Watsons.
Variety Store-Murphy.
Discount Stores-Magic Mart; Big Lots; Family Dollar, Dollar General.
Chain Supermarkets-Goodsons; Deskins.
Chain Drug Store-Rite Aid 2.
Other Chain Stores-Giant Dollar; H&M Shoe; Shoe Mart; Family Shoes; Best Furn.; Heilig-Meyers; Super 10; Super Dollar; Sears (catalog).

14 - NEWSPAPERS: NEWS (e-mon to fri) 7,220; sworn Sept. 28, 1990.
Local Contact for Advertising and Merchandising Data: Vance Hayes, Adv. Dir., NEWS, 125 Wyoming St., Welch, WV 24801; Tel. (304) 346-3144.
National Representative: General Advertising Service.

WHEELING

1 - LOCATION: Ohio County (WV-OH MSA), E&P Maps B-1, B-2. Industrial and Commercial center on Ohio River; Northern part of State. On U.S. Hwys. 40, 250; State 2, 88; I-70.

2 - TRANSPORTATION: Railroads-Conrail; B&O; Nichel Plate (freight only).
Motor Freight Carriers-33.
Intercity Bus Lines-Greyhound; Continental Trailways; Ohio Valley Regional Bus Authority; Reynolds Transportation.

3 - POPULATION:
Corp. City 90 Cen. 34,882; E&P 92 Est. 34,243
CZ-ABC: (80) 92,987
  In Ohio: (80) 25,416
  In WV: (80) 67,571
RTZ-ABC: (80) 186,342
County 90 Cen. 50,871; E&P 92 Est. 49,915
MSA 90 Cen. 159,301; E&P 92 Est. 156,661
City & RTZ-ABC: (80) 279,329

4 - HOUSEHOLDS:
City 90 Cen. 13,040; E&P 92 Est. 12,801
CZ-ABC: (80) 36,213
  In Ohio: (80) 10,090
  In WV: (80) 26,123
RTZ-ABC: (80) 63,975
County 90 Cen. 19,566; E&P 92 Est. 19,198
MSA 90 Cen. 60,460; E&P 92 Est. 59,454
City & RTZ-ABC: (80) 100,188

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$475,889,000

6 - PASSENGER AUTOS: Ohio County 35,597 (1988)

7 - ELECTRIC METERS: 23,862
8 - GAS METERS: 16,360
9 - PRINCIPAL INDUSTRIES: Steel; Foundry & Machine; Glass; Proprietary Medicines; Chem.; Tooth paste Tubes; Food Prods.; Elect. Equip.; Enamel Ware; Stone; Clay & Aluminum Prods.; Clothing; Bearings; Corrugated Boxes; R.R. Shops; Coal Mines; Oil; Natural Gas; Tobacco; Television and Radio Broadcasting; Tourism.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-80; Summer 70-95; Fall 32-80; Winter 0-65. First killing frost, Oct. 18; last killing frost, May 1.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Neighborhood Shopping Center-Warwood Plaza (Ben Franklin, Kroger); Grove Shopping Center (Elm Terrace Supermarket, Stone & Thomas, Rite Aid); Ohio Valley Mall; Elm Grove Crossings.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Elm Grove Crossings	NA	Riesbeck's, Food Mart
Elm. Terr. Plz.(8)	NA	Ben Franklin
Warwood Ctr.(7)	NA	Kroger, Ben Franklin
Ohio Valley Mall(80)	NA	Sears, JCPenney, K mart, Kaufmans, Stone & Thomas
Benwood Plaza	NA	Hills, Kroger

Principal Shopping Days-Thur., Fri., Sat., Mon.

Stores Open Evenings-Mon., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Stone & Thomas; Horne's; Kaufman's; Sears; JCPenney.

Discount Stores-Bernie Glenns Commercial Sales; Big Bear Plus; Value City; Hills; K mart; Big Lots.

Variety Stores-Murphy's; Ames.

Chain Drug Stores-SupeRx, Revco; Rite Aid 3.

Chain Supermarkets-Kroger 7; Convenient Food Marts 10; Farm Fresh Store 23; Ross 4; Shop 'n Save 2; Big Bear Plus; Giant Eagle 2; Riesbeck's.

14 - NEWSPAPERS: INTELLIGENCER (m-mon to fri) 24,076; (m-sat) 45,200; NEWS-REGISTER (e-mon to fri) 23,448; NEWS-REGISTER (S) 56,734; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Robert Diehl, Adv. Dir., INTELLIGENCER AND NEWS-REGISTER, 1500 Main St., Wheeling, WV 26003; Tel. (304) 233-0100.

National Representative: Landon Associates.

WHITE SULPHUR SPRINGS
See LEWISBURG

WILLIAMSON

1 - LOCATION: Mingo County, E&P Map A-4. Coal mining center on Tug River, 82 mi. from Huntington; 41 mi. from Logan; 72 mi. from Welch; 110 mi. from Charleston. On U.S. Hwys. 52 and 119.

2 - TRANSPORTATION: Railroad-N & W.

Motor Freight Carriers-5.

Intercity Bus Line-Consolidated Trailways.

Air Travel-County Airport-3000 runway.

3 - POPULATION:

Corp. City 90 Cen. 4,154; E&P 92 Est. 4,041
NDM-ABC: (80) 137,869
County 90 Cen. 33,739; E&P 92 Est. 33,229

4 - HOUSEHOLDS:

City 90 Cen. 1,553; E&P 92 Est. 1,511
NDM-ABC: (80) 44,153
County 90 Cen. 11,733; E&P 92 Est. 11,556

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$166,702,485

6 - PASSENGER AUTOS: Mingo County 20,601 (1987)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Coal Mining; Railroad Ctr.; Gas; 5 Machine Armature Plants; Lumber.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-93; Summer 40-103; Fall 70-96; Winter 11-78.

11 - TAP WATER: Alkaline, varies.

12 - RETAILING: Shopping Centers-Appalachia Plz. (7 stores-Piggly Wiggly, Magic Mart); Maloneys; South Side Mall (28 stores).

Principal Shopping Days-Mon., Fri. & Sat.

Stores Open Evenings-Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Cox, Watson's; Dawahares; Cantee's; JCPenney; Sears.

Discount Stores-Magic Mart; Maloney's; Williamson Sundry Store; Super Dollar.

Variety Stores-G.C. Murphy; R.H. Hobbs; K mart.

Chain Drug Stores-Rite Aid; Hurley 3; Sargent; Strosniders; SupeRx.

Chain Supermarkets-Piggly Wiggly 3; A&P; Kroger; Pic Pac; IGA.

Other Chain Stores-Brooks; Fashion Bug; Artleys; Radio Shack; General Nutrition; Regis Hair; Kinney Shoes; C&H Rauch; Pic 'N Pay Shoes.

14 - NEWSPAPERS: NEWS (e) 11,213; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Lisa A. Marcum, Adv. Mgr., NEWS, 100 E. 3rd Ave.; Box 1660, Williamson, WV 25661; Tel. (304) 235-4242.

National Representative: General Advertising Service.

WISCONSIN SURVEYS

METROPOLITAN STATISTICAL AREAS

Appleton-Oshkosh-Neenah-Calumet, Outagamie and Winnebago Counties.

Duluth, MN-WI-St. Louis County, MN; Douglas County, WI.

Eau Claire-Eau Claire and Chippewa Counties.

Green Bay-Brown County.

Janesville-Beloit-Rock County.

La Crosse-La Crosse County.

Madison-Dane County.

Minneapolis-St. Paul, MN-WI-Anoka, Carver, Chisago, Dakota, Hennepin, Isanti, Ramsey, Scott, Washington and Wright Counties, MN; St. Croix County, WI.

Sheboygan-Sheboygan County.

Wausau-Marathon County.

PRIMARY METROPOLITAN STATISTICAL AREAS

Kenosha-Kenosha County.

Milwaukee-Milwaukee, Ozaukee, Washington, Waukesha Counties.

Racine-Racine County.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Chicago-Gary-Lake County, IL-IN-WI-Includes Aurora-Elgin, IL PMSA; Chicago, IL PMSA; Gary-Hammond, IN PMSA; Joliet, IL PMSA; Kenosha, WI PMSA; and Lake County, IL PMSA.

POPULATION ESTIMATES
(Thousand)

Age Group	1980	1990	1992
Under 5 Years	347	418	425
5-14 Years	740	738	749
15-24 Years	916	754	766
25-44 Years	1,262	1,567	1,591
45-64 Years	889	878	891
65 and Over	574	553	562
TOTAL	4,728	4,908	4,984

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1992 Est.
Bldg. Mat./Hdwr.	985	1,022	2,251
General Mdse.	1,929	2,409	4,535
Food	3,084	4,478	7,053
Automobiles	3,033	3,432	7,924
Gasoline Stations	1,250	2,111	2,579
Apparel	560	832	1,493
Furniture	682	842	2,025
Eat-Drink Places	1,524	2,167	3,954
Drugs	382	546	1,173
TOTAL SALES	14,930	20,554	37,845

ANTIGO

1 - LOCATION: Langlade County, E&P Map C-3, County Seat. Dairy, agricultural & recreation area. Miscellaneous small manufacturing 270 mi. NW of Chicago; 185 mi. NW of Milwaukee; 80 mi. NW of Green Bay, 215 mi. E of Minneapolis-St. Paul. On State Hwys. 45, 47, 52 & 64.

2 - TRANSPORTATION: Motor Freight Carriers-3.

Intercity Bus Line-Inter-County.

3 - POPULATION:

Corp. City 90 Cen. 8,246; E&P 92 Est. 8,265
County 90 Cen. 19,505; E&P 92 Est. 19,388

4 - HOUSEHOLDS:

City 90 Cen. 3,343; E&P 92 Est. 3,338
County 90 Cen. 7,456; E&P 92 Est. 7,412

5 - BANKS	NUMBER	DEPOSITS
Prod. Credit (Farm Loans)	2	$28,000,000
Commercial	2	$100,512,000
Savings & Loan	1	$41,000,000
Credit Unions	1	$52,359,373

6 - PASSENGER AUTOS: Langlade County 9,157

7 - ELECTRIC METERS: County 10,042

8 - GAS METERS: Residence 3,400

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Wood Working 201 ($248); Steel & Metal 375 ($321); Food & Bev. 88 ($380); Gov't 846 ($350).

Principal Pay Days-5th, 20th; 1st, 15th; Some Sats.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-81; Summer 42-83; Fall 29-67; Winter 16-48. First killing frost, Oct. 10; last killing frost, Apr. 29.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Area-15 blocks on five sts.; shpg. and recreation development N. side of Antigo.

Principal Shopping Days-Mon., Thur., Fri.

Stores Open Evenings-Almost all Fri.; some every night (including stores on Hwy. 45 N., Schultz's Dept. Store).

Stores Open Sundays-Food Stores; Schultz's and several downtown stores.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears (catalog).

Discount Store-Mills Fleet & Farm.

Variety Stores-Woolworth; Spurgeon; Snyder's.

Chain Supermarkets-Red Owl; IGA Foodliner; Antigo Big Food Saver Store; Lee's Antigo Super Valu.

14 - NEWSPAPERS: JOURNAL (e) 6,818; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Bill Williams, Adv. Mgr., JOURNAL, 612 Superior St., Antigo, WI 54409; Tel. (715) 623-4191.

National Representative: None.

APPLETON-NEENAH-MENASHA

1 - LOCATION: Outagamie & Winnebago Counties (In Appleton-Oshkosh-Neenah MSA), E&P Map C-4. 105 mi. N of Milwaukee; 185 mi. N of Chicago, IL. On U.S. Hwys. 10, 41, 45; State Hwys. 47, 55, 76, 96, 114.

2 - TRANSPORTATION: Railroads-Chicago Northwestern; Soo/Milwaukee System.

Motor Freight Carriers-8.

Intercity Bus Lines-Greyhound; Wis. Michigan Trailways.

Airlines-Northwest; United Express/Air Wisconsin; Midwest Express.

3 - POPULATION:

Corp. Cities 90 Cen. 94,034; E&P 92 Est. 94,341
  Appleton 90 Cen. 56,177; E&P 92 Est. 56,045
  Neenah 90 Cen. 23,219; E&P 92 Est. 23,561
  Menasha 90 Cen. 14,638; E&P 92 Est. 14,735
CZ-ABC: (80) 131,193
RTZ-ABC: (80) 119,702
Counties 90 Cen. 280,830; E&P 92 Est. 290,760
  Outagamie Co. 90 Cen. 140,510; E&P 92 Est. 145,897
  Winnebago Co. 90 Cen. 140,320; E&P 92 Est. 144,863
MSA 90 Cen. 315,121; E&P 92 Est. 326,221
City & RTZ-ABC: (80) 250,895

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

Cities 90 Cen. 36,962; E&P 92 Est. 37,084
  Appleton 90 Cen. 21,985; E&P 92 Est. 21,933
  Neenah 90 Cen. 9,163; E&P 92 Est. 9,298
  Menasha 90 Cen. 5,814; E&P 92 Est. 5,853
CZ-ABC: (80) 46,469
RTZ-ABC: (80) 38,582
Counties 90 Cen. 100,319; E&P 92 Est. 103,869
  Outagamie Co. 90 Cen. 50,634; E&P 92 Est. 52,575
  Winnebago Co. 90 Cen. 49,685; E&P 92 Est. 51,294
MSA 90 Cen. 115,077; E&P 92 Est. 119,131
City & RTZ-ABC: (80) 85,051

5 - BANKS	NUMBER	DEPOSITS
Commercial	12	$964,640,219
Savings & Loan	10	$482,412,000

6 - PASSENGER AUTOS: Outagamie Co. 76,043; Winnabago Co. 72,358

7 - ELECTRIC METERS: Residence 64,154

8 - GAS METERS: Residence 43,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 49,413 ($461); Retail Trade 23,115 ($162); Servs. 21,992 ($258); Trans. & Utilities 4,827 ($329); Whol. Trade 5,698 ($405); Finance, Ins. & Real Estate 6,593 ($320); Constr. 6,430 ($426); Agric., Forestry & Fishing 795 ($229); Gov't 14,166 ($344).

Principal Pay Days-Thur. & Fri.

10 - CLIMATE: Mean Temps.-Spring 44; Summer 70; Fall 40; Winter 19. First killing frost, Oct. 25; last killing frost, May 9.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown Shopping Areas, Neenah, Menasha, Appleton, Kimberly, Little Chute, Kaukauna, 14 blocks on College Ave.; 8 on Oneida St.; 6 on Appleton St.; 2 on Superior St.; 4 on Morrison St.; 2 on Walnut St.; 2 on State St.; 20 on Richmond St.; 4 at Wisconsin at Richmond.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
S. Lawe St.	2	Kitz & Pfeil, Landens
Valley Fair(25)	3	Mike's Towne & Country, Kohl's
Fox Point(16)		Pic 'N Save
Northland Plz.	2	Shopko, Kohl's
Sunset Plz.(6)	NA	Gordy's, K mart
Fox River Mall (125)	NA	Prange's, Sears, JCPenney, Target

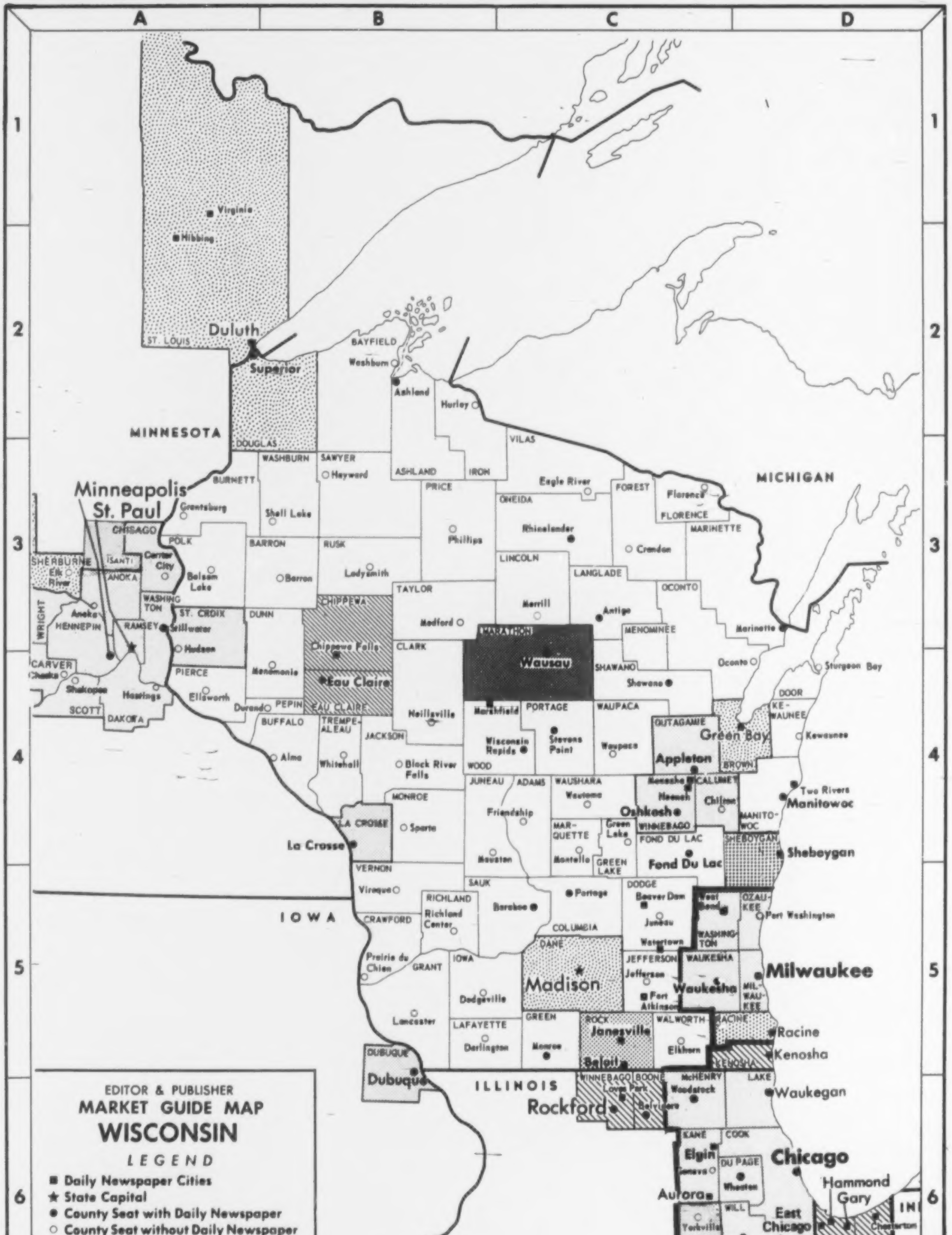
Principal Shopping Days-Thur., Fri., Sat., Sun., Mon.

Stores Open Evenings-Dept.-Mon., Thur., & Fri.; Food-nightly.

13 - RETAIL OUTLETS: Department Stores-Prange's; JCPenney 2; Sears 2; Kohl's; Marshall Field's.

Discount Stores-Prange Way; K mart 2; ShopKo 3; Target.

Chain Drug Stores-Walgreens; Ford 4; Appleton Phcy. 2; Snyder; Drug Emporium; Phar-Mor.


A
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1
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Virginia
Hibbing
ST. LOUIS
Duluth
Superior
DOUGLAS
MINNESOTA
BAYFIELD
Washburn
Ashland
Hurley
VILAS
WASHBURN
SAWYER
Hayward
ASHLAND
IRON
MICHIGAN
Minneapolis
St. Paul
BURNETT
Grantsburg
Shell Lake
PRICE
Eagle River
FOREST
Florence
FLORENCE
ONEIDA
Rhinelander
MARINETTE
Phillips
Crandon
CHISAGO
POLK
Center City
BARRON
RUSK
SHERBURNE
Elk River
ISANTI
ANOKA
Balsam Lake
Barron
Ladysmith
LINCOLN
LANGLADE
WRIGHT
WASHINGTON
TAYLOR
Merrill
Antigo
OCONTO
Anoka
HENNEPIN
RAMSEY
ST. CROIX
Stillwater
DUNN
CHIPPEWA
Medford
MARATHON
MENOMINEE
Marinette
Hudson
Chippewa Falls
CLARK
Wausau
Oconto
Sturgeon Bay
CARVER
Chaska
PIERCE
Menomonie
Eau Claire
SHAWANO
Shawano
Shakopee
Hastings
Ellsworth
Durand
PEPIN
EAU CLAIRE
Neillsville
Marshfield
PORTAGE
WAUPACA
DOOR
SCOTT
DAKOTA
BUFFALO
TREMPEALEAU
JACKSON
OUTAGAMIE
Green Bay
KEWAUNEE
Kewaunee
Alma
Whitehall
Black River Falls
Wisconsin Rapids
Stevens Point
Waupaca
Appleton
BROWN
WOOD
JUNEAU
ADAMS
WAUSHARA
Wautoma
Menasha
Neenah
CALUMET
Chilton
Two Rivers
Manitowoc
MONROE
Friendship
Oshkosh
WINNEBAGO
MANITOWOC
LA CROSSE
Sparta
MARQUETTE
Green Lake
FOND DU LAC
SHEBOYGAN
Sheboygan
La Crosse
Mauston
Montello
GREEN LAKE
Fond Du Lac
VERNON
SAUK
DODGE
Viroqua
RICHLAND
Portage
Beaver Dam
West Bend
OZAUKEE
Port Washington
IOWA
CRAWFORD
Richland Center
Baraboo
Juneau
WASHINGTON
COLUMBIA
Watertown
Prairie du Chien
GRANT
IOWA
DANE
JEFFERSON
WAUKESHA
Milwaukee
Jefferson
Madison
Waukesha
MILWAUKEE
Dodgeville
Fort Atkinson
Lancaster
LAFAYETTE
GREEN
ROCK
WALWORTH
RACINE
Janesville
Racine
Darlington
Monroe
Elkhorn
DUBUQUE
Beloit
KENOSHA
Kenosha
Dubuque
ILLINOIS
WINNEBAGO
BOONE
McHENRY
LAKE
Loves Park
Woodstock
Waukegan
Rockford
Belvidere
KANE
COOK
Elgin
DU PAGE
Chicago
Geneva
Wheaton
Hammond
Aurora
Gary
IND
WILL
East Chicago
Chesterton
Yorkville
Crown Point
KENDALL
Joliet
Morris
Valparaiso
LAKE
PORTER
GRUNDY
INDIANA
SCALE IN MILES
0
25
50
75
100

EDITOR & PUBLISHER

MARKET GUIDE MAP

WISCONSIN

LEGEND

- ■ Daily Newspaper Cities
- ★ State Capital
- ● County Seat with Daily Newspaper
- ○ County Seat without Daily Newspaper

Shaded areas represent Metropolitan Statistical Areas

Boxed areas represent Consolidated Metropolitan Statistical Areas

Chain Supermarkets-Cub; Sav-U-Foods 3; Towne & Country 3; Super Valu 5; Sentry 3; Austin's 2; Kohl's 2; Pick 'N Save 2; Copps.

Other Chain Stores-Fanny Farmer 2; T.J. Maxx; Burlington Coat; Casual Male; Whitlock Auto; Northwest Fabrics; Firestone; Goodyear; Best Buy; Car X; American TV; Fleet Farm 2; Carpetland USA; Coast-to-Coast 2; Crown Auto; All Car; Ace Hdwe.; True Value 6; Menard's; Wickes; Waldenbooks; Payless; Radio Shack 3.

14 - NEWSPAPERS: POST-CRESCENT (e) 55,721; (S) 70,604; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Randy Graf, Adv. Dir., POST-CRESCENT, PO Box 59, Appleton, WI 54912; Tel. (414) 733-4411.

National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

ASHLAND

1 - LOCATION: Ashland County, E&P Map B-2. County Seat. On Lake Superior, at head of Chequamegon Bay, on the S shore of Lake Superior. 70 mi. E of Duluth. On U.S. Hwy. 2; State Hwys. 13 & 63.

2 - TRANSPORTATION: Railroads-Soo Line; Burlington-Northern.

3 - POPULATION:
Corp. City 90 Cen. 8,695; E&P 92 Est. 8,679
County 90 Cen. 16,307; E&P 92 Est. 16,192

4 - HOUSEHOLDS:
City 90 Cen. 3,502; E&P 92 Est. 3,495
County 90 Cen. 5,929; E&P 92 Est. 5,887

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$99,913,000
Savings & Loan	1	$74,000,000

6 - PASSENGER AUTOS: Ashland County 6,909

7 - ELECTRIC METERS: Residence 3,200

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Metal Prods. 375; Paper Prods. 230; Printing Forms 27; Wood Prods. 206; Garment Firms 250; Whol. 117; Util. 248; Dairy Prods. 12.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Very soft; fluoridated.

12 - RETAILING: Principal Shopping Days-Mon through Sat.

Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Pamida.

Variety Stores-Woolworth; McCrory.

Chain Supermarkets-Super Valu; IGA; Econo-mart.

14 - NEWSPAPERS: PRESS (m) 8,342; sworn Sept. 28, 1990.

Local Contact for Advertising and Merchandising Data: Marlin Hofmeyer, Gen. Mgr., PRESS, 122 W. Third St., Ashland, WI 54806; Tel. (715) 682-2313.

National Representative: Papert Companies.

BARABOO

1 - LOCATION: Sauk County, E&P Map C-5. County Seat. On Baraboo River, 12 mi. from WI Dells; 40 mi. from Madison. On U.S. Hwys. 12, 33; 5 mi. S of I-90 & I-94.

2 - TRANSPORTATION: Railroad-C&NW.

Motor Freight Carriers-2.

Intercity Bus Line-Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 9,203; E&P 92 Est. 9,502
County 90 Cen. 46,975; E&P 92 Est. 48,346

4 - HOUSEHOLDS:
City 90 Cen. 3,714; E&P 92 Est. 3,835
County 90 Cen. 18,067; E&P 92 Est. 18,594

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$130,400,000
Savings & Loan	1	$89,374,235

6 - PASSENGER AUTOS: Sauk County 24,282

7 - ELECTRIC METERS: Residence 3,216

8 - GAS METERS: Residence 1,503

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Plastic Prods. 900; Recreation Furn. 300; Transformers 100; Coils 300; Can Mfg. 40; Munitions 400; Timers 200; Tents 25; Printing 150; Car Jacks 150.

10 - CLIMATE: First killing frost, Oct.; last killing frost, Apr.

11 - TAP WATER: Acid, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-10 blocks on 4 streets.

Principal Shopping Days-Thur., Fri.

Stores Open Evenings-Food & Dept.: Thur.; Food: evenings ex. Sat., Sun.; 20 others on Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Coast-to-Coast; Spurgeons; Isenberg's; Farm & Fleet.

Discount Stores-Ritz Outlet; K mart.

Variety Store-Woolworth.

Chain Drug Stores-Walgreens; Rexall.

Chain Supermarkets-IGA 2; Rovndy's.

14 - NEWSPAPERS: NEWS-REPUBLIC (m) 5,000; sworn Feb. 12, 1991.

Local Contact for Advertising and Merchandising Data: James Shawback, Pub., NEWS-REPUBLIC, 219 1st St., Baraboo, WI 53913; Tel. (608) 356-4808.

National Representative: None.

BEAVER DAM

1 - LOCATION: Dodge County, E&P Map C-5. Agric. Ctr. 65 mi. NW of Milwaukee, 35 mi. from Madison. On U.S. Hwy. 151; State Hwy. 33.

2 - TRANSPORTATION: Railroad-Wisconsin & Southern.

Motor Freight Carriers-3.

Intercity Bus Line-Greyhound.

3 - POPULATION:
Corp. City 90 Cen. 14,196; E&P 92 Est. 14,318
County 90 Cen. 76,559; E&P 92 Est. 78,012

4 - HOUSEHOLDS:
City 90 Cen. 5,652; E&P 92 Est. 5,700
County 90 Cen. 29,718; E&P 92 Est. 30,282

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$187,000,000
Savings & Loan	2	$38,082,000

6 - PASSENGER AUTOS: Dodge County 38,229

7 - ELECTRIC METERS: Residence 6,181

8 - GAS METERS: Residence 4,701

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 1,262 ($358); Metal Mfg. 3,990 ($355); Food Prods. 2,003 ($269); Wood Prods. 344 ($286); Shoes 400 ($210).

10 - CLIMATE: Min. & Max. Temp.-Spring 20-80; Summer 40-96; Fall 20-72; Winter 20-40.

11 - TAP WATER: Soft. Water treatment & iron removal plant; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beaver Mall(32)	1	Herberger's, JCPenney, Lewis Drug, Wal-Mart
Park Plz. Mall (11)	1	Piggly Wiggly, ShopKo

Principal Shopping Days-Mon., Thur., Fri., Sat.

Stores Open Sundays-Food, Drug and Dept.; Beaver Mall; ShopKo.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Fleet Farm; Herberger's; Spurgeons.

Variety Stores-ShopKo; Wal-Mart.

Chain Supermarkets-Piggly Wiggly; Super Valu; Sentry; United Foods; Pic 'N Save.

Other Chain Stores-Elliots Model; Lewis Drug; Musicland; Tradehome Shoes; Wardrobe; Radio Shack; Zales; Copper Rivet; Stevensons; Sterling Optical; Regis Hairstylists.

14 - NEWSPAPERS: DAILY CITIZEN (e) 10,592; sworn Sept. 29 1990.

Local Contact for Advertising and Merchandising Data: Stephen Ciccantell, Adv. Mgr., DAILY CITIZEN, 805 Park Ave.; PO Box 558, Beaver Dam, WI 53916; Tel. (414) 887-0321; FAX (414) 887-8790.

National Representative: None.

BELOIT, WI-SOUTH BELOIT-ROCKTON, IL

1 - LOCATION: Beloit in Rock County, WI; South Beloit and Rockton in Winnebago County, IL (In Janesville-Beloit MSA), E&P Map C-5. Educational center. On the banks of Rock River, 50 mi. S of Madison; 18 mi. N of Rockford; 90 mi. NW of Chicago; 75 mi. SW of Milwaukee. On U.S. Hwys. I-43, I-90, U.S 51; WI Hwys. 11, 81, 213; IL Hwys. 2, 75, 251.

2 - TRANSPORTATION: Railroads-Soo Line; Wisconsin Central.

Motor Freight Carriers-19.

Intercity Bus Lines-Greyhound; Peoria-Rockford; Van Gaider.

Airlines-Shuttle Bus To O'Hare Int'l.

3 - POPULATION:
Corp. Cities 90 Cen. 49,690; E&P 92 Est. 50,203
Beloit, WI 90 Cen. 35,573; E&P 92 Est. 35,928
S. Beloit, IL 90 Cen. 4,072; E&P 92 Est. 4,150
Rockton, IL 90 Cen. 10,045; E&P 92 Est. 10,125
Counties 90 Cen. 392,422; E&P 92 Est. 395,609
Rock, WI/MSA 90 Cen. 139,510; E&P 92 Est. 139,420
Winnebago, IL 90 Cen. 252,912; E&P 92 Est. 256,189

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 90 Cen. 19,334; E&P 92 Est. 19,534
Beloit, WI 90 Cen. 13,977; E&P 92 Est. 14,117
S. Beloit, IL 90 Cen. 1,566; E&P 92 Est. 1,596
Rockton, IL 90 Cen. 3,791; E&P 92 Est. 3,821
Counties 90 Cen. 144,074; E&P 92 Est. 145,230
Rock, WI/MSA 90 Cen. 52,281; E&P 92 Est. 52,248
Winnebago, IL 90 Cen. 91,793; E&P 92 Est. 92,982

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$126,000,000
Savings	3	$42,300,000

6 - PASSENGER AUTOS: Counties: Rock 73,002; Winnebago 72,358

7 - ELECTRIC METERS: Residence 18,006

8 - GAS METERS: Residence 14,039

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Diesel Eng. 2,900; Paper Mach. 3,300; Radiators, Motors (Elect.) 1,141; Shoes 1,200; Food Processing 1,900.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 70-95; Fall 50-70; Winter 5-25.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Downtown Shopping Areas-6 blocks on Grand Ave.; 4 on State St.; 3 on Broad St.; 3 on Pleasant St.; 1 on 4th St.; on Cranston Rd.

Regional Shopping Centers-Beloit Mall, 38 Stores at Riverside Dr. & Henry Ave.

Neighborhood Shopping Centers-1 block at Park & White; 1 at Grand & 8th; 1 at Brooks & St. Lawrence; 2 at Liberty & Madison Rd.; 1 at W. Grand & Town Line; 1 at Wisconsin & Woodward.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beloit Mall(41)	NA	JCPenney, Sears, Bergner's
Westgate(3)	NA	Woodman, Cub Foods,
Prairie Ave.(2)	NA	K mart, Sentry Kohl's Foods

Principal Shopping Days-Mon., Thur., Fri., Sat.

Stores Open Evenings-Food. Nightly; Others: Mon., Fri. & Sun.; Beloit Plz., Mon. to Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Bergner's; Sears.

Variety Store-Woolworth.

Discount Store-K mart.

Chain Drug Stores-Walgreen's; Osco.

Chain Supermarkets-Cub Foods; Century Supermarket; Woodman's; Kohl's; Sentry.

Other Chain Stores-Singer Co.; Firestone; Leath (furn.); Mont. Ward; Nobil Shoes; Neumode; Father & Son Shoes; Goodyear; F&F Tire.

14 - NEWSPAPERS: DAILY NEWS (e) 16,000; sworn Aug. 1, 1991.

Local Contact for Advertising and Merchandising Data: Thomas P. Paar, Adv. Dir., NEWS, 149 State St., Beloit, WI 53511; Tel. (608) 365-8811.

National Representative: Landon Associates.

CHIPPEWA FALLS

1 - LOCATION: Chippewa County (In Eau Claire MSA), E&P Map B-3. On Chippewa River, near Lake Wissota, 92 mi. N of LaCrosse; 90 miles E of Minneapolis/St. Paul, MN; 10 mi. N of Eau Claire. In the NW part of the State. On U.S. Hwy. 53, State-WI Hwys. 29, 124, 178.

2 - TRANSPORTATION: Railroads-CM St. P&P; Soo and C St. PM&O (C&NW).

Motor Freight Carriers-2.

Intercity Bus Lines-Greyhound; Motor; North Central; B.U.S. City Bus with service to and from Eau Claire, WI.

Airlines-Chicago Air; Gibson Aviation.

3 - POPULATION:
Corp. City 90 Cen. 12,727; E&P 92 Est. 12,920
County 90 Cen. 52,360; E&P 92 Est. 52,952
MSA 90 Cen. 137,543; E&P 92 Est. 140,657

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 5,079; E&P 92 Est. 5,156
County 90 Cen. 20,894; E&P 92 Est. 21,130
MSA 90 Cen. 53,039; E&P 92 Est. 54,227

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$220,000,000
Savings & Loan	2	$48,000,000
Credit Unions	2	N.A.

6 - PASSENGER AUTOS: Chippewa County 25,274

7 - ELECTRIC METERS: Residence 5,200

8 - GAS METERS: Residence 1,500

9 - PRINCIPAL INDUSTRIES: Industry, No. Wage Earners (Av. Wkly. Wage)-Computer Mfg. 2,000 ($400); Shoes 495 ($240); Plastics 600 ($225); Wood Wkg. 95 ($200); Plastics Extrusion Mach. 100 ($280).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 52-89; Fall 17-92; Winter -26-54. First killing frost, Sept. 28; last killing frost, Apr. 23.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Bridge St.; Wissota Vlg. Shpg. Ctr., 7 stores. Chippewa Mall; Prange Way; Super Valu; K mart Center (Anchor Store); Pick 'N Save (Anchor Store).

Principal Shopping Days-Dept. Stores: Thur., Fri., Sat.; Food: Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Discount Stores-K mart; Shopko; Prange Way.

Variety Store-Ben Franklin.

Chain Drug Stores-Medicine Shop; Snyder.

Chain Supermarkets-Super Valu; Pick 'N Save; IGA; Red & White.

Other Chain Stores-JCPenney (catalog); Farm & Fleet; Spurgeon's.

14 - NEWSPAPERS: HERALD-TELEGRAM (e) 8,479; sworn Oct. 2, 1990.

Local Contact for Advertising and Merchandising Data: John Munson, Adv. Mgr., HERALD-TELEGRAM, 321 Erenette Dr., Chippewa Falls, WI 54729; Tel. (715) 723-5515.

National Representative: None.

EAU CLAIRE

1 - LOCATION: Chippewa and Eau Claire Counties (MSA), E&P Map B-4. 90 mi. E of St. Paul, MN; 225 mi. NW of Milwaukee. Junction Eau Claire and Chippewa Rivers. On U.S. Hwys. I-94, 12, 53; State Hwys. 37, 85, 93, 124.

2 - TRANSPORTATION: Railroad-Chicago & Northwestern.
Motor Freight Carriers-9.
Intercity Bus Lines-3 lines, 25 buses per day. Greyhound; Wis. Northern; Wisconsin-Michigan Trailways.
Airline Serving City-Northwest Airlink.

3 - POPULATION:
Corp. City 90 Cen. 55,180; E&P 92 Est. 56,356
CZ-ABC: (80) 60,004
RTZ-ABC: (80) 174,049
Counties/MSA 90 Cen. 137,543; E&P 92 Est. 140,658
Chippewa 90 Cen. 52,360; E&P 92 Est. 52,952
Eau Claire 90 Cen. 85,183; E&P 92 Est. 87,706
City & RTZ-ABC: (80) 234,053

4 - HOUSEHOLDS:
City 90 Cen. 21,614; E&P 92 Est. 22,074
CZ-ABC: (80) 21,348
RTZ-ABC: (80) 58,367
Counties/MSA 90 Cen. 53,039; E&P 92 Est. 54,227
Chippewa 90 Cen. 20,894; E&P 92 Est. 21,130
Eau Claire 90 Cen. 32,145; E&P 92 Est. 33,097
City & RTZ-ABC: (80) 79,715

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$777,800,000
Savings & Loan	4	$536,000,000
Credit Unions	3	$196,600,000

6 - PASSENGER AUTOS: Counties: Chippewa Falls 25,274; Eau Claire 42,125

7 - ELECTRIC METERS: Residence 26,384

8 - GAS METERS: Residence 10,000

9 - PRINCIPAL INDUSTRIES: Tire Plant; Paper Mill; Steel Corp.; Computer Co.; Printing & Publishing. Total 68,100 Wage Earners. (Av. Wkly. Wage $462).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: First killing frost, Sept. 25; last killing frost, May 20.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plz.(1)	2	K mart
Putnam Heights(3)	3	True Value,
Barstow Commons	NA	Samuelsons
Water St.(6)	2	
London Sq.(60)	3	Sears, Prange
ShopKo(8)	3	ShopKo
Oakwood Mall (125)	6	Target, JCPenney, Dayton's

Principal Shopping Days-Wed., Sat., Sun.
Stores Open Evenings-Dept. Stores-Every Night; Food-every night.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Prange; Dayton's.
Variety Store-Woolworth.
Discount Stores-K mart; Prange-Way; ShopKo; Target; Wal-Mart.
Chain Drug Stores-Walgreens; Snyder; Phar-Mor.
Chain Supermarkets-Randalls, Pick 'N Save.
Other Chain Stores-Leath Furn.; Kinney Shoes; Kelly Furn.; Mautz Paint; Stevenson's; Northwest Fabric.

14 - NEWSPAPERS: LEADER-TELEGRAM (e-mon to fri) 31,954; (m-sat) 36,130; (S) 39,475; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Jerry Merryfield, Adv. Dir., LEADER-TELEGRAM, 701 S. Farwell St.; PO Box 570, Eau Claire, WI 54702; Tel. (715) 833-9225.
National Representative: Branham/Newspaper Sales.

FOND DU LAC

1 - LOCATION: Fond du Lac County, E&P Map C-4. County seat. 62 mi. N of Milwaukee; 148 mi. N of Chicago, IL; 70 mi. NE of Madison; 61 mi. S of Green Bay. On U.S. Hwys. 41, 45, 151; State Hwys. 23, 55, 175.

2 - TRANSPORTATION: Railroads-C&NW; Wisconsin Central.
Motor Freight Carriers-14.
Intercity Bus Lines-Greyhound; Wisconsin-Michigan Trailways; American Trailways; Leisure-Way; Priggs.
Airline-County-owned Class 3 commercial airport.

3 - POPULATION:
Corp. City 90 Cen. 37,757; E&P 92 Est. 38,437
CZ-ABC: (80) 39,707
RTZ-ABC: (80) 111,967
County 90 Cen. 90,083; E&P 92 Est. 91,113
City & RTZ-ABC: (80) 151,674
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 14,830; E&P 92 Est. 15,097
CZ-ABC: (80) 14,424
RTZ-ABC: (80) 35,883
County 90 Cen. 32,462; E&P 92 Est. 32,833
City & RTZ-ABC: (80) 50,307

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$716,869,728
Savings & Loan	NA	(incl. above)

6 - PASSENGER AUTOS: Fond Du Lac County 47,086

7 - ELECTRIC METERS: Residence 26,659

8 - GAS METERS: Residence 17,691

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Machine Tools 970; Outboard Motors 2,200; Railroad Shops 230; Textile & Apparel 270; Auto Parts 570; Hospital 850.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-51; Summer 60-84; Fall 42-55; Winter 14-30. First killing frost, Oct. 4; last killing frost, Apr. 20.

11 - TAP WATER: Neutral, very hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Forest Mall(52)	3	Kohl's, Prange, Prange Way, JCPenney, Walgreens
Forest Plz.(16)	3	K mart, Sears, Osco, Pick 'N Save
Southtown(17)	3	Country Store
Downtown(60)	NA	Kohl's II

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Forest Mall and Southtown-Mon. through Sat.; Downtown-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney.
Chain Drug Stores-Osco; Walgreens.
Variety Store-Woolworth.
Discount Stores-ShopKo; Prange Way; Fleet Farm; K mart; Wal-Mart.
Chain Supermarkets-Piggly Wiggly; Sentry; Super Valu; Kohl's; Pick 'N Save; Red Owl; Copps.
Other Chain Stores-Firestone; Goodyear; Leath Furniture; Northwest Fabrics; Payless Shoes; Sherwin-Williams; Radio Shack; Musicland; Seiferts; Richman's; Coast-to-Coast; True Value Hdwe.; Dunham's Sporting Goods; Groundwater; Kay Bee Toys; Kinney Shoes.

14 - NEWSPAPERS: REPORTER (e) 19,814; (S) 20,883; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Tim McGonegle, Adv. Sales Mgr., REPORTER, 33 W. 2nd St.; PO Box 630, Fond du Lac, WI 54936-0630; Tel. (414) 922-4600; FAX (414) 922-5388.
National Representative: Cresmer, Woodward, O'Mara, & Ormsbee.

FORT ATKINSON

1 - LOCATION: Jefferson County, E&P Map C-5. Shopping and industrial center. 50 mi. from Milwaukee; 35 mi. from Madison; 112 mi. from Chicago, IL. On U.S. Hwy. 12; State Hwys. 26, 89, 106.

2 - TRANSPORTATION: Railroads-Chicago & North Western (freight).
Motor Freight Carriers-Yerges Trucking Co.; Fort Transportation; Allard; RS Transport; Blackhawk Express; Badger Truck and Trailer.

3 - POPULATION:
Corp. City 90 Cen. 10,227; E&P 92 Est. 10,397
County 90 Cen. 67,783; E&P 92 Est. 69,070

4 - HOUSEHOLDS:
Corp. City 90 Cen. 4,103; E&P 92 Est. 4,171
County 90 Cen. 23,785; E&P 92 Est. 24,237

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$115,613,560
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: Jefferson County 35,489

7 - ELECTRIC METERS: Residence 3,781

8 - GAS METERS: Residence 3,050

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Farm Equip. 405; Meat Proc. 465; Veg. Canning, Seasonal 350; Fish Bait 65; Frozen Foods 310; Movable Storage 150; Pub. 220; Metal Salvage 115; Educational Materials 250; Textiles 100; Machine Shop; Dairy Equip. 75.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-84; Summer 52-94; Fall 39-89; Winter 12-51. First killing frost, Oct. 16; last killing frost, May 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-14 blocks on six sts.
Neighborhood Shopping Centers-Madison Ave.; Whitewater Ave.; S. Main St.; Janesville Ave.
Nearby Shopping Centers-Old Fort (Sentry, The Pharmacy, Coast-to-Coast).
Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Store-JCPenney.
Chain Drug Stores-Walgreens; The Pharmacy.
Chain Supermarkets-Sentry Food; DeWitt (Roundy's); Piggly Wiggly.
Other Chain Stores-K mart; Badger Paint; Goodyear; Coast-to-Coast; Hardware Hank; Radio Shack; Payless Shoes; ShopKo.

14 - NEWSPAPERS: DAILY JEFFERSON COUNTY UNION (e-mon to fri) 8,000; sworn Feb. 7, 1991.
Local Contact for Advertising and Merchandising Data: Charles Frandson, Adv. Mgr., DAILY JEFFERSON COUNTY UNION, 28 W. Milwaukee Ave., Fort Atkinson, WI 53538; Tel. (414) 563-5551.
National Representative: None.

GREEN BAY

1 - LOCATION: Brown County, (MSA), E&P Map D-4. County Seat. Situated on Fox River at southern end of Green Bay. NE part of state. 115 mi. N of Milwaukee; 200 mi. N of Chicago, IL; 275 mi. E of Minneapolis, MN. Whol. & retail trading area; port of entry. Shipping ctr. On I-43, U.S. Hwy. 41; State Hwys. 29, 32, 54, 57, 172.

2 - TRANSPORTATION: Railroads-(freight only on all railroads) Chicago & Northwestern; Green Bay & Western; Escanaba & Lake Superior; Wisconsin Central Ltd; Fox River Valley.
Motor Freight Carriers-49.
Intercity Bus Lines-Greyhound; Seymour; Scenic Trailways.
Airlines-Northwest; Midstate; American Eagle; United Express; Skyway; Enterprise; Northwest Airlink.

3 - POPULATION:
Corp. City 90 Cen. 96,466; E&P 92 Est. 98,955
CZ-ABC: (80) 140,399
RTZ-ABC: (80) 135,278
County/MSA 90 Cen. 194,594; E&P 92 Est. 203,390
City & RTZ-ABC: (80) 275,677
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 90 Cen. 37,693; E&P 92 Est. 38,665
County/MSA 90 Cen. 73,071; E&P 92 Est. 76,374
CZ-ABC: (80) 49,611
RTZ-ABC: (80) 45,139
City & RTZ-ABC: (80) 94,750

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$1,688,100,000
Savings & Loan	6	$563,416,959

6 - PASSENGER AUTOS: Brown County 100,021

7 - ELECTRIC METERS: Residence 73,220

8 - GAS METERS: Residence 55,860

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Paper & Prods. 11,300; Food & Prods. 4,900; All Other Nondurables 460; Nonelectrical Mach. 3,400; All other Durables 3,500; Trans., Commun., and Public Util. 6,400; Contract Constr. 2,700; Wholesale Trade 5,800; Retail Trade 18,000; Fin., Ins., Real Estate 3,300; Services & misc. 20,000; Gov't 11,000; Av. Wkly. Wage $461.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-51; Summer 60-81; Fall 40-59; Winter 11-25. First killing frost, Oct. 2; last killing frost, May 9.

11 - TAP WATER: Alkaline, hard, from Lake Michigan; fluoridated.

12 - RETAILING: Principal Shopping Areas-3 blocks on N. Washington St., 1 on E. Walnut St.; 3 on N. Adams St.; Port Plaza Mall, corner N. Washington and Cedar Sts.
Neighborhood Shopping Centers-Four blocks on Broadway; 2 on W. Walnut St.; 1 on Dousman St.; 2 on Main St.; 4 on University.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beacon(18)	3	Aim
Marquette(7)	1	Sure Way, Ben Franklin
Colonial Vlg.(6)	2	Sure Way
Green Bay Plz. (26)	3	Sears, Prange Way
Bay Park Sq.(48)	6	Mont. Ward, Shopko, Kohl's
Lombardi	5	Kohl's Foods, Osco, K mart
East Town(20)	5	K mart, White Store, Kohl's, Prange Way

Additional Shopping Centers (No. of Stores)-Bay (10); Fort Howard (6); St. Agnes (8); ShopKo East (4); Westgate (17); ShopKo West (3); Vernon Court (10); Bellevue Plaza (9).

Principal Shopping Days-Sat., Sun., Mon.
Stores Open Evenings-All stores-Mon., Fri.; Food-Mon. through Sun.; Shopping Centers Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Prange; Montgomery Ward; Sears; JCPenney; The White Store 2; Boston Store.
Discount Stores-ShopKo 4; K mart 2; Prange Way 3; Wal-Mart; Sam's Wholesale.
Variety Stores-Ben Franklin; Aim.
Chain Drug Stores-Osco 2; Snyder 3.
Chain Supermarkets-Red Owl 3; Sure Way 10; Piggly Wiggly; Super Ron's 2; Sentry 3; Kohl's; Lindy's 2; Cub Foods 2; Copps 2; Festival; New Market.
Other Chain Stores-Kinney Shoes; Payless Shoes 2; Nobil Shoes 2; Singer Co.; Goodyear 2; Firestone 2; Western Auto; Mautz Paint; Merle Norman Cosmetics; Fanny Farmer 2; Color Tile; Abbey Carpet; Menard Lumber; Northwest Fabrics 2; House of Fabrics; So-Fro Fabrics; Waldenbooks 2; Midas Mufflers 2; Kindy Optical 2; Zales; Pittsburgh Paints; Radio Shack; Kay Bee Toys; Peck & Peck; Seifert's; Casual Corner; Lerner Shops;

Regis Beauty Salon; Baker Shoes; Richman Brothers; Thom McAn 2; Braun's Fashions; County Seat; The Wardrobe; The Closet; Father & Son Shoes; General Nutrition Ctr.; Hurrah; B. Dalton Booksellers 2; Toys 'R' Us; Just Pants; The Gap; The Limited; Maurice's; Jean Nicole; Foxmoor; Team Electronics; Benetton; Musicland.

14 - NEWSPAPERS: NEWS-CHRONICLE (m) 10,366; sworn Sept. 24, 1990.

Local Contact for Advertising and Merchandising Data: Alan Rasmussen, V.P. Oper., NEWS-CHRONICLE, 133 S. Monroe; PO Box 2467, Green Bay, WI 54306; Tel. (414) 432-2941; (800) 444-0007.

National Representative: Landon Associates. PRESS-GAZETTE (e) 59,424; (S) 85,336; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Roy Valitchka, Adv. Dir., PRESS-GAZETTE, 435 E. Walnut; PO Box 19430, Green Bay, WI 54307-9430; Tel. (414) 435-4411; (800) 236-8200.

National Representative: Gannett National Newspaper Sales.

JANESVILLE

1 - LOCATION: Rock County (In Janesville-Beloit MSA), E&P Map C-5, County Seat. Wholesale center. 105 mi. NW of Chicago, IL; 65 mi. SW of Milwaukee; 35 mi. N of Rockford, IL; 40 mi. S of Madison. On U.S. Hwys. 14, 51; I-90; State Hwys. 11, 26.

2 - TRANSPORTATION: Railroads-Chicago, Milwaukee, St. Paul & Pacific; Chicago & North Western; Wisconsin & Calumet.

Motor Freight Carriers-15.

Intercity Bus Lines-Peoria-Rockford; Alco; Greyhound; Trailways; Van Galder Charter.

Airlines-Passenger, air freight, helicopter, charter service available.

3 - POPULATION:

Corp. City 90 Cen. 52,133; E&P 92 Est. 52,759
CZ-ABC: (80) 51,071
RTZ-ABC: (80) 164,382
County/MSA 90 Cen. 139,510; E&P 92 Est. 139,420
City & RTZ-ABC: (80) 215,453

Demographic Information (partial) available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 20,421; E&P 92 Est. 20,667
CZ-ABC: (80) 18,491
RTZ-ABC: (80) 56,627
County/MSA 90 Cen. 52,281; E&P 92 Est. 52,248
City & RTZ-ABC: (80) 75,118

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$382,402,296
Savings & Loan	4	$129,282,962

6 - PASSENGER AUTOS: Lock County 73,002

7 - ELECTRIC METERS: Residence 19,984

8 - GAS METERS: Residence 17,079

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Auto Assembly 7,000; Pen & Pencil 350; Auto Trans. 475; Food 150; Electronics 350; Engineering 550; Textiles/Mill Prods. 495. Av. Wkly. Wage $627.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-80; Summer 44-102; Fall -12-89; Winter -20-24. First killing frost, Oct. 30; last killing frost, May 23.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-Janesville Mall, 75 stores; 32 block downtown area with 70 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Blackhawk Vlg.(8)	1	K mart
Creston Pk.(8)	1	Village Furn.
Janesville Mall (75)	2	JCPenney, Kohl's, Bergner's
Memorial Plz.(9)	2	Gentz' County Mkt.
Sunnyside(7)	2	Piggly Wiggly
Fairview Mall(13)	2	Fairview
Janesville Plz. (16)	2	Color-Tile

Principal Shopping Days-Fri., Sat., Sun.

Stores Open Evenings-Mon., Fri.; Shopping Centers-Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Bergner's; Kohl's; Menard's.

Discount Stores-K mart 2; Holiday; Farm & Fleet; ShopKo; Wal-Mart.

Chain Drug Stores-Walgreens; Snyder 2; Thrift; Union Prescription; Family Drug 2.

Chain Supermarkets-Sentry 2; Piggly Wiggly; Woodman; Super Valu; Stop-N-Go 5; Kohl's; Gentz' 2.

Other Chain Stores-Ace Hardware; Rundell's; Brooks; Buddy Squirrel; Ben Franklin 2; Claire's Boutique; Card Cage; Co-op Records; Computerland; Color Tile; Champion Auto; Osterman Jewelry; Elliott's; Flowerama; Forbes-Meagher; Firestone Tire; F&F Tire; Fannie May Homemade Candies; General Nutrition Center; Hallmark; Haack Cycle; Hanover Shoes; Hamlin Jewelry; Leath Furn.; Marling Lumber; Maurice's; Merle Norman; Musicland; Marianne's; Maling's; Mautz Paint; Northwest Fabrics; Perle Vision Center; PicWay Shoes; Radio Shack; Siker's; J.J. Smith's; Saxer's; Superamerica; Sherwin-Williams; Shoe-Tique; Rupert Cornelius; Team Electronics; Trinket Tree; True Value Hardware; Waldenbooks; Wicks 'N Sticks; Wisconsin Office Supply; Wolohan's; Woolworth; Father & Son's; Kinney Shoes.

14 - NEWSPAPERS: GAZETTE (e) 27,228; (S) 28,352; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Crandell W Bliss, Natl. Adv. Mgr., GAZETTE, One S. Parker Drive, Janesville, WI 53545; Tel. (608) 754-3311.

National Representative: Landon Associates.

KENOSHA

1 - LOCATION: Kenosha County (PMSA), E&P Map D-5, County Seat. On Lake Michigan, 35 mi. S of Milwaukee; 65 mi. N of Chicago, IL.

2 - TRANSPORTATION: Railroads-Chicago & North Western.

Intercity Bus Lines-Greyhound; Wis. Coach Lines.

Motor Freight Carriers-3.

3 - POPULATION:

Corp. City 90 Cen. 80,352; E&P 92 Est. 80,885
CZ-ABC: (80) 81,022
RTZ-ABC: (80) 42,115
County/PMSA 90 Cen. 128,181; E&P 92 Est. 132,078
City & RTZ-ABC: (80) 123,137

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 31,426; E&P 92 Est. 31,635
CZ-ABC: (80) 29,020
RTZ-ABC: (80) 14,044
County/PMSA 90 Cen. 47,735; E&P 92 Est. 49,186
City & RTZ-ABC: (80) 43,064

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$367,000,000
Savings & Comm.	4	$625,000,000

6 - PASSENGER AUTOS: Kenosha County 62,723

7 - ELECTRIC METERS: Residence 44,000

8 - GAS METERS: Residence 38,000

9 - PRINCIPAL INDUSTRIES: Automobiles Engines; Brass, Copper & Alloy Prods.; Textiles; Musical Instruments; Cranberry Proc.; Mechanical Tools; Wire Rope; Plumbing Fixtures; Fire Fighting Equip.; Commercial Fertilizer; Industrial Tools; Dies; Jigs & Fixtures; Paint Packaging; Castings; Structural Steel Prods.; Equip. for Dairy & Food Proc. Industries; Power Drives & Elect. Units & Spec. Mach. 13,000; Wage Earners Av. Wkly. Wage-$490. University of Wisconsin 5,241; Carthage College 1,200; Gateway Technical Institute 5,600.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline. Soft.

12 - RETAILING: Principal Shopping Areas-Downtown (6th Ave., 56th-58th Sts.); Uptown (22nd Ave.)

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pershing Plz.(14)	3	Kohl's, Sears
Town & Country (11)	3	Ace Hdwe., So-Fro Fabrics
Villa Capri(18)	3	Sentry, Ben Franklin
Sun Plz.(8)	2	Food-4-Less
Gateway Plz.	3	Kohl's, K mart, Wal-Mart
Sunnyside	3	Piggly Wiggly, Sentry
Greenwood Plz.	4	Walgreens, Super Valu
Factory Outlet Ctr.(50)	9	
Lakeside(25) Mkt. Pl.	11	Liz Claiborne, Jindo Furs, Evan-Picone

Principal Shopping Days-Mon., Fri., Sat.

Stores Open Evenings-Mon., Fri.; Shopping Ctrs. -every evening.

13 - RETAIL OUTLETS: Department Stores-Barden's; Leader; Sears.

Discount Stores-K mart; ShopKo; Wal-Mart.

Variety Stores-Woolworth; Ben Franklin.

Chain Drug Stores-Walgreens 2; Thrift; Union; General 2.

Chain Supermarkets-Super Valu; Piggly Wiggly 2; Kohl's 3; Sentry 4; Food-4-Less; Pick 'N Save.

Other Chain Stores-Goodyear; Firestone; Kinney's; Shoe Kicks; Fanny Farmer; Payless Shoes; Neumode; 1 Hour Martinizing 2; So-Fro Fabrics; Glidden Paint; Abbey Carpet; Fayva; Coast-to-Coast Hdwe.; Radio Shack; True Value Hdwe.

14 - NEWSPAPERS: NEWS (e-mon to fri) 28,367; (m-sat) 28,176; (S) 30,635; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Frank M. Misureli, Adv. Dir., NEWS, 715 58th St., Kenosha, WI 53141; Tel. (414) 657-5101.

National Representative: Branham/Newspaper Sales.

LA CROSSE

1 - LOCATION: La Crosse County (MSA), E&P Map B-4, County Seat. State Office Building. Regional center for retail, manufacturing, medicine, education, agriculture, wholesale distribution. On Mississippi River, 271 mi. NW of Chicago, IL; 154 mi. SE of Minneapolis, MN; 135 mi. NW of Madison, WI. I-90, U.S. Hwys. 14, 16, 53, 61; State Hwys. 33, 35.

River Front-On Mississippi River-9 ft. Gov't maintained river channel. Modern municipal terminal & docks. Low cost inland waterway system for transportation to cities on Mississippi, Ohio, Missouri Rivers & to Gulf ports. Bridges crossing from La Crosse to Minnesota.

2 - TRANSPORTATION: Railroads-Burlington Northern; Amtrak; Soo Lines.

Motor Freight Carriers-23.

Intercity Bus Lines-Greyhound; Hiawatha Coaches; Scenic Trails; Municipal Transit Corp.

Airlines-American Eagle; Northwest (Republic); United Express.

3 - POPULATION:

Corp. City 90 Cen. 51,003; E&P 92 Est. 51,941
CZ-ABC: (80) 71,008
RTZ-ABC: (80) 162,988
County/MSA 90 Cen. 97,904; E&P 92 Est. 101,701
City & RTZ-ABC: (80) 233,996

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 19,995; E&P 92 Est. 20,362
CZ-ABC: (80) 25,830
RTZ-ABC: (80) 56,149
County/MSA 90 Cen. 37,656; E&P 92 Est. 39,116
City & RTZ-ABC: (80) 81,979

5 - BANKS	NUMBER	DEPOSITS
Commercial	13	$4,309,700,232

6 - PASSENGER AUTOS: LaCrosse County 48,136

7 - ELECTRIC METERS: Residence 20,814

8 - GAS METERS: Residence 11,772

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Durable Goods 5,600; Nondurable Goods 5,000; Contract Constr. 950; Trans., Elect., Gas Servs. 2,300; Trade-Whol. and Ret. 13,300; Fin., Ins., R.E. 1,440; Servs. & Misc. 14,100; Gov't-Local, State, Federal 7,400.

10 - CLIMATE: Min. & Max. Temp.-Spring 11-90; Summer 42-91; Fall 25-58; Winter 0-22. First killing frost, Oct. 7; last killing frost, Apr. 6.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: Downtown Shopping Centers-4 blocks on Main; 5 on Third; 4 on Fourth; 3 on Fifth; 2 on Sixth.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bridgeview Plz. (20)	4	ShopKo
Caledonia St.(12)	3	Ben Franklin
Center Q(7)	2	IGA, Major Drug
Crossing Meadows	5	IGA, Wal-Mart
Crosseroads Ctr.	5	Cub Foods
K mart Plz.	3	K mart
Village(32)	3	IGA
Center 90(11)	6	IGA
Menard Plz.(2)	4	Menard's, IGA
Shelby Mall(25)	5	ShopKo, Walgreens, Ace Hardware
Valley View Mall(87)	5	Dayton's, Sears, JCPenney, Herberger's

Principal Shopping Days-Sat., Sun.

Stores Open Evenings-Mon. & Thur.; Grocery Mon. through Sun.; Malls open evenings, Mon.-Fri., Sun.

Stores Open Sundays-Drug, Food, Discount, Major malls.

13 - RETAIL OUTLETS: Department Stores-Dayton's; Herberger's; Sears; JCPenney.

Discount Stores-K mart 2; ShopKo 3; Farm & Fleet; Menard's; Best Buy Superstore; Target; Wal-Mart.

Variety Stores-Woolworth; Ben Franklin 3.

Chain Drug Stores-Major (Rexall); Walgreens; Degen-Berglund 2; Osco 2.

Chain Supermarkets-Super Valu; Gateway IGA 16; Kwik Trips 8; Cub Foods.

Other Chain Stores-Brooks 2; Fanny Farmer; Hallmark; Maurice's; Firestone; Goodyear; Sherwin-Williams; Pittsburgh Paint; B. Dalton; Barker's Shoes, Berman Buckskin; Braun's; Brooks; Brown Photo; Casual Corner; Connie Shoes; County Seat; Cutlery World; Dunkin Jewelers; Foot Locker; Foxmoor Casuals; Goodman Jewelers; Jean Nichole; JoAnn Fabrics; Kinney's; Lerner; Maling's; Musicland; Naturalizer; Nutrition World 2; Pearle Vision; Schaak Electronics; Seiferts; Shirt Works; Team Electronics; Thom McAn; Wicks 'N Sticks; Northwest Fabrics; Sound Idea; Sound World; Ace Hardware; The Dahl House 2; Buddy Squirrel's Nut Shop; Hal's; Two Plus Two; Pet Parade; Zales; Kay Bee Toys & Hobby; Motherhood Maternity; St. Paul Clothiers; Stevenson's; Super America; Scandinavian Design; The Limited; Just Petites; Waldenbooks; Pier 1 Imports.

14 - NEWSPAPERS: TRIBUNE (e) 36,036; (S) 39,494; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Thomas P. Kelley, Adv. Dir., TRIBUNE, 401 N. Third St., La Crosse, WI 54601; Tel. (608) 782-9710.

National Representative: Landon Associates.

MADISON

1 - LOCATION: Dane County (MSA). E&P Map C-5. State Capital. County Seat. 77 mi. W of Milwaukee; 146 mi. NW of Chicago. On U.S. Hwys. 12, 14, 18, 51, 151. On State Hwys. 30, 113; I-90, I-94.

2 - TRANSPORTATION: Railroads-Chicago & North Western; Soo/Milwaukee; Wisconsin & Calumet.

Motor Freight Carriers-40.

Intercity Bus Lines-Greyhound; Badger Coach; Madison Trailways; Van Galder; Alco.

Airlines-United; American Eagle; Midwest Express; Transworld Airlines; Midway; United Express; Northwest.

3 - POPULATION:

Corp. City 90 Cen. 191,262; E&P 92 Est. 196,935
CZ-ABC: (80) 209,065
RTZ-ABC: (80) 397,006
Co./MSA 90 Cen. 367,085; E&P 92 Est. 381,056
City & RTZ-ABC: (80) 606,071

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 74,625; E&P 92 Est. 76,839
CZ-ABC: (80) 82,828
RTZ-ABC: (80) 137,235
Co./MSA 90 Cen. 146,834; E&P 92 Est. 152,422
City & RTZ-ABC: (80) 220,063

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	61	N.A.
Savings & Loan	39	N.A.
Credit Unions	21	N.A.

6 - PASSENGER AUTOS: Dare County 198,030

7 - ELECTRIC METERS: Residence 107,115 (1987)

8 - GAS METERS: Residence 77,615 (1987)

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 21,400; Constr. 5,600; Trans. & Commun. 6,600; Whol. & Ret. 45,400; Fin., Ins. and R.E. 17,100; Serv. & Misc. 40,000; Gov't 57,900.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-82; Summer 52-100; Winter 18-39. First killing frost, Sept. 22; last killing frost, Apr. 4.

11 - TAP WATER: Alkaline, hard; fluoridated

12 - RETAILING: Principal Shopping Centers - Downtown surrounding State Capitol Building and on State Street (275 units).

Neighborhood Shopping Centers-Shorwood on University; Monroe St.; Sherman & Aberg; Cottage Grove Rd.; Gammon Rd.; Odana Rd.; Monona Drive; University Hills; West Beltline Hwy.; Mineral Point Rd.; Northport Drive.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
East Towne(105)	6	Boston Store, JCPenney, Pranges, Sears
Heritage Sq.(11)	5	
High Point Ctr. (26)	9	Pier 1 Imports
Hilldale(64)	4	Marshall Field's, Walgreens, Sentry
Nakoma Plz.(20)	4	Kohl's Food, Toys 'R' Us, Walgreens
South Towne(29)	6	Kohl's Dept., ShopKo
Walnut Grove(11)	3	
Westgate(60)	5	Bormanns, T.J. Maxx, Famous Footware, Walgreens
West Towne(94)	8	Sears, JCPenney, Prange
Northgate(24)	NA	
Univ. Sq.(26)	NA	

Principal Shopping Days-Mon. through Sun.

Stores Open Evenings-Dept., Discount and Shopping Malls 10 am to 9 pm. Sun., noon to 5 pm. Every evening, holidays.

13 - RETAIL OUTLETS: Department Stores-JCPenney 2; Sears 2; Yost's 3; Prange 2; Kohl's 3; Marshall Field's; Boston Store.

Discount Stores-K mart 3; Prange Way 4; ShopKo 3; Wal-Mart 2; Sam's Wholesale Club.

Variety Stores-Woolworth; Ben Franklin; Discount Den 2.

Chain Drug Stores-Walgreens 15; Prescription Phcy. 4; Thrift 2; Gerhardt 3; Bergmann 3; Consumers 3; Shopko 3.

Chain Supermarkets-Kohl's 6; Sentry 6; Woodmans 2; Cub 2; Food Country 2; Sav-U Food Warehouse 2.

Other Chain Stores-Men's Clothing: Baskins, Chess King, County Seat 2, Just Pants, Kuppenheimer, Land's End, Redwood & Ross, Richman Bros., Silverman's; Women's Clothing: Baskins, Benetton, Braun's, Brooks, Burlington Coat, Can'da Fashions, Casual Corner, Catherines, Espirit, Foxmoor, Hit or Miss, House of Large Sizes, I M Petite, Id Boutique 3, Jean's Talls, Just Pants, Land's End, Lerner Shop, The Limited, Marianne, Maurices 2, Peck & Peck, Redwood & Ross, Sieferts 2, Talbots; Furniture: American 2, Ethan Allen, Happy Sleeper, La-Z-Boy, Leath, Naked Furn., Workbench Contemporary; Auto Supply: Bumper to Bumper, Carquest, Champion Auto 2, Firestone 2, Goodyear 3; Audio: American 2, Radio Shack 7, Colortyme, Team, Musicland, TV Clinic, Evans, Video Station 3; Hardware: Menards, True Value 8, Ace 4, Coast-to-Coast, Hardware Hank, Our Own 2, ServiStar, Trustworthy.

14 - NEWSPAPERS: WISCONSIN STATE JOURNAL (m-mon to fri) 82,450; CAPITAL TIMES (e-mon to fri) 24,668; (m-sat) 90,092; (e-sat) 26,681; STATE JOURNAL (S) 157,066; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Michael Petrak, Adv. Dir., MADISON NEWSPAPERS INC., 1901 Fish Hatchery Rd.; PO Box 8056, Madison, WI 53713; Tel. (608) 252-6200.

National Representative: Branham/Newspaper Sales.

MANITOWOC-TWO RIVERS

1 - LOCATION: Manitowoc County, E&P Map D-4. County Seat. On W. shore of Lake Michigan. 86 mi. N of Milwaukee. Two Rivers is 4 mi. N of Manitowoc, also on lake shore.

2 - TRANSPORTATION: Railroads-Chicago & North Western; Soo Line.

Motor Freight Carriers-12.

Intercity Bus Line-Greyhound.

Airline-Alliance.

3 - POPULATION:

Corp. Cities 90 Cen. 45,550; E&P 92 Est. 45,839
  Manitowoc 90 Cen. 32,520; E&P 92 Est. 32,771
  Two Rivers 90 Cen. 13,030; E&P 92 Est. 13,068
CZ-ABC: (80) 45,901
RTZ-ABC: (80) 37,017
County 90 Cen. 80,421; E&P 92 Est. 80,142
City & RTZ-ABC: (80) 82,918

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

Cities 90 Cen. 17,982; E&P 92 Est. 18,096
  Manitowoc 90 Cen. 12,788; E&P 92 Est. 12,887
  Two Rivers 90 Cen. 5,194; E&P 92 Est. 5,209
CZ-ABC: (80) 17,245
RTZ-ABC: (80) 11,280
County 90 Cen. 30,794; E&P 92 Est. 30,687
City & RTZ-ABC: (80) 28,525

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	6	$554,686,000
Savings & Loan	4	$135,000,000

6 - PASSENGER AUTOS: Manitowoc County 43,072

7 - ELECTRIC METERS: Residence 21,808, Manitowoc 13,639; Two Rivers 8,923

8 - GAS METERS: Residence 16,254; Manitowoc 10,435; Two Rivers 3,923

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Aluminum N.A.; Furniture Mfg. N.A.; Heavy Mach. N.A.

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Av. Monthly Temp.-Dec.-Feb. 17; Mar.-May 41; June-Aug. 67; Sept.-Nov. 47. Av. annual precipitation 30 in. First killing frost, Oct. 23; last killing frost, Apr. 20.

11 - TAP WATER: Neutral, medium; fluoridated.

12 - RETAILING: Principal Shopping Centers-Manitowoc: 7 blocks on 8th St.; 7 on Washington St.; 2 on Jay St.; In Two Rivers: 8 blocks on Washington St.

Shopping Centers-Park Plaza on Hwy. 151, 6 stores, Park 900 cars; Mid-Cities Mall on Memorial Drive, 1,600 cars, 12 stores; Riverview Savings Center on 22nd & Lincoln Ave., Two-Rivers, 4 stores; ShopKo Plaza on Hwy. 151, 12 stores; Edgewater Plaza on Magnolia Ave., 16 stores.

Principal Shopping Days-Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-K mart; Schuette Bros.; JCPenney; Sears; Schroeder Bros.; ShopKo; Pranges; Prange Way.

Variety Stores-Fleet Farm; Woolworth; Evan's.

Chain Drug Stores-Osco; Snyder.

Chain Supermarkets-Piggly Wiggly; Sentry 2; Copps; IGA Warehouse.

14 - NEWSPAPERS: HERALD-TIMES-REPORTER (e) 17,586; (S) 17,423; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Barbara Tryon, Natl. Adv. Mgr., HERALD-TIMES-REPORTER, 902 Franklin St., Manitowoc, WI 54220; Tel. (414) 684-4433.

National Representative: Thomson Newspapers.

MARINETTE

1 - LOCATION: Marinette County, E&P Map D-3. County Seat. Retail and industrial center in NE part of state, on MI State line. 160 mi. N of Milwaukee; 300 mi. E of Minneapolis. On U.S. Hwy. 41; State Hwys. 64, M35.

2 - TRANSPORTATION: Railroads-Chicago & North Western; Escanaba & Lake Superior.

Motor Freight Carriers-5.

Intercity Bus Line-Greyhound.

Airline-Great Lakes Airlines.

3 - POPULATION:

Corp. City 90 Cen. 11,843; E&P 92 Est. 11,912
County 90 Cen. 40,548; E&P 92 Est. 41,128

4 - HOUSEHOLDS:

City 90 Cen. 4,734; E&P 92 Est. 4,761
County 90 Cen. 15,063; E&P 92 Est. 15,279

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$119,346,171
Savings & Loan	2	$70,000,000

6 - PASSENGER AUTOS: Marinette County 19,877

7 - ELECTRIC METERS: Residence 5,553

8 - GAS METERS: Residence 4,400

9 - PRINCIPAL INDUSTRIES: (Marinette-Menominee-Peshtigo) Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper Prods. 1,700 ($500); Lumber and Prods. 450 ($275); Elect. and Nonelect. Metals 1,700 ($250); Marine and Chemicals 1,860 ($400); Gloves 75 ($250); Food 300 ($250).

Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 8-87; Summer 31-94; Fall 15-73; Winter 17-59. First killing frost, Oct. 4; last killing frost, May 15.

11 - TAP WATER: Alkaline, medium; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St. and 3 on Hall Ave. from Interstate Bridge.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
M&M Plz.(14)	NA	McCrory, Super Valu
Pine Tree Mall(38)	NA	JCPenney, Sears, Prange

Principal Shopping Days-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Lauermans; Sears; JCPenney; W. Bell Store; Prange.

Variety Stores-McCrory; K mart.

Chain Drug Stores-Osco; Snyder.

Chain Supermarkets-Piggly Wiggly; Food Country IGA-2; Shoe Fine; Fairway Foods; Angelis; County Market.

Other Chain Stores-Kinney's; Goodyear; Firestone; Zales; The Gap; Athlete's Foot; Team Electronics; Radio Shack; So-Fro Fabrics; Seifert's; Stewarts; The Id; Galaxie of Sound; Coach-House Gifts; Hallmark; General Nutrition Ctr.; Claires Boutique; B. Dalton; Pierquet's.

14 - NEWSPAPERS: EAGLE-STAR (e) 8,701; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: Jim Hofer, Adv. Mgr., EAGLE-STAR, 1809-27 Dunlap Ave., Marinette, WI 54143; Tel. (715) 735-6611.

National Representative: Landon Associates.

MARSHFIELD

1 - LOCATION: Wood County, E&P Map B-4. 169 mi. E of St. Paul-Minneapolis; 124 mi. W of Green Bay; 191 mi. NW of Milwaukee; 143 mi. N of Madison. On U.S. Hwy. 10; State Hwys. 13, 97.

2 - TRANSPORTATION: Railroads-Chicago & NorthWestern; Minneapolis, St. Paul & Sault Ste. Marie; Chicago, St. Paul & Omaha.

Motor Freight Carriers-5.

Intercity Bus Lines-Greyhound; Wisconsin Michigan Coach Lines-American Coachlines.

3 - POPULATION:

Corp. City 90 Cen. 18,859; E&P 92 Est. 19,123
CZ-ABC: (80) 18,290
RTZ-ABC: (80) 69,012
County 90 Cen. 73,605; E&P 92 Est. 74,370
City & RTZ-ABC: (80) 87,302

4 - HOUSEHOLDS:

City 90 Cen. 7,457; E&P 92 Est. 7,561
CZ-ABC: (80) 6,794
RTZ-ABC: (80) 22,333
County 90 Cen. 28,178; E&P 92 Est. 28,471
City & RTZ-ABC: (80) 29,127

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$153,200,000
Savings & Loan	3	$58,429,000

6 - PASSENGER AUTOS: Wood County 37,499

7 - ELECTRIC METERS: Residence 9,163

8 - GAS METERS: Residence 4,631

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Wood Prods. 1,117 ($370); Mobile & Factory Built Homes 1,125 ($210); Food 535 (seasonal 1,596) ($150); Metal Working 476 ($265); Shoes, Clothing 262 ($176); Concrete Prods. 41 ($151); Furn. & Fixtures 89 ($153); Distribution & Warehousing 285 ($164); Health Care 2,469 ($197); plus 156 Medical Doctors.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-82; Summer 56-94; Fall 18-42; Winter-38-32.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Main St.; Northway Mall.

Principal Shopping Days-Mon., Thur., Fri.

Stores Evenings-Fri., Mall daily.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Prange; Sears.

Variety Store-McCrory.

Discount Stores-ShopKo; K mart; Fleet Farm.

Chain Drug Stores-Wing Snyder; Rexall.

Chain Supermarkets-IGA 2; Super Valu; Red & White 2.

Other Chain Stores-Jerrold; St. Clair-Page; Sherwin-Williams; Northwest Fabrics; Seifert's; Stevensons; Tradehome Shoes; Thom McAn; Regis; The Barbers; Id; Musicland; B. Dalton; Wickes Lumber.

14 - NEWSPAPERS: NEWS-HERALD (e) 15,697; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Karen Olson, Adv. Dir., NEWS-HERALD, 111 W. 3rd; PO Box 70, Marshfield, WI 54449; Tel. (715) 384-3131.

National Representative: Branham/Newspaper Sales.

MENASHA

— See APPLETON

MILWAUKEE

1 - LOCATION: Milwaukee County (PMSA), E&P Map D-5, County Seat. 60 mi. N of Chicago, IL on Lake Michigan. On U.S. Hwys. 16, 18, 41, 45, 141; I-43, I-94; State Hwys. 15, 24, 30, 32, 36, 38, 42, 57, 59, 75, 100, 145, 181, 190. Great Lakes port.

2 - TRANSPORTATION: Railroads-Amtrak; Chicago & Northwestern; Soo Line.

Motor Freight Carriers-350.

Intercity Bus Lines-Badger; Royal Coach; Greyhound; Wisconsin Coach; Trailways.

Airlines-American; ComAir; Continental; Continental Express; Delta; Eastern; Midway; Midwest Express; Northwest; Northwest Airlink; Skyway; Sun Country; TWA; United; United Express; US Air.

3 - POPULATION:

Corp. City 90 Cen. 628,088; E&P 92 Est. 631,412
NDM-ABC: (80) 1,397,020
RTZ-ABC: (80) 698,891
Total NDM & RTZ-ABC: (80) 2,095,911
County 90 Cen. 959,275; E&P 92 Est. 958,838
PMSA 90 Cen. 1,432,149; E&P 92 Est. 1,448,397

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 244,757; E&P 92 Est. 246,052
County 90 Cen. 383,710; E&P 92 Est. 383,535
NDM-ABC: (80) 500,684
RTŽ-ABC: (80) 239,740
Total NDM & RTZ-ABC: (80) 740,424
PMSA 90 Cen. 553,233; E&P 92 Est. 559,040

5 - BANKS	NUMBER	DEPOSITS
Commercial	80	N.A.
Savings & Loan	31	N.A.

6 - PASSENGER AUTOS: Milwaukee County 441,017

7 - ELECTRIC METERS: Residence PMSA 803,828

8 - GAS METERS: Residence PMSA 424,460

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Non-electrical Machinery, 44,700 ($538); Fabricated metals, 20,100 ($430); Electrical equipment & supplies, 19,100 ($496); Instruments & related products, $12,200 ($504); Transportation equipment, 8,000 ($736); Primary metal industries, 7,900 ($452); Printing, publishing & allied products, 18,300 ($418); Food & Kindred products, 12,800 ($518); Rubber & misc. plastics, 6,600 ($337); Paper & Allied products, 4,600 ($441); Chemical & related products, 4,000 ($429).

10 - CLIMATE: Min. & Max. Temp.-Spring 32-54; Summer 58-80; Fall 40-60; Winter 11-30. First killing frost, mid Oct., last killing frost, end of Apr.

11 - TAP WATER: Alkaline, medium hard; fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on Wisconsin Ave. (Downtown).

Regional Shopping Areas-Downtown; West Max; 29 neighborhood shopping centers and areas.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bay Shore(90)	6	Boston Store, Sears
Brookfield Sq. (95)	10	Sears, JCPenney Boston Store,
Brookfield Fashion Ctr. (40)	10	F&M Distributors, Lens Crafters, Pier 1 Imports, Marshalls
Brown Port(45)	NA	Bay Point Pharmacy, Brown Port Theater, Hirsh's Hallmark, Kern's Carpet
Capitol Court(85)	5	Target, Dunham's Sporting Goods, Sav-A-Center
The Grand Avenue (160)	NA	Marshall Fields, Boston Store
Greenfield Fashion Ctr. (35)	NA	F&M Distributors, Kahn's, Lens Crafters, Marshalls, Old Country Buffet
Mayfair(160)	9	Marshall Fields, Boston Store
Northridge(145)	14	Boston Store, JCPenney, Prange's, Sears
Southgate(54)	10	Boston Store, Woolworth, Walgreens, Durham's Sporting Goods
Southridge(145)	9	Boston Store, Sears, Prange's, Kohl's, JCPenney

Principal Shopping Days-Fri., Sat.

Stores Open Evenings-Downtown-Mon. through Fri.; Shopping Centers-Mon. through Fri., some Sat.

Stores Open Sunday-Major shopping centers, discount, dept. stores and some food Stores.

Food Chains-Mon. through Sat.; some Sun; some 24 hrs.

13 - RETAIL OUTLETS: Department Stores-Boston Store 7; Sears 5; JCPenney 4; Goldmann's; Marshall Fields 2; Prange's 2.

Discount Stores-Kohl's 14; Target 7; K mart 12; Marshalls 2; TJ. Maxx 4; Sears Outlet 2; JCPenney Outlet 2; Wal-Mart 2.

Chain Drug Stores-Walgreens 51; Laabs 2; Phillips 6; Snyder 4; Serv-U 19; Drug Emporium 5; Phar-Mor 3.

Chain Supermarkets-ShopRite 12; Pick 'N Save 27; Kohl's 41; Sentry 45; Cub 4; Mega Mart 4; Piggly Wiggly/ Sav U 7; Schultz Sav-O Stores 22.

Other Chain Stores-Men's Clothing: Bachrachs, Baskins, Harley's, Kahn's, Kuppenheimer, Richman Brothers; Women's Clothing: Lerner Shops, Hixon's, Lane Bryant, Casual Corner, The Limited, August Max Woman, Caren Charles, Fashionation, Paul Harris, Hit or Miss, Petite Sophisticates, The Coat Company; Shoes: Famous Footwear, Athlete's Foot, Payless, Warehouse, Allen Edmonds, Kinney's, Odd Lot, Baker's, Maling's, Cobbie, Connie, Naturalizer; Candy: Chocolate House, Fanny Farmer, Fanny May, Quality Candy Shoppes; Auto Supplies: Whitlock, Firestone, Goodyear, Goodrich, Autoworks, NAPA Auto Parts; Furniture: American, Steinhafels, Colder's, Kunzelmann-Esser, Carriage House, Country Craft, Drexel Heritage, Hans Hansen, Jonathan Mohr Sleep Shops, La-Z-Boy, Nelson Brothers.

14 - NEWSPAPERS: SENTINEL (m-mon to fri) 168,995; Journal (e-mon to fri) 255,497; SENTINEL (m-sat) 159,928; JOURNAL (e-sat) 241,076; (S) 490,199; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Ben Kordus, Gen. Adv. Mgr., JOURNAL-SENTINEL, PO Box 661, Milwaukee, WI 53201; Tel. (414) 224-2200.

National Represent⁊tive: Newspapers First.

MONROE

1 - LOCATION: Green County, E&P Map C-5, County Seat. 25 mi. N of Freeport, IL; 40 mi. W of Janesville, WI; 45 mi. S of Madison, WI. On State Hwys. 11, 59, 69, 81.

2 - TRANSPORTATION: Railroads-Chicago, Madison Northern.

Motor Freight Carriers-4.

3 - POPULATION:

Corp. City 90 Cen. 10,241; E&P 92 Est. 10,365
County 90 Cen. 30,339; E&P 92 Est. 30,663

4 - HOUSEHOLDS:

City 90 Cen. 4,112; E&P 92 Est. 4,161
County 90 Cen. 11,449; E&P 92 Est. 11,571

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$126,854,000
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: Green County 15,750

7 - ELECTRIC METERS: Residence 11,196

8 - GAS METERS: Residence 2,474

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Cheese Proc. 625; Elect. Devices 500; Corn Chips 65; Oil & Gas Burners 52; Brewing 95; Tire Recapping 52; Business Forms 200; Radio & TV Speakers 60; Medical Complex 600.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-94; Summer 42-96; Fall -7-46; Winter -4-56.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-West Mall, 22 Stores.

Shopping Days-Wed., Thur., Fri.

Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's.

Discount Stores-Valu-Village; K mart; Bauman Ace Hardware; Farm & Fleet; Wal-Mart.

Variety Store-McClellan's.

Chain Supermarkets-IGA; Sentry; Pick-N-Save; Dick's.

14 - NEWSPAPERS: TIMES (e) 7,246; sworn Sept. 29, 1990.

Local Contact for Advertising and Merchandising Data: James D. Bruce, Adv. Mgr., TIMES, 1065 4th Ave. W.; PO Box 230, Monroe, WI 53566-0230; Tel. (608) 328-4202.

National Representative: Papert Companies.

NEENAH

See APPLETON

OSHKOSH

1 - LOCATION: Winnebago County (In Appleton-Oshkosh-Neenah MSA), E&P Map C-4, County Seat. Dairy, agricultural, mfg. & resort ctr. 83 mi. N of Milwaukee; 170 air mi. from Chicago, IL; West shore of Lake Winnebago at mouth of Fox River in East Central Wisconsin. On U.S. Hwys. 41, 45; State Hwys. 21, 26, 44, 110, 175.

2 - TRANSPORTATION: Railroads-Chicago & NorthWestern; Soo Line.

Motor Freight Carriers-22.

Intercity Bus Lines-Greyhound; Wisconsin-Michigan Trailways.

Airlines-United Express; Northwest Airlink.

3 - POPULATION:

Corp. City 90 Cen. 55,006; E&P 92 Est. 56,526
CZ-ABC: (80) 60,003
RTZ-ABC: (80) 119,281
County 90 Cen. 140,320; E&P 92 Est. 144,863
MSA 90 Cen. 315,121; E&P 92 Est. 326,221
City & RTZ-ABC: (80) 179,284

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

Corp. City 90 Cen. 21,557; E&P 92 Est. 22,153
CZ-ABC: (80) 21,481
RTZ-ABC: (80) 42,574
County 90 Cen. 49,685; E&P 92 Est. 51,294
MSA 90 Cen. 115,077; E&P 92 Est. 119,131
City and RTZ-ABC: (80) 64,055

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$398,887,000
Savings & Loan	5	$159,376,000

6 - PASSENGER AUTOS: Winnebago County 72,358

7 - ELECTRIC METERS: Residence 30,578

8 - GAS METERS: Residence 23,490

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lumber & Wood Prods. 1,050; Trans. & Util. 2,004; Gov't 1,665; Educ. 2,285; Equip. 910; Beverages 230; Pub. 100; Paper Prods. 300; Health Care 1,725; Apparel 850; Transformers 504; Servs. & Misc. 2,111.

Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-60; Summer 65-95; Fall 35-70; Winter -15-40. First killing frost, Sept. 15; last killing frost, May 20.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Koeller Ctr.(20)	4	Prange Way, ShopKo, Copps Food
K mart Plaza	3	K mart
Lake Aire(10)	NA	Carlson's, Kitz & Pfeil Hdwe.
Park Plz.(61)	NA	Prange, Sears
Sawyer Ctr.(10)	2	Sentry, F.W. Mueller Drugs
Menards Plz.(6)	4	Menard's, Kids Port USA

Principal Shopping Days-Department Stores-Mon., Fri., Sat., Sun.; Food-Wed., Thur., Fri., Sat.

Stores Open Evenings-Dept.-Mon., Fri.; K mart, Shopko, Prange Way and Park Plaza, Mon. through Fri.; Food-every evening.

13 - RETAIL OUTLETS: Department Stores-Kline's; Sears; H.C. Prange; JCPenney.

Discount Stores-K mart; ShopKo; Prange Way; Fleet Farm.

Variety Store-Banner.

Chain Drug Stores-Schultz; Walgreens; Coe 3; Union Pharmacy.

Chain Supermarkets-Super Valu 2; Piggly Wiggly 2; Copps IGA; Sentry 2; County Market; Warehouse Foods; Prescott's ShopRite.

Other Chain Stores-Thom McAn; Chess King; Computerland; Seifert's; Athlete's Foot; Sherwin-Williams; WG&R Furniture; The Barbers; Cross Country; Kinney Shoes; Klein Dickert; Kids Port USA; Hallmark Shop 2; Foxmour; Hal's Sportswear; Hot Sam; Bee Frank; Kindy Optical; Zales Jewelers; Maurice's; Moto-Photo; Northwest Fabrics; Radio Shack 2; Naturalizer Shoes; Regis Hair Stylists; Waldenbooks; General Nutrition Center; Marianne's; Menard's; Brooks; Pearle Vision; Fanny Farmer; Fashion Bug; One Photo Two; Vanity; Page Jewelers; All-Car; DMS Auto Parts. (All within Corp. City limits).

14 - NEWSPAPERS: NORTHWESTERN (e) 24,883; (S) 27,985; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: John F. Skoglind, Natl. Adv. Mgr., NORTHWESTERN, 224 State St.; PO Box 2926, Oshkosh, WI 54903; Tel. (414) 235-7700; FAX (414) 315-1316.

National Representative: None.

PORTAGE

1 - LOCATION: Columbia County, E&P Map C-5, County Seat. Light Manufacturing and Agricultural Center. 38 mi. from Madison; 170 mi. from Chicago. U.S. Hwys. 16, 51; State Hwy. 33.

2 - TRANSPORTATION: Railroads-Chicago; Milwaukee; Soo Line; St. Paul & Pacific.

Motor Freight Carriers-11.

Intercity Bus Line-Northland Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 8,640; E&P 92 Est. 8,858
County 90 Cen. 45,088; E&P 92 Est. 46,089

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 3,493; E&P 92 Est. 3,582
County 90 Cen. 16,695; E&P 92 Est. 17,065

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$180,000,000

6 - PASSENGER AUTOS: Columbia County 23,957

7 - ELECTRIC METERS: Residence 3,044

8 - GAS METERS: Residence 1,331

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Dairy Food Proc. 180 (N.A.); Hosiery 200 ($200); Plastics 245 ($240); Batteries 200 ($240).

Principal Industrial Pay Day-Every Fri.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Centers - 15 blocks on 4 streets.

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Fri.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Moore's Family Center	3	Sears, Burnstad's
Northridge Plz.	2	Piggly Wiggly, Spurgeon's, Hdwe.
K mart	2	Hank, K mart
Fashion Bug	3	Fashion Bug

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's; Ben Franklin; Fashion Bug; Sears (catalog).

Discount Stores-Great Surplus; K mart; Variety Discount.

Chain Drug Store-Walgreens.

Chain Supermarkets-Burnstad's; Piggly Wiggly; Pick 'N' Save.

Other Chain Stores-Hardware Hank; True Value Hardware; Radio Shack.

14 - NEWSPAPERS: REGISTER (m) 7,159; sworn Oct. 1, 1990.

Local Contact for Advertising and Merchandising Data: Larry Crawford, Adv. Dir., REGISTER, 309 Dewitt St., Portage, WI 53901; Tel. (608) 742-2111.

National Representative: None.

RACINE

1 - LOCATION: Racine County (PMSA), E&P Map D-5, 25 mi. S of Milwaukee; 65 mi. N of Chicago, IL.

2 - TRANSPORTATION: Railroads-Chicago/Milwaukee; Amtrak.

Motor Freight Carriers-14.

Intercity Bus Lines-Wisconsin Coach Lines; Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 84,298; E&P 92 Est. 84,676
CZ-ABC: (80) 132,532
RTZ-ABC (80) 40,600
County/PMSA 90 Cen. 175,034; E&P 92 Est. 177,935
City & RTZ-ABC: (80) 173,132

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 32,957; E&P 92 Est. 33,105
CZ-ABC: (80) 46,586
RTZ-ABC: (80) 12,832
County/PMSA 90 Cen. 65,433; E&P 92 Est. 66,518
City & RTZ-ABC: (80) 59,418

5 - BANKS	NUMBER	DEPOSITS
Commercial	16	$584,856,000
Savings & Loan	8	$361,812,000

6 - PASSENGER AUTOS: Racine County 87,326.

7 - ELECTRIC METERS: Residence City 31,287.

8 - GAS METERS: Residence City 43,081.

9 - PRINCIPAL INDUSTRIES: Type of Industry, Percentage of Wage Earners-Mfg. 32%; Whol./Ret. 15.3%; Servs. 12.6%; Gov't 10.6%; Agric. 1.7%; Constr. 2.6%; Trans. 2.6%; Financial 2.6%; Misc. 12.6%.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-90; Summer 42-93; Fall 10-85; Winter -12-65. First killing frost, Oct. 24; last killing frost, May 11.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Principal Shopping Areas-4 blocks on Main St.; 4 on Sixth St.; Regency Mall Hwy. 31 & Hwy. 11.

Neighborhood Shopping Centers-4 blocks on Washington Ave. (Uptown District); 3 on Washington Ave.; 4 on Wash. Ave. Point West, (West Racine); 3 blocks on Douglas (North Side); 3 on Lathrop Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Shorecrest(6)	NA	Piggly Wiggly
Westgate Mall(20)	NA	ShopKo, Randalls Foods
K mart Complex	NA	K mart
Durand Complex-Zayre	NA	Sav U Foods, Pick 'N Save
Western Vlg (13)	NA	
Regency Mall(5)	NA	Pranges, JCPenney, Boston Store, Sears, Target
Greenridge(6)	NA	Piggly Wiggly
Spring Bay Complex(6)	NA	Kohl's Food
Pioneer Vlg.(8)	NA	
Crossroads(3)	NA	Kohl's Dept.
Rapids	NA	
Regency Point(8)	NA	Pick 'N Save, Manardi Food, Best Buy, Phar-Mor Drugs

Principal Shopping Days-Fri., Sat.

Stores Open Evenings-Mon.-Fri.; Food nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Boston Store; Prange; Kohl's.

Discount Stores-Zayre 2; ShopKo; Target; K mart.

Variety Stores-S.S. Nelson 2.

Chain Drug Stores-Walgreens 3; Red Cross 3; Rexall; Professional Phcy. 3; Roechen's 2.

Chain Supermarkets-Open Pantry 8; PDQ 3; Roundy's & Red Bell; Piggly Wiggly 4; Sentry Food 2; Kohl's 3; Convenient Food Marts 3; Sav U Foods; White Hen Pantry; Randalls.

Other Chain Stores-Auto Supplies: Goodrich, Midwest Tire & Auto, Western Tire & Auto 2; Shoes: Kinney's 2, Airstep/Footstep, Baker, Father & Son's, Footlocker, Gallenkamp, Hanover, Hot Line, Stride Rite, Thom McAn; Apparel: Chess King, Park Lane Hosiery, County Seat, The Gap, Just Pants, Brauns, Brooks Fashions, Casual Corner, Foxmoor, Jean Nicole, Lerner, The Limited; Books: B. Dalton, Waldenbooks; Confections: Fanny Farmer, Bresslers 33 Flavors, Buddy Squirrel Nut Shop, Original Cookie Co., Quality Candy, Avors; Paint: Pittsburgh, Sherwin-Williams; Misc.: Neumode, Richman, Adelman's 2, Martinizing 3, Olivetti, Cards Such, The Gift Box, Things Remembered, Tivoli Imports, Camelot Music, Radio Shack, Merle Norman, Cutlery World, JoAnn Fabrics, Kay Bee Toy & Hobby, Wicks 'N Sticks, Berman's Leather Experts.

14 - NEWSPAPERS: JOURNAL-TIMES (m) 36,361; (S) 38,029; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Mike Rolland, Ret. Adv. Mgr., JOURNAL-TIMES, 212 4th St., Racine, WI 53403; Tel. (414) 634-3322.

National Representative: Branham/Newspaper Sales.

RHINELANDER

1 - LOCATION: Oneida County, E&P Map C-3, County Seat. Vacation resort. In Central NE part of State. 60 mi. from N Wausau. On U.S. Hwy. 8; State Hwys. 17, 47.

2 - TRANSPORTATION: Motor Freight Carriers-3.

Intercity Bus Lines-Greyhound; Green Bay.

Airlines-Great Lakes Airlines; Northwest Airlink.

3 - POPULATION:

Corp. City 90 Cen. 7,427; E&P 92 Est. 7,396
County 90 Cen. 31,679; E&P 92 Est. 32,039

4 - HOUSEHOLDS:

City 90 Cen. 3,022; E&P 92 Est. 3,009
County 90 Cen. 11,188; E&P 92 Est. 11,315

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$131,252,895
Savings & Loan	2	$356,600,000
Credit Union	1	$20,806,000

6 - PASSENGER AUTOS: Oneida County 15,770.

7 - ELECTRIC METERS: District 16,248.

8 - GAS METERS: District 4,982.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper Mfg. 600 (N.A.); Package Ptg. 190 ($225); Cement Prods. 32 ($180); Potato Prods. 120 ($175); Souvenirs and Novelties (seasonal) 64 ($135); Soft Drink Bottler 50 ($200); Wood Prods. 130 ($210); Cutting Tools 400 ($215); Health Services 1,711 ($280); Materials Handling Mfg. 200.

Principal Pay Days-Every Other Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-78; Summer 43-87; Winter -25-32. First killing frost, Sept. 15; last killing frost, May 25.

11 - TAP WATER: Slightly acid, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on 8 sts. Two Shopping Centers.

Neighborhood Shopping Centers-Sunrise Plaza; Oneida Mall.

Principal Shopping Days-Wed. through Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; DeByle's; Wickes; Prange Way; Ben Franklin.

Variety Stores-Woolworth; Winslow.

Discount Store-K mart.

Chain Drug Store-Snyder.

Chain Supermarkets-Foodlane; Trig's; Cirilli's; Nelson's.

14 - NEWSPAPERS: NEWS (e-mon to fri; S) 6,490; sworn Sept. 25, 1990.

Local Contact for Advertising and Merchandising Data: Richard Timmons, Pub./Adv. Dir., NEWS, 314 Courtney St., Rhinelander, WI 54501; Tel. (715) 362-6397.

National Representative: Scripps League Newspapers.

SHAWANO

1 - LOCATION: Shawano County, E&P Map C-4, County Seat. On Shawano Lake, the Wolf River, Loon Lake, Washington Lake. 40 mi. from Green Bay; 60 mi. from Wausau; 45 mi. from Appleton. On Hwys. 22, 29, 47, 55.

2 - TRANSPORTATION: Railroads-Chicago & North Western; Soo; Terminal Truck.

Intercity Bus Lines-Green Bay-Wausau; Cross State; Northern; Wis.-Mich. Coaches.

3 - POPULATION:

Corp. City 90 Cen. 7,598; E&P 92 Est. 7,625
County 90 Cen. 37,157; E&P 92 Est. 36,992

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 2,793; E&P 92 Est. 2,803
County 90 Cen. 15,319; E&P 92 Est. 15,251

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$155,185,000
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: Shawano County 17,734.

7 - ELECTRIC METERS: Residence 3,608.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners N.A.-Lumber; Wood Working; Paper; Boxes; Plywood; Dairy; Doors; Beverages; Cement; Broiler; Gloves; Garments; Printing; Electric Foundry.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-60; Summer 50-85; Fall 35-60; Winter -10-35.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-6 stores-Downtown business district, Shawano Plaza.

Principal Shopping Days-Wed., Fri., Sat., Sun.

Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's; K mart; Prange Way; Farm & Home.

Chain Supermarkets-Red Owl; T&C; Pick 'N Save Warehouse.

14 - NEWSPAPERS: LEADER (e) 7,202; Jan. 1, 1990 VAC.

Local Contact for Advertising and Merchandising Data: Ron Henn, Adv. Dir., LEADER, 1464 E. Green Bay St., Snawano, WI 54166; Tel. (715) 526-2121.

National Representative: None.

SHEBOYGAN

1 - LOCATION: Sheboygan County (MSA), E&P Map D-4, County Seat. On W bank of Lake Michigan, 57 mi. N of Milwaukee; 135 mi. N of Chicago. On I-43, Wisconsin Hwys. 23, 28, 32, 42.

2 - TRANSPORTATION: Railroad-Chicago & North Western.

Motor Freight Carriers-26.

Freight-1 Dock Warehouse; 2 Harbor Docks.

Intercity Bus Lines-Greyhound; Sheboygan City.

Airlines-At County Memorial Airport; Chaplin's.

3 - POPULATION:

Corp. City 90 Cen. 49,676; E&P 92 Est. 50,389
CZ-ABC: (80) 48,085
RTZ-ABC: (80) 52,850
County/MSA 90 Cen. 103,877; E&P 92 Est. 105,973
City & RTZ-ABC: (80) 100,935

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 19,471; E&P 92 Est. 19,751
CZ-ABC: (80) 18,223
RTZ-ABC: (80) 17,261
County/MSA 90 Cen. 38,014; E&P 92 Est. 38,781
City & RTZ-ABC: (80) 35,484

5 - BANKS	NUMBER	DEPOSITS
Commercial	12	$860,988,000
Savings & Loan	8	$606,476,594

6 - PASSENGER AUTOS: Sheboygan County 55,708.

7 - ELECTRIC METERS: Residence 27,840.

8 - GAS METERS: Residence 26,923.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lumber Prods. 1,160; Furn. 1,540; Stone, Clay & Glass 835; Prim. Metal Prods. 1,310; Fab. Metal Prods. 4,893; Mach. 4,100; Other Durable Goods 2,600; Food Prods. 1,910; Textiles & Apparel 670; Paper Prods. 531; Printing & Pub. 515; Chem. & Plastic Prods. 1,450; Leather Prods. 730; Constr. 2,005; Trans. Util. 1,376; Whol. & Ret. Trade 8,575; Fin., Ins. & R.E. 1,920; Servs. 7,400; Gov't 5,900; Other Non-Farm Workers 7,553. Total Labor Force 56,977.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-59; Summer 60-78; Fall 30-45; Winter 17-32.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks on N. 8th St. with approximately 7 blocks on aves. bisecting; 1 block each side of main thoroughfare; 7 on Michigan Ave.; 2 on S. 12th St.

Neighborhood Shopping Centers-2 blocks on N. 8 St. between Lincoln and Bluff Ave.; 2 between Martin & North Ave. on N. 15th St. Mixed, including new & used cars on Calumet Dr. & N. 13th St. One mile on Union Ave. from S. 12 St. to Hwy. 141; Indiana Ave. from S. 8 to S. 17 St., 2 blocks on County Trunk EE; 1 block on County Truck J.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Memorial Mall(40)	2	Kohl's, Sears, JCPenney
Memorial Plz.(6)	2	Prange Way
North Gate(15)	1	Coast-to-Coast
Plaza 8(56)	NA	Prange, Walgreens

Principal Shopping Days-Mon., Thur., Fri., Sat.

Stores Open Evenings-Dept.-Mon., Thur., Fri.; Food nightly, Sunday.

13 - RETAIL OUTLETS: Department Stores-Prange; JCPenney; Sears; Kohl's; Wickes.

Discount Stores-K mart; Prange Way; Wal-Mart.

Variety Stores-Evans 3.

Chain Drug Stores-Roenitz 5; Walgreens 2; Union Prescription; Grube Phcy. 2; South High Rexall 2.

Chain Supermarkets-Piggly Wiggly 3; Bensman Park 2; Open Pantry 2; Park & Save; Sav-U;

Q-Mart 7; Sentry; Zimmerman's Red Owl; Pick N' Save.

Other Chain Stores-Firestone; Continental Baking; Blunt; Ellis & Loewi; Nobil Shoe; Richman (men's); Burrough's; Remington Rand; Ross Business Machines; NAPP Office Products; IBM; Household Finance; Sherwin-Williams; B.C. Ziegler Co.; R.W. Baird; Beneficial Finance; Edward D. Jones & Co.; I.M. Simon Co.; Associates Financial Services; Goodyear; Hallmark; Maurice; Musicland; Payless Shoe Source; Mode O'Day; Jean Nicole; General Nutrition Centers; Page Jewelers; Bridal Village; So-Fro Fabrics; Sheboygan Acceptance Corp.; Waldenbooks; Wisconsin Finance; Coast-to-Coast Hdwe.; Radio Shack; Fleet Feet; Neet Feet; Baubles Bangles & Skins; DuBois Formal Wear; Brookes Co.; Below The Belt; Kindy Optical; Building Center; Ace Hardware; Siefert's; Brooks; Foxmoor; Shabree Keepsake Jewelers; Menard Bldg. Ctr.; Brunette's; Richardson's; Ebenreiter; Kindt Trilling; True Value; Major Appliance Dealers: Capelle's, Tagg's, Quality Appliance, R.P. Jost, Machtig's; Major Furniture Stores: Kaat's, Kuechle Co., Dekker's, Bitter-Newmann, Buehler's, Cobble Peg Shop, Fale's, Hometown Furn., Korner Decor, Robert's Furn., Wisc. Bedding.

14 - NEWSPAPERS: PRESS (e) 26,921; (S) 27,378; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Dennis W. Hall-Adv. Mgr., PRESS, 632 Center Ave., Sheboygan, WI 53081; Tel. (414) 457-7711.

National Representative: Landon Associates.

STEVENS POINT

1 - LOCATION: Portage County. E&P Map C-4. County Seat. 150 mi. NW of Milwaukee; 220 mi. SE of Minneapolis, MN. Junction point of U.S. Hwys. 10, 51; State Hwy. 66.

2 - TRANSPORTATION: Railroads-Wisconsin Central Limited; Green Bay & Western.

Motor Freight Carriers-12.

Intercity Bus Lines-Greyhound; American Coach Lines; Huettl.

Airlines-Northwest; Mesaba; United Express; American Eagle; Skyway.

3 - POPULATION:

Corp. City 90 Cen. 23,006; E&P 92 Est. 23,195
CZ-ABC: (80) 30,973
RTZ-ABC: (80) 30,125
County 90 Cen. 61,405; E&P 92 Est. 63,062
City & RTZ-ABC: (80) 61,098

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 9,089; E&P 92 Est. 9,164
County 90 Cen. 22,742; E&P 92 Est. 23,356
CZ-ABC: (80) 10,066
RTZ-ABC: (80) 9,612
City & RTZ-ABC: (80) 19,678

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	10	$428,687,000,000
Savings & Loan	2	$53,131,960

6 - PASSENGER AUTOS: Portage County 28,234.

7 - ELECTRIC METERS: 19,600.

8 - GAS METERS: 12,500.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Furn. & Millwork 1,320 ($280); Paper & Pulp 1,049 ($480); Potato & Vegetable Proc. 1,917 ($225); Trans., Public Util. 650 ($350); Sports Equip. & Plastics 300 ($275); Food 978 ($210); Fin., Ins., Real Estate 2,465 ($2,000); College 1,135 ($350).

10 - CLIMATE: Av. Temp.-July 71; Jan. 15. First killing frost, Oct. 1; last killing frost, May 28.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers - 4 blocks on Main; 2 on Strongs Ave.; 2 on Second St.; 1 on Water St.

Neighborhood Shopping Centers-(Location), No. of stores-Southside Shpg. Ctr. (Division at Church), 10; Northpoint Shopping Center (Division St. North), 11; Southside Discount Center (Church St. South), 9; East Side Shopping Center (Park Ridge Dr.), 20; Downtown Mall.

Principal Shopping Days-Fri., Sat., Sun.

Stores Open Evenings-Dept.-Mon. thru Fri., Food & Discount-every night.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Fleet Farm; Sears.

Chain Drug Stores-Osco; ShopKo; K mart; Snyder.

Chain Supermarkets-IGA 2; Piggly Wiggly 2; Copps Food Center; Warehouse Foods; Westgate; Jerry's Parkway; County Market.

Other Chain Stores-Sherwin-Williams; Seifert's; Women's; Maurices; Dahl House; Marianne & Marianne Plus; Vanity; Tradehome (Shoes); Northern Auto Supply; Wolohan Bldg. Supplies; All-Car; Northwest Fabrics; Coach House Gifts; Fanny Farmer; J.R. Music; Little Professor Book Center; Payless Shoes; Regis Hairstylists; Rogers & Hollands Jewelers; Uffenbeck Diamonds; Oshkosh B'Gosh; Winona Knits; Van Heusen; Carpetland U.S.A.

14 - NEWSPAPERS: JOURNAL (e) 14,218; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Kenneth A. Brezinski, Adv. Dir., JOURNAL, 1200 Third Court, Stevens Point, WI 54481; Tel. (715) 344-6100.

National Representative: Branham/Newspaper Sales.

SUPERIOR

1 - LOCATION: Douglas County (In Duluth, MN-WI MSA). E&P Map A-2. County Seat. At head of Great Lakes. Two bridges connect Superior, WI & Duluth, MN. On U.S. Hwys. 2, 53; State Hwys. 13, 35, 105. Oil refining & shipping, dairy, agricultural & light mfg. ctr. Winter & summer resort; taconite and coal shipping; Education.

2 - TRANSPORTATION: Railroads-Burlington Northern; Duluth, Winnipeg & Pacific, Duluth, Mesabi & Iron Range; Canadian National.

Motor Freight Carriers-11.

Intercity Bus Lines-Duluth-Superior; Northland Greyhound; Wisconsin Northern.

Airline-Northwest.

3 - POPULATION:

Corp. City 90 Cen. 27,134; E&P 92 Est. 26,857
County 90 Cen. 41,758; E&P 92 Est. 41,402
MSA 90 Cen. 239,971; E&P 92 Est. 236,942

4 - HOUSEHOLDS:

City 90 Cen. 10,705; E&P 92 Est. 10,595
County 90 Cen. 16,703; E&P 92 Est. 16,561
MSA 90 Cen. 22,598; E&P 92 Est. 22,376

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$201,864,910
Savings & Loan	1	$38,024,610

6 - PASSENGER AUTOS: Douglas County 20,360.

7 - ELECTRIC METERS: Residence 10,040.

8 - GAS METERS: Residence 7,998.

9 - PRINCIPAL INDUSTRIES: (Duluth & Superior area) Industry, (Av. Wkly. Wage)-Lumber & Wood Prods. ($507); Elect. Mach. ($441); Mach. Shop ($480); Trans. Equip. ($682); Oil & Ref. ($640); Gen'l. Constr. ($537); Trans. ($524); Railway Shops ($546); Trucking & Warehousing ($503).

Principal Industrial Pay Days-1st & 15th; 5th & 20th; Fri. & Sat.

10 - CLIMATE: Av. yearly temp. 40 degrees; Summer Av. 65 degrees; Precipitation 29.68 in.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-11 blocks on Tower Ave.; 6 on Belknap & 15th St.

Neighborhood Shopping Centers-3 blocks at E. 5th & 22nd Ave.; 3 at Tower & N. 58th St.; 2 on Iowa in Billings Pk.; 2 at 38th & E. 2nd St.; 2 at Belknap & Elm.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Belknap Plz (19)	3	North Star Drug, Jubilee
Mariner Mall(50)	NA	JCPenney, Walgreens, Prange Way, Prange
Midtown Plz	NA	K mart, Super Town Foods

Stores Open Evenings-Mon., Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Prange; Prange Way.

Chain Drug Stores-Allouez; East End Drug 2; Walgreens; Rexall.

Variety Stores-Woolworth; Ben Franklin; K mart.

Chain Supermarkets-Jubilee; IGA; Country Market; Super One.

Other Chain Stores-Firestone; Maurice's; Trade Home; Hardware Hank; True Value Hdwe.; Air Step Shoes; B. Dalton; Braun's; Radio Shack; Gordon Jewelers; Payless Shoes; OK Auto.

14 - NEWSPAPERS: TELEGRAM (e) 12,661; sworn Sept. 28, 1990.

Local Contact for Advertising and Merchandising Data: Betty Porter, Adv. Mgr., TELEGRAM, 1226 Ogden Ave., Superior, WI 54880; Tel. (715) 394-4411.

National Representative: Papert Companies.

TWO RIVERS

See MANITOWOC

WATERTOWN

1 - LOCATION: Dodge and Jefferson Counties. E&P Map C-5. 45 mi. W of Milwaukee. U.S. Hwy. 16. Misc. light mfg.; shipping and processing center for dairy and agric. area. 130 mi. from Chicago.

2 - TRANSPORTATION: Railroads-Soo Line; Chicago & Northwestern.

Motor Freight Carriers-3.

Intercity Bus Lines-Greyhound; Wis./Mich. Trailways.

Airport-Municipal.

3 - POPULATION:

Corp. City 90 Cen. 12,388; E&P 92 Est. 11,332
Counties 90 Cen. 144,342; E&P 92 Est. 147,082
  Dodge 90 Cen. 76,559; E&P 92 Est. 78,012
  Jefferson 90 Cen. 67,783; E&P 92 Est. 69,070

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 4,900; E&P 92 Est. 4,482
Counties 90 Cen. 53,503; E&P 92 Est. 54,519
  Dodge 90 Cen. 29,718; E&P 92 Est. 30,282
  Jefferson 90 Cen. 23,785; E&P 92 Est. 24,237

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$163,708,818
Savings & Loan	2	$80,133,000

6 - PASSENGER AUTOS: Counties: Dodge 38,229; Jefferson 35,489.

7 - ELECTRIC METERS: Residence 7,706.

8 - GAS METERS: Residence 6,172.

9 - PRINCIPAL INDUSTRIES: Industry-Evaporating Equip.; Rubber Prods.; Coin Handling Mach.; Counting and Measuring Mach.; Plastic Containers; Paper Boxes; Industrial Furnaces and Ovens; Transformers; Home Heating Furnaces; Table Slides; Foundry; Gas Controls; Liquid Sugar; Soft Drink; Mattresses.

Principal Industrial Pay Days-Fri., Mon.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-72; Summer 54-86; Fall 30-54; Winter 10-36. First killing frost, Oct. 15; last killing frost, May 6.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Centers - 10 blocks on Main; 3 on Third St.; 1 on Madison St.; 2 on Second St.; 15 on Church St.

Principal Shopping Days-Mon., Fri., Sat.

Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Kline's; Chas. Fischer's; ShopKo; Kohl's.

Chain Supermarkets-Piggly Wiggly; United Foods; Kohl's; Pick 'N Save.

Other Chain Stores-Farm & Fleet; Ace Hardware; River Valley Co-op; Ray's Shoes; Ben Franklin; Walgreens.

14 - NEWSPAPERS: TIMES (e) 9,884; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: James M. Clifford, Editor & Publisher, TIMES, 113-115 W. Main St.; PO Box 140, Watertown, WI 53094-0140; Tel. (414) 261-4949.

National Representative: None.

WAUKESHA

1 - LOCATION: Waukesha County (In Milwaukee PMSA). E&P Map C-5. County Seat. Agricultural & residential center. On Little Fox River. 15 mi. W of Milwaukee. On U.S. Hwy. 18; State Hwys. 59, 164.

2 - TRANSPORTATION: Railroads-CMStP&P; C&NW; Soo Line.

Intercity Bus Lines-Northland; Greyhound; Cardinal; Wisc. Motor Coaches.

3 - POPULATION:

Corp. City 90 Cen. 56,958; E&P 92 Est. 58,746
CZ-ABC: (80) 50,365
Bal. in NDM-ABC: (80) 108,007
County 90 Cen. 304,715; E&P 92 Est. 315,759
PMSA 90 Cen. 1,432,149; E&P 92 Est. 1,448,397
Total NDM-ABC: (80) 158,372

4 - HOUSEHOLDS:

City 90 Cen. 22,302; E&P 92 Est. 23,002
CZ-ABC: (80) 17,644
Bal. in NDM-ABC: (80) 33,481
County 90 Cen. 104,176; E&P 92 Est. 107,952
PMSA 90 Cen. 553,233; E&P 92 Est. 559,040
Total NDM-ABC: (80) 51,125

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$354,519,398

6 - PASSENGER AUTOS: Waukesha County 167,593.

7 - ELECTRIC METERS: Residence 16,550.

8 - GAS METERS: Residence 10,550.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. Shops 6,300 ($280); Foundries 3,200 ($275); Food 600 ($310); Cement & Tile 100 ($310).

10 - CLIMATE: Min. & Max. Temp.-Spring 36-51; Summer 60-76; Fall 43-57; Winter 16-30.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Brookfield Sq.	6	Sears, JCPenney, Boston Store
Fox Run(15)	NA	Ben Franklin, Sentry, John's True Value
Westbrook(30)	NA	Kohl's Dept., Super Valu
Moreland Plz.(12)	NA	Red Owl Mkt.
Mayfair Mall(114)	12	Marshall Field's

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Johnson Hill's; Kohl's.

Discount Stores-K mart; Target.

Variety Stores-Ben Franklin; Schultz Bros.

Chain Drug Stores-Walgreens; Pill-N-Puff; Sentry Drug.

Chain Supermarkets-Sentry 2; Super Valu 3; Kohl's; Town & Country 2; Pick 'N Save.

14 - NEWSPAPER: FREEMAN (e) 22,676; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Eric Bauer, Adv. Mgr., FREEMAN, 200 Park Pl.; PO Box 7, Waukesha, WI 53187; Tel. (414) 542-2501.

National Representative: Thomson Newspapers.

WAUSAU

1 - LOCATION: Marathon County (MSA). E&P Map C-4. On Wisconsin River. 200 mi. NW of Milwaukee; 200 mi. E of Minneapolis; 280 mi. NW of Chicago. Large wholesale-retail shopping ctr.; rich dairying area, diversified small industry. Gateway to Northern resort district. Wausau on U.S. Hwy. 51; State Hwys. 29, 52.

2 - TRANSPORTATION: Railroads-Chicago, Milwaukee, St. Paul & Pacific; Chicago & North Western.

Motor Freight Carriers-19 Interstate.

Intercity Bus Lines-Wisconsin Michigan Coaches, Inc.; Motor Bus; Greyhound; Wausau Transit.

Airlines-United; Air Wisconsin; Northwest; Midwest.

3 - POPULATION:

Corp. City 90 Cen. 37,060; E&P 92 Est. 38,287
CZ-ABC: (80) 55,548
RTZ-ABC: (80) 60,888
Co./MSA 90 Cen. 115,400; E&P 92 Est. 117,847
City & RTZ-ABC: (80) 116,436

4 - HOUSEHOLDS:

City 90 Cen. 14,581; E&P 92 Est. 15,064
CZ-ABC: (80) 19,724
RTZ-ABC: (80) 20,161
Co./MSA 90 Cen. 45,600; E&P 92 Est. 46,568
City & RTZ-ABC: (80) 39,885

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$545,675,000
Savings & Loan	3	$226,177,000

6 - PASSENGER AUTOS: Marathon County 56,598

7 - ELECTRIC METERS: City 38,771

8 - GAS METERS: City 23,725

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Metal Goods 1,043 ($278); Paper 2,904 ($416); Chem. 81 ($436); Stone & Glass Prods. 461 ($320); Food & Beverages 1,610 ($250); Printing 239 ($229); Lumber & Wood 3,005 ($267); Homes 1,805 ($307).

Principal Industrial Pay Days-5th, 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 13-87; Summer 34-92; Fall 30-83; Winter -29-73. First killing frost, Oct. 4; last killing frost, May 19.

11 - TAP WATER: Acid, hard.

12 - RETAILING: Neighborhood Shopping Areas-Wausau: West Side; Wausau Center Mall; N. Third Ave.; S. Third Ave.; Hwy. 29 West Menard South Side; ShopKo; Grand Ave.; Rothschild; NE Side N. Sixth St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crossroads(4)	NA	County Market
Grand Ave.(7)	NA	True Value Hdwe.
Riverside(11)	NA	Prange Way
ShopKo Plz.(7)	7	ShopKo, Radio Shack
Wausau Mall(47)	NA	Prange, Sears, JCPenney

Principal Shopping Days-Mon., Thur., Fri., Sat., Sun.

Stores Open Evenings-Dept.: Mon., Fri.; Food: every evening.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; H.C. Prange; Prange-Way.

Discount Stores-Target; K mart; Shopko.

Chain Drug Store-Walgreens.

Chain Supermarkets-IGA 2; Super Valu 2; Red Owl 4; Village Pantry 3; County Market.

Other Chain Stores-Fanny Farmer Candy; Firestone; Goodyear; Hoffer (Paints & Glass); Kinney's; Farm & Home Supply; St. Clair's; Sherwin-Williams; Singer Co.; Fleet Farm; Tradehome; U.S. Royal Tires 2; Midas; Foxmoor; Hot Sam; The Limited; Modas; Baker's Shoes; Berman's; Brauns; Buddy Squirrel; Camelot Music; GNC; Regis Hairstylists; Fabric Centers of America; County Seat; 16 Plus; Things Remembered; Kay Bee Toys.

14 - NEWSPAPERS: HERALD (e) 25,832; (S) 30,043; Apr. 1, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Martin Till, Adv. Dir., DAILY-HERALD, 800 Scott St.; PO Box 1286, Wausau, WI 54401; Tel. (715) 842-2101.

National Representative: Gannett National Newspaper Sales.

WEST BEND

1 - LOCATION: Washington County. E&P Map C-5. County Seat. On Milwaukee River. 32 mi. N. of Milwaukee; 18 mi. from Lake Michigan at the intersection of U.S. Hwy. 45 and Wisconsin Hwys. 33 & 144.

2 - TRANSPORTATION: Railroad-Chicago & Northwestern.

Motor Freight Carriers-4.

Inter City Bus Line-Wisconsin Coach Lines.

Airline-Charter available.

3 - POPULATION:

Corp. City 90 Cen. 23,916; E&P 92 Est. 24,595
CZ-ABC: (80) 21,484
RTZ-ABC: (80) 61,615
City & RTZ-ABC: (80) 83,099
County 90 Cen. 95,328; E&P 92 Est. 98,736

4 - HOUSEHOLDS:

City 90 Cen. 9,434; E&P 92 Est. 9,702
CZ-ABC: (80) 7,293
RTZ-ABC: (80) 19,173
City & RTZ-ABC: (80) 26,466
County 90 Cen. 39,792; E&P 92 Est. 41,215

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: Washington County 47,490

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Trans.; Equip.; Fabricated Metals; Precision Prods.; Constr.; Farm Mach., Printing & Pub.; Services.

Principal Industrial Pay Days-Bi-wkly.

10 - CLIMATE: Annual Mean Max. Temp. 30.5 Jan.; 80.4 June; First killing frost Oct. 10; last killing frost April 10.

11 - TAP WATER: Deep well, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-7 blocks on Main St. in center of city.

Name (No. of stores)	Miles from Downtown	Principal Stores
West Bend Outlet	NA	Carnel Factory, Oshkosh B' Gosh
West Bend Plz.	NA	Kohl's Food
West Fair Mall	NA	Julie Ann Fabrics, Bits 'N' Pieces, Nobil Shoes

Stores Open Evenings-Downtown stores Mon.; Thur.; Fri.; Shopping centers open all evenings except Sat. and Sun.; Food stores open Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Kohl's; K mart; ShopKo.

Discount Store-ShopKo.

Chain Drug Stores-Snyder's; Walgreens; Perry.

Chain Food Supermarkets-Pic 'N Save; Red Owl; Piggly Wiggly.

Other Chain Stores-General Shoe; Knit Pikker; Eyre Care Optical; Cheese & Crafters; Brighter Side.

14 - NEWSPAPERS: NEWS (e-mon to fri) 10,043; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Bekki LaPine, Gen. Mgr., NEWS, 100 S. Sixth Ave.; PO Box 478, West Bend, WI 53095; Tel. (414) 338-0622.

National Representative: Thomson Newspapers.

WISCONSIN RAPIDS

1 - LOCATION: Wood County. E&P Map C-4. County Seat. 40 mi. SW of Wausau; 160 mi. from Milwaukee. On State Trunk Hwys. 13, 34, 54 & 73.

2 - TRANSPORTATION: Railroads-Wis. Central; C&NW; GB&W.

Motor Freight Carriers-7.

Intercity Bus Line-Greyhound.

3 - POPULATION:

Corp. City 90 Cen. 18,245; E&P 92 Est. 18,440
CZ-ABC: (80) 30,608
RTZ-ABC: (80) 25,591
County 90 Cen. 73,605; E&P 92 Est. 74,370
City & RTZ-ABC: (80) 56,199

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 7,227; E&P 92 Est. 7,304
CZ-ABC: (80) 11,064
RTZ-ABC: (80) 8,308
County 90 Cen. 28,178; E&P 92 Est. 28,471
City & RTZ-ABC: (80) 19,372

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	N.A.
S&L/Credit Unions	10	N.A.

6 - PASSENGER AUTOS: Wood County 37,499

7 - ELECTRIC METERS: Residence 10,119

8 - GAS METERS: Residence 7,732

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Coated and Fine Papers 5,700 ($525); Appliances 500 ($315); Chem. 80 ($575); Warehousing 35 ($350); Trucking 300 ($475); Potato Proc. 1,075 (N.A.)

10 - CLIMATE: Min. & Max. Temp.-Spring 20-80; Summer 38-95; Fall 5-75; Winter -25-40.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Port Edwards	4	
The Mall at Shopko Plz.(7)	2	Endicott-Johnson, Fashion Bug
Town & Country(6)	3	True Value, Goodwill
Southtown	3	Ace Hdwe., Sears, Bob's Castle Foods
Rapids Mall(45)	NA	Prange's, JCPenney Wal-Mart

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Klines; JCPenney; Prange's.

Discount Stores-ShopKo; Wal-Mart; K mart.

Chain Drug Stores-Daly Drug; Major Rexall; Church's; Medicines Shoppe.

Chain Supermarkets-IGA 4; Sentry Foods 3; Bob's Castle Foods; Copps; County Market.

Other Chain Stores-Maurice's; Radio Shack; So-Fro Fabrics; Winslows; General Nutrition; B. Dalton; Braun's; Fashion Bug; Endicott-Johnson; Northwest Fabrics; Deb; Claires Boutique; Record Town.

14 - NEWSPAPERS: TRIBUNE (e) 13,920; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Scott Skinner, Mktg. Dir., TRIBUNE, 220 1st Ave. S.; PO Box 8090, Wisconsin Rapids, WI 54495-8090; Tel. (715) 423-7200.

National Representatives: Cresmer, Woodward, O'Mara & Ormsbee; Thomson Newspapers.

WYOMING SURVEYS

METROPOLITAN STATISTICAL AREAS

Casper-Natrona County.
Cheyenne-Laramie County.

POPULATION ESTIMATES
(Thousands)

Age Group	1980	1990	1992
Under 5 Years	45	45	46
5-14 Years	77	69	71
15-24 Years	94	72	74
25-44 Years	142	165	169
45-64 Years	80	72	74
65 and Over	37	34	35
TOTAL	475	456	467

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1992 Est.
Bldg. Mat./Hdwr	148	198	248
General Mdse	135	189	228
Food	314	620	609
Automobiles	344	488	719
Gasoline Stations	214	399	282
Apparel	79	136	152
Furniture	68	93	137
Eat-Drink Places	146	278	311
Drugs	48	91	102
TOTAL SALES	1,654	2,819	3,126

CASPER

1 - LOCATION: Natrona County (MSA). E&P Map C-2. County Seat 180 mi. N of Cheyenne; 300 mi. S of Billings. On U.S. Hwys. 20, 26, 27; State Hwy. 220, I-25.

2 - TRANSPORTATION: Railroads-BN, C&NW.

Motor Freight Carriers-8.

Intercity Bus Lines-Central Wyo. Trans.; Continental Trailways; Powder River Trans.

Airlines-United; Big Sky; Centennial; Continental.

3 - POPULATION:

Corp. City 90 Cen. 46,742; E&P 92 Est. 46,265
CZ-ABC: (80) 56,726
RTZ-ABC: (80) 135,751
County/MSA 90 Cen. 61,226; E&P 92 Est. 61,003
City & RTZ-ABC: (80) 192,477

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 17,420; E&P 92 Est. 17,242
CZ-ABC: (80) 20,518
RTZ-ABC: (80) 45,621
County/MSA 90 Cen. 21,178; E&P 92 Est. 21,100
City & RTZ-ABC: (80) 66,139

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	$754,421,602
Savings & Loan	3	$452,545,445

6 - PASSENGER AUTOS: Natrona County 41,504 (1988)

7 - ELECTRIC METERS: Residence 27,087

8 - GAS METERS: Residence 22,556

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mining 5,100 ($534); Constr. 2,400 ($419); Mfg. 1,300 ($496); Trans., Commun., Util. 2,200 ($422); Whol./Ret. 3,600 ($340); Fin., Ins. & R.E. 1,700 ($316); Services 5,600 ($302); Gov't 6,500.

10 - CLIMATE: Mean monthly temps.: Jan. 22; July 71.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beverly Plz.(13)	2	Buttrey, Pay 'N Pak
Hilltop(28)	2	Albertson's
K mart Ctr.	2	K mart
Mountain Plz. (10)	5	K mart, Buttrey
Plaza East(10)	3	Safeway
Sunrise(18)	3	
Westridge(11)	2	Albertson's
East Ridge Mall(92)	6	Sears, JCPenney, The Bon, Target

Principal Shopping Days-Mon., Thur., Fri., Sat. & Sun.

Stores Open Evenings-Mon through Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; The Bon.

Discount Stores-K mart; Target.

Variety Store-Woolworth.

Chain Drug Store-Bi-Rite.

Chain Supermarkets-Albertson's 2; Safeway 3; Buttrey 2; Smith's Food King.

Other Chain Stores-Firestone; Goodrich; Goodyear; Radio Shack; Zales; Singer; Our Own Hardware; Pay 'N Pak; Coast-to-Coast; Fred Schmid.

14 - NEWSPAPERS: STAR-TRIBUNE (m) 34,093; (S) 38,457, Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Thomas Duncan, Adv. Dir., STAR-TRIBUNE, 170 Star Lane, PO Box 80, Casper, WY 82602; Tel. (307) 266-0500.

National Representative Branham/Newspaper Sales.

CHEYENNE

1 - LOCATION: Laramie County, E&P Map D-3. State Capital and County Seat. 100 mi. N of Denver. On I-25, 80 and Yellowstone Hwys.

2 - TRANSPORTATION: Railroads-Union Pacific; C&S; Burlington.

Intercity Bus Lines-Greyhound, Trailways.

Airlines-Rocky Mountain; Aspen.

3 - POPULATION:

Corp. City 90 Cen. 50,008; E&P 92 Est. 51,254
CZ-ABC: (80) 52,017
RTZ-ABC: (80) 74,591
County 90 Cen. 73,142; E&P 92 Est. 77,669
City & RTZ-ABC: (80) 126,608

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 18,975; E&P 92 Est. 19,448
CZ-ABC: (80) 19,059
RTZ-ABC: (80) 27,522
County 90 Cen. 24,523; E&P 92 Est. 26,041
City & RTZ-ABC: (80) 46,581

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$332,252,000
Savings & Loan	6	$289,500,000

6 - PASSENGER AUTOS: Laramie County 51,264 (1988).

7 - ELECTRIC METERS: Residence 29,050.

8 - GAS METERS: Residence 23,691.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Constr. 1,950; Mfg. 1,600; Trans. & Util. 4,200; Whol. Trade 1,100; Ret. Trade 5,700; Fin., Ins., R.E. 1,500; Servs. 4,400; Fed. Gov't 2,200; Local Gov't 6,400.

10 - CLIMATE: Av. Temp.: Jan. 37; July 83.

11 - TAP WATER: Neutral, very soft, not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Frontier Mall(80)	5	Sears, Zales, Joslins, Target
Cole(29)	2	Cole's, Safeway
Town & Country(4)	5	Town & Country, Safeway
Pershing Sq.(3)	2	Mont. Ward
Cheyenne Plz (35)	6	Albertson's, Pay 'N Save Drug
K mart(2)	3	K mart, Pay 'N Pak
Melton(6)	6	Osco Drug
Westgate(9)	7	McDonalds, K mart

Stores Open Evenings-Shopping Centers every evening and Sun.

Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Fowler's; JCPenney; Sears; Joslins.

Discount Stores-K mart; Gibson's; Target; Wal-Mart.

Chain Drug Stores-Gibson's; Roedel 5; Mountain View Phcy.; Wood House 2; Osco; Pay 'N Save.

Chain Supermarkets-Safeway 4; Food-4-Less; Albertson's; Mini Mart 7; Buttrey 2; Dan's County Mkt.

Other Chain Stores-Fashion Bar; Ernst Home Ctr.; Western Ranchman Outfitters.

14 - NEWSPAPERS: WYOMING EAGLE (m) 9,018; WYOMING STATE TRIBUNE (e) 9,432; WYOMING TRIBUNE-EAGLE (m-sat) 17,527; (S) 20,437, Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: J. Doug Reeves, Adv. Dir., TRIBUNE and EAGLE, 702 W. Lincolnway, Cheyenne, WY 82001; Tel. (307) 634-3361.

National Representative Branham/Newspaper Sales.

GILLETTE

1 - LOCATION: Campbell County, E&P Map C-1. County Seat. Open pit mining, oil wells, raising sheep & cattle, agriculture, grain. 130 mi. N of Casper on U.S. Hwys. 14, 16, I-90, State Hwy. 59.

2 - TRANSPORTATION: Railroad-Burlington-Northern.

Motor Freight Carriers-2.

Intercity Bus Line-Powder River Trans.

Airline-Aspen Airways.

3 - POPULATION:

Corp. City 90 Cen. 17,635; E&P 92 Est. 18,253
County 90 Cen. 29,370; E&P 92 Est. 32,897

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 6,655; E&P 92 Est. 6,888
County 90 Cen. 10,939; E&P 92 Est. 12,252

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$311,044,384
Savings & Loan	2	$22,550,988

6 - PASSENGER AUTOS: Campbell County 17,565.

7 - ELECTRIC METERS: Residence 7,552.

8 - GAS METERS: 4,700.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil & Coal Mining 5,429 ($634); Retail 3,061 ($134); Constr. 1,810 ($425); Services with agric., forestry and fisheries 3,382 ($171); Trans., Commun. & Util. 880; Whol. Trade 110 ($502); Fin., Ins. & R.E. 420 ($450); Mfg. 180 ($301).

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-95; Summer 30-97; Fall 11-80; Winter -2-64. First killing frost, Sept. 12; last killing frost, May 1.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-3 blocks on Gillette Ave.

Neighborhood Shopping Centers-Deckers Food Center; Southview; Holiday Plz.; 1001 Plz.; Camel Plz.; Downtown Gillette; McCann Ctr.; Powder Basin Ctr.; Lakeway Ctr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Camel Plz.(19)	NA	C.R. Anthony, Buttrey
Holiday Plz.(6)	NA	Dairy Queen, IGA
Powder Basin(21)	NA	Albertson's, Alco, Pamida

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony.

Discount Stores-Pamida; Alco; K mart; Buttrey; Wal-Mart.

Chain Drug Store-Drug Fair.

Chain Supermarkets-Buttrey (Div. of Jewel Tea); Mini-Mart; 7-Eleven; Tiger Discounter (IGA); Decker's; Albertson's; Common Cents.

Other Chain Stores-Firestone; Coast-to-Coast; Farmers Co-op; Sears (catalog and automotive store); Hdwe. Hank; Goodyear; Corral West Ranchwear; Fashion Crossroads; Maurice's; Edward's Optical.

14 - NEWSPAPERS: NEWS-RECORD (e-mon to fri; S) 5,517; sworn Oct. 1, 1989.

Local Contact for Advertising and Merchandising Data: Paul Treide, Pub., NEWS-RECORD, 1201 W. 2nd St.; PO Box 3006, Gillette, WY 82716; Tel. (307) 682-9306.

National Representative None.

LARAMIE

1 - LOCATION: Albany County, E&P Map C-3. County Seat. 134 mi. from Denver, CO; 49 mi. W of Cheyenne, WY. On U.S. Hwys. 30, 287, I-80; State Hwys. 34, 130, 230.

2 - TRANSPORTATION: Railroads-Union Pacific; Colorado; Southern.

Motor Freight Carriers-5.

Intercity Bus Line-Greyhound.

Airlines-Laramie Aviation; United Express Operated by Mesa Airlines.

3 - POPULATION:

Corp. City 90 Cen. 26,687; E&P 92 Est. 27,142
CZ-ABC: (80) 24,410
RTZ-ABC: (80) 16,068
County 90 Cen. 30,797; E&P 92 Est. 32,501
City & RTZ-ABC: (80) 40,478

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 10,186; E&P 92 Est. 10,439
CZ-ABC: (80) 8,943
RTZ-ABC: (80) 5,763
County 90 Cen. 13,365; E&P 92 Est. 14,105
City & RTZ-ABC: (80) 14,706

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$186,981,000
Savings & Loan	2	$63,506,532

6 - PASSENGER AUTOS: Albany County 22,915.

7 - ELECTRIC METERS: Residence 12,397.

8 - GAS METERS: Residence 9,000.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Timber 50; Warehousing 55; Wood Preserving 51; Cabinet Mfg. 35; Constr. 49; Cement Mfg. 120; Gov't 225; Lumber Mfg. 60; Log Home Mfg. 36; Home Constr. Mfg. 89; U.P.R.R. 400; Univ. of Wyo. 2,255.

10 - CLIMATE: Min. & max. temp.-Jan. 25; July 76. Mean Annual precipitation 11 in.; Mean Annual snowfall 41 in.; last killing frost, May 29.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gateway Plz.(8)	NA	Safeway, K mart, Little Caesar's Pizza
15th & Spring Creek	NA	Albertson's Super Mkt., Payless Drugs
Campus Mall(6)	NA	Subway Sandwiches, Waterhole Bookstore
Northridge Ctr.	NA	Ideal Foods, Northridge Liquors, Ken's TV (Sony), Fantastic Sam's, Shipper's Supply, Images Commercial Printing
Odd Fellows(1)	NA	Center Pharmacy,
30th & Grand(10)	NA	Buttrey's, Alco, Payless Shoes, Godfather's Pizza, Cycle Fit, Mingle's Liquor,
Aspen Sq.(9)	NA	Sherwin-Williams, Car Quest Auto Parts, Baskin-Robbins

Principal Shopping Days-Wed., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Store-JCPenney.

Discount Stores-Alco; Wal-Mart; K mart.

Chain Supermarkets-Safeway, Albertson's, Ideal, Buttrey's.

Chain Drug Store-Payless.

Other Chain Stores-True Value Hardware; Corral West Ranchwear; Car Quest Auto Parts.

14 - NEWSPAPERS: DAILY BOOMERANG (m-tues to sat) 7,287; (S) 7,389, Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Sheryn Pulse, Adv. Dir., DAILY BOOMERANG, 314 S. 4th St., Laramie, WY 82070; Tel. (307) 742-2176.

National Representative Branham/Newspaper Sales.

RAWLINS

1 - LOCATION: Carbon County, E&P Map C-3. County Seat. 148 mi. W of Cheyenne; 300 mi. E of Salt Lake City; 240 mi. N of Denver; 117 mi. S of Casper. On I-80 & U.S. Hwy. 287.

2 - TRANSPORTATION: Railroads-Union Pacific main line (freight distribution only.)

Motor Freight Carriers-4.

Intercity Bus Lines-Overland Greyhound; Powder River; Amtrak.

3 - POPULATION:

Corp. City 90 Cen. 9,380; E&P 92 Est. 8,947
County 90 Cen. 16,659; E&P 92 Est. 16,357
CZ-ABC: (80) 8,000
RTZ-ABC: (80) 14,687
City & RTZ-ABC: (80) 26,234

4 - HOUSEHOLDS:

City 90 Cen. 3,507; E&P 92 Est. 3,345
County 90 Cen. 6,011; E&P 92 Est. 5,902
CZ-ABC: (80) 3,892
RTZ-ABC: (80) 4,988
City & RTZ-ABC: (80) 8,880

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$272,500,000

6 - PASSENGER AUTOS: Carbon County 10,341 (1988).

7 - ELECTRIC METERS: County-Commercial, Residential & Industrial 4,652.

8 - GAS METERS: Residential & Commercial 4,053.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Retail Trade 1,449 ($170); Services 917 ($219); Schools 633 (N.A.); Manufacturing 611 ($506); Mining 488 ($622); Oil Refining 399 (N.A.); Trans., Comm., & Util. 366 ($544); Gov't 256 (N.A.); Constr. 231 ($422); Hospital 220 (N.A.); Fire 180 ($340); Agric. 145 (&221); Whol. Trade 125 ($425).

Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Av. Temp.-Summer 68F, Winter 36F. Av. annual percipitation 11 inches. Av. annual Snowfall 42 inches. First killing frost, Sept. 3; last killing frost June 5.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Neighborhood Shopping Areas-Downtown Rawlins (central Rawlins Association) 30.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Rawlins Plz.	2	Gambles, McDonald's

Principal Shopping Days-Wed., Sat.

13 - RETAIL OUTLETS: Department Stores-Build Rite; Gambles; Karl's Clothes; Anthony's.

Variety Stores-Corral West Ranchwear; Lindi's Closet.

Discount Stores-Pamida; ALCO-Duckwall.

Chain Drug Stores-Bi-Rite; Health Mart; Hi-Way; Merit Drug.

Chain Supermarkets -Ideal Foods; City Market.

Other Chain Stores-Sears (catalog); Penney's (catalog); True Value; Branham's Jewelry; Herrud's Jewelry; Cedar Chest; CCTV (Radio Shack).

14 - NEWSPAPERS: DAILY TIMES (m-tues to sat) 3,702; Publisher's Statement, Mar. 31, 1991.

Local Contact for Advertising and Merchandising Data: Curtis Claar, Adv. Mgr., TIMES, 6th & Buffalo Sts., PO Box 370, Rawlins, WY 82301; Tel. (307) 324-3411.

National Representative Branham/Newspaper Sales.

RIVERTON

1 - LOCATION: Fremont County, E&P Map B-2. Mining, milling, manufacturing, agricultural, dairy, meat packing, oil and gas; home of Central Wyoming Community College with Wyoming's only PBS television station. West central portion of state, 123 miles west of Casper on U.S. Hwy. 26 and State Hwys. 135 and 789.

2 - TRANSPORTATION: Railroads-Badwater Lines, connects with BN at Bonneville, 26 miles NE of Riverton.

Intercity Bus Lines-Fremont Transportation connects with Power River/Greyhound; Shoshone and Arapaho Tribal Transportation Authority.

Motor Freight Carriers-2.

Airlines-Continental Express and United Express/Mesa Airways.

3 - POPULATION:

Corp. City 90 Cen. 9,202; E&P 92 Est. 9,125
County 90 Cen. 33,662; E&P 92 Est. 33,260

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 3,243; E&P 92 Est. 3,216
County 90 Cen. 12,319; E&P 92 Est. 12,172

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Comm.	4	$169,424,000

6 - PASSENGER AUTOS: Fremont County 19,122 (1988).

7 - ELECTRIC METERS: Residence 4,704.

8 - GAS METERS: Residence 4,326.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agric., Forestry & Fisheries, with services 7,178 ($319); Mining 745 ($603); Constr. 758 ($383); Mfg. 871 ($324); Trans., Commun., & Util. 982 ($454); Whol. Trade 475 ($319); Ret. Trade 3,248 ($187); Fin., Ins. & R.E. 554 ($362); Servs. 4,787 ($319); Public Admin. 1,030 ($313).

10 - CLIMATE: Min. & Max. Temp.-Spring 23-89; Summer 43-98; Fall 10-74; Winter 18-55. First killing frost, Sept. 17; last killing frost, May 18.

11 - TAP WATER: Artesian, very soft, pure.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Riverton Mall(6)	1	Safeway, K mart
N. Federal(6)	1	Woodward's IGA, Bi-Rite Drug
Wal-Mart	2	
West Main(4)	1	Smith's Foods

Principal Shopping Days-Fri., Sat., Sun.

Stores Open Evenings-All Grocery, Drug and Convenience Stores.

13 - RETAIL OUTLETS: Department Stores-JCPenney, C.R. Anthony.

Variety/Discount Stores-K mart, Alco, Wal-Mart.

Chain Drug Stores-Wal-Mart, Safeway, Smith's.

Chain Supermarkets-Safeway, Woodward's IGA, Smith's.

Other Chain Stores-Arby's; Big A Auto Parts; Champion Auto Stores; Coast-to-Coast; Corral West Ranchwear; Domino's Pizza; JB's Big Boy; Kline's; Linton's Big R; McDonald's; Maurice; Maverick Country Stores; Mini Mart; NAPA Motor Parts, Inc.; Pizza Hut; Riverton Builders Mart; Sears (catalog); Subway Sandwiches; Taco John's; Taco Time; Valley Motor Supply; Wendy's.

14 - NEWSPAPERS: THE RIVERTON RANGER (e-mon to fri) 6,830; sworn Oct. 5, 1990.

Local Contact for Advertising and Merchandising Data: Robert A. Peck, Pub., THE RIVERTON RANGER, 421 E. Main St.; PO Box 993, Riverton, WY 82501-0993; Tel. (307) 856-2244.

National Representative-Branham Newspaper Sales.

ROCK SPRINGS

1 - LOCATION: Sweetwater County, E&P Map B-3. Retail center for 5-county area; bituminous coal and trona (sodium carbonate) mining area, oil & gas. Shipping center for sheep and cattle; Chevron Fertilizer Plant. Wholesale center, 190 mi. E of Salt Lake City, UT; 350 mi. W of Denver, CO. On I-80 (U.S. Hwy. 30) and U.S. Hwy. 187, on State Hwys. 430 & 1908.

2 - TRANSPORTATION: Motor Freight Carriers-10.

Intercity Bus Lines-Greyhound; Jackson.

Airlines-Commuter: Trans-Colorado; Skywest; Flightaire.

3 - POPULATION:

Corp. City 90 Cen. 19,050; E&P 92 Est. 18,968
CZ-ABC: (80) 19,458
RTZ-ABC: (80) 71,312
County 90 Cen. 38,823; E&P 92 Est. 38,525
City & RTZ-ABC: (80) 90,770

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 6,811; E&P 92 Est. 6,782
CZ-ABC: (80) 7,031
RTZ-ABC: (80) 23,764
County 90 Cen. 15,035; E&P 92 Est. 14,920
City & RTZ-ABC: (80) 30,795

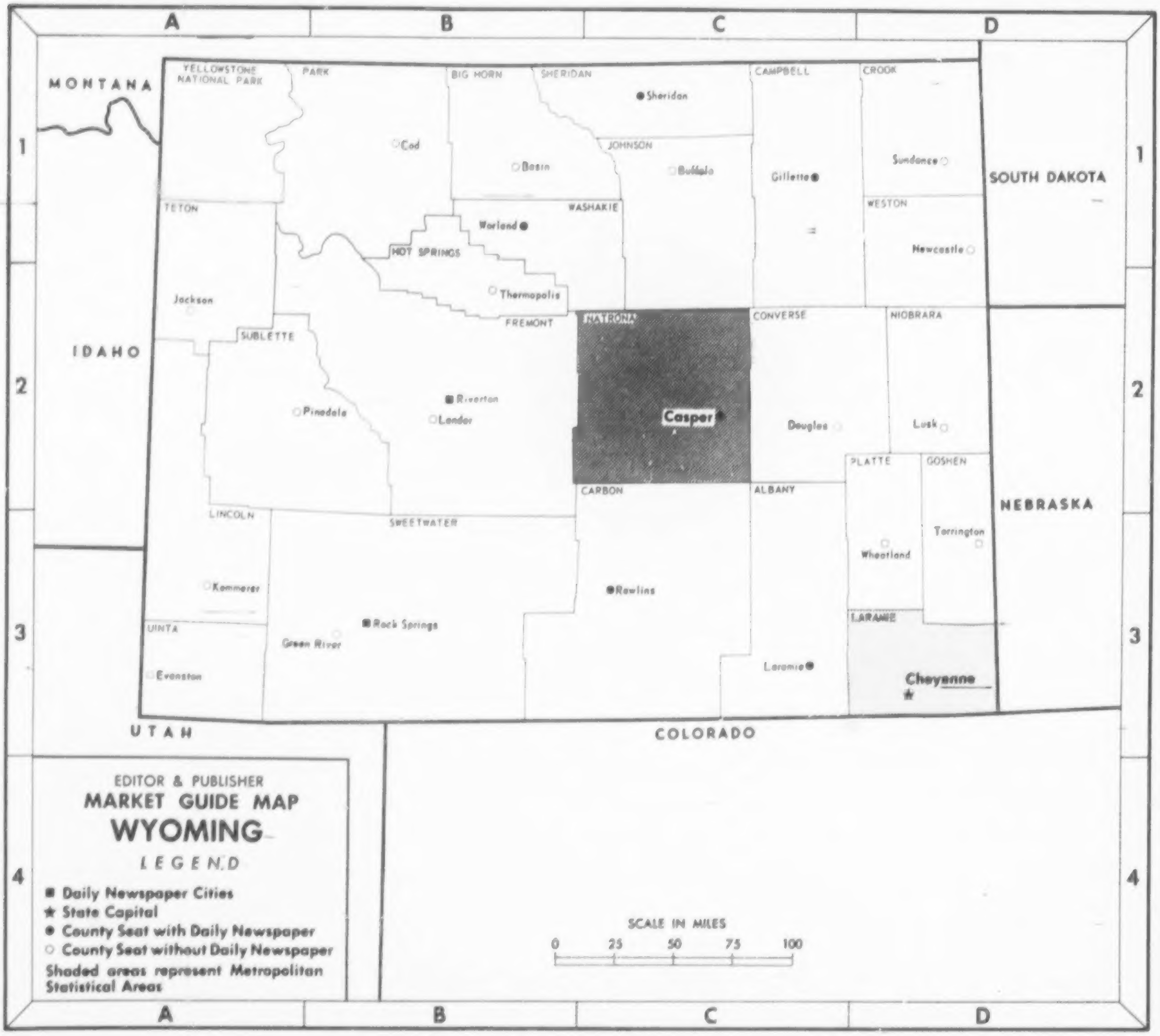
5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$346,682,991
Savings & Loan	3	(incl. above)

6 - PASSENGER AUTOS: Sweetwater County 22,811 (1988).

7 - ELECTRIC METERS: Residence 11,872.

8 - GAS METERS: Residence 9,548.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mining 5,812 ($671); Constr. 3,384 ($408); Mfg. 404 ($466);


A
B
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1
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MONTANA
IDAHO
UTAH
COLORADO
SOUTH DAKOTA
NEBRASKA
YELLOWSTONE NATIONAL PARK
PARK
BIG HORN
SHERIDAN
CAMPBELL
CROOK
JOHNSON
WASHAKIE
WESTON
TETON
HOT SPRINGS
FREMONT
NATRONA
CONVERSE
NIOBRARA
SUBLETTE
PLATTE
GOSHEN
CARBON
ALBANY
LINCOLN
SWEETWATER
LARAMIE
UINTA
Sheridan
Cody
Basin
Buffalo
Gillette
Sundance
Worland
Newcastle
Thermopolis
Jackson
Riverton
Pinedale
Lander
Casper
Douglas
Lusk
Wheatland
Torrington
Kemmerer
Rawlins
Rock Springs
Green River
Evanston
Laramie
Cheyenne
EDITOR & PUBLISHER
MARKET GUIDE MAP
WYOMING
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0
25
50
75
100

Trans., Commun. and Util. 1,534 ($537); Whol. and Ret. Trade 3,889 ($189-422); Fin., Ins. & R.E. 433 ($353); Agric., Forestry, Fisheries 4,242 ($278); Public Admin. 765 ($315).

10 - CLIMATE: Min. & Max. Temp.-Spring 22-69; Summer 44-94; Fall 18-72; Winter 7-33. First killing frost, Sept. 28; last killing frost, May 10.

11 - TAP WATER: Alkaline, soft in Spring to very hard in Fall and Winter; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Rock Springs Plaza(38)	NA	Thrifty Drug, Sunset Sports, Anthony's, Albertson's
White Mountain (50)	NA	JCPenney, Ernst, K mart, Herberger's, Woolworth

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Herberger's; JCPenney; Anthony's.

Variety Stores-Woolworth; Sprouse-Reitz; K mart; Ernst.

Discount Stores-Pamida; Thrifty.

Chain Drug Stores-Thrifty; Osco; Del's Bi-Rite; Ernst; College Hill Drug.

Chain Supermarkets-Safeway; Ben's; City Market; Albertson's.

Other Chain Stores-Sunset Sports; Coast-to-Coast; Yellow Front; Radio Shack; Mont. Ward; Sears; Kinney Shoes; Lerner; Gallenkamps; Maurice's; Work Wearhouse; Zales; Schuback's; So-Fro Fabrics; General Nutrition Ctr.; Circus World.

14 - NEWSPAPERS: ROCKET-MINER (m-tues to sat) 6,936; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Gary Gouger, Adv. Dir., ROCKET-MINER, 215 D ST.; PO Box 98, Rock Springs, WY 82901; Tel. (307) 362-3736.

National Representative: None.

SHERIDAN

1 - LOCATION: Sheridan County, E&P Map C-1. County Seat. Agricultural, mining, tourism center. Sheridan College. 25 mi. from Montana state line. 135 mi. SE of Billings, MT; 151 mi. N of Casper. On U.S. Hwys. 14, 87, I-90.

2 - TRANSPORTATION: Railroads-Burlington-Northern.

Motor Freight Carriers-4.

Intercity Bus Line-Powder River.

Airlines-Continental Express; United Express; Falcon Flight; Big Horn Airways.

3 - POPULATION:

Corp. City 90 Cen. 13,900; E&P 92 Est. 13,651
CZ-ABC: (80) 15,146
RTZ-ABC: (80) 16,602
County 90 Cen. 23,562; E&P 92 Est. 23,349
City & RTZ-ABC: (80) 31,748

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 5,664; E&P 92 Est. 5,563
CZ-ABC: (80) 6,053
RTZ-ABC: (80) 5,753
County 90 Cen. 8,119; E&P 92 Est. 8,045
City & RTZ-ABC: (80) 11,806

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$291,610,000
Savings & Loan	2	$147,682,591

6 - PASSENGER AUTOS: Sheridan County 15,886.

7 - ELECTRIC METERS: Residence 6,497.

8 - GAS METERS: Residence 4,702.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Heavy Constr. 200 ($500); Sawmills 100 ($260); Coal 253 ($400); VA Hospital 514 ($425).

10 - CLIMATE: Min. & Max. Temp.-Spring 11-91; Summer 31-100; Fall 04-95; Winter -21-59.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Area-5 blocks downtown on Main St.

Neighborhood Shopping Center-Sugarland Village (13 units).

Principal Shopping Days-Fri., Sat., Sun.

Stores Open Evenings-K mart, Pamida, Wal-Mart until 9; Corral West until 8pm; Woolworth.

Stores Open Sunday Woolworth; JCPenney; Corral West; Wal-Mart 12-5pm.

13 - RETAIL OUTLETS: Department Stores-Stevens Fryberger; Conrad's; JCPenney; Sears.

Variety Store-Woolworth.

Discount Stores-K mart; Pamida; Wal-Mart.

Chain Drug Store-Buttrey's.

Chain Supermarkets-Safeway; IGA; Deckers; Buttreys.

Other Chain Stores-Coast-to-Coast; Fashion Crossroads; Maurice's.

14 - NEWSPAPERS: PRESS (e) 6,397; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Keith D. Kemper, Pub., PRESS, 144 Grinnel; PO Box 2006, Sheridan, WY 82801; Tel. (307) 672-2431.

National Representative: Landon Associates.

WORLAND

1 - LOCATION: Washakie County, E&P Map B-1. County Seat. 165 mi. from Billings, MT; 164 mi. from Casper; 365 mi. from Cheyenne. Shipping center for oil and livestock. At junction of U.S. Hwys. 16, 20.

2 - TRANSPORTATION: Railroad-Burlington Northern.

Motor Freight Carriers-3.

Intercity Bus Line-Powder River.

Airline-Mesa.

3 - POPULATION:

Corp. City 90 Cen. 5,742; E&P 92 Est. 5,612
CZ-ABC: (80) 6,699
RTZ-ABC: (80) 16,036
County 90 Cen. 8,388; E&P 92 Est. 8,255
City & RTZ-ABC: (80) 22,735

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 90 Cen. 2,054; E&P 92 Est. 2,007
CZ-ABC: (80) 2,309
RTZ-ABC: (80) 5,852
County 90 Cen. 2,922; E&P 92 Est. 2,875
City & RTZ-ABC: (80) 8,161

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$113,689,000
Savings & Loan	2	$19,749,000

6 - PASSENGER AUTOS: Washakie County 5,065 (1988).

7 - ELECTRIC METERS: Residence 2,900.

8 - GAS METERS: Residence 2,864.

9 - PRINCIPAL INDUSTRIES: Industry-Refinery; Sugar; Bentonite; Beverages; Agric.

Principal Industrial Pay Days-5th & 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-87; Summer 30-98; Fall 11-81; Winter -20-65. First killing frost, Sept. 12; last killing frost, Apr. 18.

11 - TAP WATER: Artesian well, hard, fluoridated.

12 - RETAILING: Principal Shopping Center-Big Horn Ave.

Neighborhood Shopping Centers-10th and Bonine; 11th and Charles.

Principal Shopping Days-Thur., Sat.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; Pamida; Linton's.

Variety Store-Ben Franklin.

Chain Supermarkets-IGA; Wea; Thriftway.

Other Chain Store-Sears (catalog).

14 - NEWSPAPERS: NORTHERN WYOMING DAILY NEWS (m-tues to sat) 3,792; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Dustin Fuller, Adv. Mgr., NORTHERN WYOMING DAILY NEWS, 723 Robertson Ave.; PO Box 508, Worland, WY 82401; Tel. (307) 347-3241.

National Representative: Branham Newspaper Sales.

PUERTO RICO SURVEYS

METROPOLITAN STATISTICAL AREAS

Aguadilla-Aguada, Aguadilla, Isabela and Moca Municipios.

Arecibo-Arecibo, Camuy, Hatillo and Quebradillas Municipios.

Mayaguez-Anasco, Cabo Rojo, Hormigueros, Mayaguez and San German Municipios.

Ponce-Juana Diaz and Ponce Municipios.

PRIMARY METROPOLITAN STATISTICAL AREAS

Caguas-Aguas, Buenas, Caguas, Cayey, Cidra, Gurabo and San Lorenzo Municipios.

San Juan-Barceloneta, Bayamon, Canovanas, Carolina, Catano, Corozal, Dorado, Fajardo, Florida, Guaynabo, Humacao, Juncos, Las Piedras, Loiza, Luquillo, Manati, Naranjito, Rio Grande, San Juan, Toa Alta, Toa Baja, Trujillo Alto, Vega Alta and Vega Baja Municipios.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

San Juan-Caguas-Includes Caguas PMSA and San Juan PMSA.

POPULATION ESTIMATES

(Thousands)

Age Group	1980	1990
Under 5 Years	311	N/A
5-14 Years	725	N/A
15-24 Years	669	N/A
25-44 Years	804	N/A
45-64 Years	468	N/A
65 and Over	191	N/A
TOTAL	3,188	N/A

Based on U.S. Census.

SAN JUAN

1 - LOCATION: San Juan is located on the NE Coast of Puerto Rico, which is an island commonwealth located about 1,000 miles SE of Miami, 1,600 mi. from N.Y. and 500 mi. N of Caracas, Venezuela. Smallest and most Easterly of the Greater Antilles. Bet. longitude 66 and 67 W and bet. 18 and 18 30' N. Bounded N by the Atlantic Ocean, S by the Caribbean Sea, W by the Mona Passage, and E by the Viegues Passage. The rectangular island is 95 to 100 mi. long by 35 mi. wide, with an area of 3,423 sq. mi.

The City of San Juan is the center of the San Juan PMSA, the commercial, industrial, and transportation center of the island.

2 - TRANSPORTATION: Motor Freight Carriers-In San Juan-358, In Puerto Rico-1,698.

Bus Lines-Puerto Rico Motor Coach; Travel Service; Borinquen Tour; Will Rey, Inc.; Pronto Seeing Tour; Contact of Puerto Rico; Puerto Rico Sight Seeing; Grayline; Limousine Service Group (bet. Isla Verde Airport and Condado Hotel Area).

Also Government Operated-Metropolitan Bus Authority (bet. San Juan City and the municipios of Bayamon, Guaynabo, Trujillo Alto, Catano, Carolina.)

Air Transportation-American; Capitol; Delta; Eastern; Pan American; BWIA; Iberia; Avianca; Mexicana; Dominicana; Quisquellana; Air France; ALM (Dutch Antillean Airlines); Viasa; Windward Islands International; Lufthansa.

Local Airlines-Antilles Air Boats; Air Best; Dorado Wings; Pan Island; Vieques Air Link; Prinair; Saint Thomas Tax Air; Trans Commuter Air Lines; Caribbean Islands Air Services; Helicopter Service; Puerto Rico Air; Crown Air.

Steamship Companies-26.

3 - POPULATION:

San Juan City 80 Cen. 434,849
CZ-ABC: (80) 982,179
RTZ-ABC: (80) 307,230
City & RTZ-ABC: (80) 1,289,409
Commonwealth 90 Cen. 3,522,037
  Aguadilla MSA 80 Cen. 152,793
  Arecibo MSA 80 Cen. 160,336
  Caguas PMSA 80 Cen. 265,854
  Mayaguez MSA 80 Cen. 200,424
  Ponce MSA 80 Cen. 232,551
  San Juan PMSA 80 Cen. 1,509,406

All Municipios in Puerto Rico (90 Census)

Adjuntas 19,451
Aguada 35,911
Aguadilla 59,335
Aguas Buenas 25,424
Aibonito 24,971
Anasco 25,234
Arecibo 93,385
Arroyo 18,910
Barceloneta 20,947
Barranquitas 25,605
Bayamon 220,262
Cabo Rojo 38,521
Caguas 133,447
Camuy 28,917
Canovanas 36,816
Carolina 177,806
Catano 34,587
Cayey 46,553
Ceiba 17,145
Ciales 18,084
Cidra 35,601
Coamo 33,837
Comerico 20,265
Corozal 33,095
Culebra 1,542
Dorado 30,759
Fajardo 36,882
Florida 8,689
Guanica 19,984
Guayama 41,588
Guayanilla 21,581
Guaynabo 92,886
Gurabo 28,737
Hatillo 32,703
Hormigueros 15,212
Humacao 55,203
Isabela 39,147
Jayuay 15,527
Juana Diaz 45,198
Juncos 30,612
Lajas 23,271
Lares 29,015
Las Marias 9,306
Las Piedras 27,896
Loiza 29,307
Luquillo 18,100
Manati 38,692
Maricao 6,206
Maunabo 12,347
Mayaquez 100,371
Moco 32,926
Morovis 25,288
Naguabo 22,620
Naranjito 27,914
Orocovis 21,158
Patillas 19,633
Penuelas 22,515
Ponce 187,749
Quebradillas 21,425
Rincon 12,213
Rio Grande 45,648
Sabana Grande 22,843
Salinas 28,335
San German 34,962
San Juan 437,745
San Lorenzo 35,163
San Sebastian 38,799
Santa Isabel 19,318
Toa Alta 44,101
Toa Baja 89,454

Trujillo Alta 61,120
Utuado 34,980
Vega Alta 34,559
Vega Baja 55,997
Vieques 8,602
Villalba 23,559
Yabucoa 36,483
Yauco 42,058

Cities of 25,000 or more (80 Census)

Arecibo 48,779-
Bayamon 185,087
Caguas 87,214
Carolina 147,835
Catano 26,243
Fajardo 26,928
Guaynabo 65,075
Mayaguez 82,968
Ponce 161,739
San Juan 424,600
Toa Baja 31,613
Trujillo Alta 41,141

4 - HOUSEHOLDS:

San Juan City 80 Cen. 152,266
Commonwealth 80 Cen. 989,753
CZ-ABC. (80) 285,635
RTZ-ABC. (80) 80,240
City & RTZ-ABC. (80) 365,875

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	22	N.A.
Savings & Loan	8	N.A.
Savings	NA	N.A.

NOTE: There are 244 (1976) Banking Offices located in Puerto Rico, including those with main offices located there as well as the USA and Canada (Resources $5,781,000,000). An accurate figure for deposits is not possible, particularly since banks that have their main offices in the USA do not disclose figures for local areas or branches.

6 - PASSENGER AUTOS: Commonwealth 1,305,074; San Juan 187,457

All other Municipios

Adjuntas 6,339
Aguada 12,058
Aguadilla 18,577
Aguas Buenas 7,855
Aibonito 8,165
Anasco 9,096
Arecibo 37,292
Arroyo 4,985
Barceloneta 6,581
Barranquitas 8,431
Bayamon 112,646
Cabo Rojo 15,227
Caguas 56,327
Camuy 10,388
Canovanas 14,608
Carolina 79,861
Catano 18,929
Cayey 16,088
Ceiba 5,282
Ciales 5,425
Cidra 10,573
Coamo 9,933
Comerio 5,422
Corozal 10,773
Culebra 427
Dorado 11,367
Fajardo 13,979
Florida 3,717
Guanica 5,947
Guayama 14,243
Guayanilla 6,784
Guaynabo 46,897
Gurabo 9,310
Hatillo 6,203
Hormigueros 6,672
Humacao 20,744
Isabela 11,790
Jayuya 4,203
Juana Diaz 11,652
Juncos 10,908
Lajas 8,501
Lares 9,627
Las Marias 3,109
Las Piedras 10,385
Loiza 5,166
Luquillo 6,610
Manati 13,511
Maricao 2,030
Maunabo 3,485
Mayaguez 39,269
Moca 10,393
Morovis 7,011
Naguabo 7,395
Naranjito 5,406
Orcovis 6,630
Patillas 5,491
Penuelas 6,286
Ponce 64,517
Quebradillas 7,224
Rincon 4,312
Rio Grande 15,545
Rio Piedras included in the Municipio of San Juan
Sabana Grande 8,511
Salinas 6,574
San German 12,789
San Juan 187,457
San Lorenzo 11,252
San Sebastian 13,297
Santa Isabel 4,906
Toa Alta 13,798
Toa Baja 29,959
Trujillo Alto 20,394
Utuado 10,421
Vega Alta 10,631
Vega Baja 20,082
Vieques 2,603
Villalba 6,153
Yabucoa 10,770
Yauco 13,870

7 - ELECTRIC METERS: Residence 232,114; Commonwealth 422,979.

8 - GAS METERS: Residence (City) 22,500

9 - PRINCIPAL INDUSTRIES: Agric.; Constr.; Food; Tobacco; Textile Mill Prods.; Apparel; Lumber & Wood Prods.; Furn. Fixt.; Paper Prods.; Printing & Pub.; Chem. & Allied Prods.; Petroleum & Coal Prods.; Rubber & Plastics; Leather Prods.; Stone, Clay & Glass Prods.; Primary Metals; Fab. Metal Prods.; Mach. (ex. elect.); Elect. Mach.; Trans. Equip.; Instruments; Trans. & Util.; Whol.; Retail; Fin., Ins. & Real Estate; Services.

10 - CLIMATE: Av. Winter Temperature-75. Summer-79. Av. Annual Rainfall 61 inches, fairly even distribution; heavier normally from May to Dec.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Areas Old San Juan, principally Fortaleza St. (6 blocks) and San Francisco St. (5 blocks).

On Santurce-Ponce de Leon Ave. from San Antonio Bridge to San Jorge St.; Jose de Diego Ave. from Ponce de Leon Ave. to the Minillas Gov't. Center; Roberto H. Todd Ave. from Ponce de Leon Ave. to del Carmen St.; Fernandez Juncos Ave. from Esteves Bridge to San Jorge St.; Roberto H. Todd from Del Carmen St. to Torres de La Vega Dr.; Ashford Ave. from Hermanos Behn Bridge to de Diego Ave.; Isla Verde in the area included between the Atlantic Ocean, Baldorioty Ave. and the Boundary line between San Juan and Carolina Municipio; Both sides of Loiza St. from Jose de Diego Ave. at Las Americas St. before Providencia St.

On Rio Piedras-Rio Piedras town principally on De Diego Robles; Brungbaugh; Arzuaaga; Georgetti; Vallejo Sts. and Ponce de Leon Ave. from Martin Pena Canal to F.D. Roosevelt Ave.; Both sides of Munoz Rivera Ave. from Martin Pena Canal to Celly Toste St.

On Bayamon-Area bounded by Betances St., W. side of Barbosa St.; Baldorioty St.; E. side of Degetau St.; S. side of Maceo St.; E. side of Palmar St.; W. side of Ferrer St.; W. side of Tio St.; S. side of Dr. Veve St.; E. side of Parque St.; Highway No. 2; Sanchez Lopez St.; N. side of Dr. Veve St. and Parque St.

Shopping Center/San Juan PMSA (Car Parking Spaces) -Norte 1,500; Bayamon 709; Santa Rosa 1,500; Plaza Las Americas 4,000; Caparra 600; 65th Infanteria 470; Repto. Metrop. 300; San Patricio 1,500; Sta. Maria (Guay.) 1,000; Metropolitan 400; Victory 375; Santa Juanita 100; Monte Mall 200; Country Club 75; El Commandante 250; San Jose 285; Berwind 265; Bayamon Oeste 1,500; Los Dominicos 235; Levitt Plaza 275; San Francisco 400; Borinquen Towers 105; Laguna Gardens 456; El Centro 125; Central Plaza 100; Plaza Carolina 5,000; Plaza Riohondo 4,000.

13 - RETAIL OUTLETS: Department Stores-(San Juan PMSA) International Dept. 6; New York Dept. 5; Gonzalez Padin 4; Velasco 2; La Colombina; La California; Infanzon; La Reina; K mart 3; JCPenney 2; Sears 7; Walgreens 14; Seedmans 2.

Variety Stores-Woolworth; Kresge's.

Chain Drug Stores-Moscoso 8; Walgreens 4; Arlivon 3; Puerto Rico 3; Gonzalez 2.

Chain Supermarkets-Pueblo 18; Criollo 16; Amigo 6; Conchita 4; Casablanca 4; Econo 10; Selectos 8; Pueblo X-Tra 6; Grande 4; Centro Plaza 5.

Auto Supplies-Western Auto 5; Garcia Motor 5; Bolivar 4; Mopar 3; Narvaez 2; Labra.

Other Chain Stores-Kress 5; Lerner Shop 4; Tiendas Capri 3; Marianne 2; Blackton 2; Fernandez Donato 12; San Rio 7; Clubman 6; La Esquina Famosa 4; Franks 3; Martinez 2; D'Elegants Mens 5; Euromoda 2; Madison 4; Thom McAn 15; General Tire 6; JCPenney (catalog); Sears Whse.; Tecnicentros Mundiales 7; La Favorita 3; Kinney 5.

14 - NEWSPAPERS: EL NUEVO DIA (Spanish) (m) 228,685; (S) 233,275; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Manuel Gonzalez, Adv. Mgr., EL NUEVO DIA, PO Box S-297, San Juan, PR 00902.

National Representative: S.S. Koppe & Co.

EL VOCERO DE PUERTO RICO (Spanish) (m-mon to fri) 259,129; (sat) 193,120; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Gasper Roca, Adv. Mgr., EL VOCERO DE PUERTO RICO, PO Box 3831, Old San Juan, PR 00904.

National Representative: None.

STAR (English) (m) 35,015; (S) 36,839; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Roberto Perez Colon, Adv. Mgr., STAR PO Box 4187, San Juan, PR 00936. Tel. (809) 782-4200.

National Representative: S.S. Koppe & Co.

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SECTION III

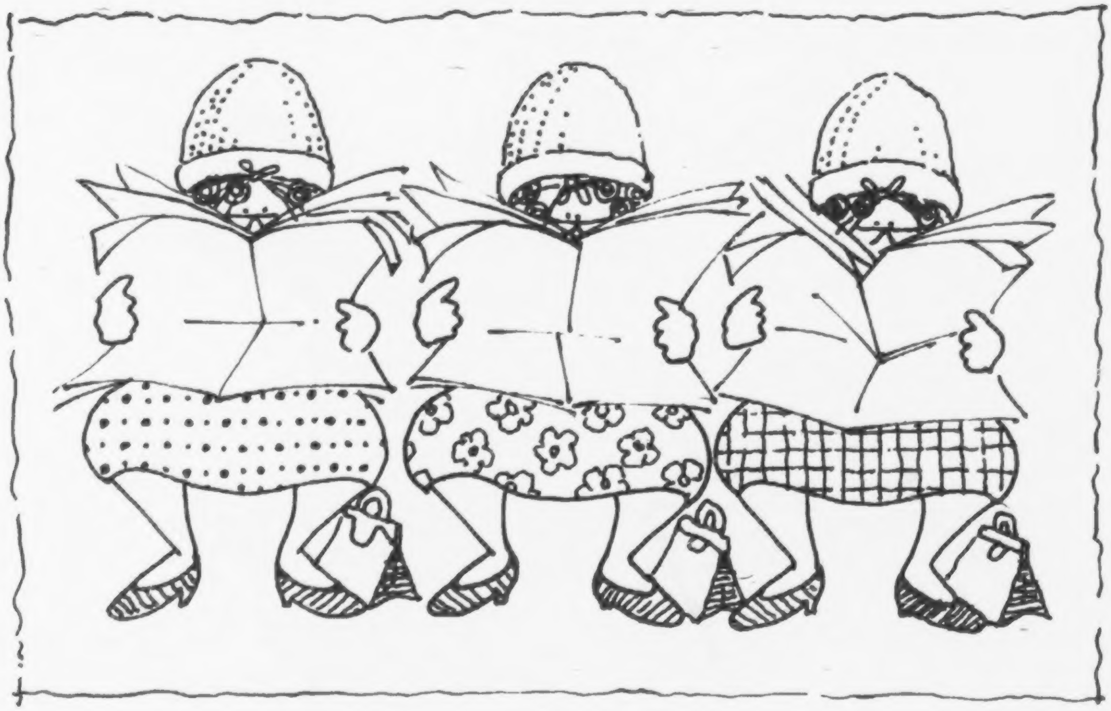
Surveys of Daily Newspaper Cities

Communities in Canada
where daily newspapers are published

Canadian Daily Newspaper Cities

	Page	Map
Alberta	1	3
British Columbia	4	3
Manitoba	7	3
New Brunswick	7	3
Newfoundland	8	3
Nova Scotia	9	3
Ontario	10	19
Prince Edward Island	20	—
Quebec	20	3
Saskatchewan	22	3
Yukon Territory	23	3

Note: Tables showing Population, Income and Retail Sales for Canadian markets are on page 117 & 239 in Section IV.



Neighborhood recommendation

It happens in every community. When you're looking for a great deal or terrific service, you ask your neighbor, and most times your neighbor knows someone, or about someone who can confidently recommend a local dealer.

That's why it's not surprising that so many local merchants and dealers rely on advertisements in their local Thomson newspaper to attract customers. Because across the country, the local Thomson newspaper is just like a good neighbor. It's packed with news and views that reflect the interests and concerns of the local community, and customers look to it for up-to-date information on what's happening where they live.

For your next sale, feature, or product introduction, make sure you look into advertising in Thomson's local-market newspapers ... and get a neighbor to put in a good word for you.

Thomson
Newspapers

Chicago: 3150 Des Plaines Avenue, Des Plaines, Illinois 60018 (708) 299-5544
Toronto: 65 Queen St. W. M5H 2M8 (416) 864-1710
Montreal: 1117 St. Catherine St. W. Suite 609 H3B 1H9 (514) 843-7245
Vancouver – 1200 Burrard St. 9th floor, V6Z 2C7 (604) 689-9811
Represented by Cresmer, Woodward, O'Mara & Ormsbee & CWO & O Regional Markets Group
New York (212) 750-4040 – Chicago (312) 321-6360
Philadelphia – Atlanta – Miami – Denver – Detroit
Minneapolis – Dallas – San Francisco – Los Angeles

(Circle No. 19 on Market Request Card)

SURVEYS OF DAILY NEWSPAPER CITIES

Cities and communities in Canada supporting daily newspapers

ALBERTA SURVEYS

POPULATION ESTIMATES

(Thousands)

Age Group	1981	1986	1992
Under 5 Years	188	199	202
5-14 Years	354	374	363
15-24 Years	479	506	402
25-44 Years	695	736	871
45-64 Years	359	378	416
65 and Over	163	173	226
TOTAL	2,238	2,365	2,499

Based on Statistics Canada Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1971	1983	1992
General Mdse	561	2,602	3,431
Apparel	64	689	1,412
Furniture	38	289	926
Groceries	519	2,439	3,785
Lumber/Bldg. Mat	49	89	82
Restaurants	103	1,115	1,307
Autos	424	3,107	5,364
Gasoline/Fuel Oil	246	776	920
Drugs	68	390	861
TOTAL SALES	2,675	13,617	20,572

Source: Census of Canada/Retail Trade

CALGARY

1 - LOCATION: Division 6, E&P Map B-3. Business and industrial center, distribution point. Agriculture, military center. 826 mi. W of Winnipeg; 620 mi. E of Vancouver; 201 mi. N of U.S. Border; 77 mi. E of Banff.

2 - TRANSPORTATION: Railroad-Canadian Pacific.

Motor Freight Carriers-100.

Intercity Bus Lines-Greyhound; Cardinal; Coach Lines; Brewster; Diversified; Pacific Western; Canadian Coachways; Red Arrow.

Airlines-Air Canada; Canadian Airlines Int'l.; Time Air; Lufthansa; United; America West; Continental; American.

3 - POPULATION:

Corp. City 86 Cen. 636,104; E&P 92 Est. 672,699
Met. Area 86 Cen. 671,326; E&P 92 Est. 705,689
CZ-ABC: (86) 636,104
RTZ-ABC: (86) 419,376
City & RTZ-ABC: (86) 1,055,480

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 86 Cen. 238,798; E&P 92 Est. 272,374
Met. Area 86 Cen. 238,798; E&P 92 Est. 275,308
CZ-ABC: (86) 237,565
RTZ-ABC: (86) 144,755
City & RTZ-ABC: (86) 382,320

5 - BANKS	NUMBER	DEPOSITS
All Banks	9 (337 Brs.)	N.A.

6 - PASSENGER AUTOS: Alberta 1,390,370

7 - ELECTRIC METERS: Residence 220,047

8 - GAS METERS: Residence 184,310

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 30,495 ($550); Constr. 33,075 ($630).

10 - CLIMATE: Min. & Max. Temp. (Celsius)-Spring -11 to 16; Summer 7 to 23; Fall -8 to 17; Winter -17 to -1.

11 - TAP WATER: Slightly alkaline, moderately hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-No. of Stores-Beddington Sq. Mall 30; Bow Valley Sq. 48; Brentwood Vlg. Mall 110; Calgary Market Mall 175; Chinook Ctr. 235; Deervalley Mall 44; Deerfoot Mall 103; Franklin Mall 45; Glenmore Landing 36; Lake Bonavista 35; Marlborough Mall 100; Midnapore Mall 45; Mount Royal Vlg. 40; North Hill Ctr.; Northgate Vlg. 50; Northland Vlg. 143; Palliser Sq. 13; Penny Lane Mall 25; Richmond Sq. 32; Scotia Fashion Ctr. 45; Southcentre 200; Sunridge Mall 160; Toronto Dominion Sq. 110; Trans Canada Mall 24; Village Square Mall 16; Westbrook Mall 50; Willowpark Vlg. 63; Bankers Hall 40; Eaton Centre 100.

Neighborhood Shopping Centers-Approximately 70 throughout Calgary.

Principal Shopping Days-Thur., Fri.; Sat. & Sun.

Stores Open Evenings-Most major retailers and malls open evenings 5 days a week and Sundays. Some stores open only Wednesday, Thursday and Friday evenings.

Stores Open Evenings-Wed., Thur., Fri. Some stores open every evening. Most malls and major retailers open Sun.

13 - RETAIL OUTLETS: Department Stores-The Bay 5; Eatons 3; Simpsons-Sears 4; Woodwards 4; Woolco 5; K mart 4; Zellers 5; Calgary Co-op 15.

Variety Stores-Army and Navy; The Brick 2; Saan Stores 4; Bi-way.

Chain Drug Stores-Shoppers Drug Mart 12; Pinder's 4; London 3; Super Drug Mart 6; Value Drug Mart 4; Guardian 3; IDA 18; Associated Retail 10.

Chain Supermarkets-Canada Safeway 31; IGA; Calgary Co-op 15; 7-Eleven 54; Macs 62; Loaf 'N Jug 7; All West 6; Super Value 5; Food City 6; Jay's 5; Red Rooster 8; Food-4-Less 3.

Other Chain Stores-Shoes: Aggies 4, Aldo 3, Agnew 5, Athlete's World 2, Bata 5, Bally, Gallenkamp 3, Checkmate, Sassy Straps 2, Lewis 3, Maher 2, Sterling 3, British Boot Shop 4, Antels 3, Vanity 2, Sole Comfort 2, Soda 3, Arnold Churgin 2, Kinney's 9, Robert's 3, Scholls, Spence's 7, Fredelle's 6, Florsheim 3, Bourne 6; Women's Wear: Mariposa 6, Serena 3, Stiches 3, Gazebo 3, Gloria & Co. 5, Heritage House 4, Karin Tina 4, Lady Foot Locker 5, Mannequin 4, Holt Renfrew, Fairweather 8, Suzy Shier 5, Marks and Spencer 3, Le Chateau 5, Smart Set 8, Ethos 5, Dillard's 7, Dalmys 7, Pennington's 3, Reitman's 8, Sweet 16, Tall Girl 2, Pacy's, Ricki's 7, Silk-O-Lina, Addition-Elle 2; Mens Wear: Anthony's 2, Big and Tall Shops 2, Big Steel 8, Black Sheep, O'Connors, Bootlegger 5, Thomas Jeffery, Mister Grant, Jack Fraser 6, McLeod 4, Tip Top 8; Jewelry: OB Allen 4, Craftsman 4, Birks 5, Mappins 6, Breslauer & Warren 2, Ben Moss 7, Classic McKenzie 2, Peoples 7; Sporting Goods: Sports Experts 2, Sport Chek 2, Eddie Bauer; Miscellaneous: Cotton-Ginny 2, Thrifty's 8, A & A Records 4, Mister Sound 4, Radio Shack 18, Canadian Tire 6, Laura Secord 8, Lighting Unlimited 3, Classique Books 7, The Picture Store 3, Japan Camera Centre 8, PMS Photo 2, Black's Photo 4, Hallmark 3, Happy Hour Cards 2, Grand and Toy 5, Coles 11; House of Tools 2; Moores 3.

14 - NEWSPAPERS: CALGARY SUN (m-mon to fri) 71,082; (S) 98,545; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Gordon Norrie, Adv. Dir., CALGARY SUN, 12 St. N.E.; Calgary, AB T2E 7W9; Tel. (403) 250-4200.

National Representative: None.

HERALD (m-mon to thur) 125,234; (m-sat) 142,745; (m-fri) 166,441; (S) 119,534; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Peter Baillie, Adv. Dir., HERALD, 215 16th St.; S.E., Calgary, AB T2P OW8; Tel. (403) 235-7175.

National Representative: Southam Newspapers Group.

EDMONTON

1 - LOCATION: Division 11, E&P Map B-3. N Saskatchewan River. 300 mi. N of U.S. border; 793 mi. W of Winnipeg; 711 mi. E of Vancouver.

2 - TRANSPORTATION: Railroads-Canadian Pacific; Canadian National; Northern Alberta; Great Slave Lake; Alberta Resources; Via Rail.

Motor Freight Carriers-Over 300 truck firms.

Intercity Bus Lines-Canadian Coachways; Greyhound; Western.

Airlines-Air Canada; Canadian Airlines Int'l.; Air B.C.; Northwest; Time Air; Northwest Territorial Airways Ltd.; Trans North Air; Wapiti Aviation; America West; Delta; American Airlines.

3 - POPULATION:

Corp. City 86 Cen. 573,982; E&P 92 Est. 580,228
Met. Area 86 Cen. 785,465; E&P 92 Est. 720,417
JOURNAL:
CZ-ABC: (86) 640,941
RTZ-ABC: (86) 731,931
City & RTZ-ABC: (86) 1,372,872
SUN:
NDM-ABC: (86) 741,308

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 86 Cen. 218,820; E&P 92 Est. 227,782
Met. Area 86 Cen. 283,365; E&P 92 Est. 276,489
JOURNAL:
CZ-ABC: (86) 238,826
RTZ-ABC: (86) 239,279
City & RTZ-ABC: (86) 478,105
SUN:
NDM-ABC: (86) 269,220

5 - BANKS: Deposit-$31 Billion (Total Alberta)

6 - PASSENGER AUTOS: Alberta 1,390,370; Edmonton 348,657

7 - ELECTRIC METERS: Residence 239,000

8 - GAS METERS: Residence Metro 255,622

9 - PRINCIPAL INDUSTRIES: (Av. Wkly. Wage as of 1988)-Constr. ($535); Mfg. ($547); Trans. ($587); Fin. ($443); Petroleum ($826); Public Adm. ($563); Service ($373).

Principal Pay Days-Fri. 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-68; Summer 60-92; Fall 20-68; Winter 0-50. First killing frost, Oct. 9; last killing frost, May 4.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Downtown Shopping Areas - 4 blocks on 101 St.; 4 on 97 St.; 10 on Jasper Ave.; 3 on 102 St.; 3 on 102 Ave.

Neighborhood Shopping Areas-South Edmonton; 99 St. to 109 St. on 82 Ave.; 82 Ave. to 85 Ave. on 104 St.; West End 149 St. to 156 St. on Stony Plain Rd.; 102 Ave. to 109 Ave. on 124th St.; North/Central Edmonton: 112th St. to 116th St. on 104 Ave.

Shopping Centers-Bonnie Doon Mall (95 stores); Capilano Mall (75 stores); Edmonton Center (150 stores); Eaton Center (120 stores); Heritage Mall (160 stores); Kingsway Garden Mall (327 stores); Lake Beaumaris Mall (34 stores); Londonderry Mall (165 stores); Manulife Place (60 stores); Marketplace at Callingwood (50 stores); McCauley Plaza (35 stores); Meadowlark Park (70 stores); Mill Woods Town Centre (103 stores); Millbourne Mall (47 stores); Northtown Mall (45 stores); Northwood Mall (113 stores); Southgate Shopping Centre (136 stores); Southpark Village (32 stores); West Edmonton Mall (828 stores); Westmount Mall (115 stores); Whitemud Crossing (22 stores); Village Tree Mall (27 stores); Abbotsfield Mall (24 stores); St. Albert Centre (65 stores); Sherwood Park Mall (80 stores); High Street Mall (15 Stores); Kidsland Mall (30 Stores).

Principal Shopping Days-Dept. stores: Thur. Fri., Sat.; Food: Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Eaton's 4; The Bay 8; Woodward 6; Sears 4; Zellers 8; Woolco 5; Kresge; Army & Navy 2; K mart 4; Bi-Way 10; Brettons; Holt Renfrew.

Chain Drug Stores-ARP 4; Baydala 6; IDA 17; Shoppers Drug Mart 20; Sprague 7; Dispensaries Ltd. 9; London Drugs 5; Owl 5; Value Drug Mart 17; Guardian 12.

Chain Supermarkets-Safeway 40; IGA 10; 7-Eleven 49; Mac's Convenience Foods 39; Red Rooster 12; Superstores 3; Food-4-Less 3; Happy Mart 18; Save-On-Foods 2.

Other Chain Stores-Shoes: Bata 10, Agnew-Surpass 9, Cedar 4, Dack's 2, Florsheim 3, Julia 7, Aldo 4, Kinney 10, Fredelle 6, Scholl's 2; Pegabo; Clothing: Burdines 11, Dalmy's 12, Thrifty's 8, Jacob 2, Grafton & Co. 2, Henry Singer 2, Harry Rosen 3, Marks & Spencer 3, d'Allairds 7, Fairweather 13, Francine's 8, Suzy Creamcheese 7, Pennington's 6, Reitman's 14, Ricki's 14, Saan 11, Town & Country 3, Braemar 4, Big Steel 8, Jack Fraser 11, Tip Top 17, Work Wearhouse 8; Suzy Shier 9, Benetton 2, Jack & Jill Co. 6, Au Coton 4; Electronics: Radio Shack 21, International Stereo 5, Future Shop 3, Krazy Krazy 3, The Sony Store 10, Visions 3, Mister Sound 8, A&A Records 9; Furniture: IKEA, Leon's, The Brick Whse.; Other: National Drapery, Cara Shops 8, Coles Books 15; Classic Bookshops 5; Smith W H 7; McBain Camera 8; Birks Jewellers 6; MacKenzies Jewellers 2; Ben Moss Jewellers 6, Mappins Jewellers 4, Peoples Jewellers 10, General Paint 9, Cloverdale Paint 7, Tower Paint 2, Sherwin-Williams, St. Clair Paint 9, Benjamin Moore 5, Color Your World 5, Glidden 2, Totem Lumber 3, Revelstoke 5, Windsor Plywood 5, Beaver Lumber 3, Factory Carpet 3.

14 - NEWSPAPERS: JOURNAL (m-mon to thur; sat) 166,661; (m-fri) 197,306; (S) 155,629; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Jim Orban, Adv. Dir., JOURNAL, 10006-101 St., Edmonton, AB T5J 2S6; Tel. (403) 429-5440.

National Representative: Southam Newspapers Group.

SUN (m-mon to fri) 84,632; (S) 125,765; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Ron Dagdick, Adv. Dir., SUN, #250-4990-92 Ave., Edmonton, AB T6B 3A1; Tel. (403) 468-0100.

National Representatives: Toronto Sun Publishing; Vancouver Western Corp.

FORT McMURRAY

1 - LOCATION: E&P Map B-4. Primary industry extraction and conversion of sands to crude oil. Located on Athabasca River 275 mi. NE of Edmonton. On Provincial Hwy. 63.

2 - TRANSPORTATION: Railroad-Northern Alberta.

Motor Freight Carriers-6.

Intercity Bus Lines-Greyhound; Red Arrow.

Airlines-Canadian Airlines International; Time Air; Air B.C. (Air Canada Interconnect).

3 - POPULATION:

Corp. City 86 Cen. 34,949; E&P 92 Est. 36,031

4 - HOUSEHOLDS:
City 86 Cen. 10,730; E&P 92 Est. 11,669

5 - BANKS	NUMBER	EST. DEP.
Commercial	9	N.A.

6 - PASSENGER AUTOS: Alberta 1,390,370
7 - ELECTRIC METERS: Residence 11,377
8 - GAS METERS: Residence 9,077

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Oil Mining 7,193; Mfg. 220; Constr. 827; Commun. and Utilities 745; Ret./Whol. Trade 1,637; Educ. 1,196; Gov't. 1,012 Other 3,410. Av. Wkly. Wage $763.20.

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Av.-Spring 30; Summer 71; Fall 45; Winter -6. First killing frost, Sept. 1; last killing frost, May 15.

11 - TAP WATER: Medium.

12 - RETAILING: Principal Shopping Area-2 on Franklin Ave. three major malls.

Neighborhood Shopping Centers-4.

Principal Shopping Days-Wed., Thur., Fri., Sat., Sun.

Stores Open Evenings-Thur., Fri.; Peter Pond Shopping Centre-Plz. II Mall, Thickwood Shpg. Ctr. Wed., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Zellers; Fields; Saan.

Chain Drug Stores-Shoppers Drug Mart 2; Plaza Drug Mart; Morrison Centre Pharmacy.

Chain Food Stores-Safeway; Super A; IGA.

Other Chain Stores-Sears; National Tire; Shell; Red Rooster; Beaver Lumber; Revelstroke; Kinney Shoes; Tip Top Taylors; People's Jewellers; O.B. Allan; Reitman's; Thrifty; Work Warehouse; Stereo People; Big K Music; Safety Supply; Frozani's; (Foot Locker); Karuba; San Francisco; Boston Pizza; Dairy Queen; McDonald's; National Video; Coles Books; Buns Master; Canadian Tire; Rodger's Video; Superior Video, Work World; Macleods; Radio Shack; United Carpet; Smitty's; Subway; Sooter's; Minute Muffler; Fanny's Fabrics; Fairweather; KFC; Nutri-System; Weight Watchers; 24 Hour Video; The Brick.

14 - NEWSPAPERS: TODAY (e-mon to thur) 5,841; (e-fri) 8,078; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Jim Gray, Adv. Mgr., TODAY, 8550 Franklin Ave.; PO Box 4008, Fort McMurray, AB T9H 3G1; Tel. (403) 743-8186.

National Representative: None.

GRAND PRAIRIE

1 - LOCATION: Census Division No. 15, E&P Map B-3. 278 mi. NW of Edmonton; 87 mi. E of B.C. border. On Hwy. No. 2 (connecting with Alaska Hwy. at Dawson Creek, B.C.), paved roads to N, E and W.

2 - TRANSPORTATION: Railroads-Northern Alberta; Alberta Resources.
Motor Freight Carriers-12.
Interprovincial Bus Line-Greyhound.
Airlines-Air BC; Time Air.

3 - POPULATION:
Corp. City 86 Cen. 26,471; E&P 92 Est. 27,239
CZ-ABC: (86) 26,471
RTZ-ABC: (86) 60,712
City & RTZ-ABC: (86) 87,183

4 - HOUSEHOLDS:
City 86 Cen. 8,985; E&P 92 Est. 10,609
CZ-ABC: (86) 8,985
RTZ-ABC: (86) 18,911
City & RTZ-ABC: (86) 27,896

5 - BANKS	NUMBER	EST. DEP.
All Banks	8	N.A.

6 - PASSENGER AUTOS: Alberta 1,390,370
7 - ELECTRIC METERS: Residence 5,150
8 - GAS METERS: Residence 5,150

9 - PRINCIPAL INDUSTRIES: North Canadian Forest Industries (plywood plant, lumber camps, etc.); Procter & Gamble; Cellulose; Pulp Mill; Grain Elevators; Feed & Seed Plants; Whol. Warehouses; Steel Industries; Iron Works; Northern Alberta Dairy Pool; Soft Drink Bottling Plants; Poultry Hatcheries; Farming; Ranching; Gas and Oil Industries; Gov't Telephones; Elect.; Gas; Railway; Federal & Provincial Gov't Depts.; Constr. Firms; Concrete; Telecommunications; Sulphur; Higher Educ.; Aviation; Meat Packing; Natural Gas Plant; Regional Hospital.

10 - CLIMATE: Av. Annual Temp.-36F.; Min. Temp.-Jan. 9F.; Max. Temp.-July 60F. Av. mo. rainfall 10 in.; Av. mo. snowfall 69 in.; Total av. precip. 17 in.

11 - TAP WATER: Hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on 99 through 102 Aves.; 3 blocks on 101 St.; 10 blocks on 100 St.; Industrial District 98 to 102 St., on 97 & 98 Aves., S. and N. of NAR tracks; Industrial Pk. at 100 Ave.-108 St.

Neighborhood Shopping Centers-London Drugs Plz.; N. on Clairmont Road; Towne Ctr. Mall-Downtown Prairie Mall, 100 St., & 177 Ave.; Patterson Pl. Shopping Ctr. 84th Ave.

13 - RETAIL OUTLETS: Department Stores-Co-op; Simpson-Sears; The Brick.
Variety Stores-Woolworth's; Metropolitan.
Chain Supermarkets-Safeway; IGA; Co-op.
Other Chain Stores-Fields; Saan; St. Clair Shop; Singer Co.; Sweet 16; Home Hardware; Beaver Lumber.

14 - NEWSPAPERS: HERALD-TRIBUNE (e-mon to thur) 8,660; (e-fri) 12,100; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Peter J. Woolsey, Adv. Sales Mgr., HERALD-TRIBUNE, 10604-100th St., Grand Prairie, AB T8V 2M5; Tel. (403) 532-1110.

National Representative: None.

LETHBRIDGE

1 - LOCATION: Division 2, E&P Map B-3. 135 mi. S of Calgary and 66 mi. N of the U.S. border. On Provincial Hwy. 3 E and W (Trans-Alberta).

2 - TRANSPORTATION: Railroad-Canadian.
Motor Freight Carriers-50.
Interprovincial Bus Line-Greyhound.
Airlines-Time Airways; Air BC.

3 - POPULATION:
Corp. City 86 Cen. 58,841; E&P 92 Est. 60,810
CZ-ABC: (86) 58,841
RTZ-ABC: '86) 87,249
City & RTZ-ABC: (86) 146,090

4 - HOUSEHOLDS:
City 86 Cen. 21,985; E&P 92 Est. 23,689
CZ-ABC: (86) 21,985
RTZ-ABC: (86) 27,160
City & RTZ-ABC: (86) 49,145

5 - BANKS	NUMBER	DEPOSITS
Savings	20	N.A.
Trust & Credit	7	N.A.
Credit Unions	8	N.A.

6 - PASSENGER AUTOS: Alberta 1,390,370
7 - ELECTRIC METERS: Residence 21,000
8 - GAS METERS: Residence 21,543

9 - PRINCIPAL INDUSTRIES: Grain Elevators; Food Proc.; Furn.; Metal Fab.; Rollers; Tanks; House Trailers; Comm. Trailers; Pre-fab. Homes; Drums; Boats; Cellular Telephones; Cinder Blocks; Macaroni; Farm Mach.; Oxygen Plant; Mfg. & Refining; Edible & Non-Edible Oils; Meat Packing & Dressing; Distillers; Ceramics; Poultry; Oilwell Equip.; Frozen Foods; Foundry; Flour Milling; Metal & Wood Doors & Windows; Higher Educ.; Soft Drinks; Feed Plants; Bakeries; Dairy Prods.; Poly Bogs; Clothing; Metal Fab.; Aluminum Architectural Prods.; Boilers & Pressure Vessels.

10 - CLIMATE: Min. & Max. Temp. (Celsius)-Spring- -8 to 18; Summer 8 to 25; Fall- -6 to 20; Winter + 5 to -17. First killing frost, Sept. 25; last killing frost, May 7.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on 3rd & 4th Aves.; 4 on 5th St.; 2 on 6th & 7th Sts. S.; 4 on 13th St. N.

Neighborhood Shopping Centers-2nd Ave. N.W. from 9th St. to 13th St.; 3rd Ave. & 13th St. S.; 9th Ave. & 15th St. S.; Holiday Vlg. on Mayor Magrath Dr.; on 16th Ave. S.; Norbridge, 24th St. at 7th Ave. N.; College Mall on Mayor Magrath Dr. at 20th Ave. S.; Centre Vlg., 13th St. and 2nd Ave. N.; Lethbridge Centre, 5th St. & 4th Ave. S.; Park Place 1st Ave. between 3rd and 7th St.; Westminster, 5th Ave. and 13th St. N.; South Plz., 16th Ave. and Mayor Magrath Dr.; Chinook Ctr., 13th Ave. N.; Park Meadow Mall, 23rd St. & 18th Ave. N.; 100 Columbia Blvd. W.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Center Vlg. Mall(36)	NA	Canadian Tire, IGA
College Mall(46)	NA	Woolco, Super Valu
Sandman Inn Plz.(26)	NA	7-Eleven
Lethbridge Ctr. (80)	NA	Woodward's
South Plz.(15)	NA	Zeller's, Safeway
Chinook Ctr.(5)	NA	
Park Meadow(35)	NA	Safeway, Saan
Park Place(100)	NA	Eatons, Sears, Food City
West Vlg. Mall	NA	Super Sam

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-T. Eaton; Zeller's; Sears; MacLeod's; Woodward's.
Variety Stores-Woolworth; Saan; Kresge's; Bi-Way; Woolco.
Chain Drug Store-London Drugs.
Chain Supermarkets-Safeway 2, Super Valu; Woodward's; IGA; Food City; Super Sam.
Other Chain Store-Canadian Tire.

14 - NEWSPAPERS: HERALD (e) 26,339; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Kirk Mearns, Adv. Mgr., HERALD, 504 7th St. S., Lethbridge, AB T1J 3Z7; Tel. (403) 328-4411; FAX (403) 328-4536.

National Representative: Thomson Newspapers.

MEDICINE HAT

1 - LOCATION: Division 1, E&P Map B-3. Industrial trading ctr. for SE Alberta. On S branch of Saskatchewan River. 175 mi. from Calgary; 340 mi. from Edmonton. On Trans-Canada Hwy.

2 - TRANSPORTATION: Railroad-Canadian Pacific.
Motor Freight Carriers-7.
Bus Line-Greyhound.
Airlines-Time Airways; Air BC.

3 - POPULATION:
Corp. City 86 Cen. 41,804; E&P 92 Est. 43,141
CZ-ABC: (86) 41,804
RTZ-ABC: (86) 21,236
City & RTZ-ABC: (86) 63,040

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 86 Cen. 15,825; E&P 92 Est. 18,193
CZ-ABC: (86) 15,825
RTZ-ABC: (86) 6,825
City & RTZ-ABC: (86) 22,650

5 - BANKS	NUMBER	EST. DEP.
All Banks	9	N.A.

6 - PASSENGER AUTOS: Alberta 1,390,370
7 - ELECTRIC METERS: Residence 16,808
8 - GAS METERS: Residence 14,037

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Garages 300 ($195); Chemical 320 ($200); Clay & Glass 1,100 ($185); Constr. 1,200 ($200); Trans. 600 ($185); Whse. 300 ($130); Ret. 1,500 ($125); Fin. 160 ($155); Restaurant 380 ($140); Dairy 70 ($165); Servs. 2,000 ($145); Others 2,000 ($150); Industrial composite for firms employing 20 or more ($285).

Principal Industrial Pay Days-2nd and 4th Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 13-72; Summer 49-106; Fall 45-90; Winter 22-60. First killing frost, Sept. 24; last killing frost, Apr. 5.

11 - TAP WATER: Alkaline, hard 140 ppm.

12 - RETAILING: Principal Shopping Centers-5 blocks on 2nd and 3rd Sts.

Neighborhood Shopping Centers-4th Ave., Aberdeen St.; 3rd St. on Riverside; Industrial Dist.; N Railway St.; Division Ave. bet. 6th & 7th Sts.; Crescent Hghts.; Dunmore Rd. SE; Southview Mall; Medicine Hat Mall.

Principal Shopping Days-Department Stores-Mon., Thur., Fri., Sat.; Food-Fri., Sat.; Food Lumber Outlets-Sun. 11-4.

13 - RETAIL OUTLETS: Department Stores-The Bay; Simpson-Sears; K mart.
Variety Stores-Woolco; Saan Stores; Bi-Way.
Chain Supermarkets-Safeway 3; Co-op; IGA 2; OK Economy; Red Owl 2.

14 - NEWSPAPERS: NEWS (e) 14,109; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Clarence C. Heringer, Mktg. Dir., NEWS, 3257 Dunmore Rd. S.E., Medicine Hat, AB T1A 7E6; Tel. (403) 527-1101.

National Representative: Southam Newspapers.

RED DEER

1 - LOCATION: E&P Map B-3, Midway between Calgary and Edmonton (95 mi.). Hub for the four Western Canadian Provinces; accessible to newly developing Canadian Northland, Alaska and NW U.S.

2 - TRANSPORTATION: Railroads-Canadian Pacific; Canadian National.
Motor Freight Carriers-40.
Bus Lines-Greyhound; Coachways; Red Arrow Express.

3 - POPULATION:
Corp. City 86 Cen. 54,425; E&P 92 Est. 68,230
CZ-ABC: (86) 54,425
RTZ-ABC: (86) 126,004
City & RTZ-ABC: (86) 180,429

Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 86 Cen. 16,168; E&P 92 Est. 22,451
CZ-ABC: (86) 19,635
RTZ-ABC: (86) 43,224
City & RTZ-ABC: (86) 62,859

5 - BANKS	NUMBER	DEPOSITS
Commercial	26	N.A.

6 - PASSENGER AUTOS: Alberta 1,390,370
7 - ELECTRIC METERS: Residence 20,000
8 - GAS METERS: Residence 19,546

9 - PRINCIPAL INDUSTRIES: Milk Condensery; Poultry Eviscerating & Creamery; Packing & Can Mfg.; Mfg. of Transformers; Bottling; 'er Mfg.; Concrete; Auto Parts; Railroads; over 00 oil and gas wells; Brewery; Prov. Gov't. ,000; Alberta Gas Ethylene Mfg.; Pipeline Mfg.; Steel Mfg.

10 - CLIMATE: Av. Temp.-May to Sept. 54. First killing frost, Oct. 1; last killing frost, Mar. 31.

11 - TAP WATER: Filtered soft; fluoridated, reduced from 232 ppm to 70 ppm hardness.

12 - RETAILING: Principal Shopping Centers-On Gaetz Ave. & Ross St. Other shopping centers in West Park; Eastview & Ross St.; E. Parkland Shopping Mall (North Hill); Bower Place (Southhill).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bower Place(99)	3	Woodwards, Eatons
Eastview(10)	2	IGA, Eastview Super Drug
Parkland Mall(100)	4	Sears, Woolco
Safeway Plz. Ctr.	NA	Co-op
Port-O-Call(8)	1	Safeway, Western
Pines Shopping Plz.(10)	2	Red Rooster

Village Mall	2	Debajis, Visions
Deer Park Plaza	4	Co-op

13 - RETAIL OUTLETS: Department Stores-T. Eaton; Hudson's Bay; Simpson-Sears; Co-op; Woolco; Woodwards.

Variety Stores-S.S. Kresge; Zellers; Saan.

Other Chain Stores-Safeway 2; IGA 2; Tom Boy; Collegiate Sports; The Brick; North Star Sports; Shoppers Drugmart; Boots; London Drugs; Food City; Warehouse Direct.

14 - NEWSPAPERS: RED DEER ADVOCATE (e) 23,009; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Stephen Carroll, Adv. Mgr., ADVOCATE, 2950 Bremner Ave.; PO Box 5200, Red Deer, AB T4N 5G3; Tel. (403) 343-2400.

National Representative: None.

BRITISH COLUMBIA SURVEYS

POPULATION ESTIMATES

(Thousands)

Age Group	1981	1986	1992
Under 5 Years	191	201	210
5-14 Years	397	417	390
15-24 Years	491	515	398
25-44 Years	831	1,139	1,193
45-64 Years	536	562	559
65 and Over	298	313	368
TOTAL	2,744	2,883	3,084

Based on Statistics Canada Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1971	1983	1992
General Mdse	719	2,611	3,178
Apparel	122	584	928
Furniture	99	299	614
Groceries	904	3,104	4,844
Lumber/Bldg. Mat.	36	105	136
Restaurants	205	1,535	3,845
Autos	580	2,801	3,973
Gasoline/Fuel Oil	283	885	1,497
Drugs	124	596	761
TOTAL SALES	3,744	15,190	22,643

Source: Census of Canada/Retail Trade

CRANBROOK

1 - LOCATION: E&P Map B-3. Located on Hwys. 3 & 95, 52 mi. N of the Canadian-U.S. border, 90 mi. W of the B.C.-Alta. border. Div. No. 1, Sub-div. 8. SE corner of Province. Hub city of the East Kootenay region & a major hwy. & railway center.

2 - TRANSPORTATION: Railroad-Canadian Pacific.

Intercity Bus Line-Greyhound.

Airlines-Air B.C.; Time Air.

3 - POPULATION:

Corp. City 86 Cen. 15,893; E&P 92 Est. 16,684
CZ-ABC: (86) 15,893
RTZ-ABC: (86) 18,470
City & RTZ-ABC: (86) 34,363

4 - HOUSEHOLDS:

City 86 Cen. 5,720; E&P 92 Est. 6,936
CZ-ABC: (86) 5,720
RTZ-ABC: (86) 6,449
City & RTZ-ABC: (86) 12,169

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	N.A.
Credit Union	1	N.A.

6 - PASSENGER AUTOS: British Columbia 2,796,818; Cranbrook 20,064

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Forestry, Coal Mining; Trans.; Gold, Silver & Lead Mining, Tourism.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 55-100; Fall 25-75; Winter 0-60. First killing frost, Oct. 15; last killing frost, Apr. 15.

11 - TAP WATER: Soft Fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown on Baker St., Tamarack Shopping Ctr., Cranbrook Mall.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: TOWNSMAN (e-mon to fri) 4,161; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Carol Murray, Pub., TOWNSMAN, 822 Cranbrook St. N., Cranbrook, BC V1C-3R9; Tel. (604) 426-5201; FAX (604) 426-5003.

National Representative: None.

DAWSON CREEK

1 - LOCATION: Peace River-Prince George Elect. Dist. (PC), E&P Map B-2. 800 mi. NE of Vancouver; 380 mi. NW of Edmonton. Major coal development underway, oil development, forestry, farming & agriculture. Mile Zero on Alaska Hwy.

2 - TRANSPORTATION: Railroads-Canadian National; British Columbia.

Motor Freight Carriers-11.

Airlines-Air B.C.; Time Air; Various Charter Lines.

3 - POPULATION:

Corp. City 86 Cen. 10,544; E&P 92 Est. 10,986

4 - HOUSEHOLDS:

City 86 Cen. 4,095; E&P 92 Est. 4,690

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	1	N.A.
Commercial	7	N.A.

6 - PASSENGER AUTOS: British Columbia 2,796,818; Dawson Creek 18,254

7 - ELECTRIC METERS: Residence 4,383

8 - GAS METERS: Residence 4,210

9 - PRINCIPAL INDUSTRIES: Lumbering; Mining; Oil Development; Farming & Ranching; Agric.; Tourism; Trans.

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Six-year Av. (Celsius)-Spring 1; Summer 14; Fall 3; Winter 13. Av. frost free days 125.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-Dawson Mall, 40 stores; Co-op Mall, 12 stores.

Neighborhood Shopping Centers-Dawson Co-op; Century Place mini mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grand Prairie Mall(80)	NA	Zeller's, Safeway
Fort St. John (50)	NA	Zeller's, Safeway

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Mon. to Fri.

13 - RETAIL OUTLETS: Department Stores-K mart; Co-op; Zellers.

Discount Stores-Saan; Fields.

Chain Drug Store-Shoppers.

Chain Supermarkets-Safeway; Co-op; IGA.

Other Chain Stores-Reitmans; Sweet 16; Sears; Rainbow Studio; Bumper to Bumper; Peavey Mart.

14 - NEWSPAPERS: PEACE RIVER BLOCK NEWS (e-mon to fri) 2,688; sworn May 22, 1991.

Local Contact for Advertising and Merchandising Data: Kathleen Black, Pub., PEACE RIVER BLOCK NEWS, 901-100 Ave., Dawson Creek, BC V1G 1W2; Tel. (604) 782-4888; FAX (604) 782-6770.

National Representative: Sterling Newspapers.

FORT ST. JOHN

1 - LOCATION: Peace River-Liard Regional District, E&P Map B-2. 45 mi. NW of Dawson Creek. Tourism, gas, logging, oil wells & diversified farming.

2 - TRANSPORTATION: Railroad-B.C.R.

Motor Freight Carriers-Motorways; Canadian Freightways.

Intercity Bus Line-Greyhound.

Airlines-Canadian Airlines; Air BC; Time Air; (connecting point for Edmonton, Whitehorse, Prince George, Vancouver).

3 - POPULATION:

Corp. City 86 Cen. 13,355; E&P 92 Est. 13,961
CZ-ABC: (86) 13,355
RTZ-ABC: (86) 7,728
City & RTZ-ABC: (86) 21,083

4 - HOUSEHOLDS:

City 86 Cen. 4,777; E&P 92 Est. 7,468
CZ-ABC: (86) 4,745
RTZ-ABC: (86) 2,415
City & RTZ-ABC: (86) 7,160

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	6	N.A.

6 - PASSENGER AUTOS: British Columbia 2,796,818; Fort St. John 18,630

7 - ELECTRIC METERS: City 6,430

8 - GAS METERS: 5,677

9 - PRINCIPAL INDUSTRIES: Forestry, Gas & Oil Wells; Dairying; Livestock; Alfalfa Seed; Feed Grains; Honey.

10 - CLIMATE: Min. & Max. Temp. -40 to 40 C.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-Totem Mall.

Neighborhood Shopping Centers-Northgate Mall; Co-op Shopping Ctr.

13 - RETAIL OUTLETS: Department Stores-Zeller's; Central; The Bay; Co-op.

Discount Store-Save-A-Lot.

Chain Drug Stores-People's Drug Mart; Shoppers Drug.

Chain Supermarkets-Overwaitea; IGA; Safeway; Co-op.

Other Chain Stores-MacLeod's; Fields; Workwear World.

14 - NEWSPAPERS: ALASKA HIGHWAY NEWS (e-mon to fri) 2,956; Sept. 30, 1990 ABC.

Local Contact for Advertising and Merchandising Data: Bob Haugen, Pub., ALASKA HIGHWAY NEWS, 9916-98th St., Fort St. John, BC V1J 3T8; Tel. (604) 785-5631.

National Representative: None.

KAMLOOPS

1 - LOCATION: Division 6, E&P Map A-3. About 220 mi. NE of Vancouver; approximately same distance NW of Trail; 390 mi. W of Calgary.

2 - TRANSPORTATION: Railroads-Canadian Pacific; Canadian Natl. Railway.

Airlines-Canadian Airlines; Air BC.

3 - POPULATION:

Corp. City 86 Cen. 61,773; E&P 92 Est. 66,539
CZ-ABC: (86) 61,773
RTZ-ABC: (86) 35,032
City & RTZ-ABC: (86) 96,805

4 - HOUSEHOLDS:

City 86 Cen. 22,265; E&P 92 Est. 28,338
CZ-ABC: (86) 22,155
RTZ-ABC: (86) 12,235
City & RTZ-ABC: (86) 34,390

5 - BANKS	NUMBER	EST. DEP.
All Banks	20	N.A.

6 - PASSENGER AUTOS: British Columbia 2,796,818; Kamloops 57,699

7 - ELECTRIC METERS: Residence 23,683

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Primary 1840; Mfg. 3,165; Constr. 3,280; Trans., Util. & Comm. 3,585; Trade 6,420; Fin., Ins. & R.E. 1,595; Commerce, Business & Personal Service 10,285; Public Administration & Defense 2,370.

10 - CLIMATE: Semi-Arid.

11 - TAP WATER: Town, soft. Trading area, fairly hard; fluoridated.

12 - RETAILING:

Neighborhood Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Aberdeen(80)	5	Bay/Woodwards
Brock(5)	7	Coopera
Fortune(10)	5	Safeway
K mart Plz.(5)	7	K mart
N. Hills(4)	5	Zeller's, Fields
Sahali Ctr. Mall (30)	3	Safeway, Woolco Fields
Thompson Park (36)	NA	Sears, Fields London Drugs
Valleyview(10)	5	Coopers

Principal Shopping Days-Thur., Fri., Sat. & Sun.

Stores open Evenings-Thur. & Fri.

13 - RETAIL OUTLETS: Department Stores-Woodwards; Bay; Sears; Zeller's; Fields 3.

Discount Stores-Woolco; K mart.

Chain Drug Store-Shoppers Drug Mart.

Food Outlets-Safeway 4; Coopers 3; Super Valu; Overwaitea 2.

Other Chain Stores-Canadian Tire 2; Singer; Saans 2; Jack Fraser's 2; People's Jewellers 2; Mappins; O.B. Allen Jewelers; Buckerfields; Thunderbird; Radio Shack 2.

14 - NEWSPAPERS: DAILY NEWS (e-mon to fri) 18,344; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Ron Watt, Adv. Mgr., DAILY NEWS, 106-63 W. Victoria St., Kamloops, BC V2C 6J6; Tel (604) 372-2331; FAX (604) 374-3884.

National Representative: Southam Newspapers.

KELOWNA

1 - LOCATION: Division 3, E&P Map A-3. On Okanagan Lake; 295 mi. E of Vancouver. In Central Okanagan Regional District.

2 - TRANSPORTATION: Railroads-Canadian Pacific; Canadian National.

Motor Freight Carriers-12.

Intercity Bus Line-Greyhound.

Airlines-C.P.; Pacific Western; Time Air.

3 - POPULATION:

Corp. City 86 Cen. 61,213; E&P 92 Est. 64,942
CZ-ABC: (86) 58,702
RTZ-ABC: (86) 31,028
City & RTZ-ABC: (86) 89,730

4 - HOUSEHOLDS:

City 86 Cen. 24,161; E&P 92 Est. 28,128
CZ-ABC: (86) 22,641
RTZ-ABC: (86) 11,276
City & RTZ-ABC: (86) 33,917

5 - BANKS	NUMBER	DEPOSITS
Commercial	17	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: British Columbia 2,796,818; Kelowna 95,414

7 - ELECTRIC METERS: 11,000

8 - GAS METERS: 6,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Fruit Picking & Pkg. 2,800; Logging & Saw Mills 1,050; Retailing 2,000; Office & Clerical 1,200; Trans. 288; Constr. 1,200; Distillery 400; Truck Mfg. 450; Rec. Vehicles 850.

10 - CLIMATE: Daily mean temperature 47. Precipitation 12.35 in. annually.

11 - TAP WATER: Fluoridated.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: Department Stores-Field's; Hudson's Bay, MacLeod's; Sears.

Variety Stores-Woolworth; Metropolitan; Saan; Woolco.

Chain Drug Stores-Rexall; Western; London Drug; Shoppers Drug Mart.

Chain Supermarkets-Safeway, Super Valu; IGA; Overwaitea.

14 - NEWSPAPERS: COURIER (e) 19,635; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Ron Harding, Gen. Adv. Mgr., COURIER, 550 Doyle Ave., Kelowna, BC V1Y 7V1; Tel. (604) 762-4445.
National Representative: Thomson Newspapers.

KIMBERLEY

1 - LOCATION: Division 3, E&P Map B-3. Hwy. 95. In East Kootenay Regional District.

2 - TRANSPORTATION: Railroad-Canadian Pacific.
Intercity Bus Line-Greyhound.
Airline-Pacific Western.

3 - POPULATION:
Corp. City 86 Cen. 6,732; E&P 92 Est. 6,929

4 - HOUSEHOLDS:
City 86 Cen. 2,744; E&P 92 Est. 2,979

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	N.A.

6 - PASSENGER AUTOS: British Columbia 2,796,818; Kimberley 7,346

7 - ELECTRIC METERS: Residence 2,701

8 - GAS METERS: Residence 1,600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mining; Fertilizer Plant 429; Trans., Commun., Util. 240; Pulp Mill 250.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: Department Stores-Field's (catalog); Simpson.
Variety Store-MacLeod's.
Chain Drug Stores-Rexall; Tamblyn.
Chain Supermarkets-Super Valu; Overwaitea.

14 - NEWSPAPERS: BULLETIN (e-mon to fri) 2,500; sworn Sept. 30, 1990.
Local Contact for Advertising and Merchandising Data: Diane Maletta, Adv. Mgr., BULLETIN, 335 Spokane St., Kimberley, BC V1A 1Y9; Tel. (604) 427-5333.
National Representative: None.

NANAIMO

1 - LOCATION: Division 5, E&P Map A-3. 32 mi. W of Vancouver; 70 mi. N of Victoria; on Island Hwy. Center of wood pulp production area.

2 - TRANSPORTATION: Railroads-E&N, Canadian Pacific and B.C.; Ferries to Vancouver.
Interprovincial Bus Line-Vancouver Island.

3 - POPULATION:
Corp. City 86 Cen. 49,029; E&P 92 Est. 61,968
CZ-ABC: (86) 49,029
RTZ-ABC: (86) 39,932
~~City~~ & RTZ-ABC: (86) 88,961

4 - HOUSEHOLDS:
City 86 Cen. 17,739; E&P 92 Est. 22,968
CZ-ABC: (86) 19,340
RTZ-ABC: (86) 15,851
City & RTZ-ABC: (86) 35,191

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	12	$149,000,000

6 - PASSENGER AUTOS: British Columbia 2,796,818; Nanaimo 56,627

7 - ELECTRIC METERS: Residence 14,000

8 - GAS METERS: Residence 1,350

9 - PRINCIPAL INDUSTRIES: Lumber; Logging Mach.; Pulp; Shipbldg.; Fishing; Agric.; Tourism.

10 - CLIMATE: Min. & Max. Temp.-10-35.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Stores Open Evenings-Thur., Fri.; Woolco-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-T. Eaton; Simpson-Sears; MacLeod's; Fields; Woolworth; Woolco.
Chain Drug Stores-Shoppers Drug Mart 3; Central Drug 3; Nanaimo Pharmacy 2; Western.
Chain Supermarkets-Safeway 2; Super Valu 2; Overwaitea.

14 - NEWSPAPERS: FREE PRESS (e) 11,460; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Clyde T. Wicks, Pub./Gen. Mgr., FREE PRESS, 225 Commercial St., Nanaimo, BC V9R 5K5; Tel. (604) 753-3451.
National Representative: Thomson Newspapers.

NELSON

1 - LOCATION: West Kootenay Electoral District. E&P Map A-3. 450 mi. E of Vancouver; 400 mi. W of Calgary. On West Arm of Kootenay Lake; Near Duncan and Hugh Keenlyside Dams. On Southern Trans-Canada Hwy. #3.

2 - TRANSPORTATION: Railroads-Canadian Pacific; Burlington Northern.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Kaslo-Nelson, Airline Service.
Airline-PWA.

3 - POPULATION:
Corp. City 86 Cen. 8,113; E&P 92 Est. 8,400
CZ-ABC: (86) 9,143
RTZ-ABC: (86) 49,018
City & RTZ-ABC: (86) 58,161

4 - HOUSEHOLDS:
City 86 Cen. 3,599; E&P 92 Est. 3,652
CZ-ABC: (86) 3,570
RTZ-ABC: (86) 17,836
City & RTZ-ABC: (86) 21,406

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: British Columbia 2,796,818; Nelson 13,992

7 - ELECTRIC METERS: Residence 7,465

8 - GAS METERS: Residence 3,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.) Govt. Services; Forestry; Education; Silva Culture; Tourism.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 55-100; Fall 25-75; Winter 0-60. First killing frost, Oct. 15; last killing frost, Apr. 15.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-12 blocks on Baker, Stanley, Josephine, Ward & Vernon Sts.; Chaika Mika Mall.
Neighborhood Shopping Center-Fairview-Nelson Ave.

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri. until 9.

13 - RETAIL OUTLETS: Department Stores-MacLeod's; Saans; Woodwyns.
Variety Stores-Woolworth & Woolco.
Chain Supermarkets-Super-Valu; Safeway; Overwaitea.

14 - NEWSPAPERS: NEWS (e-mon to fri) 4,811; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: L.R. (Verne) Shaull, Pub., NEWS, 266 Baker St., Nelson, BC V1L 4H3; Tel. (604) 352-3552.
National Representative: None.

PENTICTON

1 - LOCATION: Division 3, E&P Map A-3. On Lake Okanagan. 256 mi. E of Vancouver.

2 - TRANSPORTATION: Motor Freight Carriers-All major.
Intercity Bus Line-Greyhound.
Airlines-Air Canada; Air BC; Time Air.

3 - POPULATION:
Corp. City 86 Cen. 23,588; E&P 92 Est. 24,878
CZ-ABC: (86) 24,409
RTZ-ABC: (86) 28,485
City & RTZ-ABC: (86) 52,894

4 - HOUSEHOLDS:
City 86 Cen. 10,227; E&P 92 Est. 11,020
CZ-ABC: (86) 10,320
RTZ-ABC: (86) 11,320
City & RTZ-ABC: (86) 21,640

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	10	N.A.
Trust Co.	2	N.A.

6 - PASSENGER AUTOS: British Columbia 2,796,818; Penticton 36,769

7 - ELECTRIC METERS: Residential 10,870

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Forestry 245; Mfg. 960; Constr. 481; Trans. Storage 210; Mining 102; Fruit & Pkg. 874. (Av. annual Income-$15,436; Av. annual Wage-$22,804).

10 - CLIMATE: Min. & Max. Av. Temp.-8.9.

11 - TAP WATER: Slightly Acid; Chlorinated.

12 - RETAILING: Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Zeller's; Woodward's.
Discount Store-Woolco.
Chain Drug Store-Shopper's Drug Mart.
Chain Supermarkets-Super Valu 2; Canada Safeway; IGA; Overwaitea.
Other Chain Store-Sears (catalog).

14 - NEWSPAPERS: HERALD (e-mon to sat) 8,587; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Rory McGrath, Adv. Mgr., HERALD, 186 Nanaimo Ave. W., Penticton, BC V2A IN4; Tel. (604) 492-4002; FAX (604) 492-2403.
National Representative: Thomson Newspapers.

PORT ALBERNI

1 - LOCATION: Division 5, E&P Map A-3. 50 mi. NW of Nanaimo on Hwy. 4 and 30 mi. from the E coast of Vancouver Island. Center of forest complex (pulp paper, plywood and lumber manufacturing); Province's third largest deep-sea port with commercial fishery facilities.

2 - TRANSPORTATION: Railroad-Canadian Pacific.
Motor Freight Carriers-2.
Intercity Bus Line-Island Coach Lines.

3 - POPULATION:
Corp. City 86 Cen. 18,241; E&P 92 Est. 19,184
CZ-ABC: (86) 18,241
RTZ-ABC: (86) 12,100
City & RTZ-ABC: (86) 30,341

4 - HOUSEHOLDS:
City 86 Cen. 6,755; E&P 92 Est. 7,133
CZ-ABC: (86) 6,755
RTZ-ABC: (86) 4,160
City & RTZ-ABC: (86) 10,915

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	N.A.
Credit Union	1	N.A.

6 - PASSENGER AUTOS: British Columbia 2,796,818; PortAlberni 19,760

7 - ELECTRIC METERS: Residence 9,959

8 - GAS METERS: None.

9 - PRINCIPAL INDUSTRIES: Pulp & Paper; Plywood & Lumber Mills; Logging; Fishing; Heavy Mach.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-50; Summer 60-90; Fall 55-70; Winter 20-40.

11 - TAP WATER: Soft.

12 - RETAILING: Principal Shopping Areas-3 blocks on Third Ave.; Port Alberni; Plz. Shopping Ctr. & Alberni Mall; 10th & Redford; Southgate Shopping Ctr.; Harbor Quay; Waterfront facility.

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Woodward's; K mart; Simpson-Sears (catalog).
Chain Drug Stores-Shopper's Drug Mart; People's.
Chain Supermarkets-Safeway; Super Valu; IGA Foods; Randy's By-Low.
Other Chain Stores-Color Your World; Woolworth; Saan; Radio Shack; People's Jewelers; Revelstoke Lumber; Reitman's; Bootlegger; Windsor Plywoods.

14 - NEWSPAPERS: ALBERNI VALLEY TIMES (e-mon to fri) 6,863; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: N.E. Hannaford, Pub., ALBERNI VALLEY TIMES, 4918 Napier St.; PO Box 400, Port Alberni, BC V9Y 7N1; Tel. (604) 723-8171; FAX (604) 723-0586.
National Representative: None.

PRINCE GEORGE

1 - LOCATION: E&P Map A-3. 466 mi. N of Vancouver.

2 - TRANSPORTATION: Railroads-British Columbia; Canadian National.
Intercity Bus Lines-Greyhound; Coachways.
Airlines-Canadian International; Air B.C.

3 - POPULATION:
Corp. City 86 Cen. 67,621; E&P 92 Est. 71,766
CZ-ABC: (86) 67,621
RTZ-ABC: (86) 59,186
City & RTZ-ABC: (86) 126,807
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 86 Cen. 22,625; E&P 92 Est. 27,403
CZ-ABC: (86) 22,625
RTZ-ABC: (86) 18,700
City & RTZ-ABC: (86) 41,325

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	27	N.A.

6 - PASSENGER AUTOS: British Columbia 2,796,818; Prince George 61,575

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry (Av. Wkly. Wage)-Lumbering ($534); Trans.; Gov't; Pulp and Paper; Oil Refinery; Caustic Chem.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Fluoridated.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: Department Stores-Zeller's; Sears; Woodward's.
Variety Stores-Kresge; Saan; Woolco.
Chain Supermarkets-Safeway; Overwaitea 4; Extra Foods.
Other Chain Store-Canadian Tire.

14 - NEWSPAPERS: THE CITIZEN (e) 21,947; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Doug French, Adv. Mgr., CITIZEN, 150 Brunswick St.; PO Box 5700, Prince George, BC V2L 5K9; Tel. (604) 562-2441.
National Representative: Southam Newspapers.

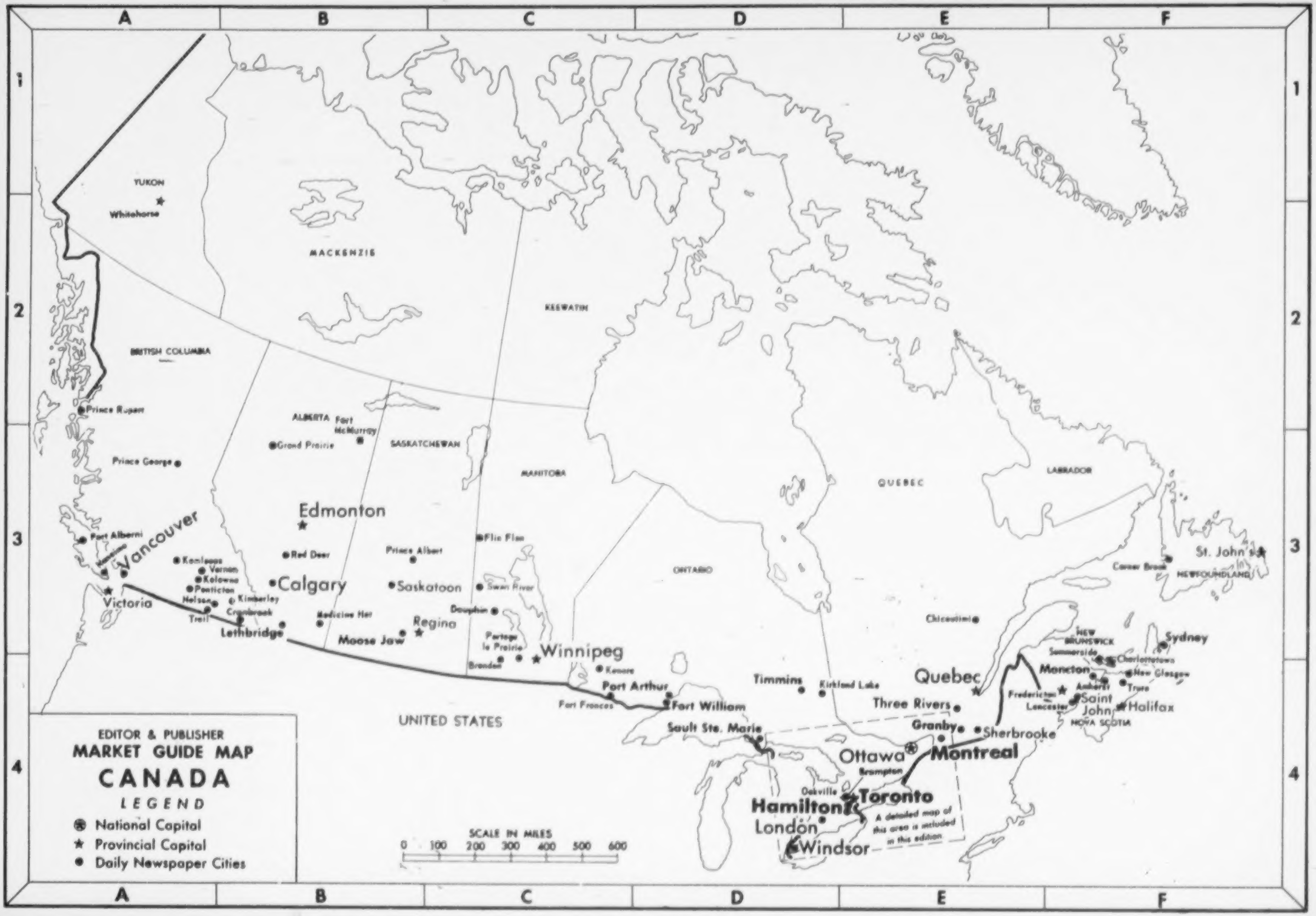
PRINCE RUPERT

1 - LOCATION: Skeena-Queen Charlotte Regional District, E&P Map A-2. On Kaien Island, NW part of Hecate Strait, between mouths of Skeena River and Portland Canal; Pacific Coast terminus of Canadian National Railway; 500 mi. N of Vancouver; 40 mi. S of Alaskan boundary.

2 - TRANSPORTATION: Railroad-Canadian National.
Motor Freight Carriers-3.
Passenger Steamship Lines-2.
Freight Steamship Lines-4.
Intercity Bus Lines-Watson Island; Far West.
Airlines-Canadian Pacific; Air B.C.; Alaska Coastal; North Coast Air Servs.; Trans Provincial.

3 - POPULATION:
Corp. City 86 Cen. 15,755; E&P 92 Est. 16,537
CZ-ABC: (86) 15,755
RTZ-ABC: (86) 5,177
City & RTZ-ABC: (86) 20,932

4 - HOUSEHOLDS:
City 86 Cen. 5,330; E&P 92 Est. 6,287
CZ-ABC: (86) 5,330
RTZ-ABC: (86) 1,390
City & RTZ-ABC: (86) 6,720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YUKON
Whitehorse
MACKENZIE
KEEWATIN
BRITISH COLUMBIA
Prince Rupert
Prince George
ALBERTA
Fort McMurray
Grand Prairie
SASKATCHEWAN
MANITOBA
QUEBEC
LABRADOR
Edmonton
Flin Flon
Port Alberni
Vancouver
Red Deer
Prince Albert
Kamloops
Vernon
Kelowna
Penticton
Kimberley
Nelson
Trail
Cranbrook
Victoria
Calgary
Saskatoon
Swan River
Dauphin
Medicine Hat
Lethbridge
Moose Jaw
Regina
Portage la Prairie
Brandon
Winnipeg
Kenora
ONTARIO
St. John's
Corner Brook
NEWFOUNDLAND
Chicoutimi
NEW BRUNSWICK
Summerside
Charlottetown
Sydney
Moncton
New Glasgow
Amherst
Truro
Fredericton
Lancaster
Saint John
Halifax
NOVA SCOTIA
Quebec
Timmins
Kirkland Lake
Port Arthur
Fort Frances
Fort William
Three Rivers
Granby
Sherbrooke
Sault Ste. Marie
Ottawa
Montreal
Brampton
Oakville
Toronto
Hamilton
London
Windsor
A detailed map of this area is included in this edition
UNITED STATES
SCALE IN MILES
0
100
200
300
400
500
600

EDITOR & PUBLISHER

MARKET GUIDE MAP

CANADA

LEGEND

- ⊛ National Capital
- ★ Provincial Capital
- ● Daily Newspaper Cities

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Comm.	6	N.A.

6 - PASSENGER AUTOS: British Columbia 2,796,818; Prince Rupert 10,868

7 - ELECTRIC METERS: Residence 3,600

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fishing 2,500 Trans. 200; Pulp & Paper 1,000 ($400); Mfg. 300 (N.A.); Food 190 (N.A.); Gov't 300 (N.A.); Repap Paper Mill (N.A.).

Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-50; Summer 49-62; Fall 42-53; Winter 32-41. First killing frost, Oct. 1; last killing frost, May 7.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Centers-Rupert Sq.; Third Ave.; Pride 'O' North Mall.

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Fri. until 9.

13 - RETAIL OUTLETS: Department Store-Sears.
Variety Stores-Woolworth; Field's; MacLeod's.
Chain Supermarkets-Zeller's; Reitman's; Overwaitea; Fisherman's Co-Op; Safeway; Super Valu.

14 - NEWSPAPERS: NEWS (e-mon to fri) 3,422; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Iris M. Christison, Pub., NEWS, Box 580, Prince Rupert, BC V8J 3R9; Tel. (604) 624-6781; FAX (604) 624-2851.
National Representative: None.

TRAIL

1 - LOCATION: District of West Kootenay. E&P Map A-3. On the Columbia River. 10 mi. from international boundary, in section of district; 410 mi. E of Vancouver.

2 - TRANSPORTATION: Railroad-Canadian Pacific.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Airline; City Transit Service.
Airlines-Pacific Western; Arrow.

3 - POPULATION:
Corp. City 86 Cen. 7,948; E&P 92 Est. 8,224
CZ-ABC: (86) 9,788
RTZ-ABC: (86) 25,347
City & RTZ-ABC: (86) 35,135

4 - HOUSEHOLDS:
City 86 Cen. 3,770; E&P 92 Est. 3,672
CZ-ABC: (86) 4,030
RTZ-ABC: (86) 9,170
City & RTZ-ABC: (86) 13,200

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	N.A.

6 - PASSENGER AUTOS: British Columbia 2,796,818; Trail 18,701

7 - ELECTRIC METERS: Residence 6,457

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mining-Lead, Zinc, Silver, Cadmium, Bismuth, Mercury, Tin, Iron & Electronic Metals; Mfg. Steel, Fertilizers, Chemicals, Hardware Specialties, Zinc (Die Castings & Extruded), Chain Saws; Employment 7,500.
Principal Industrial Pay Days-8th, 23rd.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-85; Summer 44-96; Fall 27-87; Winter 16-52.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-9 blocks on 3 streets (Waneta Plz.).
Neighborhood Shopping Centers-Rossland Ave. (2 blocks); E. Trail (3 blocks); Glenmerry (1 block).

Principal Shopping Days-Tues. through Sat.
Stores Open Evenings-Fri.
Stores Close-Most on Mon.

13 - RETAIL OUTLETS: Department Store-Simpson-Sears.
Variety Stores-Kresge; Woolco.
Chain Supermarkets-Super Valu; Safeway.
Other Chain Stores-Sally; MacLeod's; Sweet 16; Firestone; Mariposa; Woodwyn.

14 - NEWSPAPERS: TIMES (e-mon to fri) 6,054; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Ray Picco, Adv. Mgr., TIMES, 1163 Cedar Ave., Trail, BC V1R 4B8; Tel. (604) 368-8551.
National Representative: None.

VANCOUVER

1 - LOCATION: Division 15. E&P Map A-3. On Burrard Inlet. Canada's largest Pacific seaport; direct access to ocean. Principal sources of income are lumbering, fishing, mining, manufacturing, shipping, tourism, and government enterprise. Harbor has 159 km. water frontage; 49 sq. mi. deep-sea anchorage. Commercial metropolis for British Columbia and Yukon. Financial, distributing & University center. 15 mi. N. of U.S. border; 140 mi. N. of Seattle; 66 km. from Victoria. Hwys. to Trans-Canada and U.S.

2 - TRANSPORTATION: Railroads-Via Rail; Burlington Northern; B.C. Rail; B.C. Hydro.
Intercity Bus Lines-Greyhound; B.C. Transit; Grey Line of Vancouver; West Vancouver City Bus; Richmond Coachlines; Seabus; Skytrain.
Airlines-Air B.C.; Air Canada; Air New Zealand; Aloha; American; British Airways; Burrard Air Ltd.; Canadian Airline International; Cathy Pacific Airways; Continental; Delta; Eastern; El-Al Israel; Finnair; Helijet Airways; Horizon Air; Japan; JAT-Yugoslav; KLM Royal Dutch; Korean Air; Lufthansa; Mexicana; Philippine; Quantas; Singapore; Time Air; Trans-Provincial; United.
Steamship Lines-67.

3 - POPULATION:
Corp. City 86 Cen. 431,147; E&P 92 Est. 468,961
Met. Area 86 Cen. 1,336,609; E&P 92 Est. 1,398,312
CZ-ABC: (86) 864,977
RTZ-ABC: (86) 696,423
City & RTZ-ABC: (86) 1,561,400

4 - HOUSEHOLDS:
City 86 Cen. 188,256; E&P 92 Est. 202,768
Met. Area 86 Cen. 521,222; E&P 92 Est. 570,308
CZ-ABC: (86) 356,130
RTZ-ABC: (86) 240,295
City & RTZ-ABC: (86) 596,425

5 - BANKS	**NUMBER**	**EST. DEP.**
Trust Companies	23	N.A.
Credit Union	33	N.A.
Chartered	32	N.A.

6 - PASSENGER AUTOS: British Columbia 2,796,818; Vancouver 444,944

7 - ELECTRIC METERS: Lower Mainland 586,110

8 - GAS METERS: Residence Lower Mainland 355,427

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 67,000; Retail Trade 58,000; Wholesale Trade 47,000; Finance & Insurance 45,000; Food & Beverage Servs. 37,000; Business Servs. 36,000; Health & Social Servs. 32,000; Trans. Servs. 29,000; Educ. Servs. 28,000; Constr. 28,000; Gov't. Servs. 17,000; Others 29,000. Total Wage Earners-453,000.

10 - CLIMATE: Min. & Max. Temp. (Celsius)-January 0-5; July 13-22.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Area-Downtown Vancouver bounded by Hastings (N), Burrard (W), Hamilton (E) and Robson (S).
Major Retail Areas-Vancouver Proper-Pacific Ctr.; Oakridge Shpg Ctr.; Champlain Mall; Arbutus Village Sq.; Vancouver Ctr.
North Shore-Park Royal; Capilano Mall; Westlynn Mall; Lonsdale Quay.
Burnaby/New Westminster-Metrotown Ctr.; Brentwood Mall; Lougheed Mall; Middlegate Ctr.; Westminster Mall.
Coquitlam Pt./Moody Maple Ridge-Coquitlam Ctr.; Westwood Mall.
Richmond-Lansdowne Park; Richmond Sq. Ctr.
Delta-Scott 72 Ctr.; Scottsdale Mall.
Surrey-Guildford Town Ctr., Semiahmoo Ctr.; Scott Town Plz.
Langley-Willowbrook Shpg Ctr.; Langley Mall.

13 - RETAIL OUTLETS: Major Department Stores-Woodward's 9; The Bay 7; Eaton's 6; Sears 5.
Variety/Discount Department Stores-Field's 18; Zeller's 7; Marks & Spencer 7; K mart 4; Woolco 3; Woolworth 3; Army & Navy 2.

Chain Drug Stores-Pharmasave 17; Shopper's Drug Mart 42; London Drugs 16; People's 15; Woodward's 8; Owl 6; Regency 4; Macdonald's 4; Circle 3.
Chain Supermarkets-Safeway 46; Super Valu 27; Woodward's Food Floor 6; Save-On-Foods 8; Overwaitea 8; Produce City 3; IGA 13.

14 - NEWSPAPERS: PROVINCE (m-mon to fri) 187,171; (S) 227,422; Mar. 31, 1991 ABC.
SUN (e-mon to thur) 195,630; (e-fri) 266,484; (e-sat) 266,922; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Jim Chapman, Adv. Dir., Pacific Press Ltd., 2250 Granville St., Vancouver, BC V6H 3G2; Tel. (604) 732-2431.
National Representatives: Southam Newspapers, Cresmer, Woodward, O'Mara & Ormsbee.

VERNON

1 - LOCATION: North Okanagan Regional District. E&P Map A-3. Fruit & vegetable processing, agriculture, lumber, stock-raising area; 71 mi. SE of Kamloops.

2 - TRANSPORTATION: Railroads-Canadian Pacific; Canadian National.
Motor Freight Carriers-3.
Intercity Bus Lines-Trailways; Central Coach; Greyhound.
Airlines-Time Air; Canadian Airlines; Air B.C.; Air Canada.

3 - POPULATION:
Corp. City 86 Cen. 20,241; E&P 92 Est. 21,314
CZ-ABC: (86) 28,018
RTZ-ABC: (86) 24,211
City & RTZ-ABC: (86) 52,229

4 - HOUSEHOLDS:
City 86 Cen. 8,440; E&P 92 Est. 9,684
CZ-ABC: (86) 11,023
RTZ-ABC: (86) 8,438
City & RTZ-ABC: (86) 19,461

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	N.A.

6 - PASSENGER AUTOS: British Columbia 2,796,818; Vernon 42,152

7 - ELECTRIC METERS: City 4,250

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Fruit & Vegetable Proc. (dehydration and canning); Lumber Mills (sash & door); Farming: Fruit, Cattle, Sheep Raising, Dairying.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Centers-Village Green Mall on 4900 27th St. 72 stores; Polson Place Mall on 230-2306 Hwy. 6-26 Stores; Vernon Square on 32nd St., 18 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Village Green Mall	NA	The Bay, K mart
Polson Place Mall	NA	Super Valu, Polson Place Furn.
Vernon Square	NA	Saveway, London Drugs

13 - RETAIL OUTLETS: Department Stores-Eaton's; The Bay.
Discount Stores-Woolworth; K mart.
Chain Drug Stores-Shoppers Drug Mart; London Drugs.
Chain Supermarkets-Safeway; Super Valu; Coopers.
Other Chain Stores-Jack Fraser; Kinney Shoes; KAL Tire; Radio Shack; Kelly's Stereo Mart; Color Your World; Cloverdale Paint; Windsor Plywood; General Paint; Fields; Beaver Lumber; Canadian Tire.

14 - NEWSPAPERS: NEWS (e) 8,459; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: George P. Solomonides, Adv. Mgr., NEWS, 3309 31st Ave., Vernon, BC V1T 6N8; Tel. (604) 545-0671; FAX (604) 545-7193.
National Representative: Thomson Newspapers.

VICTORIA

1 - LOCATION: Vancouver Island, E&P Map A-3. Provincial Capitol. Tourism, Oceanographic, Research center. Education and Cultural center, Lumbering, Small Fruits and Agriculture. Naval base and dockyard. Wholesale Center on S. tip of Vancouver Island. 80 mi. from Vancouver and Seattle, WA.

2 - TRANSPORTATION: Railroads-Esquimalt & Nanaimo; Canadian National (freight).
Steamship Lines-4; also B.C. Steamship Ltd. Ferry to Seattle; Washington State Ferries to Anacortes; B.C. Government Ferries, Swartz Bay to Tsawwassen; Black Ball Ferries to Port Angeles, U.S.; Victoria Clipper.
Motor Freight Carriers-5.
Intercity Bus Line-Vancouver Island Coach covering Vancouver Island.
Airlines-Air Canada; Air B.C.; Pacific Western; Burrard Air; Otter Air; Time Air; Canadian Airlines Int'l; Helijet; San Juan Air; Horizon Air.

3 - POPULATION:
Corp. City 86 Cen. 66,303; E&P 92 Est. 70,362
Met. Area 86 Cen. 239,154; E&P 92 Est. 258,424
NDM-ABC: (86) 212,026
RTZ-ABC: (86) 105,054
NDM & RTZ-ABC: (86) 317,080

4 - HOUSEHOLDS:
City 86 Cen. 33,845; E&P 92 Est. 38,727
Met. Area 86 Cen. 105,445; E&P 92 Est. 113,268
NDM-ABC: (86) 90,235
RTZ-ABC: (86) 38,675
NDM & RTZ-ABC: (86) 128,910

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	72	N.A.
Trust & Loan	29	N.A.
Credit Unions	42	N.A.

6 - PASSENGER AUTOS: British Columbia 2,796,818; Victoria 197,592

7 - ELECTRIC METERS: Residence 120,958

8 - GAS METERS: Residence 3,900

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-$391)-Mfg. 4,800; Trans. & Util. 3,800; Trade 6,600; Servs. 5,400; Industrial Composite 24,300. Total employment 110,560.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-55; Summer 51-67; Fall 45-56; Winter 36-44. First killing frost, Dec. 4; last killing frost, Mar. 4.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: Principal Shopping Areas-Downtown area bounded by Wharf St., Humboldt, Cook and Herald Sts. Downtown Association comprises 350 member firms.
Neighborhood Shopping Centers:Major Shopping Ctrs. Hillside Mall 150 stores; Mayfair Mall 140; Tillicum Mall 80; Town & Country 23; Can West; Saanich Plz.; Saanich Ctr.; University Heights.
Stores Open Evenings-Many stores open 7 days a week; all stores open Wed., Thur., Fri., evening. Substantial Sun. opening.

13 - RETAIL OUTLETS: Department Stores-Eaton's; Hudson's Bay; Woodwards; Simpson-Sears; Zeller's.
Discount Stores-K mart; Woolco.
Chain Drug Stores-Shoppers; London; Pharmasave; People's.
Chain Supermarkets-Safeway; Low Cost Stores; Shop Easy; IGA; Oakcrest; Fairways;

Thrifty's; 7-Eleven; Woodward's; Economart; Mac's Convenience Stores; Save-on-Foods.

Other Chain Stores-Aamco; A&B Sound; A&A Records; O.B. Allan Jewelers; Agnew-Surpass; Allied Radio Shack; Bata Shoe; Eddie Bauer; Beaver Lumber Co. Ltd.; Buckerfield's Ltd.; Charmante's; Color Your World; Consumer Distributing; D'Allaird's Ltd.; Dalmy's; Discus Music World; Fairweather; Firestone; Jack Fraser; Footlocker; Great West Gold & Diamond Co.; Japan Camera Ctr.; Grassie's; Jordan's Victoria Ltd.; Kinney Shoes; Black's Cameras; Lord Shoes; Mappins Jewellers; Mariposa; Marks & Spencer; Miller's; Midas; Murray Goldman; The Nut House; Pennington's Large Size Shop; People's Jewelers; The Pop-Shoppe; Purdy Chocolates; Reitman's; Ricki's; Roots Natural Footwear; Saba Bros.; Sally Shops; Shirley K Maternity; Singer; Speedy Muffler King; Sterling Shoes; Superstar Athletic Footwear; Sweet Sixteen; Thrifty's; Thunderbird; Tip Top Tailors; Windsor Plywoods.

14 - NEWSPAPERS: TIMES-COLONIST (m) 77,880; (S) 74,820; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: B.E. Hobbs, Adv. Dir., TIMES-COLONIST, 2621 Douglas St.; Box 300, Victoria, BC V8W 2N4; Tel. (604) 380-5211; FAX (604) 380-5255.

National Representatives: Thomson Newspapers; Cresmer, Woodward, O'Mara & Ormsbee.

MANITOBA SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1981	1986	1992
Under 5 Years	77	80	81
5-14 Years	161	167	163
15-24 Years	190	197	160
25-44 Years	278	288	347
45-64 Years	198	205	231
65 and Over	122	127	163
TOTAL	1,026	1,063	1,145

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1971	1983	1992
General Mdse	335	884	1,262
Apparel	52	176	373
Furniture	26	90	273
Groceries	281	1,031	1,933
Lumber/Bldg. Mat	17	25	52
Restaurants	17	336	791
Autos	225	808	1,562
Gasoline/Fuel Oil	95	260	658
Drugs	40	141	259
TOTAL SALES	1,346	4,338	8,394

Source: Census of Canada/Retail Trade

BRANDON

1 - LOCATION: Division 7, E&P Map C-4.

2 - TRANSPORTATION: Railroads-Canadian Pacific; Canadian National.

Intercity Bus Lines-Greyhound; Manitoba Motor Transit; Grey Goose.

3 - POPULATION:
Corp. City 86 Cen. 38,708; E&P 92 Est. 41,368
CZ-ABC: (86) 38,708
RTZ-ABC: (86) 71,353
City & RTZ-ABC: (86) 110,061

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 86 Cen. 13,619; E&P 92 Est. 17,452
CZ-ABC: (86) 14,815
RTZ-ABC: (86) 20,300
City & RTZ-ABC: (86) 35,115

5 - BANKS	NUMBER	DEPOSITS
Commercial	11	N.A.

6 - PASSENGER AUTOS: Manitoba 26,755

7 - ELECTRIC METERS: Residence 9,210

8 - GAS METERS: 5,725

9 - PRINCIPAL INDUSTRIES: Metal Fab.; Chem. & Fertilizers; Elect. Components; Health Care; Railroads (4,400 employees); Meat & Poultry Proc.; Power Generating.

10 - CLIMATE: N.A.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: Shopping Centers-Brandon Shopping Mall-2 mi. S. of downtown-72 stores (open 9:30 a.m.-10:00 p.m.-Mon. through Sat.); K mart Shopping Complex-1 mile W. of downtown (open 10:00 a.m. to 10:00 p.m.-Mon. through Sat.); Brandon Gallery Downtown, 54 stores (open 9:30 a.m.-9:30 p.m. Mon. through Fri., 9:30 a.m.-6:00 p.m. Sat.)

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Shoppers Mall (24)	NA	Woolco, Allen-Brown Drug, Saan, Safeway
River Heights	NA	K mart
Gallery	NA	Zeller's, Eaton's, IGA, Shoppers Drug

Principal Shopping Days-Thur., Fri. (evening), Sat.

13 - RETAIL OUTLETS: Department Stores-Eaton's, Woolco; K mart; Zeller's.
Variety Stores-Metropolitan, BiWay.
Chain Drug Store-Shopper Drug.
Chain Supermarkets-Safeway 2, Econo-Mart; IGA 3; Other Grocery Stores 50.
Other Chain Stores-Maher; Reitmans; Gallenkamp; Canadian Tire; Thriftys; Tip Top; Bootlegger; Bata; Dalmys; Irene Hill; Coles Books; Radio Shack; Astral Photo; Agnew-Surpass; Peoples Jewelers; Japan Camera; Sony Store.

14 - NEWSPAPERS: SUN (e) 19,507; (S) 17,605; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Gord Derouin, Adv. Mgr., SUN, 501 Rosser Ave., Brandon, MB R7A 5Z6; Tel. (204) 727-2451.

National Representative: Thomson Newspapers (Toronto, Montreal).

FLIN FLON

1 - LOCATION: Retailing, resort, mining and smelting center. Division 21, E&P Map C-3.

2 - TRANSPORTATION: Intercity Bus Line-Grey Goose.

Airline-Canadian Airlines.

3 - POPULATION:
Corp. City 86 Cen. 7,243; E&P 92 Est. 7,644

4 - HOUSEHOLDS:
City 86 Cen. 2,641; E&P 92 Est. 3,177

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	N.A.

6 - PASSENGER AUTOS: Manitoba 26,755

7 - ELECTRIC METERS: 3,100

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mining; Smelting.

10 - CLIMATE: Min. & Max. Temp.-38, 84.

11 - TAP WATER: N.A.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: REMINDER (e-mon to fri) 3,950; sworn Dec. 31, 1990.

Local Contact for Advertising and Merchandising Data: Sharon Salthammer, Adv. Mgr., REMINDER, 38 Main St.; PO Box 727, Flin Flon, MB R8A 1N5; Tel. (204) 687-3454.

National Representative: None.

PORTAGE LA PRAIRIE

1 - LOCATION: Division 9, E&P Map C-4, 56 mi. W of Winnipeg on Hwys. 1, 4.

2 - TRANSPORTATION: Railroads-Canadian Pacific; Canadian National.

Interprovincial Bus Line-Greyhound.

3 - POPULATION:
Corp. City 86 Cen. 13,198; E&P 92 Est. 13,943
CZ-ABC: (86) 13,086
RTZ-ABC: (86) 13,325
City & RTZ-ABC: (86) 26,411

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 86 Cen. 4,871; E&P 92 Est. 6,888
CZ-ABC: (86) 4,860
RTZ-ABC: (86) 4,200
City & RTZ-ABC: (86) 9,060

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	N.A.

6 - PASSENGER AUTOS: Manitoba 26,755

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Grain Elevators; Flour Mills; General Farm Mach.; Clothing; Soup Plant; Pea Proc. & Intl. Shipping; Glassware Mfg.; Electric Cable Mfg.; Fishing Equip. Mfg.; Frozen Potato Chip Plant.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-55; Summer 50-85; Fall 26-50; Winter 0-25.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: Principal Shopping Center-40 store mall-Woolco & Safeway.

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Stylerite; Federated Co-op; Woolco.
Variety Stores-Metropolitan; Saan.
Chain Supermarkets-Safeway; Co-op.
Other Chain Store-Canadian Tire.

14 - NEWSPAPERS: DAILY GRAPHIC (e) 4,230; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: B.R. Clayton, Adv. Mgr., DAILY GRAPHIC, 1941 Saskatchewan Ave. W., Portage La Prairie, MB R1N 3B4; Tel. (204) 857-3427.

National Representative: None.

WINNIPEG

1 - LOCATION: Metropolitan Corp. of Greater Winnipeg, E&P Map C-4. Provincial Capitol. At the junction of the Red and Assiniboine rivers. 60 mi. N of U.S. border. Largest wholesale and distribution center in western Canada; center of natural market area between Head of Lakes and Rocky Mountains.

2 - TRANSPORTATION: Railroads-Canadian Pacific/Canadian National; VIA Rail.

Intercity Bus Lines-Beaver; Eagle; Greyhound; Grey Goose; Southern Bus Lines; Winnipeg Transit.

Airlines-Air Canada; CP Air; Northwest; Pacific Western; Nordair; North Central.

3 - POPULATION:
Corp. City 86 Cen. 594,551; E&P 92 Est. 838,712
FREE PRESS:
CZ-ABC: (86) 602,074
Bal. in NDM-ABC: (86) 132,761
Met. Area 86 Cen. 625,304; E&P 92 Est. 871,330
Total NDM-ABC: (86) 734,835
SUN:
NDM-ABC: (86) 594,551

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 86 Cen. 213,038; E&P 92 Est. 262,407
FREE PRESS:
CZ-ABC: (86) 229,385
Bal. in NDM-ABC: (86) 42,410
Met. Area 86 Cen. N.A.; E&P 92 Est. 276,478
Total NDM-ABC: (86) 271,995
SUN:
NDM-ABC: (86) 227,145

5 - BANKS	NUMBER	DEPOSITS
Commercial (193 Branches)	11	N.A.

6 - PASSENGER AUTOS: Manitoba 26,755

7 - ELECTRIC METERS: Residences-combined totals Wpg. Hydro/Man. Hydro: 238,968.

8 - GAS METERS: Residences 164,800 (total Greater Wpg. gas customers).

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Whol. 18,400 ($388); Ret. 30,800 ($249); Fin., Ins. & R.E. 15,600 ($405); Service 86,300 ($385); Industrial Composite 129,000 ($396); Mfg. 39,200 ($418); Durable Goods 17,500 ($449); Non-durable Goods 21,700 ($393); Constr. 6,300 ($475); Trans. and Commun. 25,400 ($530).

Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Mean Daily (Celsius)-Jan 19; Apr. 3; July 20; Oct. 6 Max. Temp. 40; Min.-45. First killing frost, Sept. 22; last killing frost, May 23.

11 - TAP WATER: Acid, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-11 blocks on Portage Ave.; 12 on Main St.; Polo Park; Grant Park Plaza; Garden City Shopping Centre; Unicity Mall; Northgate Shopping Plaza; Niakawa Park; Goulet; Kern Park; Westwood; Dakota; Munroe; Kildonan; Rossmere; Windsor Park; Tuxedo Park; St. James; Crossroads; Southdale; St. Boniface; Osborne St.; River W. Park; Selkirk Ave.; Garden City Sq.; St. Vital Shopping Centre; Kildonan Place; Park W. Mall; Eaton Place; Forest Park Mall; Shops of Winnipeg Sq; Portage Place.

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon., Thur., Fri.; Food: Thur., Fri.; Shopping centers: every evening.

13 - RETAIL OUTLETS: Department Stores-Eaton's 4; Hudson's Bay 4; Simpson-Sears 3.
Discount Stores-Bi-Way 7; K mart 5; Woolco 5; Zeller's 7; Bargain World 4.
Variety Stores-Woolworth; Kresge; Metropolitan.
Chain Drug Stores-Boots 3; ARP 5; Howies 2; Metro 15; Shoppers 12; Nieman 7; Woolco 5; Price Watchers 15.
Chain Supermarkets-Economart 7; IGA 13; Canada Safeway 31; Penner 2; Tom Boy 4; Family Fare 10; Super Store 5.
Other Chain Stores-Agnew-Surpass 4; Birk's 5; Beaver Lumber 4; People's Jewelers 9; Tip Top Tailors 7; Steen & Wright; Holt-Renfrew; D'Allairds 5; Gray's Apparel 2; Bata Shoe 5; Bowring's 2; Radio Shack 14; Reitman's 6; MacLeod's 3; Canadian Tire 7; Firestone 3; Pennington's 6; Fairweather 5; Goodyear 5; Clifford's 4; Consumers Distributing 9; B.F. Goodrich 2; Color Your World 4.

14 - NEWSPAPERS: FREE PRESS (m-mon to fri) 161,733; (m-sat) 230,750, (S) 147,538; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: B. LeGoff, Adv. Dir., FREE PRESS, 300 Carlton St., Winnipeg, MB R3C 3C1; Tel. (204) 943-9331.

National Representatives: Cresmer, Woodward, O'Mara & Ormsbee; Thomson Newspapers.

SUN (m-mon to fri) 47,828; (S) 57,328; Mar. 31 1991 ABC.

Local Contact for Advertising and Merchandising Data: Mitch Zalnasky, Gen. Sales Mgr., SUN, 1700 Church Ave., Winnipeg, MB R2X 3A2; Tel. (204) 694-2022.

National Representative: None.

NEW BRUNSWICK SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1981	1986	1992
Under 5 Years	53	54	55
5-14 Years	120	122	119
15-24 Years	137	140	113
25-44 Years	194	197	234

45-64 Years	122	124	140
65 and Over	70	71	95
TOTAL	696	709	762

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1971	1983	1992
General Mdse	158	456	691
Apparel	29	125	226
Furniture	22	52	125
Groceries	197	667	1,009
Lumber/Bldg. Mat	19	19	29
Restaurants	8	196	506
Autos	150	553	1,122
Gasoline/Fuel Oil	78	256	440
Drugs	22	112	194
TOTAL SALES	851	2,772	4,740

Source: Census of Canada/Retail Trade

CARAQUET

1 - LOCATION: County-Gloucester County, E&P Map F-4.

2 - TRANSPORTATION: Railroads-CN; Canadian Pacific.

Motor Freight Carriers-Midland; Day and Ross.

Inter City Bus Lines-Voyageur; Gloucester Coach.

Airlines-Air Nova; Canadian Pacific.

3 - POPULATION:
Corp. City 86 Cen. 4,493; E&P 92 Est. 4,808
NDM-ABC: (80) 87,473

4 - HOUSEHOLDS:
City 86 Cen. 1,383; E&P 92 Est. 1,611
NDM-ABC: (80) 25,905

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	N.A.
Savings & Loan	NA	N.A.

6 - PASSENGER AUTOS: New Brunswick 292,736

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Fisheries; Tourism; Mine. (Av. Wkly Wage)-N.A.

Principal Industrial Pay Day-N.A.

10 - CLIMATE: N.A.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Center-Centre Chaleur; Bathurst Mall; Bathurst Super Mall; Douglastown.

Neighborhood Shopping Centers-Place Caraquet; Place St.-Pierre; Le Rond Point; Le Carre Point; Place Chanpeain.

13 - RETAIL OUTLETS: Discount Stores: Zeller's; K mart; Woslco; Sears; Wise; People's.

Chain Drug Stores: Save-Eosep; Co-op; Sobey's; IGA; Dominion.

Other Chain Stores: Canobon Tire; Home Hardware.

14 - NEWSPAPERS: L'ACADIE NOUVELLE (m-mon to fri) 15,877; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Wilbroad Laplante, Adv. Mgr.; L'ACADIE NOUVELLE, 476 Boul St.-Pierre, Caraquet, NB E0B 1K0; Tel. (506) 727-4444; FAX (506) 727-7620.

National Representative: None.

FREDERICTON

1 - LOCATION: York County, E&P Map F-4. Provincial Capitol, County Seat. Location of Federal Government Provincial offices. 15 mi. from Canadian Forces Base Gagetown. Division Headquarters of Royal Canadian Mounted Police. Centre of agricultural and dairying area, lumber and pulpwood industries. Important wholesale distributing point. Situated on navigable river 65 mi. from year round seaport; 561 mi. from Montreal; 783 mi. from Gander, Newfoundland on Trans-Canadian Hwy.

2 - TRANSPORTATION: Motor Freight Carriers-8.

Intercity Bus Line-SMT (Eastern).

Airlines-Air Canada; Air Atlantic; Air Nova.

3 - POPULATION:
Corp. City 86 Cen. 44,352; E&P 92 Est. 47,210
CZ-ABC: (86) 48,011
RTZ-ABC: (86) 71,312
City & RTZ-ABC: (86) 119,323

4 - HOUSEHOLDS:
City 86 Cen. 16,067; E&P 92 Est. 17,970
CZ-ABC: (86) 17,630
RTZ-ABC: (86) 22,690
City & RTZ-ABC: (86) 40,320

5 - BANKS	NUMBER	DEPOSITS
Commercial	24	N.A.
Finance & Trust	12	N.A.

6 - PASSENGER AUTOS: New Brunswick 292,736

7 - ELECTRIC METERS: City 18,700

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Footwear 150; Millwork 200; Printing 200; Creamery 70; Food Proc. 115; Brick & Concrete Prods. 115. Gov't Offices and Educational Institutions (combined) 2,450.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-55; Summer 60-90; Fall 40-65; Winter -10-30.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Downtown Shopping Center-4 blocks and facing blocks bounded by Queen, Regent, King and Westmorland Sts. on S. Side; Union & Bridge Sts.; Brookside Dr. & Sunset Dr.; in section of city across 3/4 mile-wide river on North Side.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fredericton Mall	NA	Zeller's, Sobeys
K mart Plz.	NA	K mart, Save Easy
Devon Park	NA	Save Easy Mkt.
Oromocto Mall	10	Woolworth, Save Easy Mkt.
Regent Mall	NA	Woolco, Village
Brookside Mall	NA	K mart

Principal Shopping Days-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; Neill's; Zeller's; K mart; Woolco.

Chain Supermarkets-Village 2; Sobeys 2; Save Easy 4; Lofood 2.

Chain Drug Stores-Ross 3; Shoppers 4; Devon Pharmacy; Lawtons.

Other Chain Stores-Canadian Tire 2; Leons.

14 - NEWSPAPERS: GLEANER (e) 30,583; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Dana P. Clowater, Adv. Mgr., GLEANER, PO Box 3370, Fredericton, NB E3B 5A2; Tel. (506) 452-6671; FAX (506) 452-7405.

National Representative: None.

MONCTON

1 - LOCATION: Westmorland County, E&P Map F-4. Geographical center of Maritimes. On Trans-Canada Highway.

2 - TRANSPORTATION: Railroad-Canada National.

Motor Freight Carriers-31.

Intercity Bus Line-S.M.T. (Eastern).

Airlines-Air Canada; Air Atlantic; Air Nova; Canadian Airlines Int'l.; IntAir.

3 - POPULATION:
Corp. City 86 Cen. 55,468; E&P 92 Est. 58,287
CZ-ABC: (86) 80,190
RTZ-ABC: (86) 227,561
City & RTZ-ABC: (86) 307,751

4 - HOUSEHOLDS:
City 86 Cen. 20,479; E&P 92 Est. 21,114
CZ-ABC: (86) 28,065
RTZ-ABC: (86) 69,120
City & RTZ-ABC: (86) 97,185

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	36	N.A.

6 - PASSENGER AUTOS: New Brunswick 292,736

7 - ELECTRIC METERS: Residence 34,730

8 - GAS METERS: Residence 60

9 - PRINCIPAL INDUSTRIES: Head/Regional office for 1,119 companies. Mfg. 163; Distribution 260. Disposable Income $1,140.1 million. Retail Sales $694 million (1987).

Principal Industrial Pay Days-15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-47; Summer 52-74; Fall 37-56; Winter 11-28. Last killing frost, May 23.

11 - TAP WATER: Acidic, very soft.

12 - RETAILING: Principal Shopping Areas-7 blocks on Main St.; 4 shpg. malls: Highfield Sq., Champlain Pl. Shpg. Mall, Riverview Mall, Moncton Mall; Superstore Mall.

Neighborhood Shopping Centers-St. George St., Mountain Rd; K mart Plz.; West Main Plz.; Champlain Court.

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Wed., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Eaton's; Sears; Lounsbury's.

Variety Stores-Woolco; Metropolitan 3; Zeller's 2; K mart; BiWay 2; Greenbergs 2.

Chain Drug Stores-Shoppers 6; Lawton's 3; Ford's 4; Jean Coutu 5.

Chain Supermarkets-Sobey's 5; Save-Easy; Dewares 3; Village 2; Real Atlantic Superstore.

Other Chain Stores-A & A Records; Ashton Shoes; Au Coin Des Petites; Au Coton; Benetton; Big Steel; Bootlegger; Coles Bookstore; D'Allaird's; Dalmy's; Fairweather; Footlocker; Grafton & Co.; It Store; Krazy Top; Lady Footlocker; Le Chateau; Lewiscraft; Orange Julius; Radioland; Radio Shack; Smart Set; Sports Experts; Suzy Shier; Tip Top; Toys & Wheels; Canadian Tire; Singer; Fabricville; Leons Furn.; Home Hdwe.; Agnew Surpass; Vogue Optical; Sony Store; Bairds Traditions; Naturalizer Shoe Shop; Japan Camera; Town & Country.

14 - NEWSPAPERS: TIMES-TRANSCRIPT (e mon to fri) 43,512; (S) 54,457; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: B. Coyle, Adv. Dir., TIMES-TRANSCRIPT, 939 Main St., Moncton, NB E1C 8P3; Tel. (506) 859-4900.

National Representative: None.

SAINT JOHN

1 - LOCATION: St. John County, E&P Map F-4, County Seat. National port; on Bay of Fundy at mouth of the St. John River. 482 mi. E of Montreal. Manufacturing and distribution center.

2 - TRANSPORTATION: Railroads-Canadian Atlantic Railway (CP); Canadian National (CN); VIA Rail.

Motor Freight Carriers-18.

Steamship Lines-15.

Airlines-Air Atlantic; Air Canada; Air Nova.

3 - POPULATION:
Corp. City 86 Cen. 76,381; E&P 92 Est. 76,042
CZ-ABC: (86) 79,655
RTZ-ABC: (86) 629,787
Met. Area 86 Cen. 121,265; E&P 92 Est. 126,366
City & RTZ-ABC: (86) 709,442

4 - HOUSEHOLDS:
City 86 Cen. 28,855; E&P 92 Est. 27,199
CZ-ABC: (86) 28,855
RTZ-ABC: (86) 202,830
Met. Area 86 Cen. 41,720; E&P 92 Est. 48,879
City & RTZ-ABC: (86) 231,685

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	35	N.A.

6 - PASSENGER AUTOS: New Brunswick 292,736; Saint John 42,566

7 - ELECTRIC METERS: Residence 29,500

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners Earners (Av. Wkly. Wage N.A.) - Shipbuilding & Drydock 3,500; Hospitals 2,500; Telecommunications 1,950; Port of Saint John 1,200; Newsprint Mill 700; Pulp Mill 525; Steel/Welding 525; Dairy 450; Oil Refinery 435; Breweries 425; Sugar Refinery 380; Univ./Community College 315; Paint Brush Mfg. 200; Newspaper 200.

Principal Pay Days-5th & 15th; 20th & 30th.

10 - CLIMATE: Av. Min. & Max. Temp. (Celsius) - Spring 1 to 11; Summer 12 to 22; Fall 1 to 10; Winter -13 to -2. First killing frost, Oct. 3; last killing frost, May 16. Average 139 frost-free days.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Locations-Brunswick Square; Market Square; and surrounding 6 blocks on King, Charlotte and Union Streets in the City Core.

Neighborhood Shopping Centers-Lancaster Mall; Loch Lomond Mall; McAllister Place; Parkway Mall; Prince Edward Square; The Village Place.

Principal Shopping Days-Mon. through Sat.

Stores Open Evenings-Most downtown stores open to 5:30 Mon.- Wed.; to 9:00 Thur. & Fri.; to 5:00 Sat. Malls open to 9:30 or 10:00 Mon. - Sat.

13 - RETAIL OUTLETS: Department Stores-Calp's Limited; Sears; Towers; Zeller's; Benetton.

Discount Stores-K mart; Woolco.

Chain Drug Stores-Drug City; Guardian; Lawton's; Shoppers.

Chain Supermarkets-Great Atlantic Superstore; IGA; Save-Easy 2; Sobey's 6; Village Food Stores 3.

Other Chain Stores-Big Steel; Birks Jewellers; Black's Camera; Canadian Tire; Coles Books; Color Your World; Computerland; Crabtree & Evelyn; D'Allaird's; Dalmy's; Eastern Furriers; Eastern Sports; Fairweather; Jack Fraser; Japan Camera; Kettle Creek Canvas; Labrador Furs; Leon's; Marks & Spencer; Medjuck's; Pascal-Emerson; Pennington's; People Jewellers; Radio Shack; Reitman's; Sam The Record Man; Smart Set; W.H. Smith; SONY Store; Sports Experts; Suzy Shier; Thrifty's; Tip Top; Town & Country; Wicker Emporium.

14 - NEWSPAPERS: THE TELEGRAPH-JOURNAL (m-mon to fri) 28,227; (m-sat) 59,310; THE EVENING TIMES-GLOBE (e-mon to fri) 32,561; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Edward Thurlbeck, Adv. Mgr., Data: Edward Thurlbeck, TELEGRAPH-JOURNAL and EVENING TIMES-GLOBE, 210 Crown St.; PO Box 2350, Saint John, NB E2L 3V8; Tel. (506) 632-8888; FAX (506) 648-2652.

National Representatives: Brydson Media Sales (U.S.); Bardal, Gosbee & Associates (Canada).

NEWFOUNDLAND SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1981	1986	1992
Under 5 Years	49	49	50
5-14 Years	118	118	114
15-24 Years	114	114	89
25-44 Years	156	156	187
45-64 Years	87	87	96
65 and Over	44	44	61
TOTAL	568	568	605

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1971	1983	1992
General Mdse	159	414	540
Apparel	21	106	213
Furniture	8	40	96
Groceries	130	507	983
Lumber/Bldg. Mat	61	5	48
Restaurants	8	160	204

Autos	96	331	705
Gasoline/Fuel Oil	39	190	314
Drugs	15	92	162
TOTAL SALES	599	2,009	3,505

Source: Census of Canada/Retail Trade

CORNER BROOK

1 - LOCATION: E&P Map F-3

2 - TRANSPORTATION: Railroad-Canadian National.
Steamship Lines-6.
Intercity Bus Lines-CN Roadcruiser; Corner Brook Transit.
Airlines-Air Canada; Air Nova; LabAir; Sealand; Canadian Airlines International; Provincial Airlines.

3 - POPULATION:
Corp. City 86 Cen. 22,719; E&P 92 Est. 23,876
CZ-ABC: (86) 23,134
RTZ-ABC: (86) 53,771
City & RTZ-ABC: (86) 76,905

4 - HOUSEHOLDS:
City 86 Cen. 6,829; E&P 92 Est. 7,477
CZ-ABC: (86) 6,935
RTZ-ABC: (86) 14,715
City & RTZ-ABC: (86) 21,650

5 - BANKS	NUMBER	DEPOSITS
Savings	7	N.A.

6 - PASSENGER AUTOS: Newfoundland 196,000

7 - ELECTRIC METERS: Residence 8,092

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Newsprint 3,000 ($190); Cement 130 ($170); Gypsum 65 ($140).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-65; Summer 45-90; Fall 32-60; Winter 10-40.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Broadway; West Street; Millbrook and Corner Brook Plz.; Valley Mall.

Principal Shopping Days-Thur., Fri. and Sat.
Stores Close-Sun.

13 - RETAIL OUTLETS: Department Stores-Co-op; Coleman's; K mart; Zeller's; The Met.
Discount Store-Target; Bargain Harolds.
Chain Drug Stores-Shoppers; Lawtons.
Chain Supermarkets-Sobeys; Dominion.

14 - NEWSPAPERS: WESTERN STAR (e) 11,508; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Paul Ramsey, Adv. Mgr., WESTERN STAR, West St.; PO Box 460, Corner Brook, NF A2H 6E7; Tel. (709) 634-4348.
National Representative: Thomson Newspapers.

ST. JOHN'S

1 - LOCATION: Division 1, E&P Map F-3. Easternmost point in Canada. Industrial center; Capital of Province.

2 - TRANSPORTATION: Railroad-Canadian National.
Motor Freight Carriers-20.
Intercity Bus Lines-St. John's; Canadian Roadcruiser; United; Fleet Line.
Airlines-Air Canada; Canadian Airlines International; Air Transit, Ltd.; United Helicopter, Ltd.; Sealand Helicopter; Air Atlantic; Air Nova, NFLD; Labrador Airways.

3 - POPULATION:
Corp. City 86 Cen. 96,216; E&P 92 Est. 101,113
CZ-ABC: (86) 96,216
RTZ-ABC: (86) 264,550
Met. Area 86 Cen. 146,370; E&P 92 Est. 166,408
City & RTZ-ABC: (81) 360,766

4 - HOUSEHOLDS:
City 86 Cen. 30,199; E&P 92 Est. 32,189
CZ-ABC: (86) 29,750
RTZ-ABC: (86) 73,520
Met. Area 86 Cen. 44,091; E&P 92 Est. 60,812
City & RTZ-ABC: (86) 103,270

5 - BANKS: 39 Branches; Deposits N.A.

6 - PASSENGER AUTOS: Newfoundland 196,000

7 - ELECTRIC METERS: Residence 176,227

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 4,318 ($493); Trade 12,333 ($326); Industrial Composite 54,067 ($435); Constr. 1,479 ($497).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp. (Celsius)-Spring -2.2-5.03; Summer 9.23-18.47; Fall 3.7-10.83; Winter -6.57- -1.47. First killing frost, Oct. 11; last killing frost, June 5.

11 - TAP WATER: Soft, neutral (lime added); not fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-Water St.; LeMarchant Rd.; Churchill Park; Cornwall Ave.; Elizabeth Ave. E.; Elizabeth Ave. W.; Topsail Rd.; Topsail Hwy.; Sobeys Sq.; Avalon Mall; Kenmount Rd.; K mart Plz.; Torbay Rd.; Tobay Rd. Mall; Atlantic Place; Water Street; Duckworth Street; Village Mall.

Principal Shopping Days-Thur., Fri., Sat.
Stores Close-Sun.
Stores Open Evenings-Wed., Thur., Fri.

13 - RETAIL OUTLETS: Department Store-Sears.
Variety Stores-Ayres; Woolco; K mart; Zeller's.
Chain Supermarkets-Dominion 7; Consumers Co-op 2; Sobeys 6.

14 - NEWSPAPERS: TELEGRAM (e-mon to fri) 39,718; (wknd) 58,245; (S) 37,036; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: R.T. Keeping, Adv. Mgr., TELEGRAM, Columbus Drive; PO Box 5970, St. John's, NF A1C 5X7; Tel. (709) 364-6300.
National Representative: Thomson Newspapers.

NOVA SCOTIA SURVEYS

POPULATION ESTIMATES

(Thousands)

Age Group	1981	1986	1992
Under 5 Years	61	63	63
5-14 Years	138	142	136
15-24 Years	164	169	135
25-44 Years	236	243	296
45-64 Years	156	161	180
65 and Over	92	95	121
TOTAL	847	873	932

Based on Statistics Canada Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1971	1983	1992
General Mdse	187	541	942
Apparel	42	165	346
Furniture	21	66	166
Groceries	246	924	1,700
Lumber/Bldg. Mat	8	34	87
Restaurants	16	303	784
Autos	173	633	1,621
Gasoline/Fuel Oil	113	270	596
Drugs	27	149	373
TOTAL SALES	971	3,545	7,330

Source: Census of Canada/Retail Trade

AMHERST

1 - LOCATION: Cumberland County, E&P Map F-4. Between Northumberland Strait and Bay of Fundy on Isthmus of Chignecto.

2 - TRANSPORTATION: Railroad-Canadian National.
Motor Freight Carrier-1.
Intercity Bus Lines-S.M.T.; Acadian.

3 - POPULATION:
Corp. City 86 Cen. 9,671; E&P 92 Est. 9,779
CZ-ABC: (86) 9,671
RTZ-ABC: (86) 33,027
City & RTZ-ABC: (86) 42,698

4 - HOUSEHOLDS:
City 86 Cen. 3,630; E&P 92 Est. 3,871
CZ-ABC: (86) 3,630
RTZ-ABC: (81) 11,385
City & RTZ-ABC: (86) 15,015

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	N.A.

6 - PASSENGER AUTOS: Nova Scotia 358,141; Amherst 6,160

7 - ELECTRIC METERS: Residence 3,263

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Iron Mills; Structural Steel & Boilers; Clothing; Chemicals; Polyethylene; Galvanizing; Woodworking; Tanning Oils; Plastics; Aircraft Components; Reinforcing Steel; Dairy Prods.; Custom Mach.; Mobile Home Mfg.; Electronics; Chewing Gum.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral.

12 - RETAILING: Shopping Centers-Cumberland Mall (20 stores); Amherst Centre Mall (30 stores).

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Store-Margolians.
Variety Stores-Metropolitan; Zeller's; County Fair; K mart.
Chain Drug Stores-Rexall; Good Neighbor Drug Mart; Shoppers Drug Mart.
Chain Supermarkets-Save-Easy; Co-op Stores; Sobeys.

14 - NEWSPAPERS: NEWS (m-mon to fri) 3,856; (m-sat) 6,655; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Richard Spicer, Adv. Dir., NEWS, PO Box 280, Amherst, NS B4H 3Z2; Tel. (902) 667-5102.
National Representative: None.

HALIFAX

1 - LOCATION: Halifax County, E&P Map F-4. Provincial Capitol. On the Atlantic Coast, 805 mi. E of Montreal.

2 - TRANSPORTATION: Railroad-Canadian National.
Motor Freight Carriers-13.
Intercity Bus Lines-Acadian; DTS Buses Ltd.
Passenger Steamship Lines-5.
Freight Steamship Lines-Container 7; Freight 25.
Airlines-Canadian Airlines Intl.; Air Canada; Air Atlantic; Air Nova; KLM.

3 - POPULATION:
Corp. City 86 Cen. 113,577; E&P 92 Est. 111,166
Met. Area 86 Cen. 295,990; E&P 92 Est. 317,365
CHRONICLE-HERALD and MAIL-STAR:
NDM-ABC: (86) 306,418
DAILY NEWS:
NDM-ABC: (86) 306,418

4 - HOUSEHOLDS:
City 86 Cen. 44,680; E&P 92 Est. 46,087
Met. Area 86 Cen. 103,830; E&P 92 Est. 124,582
CHRONICLE-HERALD and MAIL-STAR:
NDM-ABC: (86) 107,380
DAILY NEWS:
NDM-ABC: (86) 108,183

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	9	N.A.

6 - PASSENGER AUTOS: Nova Scotia 358,141; Halifax 47,616

7 - ELECTRIC METERS: City 105,800

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: (Metro Area)-Industry, No. of Wage Earners (Av. Wkly. Wage-$467)-Mfg. 10,915; Constr. 10,210; Trans., Comm. & Util. 14,200; Trade 28,815; Fin., Ins. & R.E. 10,515; Servs. 55,605; Govt. 27,620; Primary 2,225.

10 - CLIMATE: Min. & Max. Temp. (Celsius)-Spring 0-20; Summer 9-28; Fall 2-14; Winter -8 + 8. First killing frost, Oct. 31; last killing frost, May 13.

11 - TAP WATER: Acid, very soft; fluoridated.

12 - RETAILING: Metro Area-Principal Shopping Areas-6 blocks on Barrington St.; 2 on Granville St.; 6 on Gottingen St.; 5 on Spring Garden Rd.; 4 on Portland St. (Dartmouth); 2 on Commercial St. (Dartmouth); 7 on Quinpool Road.

Neighborhood Shopping Centers-(No. of stores)-Capitol Plz. (8); Capitol Vlg. Ctr. (7); Clayton Park Plz. (5); Green Street Plz. (3); Shannon Plz. (8).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Barrinston Pl. (24)	NA	Colwell Bros.
Bayers Road(90)	NA	IGA, Zeller's
Bedford Pl.(40)	NA	Towers, IGA
Clayton Park(12)	NA	IGA
Dartmouth S.C. (25)	NA	Zeller's
Downsview Mall(16)	NA	Metropolitan, K mart
Halifax S.C.(74)	NA	Eatons, Kresges
Historic Prop. (20)	NA	
K mart Mall(12)	NA	K mart, IGA
Maritime Mall (32)	NA	
Micmac Mall(130)	NA	Bay, IGA, Eaton's
Penhorn Mall(35)	NA	Sears, K mart
Quinpool Ctr. (20)	NA	IGA, CDN Tire, Dominion
Sackville Town Centre(15)	NA	IGA
Scotia Sq.(50)	NA	Woolco
Spring Garden Place(27)	NA	Kettle Creek
Spryfield Mall (12)	NA	Capital, Zeller's
Sunnyside(30)	NA	Zeller's, IGA
Woodlawn Mall (20)	NA	The Met
West End Mall(20)	NA	Sears, The Bay

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Wed., Thur., Fri.
Stores Close-Sunday.

13 - RETAIL OUTLETS: Department Stores-T. Eaton; Robert Simpson; Woolco; Towers.
Variety Stores-Woolworth; Zeller's 4; Metropolitan 6; Kresges.
Chain Drug Stores-Associated Retail 8; McQuinn's 3; Lawton's 17; Shoppers 7; Independents 40.
Chain Supermarkets-Sobey's 12; Dominion 10; Capitol 6; IGA 5; Save-Easy 2; Green Gables 39; Independents 159.
Other Chain Stores-Men's: Tip Top Tailors; Women's: Sally Shop, Dalmy's, P3, Reitman's, Penningtons, Gazebo, Fairweather, Arcade, Cojana, Next To You, Smart Set, Shirley K. Maternity, Suzy Shier, Town and Country; Shoes: Agnew-Surpass, Athlete's World, Bata, Bonita, Maher, Roots Natural Foot Wear, Winsbys; Auto Supply: Canadian Tire, Western Tire; Jewelry: Birk's, Peoples Jewelry, Charm Jewelry, G.C. Murphy, Mappins.

14 - NEWSPAPERS: CHRONICLE-HERALD (m) 88,892; MAIL-STAR (e) 55,286; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: F.E. Buckland, Adv. Mgr., CHRONICLE-HERALD/MAIL-STAR, 1650 Argyle St., Halifax, NS B3J 2T2; Tel. (902) 426-3030.
National Representative: None.
DAILY NEWS (m-mon to sat) 25,427; (S) 37,826; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Mike Hancox, Adv. Dir., DAILY NEWS, PO Box 8330; Stn. A, Halifax, NS B3K 5M1; Tel. (902) 465-1222; FAX (902) 468-3609.

National Representative: None.

NEW GLASGOW

1 - LOCATION: Pictou County, E&P Map F-4. On the East River near Pictou Harbor. 36 mi. NE of Truro; 100 mi. NE of Halifax.

2 - TRANSPORTATION: Railroad-Canada National.

Motor Freight Carriers-3.

Intercity Bus Lines-Pictou Co. Transit; Acadian.

3 - POPULATION:

Corp. City 86 Cen. 10,022; E&P 92 Est. 10,142
CZ-ABC: (86) 22,635
RTZ-ABC: (86) 24,473
City & RTZ-ABC: (86) 47,108

4 - HOUSEHOLDS:

City 86 Cen. 3,676; E&P 92 Est. 3,977
CZ-ABC: (86) 7,975
RTZ-ABC: (86) 7,819
City & RTZ-ABC: (86) 15,794

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Comm.	13	N.A.

6 - PASSENGER AUTOS: Nova Scotia 358,141; New Glasgow6,285

7 - ELECTRIC METERS: Residence 7,270

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Railway Cars & Parts; Heavy Mach. 2,100; Boilers & Mining Equip. 155; Bed Spring Mattresses 175; Paint N.A.; Steel Fab. 325; Sheet Metal 50; Pulp and Paper 675; Chemicals 75; Tire Mfg. 2,100; Shipyard 200; Dairy 400; Casket Making N.A.; Coal Mining; Ship Building.

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-55; Summer 52-80; Fall 36-60; Winter 10-52.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Provost and Archmedes Sts.

Neighborhood Shopping Centers-Stellarton; Westville; Trenton; Pictou; West-Side; New Glasgow; Aberdeen Mall on East River Rd.; Highland Mall on Westville Rd.; East River Rd. Plaza.

Principal Shopping Days-Fri., Sat.

Stores Open Evenings-Malls-Mon. through Sat.; Other Stores-Wed. through Fri.

13 - RETAIL OUTLETS: Department Stores-Zeller's; Sears; Stedman's.

Discount Stores-K mart; Woolco; BiWay; Met.

Chain Drug Stores-Shoppers 2; Lawton's 2; Guardian; ARP 3.

Chain Supermarkets-Sobey's 4; Save Easy; IGA 2; TRA.

Other Chain Stores-Agnew-Surpass (shoes); Canadian Tire; Maritime Auto; Maher Shoes; Reitman's; Radio Shack; People's Jewelry; Sherwin-Williams; Jack Frazer (men's); Tip Top Tailors; Marks Work Warehouse; Bargain Harolds.

14 - NEWSPAPERS: EVENING NEWS (e) 11,497; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Jim Kwiatkowski, Adv. Mgr., NEWS, 353 E. River Rd., New Glasgow, NS B2H 5E2; Tel. (902) 752-3000.

National Representative: Thomson Newspapers.

SYDNEY

1 - LOCATION: Cape Breton County, E&P Map F-3. SE end of Sydney Harbor, Cape Breton Island.

2 - TRANSPORTATION: Railroads-Intercommunication; Sydney to Glace Bay-Sydney & Louisburg RR, Sydney to North Sydney, Sydney, Mines, Florence, Bras d'Or, Pt. Tupper, Inverness and St. Peters-C.N.R.

Motor Freight Carriers-16.

Intercity Bus Lines-Acadian; Transit Cape Breton; Sydney-Grace Bay; Sydney-New Waterford; Sydney Mines; North Sydney; Cabot.

Airlines-Air Canada; Canadian Airlines; Air Nova; Air Atlantic; Air Bras D'Or.

Steamship Lines-12.

3 - POPULATION:

Corp. City 86 Cen. 27,754; E&P 92 Est. 28,052
CZ-ABC: (86) 36,915
RTZ-ABC: (86) 95,314
City & RTZ-ABC: (86) 132,229

4 - HOUSEHOLDS:

City 86 Cen. 9,608; E&P 92 Est. 10,121
CZ-ABC: (86) 12,330
RTZ-ABC: (86) 29,275
City & RTZ-ABC: (86) 41,605

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Comm.	33	N.A.

6 - PASSENGER AUTOS: Nova Scotia 358,141; Sydney 13,323

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Ctr. of industrial area of Cape Breton; 12 miles from Sydney. Farming pop. of 169,865. Main industries: Steel Plant 1,400 employees; Canadian Coast Guard College; Ship Repair Drydock; 2 Aluminum Fab. Plants. Coal 6,000 employees; Point Tupper: Power Plant, Pulp Mill 2,000 employees; Raw & Refined Limestone; Component Homes Plant.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-66; Summer 46-89; Fall 32-66; Winter 11-55.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Areas-Sydney: 10 blocks on Charlotte St.; 10 on George St.; 8 on Prince St.; 4 on Townsend St.; 6 on Victoria Rd.; Glace Bay: 4 on Main St.; 8 on Commercial St.; New Waterford: 6 Plummer L Ave. North Sydney; 10 on Commercial St.; 2 on Bowers St. Sydney Mines; 4 on Main St.; 1 on Fraser Ave.; Port Hawkesbury; 4 on Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plz.(21)	NA	K mart, LoFood
Sydney(27)	NA	Zeller's, Sobey's
Woolco(15)	NA	Woolco, Sobey's
Glace Bay(20)	NA	Sobey's, Met.
North Sydney(25)	NA	Zeller's, Peoples, Sobey's
Mayflower(60)	2	Woolco, Simpson's

Stores Open Evenings-Fri.; Shopping Plazas-daily.

13 - RETAIL OUTLETS: Department Stores-The Bay; Crowell's; Sears 4; Zeller's.

Variety Stores-Woolworth 4; Metropolitan 3; People's 2; Woolco 2; Furn. 8; Bi-Way 2; Bargain Harold's 2; K mart.

Chain Supermarkets-IGA 4; F.N.S. 26; Sobeys 6; Shores 2; Eastern Co-op 3; Red & White 3; Cosmo Metro Raheys 3; Basic Foods 3; LoFood 2.

Other Chain Stores-Canadian Tire; Agnew-Surpass; Woodhouse; Tip Top; Suzy Shier; Big Steel; Jack Frazer; Fairweather; Sherwin-Williams Paints; Shoppers 6; Radio Shack; Reitmans 2; Singer Co.

14 - NEWSPAPERS: CAPE BRETON POST (e) 31,592; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Roger Brown, Adv. Mgr., CAPE BRETON POST, PO Box 1500, Sydney, NS B1P 6K6; Tel. (902) 564-5451.

National Representative: Thomson Newspapers.

TRURO

1 - LOCATION: Colchester County, E&P Map F-4, County Seat. On Salmon River, 65 mi. from Halifax; 124 mi. from Moncton. On Hwys. running E, W & S. Railway & Hwy. hub.

2 - TRANSPORTATION: Railroad-Canadian National.

Motor Freight Carriers-17.

Intercity Bus Line-Acadian Coach.

Airlines-Halifax Intl. Airport (37 mi.). Regular Air Line taxi service.

3 - POPULATION:

Corp. City 86 Cen. 12,124; E&P 92 Est. 12,124
CZ-ABC: (86) 20,061
RTZ-ABC: (86) 25,032
City & RTZ-ABC: (86) 45,093

4 - HOUSEHOLDS:

City 86 Cen. 4,908; E&P 92 Est. 5,287
CZ-ABC: (86) 7,523
RTZ-ABC: (86) 8,342
City & RTZ-ABC: (86) 15,865

5 - BANKS: 12; Deposits N.A.

6 - PASSENGER AUTOS: Nova Scotia 358,141; Truro 9,321

7 - ELECTRIC METERS: Residence 5,744

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Textiles; Bldg. Materials; Dairy Prods.; Railway.

Principal Industrial Pay Days-5th & 15th; 20th & 30th.

10 - CLIMATE: First killing frost, Sept. 15; last killing frost., May 31.

11 - TAP WATER: Acid, very soft; trace of fluorine.

12 - RETAILING: Principal Shopping Centers-Inglis and Prince Sts.; Fundy Trail Shopping Ctr. (30 stores); Truro Mall (60 stores).

Principal Shopping Days-Fri., Sat.

Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Margolian's; Walker's; People's; Sears.

Variety Stores-Woolworth; Metropolitan; Zeller's; Bargain Harold's; K mart; BiWay.

Chain Drug Stores-MacQuarries; Lawton's; Shoppers; ARP.

Chain Supermarkets-Sobey's; IGA; Save-Easy; Co-op.

Other Chain Stores-Canadian Tire; Simpson-Sears; Charm Jewelers; G.C. Murphy; Radio Shack; Wacky Wheatleys.

14 - NEWSPAPERS: NEWS (e) 9,147; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Bruce Pearson, Adv. Mgr., NEWS, 6 Louise St.; PO Box 220, Truro, NS B2N 5C3; Tel. (902) 893-9405.

National Representative: Thomson Newspapers.

ONTARIO SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1981	1986	1992
Under 5 Years	593	625	660
5-14 Years	1,294	1,365	1,340
15-24 Years	1,599	1,686	1,358
25-44 Years	2,529	2,668	3,228
45-64 Years	1,742	1,837	2,079
65 and Over	868	916	1,184
TOTAL	8,625	9,101	9,929

Based of Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1971	1983	1992
General Mdse	1,874	5,340	8,872
Apparel	739	2,084	3,858
Furniture	385	889	1,597
Groceries	2,831	10,206	16,923
Lumber/Bldg. Mat	138	250	596
Restaurants	270	4,101	13,563
Autos	1,839	7,670	21,552
Gasoline/Fuel Oil	988	3,431	5,503
Drugs	316	1,392	3,146
TOTAL SALES	12,606	41,753	82,667

Source: Census of Canada/Retail Trade

BARRIE

1 - LOCATION: Simcoe County, E&P Maps E-4 & M-2, County Seat. Agricultural, light manufacturing, tourism; 60 mi. N of Toronto, on Ontario Hwys. 11; 26; 27 (90 to Base Borden); 93; 400.

2 - TRANSPORTATION: Railroads-Canadian National; Canadian Pacific (at Midhurst, 5 miles).

Intercity Bus Lines-Gray Coach; Greer Trans.

Motor Freight Carriers-10.

Airlines-Air Canada; American; C.P.A. (Toronto Airport 40 mi.).

3 - POPULATION:

Corp. City 86 Cen. 48,287; E&P 92 Est. 52,099
CZ-ABC: (86) 48,287
RTZ-ABC: (86) 51,027
City & RTZ-ABC: (86) 99,308

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 86 Cen. 16,935; E&P 92 Est. 18,660
CZ-ABC: (86) 16,895
RTZ-ABC: (86) 16,895
City & RTZ-ABC: (86) 33,470

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	8	$49,000,000

6 - PASSENGER AUTOS: Ontario 440,896

7 - ELECTRIC METERS: Residence 7,820

8 - GAS METERS: Residence 2,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Elect. Appliances 850; Railways 250; Tanning 375; Rubber 220; Compressors 156; Steel Rules 75.

Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-80; Winter 9-54. First killing frost, Sept. 28; last killing frost, Apr. 21.

11 - TAP WATER: From artesian wells, alkaline, medium hard.

12 - RETAILING: Principal Shopping Areas-5 blocks on Dunlop St.; 2 on Collier St.; 1 each on Bayfield & Clapperton.

Neighborhood Shopping Centers-Barrie Plaza, Wellington & Anne Sts.; Simcoe, Hwy. 11.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bayfield Mall (38)	NA	Miracle Food Mart
Wellington St.	NA	Woolworth
Georgian Mall (40)	NA	Sears, Dominion

Principal Shopping Days-Fri., Sat.

Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Zeller's; Walker's; Sears.

Discount Stores-Woolworth; K mart.

Chain Supermarkets-No Frills; Dominion; A&P; Power; Food City; IGA; Red & White; Super Save; Miracle Mart.

Other Chain Stores-Sally; Evangeline; Walkwel; Maher; Burroughs; Canadian Tire; Tamblyn; Adams; Laura Secord; Coward; Kerns; Valu Fair Mart; Lincoln; Reward; Uniroyal; Firestone.

14 - NEWSPAPERS: EXAMINER (e) 14,500; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Rick Butler, Adv. Dir., EXAMINER, 16 Bayfield St., Barrie, ON L4M 4T6; Tel. (705) 726-6537.

National Representative: Thomson Newspapers.

BELLEVILLE

1 - LOCATION: Hastings County, E&P Maps E-4 & N-2. County Seat. Dairy and agricultural area; 115 mi. from Toronto; 235 mi. from Montreal. Wholesale shopping, manufacturing center on provincial Hwys. 2, 14, 37 and 401. Steamboat connections with Great Lakes and St. Lawrence River ports.

2 - TRANSPORTATION: Railroads-Canadian National; Canadian Pacific Div. point & repair shops for C.N.R.

Motor Freight Carriers-6.

Intercity Bus Lines-Belleville Transit; Colonial Coach; Rathbun; Smith.

Airline-Air Ontario.

3 - POPULATION:

Corp. City 86 Cen. 36,041; E&P 92 Est. 38,826

CZ-ABC: (86) 36,041

RTZ-ABC: (86) 84,471

City & RTZ-ABC: (86) 120,512

4 - HOUSEHOLDS:

City 86 Cen. 13,400; E&P 92 Est. 16,838

CZ-ABC: (86) 14,295

RTZ-ABC: (81) 29,100

City & RTZ-ABC: (86) 43,395

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Trust	15	N.A.

6 - PASSENGER AUTOS: Ontario 440,896

7 - ELECTRIC METERS: Total 13,203

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electronics 1,199; Plastics 180; Cement 320; Locomotive Shops 1,204; Conveyor Systems 250; Pablum Metrecal 200; Sporting Goods; Liquor and Industrial Alcohol; Cheese and Spices.

Principal Industrial Pay Days-Fri.; 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 7-75; Summer 45-90; Fall 25-76; Winter -13-54. First killing frost, Oct. 24; last killing frost, May 16.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Areas-4 blocks on Front St., 1 on Bridge St.; 1 on Victoria Ave., N. Front St.; Pinnacle St.

Neighborhood Shopping Centers-2 on Pinnacle St.; Belleville Plz., Dundas St.; Westgate Plz., Allied Towers, Trent Road; North Front St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Quinte Mall(65)	NA	Town & Country, Miracle Food, Sears, K mart

Principal Shopping Days-Fri. & Sat.

Stores Open Evenings-Fri.; many Thur.

13 - RETAIL OUTLETS: Department Stores-Walker; Lipson's; Sears; Allied Towers; Family Fair; McIntosh; Grafton-Fraser; People's Credit Jewelers.

Variety Stores-Kresges; Woolworths; K mart.

Chain Drug Stores-Shopper's Drug Mart; Tamblyn's; IDA 6; Rexall 2; Guardian Drugs 2.

Chain Supermarkets-Loblaw's 2; Dominion; A&P 2; Food City; Miracle Food Mart.

Other Chain Stores-Reitman's; Adams; Canadian Tire; Firestone; Goodyear; Goodrich; Provincial Tire; Shoes: Bata, Lincoln, Mahar's, Pollack's; Men's Wear: Jack Fraser's; Coles Books; Pulver's Ladies Wear; Laura Secord; 5th Avenue; Living Lighting; Young Canada.

14 - NEWSPAPERS: INTELLIGENCER (e) 18,610; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: John Cheek, Adv. Mgr., INTELLIGENCER, 45 Bridge St. E., Belleville, ON K8N 1L5; Tel. (613) 962-9171; FAX (613) 962-9652.

National Representative: Thomson Newspapers.

BRANTFORD

1 - LOCATION: Brant County, E&P Maps E-4, M-3. On the Grand River. 24 mi. WSW of Hamilton; 65 mi. SW of Toronto. On Provincial Hwys. 2, 24, 53, 403.

2 - TRANSPORTATION: Railroads-Canadian National; Toronto, Ham. & Buffalo.

Motor Freight Carriers-31.

Intercity Bus Lines-Greyhound; Canada Coach; Public Utilities Comm.; United Trails.

3 - POPULATION:

Corp. City 86 Cen. 76,146; E&P 92 Est. 82,297

CZ-ABC: (86) 76,146

RTZ-ABC: (86) 106,883

City & RTZ-ABC: (86) 183,029

4 - HOUSEHOLDS:

City 86 Cen. 27,937; E&P 92 Est. 36,110

CZ-ABC: (86) 27,900

RTZ-ABC: (86) 36,358

City & RTZ-ABC: (86) 64,258

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Comm.	18	N.A.
Trust Co's.	8	N.A.

6 - PASSENGER AUTOS: Ontario 440,896

7 - ELECTRIC METERS: Residence 24,700

8 - GAS METERS: Residence 20,700

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Refrigeration; Automotive; Textiles; Durables 10,300; Non-Durables 5,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-67; Summer 53-82; Fall 29-72; Winter 11-33.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-Eaton Market Sq.; Brantford Mall; Lynden Park Mall; Mohawk Plz.; Colborne Sq.; Fairview; Pleasant Plz.; St. Paul Plz.; Greenbrier Plz.; Dunsdon Plz.; Branlyn Plz.; Century 21 Plz.; Northridge Plz.; Fairview Plz.; Loeb IGA Plz..

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Eaton Market Sq.-Wed., Thur., Fri.; Brantford and Lynden Park Malls Mon.-Sat. All others Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Eaton's; Right House; Sears; Zeller's.

Discount Stores-Woolco; K mart.

Chain Drug Stores-SupeRx; Shoppers'; Boots; Big V; Cowell's.

Chain Supermarkets-IGA; Calbecks 5; Gordon-Guscott Super Save; Miracle Mart; Vickerman's; Valdi's; Food City; Zehrs 2; A&P 2.

Other Chain Stores-Reitman's 3; Agnew-Surpass 4; Maher's; Cole's Book Store; People's Jewellers; Pennington's; A & A Records; Black's Camera; Laura Secord 2; Muntz Stereo; St. Clair Paint; Beaver Lumber; Cashway; Mufflerman; Midas Muffler; Mr. Transmission; Speedy Muffler King; Speedy Auto Glass; Sherwin-Williams; Firestone; Goodyear; Radio Shack 2; Jack Fraser 2; Japan Camera 2; BiWay 2; Tip Top Tailors 2; Fairweathers; Bargain Harolds 2; Sunrise Records; Leisure World; Canadian Tire; Au Coton; D'Allaird's; Dalmy's; Just Kids; Young Canada; Stiches.

14 - NEWSPAPERS: EXPOSITOR (e) 31,500; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: W. Findlay, Pub., EXPOSITOR, 53 Dalhousie St., Brantford, ON N3T 5S8; Tel. (519) 756-2020.

National Representative: Southam Newspapers.

BROCKVILLE

1 - LOCATION: Leeds County, E&P Maps E-4, O-2. On St. Lawrence River. 208 mi. E of Toronto; 125 mi. W of Montreal; 70 mi. S of Ottawa. Queen's Hwys. 2, 29, 401.

2 - TRANSPORTATION: Intercity Bus Lines-Voyageur; Howard Bus; Leeds County; City; Greyhound; Healey Trans. Ltd.; Via Rail.

3 - POPULATION:

Corp. City 86 Cen. 20,880; E&P 92 Est. 20,748

CZ-ABC: (86) 20,880

RTZ-ABC: (86) 59,941

City & RTZ-ABC: (86) 80,821

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 86 Cen. 8,400; E&P 92 Est. 8,473

CZ-ABC: (86) 8,400

RTZ-ABC: (86) 20,675

City & RTZ-ABC: (86) 29,075

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	9	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: Ontario 440,896

7 - ELECTRIC METERS: Residence 8,000

8 - GAS METERS: Residence 2,500

9 - PRINCIPAL INDUSTRIES: Abrasion & Grinding Wheels; Insulated Chimneys; Computers; Concrete Prods.; Tel. Installation & Switchboards; Wire & Cables; Elect. Tools; Phcy. Supplies; Footwear; Exhaust Fans; Beverage Base; Steel Tubing; Chemical Ind.; Publishers; Railway; Provincial Hospital; Computer Component Assembly; Chain Saws; Vacuum Cleaners; Lubricant Blending & Mixing; Appliance Mfg.

(Wage Rates)-Manufacturing: Unskilled $4.35-$6.00; Semi-Skilled $5.00-$7.00; Skilled $9.00-$15.00.

Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-72; Summer 55-92; Fall 38-65; Winter 20-40. First killing frost, Oct. 1; last killing frost, May 24.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-14 blocks on King St.; 3 on Buell St.; 5 on Perth St.; Shpg. Plz. on Stewart Blvd., 32 stores; Thousand Islands Mall, 48 stores.

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Lipson's; Zeller's.

Variety Store-Woolworth; Woolco; BiWay.

Chain Drug Stores-Shoppers'; Family Pharmacy 2; Brockville Drugs; Fullerton Drugs; Maxi; Pharma Plus.

Chain Supermarkets-No Frills; OK Economy; Steinberg; IGA; Save-A-Center.

Other Chain Stores-Kern's Jeweler; Agnew-Surpass Shoes 2; Lindor; Irene Hill; Canadian Tire; Giant Tiger; Home Hardware; Sherwin-Williams; Goodyear; Singer; Pro Hardware; Reitman's; Cashway; Smart Set; Domininion Hardware.

14 - NEWSPAPERS: RECORDER & TIMES (e) 16,670; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Barry Laking Adv. Mgr., RECORDER & TIMES, 23 King St. W.; PO Box 10, Brockville, ON K6V 5T8; Tel. (613) 342-4441.

National Representative: None.

CAMBRIDGE

1 - LOCATION: Waterloo County, E&P Map E-4, M-3. 13 mi. SE of Kitchener; 25 mi. NW of Hamilton. On Provincial Hwys. 8, 24, 24A, 97, 401.

2 - TRANSPORTATION: Railroads-Canadian Pacific; Canadian National.

Motor Freight Carriers-12.

Intercity Bus Lines-Canada Coach; Burley; Grey Coach; Cambridge Transit.

3 - POPULATION:

Corp. City 86 Cen. 79,920; E&P 92 Est. 86,388

CZ-ABC: (86) 79,920

RTZ-ABC: (86) 5,221

City & RTZ-ABC: (86) 85,141

4 - HOUSEHOLDS:

City 86 Cen. 25,585; E&P 92 Est. 33,667

CZ-ABC: (86) 27,075

RTZ-ABC: (86) 1,640

City & RTZ-ABC: (86) 28,715

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	26	N.A.

6 - PASSENGER AUTOS: Ontario 440,896

7 - ELECTRIC METERS: Residence 19,986

8 - GAS METERS: Residence 12,000; Commercial 1,400; Industrial 250.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textiles 2,610; Mach. 5,875; Shoes 1,436; Rubber & Plastics 1,265; (Av. Wkly. Wage) Mfg. ($280); Industry ($300).

Principal Industrial Pay Days-15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 50-95; Fall 30-80; Winter 10-60.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-Main St., Ainslie, Dickson, & Water Sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Ayr	11	Zehr's
K mart Centre	5	K mart
Fairview Mall	9	Simpson's, Sears, Woolco, Zehr's

Other Shopping Centers-Cambridge Shoppers Mall; Highlands; Westgate; The Mall; John Galt Ctr.; Bishop Gate Mall; South Cambridge Ctr.

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Shopping centers open every evening. Downtown stores open Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Right House; Zeller's; Miracle Mart.

Discount Stores-Woolco; K,mart.

Chain Drug Stores-Rexall; IDA; Shoppers; Boots.

Chain Supermarkets-Miracle Mart 2; Zehr's 4; Food Barn; A&P.

Other Chain Stores-Woodhouse; Canadian Tire; Firestone; Goodyear; Agnew-Surpass.

14 - NEWSPAPERS: REPORTER (e) 13,709; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Robert Marshall, Adv. Mgr., REPORTER, 26 Ainslie St., Cambridge, ON N1R 3K1; Tel. (519) 621-3810.

National Representative: Thomson Newspapers.

CHATHAM

1 - LOCATION: Kent County, E&P Maps D-4, L-3 County Seat. On River Thames. 190 mi. W of Toronto; 50 mi. E of Detroit. On Kings Hwys. 2, 401; Bluewater Hwy.; near Kings Hwys. 3, 21, 98.

2 - TRANSPORTATION: Railroads-Canadian Pacific; Canadian National; CSX.

Motor Freight Carriers-11.

Intercity Bus Lines-Chatham; Greyhound.

3 - POPULATION:

Corp. City 86 Cen. 42,211; E&P 92 Est. 46,613

CZ-ABC: (86) 42,211

RTZ-ABC: (86) 37,358

City & RTZ-ABC: (86) 79,569

4 - HOUSEHOLDS:

City 86 Cen. 15,297; E&P 92 Est. 18,884

CZ-ABC: (86) 15,280

RTZ-ABC: (86) 12,874

City & RTZ-ABC: (86) 28,154

5 - BANKS	**NUMBER**	**EST. DEP.**
Chartered Banks	6	N.A.
Trust & Mortgage	5	N.A.
Credit Unions	6	N.A.

6 - PASSENGER AUTOS: Ontario 440,896

7 - ELECTRIC METERS: Residence 16,000

8 - GAS METERS: Residence (Chatham and immediate rural areas) 32,985

9 - PRINCIPAL INDUSTRIES: Auto Parts; Motor Trucks & Parts; Plastics; Metal & Paper Containers; Canned Goods; Fertilizers; Natural Gas Distributing; Jute Bags; Frozen Foods; Brick & Tile; Flour; Aluminum; Steel; Filters.

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp. Farenheit-Spring 24-75; Summer 57-102; Fall 31-85; Winter-3-50. First killing frost, Oct. 5; last killing frost, May 10.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on King St. & adjoining 2 blocks on Market Sq.; 1 on 4th St.; 1 on 5th St.; 1 on 6th St.

Neighborhood Shopping Centers-St. Clair St.; Thames St.; Cueen St.; Richmond St.; Nortown-Chatham North.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Thames Lea(20)	2	K mart, Zeller's, Zehr's, Emma Foods
Nortown(12)	2	IGA, A&P
North Maple Mall(24)	3	Woolco, Zehr's, Bi-Way
Downtown Chatham Centre(60)	NA	Sears, Miracle Mart

Principal Shopping Days-Fri., Sat.

Stores Close-Sun.

Stores Open Evenings-Fri.; Food Thur., Fri.; some nightly.

13 - RETAIL OUTLETS: Department Stores-Zeller's; Sears.

Discount Stores-Krazy Kelly; Valdi; Bargain Harold; BiWay; Woolco; K mart.

Chain Drug Stores-Shoppers; Pharma Plus, Big V.

Chain Supermarkets-A&P; IGA; Zehrs.

Other Chain Stores-Young's Jewellers; Women's Wear: Reitman's; Men's Wear: Tip Top Tailors, Jack Fraser; Shoes: Kinney, Bata, Fitzgerald-Walkwell, Agnew-Surpass, E. & R. Maher, Auto: Canadian Tire, Firestone, Goodyear; Furniture: Tepperman's, Leons; Misc.: St. Clair Paint; Color Your World; Beaver Lumber & Hdwe.; Cashway Lumber; Home Hdwe; Cash & Carry Lumber.

14 - NEWSPAPERS: NEWS (e) 15,724; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Everett Burgess, Adv. Mgr., NEWS; PO Box 2007, Chatham, ON N7M 2G4; Tel. (519) 354-2000.

National Representative: Thomson Newspapers.

COBOURG

1 - LOCATION: Northumberland County. E&P Map E-4, M-2. On Lake Ontario. 35 mi. E of Oshawa. Manufacturing and cultural center.

2 - TRANSPORTATION: Railroads-Canadian National, Canadian Pacific.

Intercity Bus Lines-Gray; Colonial; Charterway; G.O. Buses.

Airlines-At Toronto International Airport.

3 - POPULATION:

Corp. City 86 Cen. 13,197; E&P 92 Est. 14,063
CZ-ABC: (86) 13,197
RTZ-ABC: (86) 16,472
City & RTZ-ABC: (86) 29,669

4 - HOUSEHOLDS:

City 86 Cen. 5,014; E&P 92 Est. 5,714
CZ-ABC: (86) 5,005
RTZ-ABC: (86) 5,705
City & RTZ-ABC: (86) 10,710

5 - BANKS: N.A.

6 - PASSENGER AUTOS: Ontario 440,896

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Type of Industry-Mfg. Chrome Office Furn. & Fixtures; Tires; Mobile Homes; Boxes; Core; Pallets; Cocoa Mats & Matting; Rubber Mats; Metal Fab.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Hard; fluoridated.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: DAILY STAR (e-mon to fri) 5,758; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: James F. Bouaird, Adv. Dir., DAILY STAR, 415 King St. W.; PO Box 400, Cobourg, ON K9A 4L1; Tel. (416) 372-0131.

National Representative: Bardal, Gosbee & Associates.

CORNWALL

1 - LOCATION: Stormont County, E&P Maps E-4 & 0-2, County Seat. On St. Lawrence River; Headquarters St. Lawrence Seaway; Site of International St. Lawrence Power Generating Station 75 mi. W of Montreal; 270 mi. E of Toronto; 70 mi. SE of Ottawa.

2 - TRANSPORTATION: Railroads-Canadian National; Canadian Pacific.

Motor Freight Carriers-7.

Intercity Bus Line-Voyageur Coach.

Water Shipping-Great Lakes and Ocean Steamships.

3 - POPULATION:

Corp. City 86 Cen. 46,425; E&P 92 Est. 60,081
CZ-ABC: (86) 46,425
RTZ-ABC: (86) 17,069
City & RTZ-ABC: (86) 63,494

4 - HOUSEHOLDS:

City 86 Cen. 16,228; E&P 92 Est. 19,380
CZ-ABC: (86) 17,185
RTZ-ABC: (86) 5,605
City & RTZ-ABC: (86) 22,790

5 - BANKS	NUMBER	EST. DEP.
Savings	9	N.A.

6 - PASSENGER AUTOS: Ontario 440,896

7 - ELECTRIC METERS: Province 3,700,000; Residence 16,600

8 - GAS METERS: Residence 5,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Paper 1,700; Textiles 1,000; Men's Clothing 200; Chem. 1,450; Other 1,850.

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-88; Summer 36-90; Fall -6-77; Winter -16-48. First killing frost, Oct.; last killing frost, May.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Pitt St.; 2 on Second St.; 5 on Montreal Rd. (E. Cornwall) 5 plazas.

Principal Shopping Days-Thur., Fri., Sat.

Stores Close-Wed. afternoon.

Stores Open Evenings-Thur., Fri.; Shpg. Plazas daily to 10 p.m.

13 - RETAIL OUTLETS: Department Stores-Zeller's; Sears; Harts; Giant Tiger; Bargain Harold; Bi-Way.

Discount Stores-Woolco; K mart.

Chain Drug Stores-Fullerton's IDA 2; Tamblyn's 2; Medical Arts; Woolco Pharmacy; Shoppers; Jean Coutu.

Chain Supermarkets-Loblaws 2; Dominion 2; Steinberg's 2; Red & White; Super Save; Valdi Food.

Other Chain Stores-Laura Secord; Canadian Tire; Firestone; Goodyear; Cashway; Radio Shack; Tip Top; Elks; Family Fair; Leisure World; Joe Feller; Suzy Shier; Steel Man; Agnew Shoes; Astral Photo; Atlantic Video & Sound; Bare Essentials; Boutique Marie Claire; Coles Books; Fairweather; Flipside Records; Irene Hill; Shoes: Fredelle, Kinney's, Dexter, Belinda & Brother, Lewis, Maher; Mappins Jewelry; Montreal Draperies; Penningtons; Peoples Jewelers; St. Clair Paint & Wallpaper; Smart Set; Town & Country.

14 - NEWSPAPERS: STANDARD-FREEHOLDER (e) 18,064; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Peter Padbury, Adv. Dir., STANDARD-FREEHOLDER, 44 Pitt St., Cornwall, ON K6J 3P3; Tel. (613) 933-3160.

National Representative: Thomson Newspapers.

FORT FRANCES

1 - LOCATION: Rainy River District, E&P Map D-4, Judicial Seat. Pulp, paper, lumber, tourism, agriculture. Canada-U.S. border crossing point.

2 - TRANSPORTATION: Railroads-Canadian National; D.W.P.

Intercity Bus Lines-Grey Goose; Excel Motor Coach.

Motor Freight Carriers-3.

Airlines-Northwest Orient (International Falls); NorOntair.

3 - POPULATION:

Corp. City 86 Cen. 8,870; E&P 92 Est. 9,373

4 - HOUSEHOLDS:

City 86 Cen. 3,413; E&P 92 Est. 3,827

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	N.A.
Credit Unions	1	N.A.

6 - PASSENGER AUTOS: Ontario 440,896

7 - ELECTRIC METERS: 4,000

8 - GAS METERS: 1,700

9 - PRINCIPAL INDUSTRIES: Pulp & Paper; Agric.; Lumbering; Tourism.

10 - CLIMATE: Min. & Max. Temp. -40C to 36C.

11 - TAP WATER: Soft; fluoridated, chlorinated & treated.

12 - RETAILING: Principal Shopping Area-5 blocks in town.

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Chain Stores-Safeway; Canadian Tire; Saan; Ackland's; Metropolitan; McTaggarts; Sears.

14 - NEWSPAPERS: BULLETIN (e-mon, tues, thur, fri) 3,018; sworn Sept. 30, 1990.

Local Contact for Advertising and Merchandising Data: J. Cumming, Adv. Mgr., BULLETIN, 116 First St.; PO Box 339, Fort Frances, ON P9A 3M7; Tel. (807) 274-5373.

National Representative: None.

GUELPH

1 - LOCATION: Wellington County, E&P Map E-4, M-2. County Seat. Agricultural, manufacturing, dairy and university center. 55 mi. W of Toronto; 28 mi. N of Hamilton. On Provincial Hwys. 6, 7, 24, 25, 86, 401.

2 - TRANSPORTATION: Railroads-Canadian National; Canadian Pacific; Junction.

Intercity Bus Lines-Canada; Elliott Coach; Grey Coach.

Motor Freight Carriers-31.

City Bus Line-Guelph Trans. Comm.

Airlines-Waterloo Wellington, private & charter; Guelph Air Park, private & small charter.

3 - POPULATION:

Corp. City 86 Cen. 78,235; E&P 92 Est. 84,562
CZ-ABC: (86) 78,235
RTZ-ABC: (86) 27,288
City & RTZ-ABC: (86) 105,523

4 - HOUSEHOLDS:

City 86 Cen. 28,160; E&P 92 Est. 33,041
CZ-ABC: (86) 28,160
RTZ-ABC: (86) 8,795
City & RTZ-ABC: (86) 36,955

5 - BANKS	NUMBER	EST. DEP.
Savings & Comm.	38	N.A.

6 - PASSENGER AUTOS: Ontario 440,896

7 - ELECTRIC METERS: Residence 27,009

8 - GAS METERS: Residence 16,856

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 12,155; Trade 6,730; Govt. Service 2,175; Fin., Ins., & R.E. 2,115; Constr. 2,095; Trans., Comm. & Utility 1,665; Total 43,255.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 55-90; Fall 30-65; Winter 0-40. First killing frost, Sept. 28; last killing frost, Apr. 30.

11 - TAP WATER: Acid, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-on 9 Sts.; 8 blocks Macdonell; Eaton Ctr.; Carden; Quebec; Woolwich; Wyndham; Cork; Norfolk; Douglas; Wilson; Speedvale; Willow West Mall; Victoria Rd. Plz.; Stone Rd. Mall; Westwood Plz.; Bullfrog Mall; Campus Estates.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fergus	14	Russels, Big V, Zehr's, L&M Mkt.
Elora	13	L&M Food
Acton	14	Eisen, IGA

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Thur., Fri. until 9 pm.

13 - RETAIL OUTLETS: Department Stores-Budds; Sears; Zeller's County Fair 2; BiWay 3; Eaton's.

Variety Stores-Woolworth; Bargain Harold; K mart.

Chain Drug Stores-IDA; Big V 3; Pharma Plus 2; Shoppers 3; Guardian.

Chain Supermarkets-A&P 2; Foodland; Zehr's 5; Miracle Mart; Valdi; Sobey's; Valu Mart.

Other Chain Stores-Shoes: Aggie's, Athletes Foot, Joggers, Rizzo, Cord Wainer 3, Kiddie Cobbler, Gallenkamp, Heller & Moisan; Auto Supply: Canadian Tire 2, Marsh Tire, Apple Auto Glass, Guelph Auto Electric, Standard Auto Glass; Confectionery: Laura Secord 2; Clothing: Lorraine, Robert K. Smith, Milady, Zacks, Reitman's 2, Arcade, Irene Hill, Suzy Shier 2, House of David, Star 2, Ellen's Fashion's, Petticoat Lane; T.V.: Love's, Japan Camera, Tip Top, Fairweather; Playtime, Thrifty's, Black's Jewelry: Birk's, Pequegnat's, A.W. Smith, Walters; People's, Morse, Young's, Brancier.

14 - NEWSPAPERS: MERCURY (e) 18,612; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Stephen Rhodes, Pub./Gen. Mgr., MERCURY, 8-14 Macdonnell St.; PO Box 3604, Guelph, ON N1H 6P7; Tel. (519) 822-4310; FAX (519) 767-1681.

National Representative: Thomson Newspapers.

HAMILTON

1 - LOCATION: Wentworth & Halton Counties, E&P Maps E-4, M-3. Western end Lake Ontario. County Seat; 19,230 acres, one of the largest land-locked harbors on Great Lakes, 42 mi. SW of Toronto; 64 mi. W of Buffalo; 47 mi. W of Niagara Falls; 200 mi. E of Detroit, on Queen Elizabeth Hwy. & Ontario Hwys. 2, 5, 6, 8, 20, 403.

2 - TRANSPORTATION: Railroads-Canadian Pacific; Via Rail Canada Inc.; Canadian National.

Motor Freight Carriers-100.

Intercity Bus Lines-Eastern Canadian Greyhound; Gray Coach; Go Transit; United Trails; Farr's; Trentway-Wagar.

Steamship Lines-61.

Airlines-Air Canada; Canadian Airlines International; American; British Airways; United; Alitalia; Eastern; USAir; Jamaica; Transair; Lufthansa; KLM; Air France; Canadian Partner; (from Toronto all major National & International connections).

3 - POPULATION:

Corp. City 86 Cen. 306,728; E&P 92 Est. 320,910
NDM-ABC: (86) 557,029
Met. Area 86 Cen. 557,029; E&P 92 Est. 599,845

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 86 Cen. 117,925; E&P 92 Est. 129,019
Met. Area 86 Cen. 201,325; E&P 92 Est. 240,819
NDM-ABC: (86) 201,325

5 - BANKS	NUMBER	EST. DEP.
All	137	N.A.

6 - PASSENGER AUTOS: Ontario 440,896

7 - ELECTRIC METERS: Residential 112,700 (city of Hamilton)

8 - GAS METERS: Residence 67,900; City of Hamilton 97,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Mfg. 80,970; Agric. 5,200; Constr. 16,875; Trans. 8,820; Whol. Trade 14,540; Fin. 10,105; Ins. & R.E. 5,875; Educ. Serv. 20,220; Health & Social Serv. 23,995; Accomodation, Food & Beverage 16,250; Other Serv. 19,065; Bus. Serv. 11,610; Gov't Serv. 12,195; Other 865. Total 284,505.

Principal Pay Days-Thur., Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-53; Summer 60-95; Fall 40-59; Winter 15-31; First killing frost, Oct. 23; last killing frost, Apr. 28.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Districts-4 blocks on King, James, John, Main and York Sts. centered on King and James; Mohawk & Upper James St. Mtn.

Neighborhood Shopping Districts-Ottawa St. N.; Hess Village; Kenilworth Ave. N.; Locke St. S.; Westdale (King St. W.); Concession St. Mountain; Barton St. E.; Rosedale.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
University Plz. Dundas(40)	5 NA	Miracle Food Mart, A&P
Greater Hamilton(140)	3	Robinson's, Sears, K mart, A&P, Canadian Tire
Burlington Mall(120)	12	Sears, Eaton's, A&P, K mart, Robinson's,
Eaton Ctr.(115)	NA	Eatons
Mapleview Ctr. (150)	10	Simpsons, The Bay
Mountain Plz. (95)	3	Woolco
Battlefield Sq.(23)	15	Simpsons, IDA Drug
Fennel Sq.(9)	10	A&P
Terminal Towers (40)	NA	
Aldershot(15)	8	Zeller's, A&P, Canadian Tire
Brant Plz.(15)	10	No Frills
Roseland Plz. (20)	11	SupeRx
County Fair(5)	4	Zeller's, No Frills
Appleby Mall-Burlington	10	Zeller's, A&P
Queenston Mall (28)	5	Miracle Food Mart, Canadian Tire
Eastgate Sq. (105)	5	Eaton's, Woolco, Robinson's, Fortinos
Jackson Sq.(237)	NA	Marks & Spencer
Westcliffe Mall (10)	10	A&P
Gage Square(6)	NA	A&P, Canadian Tire
Stadium Mall(7)	3	Consumer Dist., Food City
Strath-Barton(6)	4	Family Fair, Food City
Harvard Sq.(8)	10	Fortinos
Lime Ridge Mall(204)	10	Sears, Robinson's, Eaton's, K mart
Fiesta Mall(40)	7	Fortinos, Zeller's

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Most downtown chain food & shopping centers: Thur., Fri.; Plaza food stores open 6 nights; Most other city malls: Mon. to Fri.

13 - RETAIL OUTLETS: Department Stores-Eaton's; G.W. Robinson; Sears; Zeller's.

Discount Stores-Woolco; K mart.

Chain Drug Stores-IDA; Shoppers; Big V; SupeRx; Dell Chemists; Pharma Plus; Drug World; Hy & Zels; Herbie's.

Chain Supermarkets-Miracle Food Marts; IGA; A&P; Valdi; Fortino; No Frills, Min-A-Mart; Zehr's.

Other Chain Stores-Tip-Top Tailors, Reitman's, D'Allaird's, Agnew-Surpass, Maher, Harry Rosen, Lindor; Auto: Goodyear, Canadian Tire, Firestone; Jewelry: Birks People's, Mappin's, Kern's, Walters, Ostranders, Ashleys, Grahams.

14 - NEWSPAPERS: SPECTATOR (e) 136,936; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Dave Copeland, Adv. Dir., SPECTATOR, 44 Frid St., Hamilton, ON L3G3; Tel. (416) 526-3333.

National Representative: Southam Newspapers.

KENORA

1 - LOCATION: District of Kenora, E&P Map C-3, Hwy. 17. Agricultural, tourist resort, manufacturing area.

2 - TRANSPORTATION: Railroad-Canadian Pacific.

Intercity Bus Line-Greyhound.

Airlines-Norontair; Bearskin; Helitac (Helicopter Serv.); Walsten Air Serv. (Float & Ski Serv.); Austin Air; Air Canada.

3 - POPULATION:
Corp. City 86 Cen. 9,621; E&P 92 Est. 10,187
CZ-ABC: (86) 9,621
RTZ-ABC: (86) 10,557
City & RTZ-ABC: (86) 20,178

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 86 Cen. 3,675; E&P 92 Est. 4,008
CZ-ABC: (86) 3,665
RTZ-ABC: (86) 3,450
City & RTZ-ABC: (86) 7,115

5 - BANKS	NUMBER	DEPOSITS
Banks	6	N.A.
Credit Unions	2	N.A.

6 - PASSENGER AUTOS: Ontario 440,896

7 - ELECTRIC METERS: Residence 10,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mfg. Paper; Fresh Water Fishing; Lumber Mills; Boat Mfg.; Tourism; Mining; Crafts.

10 - CLIMATE: Min. & Max. Temp.-Spring 0-10; Summer 20-26; Fall 10-20; Winter -25-20. First killing frost, mid-Oct.; last killing frost, mid-May.

11 - TAP WATER: Lake water (treated).

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kenora Shoppers Mall(15)	NA	Woolworth
Kenora Town Centre(65)	NA	

Principal Shopping Days-Thur. through Sat. Major food stores and mall open 9 a.m. to 9 p.m. (summer only).

13 - RETAIL OUTLETS: Canadian Tire; Safeway; Saan; Loblaws; Sears (mail order).

14 - NEWSPAPERS: MINER & NEWS (e-mon to fri) 4,985; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Mitch Wolfe, Adv. Mgr., MINER & NEWS, 33 Main St. S., Kenora, ON P9N 3X7; Tel. (807) 468-5555.

National Representative: None.

KINGSTON

1 - LOCATION: Frontenac County, E&P Maps E-4, N-2. 165 mi. E of Toronto; 185 mi. W of Montreal; 129 mi. SW of Ottawa. On Queen's Hwy. 2, 15 and Macdonald-Cartier Freeway.

2 - TRANSPORTATION: Railroads-Canadian National; Canadian Pacific.

Water-St. Lawrence Seaway Port.

Motor Freight Carriers-20.

Intercity Bus Lines-Voyageur Colonial, Ltd.; Charter Aircraft.

Airlines-Corporate Air; Kingston Flying Club.

3 - POPULATION:
Corp. City 86 Cen. 55,050; E&P 92 Est. 59,430
CZ-ABC: (86) 59,202
Bal. in NDM: (86) 76,683
Bal. in RTZ-ABC: (86) 28,700
Total NDM & RTZ-ABC: (86) 164,585

4 - HOUSEHOLDS:
City 86 Cen. 22,209; E&P 92 Est. 28,419
CZ-ABC: (86) 24,416
Bal. in NDM: (86) 25,014
Bal. in. RTZ-ABC: (86) 9,795
Total NDM & RTZ-ABC: (86) 59,225

5 - BANKS	NUMBER	EST. DEP.
Savings & Comm.	32	N.A.

6 - PASSENGER AUTOS: Ontario 440,896

7 - ELECTRIC METERS: 22,839

8 - GAS METERS: 5,316

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Synthetic Fibers 2,000 (N.A.); Metal Proc. 2,500 (N.A.).

Principal Industrial Pay Days-15th and 31st.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-60; Summer 65-83; Fall 32-60; Winter -10-40. First killing frost, Oct. 9; last killing frost, May.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-Cataraqui Town Ctr.; 5 blocks on Princess St.; Kingston Shopping Ctr.; Frontenac Mall; 4 other plzs., 30 stores.

Neighborhood Shopping Centers-Upper Princess St.; N. Montreal St. and Reddendale; Hwy. 33.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plz.(6)	NA	K mart, Loblaw's
Kingston Centre(4)	NA	Simpsons-Sears, Loblaw's
Frontenac Centre(6)	NA	Dominion, Woolco
Cataraqui Centre(6)	8	Simpson's, Zeller's, Loblaw's

Principal Shopping Days-Wed., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Jos. Abramsky & Sons; Zeller's; Sears; Cherney's; The Bay.

Discount Stores-S&R; Woolco; K mart; Consumers Distributing; BiWay.

Variety Stores-Woolworth; Kresge.

Chain Drug Stores-Tamblyn; Thrifty; Shoppers; Boots; Guardian; Medical Arts Pharmacy; I.D.A.

Chain Supermarkets-A&P; Loblaw; IGA; Food City; Valdi's; Loebs.

Other Chain Stores-Reitman's (ladies'); Sally Shops (ladies'); Tip Top Tailors (men's); Agnew-Surpass (shoes); Firestone; People's Credit Jewellers; Canadian Tires; Fairweather (apparel); Bata Shoes; Kiddie-Kobbler (shoes); Uniroyal; Cherney's (furn.); Kinney Shoes; Suzy Shier; Marks & Spencer; Elk's; Frontier Fruit & Nut; Bowring's; Shorney's; Keyman Shop; Town & Country; National Bakeries; Singer; Sport Experts; Family Fair; Dapper Dan; Laura Secord; Toy World; Aggies; Astral Photo; Atlantic Stereo; Barnes Wines; Big Steel; Birks Jewellers; Classic Bookshop; D'Allairds; Discus; Drapery Shoppe; Jack Fraser; Garfield H. Halpern, Esq.; Health-Tex; Japan Camera; Lawley's of London; Lights & Lamps; Lindor; Maher Shoes; Micro Cooking Centre; Mmmuffins; Merle Norman; Orange Krate; Pantorama; Radio Shack; Stiches; Stokes; W.H. Smith Books; The Bombay Co.; The Key Shop; Trans-Canada Shoes; Turning Point; Walters Jewellers; Redmond Optical.

14 - NEWSPAPERS: WHIG-STANDARD (e) 35,118; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Ray Johnston, Adv. Dir., WHIG-STANDARD, 306 King St. E., Kingston, ON K7L 4Z7; Tel. (613) 544-5000.

National Representative: Southam Newspapers; Brydson Media Sales Int'l. (in New York).

KIRKLAND LAKE

1 - LOCATION: Temiskaming County, E&P Map D-4. Mining, farming, education, distribution center. 365 mi. from Toronto. On Hwys. 11, 66.

2 - TRANSPORTATION: Railroads-Ontario-Northland and Bus.

Motor Freight Carriers-2.

Airline-NorOntair.

3 - POPULATION:
Corp. City 86 Cen. 11,604; E&P 92 Est. 12,338
CZ-ABC: (86) 11,504
RTZ-ABC: (86) 25,839
City & RTZ-ABC: (86) 37,443

4 - HOUSEHOLDS:
City 86 Cen. 4,715; E&P 92 Est. 4,811
CZ-ABC: (86) 4,715
RTZ-ABC: (86) 8,816
City & RTZ-ABC: (86) 13,531

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	N.A.

6 - PASSENGER AUTOS: Ontario 440,896

7 - ELECTRIC METERS: Residence 5,160

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRY: Mining.

10 - CLIMATE: Min. & Max. Temp.-Spring 16-70; Summer 45-95; Fall 0-80; Winter 0-50.

11 - TAP WATER: Neutral; very soft; fluoridated.

12 - RETAILING: Principal Shopping Center- 4 blocks on Government Road.

Principal Shopping Days-Mon., Thur., Fri., Sat.

Stores Close-Wed. afternoon.

13 - RETAIL OUTLETS: Variety Stores-Metropolitan; Kresge; Woolworth.

Chain Drug Stores-IDA 2; Rexall.

Chain Supermarkets-A&P; Dominion; Montemurro's; IGA.

14 - NEWSPAPERS: NORTHERN NEWS (e) 5,790; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Tim Creswell, Adv. Mgr., NORTHERN NEWS, 8 Duncan Ave., Kirkland Lake, ON P2N 3L4; Tel. (705) 567-5321.

National Representative: Thomson Newspapers.

KITCHENER-WATERLOO

1 - LOCATION: Regional Municipality of Waterloo, E&P Maps D-4, M-2, M-3; County Seat. 72 mi. W of Toronto, 66 mi. E of London.

2 - TRANSPORTATION: Railroads-Canadian National; Canadian Pacific.

Motor Freight Carriers-34.

Intercity Bus Line-Gray.

Airlines-Air Canada; C.P.; American; Eastern; Lufthansa; SwissAir; Pearson Int'l Airport, Toronto (45 minutes); Nordair; Hamilton Airport (40 minutes).

3 - POPULATION:
Corp. Cities 86 Cen. 209,322; E&P 92 Est. 226,415
Kitchener 86 Cen. 150,604; E&P 92 Est. 163,007
Waterloo 86 Cen. 58,718; E&P 92 Est. 63,408
CZ-ABC: (86) 209,322
RTZ-ABC: (86) 121,599
City & RTZ-ABC: (86) 330,921
Met. Area 86 Cen. 311,195; E&P 92 Est. 336,686

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 86 Cen. 77,367; E&P 92 Est. 90,341
Kitchener 86 Cen. 55,275; E&P 92 Est. 66,417
Waterloo 86 Cen. 22,092; E&P 92 Est. 23,924
Met. Area 86 Cen. 111,291; E&P 92 Est. 136,706
CZ-ABC: (86) 76,265
RTZ-ABC: (86) 38,972
City & RTZ-ABC: (86) 115,237

5 - BANKS	NUMBER	EST. DEP.
Savings	111	N.A.

6 - PASSENGER AUTOS: Ontario 440,896

7 - ELECTRIC METERS: Residence 101,249

8 - GAS METERS: Residence 59,538

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Managerial/Administrative 28,000; Technical/Lower Professional 9,100; Clerical/Secretarial (including sales clerk) 37,100; Serv. 20,600; Skilled Labor 26,300; Unskilled Labor 14,500.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-51; Summer 55-81; Fall 40-61; Winter 19-31. First killing frost, Oct.; last killing frost, May.

11 - TAP WATER: Neutral, very hard; Kitchener not fluoridated; Waterloo fluoridated.

12 - RETAILING: Principal Shopping Centers-Fairview Park, 5 mi. from downtown Kitchener (154 stores); Market Sq., downtown Kitchener (75 stores); King Ctr., downtown Kitchener (65 stores); 8 blocks on King St., Kitchener; Waterloo Town Sq., downtown Waterloo (52 stores); Conestoga Mall 6 mi. from downtown Waterloo (74 stores); 3 blocks on King St., Westmount Place (41 stores); John Galt Shopping Ctr. (26 stores); Highland Shopping Ctr. (10 stores); Plz. 651 (10 stores); Cambridge Shoppers Mall (9 stores); South Cambridge Shopping Ctr. (8 stores); Bishop Gate Mall (10 stores).

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.; Food-every evening except Sunday.

13 - RETAIL OUTLETS: Department Stores-Budds; Eaton's 2; Marks & Spencer; The Bay; Sears; Robinson's 2; Zeller's.
Variety Store-Woolworth.
Discount Stores-Woolco; Towers 2; K mart 2.
Chain Drug Stores-Boots 7; Guardian 3; IDA 2; Shoppers Drug Mart 5; Big V 2; SupeRx; Drug World.
Chain Supermarkets-Dutch Boy 6; Zehr's 12; Central; Knechtel's 3; Mr. Grocer; Super Fresh
Other Chain Stores-Agnew-Surpass Shoes 4; Singer Co.; Youngs Jewelry 2; Weston Jewelers; Walters Jewelers 4; Reitman's 4; Tip Top Tailors 4; Firestone 3; Goodrich; Uniroyal; Canadian Tire 5; Goodyear; Fairweathers 3 (women's); Town & Country (women's) 6; Leon's Furn.; Brick Furn.; Pennington's 2; D'Aillard's 2; Bowring's 2; Dalmy's; Jack Fraser 2; Elk's 2; BiWay 3; Nabour 3; Bargain Harold's 2.

14 - NEWSPAPERS: RECORD (e) 78,704; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Gordon Young, Display Adv. Mgr., RECORD, 225 Fairway Rd., Kitchener, ON N2G 4E5; Tel. (519) 894-2231.

National Representative: Newspaper Marketing Bureau.

LINDSAY

1 - LOCATION: Victoria County, E&P Maps E-4 & M-2. On the Scugog River, 78 mi. SE of Georgian Bay; 69 mi. NE of Toronto.

2 - TRANSPORTATION: Railroads-Canadian Pacific; Canadian National.
Intercity Bus Line-Travelway Bus.

3 - POPULATION:
Corp. City 86 Cen. 14,455; E&P 92 Est. 16,426
CZ-ABC: (86) 14,455
RTZ-ABC: (86) 42,970
City & RTZ-ABC: (86) 57,425

4 - HOUSEHOLDS:
City 86 Cen. 5,754; E&P 92 Est. 6,808
CZ-ABC: (86) 5,730
RTZ-ABC: (86) 15,220
City & RTZ-ABC: (86) 20,950

5 - BANKS	NUMBER	EST. DEP.
Commercial	7	N.A.

6 - PASSENGER AUTOS: Ontario 440,896

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textiles 300; Chemical 600; Brake Shoe 115; Die Casting 150; Rubber Mfg. 450; Gen. Mfg. 200; R.R.; Printing.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Fri.; Shopping Malls (2) open Mon. through Sat. until 10 p.m.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: POST (e-mon to fri) 9,480; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Bill Mackie, Gen. Mgr., POST, 15 William St. N., Lindsay, ON K9V 3Z9; Tel. (705) 324-2114.
National Representative: None.

LONDON

1 - LOCATION: Middlesex County, E&P Maps D-4 & L-3. On River Thames, 110 mi. W of Toronto and 105 mi. E of Detroit, MI.

2 - TRANSPORTATION: Railroads-Canadian National; Canadian Pacific.
Motor Freight Carriers-67.
Intercity Bus Lines-Greyhound; Gray Coach; London Charterways.
Airlines-Air Canada; Air Ontario; Canadian Air International Ltd.

3 - POPULATION:
Corp. City 86 Cen. 269,140; E&P 92 Est. 291,495
Met. Area 86 Cen. 303,644; E&P 92 Est. 324,218
CZ-ABC: (86) 272,160
Bal. in. NDM-ABC: (86) 130,645
Total NDM-ABC: (86) 402,805
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 86 Cen. 105,593; E&P 92 Est. 128,662
Met. Area 86 Cen. 116,607; E&P 92 Est. 138,652
CZ-ABC: (86) 105,368
Bal. in. NDM-ABC: (86) 44,027
Total NDM-ABC: (86) 149,395

5 - BANKS	NUMBER	EST. DEP.
Savings & Comm.	81 Branches	N.A.

6 - PASSENGER AUTOS: Ontario 4,402,704

7 - ELECTRIC METERS: Residence 119,000

8 - GAS METERS: Residence 70,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Primary 1,230; Mfg. 26,650; Constr. 10,390; Trans., Commun., Util. 11,295; Trades 33,680; Fin., Ins. & R.E. 12,000; Servs. 68,530; Public Admin. 8,600.
Principal Pay Days-Thur., Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. (Celsius)-Spring -6-32; Summer 5-32; Fall -16-25; Winter -25-10.

11 - TAP WATER: Lake Huron Pipeline; fluoridated.

12 - RETAILING: Principal Shopping Centers-(No. of Stores)-Galleria (200), Wellington King Sts.; Eastown Plz. (22), East Dundas St.; Westown Plz. (55), Oxford St. W.; London Plz. (10), Adelaide St. N.; Wharncliffe Plz. (8), Wharncliff-Base Line Rds.; Masonville Pl. (150), Richmond St. & Fanshawe Park Rd.; Oakridge Mall (27); Northland Mall (25), Highbury and Huron Sts.; White Oaks (210), Wellington Rd.; Southcrest (11), Springbank Dr.; King Plz. (13), Hamilton Rd.; Oxford Plz. (18), Oxford-Adelaide Sts.; Argyle Mall (43), Dundas Clark Rd.; Norton Estates, Commissioners' Rd. (23); London Mall (15); Westown Plz. (55); City Centre (32), Dundas at Wellington; Sherwood Forest Mall (28), Gainsborough & Halton Rd.; Oxbury Mall (42), Oxford St. E.; Towers Plz. (7), Wellington Rd. S.; Wonderland Mall (24), Wonderland & Southdale; Superstore Mall (30), Wellington Rd.

Core Shopping Areas-7 blocks on Dundas St.; 5 on Richmond St.; 2 on Clarence St.; 2 on Talbot St.; 3 on King St.
Neighborhood Shopping Areas-6 blocks on Dundas St. E. from Adelaide; 2 on Richmond St., S. of Oxford; 3 on Wharncliffe, N. of Wyatt; 5 on Wharncliffe, S. of Elmwood; 8 on Hamilton Rd., E. of Little Hill St.; 5 on Oxford, E. of Gammage; 3 on Wortley, S. of Askin; 1 on Clark Rd. & Trafalgar; 1 on Trafalgar & Highbury; The Boulevard.
Stores Close-Sundays.

13 - RETAIL OUTLETS: Department Stores-Eatons 3; The Bay 2; Kingsmills; Sears; Zeller's 2.
Discount Stores-Towers, K mart 2; Woolco 3; Family Fare 2; Woolworth.
Chain Drug Stores-Canadian Apothecary 4; Shopper's Drug 12; Big V 13; Pharma Plus 6.
Chain Supermarkets-Loblaws 4; No Frills 3; A&P 7; Miracle Foodmart 5; EMA 2.
Other Chain Stores-Apparel: D'Allaird's 3, Reitmans 5, Marks & Spencer 5, Fairweather 4; Jewelry: Birks 2, Mappins 3, Peoples 4, Youngs 4, Morse 3, Furn.: Leon's, Interior Trend, Design Plus, Pattons Place, Common Mkt., Jensens, Ethan Allen; Shoes: Agnew 3, Bata 2, Dacks, Kinney's 3, Maher 3, Mugford 2; Bakeries: Grandma Lees 2; Misc.: Coles Books 4, Oxford 5, Provident 2, Wendell Holmes 4.

14 - NEWSPAPERS: FREE PRESS (m) 120,534; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: G.W. Smith, Adv. Dir., FREE PRESS, PO Box 2280, London, ON N6A 4G1; Tel. (519) 679-1111.

National Representative: Newspaper Marketing Bureau.

NIAGARA FALLS

1 - LOCATION: Regional Municipality of Niagara; E&P Map E-4. On Niagara River between Lake Erie and Lake Ontario. On Hwys. 3, 3A, 8, 20 and the Queen Elizabeth Hwy.

2 - TRANSPORTATION: Railroads-Canadian National; Wabash; Canadian Pacific.
Motor Freight Carriers-7.
Intercity Bus Lines-Municipal Transit System; Canada Coach; Grey Coach; Greyhound.
Airlines-Air Canada; American; United; Mohawk; Lake Central.

3 - POPULATION:
Corp. City 86 Cen. 72,107; E&P 92 Est. 77,919
CZ-ABC: (86) 72,107
RTZ-ABC: (86) 23,253
Met. Area 86 Cen. 320,005; E&P 92 Est. 333,744
City & RTZ-ABC: (86) 95,360

4 - HOUSEHOLDS:
City 86 Cen. 26,105; E&P 92 Est. 30,892
CZ-ABC: (86) 26,105
RTZ-ABC: (86) 8,655
Met. Area 86 Cen. 116,594; E&P 92 Est. 125,548
City & RTZ-ABC: (86) 34,760

5 - BANKS	NUMBER	EST. DEP.
Savings & Comm.	24	N.A.

6 - PASSENGER AUTOS: Ontario 440,896

7 - ELECTRIC METERS: Residence 20,810

8 - GAS METERS: Residence 16,415

9 - PRINCIPAL INDUSTRIES: Abrasives; Chemicals; Machinery; Silverware; Cereals; Fishing Boxes; Wine; Baby Food; Canned Goods; Refractories. (Av. Wkly. Wage N.A.).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Av. Temp.-Summer 68; Av. An. Temp.-47; An. Rainfall 30 inches.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Queen St., Main St., Victoria Ave. at Centre St. and Victoria Ave. at Morrison St.
Neighborhood Shopping Centers-Stamford; Chippawa; Lundy's Lane Plz.; Dorchester Rd.; Niagara Square.

Principal Shopping Days-Thur., Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Thur. & Fri.-North End; Fri.-South End.

13 - RETAIL OUTLETS: Department Stores-Rosberg's; Zeller's; Towers; Robinson's.
Variety Stores-Metropolitan; K mart.
Chain Drug Stores-Rexall 7; IDA 3; Super Save; Shoppers Drug Mart.
Chain Supermarkets-Red & White 4; Super Save; A&P 2; Quality Fare; IGA; Food City; No Frills.
Other Chain Stores-Reitman's Shoes; Agnew-Surpass; Maher; Reward; Firestone; Canadian Tire; Goodyear; Dunlop; Consumers Distributing.

14 - NEWSPAPERS: REVIEW (e) 21,738; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Wayne Campbell, Adv. Mgr., REVIEW, 4801 Valley Way, Niagara Falls, ON L2E 6T6; Tel. (416) 358-5711.

National Representative: Thomson Newspapers.

NORTH BAY

1 - LOCATION: Nipissing County, E&P Maps D-4 & M-1. 220 mi. N of Toronto.

2 - TRANSPORTATION: Railroads-Canadian National; Canadian Pacific; O.N.R. Headquarters.
Motor Freight Carriers-15.
Intercity Bus Lines-Deluxe Trans.; Voyageur Colonial; Greyhound; Gray Coach; Ontario Northland; Colonial.
Airlines-Air Canada; First Air; Voyager; NorOntair; Canadian Airlines Int'l.

3 - POPULATION:
Corp. City 86 Cen. 50,623; E&P 92 Est. 54,631
CZ-ABC: (86) 50,623
RTZ-ABC: (86) 52,706
City & RTZ-ABC: (86) 103,329
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 86 Cen. 18,044; E&P 92 Est. 20,348
CZ-ABC: (86) 17,980
RTZ-ABC: (86) 18,204
City & RTZ-ABC: (86) 36,184

5 - BANKS	NUMBER	EST. DEP.
Commercial	19	N.A.

6 - PASSENGER AUTOS: Ontario 440,896

7 - ELECTRIC METERS: Residence 19,037

8 - GAS METERS: Residence 12,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Primary Industry 453; Mfg. 4,334; Constr. 1,461; Trans., Commun. & Util. 3,376; Trade & Commerce 3,956; Fin., Ins. & R.E. 730; Service 6,728; Public Admin. 4,158.
Principal Pay Days-Fri., 15th & 30th.

10 - CLIMATE: Min. & Max. Temp. (Celsius)-Spring 2-9; Summer 12-21; Fall 0-9; Winter -17-7. First killing frost, Sept.; last killing frost, June.

11 - TAP WATER: Neutral, very soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Main St.
Neighborhood Shopping Centers-2 blocks on Lakeshore Dr.; 1 on McIntyre St.; 3 on Algonquin Ave. Northgate Sq. 21 acres, 60 stores, incl. Loblaw; Woolco; Reitman's 1,450 cars; Nipissing Plz.; Zeller's, 2 mi. from downtown; Widdifield Plz. 2 stores, 70 cars; North Bay Mall; K mart, A&P, Shoppers Drug Store, 65 stores, 1,200 cars; Century Centre; Algonquin Ave.; Valdi Foods-Golden Griddle; Twin Pines Plaza; Trout Lake Road-Food City.

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.; some 6 nights.

13 - RETAIL OUTLETS: Department Store-Zeller's.
Discount Stores-Bargain Harolds; Saan; BiWay; Woolco; K mart.
Chain Drug Stores-Boots 2; Shopper's 2; Guardian 2; IDA.
Chain Supermarkets-A&P 3; Loblaw's; IGA; Food City 2; Valdis.
Other Chain Stores-Reward; Agnew-Surpass; Bata (men's); Tip Top Tailors; Jack Frasers; Scarfe (paint); Reitman's (women's); Canadian Pittsburgh (paints & glass); Canadian Tire; Singer; Firestone;

14 - NEWSPAPERS: NUGGET (e) 23,447; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data. Richard Dinnes, Adv. Mgr., NUGGET, 259 Worthington St., North Bay, ON P1B 8J6; Tel. (705) 472-3200; FAX (705) 472-1438.
National Representative: Southam Newspapers.

ORILLIA

1 - LOCATION: Simcoe County, E&P Maps E-4 & M-2. Head of Lake Simcoe, 78 mi. from Toronto.

2 - TRANSPORTATION: Railroads-Canadian Pacific; Canadian National.
Motor Freight Carriers-5.
Intercity Bus Lines-Gray Coach; Stock Bros. Coach; Orillia; Midland-Penetang.
Airline-Orillia.

3 - POPULATION:
Corp. City 86 Cen. 24,077; E&P 92 Est. 25,868
CZ-ABC: (86) 24,077
RTZ-ABC: (86) 20,061
City & RTZ-ABC: (86) 44,138

4 - HOUSEHOLDS:
City 86 Cen. 9,049; E&P 92 Est. 9,828
CZ-ABC: (86) 9,035
RTZ-ABC: (86) 7,643
City & RTZ-ABC: (86) 16,678

5 - BANKS: N.A.

6 - PASSENGER AUTOS: Ontario 440,896

7 - ELECTRIC METERS: Residence 6,692

8 - GAS METERS: 2,900

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Foundry 1,437; Appliances 380; Wood Prods. 180; Steel Prods. 350; Gov't Servs. 1,100; Misc. 430. (Av. Wkly. Wage $210).
Principal Pay Days-2nd, 4th Fri.

10 - CLIMATE: First killing frost, Oct. 15; last killing frost, Apr. 15.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beaverton	20	IGA, Red & White
Coldwater	15	IGA
Gravenhurst	20	IGA, A&P, Dominion
Washago	14	IGA
Bracebridge	NA	Dominion, IGA

Principal Shopping Days-Thur., Fri., Sat.
Stores Close-9 p.m.

13 - RETAIL OUTLETS: Department Stores-Zeller's; A&N.
Discount Stores-K mart; Woolworth.
Chain Drug Stores-Rexall; Drug City; Shoppers Drug Mart.
Chain Supermarkets-Dominion; Loblaws; A&P; IGA; Miracle Food Mart.

14 - NEWSPAPERS: PACKET & TIMES (e) 11,013; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Rob LaTorre, Adv. Mgr., PACKET & TIMES, 31 Colborne St. E., Orillia, ON L3V 1T4; Tel. (705) 325-1355.
National Representative: Thomson Newspapers.

OSHAWA-WHITBY

1 - LOCATION: Regional Municipality of Durham; E&P Maps E-4 & M-2. On Lake Ontario, 30 mi. E of Toronto on Hwy. 401.

2 - TRANSPORTATION: Railroads-Canadian National; Canadian Pacific.
Intercity Bus Lines-Gray; Colonial; Charterways & G.O. Buses.
Airlines-At Toronto Intl. Airport.

3 - POPULATION:
Corp. Cities 86 Cen. 169,470; E&P 92 Est. 183,215
Oshawa 86 Cen. 123,651; E&P 92 Est. 133,791
Whitby 86 Cen. 45,819; E&P 92 Est. 49,424
CZ-ABC: (86) 125,651
RTZ-ABC: (86) 79,487
City & RTZ-ABC: (86) 205,138
Met. Area 86 Cen. 169,470; E&P 92 Est. 184,462

4 - HOUSEHOLDS:
Cities 86 Cen. 57,298; E&P 92 Est. 72,802
Oshawa 86 Cen. 42,670; E&P 92 Est. 53,608
Whitby 86 Cen. 14,628; E&P 92 Est. 19,194
CZ-ABC: (86) 42,515
RTZ-ABC: (86) 25,455
Met. Area 86 Cen. 57,298; E&P 92 Est. 72,832
City & RTZ-ABC: (86) 67,970

5 - BANKS	NUMBER	EST. DEP.
Commercial	29	N.A.
Trust Co's.	4	N.A.
Credit Unions	4	N.A.
Loan Co's.	9	N.A.

6 - PASSENGER AUTOS: Ontario 440,896

7 - ELECTRIC METERS: Residence 26,700

8 - GAS METERS: Residence, Oshawa 9,900

9 - PRINCIPAL INDUSTRIES: Automotive Assembly; Elect. Mach.; Leather Goods; Furn.; Metal Extrusions; Glass & Alum. Prods.; Automotive Parts; Pet Foods; Aluminum & Plastic Boats; Sugar; Steel.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Acid, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-Oshawa Centre West End; Midtown Mall; Whitby Mall; Five Points Mall; Bond Towers Shopping Mall; Oshawa Sq.

Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Every evening (ex. Sat.) 9:30; Simpson-Sears open Wed., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Eaton's; Simpson-Sears; Zeller's; The Bay.
Variety Stores-Kresge's; Woolworth; K mart; Woolco.
Chain Drug Stores-Tamblyns 2; IDA 4; Jury & Lovell 2; Shoppers Drug Mart; Top Drug Mart.
Chain Supermarkets-Dominion Stores 2; Loblaw's 2; A&P 3; Miracle Mart; Canada Safeway; Sunnybook; Super Save.
Other Chain Stores-Canadian Tire; Firestone; B.F. Goodrich; Green & Ross; Uniroyal; Cherney's; Bata; Birks; Coles; Fairweather; Jack Fraser; Lighting Unlimited; Maher; Playtime; Reitman's; Tip Top Tailors; Swans; Laura Secord; Singer; Beaver Lumber; Cashway; Saveway; St. Michaels; Town & Country; Family Fair; Bi-Way; Collegiate Sports.

14 - NEWSPAPERS: TIMES (e) 20,485; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Ron Laurin, Adv. Mgr., TIMES, 44 Richmond St. W., Oshawa, ON L1G 1C8; Tel. (416) 723-3474.
National Representative: Thomson Newspapers.

OTTAWA

1 - LOCATION: Carleton County, E&P Maps E-4, 0-1. Capital City of Canada, on S side of Ottawa River; 125 mi. W of Montreal; 270 mi. E of Toronto. Commercial and industrial center.

2 - TRANSPORTATION: Railroads-Canadian National; Canadian Pacific; VIA.
Motor Freight Carriers-10.
Intercity Bus Lines-OC Trans.; Voyageur Colonial; Commission de Transport; Travelways; Greyhound.
Airlines-Air Canada; C.P. Air; Nordair; Air Ontario; First Air; City Express; Voyageur Air; Canadian Airlines; Wardair; Skycraft; USAir; Air Niagara; World Ways; Air Alliance; Air Nova; Inter-Canadian; Canadian Partner; KLM.

3 - POPULATION:
Corp. City 86 Cen. 300,763; E&P 92 Est. 325,774
Met. Area 86 Cen. 819,263; E&P 92 Est. 862,774
CITIZEN:
NDM-ABC: (86) 782,302
LE DROIT:
NDM-ABC: (86) 657,311
SUN:
NDM-ABC: (86) 541,160

4 - HOUSEHOLDS:
City 86 Cen. 128,615; E&P 92 Est. 142,892
Met. Area 86 Cen. 290,235; E&P 92 Est. 334,432
CITIZEN:
NDM-ABC: (86) 290,235
LE DROIT:
NDM-ABC: (86) 249,910
SUN:
NDM-ABC: (86) 208,065

5 - BANKS	NUMBER	DEPOSITS
Savings	170	N.A.

6 - PASSENGER AUTOS: Ontario 440,896

7 - ELECTRIC METERS: Residence 191,421

8 - GAS METERS: Residence 98,400

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Federal Gov't 76,095; High Tech Industry, Technology Firms employ over 43,166; Food & Beverages 1,407; Printing & Publishing 3,740; Metal-Fab. 944; Chemicals & Chemical Prods 603; Scientific & Professional Equip. 2,352; Fin., Insurance & Real Estate 1,108.
Principal Industrial Pay Days-Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 3-81; Summer 40-92; Fall 8-74; Winter -12-41. First killing frost, Oct. 21; last killing frost, May 27.

11 - TAP WATER: Purified, soft.

12 - RETAILING: Principal Shopping Centers-4 blocks on Sparks St.; 4 on Rideau St. plus Rideau Ctr.; 6 on Bank St., Bayshore, St. Laurent, Byward Mkt., Place Orleans, Carlingwood; Les Promenades de L'Outaouais.
Neighborhood Shopping Centers-Alta Vista; Merivale Rd.; Elmvale; Westgate; Billings Bridge; Heron Gate; Merivale Mall; Barrhaven Mall; Hazeldean Mall; Market Mall; Pinecrest Ctr.; Shopper's City West; L'Esplanade Laurier; Beacon Hill; Greenbank Square; Hampton Park Plaza; Lincoln Fields; Vista Plz.; Les Galeries de Hull; Les Galleries Aylmer; Place Cartier-Hull.

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-The Bay Co.; Robinson's; Eaton's; Sears; Zeller's.
Discount Stores-K mart 4; Woolco 3; M Stores; BiWay; Giant Tiger.
(Catalogue Discount Store)-Consumers Distributing 9.
Chain Drug Stores-Pharma Plus 17; IDA 11; Shoppers Drug Mart 20; Uniprix; Cumberland.
Chain Supermarkets-Loblaw's 10; Steinberg's 12; A&P 5; IGA 34; Independent Grocer 3.
Other Chain Stores-Birks (Jewelry, China); People's Jewelers; Tip Top Tailors; Reitman's; Bata; Holt Renfrew; Singer Co.; Kinney; Agnew-Surpass; Canadian Tire; Laura Secord Candy; Fairweather Ladies Wear; Goodyear; Firestone; Pennington's; Uniroyal; Black's Camera; National Draperies; Leon's Furniture; George Richards King Size Clothes; Bouclair; Dalmy's; Susy Shier; Speedy Muffler; Radio Shack; Wackid; Astral Photo; W.H. Smith; D.B. Allan; Leather Attic; Mappins; Doucet; Eastview TV; Bretton's; Coles; Bleekers; Future Shop; The Brick; Majestic TV/Stereo.

14 - NEWSPAPERS: CITIZEN (all day-mon to fri) 177,188; (m-sat) 235,096; (S) 159,043; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: R.S. Littlemore, Adv. Dir., CITIZEN, 1101 Baxter Rd.; PO Box 5020, Ottawa, ON K2C 3M4; Tel. (613) 829-9100.
National Representative: Southam Newspapers.
LE DROIT (French) (all day-mon to fri) 35,949; (m-sat) 42,331; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Gilles Lamadeleine, Adv. Dir., LE DROIT, 47 Clarence St. Suite 222; PO Box 8860 Stn. T, Ottawa, ON K1G 3J9; Tel. (613) 560-2500.
National Representative-Probec Network.
OTTAWA SUN (m-mon to fri) 39,738; (S) 42,390; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Heather McKie, Adv. Dir., OTTAWA SUN, 380 Hunt Club Rd.; PO Box 9729, Ottawa ONT K1G 5H7; Tel. (613) 739-7000; FAX (613) 739-8044.
National Representative: None.

OWEN SOUND

1 - LOCATION: Grey County, E&P Maps D-4 & M-2, County Seat. 120 mi. NW of Toronto on Provincial Hwys. 6, 10, 21 & 26.

2 - TRANSPORTATION: Railroads-C.P.; Canadian National.
Steamship Lines-Ontario Northland Transportation Co.
Motor Freight Carriers-8.
Intercity Bus Lines-Gray Coach; Charterways; Travelways.

3 - POPULATION:
Corp. City 86 Cen. 19,804; E&P 92 Est. 21,225
CZ-ABC: (86) 19,804
RTZ-ABC: (86) 93,601
City & RTZ-ABC: (86) 113,405

4 - HOUSEHOLDS:
City 86 Cen. 7,700; E&P 92 Est. 9,165
CZ-ABC: (86) 7,700
RTZ-ABC: (86) 33,375
City & RTZ-ABC: (86) 41,075

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	N.A.
Trust Co's.	3	N.A.

6 - PASSENGER AUTOS: Ontario 440,896

7 - ELECTRIC METERS: Residence 8,300

8 - GAS METERS: Residence 6,235

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-$425)-Mach. & Elect. Equipment 1,280; Mfg. 1,375; Printing and Pub. 700.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-70; Summer 50-92; Fall 30-75; Winter 0-45.

11 - TAP WATER: Neutral, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on 2nd Ave. E.; 2 on 8th St. E.; 2 on 9th St. E.; 2 on 10th St. E.
Shopping Centers-Towers (Food City); Grey County Mall (Woolco, No Frills); Heritage Place Mall (Sears, Zeller's, Zehrs).

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Store-Towers.
Discount Store-Woolco.
Variety Stores-Woolworth; S.S. Kresge.
Chain Drug Stores-Drug City; Big V; Shoppers Drug Mart.
Chain Supermarkets-A&P; Food City; Mr. Grocer; No Frills; Zehrs; Valdi.
Other Chain Stores-Maher; Firestone; Canadian Tire; Grafton; Reitman's 2; Superior Propane; Pro Hdwe.; Crest; Home Hdwe; Consumers Distributing; Smart Set; Radio Shack; Colour Your World; Agnew-Surpass; Bi-Way.

14 - NEWSPAPERS: SUN TIMES (e) 23,717; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Robert A. Martin, Adv. Mgr., SUN TIMES, Box 200, Owen Sound, ON N4K 5P2; Tel. (519) 376-2250.
National Representative: Southam Newspapers.

PEMBROKE

1 - LOCATION: Renfrew County, E&P Maps E-4 & N-1, County Seat. Major retail and industrial center in Upper Ottawa Valley. Ottawa, 97 mi. SE; North Bay, 138 mi. NW; Toronto, 257 mi. SW; Montreal, 227 mi. SE on Hwy. 17 with connections to Hwys. 41, 60, & 62.

2 - TRANSPORTATION: Railroads-Canadian National; Canadian Pacific.
Motor Freight Carriers-5.
Intercity Bus Lines-Colonial Coach; Renfrew County Coach.
Airline-Pem-Air Ltd.

3 - POPULATION:
Corp. City 86 Cen. 14,131; E&P 92 Est. 15,075
CZ-ABC: (86) 15,598
RTZ-ABC: (86) 31,567
City & RTZ-ABC: (86) 47,165

4 - HOUSEHOLDS:
City 86 Cen. 5,357; E&P 92 Est. 5,830
CZ-ABC: (86) 5,835
RTZ-ABC: (86) 10,025
City & RTZ-ABC: (86) 15,860

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	8	$18,000,000
Savings	6	(incl. above)
Savings & Loan	6	(incl. above)

6 - PASSENGER AUTOS: Ontario 440,896

7 - ELECTRIC METERS: Residence 5,124

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Wood and Wood Prods. 1,494; Dept. of National Defense (Civilians 794, Soldiers 3,000); Steel Furn. 224; Suitings (Cloth) 65; Appliances 43; Shook Mills 360; Lumber 140; Veneers 266; Paper 179; Matches 99; Petawawa and Atomic Energy Commission, Chalk River 2,643.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-67; Summer 52-81; Fall 37-70; Winter 2-25.

11 - TAP WATER: Soft; not fluoridated.

12 - RETAILING: Principal Shopping Areas-8 blocks surrounding Pembroke St.; Petawawa Shopping Plz.; Glendale Shopping Ctr.; Deep River; Pembroke Mall; West End Mall.

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Doran's of Pembroke; Simpson's Order Office.
Discount Stores-Giant Tiger; Cost Plus.
Variety Store-Woolworth.
Chain Drugs-IDA 2; Rexall; Guardian.
Chain Supermarkets-Loblaw's 2; A&P; IGA 4; Red & White; IGA Foodliner; M & M; Brash's 2.
Other Chain Stores-Sally Shops (women's); Firestone; Canadian Tires; Shoes: Reward, Maher, Bata; Singer Co.; Woodhouse Furn.

14 - NEWSPAPERS: OBSERVER (e) 7,764; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Fred Thrasher, Adv. Mgr., OBSERVER, 186 Alexander St., Pembroke, ON K8A 4L9; Tel. (613) 732-3691.
National Representative: Thomson Newspapers.

PETERBOROUGH

1 - LOCATION: Peterborough County, E&P Maps E-4, N-2, County Seat. On Otonabee River, part of Trent Severn Canal System. 90 mi. E of Toronto, Provincial Hwys. 2, 28, 115, 401 to Toronto and Montreal; also Hwys. 7, 7A to Ottawa.

2 - TRANSPORTATION: Railroads-Canadian National; Canadian Pacific.
(Interprovincial Bus Line)-Voyageur Colonial.
Motor Freight Carriers-14.
Intercity Bus Line-Voyageur.
Airline-City Express.

3 - POPULATION:
Corp. City 86 Cen. 61,049; E&P 92 Est. 65,933
CZ-ABC: (86) 61,049
RTZ-ABC: (86) 61,744
City & RTZ-ABC: (86) 122,793

4 - HOUSEHOLDS:
City 86 Cen. 22,677; E&P 92 Est. 27,730
CZ-ABC: (86) 23,130
RTZ-ABC: (86) 21,300
City & RTZ-ABC: (86) 44,430

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	19	N.A.
Savings & Loans	4	N.A.

6 - PASSENGER AUTOS: Ontario 440,896

7 - ELECTRIC METERS: Residence 20,136

8 - GAS METERS: Res. & Comm. 5,992

9 - PRINCIPAL INDUSTRIES: Elect. Apparatus; Food Proc.; Paper Prods.; Plastics; Atomic Energy; Dairy Mach.; Outboard Motors; Primary & Fab. Metals & Instruments; Robotics; Surgical Supplies.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-8 F/22 C; 79 F/30 C.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-Peterborough Sq., downtown Peterborough (Eaton major store with 65 other retail outlets); Lansdowne Pl. (Sears major store with 70 other outlets); Portage Pl. (Woolco major store with 45 other outlets).

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Zeller's, Marks & Spencer; Eaton's; Sears.
Variety Stores-Woolworth 2; BiWay; Nabors; Bargain Harold's; K mart; Woolco.
Chain Drug Stores-IDA 4; Big V; Shoppers 2.
Chain Supermarkets-Loblaw's; A&P; Sunnybrook; Food City 2; IGA 2; Valdis; Valu-Mart 3.

14 - NEWSPAPERS: EXAMINER (e) 25,004; (S) 22,438; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Bill Barthorpe, Adv. Mgr., EXAMINER, PO Box 3890, Peterborough, ON K9J 8L4; Tel. (705) 745-4641; FAX (705) 743-4581.
National Representative: Thomson Newspapers.

PORT HOPE

1 - LOCATION: Northumberland County, E&P Maps E-4 & N-2. On N shore of Lake Ontario and 401. 63 mi. E of Toronto. On Provincial Hwy. 2 between Montreal and Toronto.

2 - TRANSPORTATION: Railroads-Canadian Pacific; Canadian National.
Motor Freight Carriers-4.
Intercity Bus Lines-Colonial; Burley.

3 - POPULATION:
Corp. City 86 Cen. 10,281; E&P 92 Est. 10,902
CZ-ABC: (86) 10,281
RTZ-ABC: (86) 3,601
City & RTZ-ABC: (86) 13,882

4 - HOUSEHOLDS:
City 86 Cen. 3,825; E&P 92 Est. 4,404
CZ-ABC: (86) 3,820
RTZ-ABC: (86) 1,171
City & RTZ-ABC: (86) 4,991

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	5	N.A.

6 - PASSENGER AUTOS: Ontario 440,896

7 - ELECTRIC METERS: Residence 2,740

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Tools 230; Bathroom Fixt. 415; Conveyors 260; Refining 290; Other 505.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 70-89; Fall 30-65; Winter 10-30.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Areas-3 blocks on Walton; 1 each on John, Ontario, Queen.

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Food & Dept., Fri.

13 - RETAIL OUTLETS: Department Stores-Coleman & Philip.
Variety Stores-Chainway; Stedman's.
Chain Supermarkets-Dominion; A&P; Super Save; IGA; Loblaw's.
Other Chain Store-Canadian Tire.

14 - NEWSPAPERS: GUIDE (e-mon to fri) 3,448; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: R.E. David, Adv. Dir., GUIDE, 56 Walton St., PO Box 296, Port Hope, ON L1A 3W4; Tel. (416) 885-2471.
National Representative: Bardal, Gosbee & Associates.

ST. CATHARINES

1 - LOCATION: E&P Maps E-4, M-3. Regional municipality of Niagara. On Queen Elizabeth Way, on Welland Ship Canal connecting Lake Erie & Lake Ontario; 111 km (69 mi.) S of Toronto; 19 km (12 mi.) from Niagara River. Regional government seat 19 km (12 mi.) from U.S. border.

2 - TRANSPORTATION: Railroad-Canadian National.
Motor Freight Carriers-20.
Intercity Bus Lines-Gray; Canada; Farr.

3 - POPULATION:
Corp. City 86 Cen. 123,455; E&P 92 Est. 133,678
CZ-ABC: (86) 133,291
RTZ-ABC: (86) 45,317
Met. Area 86 Cen. 320,005; E&P 92 Est. 333,744
City & RTZ-ABC: (86) 178,608
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 86 Cen. 45,930; E&P 92 Est. 53,918
CZ-ABC: (86) 49,425
RTZ-ABC: (86) 15,195
Met. Area 86 Cen. 124,575; E&P 92 Est. 125,548
City & RTZ-ABC: (86) 64,620

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	38	N.A.
Savings & Loan	13	N.A.
Credit Unions	20	N.A.

6 - PASSENGER AUTOS: Ontario 440,896

7 - ELECTRIC METERS: Residence 46,000

8 - GAS METERS: Residence 46,531

9 - PRINCIPAL INDUSTRIES: Automotive and Airplane Parts; Electrical Apparatus; Shipbuilding and Repair; Pleasure Boat Bldg.; Paper Prods.; Newsprint Mills; Boilers & Furnaces; Fabrics; Tools & Dies; Greenhouses; Leather Tanning; Slate Flooring & Roofing; Structural Steel Fabrication.
Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 2C (35F)-12C (54F); Summer 13C (55F)-24C (76F); Fall 6C (43F)-16C (60F); Winter -4C (24F) -2C (35F). Av. yearly rainfull 61.65cm (24.27 in.). Av. yearly snowfall 97.79 cm (38.5 in.).

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-(No. of stores)-Pen Centre (125); Fairview Mall (42); Lincoln Mall (17); Grantham Plz.
Neighborhood Shopping Centers-(No. of stores)-Pendale (4); Towers Plz. (5); Thorold Pine Plz. (6); Lake St. Plz. (3); Midtown Plz. (4); Linwell Plz. (7); Glenridge Plz.; K mart Plz. (6); North End Plz. (8); Corbloc (downtown); Ridley Plz. (5); Lakeshore; Ridley heights; Ridley Sq.; Henley; Port Briarfield.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Pen Centre(125)	4	Sears
Fairview Mall (42)	3	Right House
Lincoln Mall(17)	6	Woolco

Principal Shopping Days-Wed., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-The Right House; Eaton's; Sears; Robinson's; Marks & Spencer.
Variety Stores-Avon Dale, 7-Eleven.
Chain Drug Stores-IDA 5; Towers (Kent); Shoppers Drug Mart 5; Woolco (Jack Austin); Super Discount; Dominion; Herbies.
Discount Stores-Woolco; K mart; Towers; Consumer's Distributing; Bi-Way; Bargain Harold's; Zeller's.
Chain Supermarkets-Valdi's 2; No Frills; IGA 5; Food City; A&P 5; Food Terminal.
Other Chain Store-Tires: Motorcade, Firestone, Goodyear, Canadian Tire, Direct Tire; Shoes: Agnew-Surpass, Mahers, Bata, Gallenkamp, Kiddie Kobbler, Kinney, Boot Shop, Vogue Shoes, Athlete's Foot, Naturalizer; Furniture: The Brick, Carriage House, Towers, Dominion, Waterbed Co., Leons Town Furniture, Woodhouse; Women's: Reitman's, J. Michaels, Opus, Dalmy's, Big Steel, Fairweather, Raglans, Braemar, Irene Hill, Smart Set, Susan Miles, Suzy Shiner, Town & Country, Thrifty's, Leather Attic, Antel's, Pennington's, Cotton Plus, Wrays, Aries, Rosanne; Men's: Tip Top Tailors, Elks, Jack Fraser, Moore's, John Pomer; Stationery: Grand & Toy, Beatties, C. Cole & Co.; Crafts: Lewiscraft; Records: Sunrise, Sam The Record Man, Discus; Jewelry: Birk's, O.B. Allen; Others: Radio Shack, For Goodness Sake, Collacutt Lugagge, Classic Books, Epic Books, St. Clair Paint & Wallpaper, Province Gas, Joseph's Hairstyling, Eddie Black Cameras, Japan Cameras, Imperial Optical, Bright's Winners, Iniskellen Wines, Coy's, Pot Pourie, Le Chateau, Chateau Gai, Fabricland, Lizannes, Mark's Work Warehouse, Bell Phone Centre, Brewer's Retail, LCBO, Beaver Lumber, Living Lighting, Jumbo Video, Foot Locker, L.A. Exprell, Majestic Sound.

14 - NEWSPAPERS: STANDARD (e) 43,143; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Edward F. Zwolak, Adv. Dir., STANDARD, 17 Queen St., St. Catharines, ON L2R 5G5; Tel. (416) 684-7251; FAX (416) 684-8011.
National Representatives: Newspaper Mktg. Bureau; Bardal, Gosbee & Associates; Brydson Media (U.S. RGP House).

ST. THOMAS

1 - LOCATION: Elgin County, E&P Maps D-4 & L-3. County Seat. Diversified Manufacturing & Agriculture. North Shore of Lake Erie, midway between Buffalo & Detroit. Provincial Hwys. 3, 4.

2 - TRANSPORTATION: Railroads-Canadian National; Canadian Pacific; Norfolk and Western.
Motor Freight Carriers-13.
Intercity Bus Lines-Eastern Can. Greyhound; Cha-Co.
Freight Steamship Lines-4.
Airlines-Air Canada; Air Ontario.

3 - POPULATION:
Corp. City 86 Cen. 28,851; E&P 92 Est. 31,031
CZ-ABC: (86) 28,851
RTZ-ABC: (86) 28,182
City & RTZ-ABC: (86) 57,033

4 - HOUSEHOLDS:
City 86 Cen. 10,835; E&P 92 Est. 12,930
CZ-ABC: (86) 10,840
RTZ-ABC: (86) 9,145
City & RTZ-ABC: (86) 19,985

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	16	N.A.

6 - PASSENGER AUTOS: Ontario 4,40[illegible],704

7 - ELECTRIC METERS: Residence 12,000

8 - GAS METERS: Residence 8,533

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 8,950; Constr. 1,370; Trans., Comm. & Utilities 2,090; Trade 4,665; Fin. Ins. & R.E. 1,045; Community & Business Services 7,675; Public Admin. 1,140; Agric. 4,325; Forest, Fish & Mining 160; Av. Wkly. Wage N.A.
Principal Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-61; Summer 61-82; Fall 40-71; Winter 15-28. First killing frost, Sept. 21; last killing frost, May 10.

11 - TAP WATER: 10 ppm hardness; fluoridated.

12 - RETAILING: Principal Shopping Centers-16 blocks on Talbot St.; 12 Store Centre on 5th Ave.; 55 Store Mall; Wellington St. E.

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Store-Sears.
Discount Stores-K mart; BiWay; Bargain Harold's; Country Pride; Buck or Two; Saan Stores.
Chain Drug Stores-Shoppers 2; Big V 2.
Chain Supermarkets-A&P 2; Zehrs; Valdi Discount Foods; Knechtels; Foogland (Homedale).
Other Chain Stores-Agnew-Surpass; Singer Co.; Canadian Tire; Young's Jewellry; Reitman's; Firestone; Goodyear; Home Hardware; Pro Hardware; Work World.

14 - NEWSPAPERS: TIMES-JOURNAL (e) 9,634; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Ron Mullin, Adv. Mgr., TIMES-JOURNAL, 16-18 Hincks St., St. Thomas, ON N5P 3W6; Tel. (519) 631-2790.

National Representative: Thomson Newspapers.

SARNIA

1 - LOCATION: Lambton County, E&P Maps D-4 & L-3. County Seat. 170 mi. W of Thoronat. Entrance to Lake Huron, site of Blue Water Bridge and St. Clair Tunnel. Through motor highway from Chicago, Detroit, New York and points E.

2 - TRANSPORTATION: Railroads-Canadian National; C&O.

Motor Freight Carriers-132.

Freight Steamship Lines-12.

Intercity Bus Lines-Blue Water; Greyhound; Chatham Coach; Sarlon.

Airline-Air Ontario.

3 - POPULATION:

Corp. City 86 Cen. 49,033; E&P 92 Est. 52,908
CZ-ABC: (86) 77,800
RTZ-ABC: (86) 31,700
City & RTZ-ABC: (86) 109,500

4 - HOUSEHOLDS:

City 86 Cen. 19,509; E&P 92 Est. 21,022
CZ-ABC: (86) 29,800
RTZ-ABC: (86) 10,600
City & RTZ-ABC: (86) 40,400

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	8	N.A.

6 - PASSENGER AUTOS: Ontario 440,896

7 - ELECTRIC METERS: Residence 15,990

8 - GAS METERS: Residence 13,050

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Oil Refineries 2,493; Synthetic Rubber 2,450; Chemical 1,689; Automotive Parts 1,156; Constr. 1,500. Av. Wkly. Wage-$290.

Principal Pay Days-Fri., 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-60; Summer 55-100; Fall 30-80; Winter 0-30. First killing frost, Oct. 22; last killing frost, Apr. 27.

11 - TAP WATER: Neutral, very soft, fluoridated.

12 - RETAILING: Principal Shopping Days-Wed., Thur., Fri., Sat.

Stores Open Evenings-Shopping centers: Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Walker Bros.; Sears; Zeller's; Woolco; Bi-Way; K mart; Canadian Tire; Eaton's.

Discount Store-K mart.

Variety Store-Woolworth.

Chain Drug Stores-Guardian; Super Save; Woolco; IDA; K mart; Big V Pharmacy; Boots; Shoppers.

Chain Supermarkets-A&P 3; IGA; National Grocer 11; 4; Miracle Mart; Super Centre.

14 - NEWSPAPERS: OBSERVER (e) 23,761; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Amar Badami, Adv. Mgr., OBSERVER, 140 S. Front St., Sarnia, ON N7T 7M8; Tel. (519) 344-3641.

National Representative: Thomson Newspapers.

SAULT STE. MARIE

1 - LOCATION: Algoma District, E&P Map D-4. District Seat. On St. Mary's River between Lakes Superior and Huron. Steamship calling point. On Trans-Canada Hwy. 17.

2 - TRANSPORTATION: Railroads-Canadian Pacific; Algoma Central Term. Pt. & Headquarters.

Motor Freight Carriers-18.

Intercity Bus Lines-Greyhound; Ontario Northland.

Airlines-Air Canada; NorOntair; Air Ontario; Austin Airways; Canadian International.

3 - POPULATION:

Corp. City 86 Cen. 80,905; E&P 92 Est. 87,468
CZ-ABC: (86) 80,905
RTZ-ABC: (86) 18,443
City & RTZ-ABC: (86) 99,348

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 86 Cen. 28,433; E&P 92 Est. 33,578
CZ-ABC: (86) 28,395
RTZ-ABC: (86) 6,255
City & RTZ-ABC: (86) 34,650

5 - BANKS	NUMBER	DEPOSITS
Chartered	6	N.A.
Trust Co's	3	N.A.
Finance Co's	5	N.A.
Investment Houses	3	N.A.
Credit Unions	5	N.A.
Insurance Co's	29	N.A.

6 - PASSENGER AUTOS: Ontario 440,896

7 - ELECTRIC METERS: Residence 25,726 (Dist.) 9,673

8 - GAS METERS: Residence 10,750

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-(Av. Wkly. Wage-N.A.)-Steel 5,500; Paper 390; Railway 550; Veneer & Plywood Mills 350.

10 - CLIMATE: Av. Daily Temp (Celsius)-Spring 2; Summer 16; Fall 7; Winter -10.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Queen; 4 on Wellington W.; 1 on James; 3 blocks on Bay St. (A.C.R. Station Mall); 5 on Great Northern Rd.

Neighborhood Shopping Centers-Wallace Terrace; Peoples and Korah Rds.; Bruce St.; Churchill Plz.; Pine Plz.; K mart Plz.; Second Line; Market Mall; ACR Sta. Mall; Wellington Sq. Mall; Cambrian Mall.

Principal Shopping Days-Mon. through Sun.

Stores Open Evenings-Mon. through Sat.; Sun 1-5.

13 - RETAIL OUTLETS: Department Stores-Marks & Spencer; Sears; Fairweather; Zeller's.

Discount Stores-Woolco; K mart; Saan; BiWay.

Chain Supermarkets-A&P 6; IGA 3; Loblaw's; Red & White 2.

14 - NEWSPAPERS: STAR (e) 26,351; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: J.D. Curran, Adv. Mgr., STAR, 145 Old Garden River Rd.; PO Box 460, Sault Ste. Marie, ON P6A 5M5; Tel. (705) 759-3030; FAX (705) 942-8690.

National Representative: Southam Newspapers.

SIMCOE

1 - LOCATION: Regional Municipality of Haldimand-Norfolk (west half), E&P Maps D-4, M-3. Junction of Hwys. 3, 24. County Seat. Industrial center. 40 kms. S of Brantford; 58 kms. SW of Hamilton; 117 kms. SW of Toronto; 270 kms. E of Windsor.

2 - TRANSPORTATION: Railroads-Canadian National; Wabash; Canadian Pacific.

Motor Freight Carriers-13.

Intercity Bus Lines-Greyhound; Canada Coach.

3 - POPULATION:

Corp. City 86 Cen. 14,290; E&P 92 Est. 15,246
CZ-ABC: (86) 14,290
RTZ-ABC: (86) 45,958
City & RTZ-ABC: (86) 60,248

4 - HOUSEHOLDS:

City 86 Cen. 5,333; E&P 92 Est. 6,200
CZ-ABC: (86) 5,325
RTZ-ABC: (86) 15,835
City & RTZ-ABC: (86) 21,160

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	N.A.
Trust Co's	3	N.A.

6 - PASSENGER AUTOS: Ontario 440,896

7 - ELECTRIC METERS: Residence 4,558

8 - GAS METERS: Residence 3,700

9 - PRINCIPAL INDUSTRIES: Town, Zone-Mach.; Canning; Textile; Farmers' Co-op; Tobacco Proc.; Fruit Growers; Safety Clothing; 18 smaller.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-60; Summer 50-90; Fall 20-70; Winter 10-40. First killing frost, early Oct.; last killing frost, Apr.

11 - TAP WATER: Hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Norfolk St.; 3 on Robinson St.; 2 on Colborne St.; 2 on Kent St.; 2 on Pell St.; 1 on Sydenham St.; 1 on Culvert St.

Shopping Center-At town's southern limits, No. 3 Highway East; Shopping Mall corners of Head St. and West St.

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Thur., Fri.; A&P & Miracle Mart open 24 hours except Sundays.

Department Stores-Budd's; Woolworth; K mart.

Chain Supermarkets-A&P; Calbeck; Miracle Mart.

Other Chain Stores-Potter & Shaw Drug; Canadian Tire; McKerlie; United Auto Parts; Uniroyal Centre; SupeRx Drug; Reitman's; Valdis.

Nearby Chain Stores-Grocery: IGA 2, Red & White 3, Clover Farm 17, Calbeck's 2, Mini Marts 11; Drug: IDA, Rexall.

14 - NEWSPAPERS: REFORMER (e-mon to fri) 10,444; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: K. Madden, Adv. Mgr., REFORMER, 105 Donly Dr. S., PO Box 370, Simcoe, ON N3Y 4L2; Tel. (519) 426-5710; FAX (519) 426-9255.

National Representative: Thomson Newspapers.

STRATFORD

1 - LOCATION: Perth County, E&P Maps D-4, M-3. County Seat. 41 mi. NE of London; 165 mi. NE of Detroit; 100 mi. W of Toronto. On Hwys. 7, 8, 19.

2 - TRANSPORTATION: Railroad-Canadian National.

Motor Freight Carriers-10.

Intercity Bus Lines-Greyhound; Cherry; Sherwood; Zorra Highland.

Airlines-Airgo; Air Canada (at London).

3 - POPULATION:

Corp. City 86 Cen. 26,451; E&P 92 Est. 28,430
CZ-ABC: (86) 26,451
RTZ-ABC: (86) 32,786
City & RTZ-ABC: (86) 59,237

4 - HOUSEHOLDS:

City 86 Cen. 10,220; E&P 92 Est. 12,223
CZ-ABC: (86) 10,220
RTZ-ABC: (86) 10,375
City & RTZ-ABC: (86) 20,595

5 - BANKS	NUMBER	DEPOSITS
Commercial	11	N.A.

6 - PASSENGER AUTOS: Ontario 440,896

7 - ELECTRIC METERS: Residence 12,609

8 - GAS METERS: Residence 7,700

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Auto Supply 3,600; Textile & Knitting 250; Cloth & Fabric 300; Bearings 500; Leather & Allied Prods. 350; Clothing 140; Furn. & Fixts. 370; Printing, Pub. & Allied 150; Fab. Metal Prods. 470; Mach. Ind. 725; Trans. Equip. 2,780; Elect. & Electronics Equip. 435; Trade 290; Fin. & Ins. 300; Gov't Servs. 240; Educ. Servs. 500; Health and Social Servs. 700; Accommodations, Food and Beverage 220; Other Serv. Ind. 1,000 (Stratford Shakespearean Festival).

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Acid, hard.

12 - RETAILING: Principal Shopping Areas-Downtown with 3 dept. stores. Two major shopping ctrs. at east edge of town with 3 dept. stores and 90 additional units. One small ctr. at west end with 6 stores.

13 - RETAIL OUTLETS: Department Stores-K mart; Hudson's; Towers; Sears.

Variety Stores-Pinto; Beckers; Mac's Milk; Little Short Stop; Woolco.

Chain Drug Stores-Towers; Guardian.

Chain Supermarkets-Loblaw's; A&P; Mr. Grocer; Lorijo; Valdi; Sobeys.

Other Chain Stores-Agnew-Surpass; Woodhouse; Canadian Tire; Sherwin-Williams; Beaver Lumber; Consumers Dist.; Nabour's; Home Hdwe.; Color Your World; Young's Jewelers; Radio Shack; Bun's Master Bakery; T.S.C.; Town & Country; St. Clair Paints.

14 - NEWSPAPERS: BEACON HERALD (e) 13,418; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: David Nickel, Adv. Mgr., BEACON HERALD, 108 Ontario St.; PO Box 430, Stratford, ON N5A 6T6; Tel. (519) 271-2220.

National Representative: None.

SUDBURY

1 - LOCATION: Sudbury Regional County, E&P Maps D-4 & M-1. County Seat. Shipping and wholesale ctr. 241 mi. NW of Toronto; 433 mi. W of Montreal. On Trans-Canada Hwy.

2 - TRANSPORTATION: Railroads-Canadian National; Canadian Pacific.

Motor Freight Carriers-20.

Intercity Bus Lines-Eastern Canadian Greyhound; Gray; Colonial; Ontario Northland.

Airlines-Air Canada; NorOntair; Voyageur Airways; Air Ontario; Ramsey Airways; Manitoulin Air Serv.; Sudbury Aviation.

3 - POPULATION:

Corp. City 86 Cen. 88,717; E&P 92 Est. 88,518
CZ-ABC: (86) 88,717
Met. Area 86 Cen. 129,644; E&P 92 Est. 147,831
RTZ-ABC: (86) 93,141
Total CZ & RTZ-ABC: (86) 181,858

4 - HOUSEHOLDS:

City 86 Cen. 32,263; E&P 92 Est. 31,876
Met. Area 86 Cen. 149,923; E&P 92 Est. 57,472
CZ-ABC: (86) 33,090
RTZ-ABC: (86) 29,514
Total CZ & RTZ-ABC: (86) 62,604

5 - BANKS	NUMBER	DEPOSITS
Savings	37	N.A.
Savings & Loan	38	N.A.
Commercial	5	N.A.

6 - PASSENGER AUTOS: Ontario 440,896

7 - ELECTRIC METERS: Residence 33,600

8 - GAS METERS: Residence 8,529

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mining 7,885; Forests 485; Constr. 3,775; Overall $451.65; Public Admin. 6,875; Community Bus. & Personal Serv. 23,155.

Principal Industrial Pay Days-Mon., Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 1-75; Summer 37-87; Fall 35-61; Winter -15-35.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Areas-6 blocks on Elm St.; 6 on Durham St.; 3 on Cedar St.

Neighborhood Shopping Centers-2 blocks on Notre Dame Ave.; 2 on Donovan St.; 3 on Elm W., Lorne, Regent and Eyre Sts. in W. End area; Shopping Plz. in center of city and in New Sudbury, 3 mi. E. area of city; Southridge Mall (22 stores), Plz. 69, Cedar Point Plz. (20 stores), S. area of city; Falcon Plz., N.E. section of city.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
City Centre(40)	NA	Towers, Reitman's, Pennington's, Food City, Eatons
Regency Mall	NA	
Supermall-New Sudbury(30)	NA	Loblaw's, Woolco, Sears

Principal Shopping Days-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-T. Eaton; Pit Stop; Sears; Bi-Way; Green, Ltd.; K mart; Towers; Mark's & Spencer; Saan; Bargain Harold's; Stedman's.

Variety Stores-Woolworth; Woolco.

Chain Drug Stores-Tamblyn's 3; IDA 5; Bonimart; Shopper's Drug Mart; Herbie's.

Chain Supermarkets-Mr. Grocer's; Loblaw's 3; Miracle Food Mart; A&P 2; IGA 4; K mart; Towers; Food City; Valdi's; Metro.

Other Chain Stores-Jewelry: Birks, Morse, Kerns Ostrander's; Auto: Canadian Tire 2, Firestone, Dominion Tire, Foodyear; Women's Apparel: Reitman's 3, Fairweathers, Pennington, Evangeline; Shoes: Agnew-Surpass 2, Bata 2, Dolomoty 2; Other: Yolles Furn., Laura Secord 2, Singe, United Cigar 3, Coles Bookstores 2, Bowring's.

14 - NEWSPAPERS: STAR (e) 28,121, Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Maurice H. Switzer, Pub., STAR, 33 McKenzie St., Sudbury, ON P3C 4Y1; Tel. (705) 674-5271; FAX (705) 674-0624.

National Representative: Thomson Newspapers.

THUNDER BAY

1 - LOCATION: Thunder Bay District, E&P Maps D-4, N-2. District Seat. On NW shore of Lake Superior, 200 mi. from Duluth; 800 mi. from Toronto; 400 mi. from Winnipeg. On Trans-Canada and International Hwys.

2 - TRANSPORTATION: Railroads-Canadian Pacific; Canadian National.

Motor Freight Carriers-20.

Intercity Bus Lines-Greyhound; Grey Goose; Voyageur.

Airlines-Air Canada; NorOntair; Canadian Airlines; Norontair; Bearskin; Air Ontario.

3 - POPULATION:

Corp. City 86 Cen. 112,272; E&P 92 Est. 121,458
CZ-ABC: (86) 112,272
Met. Area 86 Cen. 122,217; E&P 92 Est. 132,860
RTZ-ABC: (86) 47,935
City & RTZ-ABC: (86) 160,207

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 86 Cen. 39,220; E&P 92 Est. 47,911
Met. Area 86 Cen. N.A.; E&P 92 Est. 52,082
CZ-ABC: (86) 40,580
RTZ-ABC: (86) 15,422
City & RTZ-ABC: (86) 56,002

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	58 Branches	N.A.

6 - PASSENGER AUTOS: Ontario 440,896

7 - ELECTRIC METERS: Residence 42,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Paper Mills 5,670; Grain Elevators 1,800; Forestry 2,700; Fishing & Trapping 85; Mining 4,200; Constr. 3,850; Trans. & Commun. 4,700; Public Util. 950; Ret. 3,820; Ins. & Fin. 925; Serv. 15,640; Total Mfg. Employ. 57,800; Av. Annual Income $33,000.

Principal Pay Days-7th, 10th, 15th, 22nd, 31st.

10 - CLIMATE: Min. & Max. Temp.-Spring 17-40; Summer 27-80; Fall 35-79; Winter 6-29. First killing frost, Sept. 7; last killing frost, June 4.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-14 blocks on Arthur & Cumberland Streets; 11 blocks Victoria Ave.; 8 blocks May St.; 10 blocks Algoma; 3 blocks Bay; 5 blocks Court St.; 7 blocks of Red River Rd.

Neighborhood Shopping Centers-Current River Dist., South Algoma St.; Red River Rd.; Simpson St.; Westfort Dist., Memorial Ave., Balmoral Ave., N Cumberland St., May St. N & S; Westfort, Edward & Arthur Sts.; Hodder Ave. Plz.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Intercity Plz.(147)	NA	Woolworth, Zeller's, Simpson-Sears
Grandview Mall (23)	NA	A&P
County Fair(97)	NA	Zeller's, Safeway
Northwood Plz. (17)	NA	Zeller's, Safeway
Keskus Mall(92)	NA	Eaton's
McIntyre Plz.	26	Shoppers Drug Mt., Hudsons Bay
Green Acres(13)	NA	Colguhouns, IDA
Thunder Bay(43)	NA	K mart, A&P
Centennial Sq. Ctr.(20)	NA	
Victoria Mall (36)	NA	
Victoriaville Mall(144)	NA	
Hodderave Plz.(9)	NA	

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-T. Eaton; Simpson-Sears; Zeller's 3.

Variety Stores-Woolworth; Canadian Tire 2; Sean 2; Western Tire; Bargain Harolds 2; Acklands; K mart.

Chain Supermarkets-Safeway 4; A&P 4; Skaf Foods 3.

Other Chain Stores-Singer Co.; Agnew-Surpass; Bata Shoes; Reitman's; Penningtons; Thrifty's; Tip Top Tailors; Rickis; Dalmy's; Consumer Distributing; Jack Fraser's; Town & Country; Ladies Wear; Gallenkamp; Coles Books; A&A Record; Mappins-Birkstitt; People's Jewellers; Grafton-Fraser; Fairweather/Big Steel; Suzy Shier; Charms 'n Things; Home Hardware; IDA Drugs; Laura Secord; B.H. Emporium; Irene Hill; Marie Claire; Juniors; Elephant and Castle Pub; Kinney Shoes; Louis Shoes; Fredell Shoes; Fairweathers; Dalmy's Ladies Wear; Mmmuffins; Wismith Books; McCartney's Jewellers; Shopper's Drug Mart; Music City; Golden Griddle Pancakes; Blacks Cameras; O.B. Allen Jewellers; St. Clair Paints; Color Your World; Glidden Paints; Pittsburgh Paints; Sherwin-Williams Paints; Casey's; Moores The Suit People; Classic Books; The Brick; McDonald's 4; London Wines; Burger King 2.

14 - NEWSPAPERS: TIMES-NEWS (m-mon to fri) 8,928; CHRONICLE-JOURNAL (e-mon to fri) 30,578; CHRONICLE-JOURNAL/TIMES-NEWS (sat) 40,721; (S) 35,818. Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: David J. Mitchell, Adv. Dir., TIMES-NEWS/CHRONICLE-JOURNAL, 75 S. Cumberland St., Thunder Bay, ON P7B 1A3; Tel. (807) 343-6200; FAX (807) 345-5991.

National Representative: Thomson Newspapers.

TIMMINS

1 - LOCATION: Cochrane District, E&P Map D-4. Retail and wholesale distributing ctr.; gold and base metals, waferboard, timber and lumber, area serv. ctr. NE part of Province, on Hwy. 101; 35 mi. off Hwy. 11; 428 mi. from Toronto.

2 - TRANSPORTATION: Railroads-Ontario Northland links Timmins with Porquis via Ontario Northland Bus.

Motor Freight Carriers-Alary Transport; Ontario Northland Transport; Manitoulin Transport; Bolduc Mattagami Transport Ltd.; J. Logan Kerr Transport Ltd.; Brazeau Transport Inc.; Burgess Transfer; Commercial Transport (Northern) Ltd. Timmins Division; Northwind Transport Ltd.; Richards Moving & Cartage; Trans Provincial Freight Carriers Ltd.

Intercity Bus Lines-Timmins Transit; Dalton's; Ontario Northland; Gray Coach Lines.

Airlines-Air Ontario; Norontair; Canadian Partner; Air Creebec.

3 - POPULATION:

Corp. City 86 Cen. 46,657; E&P 92 Est. 50,332
CZ-ABC: (86) 30,992
RTZ-ABC: (86) 15,665
City & RTZ-ABC: (86) 46,657

4 - HOUSEHOLDS:

City 86 Cen. 16,112; E&P 92 Est. 19,078
CZ-ABC: (86) 10,913
RTZ-ABC: (86) 5,172
City & RTZ-ABC: (86) 16,085

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	12	N.A.

6 - PASSENGER AUTOS: Ontario 440,896

7 - ELECTRIC METERS: Residence 26,000

8 - GAS METERS: Residence 11,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mining 4,000 ($500); Forestry 750 ($500); Tot. Labor Force 22,300 ($417).

Principal Pay Days-Tues.; 10th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring -29-27; Summer -3-39; Fall -34-28; Winter -43-6. First killing frost, Sept. 4; last killing frost, June 4.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Centers-5 blocks on Third Ave., 3 on Pine St.; 2 on Cedar St.; 2 on Spruce St.

Neighborhood Shopping Centers-Pine St. (South); Wilson Ave. (West); Midtown Plz.; The 101 Mall (21 stores); Timmins Sq. (68 stores); Porcupine Mall (16 stores); River Park Plz. (8 stores); Hollinger Court (5 stores).

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri. to 9.

13 - RETAIL OUTLETS: Department Stores-Bucovetsky's; Sears.

Variety Stores-Metropolitan; S.S. Kresge; Giant Tiger; BiWay; K mart; Woolco.

Chain Supermarkets-IGA; Mike's Supermarkets 3; Consumers Co-op; Red & White; A&P.

Other Chain Stores-Shoes: Naturalizer, Athlete's World, Dolomity; Jewelry: Peoples, Mappins; Ladies: Dalmy's, Irene Hill, Suzy Shier, Town and Country, Pennington's, Reitman's; Men's: Elks, Mark's Work Whse., Jack Fraser Stores 2, Seymour's; Others: Sears, Firestone Canadian Tire, Shoppers Drug Mart 5, Cashway Lumber, Coles Books, Radio Shack 2, Sam The Record Man, Records on Wheels 2, IDA, Home Hdwe., National Video, Pro Hdwe.

14 - NEWSPAPERS: THE DAILY PRESS (e) 12,087; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: John A. Farrington, Pub., THE DAILY PRESS, 187 Cedar St. S., Timmins, ON P4N 2G9; Tel. (705) 268-5050; FAX (705) 268-7373.

National Representative: Thomson Newspapers.

TORONTO

1 - LOCATION: York County, E&P Maps E-4, M-2. Provincial Capital. Commercial and industrial ctr. North shore of Lake Ontario, 60 mi. NW of Buffalo; 240 mi. NE of Detroit.

2 - TRANSPORTATION: Railroads-Freight: Canadian National, Canadian Pacific Rail; Passenger: Amtrak, GO Transit, VIA Rail.

Motor Freight Carriers-More than 1,500.

Intercity Bus Lines-GO Transit; Gray Coach; Greyhound; Travelways; Voyageur Colonial.

Airlines-(Lester B. Pearson Intl. Airport) Aeromexico; Air Canada; Air France; Air Jamaica; Alitalia; American; British Airways; BWIA; Canadian Airlines International; Canadian Partner; ComAir; Commuter Express; Eastern; Iberia; JAT; KLM; LOT; Lufthansa; Mall Airways; Northwest; Olympic; Swissair; TAP; United; USAir; Varig; Viasa; several charter lines. (Toronto Island Airport) Skywalker.

3 - POPULATION:

Corp. City 86 Cen. 612,289; E&P 92 Est. 663,466
SUN:
NDM-ABC: (86) 3,710,310
STAR:
NDM-ABC: (86) 3,721,998
Met. Area 86 Cen. 3,345,121; E&P 92 Est. 3,561,428

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 86 Cen. 253,150; E&P 92 Est. 279,687
SUN:
NDM-ABC: (86) 1,297,055
STAR:
NDM-ABC: (86) 1,299,805
Met. Area 86 Cen. 1,199,805; E&P 92 Est. 1,421,278

5 - BANKS	NUMBER	EST. DEP.
67 Banks	1,180 Branches	N.A.
40 Trust Co's.	297 Branches	N.A.

6 - PASSENGER AUTOS: Ontario 440,896

7 - ELECTRIC METERS: Res. Met. Area 792,000 (est.)

8 - GAS METERS: Res. Met. Area 470,000 (est.)

9 - PRINCIPAL INDUSTRIES: (Metro)-Foods and Beverages; Trans. Equip.; Elect. Prods.; Metal Fabricating; Chemical Prods.; Printing; Publishing and Allied Industries; Mach. Industries; Paper Prods.; Petroleum & Coal Prods.; Clothing.

10 - CLIMATE: Av. Min. & Max. Temp.-Spring 38-75; Summer 55-80; Fall 24-59; Winter 18-39.

11 - TAP WATER: Alkalinity 83 parts per million (ppm) Calcium Carbonate. Hardness 132 ppm. Iron content negligible; fluoridated. Fluorine 1.6 ppm.

12 - RETAILING: Principal Shopping Areas-Downtown and Yonge-Bay-Bloor areas; Yorkdale; Fairview; The Eaton Centre; Scarborough Town Centre; Sherway; Square One; The Promenade.

Nearby Shopping Centers

West: Bramatea City Ctr.-Eaton's, The Bay; Cloverdale Mall-The Bay; Oakville Place-The Bay, Simpson's; Rockwood Mall-Eaton's, K mart; Sherway Gardens-Eaton's; Simpson's; Shopper's World (Brampton)-The Bay, Eaton's; Square One; Sears, Woolco.

East: Cedarbrae Mall-Eaton's, Simpson's-Eglinton Square-The Bay; Markham Place-Eaton's, Sears; Oshawa Ctr.-Eaton's, The Bay, Sears; Pickering Town Ctr.-Eaton's, K mart; Scarborough Town Ctr.-Eaton's, Simpson's, The Bay; Shopper's World (Danforth)-Eaton's; Warden Woods Simpson's.

Central: Dufferin Mall-Eatons; The Eaton Ctr.-Eaton's; The Galleria-Towers ; Gerrard-Square-Sears; Hudson's Bay Plz.-The Bay; Lawrence Plz.-The Bay; Yonge-Eglinton Centre-Eaton's.

North: Don Mills Shopping Ctr.-Eaton's, Sears; Fairview Mall-The Bay, Simpson's; Hillcrest Shopping Ctr.-Sears, Simpson's; Markville-Eaton's, Sears; The Promenade-Eaton's, Simpson's, The Bay ; Upper Canada Mall-Sears; Yorkdale Eaton's; Simpson's.

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Major shopping malls open nightly, except Sat.

13 - RETAIL OUTLETS: Department Stores-Eaton's; Simpson's; Sears; The Bay; Holt Renirew; Bretton's; Marks & Spencer; Zeller's.

Discount Stores-Honest Ed's; Towers; K mart; Bi-Way; Woolco; Bargain Harold's; Hy & Zel's; Miracle Mart.

Chain Drug Stores-Shopper's Drug Mart; Pharma Plus; IDA; Drug City; Guardian.

Chain Supermarkets-A&P; Dominion; Knob Hill Farms; Loblaws; Miracle Food Mart; Mr. Grocer; No Frills; SuperCentre; Valdi's.

Other Chain Stores-Furniture: Leon's, Pascal, The Brick, De Boer's, The Art Shoppe, Ikea, Atwoods; Hardware: Home Hardware, Canadian Tire, Aikenhead, Dominion, Beaver Lumber, Lansing Buildall, Pro Hardware; Women's Wear: Lipton's, Fairweather, Pennington's, Reitman's, Winners, Town & Country, Braemar, Suzy Shier; Men's Wear: Elks, Jack Fraser, Tip Top Tailors, Studio 267, Big Steel Man, Harry Rosen, Moore's The Suit People, Heritage Clothing, Bulloch's; Shoes: Agnew-Surpass, Ingeborg, Bata, Town Shoes, Maher, Calderone, Ruby, Florsheim, Kinney, Aggies, David, Clark; Candy: Chocolate Squirrel, Laura Secord, Women's Bakery.

14 - NEWSPAPERS: GLOBE & MAIL (m) 330,030; sworn Dec. 31, 1990.

Local Contact for Advertising and Merchandising Data: Grant Crosbie, Nat'l. Adv. Dir., GLOBE AND MAIL, 444 Front St. W., Toronto, ON M5V 2S9; Tel. (416) 585-5411.

National Representative: Globe Media Int'l.

STAR (all day-mon to fri) 511,696; (sat) 763,193; (S) 515,310; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Andrew V. Go & William O. Clark, Adv. Dirs., THE TORONTO STAR, One Yonge St., Toronto, ON M5E 1E6; Tel. (416) 367-2000.

National Representative: Sy Kaplan Associates.

Sun (m-mon to fri) 275,464; (sat) 186,917; (S) 457,103; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Ron Clark, Adv. Dir., THE TORONTO SUN, 333 King St. E., Toronto, ON M5A 3X5; Tel. (416) 947-2222.

National Representative: Brydson Media Sales International.

WELLAND-PORT COLBORNE

1 - LOCATION: Niagara Regional Municipality, E&P Maps E-4 & M-3, County Seat. In Niagara Peninsula on Welland Canal. 9 mi. from Lake Erie, 17 mi. from Lake Ontario.

2 - TRANSPORTATION: Railroads-Michigan Central; Canadian National; Canadian Pacific; Conrail; TH&B; Wabash; Pere Marquette.

Motor Freight Carriers-7.

Intercity Bus Lines-Canada Coach; Greyhound; Lakeview.

Freight Steamship Lines-3.

3 - POPULATION:

Corp. Cities 86 Cen. 63,335; E&P 92 Est. 64,962
Welland 86 Cen. 45,054; E&P 92 Est. 45,388
Port Colborne 86 Cen. 18,281; E&P 92 Est. 19,574
CZ-ABC: (86) 45,054
RTZ-ABC: (86) 36,373
City & RTZ-ABC: (86) 81,427

4 - HOUSEHOLDS:

Cities 86 Cen. 23,617; E&P 92 Est. 23,897
Welland 86 Cen. 16,483; E&P 92 Est. 16,588
Port Colborne 86 Cen. 7,134; E&P 92 Est. 7,309
CZ-ABC: (86) 16,465
RTZ-ABC: (86) 12,835
City & RTZ-ABC: (86) 29,300

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	22 ..	N.A.

6 - PASSENGER AUTOS: Ontario 440,896

7 - ELECTRIC METERS: Residence: Greater Welland 12,440; Port Colborne 5,800

8 - GAS METERS: Residence: Welland 12,200; Port Colborne 5,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Textiles 840; Plastics 425; Steel 4,500; Alloys; Agric. Implements 314; Other 471.

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 50-100; Fall 45-76; Winter 0-40.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on E. Main St.; 1 on W. Main St.; 1 on Niagara St.; 3 on King St.; 1 on Cross St.; 1 on Hellems Ave.; 1 on Division St.

Neighborhood Shopping Centers-Welland Plz., Fitch St.; Lincoln Plz., Lincoln St.; Port Colborne, 4 blocks on King St.; 3 on Clarence St.; 2 on Charlotte St.; 3 on West St.; Seaway Mall on Niagara St.

Principal Shopping Days-Mon., Thur., Fri., Sat.

Stores Close-Wed. afternoon.

Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Store-Zeller's.

Variety Stores-Woolworth 3; People's.

Chain Drug Stores-Woolco; Boots.

Chain Supermarkets-Loblaw's; A&P 3; Dominion 3; IGA 3; Miracle Food Mart.

Other Chain Stores-Canadian Tire 2; Reitman's 2; A. Leon; Davies Furn; Sears (catalog) 2.

14 - NEWSPAPERS: TRIBUNE (e) 17,178; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Mark Holmes, Adv. Mgr., TRIBUNE, PO Box 278, Welland, ON L3B 5P5; Tel. (416) 732-2411; FAX (416) 732-4883.

National Representative: Thomson Newspapers.

WINDSOR

1 - LOCATION: Essex County, E&P Maps D-4 & L-3, County Seat. On Detroit River, opposite Detroit, MI; 229 mi. SW of Toronto.

2 - TRANSPORTATION: Railroads-Canadian National; Canadian Pacific; Conrail; C&O; Essex Terminal; Norfolk & Western.

Motor Freight Carriers-50.

Intercity Bus Lines-Canadian Greyhound; Charterways; Chatham Coach Lines; Windsor Chartabus.

Airlines-Air Canada; Canadian Pacific.

(Freight & Steamship Lines)-2.

3 - POPULATION:

Corp. City 86 Cen. 193,111; E&P 92 Est. 209,083
CZ-ABC: (86) 213,612
RTZ-ABC: (86) 108,493
Met. Area 86 Cen. 253,988; E&P 92 Est. 285,071
City & RTZ-ABC: (86) 322,105

4 - HOUSEHOLDS:

City 86 Cen. 70,563; E&P 92 Est. 79,368
CZ-ABC: (86) 78,940
Met. Area 86 Cen. 95,858; E&P 92 Est. 100,041
RTZ-ABC: (86) 35,510
City & RTZ-ABC: (86) 114,450

5 - BANKS	**NUMBER**	**EST. DEP.**
All Banks	99 Branches	N.A.
Trust Companies	10	N.A.

6 - PASSENGER AUTOS: Ontario 440,896

7 - ELECTRIC METERS: Residence 65,918

8 - GAS METERS: Residence 57,615

9 - PRINCIPAL INDUSTRIES: Industries, (No. of plants), No. of Wage Earners-Trans. Equip. (37) 22,287; Foods & Beverages (35) 2,546; Wood (19) 227; Furn. & Fixtures (13) 102; Printing & Publishing (32) 711; Metal Fabricating (117) 4,685; Mach. (21) 1,202; Elect. Prods. (9) 275; Nonmetallic Mineral (12) 189; Chemical Prods. (16) 1,313; Other Indust. (33) 3,279; (Av. Pay-Annual $26,654; Av. Wkly. Wage $513).

10 - CLIMATE: Min. & Max. Temp.-Spring 90-20; Summer 100-45; Fall 90-10; Winter 60-11.

11 - TAP WATER: Neutral, soft; fluoridated.

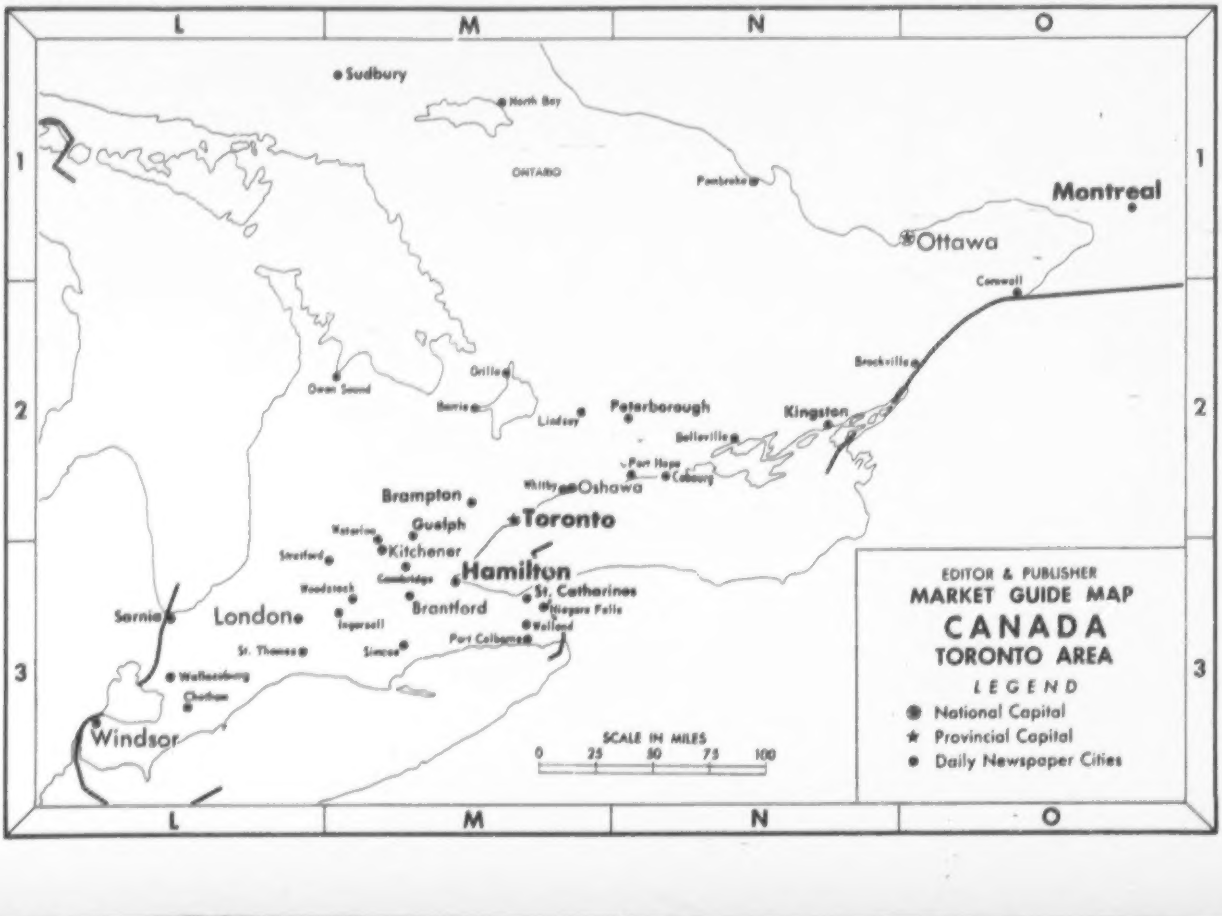
12 - RETAILING: Principal Shopping Centers-7 blocks on Ouellette Ave. & adjacent side sts.; 10 blocks on Ottawa St.; 20 blocks on Wyandotte St. E.; 8 mi. E. of Ouellette Ave. on Tecumseh Blvd.

Neighborhood Shopping Centers-6 blocks on Drouillard Rd.; 2 at Pillette & Wyandotte E.; 2 at Wyandotte & at Lauzon; 2 on Seminole at George; 3 on Howard Ave. (Remington Park); 3 on Erie St. E. at Parent; 4 on Wyandotte W. at Randolph; 2 on Sandwich W. at Mill; 6 on University Ave. W.; 1 E. of Dominion St. on Grand Marais, Windsor.

Shopping Centers-Devonshire-Windsor Shopping Ctr., 150 units; Dorwin Plz., Dougall Rd., 32 units; Gateway, Dougall Rd.; 20 units, Southland, 10 units on Dougall Rd.; Yorktown, 13 units on Grand Marais Rd., W.; K mart, Tecumseh Rd., at Lauzon, 11 units; Eastown, 15 units, Tecumseh Rd. at Lauzon K mart, Huron Line, 12 units; University Mall, 18 units; Tecumseh Mall, 27 units.

(Retail Outlets)-Food 69; Men's Wear 43; Women's Wear 148; Furn. 46; Appliances 49; Hardware 28; Bldg. Material 42; Auto 47; Drug 57; Jewelry 55; Tobacco 5; Stationers 10; Paint 58; Serv. Sta. 176; Florists 72; Photo Supplies 10; Optometrists 21; Hearing Aids 10; Shoe Stores 54; Dry Cleaners 47; Beauty Shops 267; Floor Coverings 20; Dry Goods 36; Variety & Gift 135; Luggage 2; Book Stores 24; Upholsterers 23; Music 21; Office Supplies 19; Sporting Goods 49.

Principal Shopping Days-Thur., Fri., Sat.



Stores Open Evenings-Thur., Fri.; Malls open evenings, Mon. to Fri.

13 - RETAIL OUTLETS: Department Stores-Marks & Spencer; Gray's; Sears; The Bay; Zeller's 2.

Variety Stores-Woolworth 2; Woolco; K mart.

Chain Drug Stores-IDA; Big V 26; Shoppers 8.

Chain Supermarkets-A&P 4; Red & White 3; IGA; Zehr's 2.

Other Chain Stores-Agnew-Surpass 3; Beaver Lumber; Coles Bookstore 4; Dacks Shoes; Maher Shoes; Birks; Bond Clothes; Canadian Tire 3; Firestone 2; Goodyear 4; Jack Fraser's; Laura Secord 3; Leon's Furniture; People's Credit Jewelers 3; Reitman's 4; Tip Top Tailors; Black's Cameras 4; Young Canada; Kinney Shoes; Fairweather.

14 - NEWSPAPERS: STAR (e) 85,724; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Robert J. Becker, Adv. Dir., STAR, 167 Ferry St., Windsor, ON N9A 4M5; Tel. (519) 255-5711.

National Representative: Southam Newspapers.

WOODSTOCK-INGERSOLL

1 - LOCATION: Oxford County, E&P Maps E-4, M-3. County Seat. 27 mi. from London; 87 mi. from Toronto; 51 mi. from Hamilton; 139 mi. from Windsor; 91 mi. from Niagara.

2 - TRANSPORTATION: Railroads-Canadian National; Canadian Pacific.

Motor Freight Carriers-8.

Intercity Bus Lines-Greyhound; Gray Coach.

3 - POPULATION:

Corp. Cities 86 Cen. 34,837; E&P 92 Est. 37,276
  Woodstock 86 Cen. 26,386; E&P 92 Est. 28,358
  Ingersoll 86 Cen. 8,451; E&P 92 Est. 8,918
CZ-ABC: (86) 26,386
RTZ-ABC: (86) 29,401
City & RTZ-ABC: (86) 55,787

4 - HOUSEHOLDS:

Cities 86 Cen. 12,696; E&P 92 Est. 15,117
  Woodstock 86 Cen. 9,692; E&P 92 Est. 11,428
  Ingersoll 86 Cen. 3,004; E&P 92 Est. 3,689
CZ-ABC: (86) 9,900
RTZ-ABC: (86) 9,477
City & RTZ-ABC: (86) 19,377

5 - BANKS	NUMBER	DEPOSITS
Savings	9	N.A.
Savings & Loan	13	N.A.

6 - PASSENGER AUTOS: Ontario 440,896.

7 - ELECTRIC METERS: Residence Woodstock 7,654; County 27,870.

8 - GAS METERS: Residence Woodstock 4,200; Ingersoll 1,900.

9 - PRINCIPAL INDUSTRIES: No. of factories-Woodstock 53; Ingersoll 14. Textiles; Feed Mills; Machine Shops; Woodworking; Lumber; Paper Prods.; Cement; Heavy Mach.; General Motors Parts Dist. Ctr. No. of Wage Earners-Woodstock 8,000; Ingersoll 2,500.

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-78; Summer 39-87; Fall 27-77; Winter-6-45. First killing frost, Oct. 12; last killing frost, May 4.

11 - TAP WATER: Neutral, hard, not fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Dundas St., 2 on Peel St., 2 on Market Sq.

Neighborhood Shopping Centers-1 block on Huron St., 2 blocks Norwich Ave., Plz. on Springbank Drive; Plz. Norwich Ave.; Dundas St.; Blandford Shopping Ctr. Hwy. 2.

Principal Shopping Days-Thur., Fri., Sat.

Stores Close-Sun.

Stores Open Evenings-Food Stores-Thur., Fri.; Some 6 days.

13 - RETAIL OUTLETS: Discount Stores-Towers; Woolco; Nabours; Bi-Way.

Chain Drug Store-Big V 2.

Chain Supermarkets-A&P; Food City; Zehr's; Sobey's; Loeb IGA.

Other Chain Stores-Canadian Tire; Mr. Grocer; Reward Shoes; Simpson-Sears; Belinda; Heath's; Consumers Distributing; Town & Country; Colour Your World; Home Hardware; Elks; Risso & Risso; People's Jewelers; Irene Hill; Reitman's; TSC Stores; Valdi; Twins; New Orlean Pizza; King Optical; Radio Shack; Sherwin-Williams; St. Claire Paint & Wallpaper; Craik Wiseway.

14 - NEWSPAPERS: SENTINEL-REVIEW (e) 10,262; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Neil Clifford, Adv. Mgr., SENTINEL-REVIEW, 16-18 Brock St., PO Box 1000, Woodstock, ON N4S 8A5; Tel. (519) 537-2341; FAX (519) 537-3049.

National Representative: Thomson Newspapers.

PRINCE EDWARD ISLAND SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1981	1986	1992
Under 5 Years	10	11	11
5-14 Years	21	21	21
15-24 Years	24	25	20
25-44 Years	32	33	40
45-64 Years	21	21	23
65 and Over	15	15	20
TOTAL	123	126	136

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1971	1983	1992
General Mdse	28	109	178
Apparel	5	15	41
Furniture	2	3	6
Groceries	32	94	149
Lumber/Bldg. Mat	1	2	5
Restaurants	1	42	96
Autos	23	89	204
Gasoline/Fuel Oil	14	53	60
Drugs	5	15	30
TOTAL SALES	146	490	845

Source: Census of Canada/Retail Trade

CHARLOTTETOWN

1 - LOCATION: Queens County, E&P Map F-4. Capital of P.E.I. Agriculture, fisheries, tourism, shipping, wholesale and college center.

2 - TRANSPORTATION: Railroad-Canadian National connected with mainland by car ferry.

Motor Freight Carriers-5.

Steamships-7 pass. & frt. (2 strictly frt.).

Intercity Bus Line-Island Bus Service.

Airlines-Air Canada; Canadian Air.

3 - POPULATION:

Corp. City 86 Cen. 15,776; E&P 92 Est. 16,183
CZ-ABC: (86) 23,610
RTZ-ABC: (86) 59,359
City & RTZ-ABC: (86) 82,969

4 - HOUSEHOLDS:

City 86 Cen. 6,430; E&P 92 Est. 6,798
CZ-ABC: (86) 8,985
RTZ-ABC: (86) 18,190
City & RTZ-ABC: (86) 27,175

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	N.A.
Savings & Loan	9	N.A.

6 - PASSENGER AUTOS: Prince Edward Island 58,064.

7 - ELECTRIC METERS: Residence 45,804.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Railway Shops 10; Packers 300; Constr. 1,200.

Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-48; Summer 65-86; Fall 36-48; Winter 17-18. First killing frost, Oct. 14; last killing frost, May 24.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-7 blocks on Queen, Grafton, University Ave. and Kent St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Confederation Plz.(20)	NA	Sobey's
Charlott'n(50)	NA	Towers
K mart Plz.(8)	NA	K mart, Reitman's
Royalty Mall(16)	NA	Central Farmers, Co-Op
Sherwood(5)	NA	

Principal Shopping Days-Thur., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Zeller's; Eatons.

Variety Stores-Woolworth; Stedmans; Metropolitan.

Chain Drug Stores-Rexall 2; ARP 20; Shoppers Drug Mart.

Chain Supermarkets-Co-Op 2; Lucky Dollar 45; Clover Farm 45; Sobey's Ltd.

Other Chain Stores-Firestone; Agnew-Surpass; Sally Shop; Tip Top; Singer; Canadian Tire; Finacentre; Sherwin-Williams; Goodyear; Color Your World; St. Clair Paints.

14 - NEWSPAPERS: GUARDIAN (m) 19,560; PATRIOT (e) 5,037; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: John Cheek, Adv. Mgr., GUARDIAN and PATRIOT, 165 Prince St., Charlottetown, PEI C1A 4R7; Tel. (902) 894-8506; FAX (902) 566-3808.

National Representative: Thomson Newspapers.

SUMMERSIDE

1 - LOCATION: Prince County, E&P Map F-4. County Seat. Business center western half of P.E.I. Trading center, fisheries and agriculture. Hwys. 1 and 1A.

2 - TRANSPORTATION: Intercity Bus Line-Island Transit.

Airlines-CP Air; Air Canada.

3 - POPULATION:

Corp. City 86 Cen. 8,020; E&P 92 Est. 8,112
CZ-ABC: (86) 13,471
RTZ-ABC: (86) 34,594
City & RTZ-ABC: (86) 48,065

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 86 Cen. 2,612; E&P 92 Est. 2,921
CZ-ABC: (86) 4,460
RTZ-ABC: (86) 10,610
City & RTZ-ABC: (86) 15,070

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	8	N.A.

6 - PASSENGER AUTOS: Prince Edward Island 58,064.

7 - ELECTRIC METERS: 6,732.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Agric.; Fishing; Tourism (June to Sept.); Canadian Forces Base.

10 - CLIMATE: Min. & Max. Temp.-Winter 18; Summer 85.

11 - TAP WATER: Hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Water; 1 block E. on Central, Summer and Spring Sts.; 3 shopping malls.

Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Dominion Sq.; Zeller's.

Variety Store-Metropolitan.

Chain Drug Stores-Shoppers 2.

Chain Supermarkets-Sobey's; Save-Easy; Co-Op; IGA.

Other Chain Stores-Jewelry 4; Canadian Tire; Charm Jewelers; Home Hardware; Pro Hardware.

14 - NEWSPAPERS: JOURNAL-PIONEER (e) 11,142; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Blaine Corkum, Adv. Mgr., JOURNAL-PIONEER, PO Box 1480, Summerside, PEI C1N 4K5; Tel. (902) 436-2121.

National Representative: None.

QUEBEC SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1981	1986	1992
Under 5 Years	473	480	487
5-14 Years	923	936	915
15-24 Years	1,264	1,282	1,044
25-44 Years	1,965	1,993	2,385
45-64 Years	1,244	1,262	1,425
65 and Over	569	577	778
TOTAL	6,438	6,532	7,046

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1971	1983	1992
General Mdse	1,015	2,992	4,331
Apparel	563	1,783	4,549
Furniture	286	695	2,046
Groceries	2,046	7,974	13,023
Lumber/Bldg. Mat	158	342	591
Restaurants	198	2,562	5,459
Autos	1,212	4,823	11,482
Gasoline/Fuel Oil	655	2,110	4,161
Drugs	228	637	1,832
TOTAL SALES	8,325	27,643	49,562

Source: Census of Canada/Retail Trade

CHICOUTIMI

1 - LOCATION: Chicoutimi County, E&P Map E-3 (In Chicoutimi-Jonquiere Met. Area). County Seat, 120 mi. N of Quebec.

2 - TRANSPORTATION: Intercity Bus Line-Autobus Voyageur.

Airlines-Intercanadian; Air Alliance; Air Alma.

3 - POPULATION:

Corp. City 86 Cen. 61,083; E&P 92 Est. 66,914
Met. Area 86 Cen. 137,715; E&P 92 Est. 147,761
CZ-ABC: (86) 61,083
RTZ-ABC: (86) 129,380
City & RTZ-ABC: (86) 190,463

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 86 Cen. 18,365; E&P 92 Est. 23,306
Met. Area 86 Cen. N.A.; E&P 92 Est. 62,071
CZ-ABC: (86) 20,190
RTZ-ABC: (86) 41,350
City & RTZ-ABC: (86) 61,540

5 - BANKS: N.A.

6 - PASSENGER AUTOS: Quebec 304,508.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Furn. Mfg.; Aluminum; Paper; Pulp; Agric.; Hunting & Fishing Outfitters.

10 - CLIMATE: Min. & Max. Temp.-10-80.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Chicoutimi Ctr.(4)	NA	Aligro
Sidac Centre-Ville(240)		

Place du Royaume(243)	NA	Woolco, The Bay Canadian Tire
Place du Saguenay(70)	NA	Simpson, Sears, Zeller's, Aligro Steinberg

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: (French) LE QUOTIDIEN (m) 31,320; PROGRES-DIMANCHE (S) 51,226; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Jean Tremblay, Adv. Mgr., PROGRES-DIMANCHE, Jasmin Gilbert, Adv. Mgr., LE QUOTIDIEN, 1051 Talbot Blvd., Chicoutimi, QC G7H 5C1; Tel. (418) 545-4474.

National Representatives: Probec 5.

GRANBY

1 - LOCATION: Shefford County, E&P Map E-4. 50 mi. from Montreal; On Hwy. 10. Industrial and commercial center.

2 - TRANSPORTATION: Railroad-Canadian National.

Motor Freight Carriers-100.

Intercity Bus Lines-Voyageur; Inter Cities.

3 - POPULATION:

Corp. City 86 Cen. 38,508; E&P 92 Est. 41,462
CZ-ABC: (86) 52,236
RTZ-ABC: (86) 90,319
City & RTZ-ABC: (86) 142,555

4 - HOUSEHOLDS:

City 86 Cen. 14,991; E&P 92 Est. 16,999
CZ-ABC: (86) 19,185
RTZ-ABC: (86) 31,015
City & RTZ-ABC: (86) 50,200

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	9	N.A.
Savings	5	N.A.

6 - PASSENGER AUTOS: Quebec 304,508

7 - ELECTRIC METERS: Residence 14,500

8 - GAS METERS: Residence 2,115

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textiles 1,920; Rubber Prods. 686; Plastics 551; Metal Prods. 957; Clothing 720; Furn. 280; Electronics 197; Printing 584; Food Prods. 785; Building Prods. 294; Electrical Prods. 473; Precision Parts 189.

Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-60; Summer 70-90; Fall 40-50; Winter -20-25.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Galeries De Granby (90 stores) between Simonds and Evangeline on Main St.

Neighborhood Shopping Centers-Court St.; St. Joseph St.; Plaza Shopping Center.

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Greenberg; Harts; Sears.

Discount Stores-Woolco; K mart.

Chain Supermarkets-Provigo 3; Steinberg; Metro 2; Richelieu; Select; IGA.

Other Chain Stores-Trans-Canada Shoe; Cite Shoes; Yellow; Woodhouse; Reitman's (furn.); Canadian Tire; Sports Experts; Radio Shack.

14 - NEWSPAPERS: LA VOIX DE L'EST (French) (m-mon to fri) 15,840; (m-sat) 19,303; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Sylvain Denault, Sales Dir., LA VOIX DE L'EST, 76 Dufferin St., Granby, QC J2G 9L4; Tel. (514) 375-6993.

National Representative: Probec 5 (Montreal).

MONTREAL

1 - LOCATION: E&P Maps E-4 & O-1. One of the world's largest inland ports. Shipping, transportation and industrial center of Eastern Canada. Gateway to St. Lawrence Seaway.

2 - TRANSPORTATION: Railroads-Headquarters of Via Rail; Burlington Northern; Chicago & North Western; Detroit, Toledo & Ironton; French National; Italian State; Norfolk & Western; Quebec North Shore-Labrador; Technique Industrielle; Conrail; Delaware & Hudson; Napierville Junction; Amtrak.

Motor Freight Carriers and Movers -193.

Intercity Bus Lines-Autobus Auger Leo; Autobus Concorde Ltee.; Autobus Mt. Royal; Autobus Laurentides; Autocar Rive-Sud; City of Laval Transit Commission; Greyhound; Autobus Intercite; Metropolitan Provincial; Metropolitan Sud; Voyageur Inc.

Steamship Lines-(Pass. & Frt.) 190.

Airlines-Aeroflot; Air Canada; Air France; Alitalia; British Airways; C.P. Air; Delta; El Al; USAir; Eastern; K.L.M.; Lufthansa; Nordair; Quebecair; Sabena; Scandinavian; Swissair; Iberia; Olympic; Air Alma; City Express; Republic; Torontair; CSA Czechoslovak Airlines; Cubana; First Air; Yogoslav Airlines. Airports located in Dorval & Mirabel; A.C.H. Services Ltee.; Aer Lingus; Aerolineas Argentinas; American; Finnair; Lot Polish; Tap Air Portugal; Wardair Canada.

(Waterborne Commerce)-21,000,000 metric tons (approx.).

3 - POPULATION:

Corp. City 86 Cen. 1,015,420; E&P 92 Est. 1,099,616
Met. 86 Cen. 2,826,434; E&P 92 Est. 2,928,673
LE DEVOIR/LE JOURNAL DE MONTREAL:
NDM-ABC: (86) 3,617,823
THE GAZETTE:
CZ-ABC: (86) 2,381,298
RTZ-ABC: (86) 1,163,428
City & RTZ-ABC: (86) 3,544,726
LA PRESSE:
NDM-ABC: (86) 3,182,948
RTZ-ABC: (86) 361,778
Total NDM & RTZ-ABC: (86) 3,544,726

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 86 Cen. 417,336; E&P 92 Est. 506,216
Met. Area 86 Cen. N/A; E&P 92 Est. 1,216,356
LE DEVOIR/LE JOURNAL DE MONTREAL:
NDM-ABC: (86) 1,362,795
THE GAZETTE:
CZ-ABC: (86) 943,320
RTZ-ABC: (86) 394,250
City & RTZ-ABC: (86) 1,337,570
LA PRESSE:
NDM-ABC: (86) 1,209,355
RTZ-ABC: (86) 128,215
Total NDM & RTZ-ABC: (86) 1,337,570

5 - BANKS	**NUMBER**	**EST. DEP.**
Banks	500 Branches	N.A.
Cuisse Populaires	145 Branches	N.A.

6 - PASSENGER AUTOS: Quebec 304,508

7 - ELECTRIC METERS: Residence 714,600

8 - GAS METERS: Residence 150,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Service Industries 396,683; Trade 224,062; Trans., Commun. & Other Util. 105,887; Fin., Ins. & R.E. 73,853; Public Administration 37,474; Constr. 42,027; Clothing 28,999; Food & Beverage 26,177; Trans. Equip. 23,012; Av. Wkly. Wage $443.

Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-(Celsius) Spring 7-18; Summer 14-24; Fall -2-6; Winter -11 to -4.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-Downtown Ste. Catherine St. (Atwater to Amherst, approx. 1 mi.); Promenade La Cite.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Champlain Mall(109)	8	Sears, Steinbergs, Miracle Mart
Pl. Longueuil (100)	4	Steinbergs, Miracle Mart
Ctr. Rockland (190)	3	Eaton, Steinberg, The Bay
Galeries D'Anjou(140)	6	Simpson's, Eaton, Sears, Steinberg
Pl. Versailles (160)	5	Steinbergs, Miracle Mart, The Bay
Pl. Veru(175)	10	Sears, K mart, The Bay, Provigo
Plz. Cote des Neiges(120)	3	Canadian Tire, Wise, Steinbergs
Fairview(196)	10	Simpsons, Eatons, Pascals, Steinbergs
Ctr. Laval(140)	10	Woolco, The Bay, Steinbergs

Principal Shopping Days-Thur., Fri. & Sat.

Stores Open Evenings-Thur. & Fri.

13 - RETAIL OUTLETS: Department Stores-Eaton's 9; Simpson's 5; Ogilvy's 3; The Bay 9; Miracle Mart 13; Boni Mart 8; Croteau 29; Greenberg's 20; Hart 6; Sears 4; Wise Bros. 11.

Variety Stores-People's 6; Rossy's 15; Woolworth 15; Zeller's 11; Kresge's 3; K mart 5; Woolco 9.

Chain Drug Stores-Uniprix 44; Cadieux 12; Super Pharm 7; Pharmacie Mayrand 6; Cumberland 13; Pharmaprix 20; Kane 4; Jean Coutu 37.

Chain Supermarkets-Steinberg 72; IGA 60; Metro Richelieu 116; Provigo 67; Super Carnaval 7; Maxi 4.

Other Chain Stores-Clothing: Reitmans 43, Au Coin des Petits 20, Bo Jeans 21, Boutique Marie Claire 21, Pantorama 21, Le Chateau 20, Tip Top 13; Shoes: Pitt 37, Trans Canada 27, Salon Six 26, City Shoes 13; Jewellery: Birks 15; Sports: Sports Experts 23; Furniture: Woodhouse 8; Hardware/Auto: Canadian Tire 20, Firestone 11, Goodyear 14, Pascals 14; Audio/Visual: Direct Film 75, Discus Music 21, Radio Shack 37; Convenience Stores: Perrettes Dairies 125, La Maisonnee 45, Provisoir 70; Misc.: Cantors Bakery 37, Consumers Distributing 30; People's Jewellers.

14 - NEWSPAPERS: LE DEVOIR (French) (m-mon to fri) 27,302; (m-sat) 30,870; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Michelle Alie, Adv. Mgr., LE DEVOIR, 211 Rue du St. Sacrament, Montreal, QC H2Y 1X1; Tel. (514) 844-3361.

National Representative: None.

THE GAZETTE (m-mon to fri) 168,046; (m-sat) 246,698; (S) 155,546; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Jean Sanche, Adv. Dir., LA GAZETTE, 250 Rue St. Antoine, Montreal, QC H2Y 3R7; Tel. (514) 282-2222.

National Representative: Southam Newspapers (Toronto, Montreal).

LE JOURNAL DE MONTREAL (French) (m-mon to fri) 294,763; (m-sat) 348,676; (S) 317,838; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Rosaire Mailloux, UP Sales, LE JOURNAL DE MONTREAL, 4545 Frontenac St., Montreal, QC H2H 2R7; Tel. (514) 521-4545.

National Representative: None.

LA PRESSE (French) (m-mon to fri) 197,255; (m-sat) 324,036; (S) 194,965; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Fernand Lacourse, Nat'l. Adv. Dir., LA PRESSE, 7, Rue St., Jacques, Montreal QC H2Y 1K9; Tel. (514) 285-6991.

National Representative: North American Travel Publications.

QUEBEC

1 - LOCATION: Quebec County, E&P Map E-4. 350 ft. above level of St. Lawrence River, at confluence with St. Charles River; 400 mi. from Gulf of St. Lawrence; 167 mi. E of Montreal.

2 - TRANSPORTATION: Railroads-Canadian National; Via Rail; Canadian Pacific.

Motor Freight Carriers-59.

Intercity Bus Lines-La Commision des Transports de la Communaute Urbaine de Quebec (CTCUQ); Autobus Voyageur; Autobus La Malbaie; Autobus Laval Ltee.; Autobus Fortier Inc.; Autobus Ste-Claire; Autobus Tremblay; Autobus Deshaies Ltee.; Autobus Dupont Ltee.; Autobus Fournier, Ltee; Autobus Fortin Enr.; Autobus de la Rive-Sud Inc.

Airlines-Air Canada; Quebecair; Quebec Aviation; Les Ailes Quebecoises; Air Alliance; City Express; Inter-Canandian.

3 - POPULATION:

Corp. City 86 Cen. 164,580; E&P 92 Est. 178,018
Met. Area 86 Cen. 603,267; E&P 92 Est. 649,886
LE JOURNAL DE QUEBEC:
NDM-ABC: (86) 603,267
RTZ-ABC: (86) 129,121
Total NDM & RTZ-ABC. (86) 732,388
LE SOLEIL:
NDM-ABC: (86) 571,372
RTZ-ABC: (86) 161,016
RTZ & NDM-ABC: (86) 732,388

Demographic Information available from Newspaper. See paragraph 14.4).

4 - HOUSEHOLDS:

City 86 Cen. 66,321; E&P 92 Est. 76,861
Met. Area 86 Cen. N.A.; E&P 92 Est. 279,971
LE JOURNAL DE QUEBEC:
NDM-ABC: (86) 218,430
RTZ-ABC: (86) 41,915
Total NDM & RTZ-ABC: (86) 260,345
LE SOLEIL:
NDM-ABC: (86) 207,730
RTZ-ABC: (86) 52,615
RTZ & NDM-ABC: (86) 260,345

5 - BANKS	**NUMBER**	**EST. DEP.**
11 Banks	152 Branches	N.A.

6 - PASSENGER AUTOS: Quebec 304,508

7 - ELECTRIC METERS: Residence 73,921

8 - GAS METERS: Residence 4,290

9 - PRINCIPAL INDUSTRIES: Industry, No. of Plants (No. of Wage Earners)-Food & Beverage 96 (3,567); Leather Footwear 47 (3,138); Leather Prods. 21 (409); Textiles 15 (1,724); Apparel 43 (2,163); Woods Prods. 124 (1,187); Printing & Pub. 96 (1,810); Iron & Steel Prods. 16 (1,029); Non-ferrous Metal Prods. 23 (673); Cement, etc. 21 (466); Chemical Prods. 28 (1,261); Misc. Mfg. 89 (8,457).

10 - CLIMATE: Av. Max. Temp. 77; Av. Min. Temp. 3; Av. Temp. 40.

11 - TAP WATER: Acidic, very soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Galeries Ste. Anne(26)	NA	Woolco
Place Laurier (300)	NA	La Baie, Sears
Les Galeries de la Canardiere (20)	NA	Greenberg
Place Fleur de Lys(220)	NA	Sears, Zeller's, K mart
Place Ste-Foy (110)	NA	Eaton
Galeries de la Capitale(250)	NA	Eaton, La Baie Woolco
Place Lebourgneuf (50)	NA	Le Castor IKEA
Carrefour Beauport(40)	NA	

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Eaton 2; La Baie 2; Holt Renfrew; J.B. Laliberte; Simon's 3; Greenbergs 3; Sears 3; Magasin M 2.

Discount Stores-K mart 2; Woolco 3.

Variety Stores-Zeller's 4; Wise Bros.

Chain Drug Stores-Ph. Brunet 10; Jean Coutu 11; Uniprix-Pharmaprix.

Chain Supermarkets-Steinberg's 7; Metro 22; IGA 17; Provigo 23.

Other Chain Stores-Agnew-Surpass Shoes; D'Allaird's (women's); Henry Birks (jewelry); Reitman's (women's); J.B. Lefebvre Shoes; Simard & Voyer; Trans-Canada Shoes; Zeller's; Legare; Dr. Scholl's; Singer Co.; Laura Secord; Tip Top Tailor;

Canadian Tire; Bata Shoes; Pennington (women's); Goodyear.

14 - NEWSPAPERS: LE JOURNAL DE QUEBEC (French) (m-mon to fri) 101,897; (m-sat) 109,809; (S) 95,788; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Daniel Houde, Adv. Mgr., LE JOURNAL DE QUEBEC, 450 Ave. Bechard, Ville Vanier, QC G1M 2E9; Tel. (418) 683-1573; FAX (418) 683-1027.

National Representative: Quebecor.

LE SOLEIL (French) (m-mon to fri) 105,842; (m-sat) 146,104; (S) 91,883; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Denis Dube, Mktg. Dir., LE SOLEIL, 390 St. Vallier St. E., Quebec, QC G1K 7J6; Tel. (418) 647-3270.

National Representatives: Landon Associates; Leonard Company; Probec 5.

SHERBROOKE

1 - LOCATION: Sherbrooke County, E&P Map E-4, County Seat. Industrial and Agric. ctr. 100 mi. SE of Montreal; 140 mi. SW of Quebec; 30 mi. N of Vermont border. On Provincial Hwys. 108, 112, 143, 147 & 249; Autoroutes 10, 55 & 410.

2 - TRANSPORTATION: Railroads-Canadian National; Canadian Pacific.

Motor Freight Carriers-11.

Intercity Bus Lines-Corporation Municipale de Sherbrooke; Voyageur; Bourgeois; Autobus de l'Estrie; Autobus St. Louis; Autobus Dostie; Autobus Pouliot.

3 - POPULATION:

Corp. City 86 Cen. 74,438; E&P 92 Est. 80,380
CZ-ABC: (86) 107,024
RTZ-ABC: (86) 182,845
City & RTZ-ABC: (86) 289,869

4 - HOUSEHOLDS:

City 86 Cen. 30,619; E&P 92 Est. 33,228
CZ-ABC: (86) 40,645
RTZ-ABC: (86) 63,760
City & RTZ-ABC: (86) 104,405

5 - BANKS	NUMBER	DEPOSITS
Savings	7	N.A.
Charter Branches	27	N.A.
Trust Co's.	3	N.A.

6 - PASSENGER AUTOS: Quebec 304,508

7 - ELECTRIC METERS: Residence 46,569

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No of Wage Earners-Rubber 432; Woodwork 51; Hockey Sticks 219; Lumber 70; Stockings & Gloves 451; Jewelry 50; Plastic 63; Drugs 15; Textile 1,600; Foundry 55; Shoes 156; Superheaters 514; Mach. 1,300; Food 520; Chocolate 832; Aluminum Products 84; Soft Drinks 1,490; Bathing Suits 44; Bakery Machineries 58; Sportswear; Ladies Pants 60; Men's Pants 125; Shoes 93; Metal 224; Apparel 822.

Principal Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.(Celsius)-Spring 6-17; Summer 15-27; Fall 4-12; Winter -30 to -11.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Areas-Downtown: 3 blocks Wellington N.; 3 Wellington S.; 15 King W.; 5 King E.

Neighborhood Shopping Centers-Galeries 4 Saisons: 13 Avenue North (80 units); Place Belvedere: Galt St. W. & Belvedere St. S. (23 units); Place Dunant: Dunant St. (12 units); Centre d'Achats Sherbrooke: King St. W. (25 units); Carrefour de l'Estrie: Portland Blvd. (180 units); Plaza Rock Forest: Bourque Blvd., Rock Forest (40 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Center d'Achats Sherbrooke (25)	NA	Zeller's, Dominion
Plaza Rock Forest(40)	NA	Woolco, Provigo, Nutri-Plus
King Street(19)	NA	Zeller's, Provigo
Place Belvedere (17)	NA	Steinberg, Miracle Mart
Plaza Sherbrooke Downtown(70)	NA	Provigo
Carrefour de l'Estrie(180)	NA	Eaton's, Pascal, Reitman's, Sears, Steinberg
Galerie Quatre Saisons(80)	NA	Zeller's, Provigo
Place Dunant(12)	NA	Nutri-Plus

Principal Shopping Days-Wed., Thur., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Setlakwe; Au Bon Marche; Miracle Mart; Eaton's; Sears.

Variety Stores-Greenberg's; Zeller's; Woolco.

Chain Drug Stores-Capes 4; Center 4; Medical Arts 3; Jean Coutu; Cadieux; Cumberland; Pharmaprix; Pharmaplus; Uniprix.

Chain Supermarkets-Dominion 2; Steinbergs 3; Provigo 7; A&P; Metro Richelieu 4; Servi-Plus 4; Nutri-Plus 4.

(Independent Grocers)-Les Epiciers Supreme 40; Red & White Stores 41; Trans-Kebec 24; Normandie 23; AER 20; Cardinal 18; Alouette 9.

Other Chain Stores-Reitman's (ladies); Firestone; Yellow Sample Shoe; Trans-Canada Shoe; Lindor (ladies); Canadian Tire; United Auto Parts; Pascal; Western Tire; Goodrich; Goodyear; Arlington; Sports Experts; Princess Silk; Montreal Draperies; Astral Photo; Atlantique Image & Son; Birks; Bowring; Centre de Rasoir; Singer; Beatrice; Colonial Electronique; Dalmys; Boiteau Luminaire; Tip Top Tailors; Legare-Woodhouse; Pennington; People's Jewellers; Lumberland; Radio Shack; Castor Bricoleur; CTR Tire; Simard & Voyer.

14 - NEWSPAPERS: RECORD (m-mon to fri) 5,934; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Lloyd G. Scheib, Adv. Dir., RECORD, 2850 Delorme St., Sherbrooke, QC J1K 1A1; Tel. (819) 569-9526.

National Representative: Beyer Drake & Associates. LA TRIBUNE (m-mon to fri) 37,156; (m-sat) 44,672; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: J. Bertin St-Amant, Adv. Dir., LA TRIBUNE, 1950 Roy St., Sherbrooke, QC J1K 2X8; Tel. (819) 564-5450.

National Representative: Probec 5.

TROIS-RIVIERES

1 - LOCATION: St. Maurice County, E&P Map E-4. North shore of St. Lawrence River at mouth of St. Maurice River. 85 mi. from Montreal; 88 mi. from Quebec; 91 mi. from Sherbrooke. Natural ocean port, open year round.

2 - TRANSPORTATION: Intercity Bus Lines-Provincial Transport; Transport en Commun de Trois-Rivieres; CITF.

Airlines-C.P.; C.N.

3 - POPULATION:

Corp. City 86 Cen. 50,122; E&P 92 Est. 50,122
Met. Area 86 Cen. 128,888; E&P 92 Est. 136,641
NDM-ABC: (86) 206,164

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 86 Cen. 20,671; E&P 92 Est. 21,634
Met. Area 86 Cen. 48,066; E&P 92 Est. 62,462
NDM-ABC: (86) 75,340

5 - BANKS	NUMBER	DEPOSITS
Savings	21	N.A.
Savings & Loan	53	N.A.
Commercial	22	N.A.

6 - PASSENGER AUTOS: Quebec 304,508

7 - ELECTRIC METERS: 24,906

8 - GAS METERS: 4,500

9 - PRINCIPAL INDUSTRIES: Industry, (Av. Wkly. Wage) (including overtime)-All Employees: Mfg. ($491); Durable Goods ($452); Non-durable Goods ($508); Paper & Allied Industries ($601); Goods Producing Industries ($499); Trans., Comm. & Other Utils. ($527); Service Producing Industries ($468); Industrial Aggregate ($403).

Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-60; Summer 55-102; Fall 30-70; Winter -20-25.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Centre Commercial Les Rivieres; Carrefour Trois-Rivieres-Quest. (Sitq); Centre D'Achats Les Galeries du Cap.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ctre d'Achats	NA	Boutique Chatelaine, Expresse Jeunesse, Pluri Elle, Scali
Ctre Commercial Les Rivieres	NA	Chaussures Ponti Eau Lit, Ricki's Dalmys Kids
Carrefour Trois-Rivieres Quest	NA	Au Coin des Petits, Bo Jeans

Principal Shopping Days-Fri., Sat.

Stores Open Evenings-Shopping centers-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; M Store; Zeller's.

Discount Stores-Bonaprix; Woolco.

Variety Store-Greenberg's.

Chain Drug Stores-Pharmacie PSM; Pharmacie Jean Coutu; Pharmaprix; Uniprix.

Chain Supermarkets-Steinberg's 2; Metro 11; Trans-Kebec 41; Richelieu Select 11; Supreme 16; Metropole 39; Provigo 27; IGA; Cooprix; Axep.

Other Chain Stores-Reitman's; Trans-Canada; Laura Secord; Crown Diamond; Lowe Brothers; Lewis Shoe; Mia; Birks; Agnew-Surpass; Cartier; Fredelle; Boiteau; Maher; Chez Lillane; Kim; Penningtons; Stokes; Au Coin des Petits; Jerome; Centre Coiffure Masculine; Dalmys; Trans-Canada Shoe; Hart's; Children Wear; Podium; Ro-Na; Aldo; Simard & Voyer; Naturalizer; Dalmys; Fer-Plus; Radio Shack; Sports Experts.

14 - NEWSPAPERS: LE NOUVELLISTE (French) (m) 53,962; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: Elphege LeBrun, Adv. Dir., LE NOUVELLISTE, 1920 Bellefeuille, Trois Rivieres, G9A 3Y2; Tel. (819) 376-2501.

National Representatives: Probec 5; Target Media.

SASKATCHEWAN SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1981	1986	1992
Under 5 Years	81	84	80
5-14 Years	157	164	163
15-24 Years	184	192	154
25-44 Years	246	257	318
45-64 Years	184	192	218
65 and Over	116	121	157
TOTAL	968	1,009	1,091

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1971	1983	1992
General Mdse	249	861	1,230
Apparel	54	201	383
Furniture	25	141	139
Groceries	212	882	1,632
Lumber/Bldg. Mat	21	38	103
Restaurantes	16	324	816
Autos	243	1,158	1,539
Gasoline/Fuel Oil	111	295	281
Drugs	37	152	317
TOTAL SALES	1,188	4,740	7,125

Source: Census of Canada/Retail Trade

MOOSE JAW

1 - LOCATION: Division 7, E&P Map B-3. Situated 44 mi. W of Regina; 112 mi. N of U.S. border.

2 - TRANSPORTATION: Railroads-Canadian Pacific; Canadian National.

Motor Freight Carriers-3.

Intercity Bus Lines-Saskatchewan Trans.; Greyhound.

Airlines-Major Airlines to Regina.

3 - POPULATION:

Corp. City 86 Cen. 35,073; E&P 92 Est. 37,042
CZ-ABC: (86) 35,073
RTZ-ABC: (86) 18,093
City & RTZ-ABC: (86) 53,166

4 - HOUSEHOLDS:

City 86 Cen. 13,490; E&P 92 Est. 16,613
CZ-ABC: (86) 13,490
RTZ-ABC: (86) 6,274
City & RTZ-ABC: (86) 19,764

5 - BANKS	NUMBER	DEPOSITS
Savings	8	N.A.

6 - PASSENGER AUTOS: Saskatchewan 497,656; Moose Jaw 30,405

7 - ELECTRIC METERS: Residence 11,500

8 - GAS METERS: Residence 7,100

9 - PRINCIPAL INDUSTRIES: Meat Packing; Food Proc.; Oil Refining; Men's Work Clothes; Tank Car Repairing and Cleaning Plant; Steel Rolling Mill; R.R. Total: 2,050 employees, Av. Wkly. Wage $213.

Principal Industrial Pay Days-5th, 15th, 20th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-53; Summer 37-93; Fall 8-81; Winter 8-53. First killing frost, Sept. 13; last killing frost, May 31.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Areas-7 blocks on Main St.; 3 on High St.; 2 on River St.

Neighborhood Shopping Centers-4th Ave. S.W. between Home & Coteau Sts.; 9th Ave. N.W. N. of Caribou; Athabasca St. E.; 3rd Ave. to 4th Ave., both sides; 1st Ave. N.W.; Stadacona St. W. to Athabasca St. W.; Shopping Centre Complex 7 blocks from downtown area.

Principal Shopping Days-Mon. through Sat.

Stores Close-Sun.

13 - RETAIL OUTLETS: Department Stores-Army & Navy; Moose Jaw Co-op; Joyner's, Saan; Sears.

Variety Stores-Kresge; Woolco.

Chain Drug Stores-Bi-Rite; Price Watchers; Shoppers.

Chain Supermarkets-Safeway 2; Co-op; Economart.

Other Chain Stores-Tip Top Tailors; Agnew-Surpass; Reitmans; Canadian Tire; Dalmys; Radio Shack; Consumers Distributing; Thriftys.

14 - NEWSPAPERS: TIMES-HERALD (e) 9,509; Mar. 31, 1991 ABC.

Local Contact for Advertising and Merchandising Data: David Singer, Adv. Mgr., TIMES-HERALD, 44 Fairford St. W., Moose Jaw, SK S6H 1V1; Tel. (306) 692-6441.

National Representative: Thomson Newspapers.

PRINCE ALBERT

1 - LOCATION: Division 15, E&P Map B-3. Capital of Sask. Northland 100 mi. NE of Saskatoon. On Hwys. 2, 3, 11, 55 and All-Weather Hwy. to U.S. and Winnipeg, Edmonton, Calgary and Vancouver.

2 - TRANSPORTATION: Railroads-Div. Point for Canadian Pacific & Canadian National (21 branches out of city).

Motor Freight Carriers-20.

Intercity Bus Lines-Saskatchewan Trans. Co.

Airlines-Transair; North Can Air; Athabaska (charter).

3 - POPULATION:
Corp. City 86 Cen. 33,686; E&P 92 Est. 36,668
CZ-ABC: (86) 33,686
RTZ-ABC: (86) 27,752
City & RTZ-ABC: (86) 61,438

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 86 Cen. 11,928; E&P 92 Est. 13,730
CZ-ABC: (86) 11,885
RTZ-ABC: (86) 9,145
City & RTZ-ABC: (86) 21,030

5 - BANKS	**NUMBER**	**DEPOSITS**
Credit Unions	3	N.A.
Commercial	7	N.A.
Trust Co.	2	N.A.

6 - PASSENGER AUTOS: Saskatchewan 497,656; Prince Albert 34,218

7 - ELECTRIC METERS: Residence 7,710

8 - GAS METERS: Residence 8,163

9 - PRINCIPAL INDUSTRIES: Industry. (Av. Wkly. Wage)-Mfg. ($599); Constr. ($501); Trade ($246); Industrial Composite ($368).

10 - CLIMATE: Min. & Max. Temp.-Spring 30-60; Summer 55-80; Fall 20-65; Winter 30-10.

11 - TAP WATER: Fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Gateway North Plaza(65)	NA	Safeway, Sears, Eaton's, Zeller's, Fields
South Hill(40)	NA	Safeway, Woolco, Reitmans, The Bay

13 - RETAIL OUTLETS: Hardware 5; Beauty Salons 29; Barbers 11; Jewelers 10; Painters 15; Plumbers 18; Radio Electric 11; R.E. & Ins. 14; Restaurants 53; Stationery 3; Ladies Apparel 12; Childrens Wear; Men's Wear 12; Auto Sales & Garages 12; Service Stations 33; Bakeries 10; Shoe Stores 9; Building Materials 11; Cleaners & Dyers 7; Dairies 2; Dept. & Variety Stores; Drug Stores 11; Farm Implements 13; Furniture Stores 12.

Department Stores-Eaton's; Simpson-Sears; The Bay; Zellers.
Chain Drug Stores-Rexall 3; White Cross; Shopper's Drugmart; Boots.
Chain Supermarkets-Safeway 2; OK Economy 2; Red & White 6; Co-op; Save-A-Dollar 11; IGA 3.
Other Chain Stores-Agnew-Surpass; Singer Co.; Sherwin-Williams; Beaver Lumber; Woolworth's; S.S. Kresge; Fields; Sally; Saan; McLeod's Ltd.; Firestone; North-American Lumber; Kaufman's; Radio Shack; Reily & McCormick; Famous Furniture City; Sound City; People's Credit Jewelers; Cole's Book Store.

14 - NEWSPAPERS: HERALD (e) 10,190; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Robert W. Gibb, Pub./Gen. Mgr., HERALD, 30-10th St., Prince Albert, SK S6V 5R9; Tel. (306) 764-4276.
National Representative: Thomson Newspapers.

REGINA

1 - LOCATION: Division 6, E&P Map B-3. Western Canada, situated 347 mi. (559 km.) W of Winnipeg; 480 mi. (773 km.) E of Calgary; 168 mi. (270 km.) SE of Saskatoon; 510 mi. (821 km.) SE of Edmonton.

2 - TRANSPORTATION: Railroads-Canadian Pacific; Canadian National.
Motor Freight Carriers-90.
Intercity Bus Lines-Saskatchewan Transportation; Greyhound; Moose Mountain.
Airlines-Air Canada; Canadian Airlines Int'l.

3 - POPULATION:
Corp. City 86 Cen. 175,064; E&P 92 Est. 186,843
CZ-ABC: (86) 175,064
Bal. in NDM-ABC: (86) 326,978
Met. Area 86 Cen. 186,521; E&P 92 Est. 195,495
Total NDM-ABC: (86) 502,042

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 86 Cen. 64,030; E&P 92 Est. 76,514
Met. Area 86 Cen. 71,814; E&P 92 Est. 75,269
CZ-ABC: (86) 64,030
Bal. in NDM-ABC: (86) 118,325
Total NDM-ABC: (86) 182,355

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	51	N.A.
Trust	18	N.A.
Loan	15	N.A.
Credit Union	20	N.A.

6 - PASSENGER AUTOS: Saskatchewan 497,656; Regina 135,052

7 - ELECTRIC METERS: Residence 66,900

8 - GAS METERS: Residence 55,200

9 - PRINCIPAL INDUSTRIES: Gov't; Steel; Meat Proc.; Fertilizer; Cement; Concrete; Dairy; Sheet Metal; Refineries; Steel Tank Mfg.; Dist. Ctr.; Comm.; Steel Pipe; Paint; Agricultural Implements; Grain Farming; Marketing; Cable & Telephone Equip.; Gases; Dry Ice; Chemicals; Steel; Total Employed 92,000, Av. Wkly. Wage $374.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp. (Celsius)-Spring 26-25; Summer 3-37; Fall 3-28; Winter 37-5. First killing frost, Sept. 30; last killing frost, May 6. 2,450 average hours of sunshine annually.

11 - TAP WATER: Neutral, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on 11th Ave.; 3 on Broad St.; 2 on Rose St.; 3 on Hamilton St.; 3 on Scarth St.; 3 on 12th Ave.
Neighborhood Shopping Centers-Dewdney & Retallack Sts.; Victoria & Winnipeg; 15th & Toronto; 13th Ave. W.; Gordon Rd. & Rae St.; 3 on Albert St.
(Shopping Centers-No. of Stores)-Avon Ctr. 14; Broad Plz. 5; Broadway 10; Cornwall Ctr. 75; Eatons Mall 16; Gardiner Park 19; Golden Mile Plz. 40; Gordon Road 11; Glen Cairn Shopping Ctr 14; Hill Ave. 11; Hillsdale Ctr. 7; The Galleria 35; Normanview 40; Northgate 70; Park Plz. 7; Regent Pk. 16; Regina Inn Ctr. 21; Riverheights 13; Scarth St. Mall 40; Southland Mall 54; Sherwood Vlg. 40; Thirteenth Ave. Ctr. 9; Whitmore Pk. 7; Victoria Sq. 45; Strathdee Centre-Shoppes 40.
Principal Shopping Days-Mon. through Sat.; Open Thur. evening.

13 - RETAIL OUTLETS: Department Stores-Army & Navy; T. Eaton Co.; Saan; Sears; Sherwood Co-op; The Bay; Zeller's 3.
Variety Stores-Woolworth; Metropolitan; Woolco 2.
Chain Drug Stores-Pinders-Rexall 6; Bi-Rite 8; Shoppers 3; Arp 2.
Chain Supermarkets-Safeway 7; Loblaws-OK Economy 6; Tom Boy 4; Sherwood Co-op 2; Superstore.
Other Chain Stores-Shoes: Agnew-Surpass, Bata, Kinney, Panda, Duet, Naturalizer, Fredelle, Maher, Boutique Aldo, Aggies; Jewelry: People's Credit, Henry Birks, Mappins, O.B. Allan, Juniors Kitchen Boutique, Picadilly Gifts, Zale's, Heinrichs Gem Centre, R & R Merchants, Ben Moss; Clothing: Dalmy's, Pennington's, Jack Fraser, Thrifty's, The Pant House, Jean Junction, Sweet 16, Shirley K Maternity, D'Allaird's, Sally's, Tip Top Tailors, Reitman's, Mortons, P3, Suzy Shier, Mannequin, Ricki's, Fairweather, Cactus, Town & Country, Cojana, Smart Set, Irene Hill, Ayres, J. Michaels, Liz Porter, This is Maggie, Antels, Chantel, Addition-Elle, Modissa, Suzy Creamcheese, Boutique Marie Claire, The Loft, Big Steel Man, George Richards Kingsize Clothes, Bootlegger; Automotive: Uniroyal, Dunlop, Firestone 3, B.F. Goodrich, Goodyear 3, General, Peavy Mart, Canadian Tire 2. Other: Radio Shack, Laura Secord, Sam The Record Man, Bumper to Bumper 2, Classic Book Shop, Caprice Cards, Astral Photo, Willson Office Specialty, Coles Books, Mr. Sound Records & Tapes, Happy Hour Card'n'Party Shop, A & A Records, One Hour Photo, Foot Locker (athletic supplies), Lewiscraft Hobbies & Crafts, Hans Christian Toys, The Teachers Store (educ. toys & suppl.), Samco Electronics, Andrea's Bath Boutique, The Key Man, Punchy's Posys, Kids World.

14 - NEWSPAPERS: THE LEADER-POST (e) 70,194; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Ed Galenzoski, Adv. Dir., THE LEADER-POST, Victoria Ave. & Park St., Regina SK S4P 3G4; Tel. (306) 565-8211.
National Representative: None.

SASKATOON

1 - LOCATION: Division 11, E&P Map B-3. On South Saskatchewan River, 326 mi. E of Edmonton; 490 mi. NW of Winnipeg. On Hwys. 5, 7, 11, 14.

2 - TRANSPORTATION: Railroads-Canadian National; Canadian Pacific; Via Rail.
Motor Freight Carriers-87.
Intercity Bus Lines-Saskatchewan Transportation; Greyhound.
Airlines-Air Canada; Norcanair; Canadian; Time Air; Air B.C.

3 - POPULATION:
Corp. City 86 Cen. 177,641; E&P 92 Est. 188,682
Met. Area 86 Cen. 200,665; E&P 92 Est. 210,818
CZ-ABC: (86) 177,641
Bal. in NDM-ABC (86) 84,851
Total NDM-ABC: (86) 262,492

4 - HOUSEHOLDS:
City 86 Cen. 67,970; E&P 92 Est. 80,290
Met. Area 86 Cen. 74,864; E&P 92 Est. 79,469
CZ-ABC: (86) 67,075
Bal. in NDM-ABC: (86) 28,620
Total NDM-ABC: (86) 95,695

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Comm.	52	N.A.
Credit Unions	17	N.A.
Trust Co.'s	19	N.A.

6 - PASSENGER AUTOS: Saskatchewan 497,656; Saskatoon 150,313

7 - ELECTRIC METERS: Residence 78,485

8 - GAS METERS: Residence 55,268

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Manufacturing 7,000; Constr. 3,000; Trans., Commun. and Utilities 11,000; Trade 19,000; Services 31,000; Public Administration and Defense 12,000; Other 4,000. Total Work Force-87,000 (1985). Av. Wkly. Wage-$408.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-89; Summer 34-93; Fall 7-75; Winter-40-35. First killing frost, Sept. 4; last killing frost, May 8.

11 - TAP WATER: Alkaline, hard; fluoridated, artificially softened.

12 - RETAILING: Principal Shopping Centers-Downtown Core (5 blocks on 2nd Ave., 4 blocks on 3rd Ave., 3 blocks on 21st St. E., 4 blocks on 20th St. W.); Midtown Plaza (64 stores, 1st Ave. N.); Midtown Village and Plaza Suite (Idylwyld Dr. N.); Broadway Ave. (5 blocks).
Neighborhood Shopping Centers (No. of stores)-Circle Park Mall (64); Confederation Park Plaza (36); Grosvenor Park Shpg. Ctr. (43); The Mall at Lawson Heights (67); Market Mall (72); Canarama Shpg. Ctr. (17); Westgate Plaza (15); Wildwood Mall (32); Avalon Shpg. Ctr. (16); Cumberland Sq. (30).

Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-The Bay; Eaton's; Sears; Army & Navy; MacLeod's; Robinson's; Saan; Zeller's; Co-op Center.
Variety Stores-Kresge's; Woolworth; Woolco.
Chain Drug Stores-Pinders 8; Price Wathers 17; Shoppers Drug Mart 2; Others 20.
Chain Supermarkets-Safeway 5; OK Economy 4; Shop-Rite 12; Dominion; IGA; Independent 36; Super Valu 2.
Other Chain Stores-Singer; Laura Secord; Fairweather; Ricki's; Pennington's; Bata; Agnew Surpass; D'Allaird's; People's Jewellers; Birk's; Reitmans; Canadian Tire; Coles; Tip Top; Firestone; Jack Fraser; Irene Hill; Marks & Spencer; Young Canada; Shoppers Optical; Sterling Shoes; Footlocker; Fredelle Shoes; A&A Records; The Card Shop; Black's Cameras; Merle Norman; Willson Stationers; Shefield & Sons; Radio Shack; Savannah; Mappins.

14 - NEWSPAPERS: STAR-PHOENIX (all day) 66,332; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Jim Davidson, Adv. Mgr., STAR-PHOENIX, 204-5th Ave. N., Saskatoon, SK S7K 2P1; Tel. (306) 664-8340.
National Representatives: Vernon J. Rumford Media Representatives; Bardall, Gosbee & Associates.

YUKON- NORTHWEST TERRITORIES

WHITEHORSE

1 - LOCATION: E&P Map A-1. Provincial Capital.

2 - TRANSPORTATION: Motor Freight Carriers-6.
Inter City Bus Lines-Greyhound; Atlas Tours; Norline.
Airline-Canadian Int'l.

3 - POPULATION:
Corp. City 86 Cen. 15,199; E&P 92 Est. 14,733
CZ-ABC: (86) 15,199
RTZ-ABC: (86) 10,055
City & RTZ-ABC: (86) 25,254
Province 86 Cen. 75,742; E&P 92 Est. 73,558

4 - HOUSEHOLDS:
City 86 Cen. 5,256; E&P 92 Est. 4,841
Province 86 Cen. 22,043; E&P 92 Est. 22,043
CZ-ABC: (86) 5,205
RTZ-ABC: (86) 3,365
City & RTZ-ABC: (86) 8,570

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	NA	N.A.
Savings & Loan	NA	N.A.

6 - PASSENGER AUTOS: Yukon Territory N.A.

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: N.A.
Principal Industrial Pay Day-N.A.

10 - CLIMATE: Min. & Max Temp.-Summer Mean Temp. 10-20 C; Winter Mean Temp.-15-20 C.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Center-Qwanlin Mall.
Neighborhood Shopping Center-Riverdale Plaza; Yukon Plz.

Nearby Shopping Center

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Qwanlin Mall(20)	1	

Department Store-Saan.
Discount Store-Woolworth.
Chain Drug Store-Rexall.
Chain Supermarkets-Food Fair; Super Value; IGA.
Other Chain Store-Hudson Bay.

14 - NEWSPAPERS: WHITEHORSE STAR (e-mon to thur) 3,148; (e-fri) 4,453; Mar. 31, 1991 ABC.
Local Contact for Advertising and Merchandising Data: Robert Erlam, Pub., WHITEHORSE STAR, 2149 2nd Ave., Whitehorse, YT Y1A 1C5; Tel. (403) 667-4481.
National Representative: None.

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SECTION IV

Population, income, retail sales tables

1992 estimates of population, income, retail sales,
food sales—U.S. and Canada

Nationwide Summary

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Population, Income, Households, Farm Products	1
Retail Sales	2

U.S. and Canada Daily Newspaper Markets

Metro areas (MSAs), counties, cities

States	Pop., Income Tables	Ret. Sales Tables
Alabama	3	120
Alaska	5	122
Arizona	6	123
Arkansas	7	124
California	10	127
Colorado	15	131
Connecticut	17	134
Delaware	18	135
District of Columbia	18	135
Florida	19	136
Georgia	22	139
Hawaii	26	143
Idaho	26	144
Illinois	28	145
Indiana	32	149
Iowa	35	153
Kansas	38	156
Kentucky	41	160
Louisiana	44	163
Maine	46	165
Maryland	47	166
Massachusetts	48	167
Michigan	49	169
Minnesota	52	172
Mississippi	55	175
Missouri	57	178
Montana	61	181
Nebraska	62	183
Nevada	65	186
New Hampshire	65	186
New Jersey	66	187
New Mexico	68	189
New York	69	190
North Carolina	72	193
North Dakota	76	197
Ohio	77	198
Oklahoma	81	202
Oregon	84	205
Pennsylvania	86	207
Rhode Island	90	211
South Carolina	90	212
South Dakota	92	213
Tennessee	94	215
Texas	96	218
Utah	104	226
Vermont	105	227
Virginia	106	228
Washington	109	231
West Virgina	111	233
Wisconsin	113	235
Wyoming	115	238
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NATIONWIDE SUMMARY OF POPULATION INCOME, HOUSEHOLDS, FARM PRODUCTS

	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
STATES	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
ALABAMA	3,894,917	4,040,597	3.7	4,196,216	1,527,412	1,175,800	1,181,749	557,884	782,542	507,888	56,607,477	13,490	37,061	43,318	487,768	1,456,171
ALASKA	397,186	539,832	35.9	585,068	197,034	164,939	170,273	95,734	89,970	22,606	10,276,583	17,565	52,156	539	10,271	6,350
ARIZONA	2,716,546	3,665,228	34.9	3,980,008	1,530,994	109,685	1,120,583	531,111	715,974	518,416	58,321,089	14,654	38,094	7,560	829,206	731,376
ARKANSAS	2,298,550	2,350,725	2.3	2,421,134	893,392	677,596	651,288	325,160	453,504	320,453	31,834,562	13,149	35,633	48,240	1,243,689	2,073,581
CALIFORNIA	23,770,544	29,760,321	25.2	31,956,390	11,184,146	8,113,469	9,118,751	4,847,061	6,091,298	3,785,071	601,225,850	18,814	53,757	83,217	9,269,391	4,652,834
COLORADO	2,889,735	3,294,394	14.0	3,455,713	1,406,312	943,760	1,073,172	600,699	649,001	336,121	60,066,077	17,382	42,712	27,281	779,880	2,360,379
CONNECTICUT	3,113,892	3,287,116	5.6	3,340,735	1,271,105	783,152	938,841	488,492	699,798	481,726	72,782,326	21,786	57,259	3,580	164,664	193,038
DELAWARE	595,969	666,168	11.8	680,208	260,001	171,359	194,487	93,829	130,361	79,648	11,315,695	16,636	43,522	2,966	96,209	347,457
DISTRICT OF COLUMBIA	636,592	606,900	-4.7	621,525	255,650	120,122	182,955	104,722	122,586	86,241	10,046,349	16,164	39,297	*	*	*
FLORIDA	9,874,421	12,938,026	31.0	13,551,129	5,575,611	2,140,807	2,412,979	1,205,874	1,912,588	1,800,446	220,626,982	16,281	39,570	37,377	3,324,631	1,075,650
GEORGIA	5,482,072	6,478,216	18.2	6,692,890	2,444,925	1,914,953	1,912,561	962,841	1,196,267	706,008	102,507,722	15,316	41,927	43,449	1,005,666	1,808,925
HAWAII	968,507	1,108,229	14.4	1,164,578	376,214	300,655	323,366	171,773	202,260	110,244	19,370,028	16,633	51,487	4,870	498,317	111,423
IDAHO	947,240	1,006,749	6.3	1,046,150	371,365	343,184	282,430	142,941	168,152	109,203	14,095,610	13,474	37,956	24,147	1,097,253	1,172,152
ILLINOIS	11,426,518	11,430,601	0.0	11,616,489	4,321,222	3,082,388	3,253,845	1,650,549	2,193,596	1,444,672	208,997,314	17,991	48,365	88,786	4,159,043	2,219,870
INDIANA	5,459,238	5,544,159	1.6	5,597,161	2,083,798	1,548,980	1,586,811	773,244	1,034,670	667,661	87,138,107	15,568	41,817	69,062	2,099,379	1,893,303
IOWA	2,912,717	2,776,755	-4.7	2,779,505	1,054,257	757,451	780,470	371,152	490,919	379,545	43,168,325	15,531	40,947	105,270	3,660,116	5,266,700
KANSAS	2,367,464	2,477,574	4.7	2,528,266	981,327	681,274	712,648	347,081	456,075	330,880	40,115,144	15,867	40,878	68,579	1,693,614	4,783,007
KENTUCKY	3,662,132	3,685,296	0.6	3,762,026	1,369,706	1,046,798	1,067,806	517,042	676,393	453,345	48,865,091	12,989	35,676	92,633	889,833	1,185,045
LOUSIANA	4,221,546	4,219,973	0.0	4,346,607	1,550,822	1,424,870	1,369,428	621,721	780,747	487,725	53,124,434	12,222	34,256	26,852	922,933	404,548
MAINE	1,126,413	1,227,928	9.0	1,248,231	480,081	330,527	346,370	174,311	231,740	168,649	19,496,671	15,619	40,611	7,003	137,290	245,639
MARYLAND	4,225,382	4,781,468	13.2	4,978,874	1,888,433	1,219,074	1,428,650	770,187	1,002,667	558,526	83,097,001	16,690	44,003	14,776	253,056	736,009
MASSACHUSETTS	5,742,886	6,016,425	4.8	6,072,291	2,310,453	1,348,797	1,716,453	860,691	1,137,452	855,830	123,415,404	20,324	53,416	6,216	213,718	124,387
MICHIGAN	9,254,671	9,295,297	0.4	9,411,383	3,473,801	2,555,104	2,720,971	1,327,378	1,730,396	1,076,624	148,167,333	15,743	42,653	51,170	1,272,414	1,276,501
MINNESOTA	4,082,550	4,375,099	7.2	4,483,481	1,837,517	1,243,016	1,301,161	650,825	784,274	524,316	74,822,735	16,689	40,719	84,320	2,496,807	3,096,970
MISSISSIPPI	2,522,606	2,573,216	2.0	2,651,046	910,782	825,866	751,394	326,962	439,521	307,515	30,392,758	11,464	33,370	33,505	864,602	937,229
MISSOURI	4,923,473	5,046,626	2.5	5,144,973	1,980,702	1,096,661	1,125,549	560,842	777,344	563,701	87,594,902	17,025	44,224	68,556	1,033,234	1,433,712
MONTANA	788,415	799,013	1.3	825,158	321,902	234,926	230,823	118,622	144,621	96,278	10,792,913	13,080	33,529	24,523	639,201	908,084
NEBRASKA	1,571,699	1,578,385	0.4	1,605,953	632,716	442,595	447,781	218,855	278,147	205,555	23,842,724	14,846	37,683	60,502	2,137,786	4,513,412
NEVADA	806,925	1,201,835	48.9	1,280,817	520,525	320,489	363,883	199,057	265,042	132,412	17,137,344	13,380	32,923	3,027	73,703	172,575
NEW HAMPSHIRE	923,480	1,109,252	20.1	1,155,780	439,733	285,503	316,482	168,323	209,888	136,731	19,840,831	17,167	45,120	2,515	35,326	71,775
NEW JERSEY	7,376,752	7,730,188	4.8	7,910,102	2,992,730	1,901,891	2,127,102	1,114,067	1,651,757	1,114,450	162,528,771	20,547	54,308	9,032	370,582	123,737
NEW MEXICO	1,305,156	1,515,069	16.1	1,601,562	587,418	475,103	447,689	217,613	271,880	155,309	20,222,161	12,627	34,426	14,037	260,610	781,195
NEW YORK	17,575,098	17,990,455	2.4	18,348,948	7,366,182	4,436,585	4,981,284	2,626,680	3,715,789	2,588,610	323,893,952	17,652	43,970	37,713	698,829	1,740,178
NORTH CAROLINA	5,888,018	6,628,637	12.6	6,890,079	2,619,953	1,765,967	2,001,936	988,613	1,317,431	810,046	102,098,397	14,818	38,970	59,280	1,434,427	2,104,095
NORTH DAKOTA	653,973	638,800	-2.3	642,418	242,955	180,105	184,570	81,586	100,409	76,169	8,271,700	12,876	34,046	35,289	1,497,208	690,946
OHIO	10,800,470	10,847,115	0.4	10,944,527	4,243,368	2,913,465	3,107,801	1,522,977	2,082,659	1,357,831	171,549,918	15,674	40,428	79,277	1,761,679	1,683,281
OKLAHOMA	3,037,548	3,145,585	3.6	3,216,390	1,249,208	889,257	889,292	441,598	589,251	407,220	42,597,200	13,244	34,099	70,228	610,049	2,104,845
OREGON	2,637,639	2,842,321	7.8	2,909,647	1,137,213	757,803	794,583	461,971	527,937	366,661	41,422,550	14,236	36,425	32,014	1,048,615	794,450
PENNSYLVANIA	11,864,662	11,881,643	0.1	11,989,540	4,504,213	2,878,226	3,264,772	1,613,818	2,378,245	1,772,105	197,967,376	16,512	43,952	50,799	818,769	2,238,153
RHODE ISLAND	948,547	1,003,464	5.8	1,016,984	388,134	428,527	519,935	260,906	344,208	259,937	17,292,650	17,004	44,553	701	26,686	11,101
SOUTH CAROLINA	3,127,260	3,486,703	11.5	3,653,604	1,318,864	1,021,371	1,080,370	510,999	650,446	390,297	48,700,353	13,329	36,928	20,517	451,282	427,098
SOUTH DAKOTA	689,745	696,054	0.9	703,906	257,523	209,343	198,306	87,328	116,443	91,875	10,231,112	14,535	39,729	36,104	852,656	1,848,965
TENNESSEE	4,595,461	4,877,185	6.1	5,027,117	1,940,952	1,319,645	1,412,962	722,150	956,429	616,727	68,584,992	13,643	35,336	79,626	665,363	902,402
TEXAS	15,042,668	16,986,510	12.9	18,017,902	6,731,930	5,242,057	5,229,705	2,570,293	3,148,308	1,830,618	256,355,132	14,228	38,080	188,758	2,911,203	7,487,088
UTAH	1,472,153	1,722,850	17.0	1,799,382	600,276	710,073	491,439	222,980	238,809	135,389	22,114,608	12,290	36,841	14,066	140,208	487,441
VERMONT	512,062	562,758	9.9	582,923	218,693	153,329	168,827	86,962	103,978	69,877	9,059,265	15,541	41,424	5,877	25,185	350,350
VIRGINIA	5,392,252	6,187,358	14.7	6,385,711	2,434,742	1,011,879	1,166,802	598,628	769,094	458,445	99,668,618	15,608	40,936	26,047	267,610	554,993
WASHINGTON	4,147,977	4,866,695	17.3	5,010,439	1,997,972	1,298,396	1,411,966	783,046	923,891	589,833	76,090,596	15,186	38,084	33,559	1,688,659	1,233,978
WEST VIRGINIA	1,950,453	1,793,477	-8.0	1,790,391	660,990	381,141	526,544	263,390	360,401	258,914	20,858,096	11,650	31,556	17,237	47,740	219,800
WISCONSIN	4,728,391	4,891,769	3.5	4,982,750	1,898,297	1,342,425	1,431,690	683,032	884,512	635,358	77,567,845	15,567	40,862	75,130	936,623	3,972,453
WYOMING	474,550	482,199	1.6	491,734	179,351	106,818	98,508	53,060	5,943	32,764	6,215,569	12,640	34,656	6,506	95,932	362,110
UNITED STATES	227,825,121	248,658,238	8.4	257,095,843	97,022,905	64,827,213	70,620,043	35,696,660	46,985,615	31,272,470	4,172,376,243	16,229	43,004	2,025,636	57,998,915	75,376,761

NATIONWIDE SUMMARY OF RETAIL SALES

STATES	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)								
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr	Gen. Mdse.	Food	Auto	Gasoline	Apparel	Furniture	Eat/Drink	Drugs
ALABAMA	14,479,552	21,260,881	27,906,219	1,699,957	3,246,278	6,161,858	7,136,093	1,515,364	1,594,040	1,319,875	2,148,893	1,000,218
ALASKA	3,227,327	3,606,187	4,828,106	591,424	495,858	936,324	791,753	207,224	187,158	227,111	592,467	202,582
ARIZONA	13,894,262	21,778,355	28,147,569	1,752,414	3,053,594	6,107,661	6,848,238	1,768,605	1,082,059	1,601,108	2,913,603	1,064,735
ARKANSAS	9,113,502	11,631,735	16,171,662	1,032,236	2,060,790	3,240,696	4,397,802	905,033	811,730	696,346	1,152,118	448,869
CALIFORNIA	123,945,914	179,855,438	240,892,652	12,791,010	28,428,552	46,780,118	47,011,039	13,787,456	11,369,125	15,304,137	28,428,552	11,525,038
COLORADO	16,581,084	20,688,591	26,664,027	1,617,519	2,707,860	5,315,828	6,485,379	1,544,054	1,205,704	1,538,318	2,983,659	564,291
CONNECTICUT	15,828,588	25,101,778	31,158,807	1,597,046	3,102,757	6,080,925	6,848,661	1,912,726	1,769,046	1,561,132	2,877,182	918,302
DELAWARE	3,130,558	4,975,670	6,314,673	330,881	861,076	1,084,971	1,228,992	324,187	292,170	295,655	482,677	183,023
DISTRICT OF COLUMBIA	2,654,366	3,422,972	4,440,888	84,518	438,998	733,071	258,698	202,434	393,877	256,222	966,525	233,541
FLORIDA	55,468,945	87,925,966	114,876,521	6,869,846	13,059,072	21,876,213	28,263,350	6,548,587	5,320,816	6,306,537	11,903,803	4,403,338
GEORGIA	24,408,112	40,777,212	51,839,1.	3,395,495	5,806,523	10,532,824	12,500,847	3,373,309	2,518,793	2,637,588	4,798,994	1,743,743
HAWAII	5,193,406	8,084,416	11,315,695	388,391	1,456,485	2,119,400	1,705,393	646,152	744,401	505,763	1,789,112	890,133
IDAHO	4,060,204	4,891,007	6,440,279	449,736	638,424	1,437,098	1,651,387	359,418	267,703	315,793	588,651	256,061
ILLINOIS	50,747,397	68,263,937	89,106,369	4,578,053	10,797,984	15,669,096	19,665,787	5,418,643	5,553,490	4,634,351	8,807,245	3,590,108
INDIANA	23,723,731	33,448,833	41,845,931	2,523,631	4,861,541	8,145,496	9,948,840	3,203,922	1,845,206	1,917,210	4,154,464	1,716,471
IOWA	12,646,359	15,081,608	19,985,728	1,533,165	2,252,517	4,143,711	4,781,237	1,430,558	941,881	930,499	1,823,229	611,186
KANSAS	11,443,517	14,149,752	18,636,614	1,301,132	2,260,015	3,601,999	4,746,551	1,223,082	887,782	934,274	1,649,840	500,595
KENTUCKY	14,572,388	18,940,911	25,358,629	1,576,665	3,142,995	5,430,144	5,550,250	1,799,003	1,070,077	1,084,623	2,236,102	921,100
LOUSIANA	19,986,261	21,630,111	29,908,342	2,146,574	3,535,960	6,588,341	7,136,287	1,553,611	1,659,598	1,664,514	2,787,443	1,090,745
MAINE	5,331,613	8,651,022	11,287,386	812,032	994,588	2,424,453	2,518,527	547,685	434,948	349,746	897,986	337,327
MARYLAND	20,982,781	32,009,372	40,693,064	1,939,243	4,879,325	8,108,654	9,564,559	2,629,618	2,069,793	2,219,059	3,770,465	1,410,287
MASSACHUSETTS	28,815,549	44,818,481	56,436,735	2,866,985	5,929,120	10,431,335	11,800,595	3,069,194	3,355,817	2,728,382	6,040,283	1,841,202
MICHIGAN	39,139,528	56,697,319	73,339,838	4,152,560	9,340,024	14,068,387	18,119,844	5,007,742	4,019,217	3,775,720	7,186,804	2,801,532
MINNESOTA	19,599,240	27,329,799	35,856,053	2,736,943	4,216,759	6,201,745	8,200,942	2,486,215	1,604,799	1,680,426	3,284,415	996,054
MISSISSIPPI	9,044,004	11,357,667	14,934,125	968,545	1,959,924	3,372,292	3,769,717	773,696	698,153	641,490	1,020,864	544,994
MISSOURI	21,655,411	30,175,565	39,090,530	2,442,386	5,086,502	7,689,728	9,411,023	2,675,674	1,750,558	1,752,255	3,847,206	1,208,058
MONTANA	3,955,199	4,345,449	5,732,657	474,206	612,441	1,180,954	1,354,945	361,916	273,207	295,744	603,134	191,681
NEBRASKA	6,993,214	8,484,779	11,118,539	863,784	1,296,706	2,025,542	2,674,656	769,349	540,057	646,145	1,094,923	317,190
NEVADA	5,343,074	7,320,982	9,988,278	620,155	1,145,669	1,991,542	2,325,726	690,224	480,266	478,552	1,066,284	335,412
NEW HAMPSHIRE	5,057,434	9,425,658	13,026,114	968,540	1,251,515	2,579,950	2,815,387	615,731	552,773	546,384	986,069	306,448
NEW JERSEY	36,306,776	54,778,648	70,348,525	3,257,718	7,138,640	14,705,736	15,533,855	4,124,643	4,255,082	4,038,199	6,251,887	1,932,327
NEW MEXICO	6,318,724	7,919,592	10,231,894	755,668	1,145,646	2,069,843	2,543,654	625,146	488,035	469,904	992,546	252,122
NEW YORK	72,266,689	103,212,226	134,715,137	6,166,378	14,186,493	29,036,383	24,610,490	5,775,551	9,108,865	7,865,452	13,368,788	4,722,428
NORTH CAROLINA	25,005,089	39,051,791	50,386,198	3,778,170	5,115,207	10,874,744	12,297,053	2,564,600	2,664,242	2,887,743	4,332,609	1,716,302
NORTH DAKOTA	3,366,973	3,729,639	4,895,664	415,421	514,410	708,473	1,533,380	345,035	242,724	239,329	416,303	133,509
OHIO	46,315,071	63,190,793	80,241,411	3,966,101	10,791,987	17,084,686	17,804,180	6,180,357	3,247,856	3,748,601	8,179,952	2,806,348
OKLAHOMA	16,070,649	16,073,348	21,475,981	1,550,558	3,792,559	4,381,950	6,296,555	987,564	1,232,798	1,165,033	1,919,182	445,209
OREGON	12,634,032	16,821,047	23,394,083	1,297,352	3,366,276	4,445,299	5,340,460	1,370,286	1,056,165	1,131,300	2,503 336	682,770
PENNSYLVANIA	50,775,600	71,216,605	91,052,267	4,757,568	11,062,979	18,874,397	20,130,180	5,145,690	4,698,285	4,207,698	7,891,926	2,968,072
RHODE ISLAND	4,162,811	6,314,662	8,076,327	419,054	872,691	1,567,313	1,560,887	477,661	439,952	331,652	781,652	331,061
SOUTH CAROLINA	12,498,005	18,949,588	25,430,905	1,832,488	2,567,627	5,654,959	5,780,632	1,633,408	1,345,163	1,405,717	2,259,722	832,981
SOUTH DAKOTA	2,989,152	3,682,280	4,985,268	413,398	441,763	885,059	1,196,472	393,587	234,529	226,435	458,827	178,513
TENNESSEE	19,604,644	28,532,933	35,968,738	1,988,841	4,397,243	7,442,793	9,015,264	2,410,197	1,716,691	1,765,651	3,107,508	1,161,757
TEXAS	82,271,771	97,174,840	128,125,090	8,386,107	14,523,361	26,024,053	35,747,958	6,923,073	7,241,381	6,911,306	11,720,100	3,114,720
UTAH	6,327,012	8,378,777	11,138,483	795,507	1,275,508	2,341,092	2,723,192	754,666	508,894	678,050	901,477	279,737
VERMONT	2,600,585	4,043,351	5,119,140	430,424	341,068	1,059,427	1,200,067	290,020	203,066	184,314	436,206	134,129
VIRGINIA	24 785,798	38,960,210	51,583,619	2,746,903	5,810,176	9,975,608	11,952,802	3,204,244	2,407,205	2,856,679	4,384,796	1,771,355
WASHINGTON	20,007,660	27,249,801	37,920,277	2,603,282	4,202,899	8,171,977	7,934,288	2,150,925	1,792,110	1,930,460	4,332,279	1,499,022
WEST VIRGINIA	7,521,088	9,029,979	11,338,369	834,884	1,546,688	2,662,738	2,574,755	718,077	483,491	505,327	820,211	406,459
WISCONSIN	20,557,263	27,802,534	37,844,179	2,352,985	4,529,038	7,380,744	8,211,188	2,579,713	1,493,203	1,925,634	4,065,993	1,002,209
WYOMING	2,818,525	2,521,899	3,143,942	274,616	228,621	612,620	723,077	283,918	152,416	137,563	313,201	103,055
UNITED STATES	**1,066,226,437**	**1,494,765,996**	**1,954,756,702**	**114,328,496**	**226,770,730**	**392,020,250**	**444,222,869**	**116,288,771**	**100,306,398**	**103,457,005**	**192,321,491**	**68,628,348**

EDITOR & PUBLISHER'S POPULATION, INCOME, HOUSEHOLDS AND FARM PRODUCTS ESTIMATES AND DATA FOR 1992

ALABAMA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS.........	3,894,917	4,040,597	3.74	4,196,216	1,527,412	1,175,800	1,181,749	557,884	782,542	507,888	56,607,477	13,490	37,061	43,318	487,768	1,456,171
METRO AREAS (MSAs/PMSAs/CMSAs)																
Anniston, AL	116,905	116,034	-0.75	119,461	42,152	31,657	37,869	15,530	20,906	13,330	1,546,604	12,947	36,691	685	2,540	24,303
Birmingham, AL	884,583	907,810	2.63	940,814	336,023	249,208	256,629	134,608	176,196	118,205	14,674,481	15,598	43,671	3,438	17,104	116,743
Decatur, AL	120,461	131,556	10.78	137,933	50,832	39,342	37,478	19,055	26,267	15,652	1,848,586	13,402	36,367	2,366	22,065	87,412
Dothan, AL	122,565	130,964	6.85	136,766	48,984	39,936	39,093	19,250	24,115	14,355	1,835,010	13,417	37,461	1,352	38,058	22,627
Florence, AL	135,362	131,327	-2.98	134,576	48,030	35,089	37,997	18,302	26,155	17,003	1,743,704	12,957	36,305	1,817	26,245	21,524
Gadsden, AL	103,161	99,840	-3.22	102,258	36,722	27,507	26,689	13,498	19,838	14,725	1,321,012	12,918	35,974	928	2,465	22,691
Hunstville, AL	197,346	238,912	21.06	254,909	92,139	66,786	76,728	35,942	53,021	22,687	4,151,459	16,286	45,056	977	22,288	12,589
Mobile, AL	443,621	476,923	7.51	498,613	183,807	148,952	139,261	66,547	87,447	56,195	6,379,833	12,795	34,709	1,745	73,527	20,207
Montgomery, AL	273,864	292,517	6.81	305,455	111,066	88,028	87,238	41,658	55,210	33,050	4,539,134	14,860	40,869	1,722	22,549	111,806
Tuscaloosa, AL	137,820	150,522	9.22	157,819	52,234	40,717	51,923	20,990	27,303	16,729	2,027,482	12,847	38,815	521	4,452	8,524
COUNTIES, Cities																
AUTAUGA	32,429	34,222	5.53	35,655	13,891	10,804	10,055	4,457	6,988	3,352	485,488	13,616	34,951	388	5,211	6,236
BALDWIN	78,930	98,280	24.52	105,325	38,756	30,965	27,174	13,060	19,801	14,114	1,298,524	12,329	33,505	991	37,548	12,236
BARBOUR	24,768	25,417	2.62	26,341	10,098	8,113	6,875	3,187	4,478	3,740	317,078	12,038	31,401	498	10,891	8,811
BIBB	15,763	16,576	5.16	17,259	6,917	5,281	4,677	2,123	2,951	2,226	190,374	11,031	27,524	202	340	1,924
BLOUNT	36,660	39,248	7.06	41,001	15,151	11,152	10,783	5,576	8,323	5,207	452,738	11,042	29,881	1,199	5,306	66,031
BULLOCK	10,536	11,042	4.80	11,490	4,601	3,746	3,056	1,241	1,712	1,735	108,052	9,404	23,484	275	7,692	4,384
BUTLER	21,772	21,892	0.55	22,597	8,739	7,254	5,581	2,508	3,661	3,593	239,565	10,602	27,413	520	2,548	15,844
CALHOUN	116,905	116,034	-0.75	119,461	42,152	31,657	37,869	15,530	20,906	13,380	1,546,604	12,947	36,691	685	2,540	24,303
Anniston	29,523	26,623	-9.82	26,659	10,320	*	*	*	*	*	269,440	10,107	26,108	*	*	*
CHAMBERS	39,223	36,876	-5.98	37,538	13,965	10,661	9,760	4,580	6,682	5,818	452,894	12,065	32,430	365	529	3,860
Lanett	6,897	8,985	30.27	9,625	3,870	*	*	*	*	*	67,928	7,057	17,554	*	*	*
CHEROKEE	18,768	19,543	4.13	20,310	7,670	5,443	5,342	2,620	4,103	2,803	234,694	11,555	30,600	487	16,357	10,237
CHILTON	30,685	32,458	5.78	33,832	12,293	9,811	8,796	4,263	6,327	4,601	373,064	11,027	30,347	704	5,528	3,927
CHOCTAW	16,812	16,018	-4.72	16,352	6,595	5,462	4,268	1,864	2,764	1,995	177,060	10,828	26,846	299	349	3,797
CLARKE	27,585	27,240	-1.25	28,015	11,067	9,441	7,424	3,194	4,623	3,362	325,599	11,622	29,422	331	506	2,310
CLAY	13,693	13,252	-3.22	13,573	4,994	3,977	3,515	1,629	2,484	1,995	159,457	11,748	31,927	439	222	14,871
CLEBURNE	12,639	12,730	0.72	13,144	4,848	3,641	3,470	1,722	2,576	1,748	141,889	10,795	29,266	366	1,234	21,609
COFFEE	38,656	40,240	4.10	41,817	15,279	11,332	11,165	5,896	8,196	5,227	543,335	12,993	35,560	842	15,076	58,047
Enterprise	18,033	20,123	11.59	21,027	7,625	*	*	*	*	*	308,670	14,680	40,481	*	*	*
COLBERT	54,645	51,666	-5.45	52,657	18,854	13,954	14,323	7,161	10,426	6,845	671,733	12,757	35,628	563	15,060	8,623
Muscle Shoals	8,911	9,611	7.86	9,982	3,571	*	*	*	*	*	92,730	9,290	25,968	*	*	*
Sheffield	11,903	10,380	-12.80	10,314	4,153	*	*	*	*	*	91,071	8,830	21,929	*	*	*
Tuscumbia	9,137	8,413	-7.92	8,464	3,168	*	*	*	*	*	75,801	8,956	23,930	*	*	*
CONECUH	15,881	14,054	-11.50	14,114	5,329	4,460	3,768	1,538	2,258	2,089	167,639	11,877	31,460	405	2,820	3,531
COOSA	11,329	11,063	-2.35	11,352	4,254	3,201	3,031	1,294	2,468	1,646	116,275	10,243	27,334	256	0	0

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ALABAMA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
COVINGTON	36,870	36,478	-1.06	37,531	12,990	9,720	9,420	4,429	7,394	6,568	452,612	12,060	34,842	870	12,141	24,061
Andalusia	10,415	9,269	-11.00	9,254	3,790	*	*	*	*	*	126,458	13,666	33,365	*	*	*
CRENSHAW	14,127	13,635	-3.48	13,957	5,095	3,992	3,503	1,619	2,456	2,359	162,409	11,636	31,876	494	5,064	34,667
CULLMAN	61,672	67,613	9.63	70,939	26,767	19,154	18,586	9,151	14,259	9,790	862,964	12,165	32,239	2,210	7,966	189,039
Cullman	13,084	13,367	2.16	13,741	5,718	*	*	*	*	*	244,295	17,778	42,722			
DALE	47,946	49,633	3.52	51,523	17,997	15,045	16,333	7,316	8,089	4,637	655,389	12,720	36,417	490	10,976	12,182
DALLAS	53,832	48,130	-10.59	48,450	18,251	15,698	13,566	5,475	7,752	5,959	557,781	11,513	30,562	486	9,306	12,625
Selma	26,684	23,755	-10.98	23,717	8,357	*	*	*	*	*	253,292	10,680	30,308	*	*	*
DE KALB	53,692	54,651	1.79	56,547	20,489	15,607	14,702	7,408	10,857	7,973	714,313	12,632	34,863	2,047	13,002	106,889
Fort Payne	11,485	11,838	3.07	12,190	4,969	*	*	*	*	*	212,386	17,422	42,744	*	*	*
ELMORE	43,641	49,210	12.76	51,888	19,301	14,684	14,425	6,694	9,651	6,382	665,558	12,827	34,484	622	8,955	83,214
ESCAMBIA	38,479	35,518	-7.70	36,011	13,015	10,731	9,939	4,501	6,374	4,465	428,553	11,901	32,928	414	0	0
ETOWAH	103,161	99,840	-3.22	102,258	36,722	27,507	26,689	13,498	19,838	14,725	1,321,012	12,918	35,974	928	2,465	22,691
Gadsden	47,565	42,523	-10.60	42,497	17,370	*	*	*	*	*	329,329	7,749	18,960	*	*	*
FAYETTE	18,940	17,962	-5.16	18,319	6,640	5,202	4,708	2,272	3,426	2,729	210,080	11,468	31,637	350	1,424	3,538
FRANKLIN	28,388	27,814	-2.02	28,560	10,286	7,597	7,368	3,741	5,655	4,198	369,550	12,939	35,928	834	1,778	25,984
GENEVA	24,332	23,647	-2.82	24,241	8,932	6,812	6,206	3,006	4,557	3,660	303,252	12,510	33,950	881	20,140	33,265
GREENE	11,021	10,153	-7.88	10,290	4,215	3,653	2,830	967	1,441	1,410	99,457	9,666	23,598	351	1,369	6,285
HALE	15,577	15,498	-0.51	15,963	6,646	5,475	4,294	1,580	2,315	2,299	134,120	8,402	20,181	441	2,168	15,603
HENRY	15,343	15,374	0.20	15,858	5,952	4,805	3,996	1,982	2,759	2,331	196,119	12,367	32,949	421	23,563	5,483
HOUSTON	74,619	81,331	9.00	85,243	30,987	24,891	22,760	11,934	16,026	9,718	1,179,621	13,838	38,068	862	27,082	10,445
Dothan	48,750	53,589	9.93	55,848	20,684	*	*	*	*	*	755,071	13,520	36,505	*	*	*
JACKSON	51,423	47,796	-7.05	48,534	17,972	13,881	13,056	6,989	9,270	5,436	579,632	11,943	32,252	1,224	8,988	23,947
Scottsboro	14,758	13,786	-6.59	13,913	5,186	*	*	*	*	*	191,418	13,758	36,909	*	*	*
JEFFERSON	671,268	651,525	-2.94	667,702	234,797	172,267	184,286	96,149	126,196	88,804	11,303,814	16,929	48,143	520	1,958	6,967
Birmingham	284,413	265,968	-6.49	268,485	105,082	*	*	*	*	*	2,536,750	9,448	24,141	*	*	*
LAMAR	16,484	15,725	-4.60	16,057	5,986	4,592	4,062	1,927	3,067	2,409	193,375	12,043	32,305	362	933	2,636
LAUDERDALE	80,717	79,661	-1.31	81,919	29,175	21,135	23,675	11,141	15,728	10,158	1,071,971	13,086	36,742	1,254	11,185	12,901
Florence	37,029	36,426	-1.63	37,164	14,250	*	*	*	*	*	383,732	10,325	26,929	*	*	*
LAWRENCE	30,156	31,513	4.50	32,772	13,224	9,897	8,980	4,228	5,866	3,769	343,783	10,490	25,996	1,123	15,745	39,138
LEE	76,536	87,146	13.86	92,042	32,873	21,262	37,277	11,689	13,990	7,916	1,096,745	11,916	33,363	402	3,660	3,767
Auburn	28,471	33,830	18.82	35,728	13,248	*	*	*	*	*	382,433	10,704	28,868	*	*	*
Opelika	21,896	22,122	1.03	22,692	8,144	*	*	*	*	*	316,318	13,940	38,840	*	*	*
LIMESTONE	46,120	54,135	17.38	57,470	21,393	16,666	15,977	7,529	10,747	6,609	743,285	12,933	34,745	1,090	26,316	15,265
Athens	14,558	16,901	16.09	17,781	6,596	*	*	*	*	*	192,709	10,838	29,214	*	*	*
LOWNDES	13,147	12,658	-3.72	12,951	5,941	4,999	3,691	1,243	1,671	1,347	137,770	10,638	23,190	378	3,458	21,180
MACON	26,780	24,928	-6.92	25,321	8,642	7,090	8,381	2,760	19,472	3,545	236,528	9,341	27,371	370	5,362	3,565
MADISON	197,346	238,912	21.06	254,909	92,139	66,786	76,728	35,942	53,021	22,687	4,151,459	16,286	45,056	977	22,288	12,589
Huntsville	142,513	159,789	12.12	167,107	61,517	*	*	*	*	*	2,398,659	14,354	38,992	*	*	*
MARENGO	24,971	23,084	-7.56	23,412	9,160	7,703	6,251	2,575	3,840	3,044	272,625	11,645	29,761	471	2,972	11,866
MARION	30,095	29,830	-0.88	30,702	11,117	8,382	8,013	4,053	5,926	4,360	326,696	10,641	29,387	656	1,388	9,536
MARSHALL	65,655	70,832	7.89	74,101	26,520	19,340	19,859	9,855	14,968	10,004	981,663	13,248	37,016	1,582	3,353	101,621
MOBILE	364,691	378,643	3.83	393,288	145,051	117,986	112,087	53,487	67,646	42,082	5,081,309	12,920	35,031	754	35,979	7,971
Chickasaw	7,402	6,649	-10.17	6,652	2,729	*	*	*	*	*	67,082	10,084	24,579	*	*	*
Mobile	200,452	196,278	-2.08	197,099	72,834	*	*	*	*	*	2,079,228	10,549	28,548	*	*	*
Prichard	39,541	34,311	-13.23	34,052	10,755	*	*	*	*	*	226,107	6,640	21,023	*	*	*
MONROE	22,723	23,968	5.48	24,970	10,233	8,340	6,642	2,872	4,045	3,096	270,127	10,818	26,399	455	6,800	5,437
MONTGOMERY	197,794	209,085	5.71	217,912	77,875	62,541	62,759	30,508	38,570	23,317	3,388,089	15,548	43,507	712	8,383	22,356
Montgomery	177,857	187,106	5.20	195,072	71,116	*	*	*	*	*	2,729,230	13,991	38,377	*	*	*
MORGAN	90,305	100,043	10.78	105,160	37,608	29,445	28,498	14,828	20,401	11,883	1,504,803	14,310	40,013	1,243	6,320	48,274
Decatur	42,002	48,761	16.09	51,299	19,084	*	*	*	*	*	684,359	13,341	35,860			
PERRY	15,006	12,759	-14.97	12,692	5,325	4,341	3,592	1,168	1,866	1,726	117,710	9,274	22,104	341	3,247	8,577

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
PICKENS	21,397	20,699	-3.26	21,198	8,484	6,826	5,533	2,268	3,625	2,925	225,830	10,653	26,617	417	3,196	44,090
PIKE	28,216	27,595	-2.20	28,325	9,323	7,506	9,347	3,059	4,419	3,994	335,940	11,860	35,035	605	10,409	19,633
Troy	12,945	13,051	0.82	13,382	4,592	•	•	•	•	•	138,548	10,354	30,170	•	•	•
RANDOLPH	20,080	19,881	-0.99	20,458	7,564	5,933	5,299	2,373	3,682	3,171	229,806	11,233	30,382	646	313	23,524
RUSSELL	47,263	46,860	-0.85	48,233	17,751	13,843	13,361	6,126	9,020	5,884	563,525	11,683	31,746	276	3,438	3,903
ST. CLAIR	41,443	50,009	20.67	53,330	20,451	27,991	27,035	15,285	17,005	8,120	586,886	11,005	28,697	526	3,004	7,011
SHELBY	66,644	99,358	49.09	109,192	40,180	18,104	16,153	8,412	11,521	6,888	1,399,211	12,814	34,824	634	5,978	17,793
SUMTER	16,843	16,174	-3.97	16,539	6,767	5,755	4,912	1,538	2,200	2,150	162,278	9,812	23,982	456	3,019	8,946
TALLADEGA	73,949	74,107	0.21	76,443	28,716	23,468	21,098	9,250	13,377	9,402	873,306	11,424	30,412	552	1,991	14,603
Sylacauga	12,708	12,520	-1.48	12,778	4,833	•	•	•	•	•	117,744	9,215	24,362	•	•	•
Talladega	19,128	18,175	-4.98	18,410	5,979	•	•	•	•	•	137,052	7,444	22,922	•	•	•
TALLAPOOSA	38,644	38,826	0.47	40,070	14,360	11,180	10,338	5,009	7,453	6,051	532,004	13,277	37,048	365	2,809	4,761
Alexander City	13,807	14,957	8.33	15,546	5,601	•	•	•	•	•	161,009	10,357	28,746	•	•	•
TUSCALOOSA	137,820	150,522	9.22	157,819	52,234	40,717	51,923	20,990	27,303	16,729	2,027,482	12,847	38,815	521	4,452	8,524
Tuscaloosa	75,211	77,759	3.39	80,121	29,034	•	•	•		•	848,520	10,591	29,226	•	•	•
WALKER	68,568	67,670	-1.31	69,588	25,444	19,693	18,371	9,186	13,152	9,186	931,833	13,391	36,623	559	858	18,941
Jasper	11,894	13,553	13.95	14,213	5,497	•	•	•	•	•	139,440	9,810	25,365	•	•	•
WASHINGTON	16,765	16,694	-0.42	17,198	7,433	5,727	4,712	2,098	2,821	1,823	194,251	11,295	26,133	416	1,054	12,842
WILCOX	14,778	13,568	-8.19	13,740	5,756	5,194	3,655	1,305	1,827	1,759	142,684	10,384	24,788	322	1,567	6,145
WINSTON	21,971	22,053	0.37	22,755	8,180	6,280	5,939	3,026	4,574	2,935	256,772	11,284	31,392	591	189	51,310

ALASKA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS........	397,186	539,832	35.9	585,066	197,034	164,939	170,273	95,734	89,970	22,606	10,276,583	17,565	52,156	539	10,271	6,350
METRO AREAS (MSAs/PMSAs/CMSAs)																
Anchorage, AK	174,084	226,338	30.0	241,822	86,365	70,612	77,141	44,012	41,352	8,464	5,196,201	21,488	60,166	245	7,748	5,384
COUNTIES, Cities																
ALEUTIAN ISLANDS	7,768	9,478	22.0	10,021	3,131	2,416	4,276	1,915	1,255	159	71,375	7,123	22,793	•	•	•
ANCHORAGE	174,431	226,338	29.8	241,822	86,365	70,612	77,141	44,012	41,352	8,464	5,196,201	21,488	60,166	245	7,748	5,384
Anchorage	174,431	226,338	29.8	241,822	86,365	75,919	82,938	47,319	44,459	9,100	5,196,201	21,488	60,166	•	•	•
BETHEL	10,999	13,656	24.2	14,480	3,666	5,705	4,445	1,868	1,781	695	145,829	10,071	39,781	•	•	•
BRISTOL BAY	1,094	1,410	28.9	1,504	470	320	609	281	262	32	19,446	12,932	41,382	•	•	•
DILLINGHAM	4,616	4,012	-13.1	3,974	1,060	1,387	1,296	548	564	179	70,467	17,732	66,493	•	•	•
FAIRBANKS NORTH STAR	53,983	77,720	44.0	84,234	29,046	24,765	27,376	15,752	13,056	3,201	1,120,312	13,300	38,570	175	2,523	966
Fairbanks	22,645	30,843	36.2	33,173	11,439	•	•	•	•	•	396,561	11,954	34,668	•	•	•
HAINES	1,680	2,117	26.0	2,250	803	657	596	387	437	173	52,035	23,131	64,766	•	•	•
JUNEAU	19,528	26,751	37.0	28,783	10,280	8,002	8,347	5,440	5,354	1,612	587,573	20,414	57,159	•	•	•
Juneau	19,528	26,751	37.0	28,783	10,280	•	•	•	•	•	585,669	20,348	56,974	•	•	•
KENAI PENINSULA	25,282	40,802	61.4	44,748	15,430	13,996	12,610	7,237	7,497	2,037	505,547	11,298	32,763	119	•	•
Kenai	4,324	6,327	46.3	6,871	2,369	•	•	•	•	•	67,861	9,877	28,643	•	•	•
KETCHIKAN																

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ALASKA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
GATEWAY	11,316	13,828	22.2	14,629	4,572	4,232	4,031	2,281	2,725	1,090	284,284	19,433	62,186	•	•	•
Ketchikan	7,198	8,263	14.8	8,656	2,705	•	•	•	•	•	115,079	13,294	42,542	•	•	
KOBUK	4,831	5,825	20.6	5,921	2,313	2,386	1,822	687	729	297	191,745	32,385	82,905	•	•	•
KODIAK ISLAND	9,939	13,309	33.9	14,253	4,454	4,218	4,580	2,520	2,060	501	311,167	21,832	69,863	•	•	•
MATANUSKA-SUSITNA	17,816	39,683	122.7	44,885	14,027	3,717	2,943	1,809	1,875	556	391,652	8,726	27,922	•	•	•
NOME	6,537	8,288	26.8	8,824	2,757	3,351	2,617	1,141	1,229	504	94,230	10,679	34,174	•	•	•
NORTH SLOPE	4,199	5,979	42.4	6,466	2,021	2,186	2,056	976	983	259	97,846	15,133	48,425	•	•	•
PR. OF WALES-OUTER KETCHIKAN	3,822	6,278	64.3	6,920	2,163	2,339	2,048	1,010	1,169	346	92,146	13,315	42,609	•	•	•
SITKA	7,803	8,588	10.1	8,947	2,796	2,840	2,554	1,456	1,572	509	117,528	13,136	42,035	•	•	•
Sitka	7,803	8,588	10.1	8,947	2,796	•	•	•	•	•	117,916	13,179	42,174	•	•	•
SKAGWAY-YAKUTAT-ANGOON	3,478	4,385	26.1	4,662	1,457	1,616	1,223	797	695	301	61,837	13,264	42,444	•	•	•
S.E. FAIRBANKS	5,676	5,913	4.2	6,065	1,895	2,050	1,898	1,055	855	194	93,468	15,410	49,312	•	•	•
VALDEZ-CORDOVA	8,348	9,952	19.2	10,521	3,288	2,977	3,113	1,887	1,960	556	171,246	16,276	52,083	•	•	•
WADE HAMPTON	4,665	4,950	6.1	4,982	1,993	2,152	1,505	523	573	229	44,526	8,938	22,344	•	•	•
WRANGELL-PETERSBURG	6,167	7,042	14.2	7,354	2,298	2,208	2,055	1,239	1,246	539	117,233	15,941	51,011	•	•	•
YUKON-KOYUKUK	7,873	8,478	7.7	8,776	2,743	2,960	2,636	1,436	1,314	403	143,416	16,341	52,291	•	•	•

ARIZONA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS.........	2,716,546	3,665,228	34.9	3,980,008	1,530,994	109,685	1,120,583	531,111	715,974	518,416	58,321,089	14,654	38,094	7,560	829,206	731,376
METRO AREAS (MSAs/PMSAs/CMSAs)																
Phoenix, AZ	1,509,175	2,122,101	40.6	2,319,521	909,616	61,467	663,383	317,774	422,153	303,857	36,489,556	15,732	40,115	2,334	308,606	240,183
Tucson, AZ	531,443	666,880	25.5	717,233	286,893	18,218	208,715	101,847	129,819	95,392	11,294,622	15,747	39,369	520	35,597	21,072
COUNTIES, Cities																
APACHE	52,108	61,591	18.2	65,672	16,639	2,876	18,126	6,961	8,275	3,546	439,055	6,686	26,074	380	1,371	16,223
COCHISE	85,686	97,624	13.9	103,197	38,221	3,168	27,863	13,003	16,679	12,074	1,200,285	11,631	31,404	836	22,565	31,355
Bisbee	7,154	6,288	-12.1	6,115	2,352	•	•	•	•	•	57,004	9,322	24,238	•	•	•
Douglas	13,058	12,822	-1.8	12,775	4,913	•	•	•	•	•	100,297	7,851	20,413	•	•	•
Sierra Vista	24,937	32,983	32.3	34,592	13,305	•	•	•	•	•	490,239	14,172	36,847	•	•	•
COCONINO	75,008	96,591	28.8	104,319	34,773	3,349	36,199	14,187	14,396	5,946	1,314,517	12,601	37,803	294	747	14,655
Flagstaff	34,743	45,827	31.9	48,044	16,478	•	•	•	•	•	451,002	9,387	24,407	•	•	•
GILA	37,080	40,216	8.5	42,234	15,642	1,297	9,967	4,941	7,813	6,546	453,972	10,749	29,022	157	291	4,999

ARIZONA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
GRAHAM	22,862	26,554	16.1	28,183	9,091	1,046	7,722	3,128	4,143	2,790	224,338	7,960	24,676	323	19,149	11,313
GREENLEE	11,406	8,008	-29.8	7,610	2,537	291	1,880	944	1,248	639	86,430	11,357	34,070	102	1,250	3,710
LA PAZ	12,557	13,844	10.2	14,096	5,221	617	3,891	1,494	1,776	761	141,916	10,068	27,182	*	*	*
MARICOPA	1,509,175	2,122,101	40.6	2,319,521	909,616	61,467	663,383	317,774	422,153	303,857	36,489,556	15,732	40,115	2,334	308,606	240,183
Chandler	29,673	90,533	205.1	102,705	39,502	*	*	*	*	*	564,270	5,494	14,285	*	*	*
Gilbert	5,717	29,188	410.5	33,882	12,890	*	*	*	*	*	460,290	13,585	35,709	*	*	*
Mesa	152,453	238,091	89.0	315,219	121,238	*	*	*	*	*	3,635,543	11,533	29,987	*	*	*
Phoenix	789,704	983,403	24.5	1,022,143	399,275	*	*	*	*	*	13,916,102	13,615	34,853	*	*	*
Scottsdale	88,412	130,069	47.1	138,400	53,231	*	*	*	*	*	2,093,548	15,127	39,330	*	*	*
Sun City	40,664	44,730	10.0	45,544	17,517	*	*	*	*	*	711,569	15,624	40,622	*	*	*
Tempe	106,743	141,865	32.9	148,889	57,265	*	*	*	*	*	2,225,098	14,945	38,856	*	*	*
MOHAVE	55,865	93,497	67.4	104,276	41,710	2,638	23,358	11,887	23,149	19,500	1,344,004	12,889	32,222	236	6,079	7,425
Kingman	9,257	12,722	37.4	13,415	5,160	*	*	*	*	*	132,620	9,886	25,703	*	*	*
NAVAJO	67,629	77,658	14.8	82,297	23,513	3,382	21,809	9,300	11,604	5,514	767,639	9,328	32,647	376	1,315	27,746
PIMA	531,443	666,880	25.5	717,233	286,893	18,218	208,715	101,847	129,819	95,392	11,294,622	15,747	39,369	520	35,597	21,072
Tucson	330,537	405,390	22.6	420,361	164,203	*	*	*	*	*	4,107,497	9,771	25,015	*	*	*
PINAL	90,918	116,379	28.0	125,612	44,861	3,844	32,910	14,697	22,610	16,958	1,063,284	8,465	23,702	730	173,701	228,857
Casa Grande	14,971	19,082	27.5	19,904	7,655	*	*	*	*	*	138,653	6,966	18,112	*	*	*
SANTA CRUZ	20,459	29,676	45.1	32,561	10,175	1,156	8,238	3,907	5,438	3,386	253,501	7,785	24,913	179	447	6,294
Nogales	15,683	19,489	24.3	20,250	7,789	*	*	*	*	*	151,198	7,466	19,413	*	*	*
YAVAPAI	68,145	107,714	58.1	119,471	49,779	2,879	26,045	13,620	24,969	25,925	1,380,686	11,557	27,736	484	1,596	17,887
Prescott	20,055	26,455	31.9	27,735	10,667	*	*	*	*	*	276,493	9,969	25,920	*	*	*
YUMA	76,205	106,895	40.3	113,726	42,121	3,457	30,479	13,420	19,902	15,580	1,867,285	16,419	44,332	609	256,493	99,657
Yuma	42,433	54,923	29.4	57,421	22,085	*	*	*	*	*	699,552	12,183	31,675	*	*	*

ARKANSAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS........	2,298,550	2,350,725	2.3	2,421,134	893,392	677,596	651,288	325,160	453,504	320,453	31,834,562	13,149	35,633	48,240	1,243,689	2,073,581
METRO AREAS (MSAs/PMSAs/CMSAs)																
Fayetteville-Springdale, AR	100,576	113,409	12.8	117,914	40,287	28,771	39,265	16,390	20,163	13,206	1,710,872	14,510	42,467	2,853	313,120	295,579
Little Rock-North Little Rock, AR	477,772	513,117	7.4	531,091	194,837	147,650	152,679	79,351	94,917	57,099	8,423,900	15,861	43,236	2,945	74,472	48,692
Pine Bluff, AR	91,369	85,487	-6.4	87,198	33,030	24,939	23,020	13,254	17,701	9,069	1,184,178	13,580	35,852	417	53,245	3,614
Fort Smith, AR-OK	163,480	175,911	28	181,973	66,544	53,873	47,225	24,634	35,542	20,824	2,459,366	13,515	36,959	2,616	11,270	55,841
COUNTIES, Cities																
ARKANSAS	24,207	21,653	-10.6	21,995	7,964	6,269	5,609	2,661	4,201	3,277	314,615	14,304	39,507	572	80,048	892
Stuttgart	10,941	10,420	-4.8	10,370	3,860	*	*	*	*	*	115,740	11,161	29,984	*	*	*

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

ARKANSAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
ASHLEY	26,554	24,319	-8.4	24,756	9,477	7,650	6,387	3,070	4,431	3,243	291,989	11,795	30,812	368	30,127	2,386
BAXTER	27,620	31,186	12.9	32,430	10,707	6,940	6,259	3,438	6,356	9,469	413,402	12,748	38,611	484	186	14,881
Mountain Home	8,066	9,027	11.9	9,135	3,400	*	*	*	*	*	112,039	12,265	32,952	*	*	*
BENTON	78,997	97,499	23.4	102,439	37,227	27,146	25,405	12,600	19,566	17,824	1,385,310	13,523	37,212	2,441	4,032	259,452
Bentonville	8,756	11,257	28.6	11,579	4,350	*	*	*	*	*	108,208	9,346	24,875	*	*	*
Rogers	17,429	24,692	41.7	25,721	9,663	*	*	*	*	*	241,902	9,405	25,033	*	*	*
BOONE	26,398	28,297	7.2	29,259	10,053	7,754	7,169	3,687	5,676	4,974	389,135	13,300	38,710	1,193	528	24,990
Harrison	9,567	9,922	3.7	9,959	3,686	*	*	*	*	*	111,073	11,153	30,130	*	*	*
BRADLEY	13,817	11,793	-14.6	11,930	4,417	3,400	2,923	1,253	2,147	2,207	127,169	10,660	28,791	266	2,781	6,783
CALHOUN	6,132	5,826	-5.0	5,951	2,197	1,643	1,613	655	1,041	994	56,831	9,549	25,872	127	99	959
CARROLL	16,355	18,654	14.1	19,420	6,620	4,738	4,311	2,427	4,059	3,903	292,772	15,076	44,184	1,045	840	79,649
CHICOT	17,824	15,713	-11.8	15,940	6,546	5,754	4,097	1,514	2,343	2,248	141,367	8,869	21,595	409	47,573	6,706
CLARK	23,427	21,437	-8.5	21,821	7,158	5,346	7,135	2,531	3,535	3,251	251,266	11,515	35,104	408	3,094	5,940
Arkadelphia	10,005	10,014	0.1	10,015	3,728	*	*	*	*	*	85,610	8,548	22,965	*	*	*
CLAY	20,631	18,107	-12.2	18,362	6,321	4,737	4,388	2,057	3,709	3,470	233,792	12,733	36,989	670	43,317	2,548
CLEBURNE	17,057	19,411	13.8	20,203	7,180	4,950	4,566	2,243	4,485	3,980	237,226	11,742	33,040	717	269	34,040
CLEVELAND	7,946	7,781	-2.1	7,972	3,252	2,184	1,993	1,012	1,539	1,252	82,602	10,362	25,404	261	289	26,110
COLUMBIA	26,748	25,691	-4.0	26,271	9,490	7,224	7,356	2,890	4,702	4,072	356,868	13,584	37,605	411	1,994	17,789
Magnolia	11,909	11,151	-6.4	11,080	4,163	*	*	*	*	*	137,399	12,401	33,007	*	*	*
CONWAY	19,622	19,151	-2.4	19,614	7,627	5,845	5,001	2,216	3,570	2,942	270,556	13,794	35,473	721	4,151	42,745
CRAIGHEAD	63,464	68,956	8.7	71,404	24,962	18,494	21,850	9,782	12,710	8,569	976,364	13,674	39,115	902	65,863	3,703
Jonesboro	31,530	46,535	47.6	48,750	18,146	*	*	*	*	*	418,499	8,585	23,063	*	*	*
CRAWFORD	37,184	42,493	14.3	44,247	17,195	13,407	11,416	6,018	8,009	5,487	579,536	13,098	33,704	902	7,441	29,021
CRITTENDEN	49,358	49,939	1.2	51,329	22,496	17,657	14,218	6,159	8,161	5,082	498,227	9,707	22,148	313	49,300	188
West Memphis	28,138	28,259	0.4	28,271	10,523	*	*	*	*	*	239,416	8,469	22,751	*	*	*
CROSS	20,409	19,225	-5.8	19,622	8,071	6,534	5,161	2,355	3,120	2,433	247,521	12,614	30,668	492	55,399	907
DALLAS	10,545	9,614	-8.8	9,783	3,800	2,896	2,348	1,135	1,722	1,683	102,608	10,489	27,002	128	156	836
DESHA	19,773	16,798	-15.0	16,986	7,031	5,894	4,518	1,868	2,497	2,208	193,135	11,370	27,469	406	55,572	1,027
DREW	17,967	17,369	-3.3	17,772	6,612	5,154	5,172	2,204	2,968	2,293	183,766	10,340	27,792	380	12,739	2,685
FAULKNER	46,700	60,006	28.5	63,359	22,085	16,853	20,592	7,920	10,708	7,286	825,349	13,027	37,372	1,103	3,135	15,581
Conway	20,375	26,481	30.0	27,275	10,191	*	*	*	*	*	256,570	9,407	25,176	*	*	*
FRANKLIN	14,819	14,897	0.5	15,302	5,520	4,162	4,162	4,162	4,162	4,162	193,835	12,668	35,115	721	2,733	48,931
FULTON	10,024	10,037	0.1	10,306	3,728	2,607	2,339	1,206	2,040	2,123	101,515	9,850	27,227	712	209	12,352
GARLAND	70,316	73,397	4.4	75,681	24,790	18,163	18,012	9,233	15,212	15,061	944,714	12,483	38,108	389	755	11,115
Hot Springs	35,781	32,462	-9.3	32,161	11,971	*	*	*	*	*	283,440	8,813	23,677	*	*	*
GRANT	13,078	13,948	6.7	14,415	5,553	3,906	3,762	1,932	2,926	1,903	151,582	10,516	27,298	235	319	4,182
GREENE	30,839	31,804	3.1	32,753	12,433	8,942	8,450	4,323	6,256	4,782	423,933	12,943	34,098	847	33,949	3,577
Paragould	15,248	18,540	21.6	18,940	7,050	*	*	*	*	*	193,895	10,237	27,503	*	*	*
HEMPSTEAD	23,842	21,621	-9.3	21,990	8,316	6,597	5,322	2,573	3,870	3,628	294,605	13,397	35,425	802	2,543	105,071
Hope	10,290	9,643	-6.3	9,582	2,762	*	*	*	*	*	113,678	11,863	41,163	*	*	*
HOT SPRING	27,002	26,115	-3.3	26,722	10,085	7,455	6,627	3,501	5,131	4,008	270,874	10,137	26,858	526	971	6,628
Malvern	10,163	9,256	-8.9	9,173	3,415	*	*	*	*	*	75,799	8,263	22,199	*	*	*
HOWARD	13,535	13,569	0.3	13,934	5,310	4,041	3,623	1,951	2,856	1,463	188,119	13,501	35,426	656	243	69,840
INDEPENDENCE	30,147	31,192	3.5	32,133	12,355	9,319	8,355	4,499	6,587	3,374	426,277	13,266	34,502	961	9,233	37,662
Batesville	8,263	9,187	11.2	9,290	3,458	*	*	*	*	*	88,273	9,502	25,528	*	*	*
IZARD	10,768	11,364	5.5	11,731	4,057	3,379	2,933	1,431	2,170	1,830	141,651	12,075	34,919	664	200	17,253
JACKSON	21,646	18,944	-12.5	19,206	7,189	5,570	4,993	2,689	3,937	2,017	252,067	13,125	35,063	469	50,384	1,840
Newport	8,339	7,459	-10.6	7,380	2,747	*	*	*	*	*	91,420	12,387	33,279	*	*	*
JEFFERSON	91,369	85,487	-6.4	87,198	33,030	24,939	23,020	13,254	17,701	9,069	1,184,178	13,580	35,852	417	53,245	3,614
Pine Bluff	56,636	57,140	0.9	57,191	21,288	*	*	*	*	*	507,186	8,868	23,825	*	*	*
JOHNSON	17,404	18,221	4.3	18,787	6,972	5,880	4,546	2,085	3,175	3,119	222,260	11,831	31,882	611	1,245	41,923

ARKANSAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
LAFAYETTE	10,222	9,643	-5.7	9,844	3,855	2,618	2,520	1,162	1,860	1,664	117,691	11,956	30,533	257	7,078	25,539
LAWRENCE	18,507	17,457	-5.7	17,820	6,298	6,166	4,758	1,729	2,726	2,424	223,550	12,545	35,494	709	36,815	3,986
LEE	15,478	13,053	-15.7	13,191	5,297	3,601	4,129	1,662	2,071	1,728	97,661	7,404	18,437	393	41,946	704
LINCOLN	13,447	13,690	1.8	14,080	5,171	4,449	3,604	1,788	2,394	1,844	116,023	8,240	22,438	356	33,955	15,381
LITTLE RIVER	14,053	13,966	-0.6	14,329	5,657	3,998	3,597	1,676	2,622	2,436	177,790	12,408	31,430	402	3,809	12,537
LOGAN	20,224	20,557	1.6	21,139	7,804	6,532	5,496	2,769	3,868	2,473	249,593	11,807	31,982	995	1,438	36,210
LONOKE	34,739	39,268	13.0	40,839	16,214	10,863	13,273	5,105	6,902	4,696	481,871	11,799	29,719	908	59,463	25,773
MADISON	11,491	11,618	1.1	11,940	4,592	3,009	2,531	1,325	2,412	2,651	151,041	12,649	32,893	1,201	604	75,656
MARION	11,385	12,001	5.4	12,387	4,685	3,766	3,159	1,610	2,118	1,709	168,790	13,626	36,031	544	156	11,240
MILLER	38,062	38,467	1.1	39,533	14,913	11,465	10,279	5,535	8,104	4,151	497,496	12,584	33,360	539	6,962	24,029
Texarkana, Tex.	21,459	22,631	5.5	22,755	8,470	*	*	*	*	*	189,333	8,321	22,354	*	*	*
MISSISSIPPI	59,402	57,525	-3.2	58,870	22,812	17,072	15,306	8,242	12,068	6,181	569,302	9,671	24,956	615	89,128	767
Blytheville	23,844	22,906	-3.9	22,816	8,493	*	*	*	*	*	181,617	7,960	21,385	*	*	*
MONROE	14,049	11,333	-19.3	11,410	4,297	2,738	2,727	1,335	2,373	2,248	125,667	11,014	29,246	306	32,751	723
MONTGOMERY	7,845	7,841	-0.1	8,049	2,959	2,407	1,940	910	1,344	1,449	98,418	12,227	33,259	435	187	26,862
NEVADA	11,134	10,101	-9.3	10,274	4,016	3,031	2,497	1,336	1,931	1,490	116,636	11,353	29,044	447	839	25,883
NEWTON	7,815	7,666	-1.9	7,855	3,099	2,317	1,909	1,021	1,477	1,139	79,877	10,169	25,774	562	122	4,735
OUACHITA	30,657	30,574	-0.3	31,379	11,998	9,100	8,159	4,393	6,433	3,295	323,437	10,307	26,957	234	404	7,610
Camden	15,356	14,380	-6.4	14,289	5,519	*	*	*	*	*	135,526	9,485	25,482	*	*	*
PERRY	7,282	7,969	9.4	8,258	3,170	3,031	2,131	826	1,247	1,049	78,463	9,501	24,751	396	2,031	23,911
PHILLIPS	34,640	28,838	-16.7	29,110	10,964	8,442	7,569	4,075	5,968	3,057	255,419	8,774	23,297	441	46,450	1,651
Helena	9,598	7,491	-22.0	7,327	2,753	*	*	*	*	*	55,764	7,611	20,259	*	*	*
West Helena	11,367	9,695	-14.7	9,552	3,589	*	*	*	*	*	74,166	7,764	20,666	*	*	*
PIKE	10,463	10,086	-3.6	10,317	3,695	3,023	2,703	1,279	1,898	1,424	117,116	11,352	31,700	443	596	30,519
POINSETT	27,037	24,664	-8.8	25,098	9,419	6,927	5,923	2,811	4,819	4,593	296,401	11,810	31,468	643	78,393	1,510
POLK	17,005	17,347	2.0	17,845	6,579	5,175	4,640	2,498	3,658	1,874	215,671	12,086	32,783	814	228	63,589
Mena	5,154	5,475	6.2	5,509	2,051	*	*	*	*	*	53,866	9,778	26,268	*	*	*
POPE	39,345	45,883	16.6	47,887	17,590	13,887	12,451	6,704	9,817	5,028	634,333	13,246	36,062	964	1,843	70,737
Russellville	14,031	21,260	51.5	22,355	8,321	*	*	*	*	*	181,343	8,112	21,793	*	*	*
PRAIRIE	10,151	9,518	-6.2	9,710	3,756	2,719	2,729	1,515	1,719	1,029	104,887	10,801	27,929	486	47,033	6,692
PULASKI	342,900	349,660	2.0	359,676	130,151	100,709	101,069	56,110	63,663	38,126	6,259,314	17,403	48,093	507	10,862	4,694
Little Rock	158,461	175,695	10.9	177,606	66,109	*	*	*	*	*	2,435,740	13,714	36,845	*	*	*
North Little Rock	64,288	61,741	-4.0	61,496	22,890	*	*	*	*	*	811,296	13,193	35,443	*	*	*
RANDOLPH	16,923	16,558	-2.2	16,962	6,703	6,157	4,410	1,917	2,527	1,968	210,619	12,417	31,423	709	11,369	6,316
ST. FRANCIS	30,850	28,497	-7.6	29,033	12,176	8,419	7,548	4,065	5,952	3,048	274,710	9,462	22,563	422	36,813	542
Forrest City	13,803	13,364	-3.2	13,321	4,959	*	*	*	*	*	104,723	7,861	21,120	*	*	*
SALINE	53,433	64,183	20.1	67,217	26,388	19,224	17,745	10,217	13,645	6,991	857,366	12,755	32,491	427	1,012	2,644
Benton	17,717	18,177	2.6	18,224	6,783	*	*	*	*	*	191,150	10,489	28,179	*	*	*
SCOTT	9,760	10,205	4.6	10,524	3,866	2,768	2,515	1,252	2,094	1,873	115,896	11,012	29,978	667	199	42,776
SEARCY	8,876	7,841	-11.7	7,956	2,931	2,212	2,108	1,114	1,464	1,066	89,830	11,291	30,651	714	273	9,468
SEBASTIAN	95,422	99,590	4.4	102,688	36,835	29,779	26,699	14,376	21,051	10,782	1,511,588	14,720	41,037	738	1,049	18,951
Fort Smith	71,626	72,798	1.6	72,917	27,141	*	*	*	*	*	909,650	12,475	33,515	0	0	0
SEVIER	14,189	13,637	-3.9	13,946	5,250	4,044	3,626	1,952	2,859	1,464	180,272	12,927	34,339	558	144	57,937
De Queen	4,594	4,633	0.8	4,637	1,726	*	*	*	*	*	50,806	10,957	29,436	*	*	*
SHARP	14,804	14,109	-4.7	14,417	5,092	3,748	3,474	1,816	3,042	2,321	170,930	11,856	33,566	537	283	10,376
STONE	9,133	9,775	7.0	10,106	3,614	2,550	2,478	1,242	1,958	1,811	109,873	10,872	30,400	628	275	29,218
UNION	50,248	46,719	-7.0	47,626	16,705	13,812	12,383	6,668	9,763	5,001	553,684	11,626	33,145	333	309	31,018
El Dorado	25,270	23,146	-8.4	22,951	8,543	*	*	*	*	*	199,680	8,700	23,373	*	*	*
VAN BUREN	13,484	14,008	3.9	14,437	5,168	3,523	4,807	2,007	2,469	1,617	175,420	12,151	33,941	553	407	16,391

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

ARKANSAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
WASHINGTON	100,576	113,409	12.8	117,914	40,287	28,771	39,265	16,390	20,163	13,206	1,710,872	14,510	42,467	2,853	3,120	295,579
Fayetteville	36,608	42,099	15.0	42,730	15,905	*	*	*	*	*	491,624	11,505	30,910	*	*	*
Springdale	23,458	29,941	27.6	30,768	11,453	*	*	*	*	*	358,788	11,661	31,328	*	*	*
WHITE	51,216	54,676	6.8	56,511	21,087	14,990	16,574	6,788	10,295	7,863	683,807	12,100	32,428	1,529	18,066	35,025
Searcy	13,612	15,180	11.5	15,355	5,715	*	*	*	*	*	178,453	11,622	31,223	*	*	*
WOODRUFF	11,271	9,520	-15.5	9,622	3,650	2,454	2,386	1,174	1,876	1,722	111,785	11,618	30,628	309	39,000	595
YELL	16,977	17,759	4.6	18,316	6,823	4,671	4,542	2,235	3,572	3,279	274,432	14,983	40,224	937	3,315	72,001

CALIFORNIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	23,770,544	29,760,321	25.2	31,956,390	11,184,146	8,113,469	9,118,751	4,847,061	6,091,298	3,785,071	601,225,850	18,814	53,757	83,217	9,269,391	4,652,834
METRO AREAS (MSAs/PMSAs/CMSAs)																
Anaheim-Santa Ana, CA	1,932,921	2,410,556	24.7	2,568,735	906,670	621,634	762,914	403,291	516,316	264,580	70,333,059	27,380	77,573	504	184,963	2,941
Bakersfield, CA	403,089	543,477	34.8	585,843	216,263	178,096	161,693	78,503	103,108	64,443	10,885,364	18,581	50,334	2,255	957,747	142,289
Chico, CA	143,851	182,120	26.6	194,518	60,132	43,961	58,550	26,260	33,457	32,485	3,124,534	16,063	51,961	2,030	163,056	12,657
Fresno, CA	517,062	667,490	29.1	715,015	261,614	206,639	205,924	100,817	123,698	77,937	12,221,536	17,093	46,716	7,590	1,223,873	457,650
Los Angeles-Long Beach, CA	7,477,517	8,863,164	18.5	9,573,801	3,378,721	2,431,745	2,718,959	1,455,218	1,847,744	1,120,135	126,739,209	13,238	37,511	2,035	159,333	34,793
Merced, CA	134,558	178,403	32.6	191,851	76,123	61,776	55,637	24,749	31,655	18,034	3,533,858	18,420	46,423	3,048	318,278	473,827
Modesto, CA	265,900	370,522	39.3	401,233	143,243	115,555	112,345	55,771	70,617	46,543	5,854,444	14,591	40,871	4,630	302,491	483,429
Oakland, CA	1,766,519	2,082,914	17.9	2,199,848	720,955	518,267	612,095	362,391	445,672	261,423	50,750,297	23,070	70,393	1,532	79,171	26,921
Oxnard-Ventura, CA	529,174	669,016	26.4	714,409	268,101	205,035	200,749	106,447	133,594	68,583	18,186,899	25,457	67,836	2,120	481,257	56,257
Redding, CA	115,715	147,036	27.1	157,133	53,054	42,112	41,169	22,784	31,112	20,113	2,625,715	16,710	49,492	899	12,908	13,799
Riverside-San Bernardino, CA	1,558,215	2,588,793	66.1	2,864,781	1,014,059	808,093	775,792	384,122	512,812	383,962	39,484,134	13,783	38,937	5,812	376,203	839,438
Sacramento, CA	1,101,474	1,481,102	34.5	1,595,953	563,358	397,668	465,010	244,412	309,330	180,802	39,611,128	24,820	70,313	4,568	272,786	144,886
Salinas-Seaside-Monterey, CA	290,444	355,660	22.5	377,921	131,821	104,306	114,510	54,421	64,247	40,060	7,618,537	20,159	57,794	1,364	687,781	42,965
San Diego, CA	1,861,846	2,498,016	34.2	2,690,881	858,493	656,575	839,555	400,941	476,286	317,524	54,150,985	20,124	63,077	6,259	345,349	98,651
San Francisco, CA	1,488,895	1,603,678	7.7	1,667,300	644,524	303,814	441,128	304,692	370,875	245,599	41,711,372	25,017	64,717	620	90,035	41,849
San Jose, CA	1,295,071	1,497,577	15.6	1,576,530	551,204	390,979	468,229	258,551	313,730	145,041	37,760,058	23,951	68,505	1,312	106,190	25,827
Santa Barbara-Santa Maria-Lompoc, CA	298,694	369,608	23.7	393,386	129,525	88,512	123,130	58,221	74,743	49,567	9,691,897	24,637	74,826	1,756	244,433	43,333
Santa Cruz, CA	188,141	229,734	22.1	244,004	76,545	55,145	71,493	42,457	41,725	33,185	5,607,420	22,981	73,256	813	156,587	4,937
Santa Rosa-Petaluma, CA	299,681	388,222	29.5	416,078	132,209	100,691	109,845	68,653	76,975	59,083	9,789,111	23,527	74,043	3,039	99,006	110,060
Stockton, CA	347,342	480,628	38.4	519,967	183,029	147,151	144,551	69,676	95,674	62,916	9,341,964	17,966	51,041	4,366	415,320	218,380
Vallejo-Fairfield-Napa, CA	334,402	451,186	34.9	486,406	173,891	133,176	138,531	74,859	87,764	52,331	11,837,869	24,337	68,076	2,092	144,482	24,506

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Visalia-Tulare-Porterville, CA	245,738	311,921	26.9	333,287	129,580	107,318	90,654	42,661	55,326	36,995	6,189,250	18,570	47,764	5,911	658,159	372,296
Yuba City, CA	101,979	122,643	20.3	129,945	44,050	37,292	36,862	17,398	23,941	14,514	1,758,423	13,532	39,919	2,092	244,516	22,884
COUNTIES, Cities																
ALAMEDA	1,105,379	1,279,182	15.7	1,346,791	431,146	308,415	385,182	227,608	263,971	161,615	29,720,770	22,068	68,934	692	40,491	13,161
Alameda	63,852	76,459	19.7	78,980	27,907	*	*	*	*	*	1,340,746	16,976	48,044	*	*	*
Dublin	13,496	23,229	72.1	25,176	8,896	*	*	*	*	*	373,247	14,826	41,959	*	*	*
Fremont	131,945	173,339	31.4	181,618	64,173	*	*	*	*	*	3,969,331	21,855	61,854	*	*	*
Hayward	94,167	111,498	18.4	114,964	40,621	*	*	*	*	*	2,234,900	19,440	55,018	*	*	*
Livermore	48,349	56,741	17.4	58,419	20,642	*	*	*	*	*	1,399,710	23,960	67,809	*	*	*
Newark	32,126	37,861	17.9	39,008	13,783	*	*	*	*	*	789,496	20,239	57,280	*	*	*
Oakland	339,337	372,242	9.7	378,823	133,853	*	*	*	*	*	6,142,423	16,214	45,889	*	*	*
Pleasanton	35,160	50,553	43.8	53,632	18,950	*	*	*	*	*	1,374,962	25,637	72,557	*	*	*
ALPINE	1,097	1,113	1.5	1,144	380	233	404	199	224	84	33,435	29,224	87,941	8	*	450
AMADOR	19,314	30,339	57.1	33,358	10,247	7,305	7,806	4,203	7,606	6,471	478,650	14,349	46,712	371	3,227	22,102
BUTTE	143,851	182,120	26.6	194,518	60,132	43,961	58,550	26,260	33,457	32,485	3,124,534	16,063	51,961	2,030	163,056	12,657
Chico	26,603	40,079	50.7	42,774	15,114	*	*	*	*	*	360,820	8,435	23,874	*	*	*
Oroville	8,683	11,960	37.7	12,615	4,458	*	*	*	*	*	109,304	8,664	24,521	*	*	*
CALAVERAS	21,036	31,998	52.1	35,045	11,178	8,060	8,060	4,661	7,815	6,448	561,411	16,020	50,224	431	846	16,988
COLUSA	12,792	16,275	27.2	17,396	6,238	5,080	4,349	2,209	3,323	2,418	188,392	10,830	30,200	764	125,407	7,950
Colusa	4,075	4,934	21.1	5,106	1,804	*	*	*	*	*	28,793	5,639	15,960	*	*	*
CONTRA COSTA	661,140	803,732	21.6	853,057	289,808	209,852	226,913	134,783	181,701	99,808	21,029,526	24,652	72,564	840	38,680	13,760
Antioch	42,683	62,195	45.7	66,097	23,355	*	*	*	*	*	902,170	13,649	38,629	*	*	*
Martinez	22,582	31,808	40.9	33,653	11,891	*	*	*	*	*	557,584	16,569	46,891	*	*	*
Pinole	14,253	17,460	22.5	18,101	6,396	*	*	*	*	*	311,751	17,222	48,742	*	*	*
Pittsburg	33,034	47,564	44.0	50,470	17,833	*	*	*	*	*	623,326	12,350	34,953	*	*	*
Richmond	74,676	87,425	17.1	89,777	33,910	*	*	*	*	*	1,540,394	17,158	45,426	*	*	*
Walnut Creek	53,643	60,569	12.9	61,954	21,891	*	*	*	*	*	1,733,070	27,973	79,169	*	*	*
DEL NORTE	18,271	23,460	28.4	25,110	8,375	7,207	6,403	3,440	4,520	3,541	261,577	10,417	31,232	84	6,501	7,343
EL DORADO	87,472	125,995	44.0	137,042	45,614	32,616	36,727	23,297	27,683	16,719	2,431,645	17,744	53,309	738	5,430	3,589
South Lake Tahoe	20,681	21,585	4.4	21,766	7,691	*	*	*	*	*	371,509	17,068	48,306	*	*	*
FRESNO	517,062	667,490	29.1	715,015	261,614	206,639	205,924	100,817	123,698	77,937	12,221,536	17,093	46,716	7,590	1,223,873	457,650
Fresno	218,202	354,202	62.3	381,402	134,764	*	*	*	*	*	3,422,007	8,972	25,393	*	*	*
GLENN	21,519	24,798	15.2	26,090	9,063	7,775	6,627	3,261	4,827	3,600	290,171	11,122	32,018	1,170	109,302	38,502
HUMBOLDT	108,016	119,118	10.3	124,372	41,246	29,352	37,685	20,770	21,765	14,800	1,862,520	14,975	45,157	890	9,989	43,739
Eureka	24,153	27,025	11.9	27,599	9,752	*	*	*	*	*	291,871	10,575	29,929	*	*	*
IMPERIAL	92,110	109,303	18.7	115,560	48,324	38,366	32,357	13,405	19,530	11,903	1,853,131	16,036	38,348	804	373,085	343,110
Brawley	14,946	18,923	26.6	19,718	6,967	*	*	*	*	*	177,586	9,006	25,489	*	*	*
El Centro	23,996	31,384	30.8	32,862	11,611	*	*	*	*	*	317,625	9,666	27,355	*	*	*
INYO	17,895	18,281	2.2	18,817	5,761	4,742	4,328	2,540	3,933	3,293	349,156	18,555	60,612	94	859	3,856
KERN	403,089	543,477	34.8	585,843	216,263	178,096	161,693	78,503	103,108	64,443	10,885,364	18,581	50,334	2,255	957,747	142,289
Bakersfield	105,611	174,820	65.5	188,662	66,662	*	*	*	*	*	2,423,789	12,847	36,360	*	*	*
Ridgecrest	15,929	27,725	74.1	30,084	10,630	*	*	*	*	*	473,936	15,754	44,585	*	*	*
Taft	5,316	5,902	11.0	6,019	2,127	*	*	*	*	*	115,366	19,166	54,243	*	*	*
KINGS	73,738	101,469	37.6	109,691	43,665	[illegible]	31,701	14,150	17,989	9,982	1,528,564	13,935	35,007	1,204	329,054	157,858
Hanford	20,958	30,897	47.4	32,885	11,620	*	*	*	*	*	328,646	9,994	28,284	*	*	*
LAKE	36,366	50,631	39.2	54,821	16,918	12,225	11,074	6,250	11,841	13,431	826,723	15,080	48,867	873	21,821	2,329
Lakeport	3,675	4,390	19.5	4,533	1,602	*	*	*	*	*	49,217	10,857	30,728	*	*	*
LASSEN	21,661	27,598	27.4	29,505	9,813	7,730	8,911	4,308	5,340	3,157	438,998	14,879	44,736	413	17,213	13,646
LOS ANGELES	7,477,517	8,863,164	18.5	9,573,801	3,378,721	2,431,745	2,718,959	1,455,218	1,847,744	1,120,135	126,739,209	13,238	37,511	2,035	159,333	34,793
Arcadia	45,994	48,290	5.0	48,749	17,225	*	*	*	*	*	884,228	18,138	51,334	*	*	*
Azusa	29,380	41,333	40.7	43,724	15,449	*	*	*	*	*						
Baldwin Park	50,554	69,330	37.1	73,085	25,824	*	*	*	*	*	481,166	6,584	18,633	*	*	*
Bell	25,450	34,365	35.0	36,148	12,773	*	*	*	*	*	251,179	6,949	19,666	*	*	*
Covina	32,746	43,207	31.9	45,299	16,006	*	*	*	*	*	482,551	10,653	30,148	*	*	*
Glendale	139,060	180,038	29.5	188,234	66,510	*	*	*	*	*	2,131,134	11,322	32,042	*	*	*

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

CALIFORNIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Glendora	38,500	47,828	24.2	49,694	17,559	*	*	*	*	*	588,981	11,852	33,544	*	*	*
Hermosa Beach	18,070	18,219	0.8	18,249	6,448	*	*	*	*	*	386,095	21,157	59,878	*	*	*
Industry	412	631	53.2	675	260	*	*	*	*	*	*	*	*	*	*	*
Irwindale	1,030	1,050	1.9	1,054	422	*	*	*	*	*	*	*	*	*	*	*
La Puente	30,882	36,955	19.7	38,170	15,268	*	*	*	*	*	*	*	*	*	*	*
Long Beach	361,334	429,433	18.8	443,053	156,548	*	*	*	*	*	4,771,933	10,771	30,482	*	*	*
Los Angeles	2,966,850	3,485,398	17.5	3,709,108	1,310,575	*	*	*	*	*	40,341,695	10,876	30,782	*	*	*
Manhattan Beach	31,542	32,063	1.7	32,167	11,366	*	*	*	*	*	541,123	16,822	47,609	*	*	*
Newhall	12,029	15,000	24.7	15,594	5,474	*	*	*	*	*	209,093	13,408	38,197	*	*	*
Palmdale	12,277	68,842	460.7	80,155	28,322	*	*	*	*	*	182,194	2,273	6,433	*	*	*
Pasadena	118,072	131,591	11.4	134,295	47,452	*	*	*	*	*	1,755,390	13,071	36,993	*	*	*
Pomona	92,742	131,723	42.0	139,519	43,556	*	*	*	*	*	888,195	6,366	20,392	*	*	*
Redondo Beach	57,102	60,167	5.4	60,780	21,476	*	*	*	*	*	1,703,558	28,028	79,324	*	*	*
San Dimas	24,014	32,397	34.9	34,074	13,310	*	*	*	*	*	563,032	16,524	42,301	*	*	*
San Fernando	17,731	22,580	27.3	23,550	8,321	*	*	*	*	*	167,402	7,108	20,118	*	*	*
San Gabriel	30,072	37,120	23.4	38,530	13,614	*	*	*	*	*	369,470	9,589	27,139	*	*	*
San Pedro	62,108	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Santa Clarita	77,262	110,642	43.2	117,318	41,453	*	*	*	*	*	2,652,498	22,609	63,988	*	*	*
Santa Monica	88,314	86,905	-1.6	86,623	30,607	*	*	*	*	*	1,549,407	17,887	50,622	*	*	*
Torrance	129,881	133,107	2.5	133,752	47,260	*	*	*	*	*	1,795,037	13,421	37,982	*	*	*
Walnut	12,478	29,105	133.3	32,430	12,331	*	*	*	*	*	0	0	0	*	*	*
West Covina	80,291	96,086	19.7	99,245	35,067	*	*	*	*	*	1,209,695	12,189	34,496	*	*	*
Whittier	69,717	77,671	11.4	79,262	28,006	*	*	*	*	*	902,814	11,390	32,236	*	*	*
MADERA	63,116	88,090	39.6	95,412	38,090	30,150	24,521	12,976	16,697	11,068	1,286,056	13,479	33,764	1,746	241,459	104,111
Madera	21,732	29,281	34.7	30,791	10,880	*	*	*	*	*	213,971	6,949	19,667	*	*	*
MARIN	222 592	230,096	3.4	237,387	92,877	43,204	60,771	46,290	58,160	29,199	6,992,881	29,458	75,292	285	1,664	40,098
San Rafael	44,700	48,404	8.3	49,145	17,365	*	*	*	*	*	1,464,764	29,805	84,352	*	*	*
MARIPOSA	11,108	14,302	28.8	15,314	4,536	3,400	3,859	2,067	3,262	2,711	256,986	16,781	56,652	255	393	14,442
MENDOCINO	66,738	80,345	20.4	85,143	27,813	22,733	21,030	14,134	15,922	11,324	1,291,720	15,171	46,444	1,067	27,293	10,583
Ukiah	12,035	14,599	21.3	15,112	5,340	*	*	*	*	*	152,424	10,086	28,546	*	*	*
MERCED	134,558	178,403	32.6	191,851	76,123	61,776	55,637	24,749	31,655	18,034	3,533,858	18,420	46,423	3,048	318,278	473,827
Merced	36,499	56,216	54.0	60,159	21,257	*	*	*	*	*	766,131	12,735	36,042	*	*	*
MODOC	8,610	9,678	12.4	10,139	3,319	2,869	2,261	1,419	1,997	1,592	139,993	13,807	42,173	495	24,652	20,981
MONO	8,577	9,956	16.1	10,488	4,103	2,276	3,534	2,223	1,783	671	277,015	26,414	67,511	76	2,602	2,481
MONTEREY	290,444	355,660	22.5	377,921	131,821	104,306	114,510	54,421	64,247	40,060	7,618,537	20,159	57,794	1,364	687,781	42,965
Monterey	27,558	31,954	16.0	32,833	11,601	*	*	*	*	*	548,013	16,691	47,237	*	*	*
Salinas	80,479	108,777	35.2	114,437	40,435	*	*	*	*	*	1,417,977	12,391	35,068	*	*	*
NAPA	99,199	110,765	11.7	115,905	41,859	25,731	30,715	16,690	23,297	19,356	3,834,271	33,081	91,599	1,197	66,948	5,768
Napa	50,879	61,842	21.5	64,035	22,626	*	*	*	*	*	1,536,353	23,993	67,902	*	*	*
NEVADA	51,645	78,510	52.0	85,980	28,268	20,549	20,119	12,983	17,368	14,875	1,605,412	18,672	56,793	386	821	2,280
Grass Valley	6,697	9,048	35.1	9,518	3,363	*	*	*	*	*	100,813	10,592	29,976	*	*	*
ORANGE	1,932,921	2,410,556	24.7	2,568,735	906,670	621,634	762,914	403,291	516,316	264,580	70,333,059	27,380	77,573	504	184,963	2,941
Anaheim	219,494	266,406	21.4	275,788	97,447	*	*	*	*	*	5,174,944	18,764	53,105	*	*	*
Brea	27,913	32,873	17.8	33,865	11,966	*	*	*	*	*	831,632	24,557	69,500	*	*	*
Costa Mesa	82,562	96,357	16.7	99,116	35,022	*	*	*	*	*	1,904,758	19,217	54,388	*	*	*
Huntington Beach	170,505	181,519	6.5	183,722	64,916	*	*	*	*	*	4,887,170	26,601	75,284	*	*	*
La Habra	45,232	51,266	13.3	52,473	19,801	*	*	*	*	*	1,005,545	19,163	50,782	*	*	*
Newport Beach	62,556	66,643	6.5	67,460	28,153	*	*	*	*	*	3,058,744	45,341	108,645	*	*	*
San Clemente	27,325	41,100	50.4	43,855	15,496	*	*	*	*	*	883,266	20,141	57,001	*	*	*
Santa Ana	203,713	293,742	44.2	311,748	110,153	*	*	*	*	*	3,686,413	11,825	33,466	*	*	*
PLACER	117,247	172,796	47.4	188,503	65,557	47,314	49,576	28,464	39,397	23,751	4,620,848	24,513	70,486	1,233	11,528	23,704
Auburn	7,540	10,592	40.5	11,202	3,956	*	*	*	*	*	194,760	17,386	49,204	*	*	*
Roseville	24,347	44,685	83.5	48,753	17,226	*	*	*	*	*	596,937	12,244	34,653	*	*	*

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PLUMAS	17,340	19,739	13.8	20,724	6,762	5,326	5,015	3,171	4,207	2,984	410,370	19,801	60,691	109	1,532	4,446
RIVERSIDE	663,199	1,170,413	76.5	1,303,652	447,058	350,682	332,431	165,564	241,176	213,799	17,214,537	13,205	38,506	3,874	335,098	391,805
Banning	14,020	20,570	46.7	21,880	7,731	*	*	*	*	*	174,825	7,990	22,613	*	*	*
Beaumont	6,818	9,685	42.1	10,258	3,625	*	*	*	*	*	79,293	7,730	21,876	*	*	*
Corona	37,791	76,095	101.4	83,756	29,594	*	*	*	*	*	619,223	7,393	20,924	*	*	*
Hemet	22,454	36,094	60.7	38,822	13,717	*	*	*	*	*	400,242	10,310	29,178	*	*	*
Indio	21,611	36,793	70.3	39,829	14,073	*	*	*	*	*	286,797	7,201	20,379	*	*	*
Palm Desert	11,801	23,252	97.0	25,542	9,051	*	*	*	*	*	278,852	10,917	30,810	*	*	*
Palm Springs	32,366	40,181	24.1	41,744	14,653	*	*	*	*	*	787,025	18,854	53,710	*	*	*
Riverside	170,876	226,505	32.6	237,631	83,964	*	*	*	*	*	2,769,784	11,656	32,988	*	*	*
Temecula	4,289	27,099	531.8	31,661	12,319	*	*	*	*	*	0	0	0			
SACRAMENTO	783,381	1,041,219	32.9	1,120,106	404,531	282,267	325,951	170,256	217,301	125,452	29,213,269	26,081	72,215	1,586	87,270	108,240
Sacramento	275,741	369,365	34.0	388,090	137,127	*	*	*	*	*	6,740,232	17,368	49,153	*	*	*
SAN BENITO	25,005	36,697	46.8	40,011	16,020	13,004	10,723	5,081	6,962	4,241	691,965	17,294	43,192	704	56,171	27,802
Hollister	11,488	19,212	67.2	20,757	7,334	*	*	*	*	*	187,882	9,052	25,617	*	*	*
SAN BERNARDINO	895,016	1,418,380	58.5	1,561,129	567,001	457,411	443,361	218,558	271,636	170,163	22,269,598	14,265	39,276	1,938	41,105	447,633
Barstow	17,690	21,472	21.4	22,228	7,854	*	*	*	*	*	272,857	12,275	34,740	*	*	*
Fontana	37,111	87,535	135.9	97,620	34,493	*	*	*	*	*	726,786	7,445	21,071	*	*	*
Ontario	88,820	133,179	49.9	142,051	50,192	*	*	*	*	*	1,534,268	10,801	30,568	*	*	*
Redlands	43,619	60,394	38.5	63,749	22,525	*	*	*	*	*	885,517	13,891	39,313	*	*	*
San Bernardino	117,490	164,164	39.7	173,499	61,304	*	*	*	*	*	1,721,305	9,921	28,078	*	*	*
Upland	47,647	63,374	33.0	66,519	23,504	*	*	*	*	*	1,204,814	18,112	51,260	*	*	*
Victorville	14,220	40,674	186.0	45,965	16,241	*	*	*	*	*	232,523	5,059	14,317	*	*	*
SAN DIEGO	1,861,846	2,498,016	34.2	2,690,881	858,493	656,575	839,555	400,941	476,286	317,524	54,150,985	20,124	63,077	6,259	345,349	98,651
El Cajon	73,892	88,693	20.0	91,653	32,385	*	*	*	*	*	1,453,041	15,854	44,868	*	*	*
Escondido	64,355	108,635	68.8	117,491	41,514	*	*	*	*	*	1,428,730	12,160	34,415	*	*	*
Oceanside	76,698	128,398	67.4	138,738	49,022	*	*	*	*	*	1,760,896	12,692	35,921	*	*	*
San Diego	875,538	1,110,549	26.8	1,157,551	409,009	*	*	*	*	*	18,090,721	15,628	44,231	*	*	*
Vista	35,834	71,872	100.6	79,080	27,942	*	*	*	*	*	718,088	9,081	25,699	*	*	*
SAN FRANCISCO	678,974	723,959	6.6	751,280	320,659	119,454	199,840	145,748	160,023	125,464	18,399,812	24,491	57,381	5	2,010	0
San Francisco	678,974	723,959	6.6	732,956	258,982	*	*	*	*	*	18,403,527	25,109	71,061	*	*	*
SAN JOAQUIN	347,342	480,628	38.4	519,967	183,029	147,151	144,551	69,676	95,674	62,916	9,341,964	17,966	51,041	4,366	415,320	218,380
Lodi	35,221	51,874	47.3	55,205	19,506	*	*	*	*	*	788,917	14,291	40,445	*	*	*
Manteca	24,925	40,773	63.6	43,943	15,527	*	*	*	*	*	604,406	13,754	38,927	*	*	*
Stockton	149,779	210,943	40.8	223,176	78,857	*	*	*	*	*	3,101,394	13,897	39,329	*	*	*
Tracy	18,428	33,558	82.1	36,584	12,927	*	*	*	*	*	362,734	9,915	28,061	*	*	*
SAN LUIS OBISPO	155,435	217,162	39.7	235,245	71,172	49,872	76,925	32,464	40,697	35,052	5,169,068	21,973	72,628	1,991	117,619	42,554
Paso Robles	9,163	18,583	102.8	20,467	7,232	*	*	*	*	*	201,749	9,857	27,897	*	*	*
San Luis Obispo	34,252	41,958	22.5	43,499	15,370	*	*	*	*	*	774,358	17,802	50,381	*	*	*
SAN MATEO	587,329	649,623	10.6	678,634	230,987	141,156	180,517	112,653	152,693	90,937	16,318,679	24,046	70,648	330	86,361	1,751
San Mateo	77,640	85,486	10.1	87,055	30,760	*	*	*	*	*	1,866,722	21,443	60,687	*	*	*
SANTA BARBARA	298,694	369,608	23.7	393,386	129,525	88,512	123,130	54,221	74,743	49,567	9,691,897	24,637	74,826	1,756	244,433	43,333
Lompoc	26,267	37,649	43.3	39,925	14,107	*	*	*	*	*	467,386	11,706	33,131	*	*	*
Santa Barbara	74,414	85,571	15.0	87,802	31,024	*	*	*	*	*	1,787,467	20,358	57,616	*	*	*
Santa Maria	39,685	61,284	54.4	65,604	23,180	*	*	*	*	*	721,013	10,990	31,104	*	*	*
SANTA CLARA	1,295,071	1,497,577	15.6	1,576,530	551,204	390,979	468,229	258,551	313,730	145,041	37,760,058	23,951	68,505	1,312	106,190	25,827
Gilroy	21,641	31,487	45.5	33,456	11,821	*	*	*	*	*	604,101	18,056	51,102	*	*	*
Palo Alto	55,225	55,900	1.2	56,035	21,246	*	*	*	*	*	1,784,257	31,842	83,979	*	*	*
San Jose	629,442	782,248	24.3	833,920	294,657	*	*	*	*	*	18,801,124	22,545	63,807	*	*	*
Saratoga	29,261	28,061	-4.1	27,821	9,830	*	*	*	*	*	735,853	26,450	74,856	*	*	*
SANTA CRUZ	188,141	229,734	22.1	244,004	76,545	55,145	71,493	42,457	41,725	33,185	5,607,420	22,981	73,256	813	156,587	4,937
Santa Cruz	41,483	49,040	18.2	50,551	17,862	*	*	*	*	*	755,459	14,944	42,295	*	*	*
Watsonville	23,543	31,099	32.1	32,610	11,522	*	*	*	*	*	412,341	12,645	35,786	*	*	*
SHASTA	115,715	147,036	27.1	157,133	53,054	42,112	41,169	22,784	31,112	20,113	2,625,715	16,710	49,492	899	12,908	13,799
Redding	41,995	66,462	58.3	71,355	25,213	*	*	*	*	*	1,051,670	14,738	41,712	*	*	*
SIERRA	3,073	3,318	8.0	3,451	1,074	777	828	580	701	566	61,137	17,715	56,949	46	207	1,529
SISKIYOU	39,732	43,531	9.6	45,398	15,099	12,212	10,986	6,810	6,807	6,583	705,285	15,536	46,710	765	27,168	24,191
Yreka City	5,916	6,948	17.4	7,154	2,528	*	*	*	*	*	75,595	10,566	29,904	*	*	*
SOLANO	235,203	340,421	44.7	370,501	132,032	107,445	107,816	58,169	64,467	32,975	8,003,598	21,602	60,619	895	77,534	18,738

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INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65+	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Benicia	15,376	24,437	56.9	26,249	10,096	*	*	*	*	*	*	*	*	*	*	*
Fairfield	58,099	77,211	32.9	81,033	28,632	*	*	*	*	*	1,506,250	18,588	52,607	*	*	*
Sui Sun	11,087	22,686	104.6	25,006	8,836	*	*	*	*	*	463,631	18,541	52,473	*	*	*
Vacaville	43,367	71,479	64.8	77,101	27,243	*	*	*	*	*	1,598,559	20,733	58,678	*	*	*
Vallejo	80,303	109,199	36.0	114,978	40,626	*	*	*	*	*	2,038,631	17,731	50,180	*	*	*
SONOMA	299,681	388,222	29.5	416,078	132,200	100,691	109,845	68,653	76,975	59,083	9,789,111	23,527	74,043	3,039	99,006	110,060
Petaluma	33,834	43,184	27.6	45,054	15,919	*	*	*	*	*	742,474	16,480	46,640	*	*	*
Santa Rosa	83,320	113,313	36.0	119,312	42,158	*	*	*	*	*	2,179,336	18,266	51,695	*	*	*
STANISLAUS	265,900	370,522	39.3	401,233	143,243	115,555	112,345	55,771	70,617	46,543	5,854,444	14,591	40,871	4,630	302,491	483,429
Modesto	106,602	164,730	54.5	176,356	62,313	*	*	*	*	*	2,146,213	12,170	34,442	*	*	*
Turlock	26,287	42,198	60.5	45,380	16,035	*	*	*	*	*	499,525	11,008	31,153	*	*	*
SUTTER	52,246	64,415	23.3	68,520	23,444	19,049	19,049	9,045	13,498	7,880	1,027,707	14,999	43,837	1,438	181,911	7,383
Yuba City	18,736	27,437	46.4	29,177	10,309	*	*	*	*	*	243,034	8,330	23,574	*	*	*
TEHAMA	38,888	49,625	27.6	53,067	17,939	14,434	13,161	6,686	10,613	8,225	743,233	14,006	41,431	1,420	46,626	35,571
Corning	4,745	5,870	23.7	6,095	2,154	*	*	*	*	*	54,093	8,875	25,117	*	*	*
Red Bluff	9,490	12,363	30.3	12,938	4,571	*	*	*	*	*	127,069	9,822	27,797	*	*	*
TRINITY	11,858	13,063	10.2	13,637	4,444	3,641	3,123	2,141	2,850	1,882	246,945	18,109	55,562	133	99	1,629
TULARE	245,738	311,921	26.9	333,287	129,580	107,318	90,654	42,661	55,326	36,995	6,189,250	18,570	47,764	5,911	658,159	372,296
Porterville	19,707	29,563	50.0	31,534	11,142	*	*	*	*	*	344,214	10,916	30,893	*	*	*
Tulare	22,526	33,249	47.6	35,394	12,506	*	*	*	*	*	370,667	10,473	29,639	*	*	*
Visalia	49,729	75,636	52.1	80,817	28,556	*	*	*	*	*	1,235,154	15,283	43,254	*	*	*
TUOLUMNE	33,928	48,456	42.8	52,646	17,133	12,740	13,636	7,634	10,319	8,318	860,872	16,352	50,246	271	1,521	7,786
Sonora	3,247	4,153	27.9	4,334	1,531	*	*	*	*	*	54,357	12,541	35,494	*	*	*
VENTURA	529,174	669,016	26.4	714,409	268,101	205,035	200,749	106,447	133,594	68,583	18,186,899	25,457	67,836	2,120	481,257	56,257
Camarillo	37,797	52,303	38.4	55,204	19,506	*	*	*	*	*	1,343,054	24,329	68,854	*	*	*
Oxnard	108,195	142,216	31.4	149,020	52,655	*	*	*	*	*	2,285,812	15,339	43,411	*	*	*
Port Hueneme	17,803	20,319	14.1	20,822	7,357	*	*	*	*	*	354,902	17,044	48,238	*	*	*
Santa Paula	20,552	25,062	21.9	25,964	9,174	*	*	*	*	*	360,116	13,870	39,254	*	*	*
Simi Valley	77,500	100,217	29.3	104,760	37,016	*	*	*	*	*	1,827,515	17,445	49,371	*	*	*
Thousand Oaks	77,072	104,352	35.4	109,808	38,800	*	*	*	*	*	3,145,299	28,644	81,065	*	*	*
Ventura	74,474	86,873	16.6	89,353	31,572	*	*	*	*	*	2,070,061	23,167	65,567	*	*	*
YOLO	113,374	141,092	24.4	150,301	47,656	35,471	52,756	22,395	24,950	14,880	3,345,367	22,258	70,198	1,011	168,558	9,353
Davis	36,640	46,209	26.1	48,123	17,004	*	*	*	*	*	967,107	20,097	56,876	*	*	*
Woodland	30,235	39,802	31.6	41,715	14,740	*	*	*	*	*	788,292	18,897	53,481	*	*	*
YUBA	49,733	58,228	17.1	61,425	20,606	18,243	17,813	8,354	10,442	6,634	730,716	11,896	35,462	654	62,605	15,501
Marysville	9,898	12,324	24.5	12,809	4,526	*	*	*	*	*	132,421	10,338	29,258	*	*	*

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COLORADO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65+	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS........	2,889,735	3,294,394	14.0	3,455,713	1,406,312	943,760	1,073,172	600,699	649,001	336,121	60,066,077	17,382	42,712	27,281	779,880	2,360,379
METRO AREAS (MSAs/PMSAs/CMSAs)																
Boulder-Boulder-Longmont, CO	190,295	225,339	18.4	238,103	87,526	55,695	86,553	46,663	43,151	18,565	4,448,988	18,685	50,831	752	11,753	27,871
Colorado Springs, CO	309,693	397,014	28.2	424,745	158,060	116,277	133,068	63,806	73,460	32,323	7,969,906	18,764	50,423	711	6,229	17,327
Dencer, CO	1,436,662	1,622,980	13.0	1,701,368	724,167	471,751	526,186	320,041	342,913	164,483	31,002,901	18,222	42,812	1,903	66,009	62,223
Ft. Collins-Loveland, CO	150,644	186,136	23.6	198,021	79,209	46,232	65,336	31,904	30,185	17,194	3,672,764	18,547	46,368	1,233	18,060	72,128
Greeley, CO	124,515	131,821	5.9	136,584	54,415	38,871	43,989	20,196	22,686	12,726	2,212,522	16,199	40,661	2,975	120,844	743,761
Pueblo, CO	126,116	123,051	-2.4	125,471	49,840	38,099	37,826	18,162	24,990	17,342	1,474,670	11,753	29,588	615	8,996	29,393
COUNTIES, Cities																
ADAMS	246,572	265,038	7.5	275,388	112,802	92,754	95,252	48,094	54,340	22,173	4,200,490	15,253	37,238	701	42,021	48,535
ALAMOSA	11,821	13,617	15.2	14,322	5,778	4,073	4,506	1,841	2,218	1,325	170,035	11,872	29,429	327	30,003	4,203
Alamosa	6,830	7,579	11.0	7,920	2,907	*	*	*	*	*	56,836	7,176	19,555	*	*	*
ARAPAHOE	297,963	391,511	31.4	420,382	166,236	120,123	126,772	80,673	86,435	29,698	8,016,336	19,069	48,222	285	9,341	4,454
ARCHULETA	3,718	5,345	43.8	5,811	2,440	1,612	1,349	752	1,064	597	58,454	10,060	23,961	152	140	8,990
BACA	5,401	4,556	-15.6	4,496	1,674	1,371	1,256	613	972	767	79,848	17,761	47,702	612	16,686	55,756
BENT	5,947	5,048	-15.1	4,989	1,915	1,732	1,425	692	1,129	928	63,670	12,763	33,252	292	6,591	30,387
BOULDER	190,295	225,339	18.4	238,103	87,526	55,695	86,553	46,663	43,151	18,565	4,448,988	18,685	50,831	752	11,753	27,871
Boulder	76,685	83,311	8.6	86,733	33,840	*	*	*	*	*	1,225,662	14,132	36,219	*	*	*
Longmont	42,942	51,555	20.1	54,597	20,036	*	*	*	*	*	821,253	15,042	40,989	*	*	*
CHAFFEE	13,306	12,684	-4.7	12,871	4,699	4,039	4,262	2,049	2,688	1,827	206,535	16,047	43,952	160	1,125	3,492
Salida	4,870	4,737	-2.7	4,827	1,771	*	*	*	*	*	50,509	10,464	28,514	*	*	*
CHEYENNE	2,155	2,397	11.2	2,506	1,020	775	555	295	407	390	21,790	8,695	21,370	325	10,956	15,922
CLEAR CREEK	7,402	7,619	2.9	7,852	2,726	2,257	2,215	1,992	1,462	616	144,683	18,426	53,074	11	18	*
CONEJOS	7,777	7,453	-4.2	7,571	3,824	2,943	2,151	833	1,310	857	70,133	9,263	18,338	439	6,478	12,379
COSTILLA	3,044	3,190	4.8	3,299	1,506	1,224	1,031	431	698	537	33,495	10,153	22,240	191	9,752	1,974
CROWLEY	2,994	3,946	31.8	4,239	1,586	895	771	359	650	671	24,397	5,756	15,380	187	2,752	84,956
CUSTER	1,540	1,926	25.1	2,053	793	658	535	309	441	295	30,769	14,988	38,801	130	1,101	3,963
DELTA	21,412	20,980	-2.0	21,411	8,594	6,534	5,621	3,051	4,444	4,348	278,125	12,990	32,364	900	12,642	17,235
DENVER	492,694	467,610	-5.1	474,052	225,738	111,683	150,282	92,640	89,552	71,024	8,726,647	18,409	38,658	17	*	*
Denver	492,694	467,610	-5.1	474,052	217,138	*	*	*	*	*	8,774,531	18,510	40,410	*	*	*
DOLORES	1,676	1,504	-10.3	1,506	604	511	405	199	297	194	23,409	15,544	38,766	130	2,663	1,748
DOUGLAS	25,752	60,391	134.5	68,986	32,482	16,444	13,113	9,465	10,892	3,014	1,046,947	15,176	32,232	454	2,141	6,718
Castle Rock	3,921	8,708	122.1	9,905	3,635	*	*	*	*	*	83,962	8,477	23,100	*	*	*
EAGLE	13,305	21,928	64.8	24,238	10,098	3,797	7,403	4,680	2,551	748	314,817	12,988	31,175	147	302	5,910
Vail	3,555	3,659	2.9	3,771	1,410	*	*	*	*	*	84,290	22,353	59,793	*	*	*
ELBERT	7,022	9,646	37.4	10,423	4,609	2,695	2,204	1,588	1,597	830	128,096	12,290	27,791	679	3,296	22,950
EL PASO	309,693	397,014	28.2	424,745	158,060	116,277	133,068	63,806	73,460	32,323	7,969,906	18,764	50,423	711	6,229	17,327
Colorado Springs	215,150	281,140	30.7	301,629	112,758	*	*	*	*	*	5,320,278	17,638	47,183	*	*	*
FREMONT	28,873	32,273	11.8	33,769	12,009	9,648	8,701	4,951	6,699	6,408	448,346	13,277	37,334	412	2,405	7,519
Canon City	13,037	12,687	-2.7	12,930	4,745	*	*	*	*	*	151,984	11,755	32,032	*	*	*
GARFIELD	22,781	29,974	31.6	32,191	12,752	7,248	7,839	4,644	4,564	2,550	437,281	13,584	34,291	480	2,661	14,077
Glenwood Springs	4,637	6,561	41.5	7,118	2,661	*	*	*	*	*	63,198	8,879	23,751	*	*	*
GILPIN	2,487	3,070	23.4	3,266	1,130	706	799	731	611	237	38,308	11,731	33,895	15	0	95
GRAND	7,549	7,966	5.5	8,249	3,300	2,826	3,175	2,075	1,821	688	204,008	24,732	61,830	163	704	7,429
GUNNISON	10,839	10,273	-5.2	10,411	4,526	1,809	4,725	1,727	1,351	549	189,220	18,174	41,804	173	299	9,323
Gunnison	5,785	4,636	-19.9	4,515	1,657	*	*	*	*	*	78,214	17,322	47,202	*	*	*

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COLORADO POPULATION
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HINSDALE	397	467	17.6	493	206	131	138	107	118	46	8,402	17,046	40,858	16	5	399
HUERFANO	6,396	6,009	-6.1	6,079	2,469	2,272	1,777	885	1,357	1,350	77,302	12,717	31,303	243	291	7,410
JACKSON	1,870	1,605	-14.2	1,590	667	482	477	283	357	158	32,977	20,735	49,469	126	1,524	12,262
JEFFERSON	373,681	438,430	17.3	462,560	186,909	130,748	140,767	89,169	101,693	38,573	9,012,481	19,484	48,219	446	12,506	2,516
KIOWA	1,956	1,688	-13.7	1,675	690	520	384	195	423	429	38,373	22,911	55,650	328	10,528	10,785
KIT CARSON	7,601	7,140	-6.1	7,222	2,778	2,243	1,849	936	1,344	1,047	141,854	19,641	51,072	793	44,469	82,105
LAKE	8,835	6,007	-32.0	5,576	2,494	1,938	1,974	921	908	315	81,530	14,621	32,695	14	*	*
LA PLATA	27,448	32,284	17.6	34,075	12,801	7,649	10,045	4,731	5,253	3,011	515,403	15,126	40,262	682	2,826	13,214
Durango	11,426	12,430	8.8	12,944	4,750	*	*	*	*	*	151,247	11,685	31,842	*	*	*
LARIMER	150,644	186,136	23.6	198,021	79,209	46,232	65,336	31,904	30,185	17,194	3,672,764	18,547	46,368	1,233	18,060	72,128
Fort Collins	65,092	87,758	34.8	94,577	34,707	*	*	*	*	*	1,167,617	12,346	33,642	*	*	*
Loveland	30,244	37,352	23.5	39,734	14,581	*	*	*	*	*	682,592	17,179	46,813	*	*	*
LAS ANIMAS	14,879	13,765	-7.5	13,878	5,494	4,003	3,887	1,660	2,402	2,606	160,156	11,541	29,149	481	2,083	18,763
Trinidad	9,663	8,580	-11.2	8,571	3,204	*	*	*	*	*	67,404	7,865	21,038	*	*	*
LINCOLN	4,670	4,529	-3.0	4,612	1,922	1,214	1,199	537	982	904	76,396	16,564	39,746	489	14,045	43,025
LOGAN	19,835	17,567	-11.4	17,537	6,778	5,657	5,736	2,357	3,418	2,455	312,001	17,791	46,030	945	32,028	159,156
Sterling	11,385	10,362	-9.0	10,409	3,891	*	*	*	*	*	129,926	12,482	33,390	*	*	*
MESA	82,767	93,145	12.5	97,579	37,831	25,901	26,276	14,452	16,517	10,604	1,293,262	13,253	34,185	1,223	15,006	24,247
Grand Junction	28,144	29,034	3.2	29,936	10,986	*	*	*	*	*	292,859	9,783	26,659	*	*	*
MINERAL	799	558	-30.2	522	209	190	200	118	155	84	4,855	9,294	23,245	11	*	*
MOFFAT	13,524	11,357	-16.0	11,194	4,504	4,370	3,901	2,385	2,233	896	217,437	19,424	48,273	330	2,353	12,153
Craig	8,133	8,091	-0.5	8,283	3,040	*	*	*	*	*	145,064	17,514	47,725	*	*	*
MONTEZUMA	16,634	18,672	12.3	19,552	8,570	6,048	4,960	2,537	3,472	2,041	234,305	11,984	27,340	623	4,239	6,870
Cortez	7,095	7,284	2.7	7,503	2,753	*	*	*	*	*	74,541	9,935	27,072	*	*	*
MONTROSE	24,552	24,423	-0.5	25,002	10,156	7,446	6,350	3,519	4,896	3,239	364,776	14,590	35,919	826	12,547	33,405
Montrose	8,722	8,854	1.5	9,100	3,340	*	*	*	*	*	97,460	10,709	29,183	*	*	*
MORGAN	22,652	21,939	-3.1	22,336	8,901	7,320	6,402	3,092	4,228	3,117	293,012	13,118	32,921	800	38,473	237,758
Fort Morgan	8,768	9,068	3.4	9,354	3,433	*	*	*	*	*	87,624	9,367	25,526	*	*	*
OTERO	22,509	20,185	-10.3	20,209	8,336	6,928	5,893	2,632	3,846	3,217	263,116	13,020	31,566	491	12,421	66,840
La Junta	8,338	7,637	-8.4	7,682	2,819	*	*	*	*	*	70,040	9,117	24,843	*	*	*
Rocky Ford	4,804	4,162	-13.4	4,134	1,517	*	*	*	*	*	30,140	7,291	19,869	*	*	*
OURAY	1,915	2,295	19.8	2,430	935	631	549	438	509	346	34,675	14,271	37,070	88	195	3,186
PARK	5,517	7,174	30.0	7,691	3,336	2,314	2,018	1,601	1,433	641	122,014	15,864	36,576	162	381	3,212
PHILLIPS	4,564	4,189	-8.2	4,216	1,666	1,247	1,005	551	811	793	79,836	18,937	47,925	417	31,097	24,395
PITKIN	10,210	12,661	24.0	13,477	6,126	1,531	3,719	3,581	2,153	530	218,874	16,241	35,731	70	156	1,472
Aspen	3,678	5,049	37.3	5,455	2,760	*	*	*	*	*	106,453	19,515	38,565	*	*	*
PROWERS	13,029	13,347	2.4	13,743	5,711	5,622	4,688	2,221	2,943	2,132	251,260	18,283	43,994	510	23,991	119,998
Lamar	7,713	8,343	8.2	8,679	3,185	*	*	*	*	*	106,817	12,308	33,539	*	*	*
PUEBLO	126,116	123,051	-2.4	125,471	49,840	38,099	37,826	18,162	24,990	17,342	1,474,670	11,753	29,588	615	8,996	29,393
Pueblo	101,686	98,640	-3.0	100,459	36,866	*	*	*	*	*	897,269	8,932	24,339	*	*	*
RIO BLANCO	6,351	5,972	-6.0	6,042	2,559	2,150	2,000	952	1,190	524	93,620	15,494	36,581	231	1,023	13,732
RIO GRANDE	10,498	10,770	2.6	11,093	4,652	3,871	3,259	1,573	2,185	1,598	158,642	14,302	34,099	345	30,124	5,130
ROUTT	13,624	14,088	3.4	14,532	5,814	3,337	4,266	3,604	2,098	774	251,168	17,284	43,197	405	1,731	18,025
Steamboat Springs	5,098	6,695	31.3	7,188	2,687	*	*	*	*	*	109,629	15,251	40,797	*	*	*
SAGUACHE	3,889	4,619	18.8	4,883	2,010	1,357	1,111	543	691	543	38,499	7,884	19,151	254	26,075	10,010
SAN JUAN	828	745	-10.0	746	295	353	252	201	159	55	14,087	18,873	47,683	*	*	*
SAN MIGUEL	3,223	3,653	13.3	3,832	1,407	996	1,023	1,108	527	221	75,528	19,712	53,682	84	354	3,002
SEDGWICK	3,247	2,690	-17.2	2,642	999	837	660	317	552	546	45,520	17,226	45,578	263	16,721	14,689
SUMMIT	8,962	12,881	43.7	14,003	6,087	2,745	6,076	3,684	1,805	382	352,985	25,207	57,986	21	68	1,085
Frisco	1,221	1,601	31.1	1,719	631	*	*	*	*	*	27,788	16,170	44,062	*	*	*
TELLER	8,175	12,468	52.5	13,657	5,619	3,743	3,646	2,528	2,835	1,229	232,447	17,021	41,366	67	23	1,091
WASHINGTON	5,366	4,812	-10.3	4,818	1,930	1,481	1,289	668	1,053	856	82,317	17,087	42,641	854	39,401	44,948
WELD	124,515	131,821	5.9	136,584	54,415	38,871	43,989	20,196	22,686	12,726	2,212,522	16,199	40,661	2,975	120,844	743,761
Greeley	53,006	60,536	14.2	63,579	23,332	*	*	*	*	*	766,047	12,049	32,833	*	*	*
YUMA	9,748	8,954	-8.1	9,013	3,560	2,952	2,277	1,196	1,785	1,437	152,276	16,895	42,773	975	73,237	107,001

CONNECTICUT POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	3,113,892	3,287,116	5.6	3,340,735	1,271,105	783,152	938,841	488,492	699,798	461,726	72,782,326	21,786	57,259	3,580	164,664	193,038
METRO AREAS (MSAs/PMSAs/CMSAs)																
Bridgeport-Stamford-Norwalk-Danbury,Ct	809,061	827,645	2.3	836,111	309,671	193,142	219,897	114,547	189,797	117,892	23,627,416	28,259	76,299	668	29,270	15,791
Hartford-New Britain-Middletown-Bristol, Ct	1,053,806	1,123,678	6.6	1,144,151	438,175	266,378	334,990	174,546	242,483	165,186	23,588,403	20,617	53,833	2,428	131,414	135,567
New Haven-Waterbury-Meriden, Ct	762,977	804,219	5.4	817,108	314,272	186,833	226,986	118,819	160,611	125,375	14,308,197	17,511	45,528	1,285	53,469	34,629
New London-Norwich,Ct	238,115	254,957	7.1	259,801	99,923	66,528	80,478	38,361	50,433	32,728	5,146,156	19,808	51,501	1,246	45,732	115,081
COUNTIES, Cities																
FAIRFIELD	809,061	827,645	2.3	836,111	309,671	193,142	219,897	114,547	189,797	117,892	24,627,416	29,455	79,528	261	6,517	8,759
Bridgeport	142,546	141,686	-0.6	142,322	53,239	*	*	*	*	*	2,017,084	14,173	37,887	*	*	*
Danbury	60,470	65,585	8.5	66,988	25,076	*	*	*	*	*	1,056,942	15,778	42,150	*	*	*
Greenwich	59,578	58,441	-1.9	58,546	21,919	*	*	*	*	*	1,536,049	26,237	70,078	*	*	*
Norwalk	77,767	78,331	0.7	78,892	29,527	*	*	*	*	*	1,413,036	17,911	47,855	*	*	*
Stamford	102,453	108,056	5.5	109,800	41,085	*	*	*	*	*	2,027,508	18,465	49,349	*	*	*
Trumbull	32,989	32,016	-2.9	32,003	11,994	*	*	*	*	*	768,101	24,001	64,038	*	*	*
HARTFORD	809,208	851,783	5.3	865,212	332,774	200,429	246,751	128,275	185,286	130,947	18,025,755	20,834	54,168	656	67,535	21,294
Bristol	57,370	60,640	5.7	61,644	23,079	*	*	*	*	*	851,688	13,816	36,904	*	*	*
Enfield	42,695	45,532	6.6	46,363	17,367	*	*	*	*	*	824,151	17,776	47,454	*	*	*
Hartford	136,392	139,739	2.5	141,210	52,825	*	*	*	*	*	1,449,726	10,266	27,444	*	*	*
Manchester	31,058	51,618	66.2	56,048	21,014	*	*	*	*	*	455,041	8,119	21,554	*	*	*
New Britain	73,840	75,491	2.2	76,254	28,542	*	*	*	*	*	945,442	12,399	33,125	*	*	*
LITCHFIELD	157,419	174,092	10.6	178,440	68,631	42,561	46,349	27,412	37,331	26,691	3,683,466	20,643	53,671	619	6,406	21,836
Torrington	30,987	33,687	8.7	34,423	12,906	*	*	*	*	*	416,101	12,088	32,240	*	*	*
MIDDLESEX	129,527	143,196	10.6	146,763	56,447	34,622	42,007	24,466	31,390	21,542	3,032,376	20,662	53,720	259	24,220	5,761
Middletown	39,040	42,762	9.5	43,755	16,392	*	*	*	*	*	584,601	13,361	35,664	*	*	*
NEW HAVEN	762,977	804,219	5.4	817,108	314,272	186,833	226,986	118,819	160,611	125,375	14,308,197	17,511	45,528	407	22,753	7,032
Ansonia	19,039	18,403	-3.3	18,380	6,904	*	*	*	*	*	213,413	11,611	30,909	*	*	*
Meriden	57,118	59,479	4.1	60,294	22,574	*	*	*	*	*	727,927	12,073	32,246	*	*	*
Milford	49,101	49,938	1.7	50,392	18,874	*	*	*	*	*	639,710	12,695	33,894	*	*	*
Naugatuck	26,456	30,625	15.8	31,638	11,864	*	*	*	*	*	335,670	10,610	28,293	*	*	*
New Haven	126,109	130,474	3.5	132,097	49,418	*	*	*	*	*	1,185,308	8,973	23,985	*	*	*
Wallingford Town	17,821	40,822	129.1	45,682	17,164	*	*	*	*	*	222,775	4,877	12,979	*	*	*
Waterbury	103,266	108,961	5.5	110,729	41,432	*	*	*	*	*	1,041,509	9,406	25,138	*	*	*
NEW LONDON	238,115	254,957	7.1	259,801	99,923	66,528	80,478	38,361	50,433	32,728	5,146,156	19,808	51,501	556	28,934	69,576
New London	28,842	28,540	-1.0	28,642	10,743	*	*	*	*	*	334,750	11,687	31,159	*	*	*
Norwich	38,074	37,391	-1.8	37,467	14,042	*	*	*	*	*	455,065	12,146	32,408	*	*	*
TOLLAND	115,071	128,699	11.8	132,175	48,954	31,328	46,232	21,805	25,807	12,697	2,530,272	19,143	51,687	338	4,229	17,100
Vernon	27,974	29,841	6.7	30,387	11,395	*	*	*	*	*	630,936	20,763	55,369	*	*	*
WINDHAM	92,514	102,525	10.8	105,124	40,432	27,709	30,142	14,807	19,143	13,855	1,428,687	13,590	35,335	484	3,980	41,680
Willimantic	14,652	15,600	6.5	15,880	5,972	*	*	*	*	*	140,768	8,865	23,571	*	*	*

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DELAWARE POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM-PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	595,909	666,168	11.8	680,208	260,001	171,359	194,487	93,829	130,361	79,648	11,315,695	16,636	43,522	2,966	96,209	347,457
METRO AREAS (MSAs/PMSAs/CMSAs)																
Wilmington, DE-MD-NJ	524,585	578,587	10.3	591,600	226,714	110,737	132,170	63,852	88,411	51,796	8,374,180	14,155	36,937	1,578	60,738	60,013
COUNTIES, Cities																
KENT	98,407	110,993	12.8	113,510	42,041	32,213	33,908	15,937	20,232	10,851	1,374,713	12,111	32,699	857	38,980	44,717
Dover	23,512	27,630	17.5	28,454	10,697	•	•	•	•	•	317,247	11,150	29,658	•	•	•
NEW CASTLE	399,034	441,946	10.8	450,528	173,260	110,737	132,170	63,852	88,411	51,796	8,374,180	18,587	48,327	380	21,323	9,094
Newark	25,247	25,098	-0.6	25,068	9,285	•	•	•	•	•	332,680	13,271	35,832	•	•	•
Wilmington	70,195	71,529	1.9	71,796	26,789	•	•	•	•	•	741,722	10,331	27,687	•	•	•
SUSSEX	98,528	113,229	14.9	116,169	44,680	28,409	28,409	14,040	21,718	17,002	1,566,802	13,487	35,067	1,729	35,906	293,646
Milford	5,366	6,040	12.6	6,175	2,339	•	•	•	•	•	61,851	10.017	26,444	•	•	•

DIST. OF COLUMBIA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	636,592	606,900	-4.7	621,525	255,650	120,122	182,955	104,722	122,586	86,241	10,046,349	16,164	39,297	•	•	•
METRO AREAS (MSAs/PMSAs/CMSAs)																
Washington, DC-MD-VA	3,250,921	3,923,574	20.7	4,117,910	1,593,597	•	•	•	•	•	89,226,453	21,668	55,991	•	•	•
District of Columbia	636,592	606,900	-4.7	621,525	255,650	120,122	182,955	104,722	122,586	86,241	10,046,349	16,164	39,297	•	•	•
Washington	636,592	606,900	-4.7	621,525	255,650	120,122	182,955	104,722	122,586	86,241	10,046,349	16,164	39,297	•	•	•

FLORIDA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS........	9,874,421	12,938,026	31.0	13,551,129	5,575,611	2,140,807	2,412,979	1,205,874	1,912,588	1,800,446	220,626,982	16,281	39,570	37,377	3,324,631	1,075,650
METRO AREAS (MSAs/PMSAs/CMSAs)																
Bradenton, FL	149,600	211,707	41.5	224,128	99,613	28,924	30,328	15,305	27,380	38,613	3,752,298	16,742	37,669	766	125,858	22,797
Daytona Beach, FL	260,971	370,712	42.1	392,660	170,722	50,019	60,614	27,843	49,773	58,150	5,423,141	13,811	31,766	920	53,814	9,980
Fort Lauderdale-Hollywood-Pompano Beach, FL	1,022,365	1,255,488	22.8	1,302,113	558,563	180,656	219,639	126,459	192,065	231,049	26,967,122	20,710	48,279	448	35,403	7,940
Fort Myers-Cape Coral, FL	207,787	335,113	61.3	360,878	154,556	46,852	48,399	24,531	46,631	54,587	5,689,423	15,779	36,811	415	70,914	2,496
Fort Pierce, FL	153,166	251,071	63.9	270,652	113,035	39,109	39,776	19,299	34,226	37,813	4,105,692	15,170	36,322	838	270,357	25,363
Fort Walton Beach, FL	109,834	143,776	30.9	150,564	55,765	33,292	36,897	16,586	24,158	9,254	2,118,092	14,068	37,983	322	2,274	3,183
Gainesville, FL	172,214	204,111	18.5	210,490	81,228	37,215	63,591	24,966	24,002	13,616	4,715,114	22,401	58,048	1,510	16,620	30,682
Jacksonville, FL	722,972	906,727	25.4	943,478	376,657	184,155	191,834	97,127	127,060	74,945	13,052,076	13,834	34,652	1,167	44,150	68,279
Lakeland-Winterhaven, FL	323,569	405,382	25.3	421,745	165,715	73,065	75,614	35,966	54,941	43,613	5,229,251	12,399	31,556	2,638	219,034	41,635
Melbourne-Titusville-Palm Bay, FL	275,202	398,978	45.0	423,733	171,394	66,715	79,408	35,424	68,486	45,165	4,399,541	10,383	25,669	495	16,599	4,919
Miami-Hialeah, FL	1,706,198	1,937,094	13.5	1,983,273	800,937	312,312	365,077	192,521	309,460	245,286	30,898,582	15,580	38,578	1,623	243,596	6,923
Naples, FL	87,225	152,099	74.4	165,074	64,608	21,252	22,218	11,206	20,769	21,155	3,113,757	18,863	48,194	224	112,085	6,769
Ocala, FL	123,497	194,833	57.8	209,100	83,900	35,998	33,712	16,571	29,855	26,998	2,859,907	13,677	34,087	1,707	13,267	80,437
Orlando, FL	705,861	1,072,748	52.0	1,146,125	452,020	194,477	221,900	106,309	154,385	95,222	18,453,419	16,101	40,824	2,018	245,471	27,935
Panama City, FL	97,849	126,994	29.8	132,823	51,582	27,365	28,678	13,430	20,095	11,512	1,649,810	12,421	31,984	85	600	*
Pensacola, FL	289,371	344,406	19.0	355,413	132,365	74,312	80,784	37,123	51,830	27,101	5,169,499	14,545	39,055	937	22,487	8,912
Sarasota, FL	204,092	277,776	36.1	292,513	138,304	31,505	37,957	19,928	39,855	60,352	5,429,842	18,563	39,260	352	9,912	5,327
Tallahassee, FL	191,107	233,598	22.2	242,096	94,105	45,910	61,757	27,451	28,217	15,617	5,656,371	23,364	60,107	650	36,748	6,940
Tampa-St. Petersburg-Clearwater, FL	1,623,781	2,067,959	27.4	2,156,795	909,669	322,493	371,622	189,070	311,648	355,811	37,027,617	17,168	40,704	4,362	*	*
West Palm Beach-Boca Raton-Delray, FL	580,742	863,518	48.7	920,073	392,582	124,066	141,634	73,950	125,966	159,808	16,915,502	18,385	43,088	975	846,953	8,220
COUNTIES, Cities																
ALACHUA	152,088	181,596	19.4	187,498	72,712	31,907	58,472	22,378	20,357	11,406	4,438,351	23,672	61,040	1,161	14,986	17,012
Gainesville	81,371	84,770	4.2	85,450	32,487	*	*	*	*	*	1,719,057	20,118	52,915	*	*	*
BAKER	15,342	18,486	20.5	19,115	6,603	4,590	4,311	1,868	2,604	1,339	234,890	12,288	35,575	220	10,593	10,367
BAY	97,849	126,994	29.8	132,823	51,582	27,365	28,678	13,430	20,095	11,512	1,649,810	12,421	31,984	85	600	*
Panama City	33,346	34,378	3.1	34,584	13,149	*	*	*	*	*	368,911	10,667	28,057	*	*	*
BRADFORD	20,126	22,515	11.9	22,993	8,516	5,308	5,119	2,588	3,645	2,210	276,763	12,037	32,500	349	1,634	13,670
BREVARD	275,202	398,978	45.0	423,733	171,394	66,715	79,408	35,424	68,486	45,165	4,399,541	10,383	25,669	495	16,599	4,919
Cocoa	16,096	17,722	10.1	18,047	6,861	*	*	*	*	*	113,972	6,315	16,611	*	*	*
Melbourne	46,536	59,646	28.2	62,268	23,674	*	*	*	*	*	669,759	10,756	28,291	*	*	*
BROWARD	1,022,365	1,255,488	22.8	1,302,113	558,563	180,656	219,639	126,459	192,065	231,049	26,967,122	20,710	48,279	448	35,403	7,940
Fort Lauderdale	153,279	149,377	-2.5	148,597	56,495	*	*	*	*	*	2,867,837	19,299	50,763	*	*	*
Hollywood	121,323	121,697	0.3	121,772	46,296	*	*	*	*	*	2,127,590	17,472	45,956	*	*	*
Pompano Beach	52,618	72,411	37.6	76,370	29,035	*	*	*	*	*	1,071,363	14,029	36,899	*	*	*

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FLORIDA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
CALHOUN	9,319	11,011	18.2	11,349	4,203	2,304	1,941	874	1,392	1,222	98,378	8,668	23,404	159	6,775	1,975
CHARLOTTE	60,088	110,975	84.7	121,152	54,758	10,461	10,590	5,230	14,593	23,634	1,760,483	14,531	32,150	197	13,828	4,680
Charlotte Harbor	25,770	40,000	55.2	42,846	16,290	*	*	*	*	*	518,060	12,091	31,803	*	*	*
Punta Gorda	6,797	10,747	58.1	11,537	4,386	*	*	*	*	*	181,437	15,727	41,365	*	*	*
CITRUS	55,430	93,515	68.7	101,132	45,453	12,924	12,108	5,986	15,509	21,563	1,455,124	14,388	32,014	331	1,660	4,478
Inverness	4,095	5,797	41.6	6,137	2,333	*	*	*	*	*	61,282	9,985	26,263	*	*	*
CLAY	67,725	105,986	56.5	113,638	41,057	25,248	22,630	13,004	16,635	6,840	1,563,640	13,760	38,085	244	965	27,756
Orange Park	8,766	9,488	8.2	9,632	3,662	*	*	*	*	*	159,069	16,514	43,436	*	*	*
COLLIER	87,225	152,099	74.4	165,074	64,608	21,252	22,218	11,206	20,769	21,155	3,113,757	18,863	48,194	224	112,085	6,769
Naples	17,581	19,505	10.9	19,890	7,562	*	*	*	*	*	592,628	29,796	78,370	*	*	*
COLUMBIA	35,613	42,613	19.7	44,013	16,509	9,767	8,765	4,140	5,983	3,719	776,607	17,645	47,041	535	5,599	10,763
Lake City	9,257	10,005	8.1	10,155	3,861	*	*	*	*	*	123,233	12,136	31,920	*	*	*
DADE	1,706,198	1,937,094	13.5	1,983,273	800,937	312,312	365,077	192,521	309,460	245,286	30,898,582	15,580	38,578	1,623	243,596	6,923
Florida City	6,174	5,806	-6.0	5,732	2,179	*	*	*	*	*	49,681	8,667	22,796	*	*	*
Homestead	20,668	26,866	30.0	28,106	10,685	*	*	*	*	*	213,352	7,591	19,967	*	*	*
Miami	346,865	358,548	3.4	360,885	137,204	*	*	*	*	*	3,391,940	9,399	24,722	*	*	*
DE SOTO	19,130	23,965	25.3	24,932	9,919	4,225	4,289	1,858	2,843	2,669	257,478	10,327	25,957	654	53,052	19,535
DIXIE	7,818	10,585	35.4	11,138	4,334	2,142	1,913	991	1,525	1,060	99,004	8,889	22,844	114	408	1,060
DUVAL	571,003	672,971	17.9	693,472	283,050	133,625	144,553	72,028	91,401	55,636	9,678,995	13,957	34,195	434	4,261	18,003
Jacksonville	540,920	672,971	24.4	693,472	283,050	*	*	*	*	*	9,678,995	13,957	34,195	*	*	*
ESCAMBIA	233,219	262,798	12.7	268,714	101,401	58,281	64,303	29,248	40,861	22,151	4,086,751	15,209	40,303	502	6,507	5,239
Pensacola	57,619	58,165	0.9	58,274	22,155	*	*	*	*	*	710,018	12,184	32,047	*	*	*
FLAGLER	11,087	28,701	158.9	32,224	13,153	3,456	3,285	1,541	3,783	3,487	374,673	11,627	28,487	104	9,608	1,094
FRANKLIN	7,681	8,967	16.7	9,224	3,582	1,971	1,723	771	1,214	1,039	100,103	10,852	27,944	*	*	*
GADSDEN	41,595	41,105	-1.2	41,007	13,669	12,251	10,421	4,258	6,014	4,445	652,392	15,909	47,728	348	35,460	3,768
GILCHRIST	5,804	9,667	66.6	10,440	3,867	1,707	1,628	719	1,302	786	141,279	13,533	36,539	336	3,530	11,562
GLADES	6,062	7,591	25.2	7,897	3,223	1,444	1,162	524	1,131	889	104,696	13,258	32,482	194	17,590	18,988
GULF	10,647	11,504	8.0	11,675	4,381	2,680	2,337	983	1,832	1,191	130,670	11,192	29,826	35	*	*
HAMILTON	8,728	10,930	25.2	11,370	4,097	2,779	2,228	1,010	1,260	1,077	133,965	11,782	32,695	256	6,732	5,304
HARDEE	19,210	19,499	1.5	19,557	6,862	5,566	4,613	2,116	2,931	2,081	235,538	12,044	34,325	1,130	67,311	25,562
HENDRY	18,732	25,773	37.6	27,181	9,454	6,196	4,894	2,307	3,331	1,879	374,083	13,763	39,567	396	139,571	22,081
HERNANDO	45,402	101,115	122.7	112,258	46,842	14,307	12,748	6,374	16,070	18,375	1,356,855	12,087	28,967	431	955	23,656
Brooksville	5,582	7,440	33.3	7,812	2,970	*	*	*	*	*	93,213	11,933	31,386	*	*	*
HIGHLANDS	47,933	68,432	42.8	72,532	30,540	10,513	9,908	4,512	9,071	12,514	918,026	12,657	30,060	735	106,463	31,760
HILLSBOROUGH	649,955	834,054	28.3	870,874	351,868	152,818	177,367	87,763	118,449	77,330	14,296,158	16,416	40,629	2,754	137,517	84,985
Tampa	271,523	280,015	3.1	281,713	107,104	*	*	*	*	*	3,299,012	11,711	30,802	*	*	*
HOLMES	14,666	15,778	7.6	16,000	6,214	3,654	3,339	1,577	2,524	2,064	275,772	17,235	44,381	572	4,659	23,686
INDIAN RIVER	60,641	90,208	48.8	96,121	39,638	14,893	15,429	7,379	14,356	15,027	1,611,286	16,763	40,650	539	133,619	5,356
Vero Beach	16,176	17,350	7.3	17,585	6,686	*	*	*	*	*	338,062	19,225	50,566	*	*	*
JACKSON	38,997	41,375	6.1	41,851	15,793	9,742	9,336	3,822	6,021	4,871	627,257	14,988	39,718	910	30,801	17,771
Marianna	7,006	6,292	-10.2	6,149	2,338	*	*	*	*	*	80,735	13,129	34,534	*	*	*
JEFFERSON	10,692	11,296	5.6	11,417	3,971	2,999	2,463	1,147	1,533	1,260	175,740	15,393	44,255	296	7,539	9,197
LAFAYETTE	4,053	5,578	37.6	5,883	2,220	1,139	905	449	647	453	97,993	16,657	44,141	273	3,472	35,454
LAKE	105,505	152,104	44.2	161,424	69,192	21,655	20,495	9,861	19,238	25,328	2,323,235	14,392	33,577	1,285	60,423	15,480
Leesburg	13,191	14,903	13.0	15,245	5,796	*	*	*	*	*	150,058	9,843	25,889	*	*	*
LEE	207,787	335,113	61.3	360,578	154,556	46,852	48,399	24,531	46,631	54,587	5,689,423	15,779	36,811	415	70,914	2,496
Cape Coral	32,103	74,991	133.6	83,569	31,772	*	*	*	*	*	403,183	4,825	12,690	*	*	*
Fort Myers	36,638	45,206	23.4	46,920	17,838	*	*	*	*	*	420,317	8,958	23,563	*	*	*
LEON	149,512	192,493	28.7	201,089	80,436	33,658	51,336	23,193	22,203	11,172	5,003,978	24,884	62,211	302	1,288	3,172
Tallahassee	81,548	124,773	53.0	133,418	50,724	*	*	*	*	*	1,667,592	12,499	32,876	*	*	*
LEVY	20,036	25,923	29.4	27,100	10,524	5,015	4,495	2,136	3,678	8,269	282,553	10,426	26,847	540	6,815	9,489
LIBERTY	4,263	5,569	30.6	5,830	2,159	1,220	1,050	470	770	543	59,218	10,157	27,424	80	44	666

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
MADISON	14,856	16,569	11.5	16,912	6,040	4,100	3,486	1,371	2,193	1,893	217,671	12,871	36,039	482	5,591	18,783
MANATEE	149,600	211,707	41.5	224,128	99,613	28,924	30,328	15,305	27,380	38,613	3,752,298	16,742	37,669	766	125,858	22,797
Bradenton	30,170	43,779	45.1	46,501	17,679	*	*	*	*	*	472,274	10,156	26,714	*	*	*
MARION	123,497	194,833	57.8	209,100	83,900	35,998	33,712	16,571	29,855	26,998	2,859,907	13,677	34,087	1,707	13,267	80,437
Ocala	37,170	42,045	13.1	43,020	16,356	*	*	*	*	*	679,903	15,804	41,570	*	*	*
MARTIN	64,853	100,900	55.6	108,109	46,004	14,779	16,496	8,136	15,526	19,780	2,231,589	20,642	48,509	316	115,046	14,846
Stuart	9,467	11,936	26.1	12,430	4,726	*	*	*	*	*	181,018	14,563	38,305	*	*	*
MONROE	63,353	78,024	23.2	80,958	35,981	10,336	14,981	8,710	13,471	10,568	1,742,100	21,519	48,417	16	242	*
Key West	24,382	24,832	1.8	24,922	9,475	*	*	*	*	*	324,984	13,040	34,299	*	*	*
NASSAU	32,913	43,941	33.5	46,147	16,629	10,540	9,497	4,870	6,749	3,131	624,351	13,530	37,545	317	1,028	21,122
OKALOOSA	109,834	143,776	30.9	150,564	55,765	33,292	36,897	16,586	24,158	9,254	2,118,092	14,068	37,983	322	2,274	3,183
Ft. Walton Beach	20,829	21,471	3.1	21,599	8,212	*	*	*	*	*	332,030	15,372	40,433	*	*	*
OKEECHOBEE	20,386	29,627	45.3	31,475	11,657	7,093	5,849	2,671	4,306	3,086	500,591	15,904	42,942	400	16,442	98,504
ORANGE	473,890	677,491	43.0	718,211	287,284	117,753	144,450	64,359	92,963	57,208	11,572,094	16,112	40,281	1,125	192,405	5,013
Orlando	128,291	164,693	28.4	171,973	65,382	*	*	*	*	*	2,184,516	12,703	33,411	*	*	*
OSCEOLA	50,006	107,728	115.4	119,272	48,966	18,954	18,578	8,875	15,118	13,539	1,718,122	14,405	35,088	503	35,865	21,121
PALM BEACH	580,742	863,518	48.7	920,073	392,582	124,086	141,634	73,950	125,966	159,808	16,915,502	18,385	43,088	975	846,953	8,220
Boca Raton	49,505	61,492	24.2	63,889	24,290	*	*	*	*	*	1,329,116	20,803	54,719	*	*	*
Palm Beach	9,729	9,814	0.9	9,831	3,738	*	*	*	*	*	333,240	33,897	89,158	*	*	*
West Palm Beach	63,305	67,643	6.9	68,511	26,047	*	*	*	*	*	805,676	11,760	30,932	*	*	*
PASCO	197,019	281,131	42.7	297,953	112,909	40,900	40,674	20,337	47,228	76,830	4,171,302	14,000	36,944	1,011	14,228	45,215
PINELLAS	731,405	851,659	16.4	875,710	398,050	114,467	140,833	74,596	129,901	183,276	17,203,302	19,645	43,219	166	*	*
Clearwater	85,528	98,784	15.5	101,435	38,565	*	*	*	*	*	1,665,553	16,420	43,189	*	*	*
St. Petersburg	238,647	238,629	0.0	238,625	90,723	*	*	*	*	*	3,152,523	13,211	34,749	*	*	*
POLK	323,569	405,382	25.3	421,745	165,715	73,065	75,614	35,966	54,941	43,613	5,229,251	12,399	31,556	2,638	219,034	41,635
Lake Wales	8,466	9,670	14.2	9,911	3,768	*	*	*	*	*	78,865	7,958	20,930	*	*	*
Lakeland	47,406	70,576	48.9	75,210	28,594	*	*	*	*	*	497,440	6,614	17,397	*	*	*
Winter Haven	21,119	24,725	17.1	25,446	9,674	*	*	*	*	*	252,248	9,913	26,074	*	*	*
PUTNAM	50,799	65,070	28.1	67,924	26,481	12,842	11,436	5,156	9,374	8,109	731,555	10,770	27,625	421	22,589	4,532
Palatka	10,175	10,201	0.3	10,206	3,880	*	*	*	*	*	89,699	8,789	23,117	*	*	*
ST. JOHNS	51,870	83,829	61.6	90,221	35,921	14,742	15,153	7,224	12,275	9,339	1,185,089	13,135	32,991	172	37,896	1,398
St. Augustine	11,985	11,692	-2.4	11,633	4,423	*	*	*	*	*	106,925	9,191	24,175	*	*	*
ST. LUCIE	88,313	150,171	70.0	162,543	67,031	24,329	23,280	11,163	18,700	18,032	1,874,103	14,530	27,959	522	155,311	10,517
Fort Pierce	33,802	36,830	9.0	37,436	14,233	*	*	*	*	*	330,713	8,834	23,236	*	*	*
Port St. Lucie	14,690	55,866	280.3	64,101	24,371	*	*	*	*	*	348,622	5,439	14,305	*	*	*
SANTA ROSA	56,152	81,608	45.3	86,699	30,964	16,031	16,481	7,875	10,969	4,950	1,082,748	12,489	34,968	435	15,980	3,673
SARASOTA	204,092	277,776	36.1	292,513	138,304	31,505	37,957	19,928	39,855	60,352	5,429,842	18,563	39,260	352	9,912	5,327
Sarasota	48,868	50,961	4.3	51,380	19,534	*	*	*	*	*	670,193	13,044	34,309	*	*	*
SEMINOLE	181,965	287,529	58.0	308,642	115,770	57,770	58,872	33,074	46,304	24,475	5,163,203	16,729	44,599	390	17,201	1,801
Sanford	23,176	32,387	39.7	34,229	13,014	*	*	*	*	*	267,258	7,808	20,537	*	*	*
SUMTER	24,398	31,577	29.4	33,013	12,807	5,777	6,023	2,172	4,321	4,098	395,848	11,991	30,909	705	8,147	22,629
SUWANNEE	22,273	26,780	20.2	27,681	10,446	6,453	5,342	2,521	3,953	3,120	484,819	17,514	46,413	985	16,920	47,143
TAYLOR	16,484	17,111	3.8	17,236	6,325	4,582	4,190	1,961	2,887	2,071	232,560	13,492	36,767	985	16,920	47,143
UNION	10,049	10,252	2.0	10,293	3,709	2,252	4,034	1,618	1,607	717	182,047	17,687	49,082	205	2,001	6,799
VOLUSIA	260,971	370,712	42.1	392,660	170,722	50,019	60,614	27,843	49,773	58,150	5,423,141	13,811	31,76[illegible]	920	53,814	9,980
Daytona Beach	54,176	61,921	14.3	63,470	24,131	*	*	*	*	*	640,160	10,086	26,529	*	*	*
De Land	15,354	16,491	7.4	16,718	6,356	*	*	*	*	*	175,767	10,513	27,653	*	*	*
New Smyrna Beach	13,557	16,543	22.0	17,140	6,517	*	*	*	*	*	209,375	12,215	32,130	*	*	*
WAKULLA	10,997	14,202	29.1	15,225	5,711	4,602	3,934	2,111	2,764	1,762	285,616	18,760	50,013	87	531	877
WALTON	21,433	27,760	29.5	29,025	11,727	6,201	5,746	2,658	5,219	4,142	402,602	13,871	34,330	430	4,099	14,387
WASHINGTON	14,513	16,919	16.6	17,400	6,757	3,815	3,313	1,588	2,620	2,254	177,469	10,199	26,263	318	2,209	5,952

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

GEORGIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	5,482,072	6,478,216	16.2	6,692,890	2,444,925	1,914,953	1,912,561	962,841	1,196,267	706,008	102,507,722	15,316	41,927	43,449	1,005,666	1,808,925
METRO AREAS (MSA/PMSA/CMSA)																
Albany, GA	113,080	112,561	-0.5	112,457	40,067	35,536	32,864	16,079	18,651	9,309	1,879,819	16,716	46,917	327	33,368	5,777
Athens, GA	130,626	156,267	19.6	161,395	62,155	38,895	57,889	23,387	25,664	15,600	2,389,591	14,806	38,445	1,744	6,688	185,751
Atlanta, GA	2,149,193	2,833,511	31.8	2,985,820	1,114,125	851,923	843,174	469,422	541,425	279,029	48,046,092	16,091	43,124	5,605	49,342	201,687
Macon-Warner Robins, GA	264,532	281,103	6.3	284,417	106,429	80,418	81,386	39,749	53,861	29,465	5,044,789	17,737	47,850	738	17,397	18,725
Savannah, GA	220,742	242,622	9.9	246,998	89,597	71,097	69,987	34,059	43,387	28,467	3,696,714	14,967	41,260	252	5,240	2,895
Columbus, GA-AL	238,854	243,072	1.8	245,369	82,457	71,393	81,606	44,183	51,598	37,128	3,157,422	12,868	38,292	17,813	17,813	18,124
Augusta, GA-SC	347,568	396,809	14.2	410,298	145,678	80,219	87,841	40,737	48,301	26,151	5,127,857	12,498	35,200	503	7,156	5,175
COUNTIES, Cities																
APPLING	15,547	15,744	1.3	15,783	5,489	5,130	4,277	1,957	2,652	1,784	227,387	14,407	41,426	519	8,549	15,165
ATKINSON	6,128	6,213	1.4	6,231	2,125	1,988	1,720	717	1,072	736	93,354	14,983	43,930	255	6,532	20,207
RUSSELL-AL	47,263	46,860	-0.9	48,233	17,751	17,751	17,751	17,751	17,751	17,751	17,751	368	1,000	17,751	17,751	17,751
BACON	9,373	9,566	2.1	9,605	3,370	3,179	2,420	1,191	1,823	1,191	124,505	12,963	36,942	345	6,724	10,055
BAKER	3,792	3,615	-4.7	3,580	1,172	1,181	970	404	583	444	59,065	16,501	50,413	155	18,994	4,605
BALDWIN	34,764	39,530	13.7	40,483	14,600	10,728	12,226	5,344	7,206	5,020	651,650	16,097	44,633	135	285	1,513
Milledgeville	12,176	17727	45.6	18,837	6,974	*	*	*	*	*	204,448	10,853	29,315	*	*	*
BANKS	8,758	10,308	17.7	10,618	3,829	2,973	2,824	1,508	1,996	1,327	141,499	13,326	36,951	477	582	42,923
BARROW	21,400	29,721	38.9	31,385	11,425	9,259	8,317	4,111	5,806	3,892	387,538	12,348	33,921	411	197	37,686
BARTOW	40,909	55,911	36.7	58,911	20,229	16,966	15,906	8,130	11,370	6,598	587,019	9,964	29,018	429	2,763	21,719
Cartersville	9,508	12,035	26.6	12,540	4,643	*	*	*	*	*	103,292	8,237	22,247	*	*	*
BEN HILL	16,093	16,245	0.9	16,275	6,084	5,029	4,036	2,051	2,751	2,425	249,973	15,359	41,089	195	9,043	1,995
BERRIEN	13,496	14,153	4.9	14,284	5,092	4,128	3,814	1,871	2,600	1,857	196,893	13,784	38,670	477	18,252	6,511
BIBB	150,839	149,967	-0.6	149,793	55,397	41,043	42,092	20,821	27,562	18,424	2,956,460	19,737	53,369	140	559	2,783
Macon	116,896	106,612	-8.8	104,555	38,710	*	*	*	*	*	1,410,129	13,487	36,428	*	*	*
BLECKLEY	10,744	10,430	-2.9	10,367	3,774	2,727	3,203	1,171	1,939	1,317	186,639	18,003	49,456	206	7,121	2,659
BRANTLEY	8,882	11,077	24.7	11,516	3,801	3,662	3,121	1,601	2,015	1,117	136,273	11,833	35,850	234	1,926	14,619
BROOKS	15,374	15,398	0.2	15,403	5,357	4,975	4,066	1,633	2,480	2,264	193,586	12,568	36,140	438	19,827	18,858
BRYAN	10,312	15,438	49.7	16,463	5,528	5,548	4,494	2,255	2,782	1,399	189,693	11,522	34,315	62	936	361
BULLOCH	35,938	43,125	20.0	44,562	16,071	11,586	16,042	5,392	6,729	4,768	597,432	13,407	37,174	592	27,879	14,481
Statesboro	14,656	15,854	6.6	16,052	5,943	*	*	*	*	*	195,571	12,184	32,908	*	*	*
BURKE	19,314	20,579	6.5	20,832	7,056	7,104	5,729	2,396	3,104	2,500	355,699	17,075	50,413	335	13,904	7,994
BUTTS	13,674	15,326	12.1	15,656	5,303	4,525	4,853	1,894	2,583	1,816	201,111	12,845	37,926	146	515	1,837
CALHOUN	5,668	5,013	-11.6	4,882	1,654	1,518	1,362	503	806	698	76,564	15,683	46,304	127	19,109	1,926
CAMDEN	13,685	30,167	120.4	33,463	11,534	10,708	9,671	4,183	5,856	3,012	285,807	8,541	24,779	54	141	254
CANDLER	7,535	7,744	2.8	7,786	2,808	2,149	1,946	973	1,355	1,363	119,860	15,395	42,687	234	5,574	6,792
CARROLL	56,436	71,422	26.6	74,419	26,839	20,763	22,326	10,121	12,949	8,409	904,949	12,160	33,718	824	1,440	33,474
Carrollton	14,078	16,029	13.9	16,419	6,079	*	*	*	*	*	152,400	9,282	25,070	*	*	*
CATOOSA	37,278	42,464	13.9	43,501	15,265	12,093	11,571	6,656	8,831	4,307	543,650	12,497	35,615	256	749	8,329
CHARLTON	7,317	8,496	16.1	8,732	2,834	2,934	2,436	995	1,423	926	114,646	13,130	40,451	90	483	5,006
CHATHAM	202,292	216,935	7.2	219,864	80,789	62,441	62,661	30,341	38,476	25,944	3,360,681	15,285	41,598	51	2,492	197
Savannah	141,390	137,560	-2.7	136,794	50,647	*	*	*	*	*	1,703,329	12,452	33,632	*	*	*
CHATTAHOOCHEE	21,604	16,934	-21.6	16,000	4,376	3,648	9,152	2,160	880	176	208,925	13,058	47,739	13	27	79
CHATTOOGA	21,801	22,242	2.0	22,330	8,053	6,141	5,627	2,903	4,377	3,260	294,827	13,203	36,609	296	459	4,843
CHEROKEE	52,470	90,204	71.9	97,751	33,108	29,716	27,566	16,227	16,227	8,016	1,378,568	14,103	41,639	551	2,583	38,885
CLARKE	74,796	87,594	17.1	90,154	36,201	18,932	38,405	12,802	12,441	7,663	1,453,195	16,119	40,143	86	2,608	17,883
Athens	42,549	45,734	7.5	46,371	17,168	*	*	*	*	*	528,181	11,390	30,765	*	*	*
CLAY	3,546	3,364	-5.1	3,369	1,168	1,018	849	360	546	662	49,945	15,009	42,773	60	5,842	1,470

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
CLAYTON	151,111	182,052	20.5	188,240	66,053	54,966	55,531	32,001	34,636	11,106	3,084,169	16,384	46,692	73	246	386
Jonesboro	4,132	3,635	-12.0	3,536	1,309	*	*	*	*	*	44,114	12,477	33,700	*	*	*
CLINCH	6,674	6,160	-7.7	6,057	2,070	1,932	1,690	751	999	691	73,371	12,113	35,453	115	694	1,706
COBB	300,393	447,745	49.1	483,565	181,103	125,727	142,168	88,009	94,779	32,882	8,762,772	18,121	48,385	180	2,014	1,102
Marietta	30,829	44,129	43.1	46,789	17,323	*	*	*	*	*	550,837	11,773	31,798	*	*	*
COFFEE	26,993	29,592	9.6	30,112	10,836	9,455	8,461	3,854	4,938	3,433	442,696	14,702	40,855	649	20,642	35,580
COLQUITT	35,479	36,645	3.3	36,878	13,376	11,285	9,588	4,536	6,491	5,015	562,638	15,257	42,065	706	42,613	19,606
Moultrie	15,708	14,865	-5.4	14,696	5,441	*	*	*	*	*	197,024	13,406	36,210	*	*	*
COLUMBIA	40,754	66,031	62.0	71,086	23,464	22,108	20,189	11,445	12,867	4,407	1,128,506	15,875	48,094	187	974	1,521
COOK	13,515	13,456	-0.4	13,444	4,675	4,181	3,536	1,654	2,312	1,761	207,438	15,430	44,368	293	14,160	2,417
COWETA	39,487	53,853	36.4	56,726	18,724	16,678	14,862	7,658	10,721	6,750	696,459	12,278	37,195	366	2,430	3,093
CRAWFORD	7,728	8,991	16.3	9,244	3,244	2,745	2,607	1,211	1,701	971	111,293	12,040	34,312	136	3,232	3,028
CRISP	19,470	20,011	2.8	20,119	7,060	6,418	5,372	2,475	3,259	2,615	281,463	13,990	39,868	192	22,024	3,124
Cordele	10,914	10,321	-5.4	10,202	3,777	*	*	*	*	*	109,975	10,779	29,114	*	*	*
DADE	12,376	13,147	6.2	13,301	4,667	3,751	3,817	1,875	2,474	1,370	113,500	8,533	24,318	167	279	3,570
DAWSON	4,812	9,429	95.9	10,352	3,829	2,961	2,723	1,439	1,998	1,222	81,960	7,917	21,405	182	175	21,639
DECATUR	25,567	25,511	-0.2	25,500	8,637	6,171	7,650	4,335	5,151	2,218	356,680	13,988	41,298	59	313	182
DE KALB	481,614	545,837	13.3	558,682	205,288	182,130	150,285	64,248	92,182	69,835	10,170,741	18,205	49,544	376	27,520	5,298
DODGE	16,916	17,607	4.1	17,745	6,475	5,146	4,578	2,236	3,212	2,573	267,221	15,059	41,267	428	7,488	6,026
DOOLY	10,777	9,901	-8.1	9,726	3,294	3,287	2,538	1,050	1,498	1,352	123,525	12,701	37,499	295	28,185	3,954
DOUGHERTY	101,293	96,311	-4.9	95,315	33,446	30,119	27,927	13,439	15,822	8,006	1,615,213	16,946	48,293	165	12,466	975
Albany	74,059	78,122	5.5	78,935	29,225	*	*	*	*	*	779,201	9,871	26,662	*	*	*
DOUGLAS	55,032	71,120	29.2	74,338	24,129	23,416	20,294	12,266	13,158	5,204	1,150,923	15,482	47,699	134	322	732
Douglasville	7,641	11,635	52.3	12,434	4,603	*	*	*	*	*	138,045	11,102	29,987	*	*	*
EARLY	13,177	11,854	-10.0	11,589	3,891	3,882	3,083	1,252	1,877	1,507	192,457	16,606	49,457	336	24,695	4,418
ECHOLS	2,315	2,334	0.8	2,338	759	781	638	290	388	243	23,631	10,108	31,142	80	961	494
EFFINGHAM	18,450	25,687	39.2	27,134	8,807	8,656	7,326	3,717	4,911	2,523	336,033	12,384	38,154	202	2,748	2,698
ELBERT	18,797	18,949	0.8	18,979	6,845	5,333	4,992	2,410	3,530	2,714	255,561	13,465	37,336	331	1,392	5,365
EMANUEL	20,720	20,546	-1.1	20,501	7,130	6,642	5,228	2,501	3,342	2,788	290,610	14,175	40,761	423	7,581	5,889
EVANS	8,417	8,724	3.6	8,785	3,163	2,811	2,398	993	1,432	1,160	129,667	14,759	40,991	181	4,526	13,617
FANNIN	14,737	15,992	8.5	16,243	6,327	4,045	3,817	2,160	3,460	2,794	174,867	10,766	27,640	196	717	1,015
FAYETTE	29,789	62,415	109.5	68,940	22,377	20,475	17,373	12,065	14,133	4,895	1,065,873	15,461	47,633	248	512	1,216
FLOYD	79,628	81,251	2.0	81,576	30,552	20,720	22,433	11,176	16,315	11,094	1,131,368	13,869	37,032	478	1,256	10,009
Rome	29,654	30,326	2.3	30,460	11,278	*	*	*	*	*	290,911	9,550	25,795	*	*	*
FORSYTH	28,339	44,083	55.6	47,232	16,426	13,697	12,894	6,943	9,116	4,581	699,481	14,810	42,585	567	542	58,650
FRANKLIN	15,184	16,650	9.7	16,943	6,346	4,354	4,507	2,169	3,423	2,508	206,164	12,168	32,490	677	336	60,965
FULTON	592,039	648,951	9.6	665,322	269,939	163,669	193,609	109,778	122,419	75,181	10,679,857	16,052	39,564	344	2,345	4,224
Atlanta	425,022	394,017	-7.3	387,816	143,585	*	*	*	*	*	5,209,368	13,433	36,281	*	*	*
Roswell	23,337	47,923	105.4	52,840	19,564	*	*	*	*	*	863,138	16,335	44,120	*	*	*
GILMER	11,132	13,368	20.1	13,815	5,174	3,702	3,551	1,824	2,818	1,906	156,771	11,348	30,300	248	1,139	24,285
GLASCOCK	2,403	2,357	-1.9	2,348	879	578	606	263	446	453	36,859	15,699	41,919	79	507	1,229
GLYNN	55,154	62,496	13.3	63,964	23,956	17,334	17,398	8,763	12,217	8,251	1,003,371	15,686	41,884	48	38	167
Brunswick	17,605	16,433	-6.7	16,199	5,997	*	*	*	*	*	140,112	8,650	23,362	*	*	*
GORDON	30,139	35,072	16.4	36,059	12,768	10,241	9,700	4,940	7,067	4,147	498,501	13,825	39,043	548	1,999	52,409
GRADY	19,826	20,279	2.3	20,370	6,899	6,355	5,357	2,485	3,422	2,770	280,648	13,778	40,679	544	35,958	14,872
GREENE	11,370	11,793	3.7	11,878	4,571	3,860	3,088	1,342	1,865	1,698	159,810	13,455	34,962	203	565	15,922
GWINNETT	169,762	352,910	107.9	393,647	144,063	117,307	113,764	71,250	68,101	23,225	5,810,246	14,760	40,331	441	4,342	8,921
Duluth	2,956	9,029	205.4	13,664	5,137	*	*	*	*	*	227,958	16,683	44,377	*	*	*
Lawrenceville	8,928	16,848	88.7	18,432	6,824	*	*	*	*	*	186,939	10,142	27,393	*	*	*
HABERSHAM	24,946	27,621	10.7	28,156	9,461	7,152	8,503	3,632	5,321	3,520	387,550	13,764	40,984	452	1,017	72,629
HALL	75,983	95,428	25.6	99,317	34,954	27,213	27,014	14,202	19,665	11,322	1,372,081	13,815	39,253	821	474	133,931
Gainesville	15,280	17,885	17.0	18,406	6,815	*	*	*	*	*	220,826	11,998	32,405	*	*	*
HANCOCK	9,438	8,908	-5.6	8,802	3,672	2,861	2,500	1,003	1,276	1,171	95,356	10,833	25,972	138	346	1,617
HARALSON	18,441	21,966	19.1	22,671	7,791	6,098	5,894	3,015	4,580	3,083	264,639	11,673	33,966	295	209	12,635
HARRIS	15,527	17,788	14.6	18,240	6,502	4,925	4,615	2,353	3,757	2,572	300,763	16,489	46,257	214	480	1,367
HART	18,606	19,712	5.9	19,933	7,153	5,621	5,203	2,591	3,628	2,910	282,022	14,148	39,428	507	1,570	24,539
HEARD	6,562	8,628	31.5	9,041	3,305	2,550	2,450	1,085	1,700	1,266	78,939	8,731	23,885	192	259	4,720

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

GEORGIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
HENRY	36,855	58,741	59.4	63,118	24,269	18,367	16,853	9,152	12,434	6,312	789,061	12,501	32,513	388	1,987	3,085
HOUSTON	77,872	89,208	14.6	91,475	33,870	26,711	26,802	13,081	18,204	6,769	1,414,794	15,466	41,771	264	8,004	7,239
Warner Robins	39,893	43,726	9.6	44,493	16,473	*	*	*	*	*	787,688	17,704	47,817	*	*	*
IRWIN	8,980	8,649	-3.7	8,583	3,328	2,566	2,163	996	1,553	1,305	161,401	18,805	48,492	371	22,139	5,704
JACKSON	25,396	30,005	18.1	30,927	10,975	8,690	8,319	4,299	5,752	3,835	418,846	13,543	38,163	770	1,092	78,409
JASPER	7,484	8,453	12.9	8,647	3,028	2,559	2,240	1,150	1,479	1,211	148,360	17,158	48,996	204	359	19,404
JEFF DAVIS	11,449	12,032	5.1	12,149	4,740	3,681	3,329	1,591	2,187	1,348	159,449	13,125	33,641	284	5,896	6,453
JEFFERSON	18,460	17,408	-5.7	17,198	6,389	5,434	4,626	2,081	2,631	2,408	284,091	16,519	44,463	339	9,525	8,680
JENKINS	8,863	8,247	-7.2	8,120	2,995	2,452	2,257	982	1,348	1,096	143,341	17,653	47,856	208	5,082	13,067
JOHNSON	8,674	8,329	-4.0	8,260	3,123	2,577	2,090	942	1,429	1,214	162,565	19,681	52,061	273	2,128	4,506
JONES	16,648	20,739	24.6	21,557	8,381	6,273	5,907	3,126	4,117	2,113	368,522	17,095	43,971	164	528	7,758
LAMAR	12,255	13,038	6.4	13,195	4,759	3,706	3,589	1,689	2,428	1,768	186,496	14,134	39,192	210	687	4,538
LANIER	5,681	5,531	-2.6	5,501	2,201	1,815	1,491	644	908	644	74,861	13,609	34,007	130	8,000	3,060
LAURENS	36,981	39,988	8.1	40,589	14,537	12,217	10,716	5,033	7,103	5,561	662,944	16,333	45,603	622	15,809	9,359
Dublin	16,083	16,312	1.4	16,358	6,056	*	*	*	*	*	228,595	13,975	37,745	*	*	*
LEE	11,787	16,250	37.9	17,143	6,621	5,417	4,937	2,640	2,829	1,303	264,606	15,436	39,962	162	20,902	4,802
LIBERTY	38,073	52,745	38.5	55,679	18,942	17,929	23,497	6,626	5,401	2,283	530,358	9,525	27,998	41	112	707
LINCOLN	6,959	7,442	6.9	7,539	2,752	2,201	2,020	912	1,380	1,018	95,259	12,636	34,614	156	103	5,111
LONG	4,554	6,202	36.2	6,532	2,466	2,195	1,986	797	941	614	59,180	9,061	23,998	75	505	1,809
LOWNDES	68,059	75,981	11.6	77,565	26,773	22,727	24,278	10,394	12,721	7,446	1,066,770	13,753	39,845	411	9,192	2,271
Valdosta	37,596	39,806	5.9	40,248	14,901	*	*	*	*	*	435,829	10,829	29,248	*	*	*
LUMPKIN	10,840	14,573	34.4	15,320	5,117	3,845	5,071	1,961	2,803	1,639	181,099	11,821	35,394	269	455	35,866
MACON	14,074	13,114	-6.8	12,922	5,084	4,200	3,528	1,512	1,977	1,706	184,888	14,308	36,369	252	11,765	16,411
MADISON	17,883	21,050	17.7	21,683	8,088	6,093	5,855	3,231	4,098	2,407	252,950	11,666	31,274	593	480	51,483
MARION	5,267	5,590	6.1	5,655	2,275	1,691	1,595	662	956	758	80,480	14,[illegible]	35,380	128	2,052	6,396
MCDUFFIE	18,630	20,119	8.0	20,417	7,293	6,105	5,513	2,715	3,695	2,389	272,843	13,364	37,411	186	4,833	2,803
MCINTOSH	8,053	8,634	7.2	8,750	3,395	2,608	2,564	1,085	1,461	1,033	104,1[illegible]	11,897	30,667	23	4	48
MERIWETHER	21,267	22,411	5.4	22,640	8,897	7,086	6,067	2,762	3,826	2,921	[illegible]	13,361	33,998	301	976	3,965
MILLER	7,073	6,280	-11.2	6,121	2,257	1,867	1,610	692	1,090	857	[illegible]	19,266	52,262	311	19,143	5,015
MITCHELL	21,213	20,275	-4.4	20,087	8,302	6,769	5,504	2,310	3,154	2,330	282,163	14,047	33,987	496	42,251	8,433
MONROE	14,719	17,113	16.3	17,592	6,488	4,679	4,943	2,340	3,342	2,305	265,174	15,074	40,869	160	224	10,394
MONTGOMERY	6,974	7,163	2.7	7,201	2,375	2,031	2,369	792	1,131	886	95,716	13,431	40,720	147	3,149	3,645
MORGAN	11,647	12,883	10.6	13,130	5,170	4,057	3,598	1,668	2,140	1,668	183,500	13,975	35,496	368	1,627	30,594
MURRAY	19,817	26,147	31.9	27,413	10,642	8,334	7,676	4,002	5,071	2,330	337,591	12,315	31,723	240	781	8,506
MUSCOGEE	169,987	179,278	5.5	181,136	60,329	49,994	54,703	24,272	32,967	19,200	2,930,746	16,180	48,579	49	35	294
Columbus	169,441	178,681	5.5	180,529	66,839	*	*	*	*	*	2,914,672	16,145	43,607	*	*	*
NEWTON	34,537	41,808	21.1	43,263	16,835	12,936	11,984	5,624	7,331	4,889	569,374	13,161	33,820	277	476	9,030
OCONEE	12,551	17,618	40.4	18,631	6,891	5,180	5,310	3,056	3,372	1,695	264,599	14,202	38,396	295	2,508	37,976
OGLETHORPE	8,942	9,763	9.2	9,927	3,767	2,780	2,730	1,350	1,846	1,221	116,367	11,722	30,889	314	1,044	28,126
PAULDING	26,243	41,611	58.6	44,685	16,767	13,450	12,199	6,569	8,133	4,290	462,949	10,360	27,611	275	234	9,408
PEACH	19,173	21,189	10.5	21,592	7,781	6,391	6,586	2,721	3,779	2,159	305,014	14,126	39,198	170	8,306	945
PICKENS	11,691	14,432	23.4	14,980	5,344	4,000	3,940	2,037	2,951	2,067	185,350	12,373	34,685	217	95	20,069
PIERCE	11,920	13,328	11.8	13,610	5,135	4,260	3,579	1,851	2,314	1,592	164,394	12,079	32,014	376	8,100	8,115
PIKE	8,992	10,224	13.7	10,470	3,934	3,047	2,670	1,382	1,989	1,372	128,995	12,320	32,788	282	1,360	4,507
POLK	32,389	33,815	4.4	34,100	11,819	9,275	9,037	4,160	6,581	5,047	386,907	11,346	32,736	314	1,607	4,990
PULASKI	8,970	8,108	-9.6	7,936	2,881	2,317	2,071	936	1,476	1,135	127,894	16,116	44,385	163	13,105	2,688
PUTNAM	10,343	14,137	36.7	14,896	5,307	4,186	4,022	1,907	2,786	1,996	190,648	12,799	35,923	174	347	20,118
QUITMAN	2,359	2,209	-6.4	2,179	896	641	593	233	340	368	23,241	10,666	25,929	25	702	170
RABUN	10,566	11,648	10.2	11,864	3,921	2,800	2,966	1,625	2,468	1,993	147,355	12,420	37,578	151	1,652	3,763
RANDOLPH	9,577	8,023	-16.2	7,712	2,768	2,460	2,105	794	1,149	1,211	115,704	15,003	41,795	117	14,417	2,992
RICHMOND	182,309	189,719	4.1	191,201	68,955	52,007	62,140	26,577	31,739	18,355	3,726,509	19,490	54,042	130	1,349	851
Augusta	47,532	44,639	-6.1	44,060	16,313	*	*	*	*	*	544,314	12,354	33,367	*	*	*

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
ROCKDALE	37,173	54,091	45.5	57,475	22,183	17,127	15,116	8,960	11,437	4,828	875,744	15,237	39,477	112	355	817
Conyers	6,567	7,380	12.4	7,543	2,793	•	•	•	•	•	78,577	10,418	28,138	•	•	•
SCHLEY	3,441	3,588	4.3	3,617	1,466	1,125	988	470	575	456	60,322	16,675	41,154	94	2,228	2,782
SCREVEN	14,083	13,842	-1.7	13,794	5,054	4,262	3,697	1,669	2,262	1,890	231,528	16,785	45,809	304	11,851	7,260
SEMINOLE	9,083	9,010	-0.8	8,995	3,284	2,726	2,393	1,007	1,583	1,286	147,747	16,425	44,994	210	19,178	3,382
SPALDING	48,032	54,457	13.4	55,742	20,671	16,221	14,772	7,414	10,479	6,801	767,345	13,766	37,122	247	818	3,795
Griffin	20,728	21,347	3.0	21,471	7,949	•	•	•	•	•	197,395	9,194	24,832	•	•	•
STEPHENS	21,734	23,257	7.0	23,562	7,970	6,267	6,267	3,063	4,477	3,464	294,675	12,507	36,972	198	98	12,863
STEWART	5,878	5,654	-3.8	5,609	2,080	1,716	1,599	567	903	830	65,930	11,754	31,703	99	4,329	2,696
SUMTER	29,444	30,228	2.7	30,385	10,357	8,842	9,085	3,828	4,710	3,920	452,255	14,884	43,668	314	26,780	8,582
Americus	16,120	16,512	2.4	16,590	6,142	•	•	•	•	•	165,367	9,968	26,922	•	•	•
TALBOT	6,513	6,524	0.2	6,526	2,602	1,919	1,834	809	1,123	842	96,331	14,761	37,028	128	452	1,631
TALIAFERRO	2,014	1,915	-4.9	1,895	616	531	461	199	322	387	26,562	14,016	43,119	63	60	2,647
TATTNALL	18,044	17,722	-1.8	17,658	5,763	5,050	5,050	2,313	2,984	2,260	274,486	15,545	47,628	525	12,298	39,931
TAYLOR	7,875	7,642	-3.0	7,595	2,727	2,119	2,142	904	1,375	1,056	139,722	18,396	51,244	172	7,881	6,745
TELFAIR	11,421	11,000	-3.7	10,916	3,710	3,329	2,751	1,255	1,845	1,736	160,015	14,659	43,134	324	6,223	6,341
TERRELL	11,996	10,653	-11.2	10,384	3,973	3,437	2,825	1,184	1,589	1,350	143,311	13,801	36,071	197	22,434	1,472
THOMAS	38,076	38,986	2.4	39,168	13,898	11,711	10,615	4,778	6,972	5,092	566,172	14,455	40,736	507	19,911	10,160
Thomasville	18,463	17,457	-5.4	17,256	6,389	•	•	•	•	•	194,317	11,261	30,415	•	•	•
TIFT	32,900	34,998	6.4	35,418	12,194	10,732	10,519	4,604	5,773	3,825	551,640	15,575	45,238	351	33,530	5,295
Tifton	13,749	14,215	3.4	14,308	5,297	•	•	•	•	•	188,659	13,185	35,613	•	•	•
TOOMBS	22,602	24,072	6.5	24,366	8,814	7,578	6,457	3,046	4,240	3,046	360,470	14,794	40,899	325	8,684	7,275
TOWNS	5,678	6,754	19.0	6,969	2,109	1,401	2,007	788	1,429	1,345	102,438	14,699	48,573	146	202	1,464
TREUTLEN	6,070	5,994	-1.3	5,979	2,156	1,841	1,572	723	998	837	110,961	18,559	51,464	121	1,195	1,165
TROUP	50,174	55,536	10.7	56,608	20,115	16,020	15,284	7,359	9,906	8,038	815,557	14,407	40,545	281	420	5,021
La Grange	24,204	25,597	5.8	25,876	9,580	•	•	•	•	•	291,742	11,275	30,453	•	•	•
West Point	4,294	3,571	-16.8	3,426	1,269	•	•	•	•	•	59,213	17,282	46,677	•	•	•
TURNER	9,521	8,703	-8.6	8,539	3,423	2,912	2,220	965	1,358	1,093	116,823	13,681	34,124	285	20,723	4,586
TWIGGS	9,344	9,806	4.9	9,898	3,993	3,266	2,781	1,109	1,643	1,119	151,410	15,296	37,922	112	1,261	768
UNION	9,472	11,993	26.6	12,497	4,394	3,199	3,237	1,575	2,562	1,925	145,041	11,606	33,012	263	700	11,642
UPSON	26,006	26,300	1.1	26,359	9,215	6,985	6,748	3,242	5,087	4,323	379,683	14,404	41,201	214	624	6,664
WALKER	56,489	58,340	3.3	58,710	20,897	16,380	15,147	7,985	11,683	7,515	680,963	11,599	32,587	563	747	13,221
WALTON	31,249	38,586	23.5	40,053	15,462	12,256	10,734	5,247	7,250	4,526	493,882	12,331	31,942	469	1,904	13,616
WARE	37,123	35,471	-4.5	35,141	12,409	10,472	9,207	4,463	6,325	4,639	485,022	13,802	39,087	313	4,666	6,057
Waycross	19,371	16,410	-15.3	15,818	5,856	•	•	•	•	•	181,722	11,488	31,030	•	•	•
WARREN	6,590	6,078	-7.8	5,976	2,420	1,805	1,601	675	998	902	68,891	11,529	28,469	146	437	4,489
WASHINGTON	18,858	19,112	1.3	19,163	7,498	5,921	5,346	2,280	3,143	2,491	273,483	14,272	36,476	308	4,952	3,541
WAYNE	20,817	22,356	7.4	22,664	8,169	6,844	6,074	2,946	4,079	2,697	312,391	13,784	38,241	315	4,649	2,301
WEBSTER	2,349	2,263	-3.7	2,246	885	698	611	269	380	287	39,703	17,679	44,884	94	6,695	1,269
WHEELER	5,156	4,903	-4.9	4,852	1,907	1,587	1,184	582	776	728	68,469	14,110	35,904	195	3,955	2,512
WHITE	10,193	13,006	27.6	13,569	4,438	3,528	3,623	1,818	2,687	1,913	203,089	14,968	45,766	304	237	37,589
WHITFIELD	65,812	72,462	10.1	73,792	26,592	21,031	20,440	10,774	14,242	7,379	1,188,770	16,110	44,704	382	819	20,862
Dalton	20,939	21,761	3.9	21,925	8,118	•	•	•	•	•	318,246	14,515	39,204	•	•	•
WILCOX	7,665	7,008	-8.6	6,877	2,452	2,001	1,726	798	1,203	1,148	106,048	15,422	43,255	274	15,894	3,027
WILKES	10,971	10,597	-3.4	10,522	3,775	2,946	2,694	1,305	1,926	1,652	152,615	14,504	40,431	331	1,154	14,862
WILKINSON	10,381	10,228	-1.5	10,197	3,999	3,182	2,927	1,193	1,754	1,152	161,759	15,863	40,449	121	495	947
WORTH	18,111	19,745	9.0	20,072	7,984	6,243	5,761	2,348	3,452	2,268	266,513	13,278	33,379	478	32,714	9,330

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

HAWAII POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM-PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS.........	968,507	1,108,229	14.4	1,164,578	376,214	300,655	323,366	171,773	202,260	110,244	19,370,028	16,633	51,487	4,870	498,317	111,423
METRO AREAS (MSAs/PMSAs/CMSAs)																
Honolulu, HI	764,756	836,231	9.3	871,789	279,677	219,929	252,542	132,124	153,030	78,606	15,626,552	17,925	55,874	938	100,356	68,468
COUNTIES, Cities																
HAWAII	92,807	120,317	29.6	128,964	42 374	36,576	31,042	17,205	21,777	13,836	1,581,712	12,265	37,328	2,810	195,140	24,616
Hilo	35,269	45,723	29.6	49,010	16,337	•	•	•	•	•	407,912	8,323	24,969	•	•	•
Kailua-Kona	13,748	17,823	29.6	19,104	6,163	•	•	•	•	•	201,438	10,544	32,686	•	•	•
HONOLULU	764,756	836,231	9.3	871,789	279,677	219,929	252,542	132,124	153,030	78,606	15,626,552	17,925	55,874	938	100,356	68,468
Honolulu	365,048	399,166	9.3	416,139	153,941	•	•	•	•	•	7,351,767	17,667	47,757	•	•	•
KAUAI	39,355	51,177	30.0	54,880	17,993	15,507	12,948	7,267	9,161	6,244	681,360	12,415	37,867	400	62,099	5,748
Lihue	4,000	5,202	30.0	5,578	2,066	•	•	•	•	•	62,634	11,229	30,318	•	•	•
MAUI/KALAWAO	71,589	100,504	40.4	108,944	36,169	28,644	26,835	15,176	18,292	11,558	1,480,403	13,589	40,930	722	140,722	12,591
Wailuku	10,674	14,985	40.4	16,244	6,016	•	•	•	•	•	205,833	12,672	34,213	•	•	•

IDAHO POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS.........	947,240	1,006,749	6.3	1,046,150	371,365	343,184	282,430	142,941	168,152	109,203	14,095,610	13,474	37,956	24,147	1,097,253	1,172,152
METRO AREAS (MSAs/PMSAs/CMSAs)																
Boise, ID	174,312	205,775	18.0	218.018	73,402	64,533	61,699	34,883	36,409	20,276	3,448,694	15,818	46,984	1,293	19,150	93,706
COUNTIES, Cities																
ADA	174,312	205,775	18.0	218,018	73,402	64,533	61,699	34,883	36,409	20,276	3,448,694	15,818	46,984	1,293	19,150	93,706
Boise City	102,451	125,738	22.7	130,395	50,152	•	•	•	•	•	1,505,227	11,544	30,013	•	•	•
ADAMS	3,343	3,254	-2.7	3,236	1,181	987	799	430	612	405	43,578	13,466	36,899	257	484	9,174
BANNOCK	65,552	66,026	0.7	67,976	23,923	22,976	19,645	9,653	9,857	5,914	932,413	13,717	38,975	655	10,266	9,607
Pocatello	46,340	46,100	-0.5	46,052	17,056	•	•	•	•	•	541,560	11,760	31,751	•	•	•
BEAR LAKE	6,942	6,084	-12.4	6,078	2,541	2,577	1,362	638	821	681	72,999	12,010	28,724	446	2,382	11,439
BENEWAH	8,361	7,937	-5.1	8,073	2,830	2,551	2,018	1,114	1,453	944	124,004	15,361	43,814	205	7,770	1,408
BINGHAM	36,520	37,583	2.9	38,856	16,769	16,358	9,403	4,352	5,556	3,147	449,746	11,575	26,819	1,466	108,245	39,731
Blackfoot	10,065	9,646	-4.2	9,562	3,542	•	•	•	•	•	104,758	10,955	29,580	•	•	•
BLAINE	9,984	13,552	35.7	14,666	4,888	3,490	4,649	3,036	2,435	1,041	239,623	16,339	49,020	221	7,085	11,627
BOISE	3,044	3,509	15.3	3,703	1,183	1,166	892	585	655	404	41,428	11,188	35,026	73	770	1,324
BONNER	24,353	26,622	9.3	27,836	9,586	8,323	6,541	4,259	5,150	3,563	364,075	13,080	37,979	516	1,092	4,401
Sandpoint	4,460	5,203	16.7	5,352	1,982	•	•	•	•	•	42,806	7,999	21,596	•	•	•
BONNEVILLE	66,050	72,207	9.3	75,499	28,587	28,010	19,856	9,815	11,929	5,889	1,070,464	14,178	37,446	905	56,678	32,536
Idaho Falls	39,590	43,929	11.0	44,797	16,904	•	•	•	•	•	490,382	10,947	29,009	•	•	•

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
BOUNDARY	7,328	8,332	13.7	8,772	3,260	3,026	2,044	1,211	1,509	982	84,278	9,607	25,851	297	5,679	3,076
BUTTE	3,351	2,918	-12.9	2,911	1,077	1,126	658	332	469	326	30,476	10,470	28,289	224	8,479	6,357
CAMAS	833	727	-12.7	726	250	214	184	99	139	91	10,029	13,822	40,091	117	3,577	3,300
CANYON	83,793	90,076	7.5	93,895	32,638	30,422	24,882	12,019	15,117	11,361	1,108,991	11,811	33,978	2,009	111,367	137,702
Caldwell	17,699	18,400	4.0	18,540	6,867	*	*	*	*	*	165,775	8,941	24,142	*	*	*
Nampa	25,112	28,365	13.0	29,016	10,747	*	*	*	*	*	221,722	7,641	20,632	*	*	*
CARIBOU	8,708	6,963	-20.0	6,800	2,884	2,903	1,639	816	904	537	95,818	14,092	33,223	428	19,233	13,032
CASSIA	19,435	19,532	0.5	20,100	7,863	8,161	4,864	2,251	2,814	1,990	211,518	10,523	26,899	873	89,668	85,141
Burley	8,761	8,702	-0.7	8,690	3,219	*	*	*	*	*	63,167	7,269	19,626	*	*	*
CLARK	798	762	-4.5	750	250	246	195	85	142	83	10,175	13,567	40,737	103	16,000	10,125
CLEARWATER	10,393	8,505	-18.2	8,400	2,868	2,554	2,159	1,142	1,586	958	140,671	16,747	49,049	216	2,577	1,456
CUSTER	3,404	4,133	21.4	4,399	1,559	1,399	985	598	867	550	58,243	13,240	37,348	261	1,334	9,814
ELMORE	21,424	21,205	-1.0	21,175	7,028	6,797	7,178	2,986	2,880	1,355	262,925	12,417	37,413	341	33,730	99,141
FRANKLIN	8,920	9,232	3.5	9,555	4,248	4,300	2,150	898	1,166	1,042	91,736	9,601	21,594	641	6,234	34,252
FREMONT	10,782	10,937	1.4	11,276	3,479	4,725	2,695	1,184	1,612	1,071	112,752	10,000	32,407	546	36,959	24,646
GEM	12,056	11,844	-1.8	12,133	4,198	3,870	2,900	1,456	2,123	1,771	158,221	13,041	37,687	539	8,294	13,490
GOODING	11,896	11,633	-2.2	11,905	4,029	3,786	2,798	1,393	2,072	1,869	172,648	14,502	42,855	729	29,211	63,493
IDAHO	14,851	13,783	-7.2	13,750	4,617	4,276	3,369	1,788	2,530	1,788	174,684	12,704	37,832	774	17,932	15,880
JEFFERSON	15,354	16,543	7.7	17,252	7,223	7,470	4,158	1,898	2,294	1,432	183,661	10,646	25,427	828	31,047	35,165
JEROME	14,916	15,138	1.5	15,608	5,926	5,447	3,806	1,935	2,560	1,857	215,343	13,797	36,342	909	44,698	84,401
KOOTENAI	60,307	69,795	15.7	73,704	25,192	21,448	19,089	10,982	13,414	8,771	1,015,716	13,781	40,319	611	14,521	2,805
Coeur d'Alene	20,054	24,563	22.5	25,465	9,431	*	*	*	*	*	232,852	9,144	24,689	*	*	*
LATAH	28,796	30,617	6.3	31,851	8,948	7,357	12,135	4,746	4,491	3,121	444,947	13,970	49,725	644	30,562	3,679
Moscow	16,513	18,519	12.1	18,920	7,007	*	*	*	*	*	194,666	10,289	27,780	*	*	*
LEMHI	7,512	6,899	-8.2	6,866	2,310	2,183	1,579	954	1,215	927	84,431	12,297	36,543	365	964	15,127
LEWIS	4,072	3,516	-13.7	3,500	1,107	1,106	830	420	669	476	53,628	15,321	48,427	191	18,922	1,519
LINCOLN	3,427	3,308	-3.5	3,376	1,298	1,209	750	432	550	439	36,163	10,711	27,871	338	11,612	17,669
MADISON	19,576	23,674	20.9	25,181	12,004	10,677	9,418	1,836	2,090	1,184	267,077	10,606	22,249	510	42,169	9,122
MINIDOKA	19,636	19,361	-1.4	19,326	7,481	7,595	4,793	2,165	2,841	1,913	262,936	13,605	35,148	858	59,407	24,070
NEZ PERCE	33,288	33,754	1.4	34,797	11,249	9,360	9,395	4,767	6,507	4,802	495,135	14,229	44,016	405	25,149	5,170
Lewiston	27,986	28,082	0.3	28,101	10,408	*	*	*	*	*	329,518	11,726	31,661	*	*	*
ONEIDA	3,238	3,492	7.8	3,642	1,335	1,384	783	375	521	579	40,058	10,998	29,999	363	6,649	5,552
OWYHEE	8,251	8,392	1.7	8,656	3,076	3,056	2,242	961	1,368	1,039	88,101	10,178	28,642	573	26,089	48,972
PAYETTE	15,756	16,434	4.3	17,035	6,068	5,502	4,105	1,993	2,930	2,487	187,500	11,007	30,897	572	27,391	21,274
POWER	6,851	7,086	3.4	7,333	2,896	2,684	1,804	1,056	1,122	660	92,791	12,654	32,037	350	49,705	16,527
SHOSHONE	19,264	13,931	-27.7	13,825	4,575	4,286	3,608	1,880	2,392	1,687	165,785	11,992	36,235	46	100	178
Kellogg	3,417	2,591	-24.2	2,426	898	*	*	*	*	*	20,353	8,390	22,654	*	*	*
TETON	2,915	3,439	18.0	3,643	1,483	1,421	867	455	514	383	33,496	9,194	22,594	268	11,753	5,726
TWIN FALLS	53,207	53,580	0.7	55,160	19,040	17,706	13,956	7,005	9,212	7,281	733,066	13,290	38,500	1,576	78,144	83,512
Twin Falls	26,209	27,591	5.3	27,867	10,321	*	*	*	*	*	267,249	9,590	25,893	*	*	*
VALLEY	5,675	6,109	7.6	6,370	2,159	1,739	1,650	1,083	1,223	669	97,274	15,271	45,051	113	884	7,333
WASHINGTON	8,766	8,550	-2.5	8,537	2,852	2,774	1,895	973	1,434	1,460	88,311	10,345	30,961	492	13,513	28,513

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

ILLINOIS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S Census	1990 U.S Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	11,426,518	11,430,601	0.0	11,616,489	4,321,222	3,082,388	3,253,845	1,650,549	2,193,596	1,444,672	208,997,314	17,991	48,365	88,786	4,159,043	2,219,870
METRO AREAS (MSAs/PMSAs/CMSAs)																
Aurora-Elgin, IL	315,990	356,884	12.9	369,444	144,229	109,637	101,725	55,409	66,083	36,220	6,732,994	18,225	46,683	1,359	86,941	42,397
Bloomington-Normal, IL	119,537	129,180	8.1	132,682	53,073	31,048	49,092	18,310	20,698	13,534	2,788,116	21,014	52,534	1,906	136,483	27,829
Champaign-Urbana-Rantoul, IL	168,173	173,025	2.9	176,083	73,368	37,892	73,659	25,675	25,320	14,342	3,881,331	22,043	52,902	1,671	122,501	12,098
Chicago, IL	5,913,250	5,886,733	-0.4	6,022,249	2,219,977	1,555,051	1,668,978	881,551	1,174,835	748,671	102,320,255	16,990	46,091	550	38,246	3,049
Decatur, IL	131,401	117,206	-10.8	115,867	41,173	32,327	31,052	15,874	22,015	14,715	2,143,302	18,498	52,056	850	66,868	5,069
Joliet, IL	357,155	389,650	9.1	400,903	160,545	122,850	111,087	62,714	69,720	34,899	6,965,581	17,375	43,387	1,837	106,082	20,451
Kankakee, IL	102,926	96,255	-6.5	95,421	34,917	28,054	26,336	12,691	16,794	11,546	1,462,585	15,328	41,887	1,086	80,483	13,186
Lake County, IL	440,372	516,418	17.3	538,007	207,478	148,490	157,098	80,163	103,835	48,421	11,847,976	22,022	57,105	448	21,063	7,879
Peoria, IL	333,253	306,519	-8.0	303,172	108,798	83,938	83,600	43,354	56,104	36,177	6,160,946	20,322	56,627	2,284	102,993	45,324
Rockford, IL	280,377	283,718	1.2	287,799	105,655	78,562	79,274	41,861	54,906	33,676	4,928,402	17,124	46,646	1,368	48,460	46,136
Springfield, IL	188,028	189,550	0.8	192,000	65,363	49,971	51,021	29,051	36,140	25,646	3,839,584	19,998	58,743	1,714	121,864	42,214
COUNTIES, Cities																
ADAMS	71,662	66,090	-7.8	65,965	22,676	17,745	17,613	8,378	12,006	10,225	1,320,486	20,018	58,233	1,662	46,588	53,020
Quincy	42,554	39,681	-6.8	39,095	15,037	•	•	•	•	•	572,995	14,657	38,107	•	•	•
ALEXANDER	12,264	10,626	-13.4	10,294	3,642	3,078	2,543	1,122	1,709	1,822	151,561	14,723	41,617	184	6,988	1,193
BOND	16,325	14,991	-8.2	14,724	5,889	3,828	4,196	1,708	2,621	2,371	294,724	20,016	50,043	714	18,430	15,290
BOONE	28,660	30,806	7.5	31,610	12,673	9,135	8,566	4,457	5,974	3,445	512,148	16,202	40,414	560	22,646	15,579
Belvidere	15,176	15,958	5.2	16,118	6,199	•	•	•	•	•	193,849	12,027	31,271	•	•	•
BROWN	5,413	5,836	7.8	6,039	2,117	1,649	1,449	682	1,069	1,196	107,583	17,815	50,826	442	11,723	11,378
BUREAU	39,233	35,688	-9.0	35,224	13,115	9,581	9,088	4,368	6,481	5,742	661,312	18,774	50,426	1,517	100,143	46,234
Spring Valley	5,822	5,246	-9.9	5,236	2,014	•	•	•	•	•	70,613	13,487	35,065	•	•	•
CALHOUN	5,896	5,322	-9.7	5,207	2,025	1,317	1,328	573	1,021	969	79,670	15,300	39,352	491	6,938	9,972
CARROLL	18,731	16,805	-10.3	16,420	6,567	4,384	4,138	2,036	3,153	2,726	424,957	25,881	64,710	775	31,702	70,593
CASS	15,148	13,437	-11.3	13,095	5,238	3,653	3,248	1,689	2,462	2,030	248,324	18,964	47,407	500	31,692	28,558
Beardstown	6,338	5,270	-16.9	5,162	1,985	•	•	•	•	•	73,393	14,218	36,968	•	•	•
CHAMPAIGN	168,173	173,025	2.9	176,083	73,368	37,892	73,659	25,675	25,320	14,342	3,881,331	22,043	52,902	1,671	122,501	12,098
Champaign	58,133	63,502	9.2	64,597	24,845	•	•	•	•	•	1,174,877	18,188	47,288	•	•	•
Urbana	35,978	36,344	1.0	36,419	14,007	•	•	•	•	•	679,963	18,671	48,544	•	•	•
CHRISTIAN	36,375	34,418	-5.4	34,227	13,690	9,241	8,831	4,313	6,366	5,511	687,135	20,076	50,191	1,051	87,929	12,916
Taylorville	11,386	11,133	-2.2	11,081	4,262	•	•	•	•	•	172,873	15,600	40,561	•	•	•
CLARK	16,981	15,921	-6.2	15,709	5,509	4,116	3,912	1,948	3,000	2,749	301,662	19,203	54,754	818	39,687	12,759
CLAY	15,317	14,460	-5.6	14,289	4,995	3,844	3,529	1,657	2,586	2,672	266,046	18,619	53,260	719	24,221	8,726
Flora	5,379	5,054	-6.0	5,090	1,958	•	•	•	•	•	66,590	13,082	34,014	•	•	•
CLINTON	32,813	33,944	3.4	34,854	13,963	10,700	9,724	4,078	5,960	4,357	528,758	15,171	37,868	1,115	25,092	56,747
COLES	53,170	51,644	-2.9	51,339	19,745	11,705	18,790	5,955	8,317	6,623	1,038,190	20,222	52,580	833	50,145	8,366
Charleston	19,355	20,398	5.4	20,611	7,927	•	•	•	•	•	288,461	13,996	36,389	•	•	•
Mattoon	19,055	18,441	-3.2	18,316	7,045	•	•	•	•	•	320,196	17,482	45,453	•	•	•
COOK	5,248,912	5,105,067	-2.7	5,207,456	1,907,696	1,338,316	1,442,465	744,666	1,010,246	676,969	83,052,831	15,949	43,536	389	20,849	1,810
Chicago	3,005,072	2,783,726	-7.4	2,838,565	1,091,756	•	•	•	•	•	36,075,199	12,709	33,043	•	•	•
CRAWFORD	20,834	19,464	-6.6	19,190	7,996	4,874	4,778	2,418	3,742	3,377	453,645	23,640	56,735	595	30,324	11,700
Robinson	7,285	6,740	-7.5	6,766	2,602	•	•	•	•	•	136,812	20,221	52,575	•	•	•
CUMBERLAND	11,093	10,670	-3.8	10,585	3,986	3,059	2,773	1,313	1,884	1,545	207,443	19,597	52,044	710	23,970	15,343
DE KALB	74,966	77,932	4.0	79,468	31,787	17,721	31,946	10,013	11,920	7,788	1,702,126	21,419	53,548	1,063	69,407	73,276
De Kalb	33,099	34,925	5.5	35,298	13,576	•	•	•	•	•	550,835	15,605	40,574	•	•	•

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
DE WITT	18,128	16,516	-8.9	16,194	5,635	4,615	4,016	2,073	3,093	2,397	397,421	24,542	70,522	565	44,764	3,305
Clinton	8,014	7,437	-7.2	7,470	2,873	*	*	*	*	*	134,032	17,942	46,649	*	*	*
DOUGLAS	19,789	19,464	-1.6	19,399	7,461	5,490	4,986	2,347	3,783	2,832	386,087	19,902	51,749	807	56,295	11,669
DU PAGE	664,338	781,666	17.7	814,793	312,281	216,735	226,513	136,885	164,588	71,702	19,267,424	23,647	61,699	161	17,397	1,239
Wheaton	43,043	51,464	19.6	53,182	20,455	*	*	*	*	*	1,039,047	19,538	50,798	*	*	*
EDGAR	21,784	19,595	-10.0	19,157	6,743	5,268	4,617	2,395	3,640	3,257	355,067	18,534	52,658	965	64,103	13,886
Paris	9,885	8,987	-9.1	8,987	3,457	*	*	*	*	*	103,198	11,483	29,855	*	*	*
EDWARDS	8,000	7,440	-7.0	7,328	2,588	2,074	1,781	894	1,282	1,304	145,612	19,871	56,270	387	14,119	11,771
EFFINGHAM	31,129	31,704	1.8	32,455	12,564	9,996	8,730	4,154	5,355	4,252	651,819	20,084	51,878	1,228	30,199	31,153
Effingham	11,270	11,651	3.4	11,729	4,511	*	*	*	*	*	232,362	19,811	51,510	*	*	*
FAYETTE	22,215	20,893	-6.0	20,629	7,443	5,073	5,425	2,393	3,651	3,445	415,782	20,156	55,860	1,208	35,178	13,583
FORD	15,295	14,275	-6.7	14,071	4,983	3,855	3,461	1,646	2,772	2,350	281,851	20,031	56,557	729	53,434	15,586
Paxton	4,258	4,289	0.7	4,381	1,685	*	*	*	*	*	57,052	13,023	33,859	*	*	*
FRANKLIN	43,320	40,319	-6.9	39,719	13,948	10,327	9,652	4,925	7,189	7,626	584,439	14,714	41,902	586	15,166	5,572
Benton	7,778	7,216	-7.2	7,248	2,788	*	*	*	*	*	84,659	11,680	30,369	*	*	*
West Frankfort	9,437	8,526	-9.7	8,514	3,275	*	*	*	*	*	84,099	9,677	25,681	*	*	*
FULTON	43,681	38,080	-12.8	37,460	13,467	10,339	9,440	4,720	6,968	5,994	523,712	13,981	38,888	1,371	47,784	23,647
Canton	14,626	13,922	-4.8	13,778	5,299	*	*	*	*	*	141,539	10,273	26,709	*	*	*
GALLATIN	7,596	6,909	-9.0	6,772	2,413	1,727	1,700	846	1,300	1,199	124,837	18,435	51,730	287	25,304	3,466
GREENE	16,644	15,317	-8.0	15,052	5,617	4,139	3,853	1,686	2,800	2,589	278,544	18,506	49,587	827	35,299	21,258
GRUNDY	30,652	32,337	5.5	33,066	12,600	9,556	8,829	4,596	6,084	4,001	656,676	19,860	52,118	598	38,961	6,084
Morris	8,833	10,270	16.3	10,563	4,063	*	*	*	*	*	139,488	13,205	34,333	*	*	*
HAMILTON	9,178	8,499	-7.4	8,363	2,867	2,082	1,999	945	1,639	1,698	147,239	17,606	51,353	581	22,001	3,552
HANCOCK	23,964	21,373	-10.8	20,855	7,441	5,652	5,360	2,503	3,900	3,441	353,283	16,940	47,481	1,391	49,346	43,963
HARDIN	5,392	5,189	-3.8	5,148	1,884	1,328	1,220	644	1,009	952	81,439	15,818	43,221	198	475	1,035
HENDERSON	9,161	8,096	-11.6	7,883	2,978	2,239	2,034	985	1,506	1,119	145,429	18,448	48,834	522	29,051	18,881
HENRY	58,124	51,159	-12.0	50,266	19,269	14,678	12,918	6,635	9,299	6,685	924,783	18,398	47,992	1,696	62,251	112,256
Kewanee	14,508	12,969	-10.6	12,655	4,867	*	*	*	*	*	126,629	10,006	26,016	*	*	*
IROQUOIS	32,917	30,787	-6.5	30,361	11,134	8,289	7,621	3,795	5,769	4,888	621,287	20,463	55,803	1,745	124,577	39,577
Watseka	5,543	5,424	-2.1	5,509	2,119	*	*	*	*	*	90,873	16,496	42,891	*	*	*
JACKSON	61,678	61,067	-1.0	60,945	18,031	12,189	25,902	8,167	8,228	6,460	999,334	16,397	55,424	720	20,282	6,665
Carbondale	26,287	27,033	2.8	27,185	10,456	*	*	*	*	*	324,675	11,943	31,052	*	*	*
Murphysboro	9,866	9,176	-7.0	9,035	3,475	*	*	*	*	*	135,254	14,970	38,921	*	*	*
JASPER	11,345	10,609	-6.5	10,462	3,969	2,992	2,814	1,203	1,799	1,653	244,942	23,413	61,721	894	35,174	24,876
JEFFERSON	36,527	37,020	1.3	37,861	13,294	10,487	9,541	5,073	6,815	6,020	695,351	18,366	52,307	1,031	21,485	9,178
Mount Vernon	17,193	16,988	-1.2	16,946	6,518	*	*	*	*	*	264,063	15,582	40,514	*	*	*
JERSEY	20,631	20,539	-0.4	20,521	7,731	5,602	5,951	2,504	3,796	2,668	364,493	17,762	47,148	619	23,975	11,753
JO DAVIESS	23,601	21,821	-7.5	21,465	7,976	6,225	5,602	2,790	3,842	3,005	515,550	24,018	64,634	1,070	13,607	60,834
East Dubuque	2,194	1,914	-12.8	1,896	729	*	*	*	*	*	28,218	14,881	38,690	*	*	*
JOHNSON	9,658	11,347	17.5	11,825	4,195	2,791	3,264	1,514	2,259	1,908	178,792	15,120	42,621	476	3,692	7,004
KANE	278,405	317,471	14.0	329,188	127,863	97,440	90,856	49,049	58,595	32,919	5,963,373	18,115	46,639	824	51,913	28,965
Aurora	81,293	99,581	22.5	103,312	39,735	*	*	*	*	*	1,265,724	12,252	31,854	*	*	*
Elgin	63,798	77,010	20.7	79,705	30,656	*	*	*	*	*	1,056,387	13,254	34,460	*	*	*
KANKAKEE	102,926	96,255	-6.5	95,421	34,917	28,054	26,336	12,691	16,794	11,546	1,462,585	15,328	41,887	1,086	80,483	13,186
Kankakee	30,141	27,575	-8.5	27,052	10,404	*	*	*	*	*	290,810	10,750	27,951	*	*	*
KENDALL	37,585	39,413	4.9	40,256	16,367	12,198	10,869	6,360	7,488	3,301	769,621	19,118	47,024	535	35,028	13,432
KNOX	61,630	56,393	-8.5	55,846	18,624	14,687	14,743	7,428	10,499	8,544	932,219	16,693	50,054	1,165	50,642	47,994
Galesburg	35,305	33,530	-5.0	33,168	12,757	*	*	*	*	*	398,706	12,021	31,254	*	*	*
LAKE	440,372	516,418	17.3	538,007	207,478	148,490	157,098	80,163	103,835	48,421	11,847,976	22,022	57,105	448	21,063	7,879
Libertyville	16,520	19,174	16.1	19,715	7,583	*	*	*	*	*	301,489	15,292	39,759	*	*	*
Mundelein	17,053	21,215	24.4	22,064	8,486	*	*	*	*	*	242,238	10,979	28,545	*	*	*
North Chicago	38,774	34,978	-9.8	34,204	13,155	*	*	*	*	*	427,301	12,493	32,481	*	*	*
Waukegan	67,653	69,392	2.6	69,747	26,826	*	*	*	*	*	963,139	13,809	35,904	*	*	*
Vernon Hills	9,827	15,319	55.9	16,439	6,323	*	*	*	*	*	169,105	10,287	26,745	*	*	*
LA SALLE	109,183	106,913	-2.1	106,459	39,819	28,318	28,425	13,094	20,121	16,008	1,916,858	18,006	48,139	1,978	116,394	33,882
La Salle	10,347	9,717	-6.1	9,588	3,688	*	*	*	*	*	122,475	12,773	33,210	*	*	*

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

ILLINOIS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Oglesby	3,979	3,619	-9.0	3,619	1,392	•	•	•	•	•	47,833	13,216	34,361	•	•	•
Ottawa	18,166	17,451	-3.9	17,305	6,656	•	•	•	•	•	256,362	14,815	38,520	•	•	•
Peru	10,886	9,302	-14.6	8,979	3,453	•	•	•	•	•	144,900	16,138	41,959	•	•	•
Streator	14,791	14,121	-4.5	13,984	5,379	•	•	•	•	•	176,829	12,645	32,876	•	•	•
LAWRENCE	17,807	15,972	-10.3	15,605	5,276	4,104	3,854	1,841	2,903	2,918	326,509	20,923	61,887	435	21,990	5,844
Lawrenceville	5,652	4,897	-13.4	4,844	1,863	•	•	•	•	•	68,911	14,226	36,988	•	•	•
LEE	36,279	34,392	-5.2	34,015	13,082	9,082	9,320	4,456	6,293	4,864	463,049	13,613	35,396	1,148	66,488	35,164
Dixon	15,701	15,144	-3.5	15,030	5,781	•	•	•	•	•	268,457	17,861	46,438	•	•	•
LIVINGSTON	41,351	39,301	-5.0	38,891	14,958	10,112	11,317	4,861	7,000	5,639	831,632	21,384	55,598	1,760	105,482	34,316
Pontiac	11,227	11,428	1.8	11,469	4,411	•	•	•	•	•	161,404	14,073	36,590	•	•	•
LOGAN	31,726	30,798	-2.9	30,612	10,077	7,622	8,541	3,980	5,725	4,714	617,131	20,160	61,240	949	70,439	19,558
Lincoln	16,327	15,418	-5.6	15,233	5,859	•	•	•	•	•	245,621	16,125	41,924	•	•	•
MCDONOUGH	37,076	35,244	-4.9	34,878	10,320	7,150	14,683	3,906	4,987	4,185	540,806	15,506	52,403	1,018	45,482	21,211
Macomb	19,863	19,952	0.4	19,970	7,681	•	•	•	•	•	230,932	11,564	30,066	•	•	•
MCHENRY	149,280	183,241	22.7	192,314	77,158	55,194	50,963	30,386	36,347	19,424	3,604,635	18,744	46,718	1,136	52,657	43,177
Crystal Lake	18,590	24,512	31.9	25,720	9,892	•	•	•	•	•	345,402	13,429	34,916	•	•	•
MCLEAN	119,537	129,180	8.1	132,682	53,073	31,048	49,092	18,310	20,698	13,534	2,788,116	21,014	52,534	1,906	136,483	27,829
Bloomington	44,189	51,972	17.6	53,560	20,600	•	•	•	•	•	857,817	16,016	41,642	•	•	•
Normal	35,672	40,023	12.2	40,911	15,735	•	•	•	•	•	622,168	15,208	39,541	•	•	•
MACON	131,401	117,206	-10.8	115,867	41,173	32,327	31,052	15,874	22,015	14,715	2,143,302	18,498	52,056	850	66,668	5,060
Decatur	94,081	83,885	-10.8	81,805	31,463	•	•	•	•	•	1,226,676	14,995	38,987	•	•	•
MACOUPIN	49,555	47,679	-3.8	47,304	16,889	13,056	11,968	5,724	8,657	7,900	969,827	20,502	57,422	1,509	54,485	41,180
MADISON	247,577	249,238	0.7	252,565	93,840	66,425	68,950	33,086	50,260	33,844	4,536,661	17,962	48,345	1,500	44,856	23,044
Alton	34,171	32,905	-3.7	32,647	12,556	•	•	•	•	•	372,078	11,397	29,632	•	•	•
East Alton	7,123	7,063	-0.8	7,192	2,766	•	•	•	•	•	87,496	12,165	31,630	•	•	•
Edwardsville	12,480	14,579	16.8	15,007	5,772	•	•	•	•	•	203,549	13,563	35,265	•	•	•
Wood River	12,449	11,490	-7.7	11,294	4,344	•	•	•	•	•	163,321	14,460	37,597	•	•	•
MARION	43,693	41,561	-4.9	41,135	14,908	11,353	10,572	5,142	7,528	6,540	786,521	19,121	52,758	950	25,626	11,844
Central City	1,505	1,390	-7.6	1,375	527	•	•	•	•	•	18,879	13,730	35,836	•	•	•
Centralia	15,126	14,274	-5.6	14,100	5,423	•	•	•	•	•	205,149	14,549	37,828	•	•	•
MARSHALL	14,611	12,846	-12.1	12,493	4,539	3,461	3,173	1,587	2,324	1,936	230,691	18,466	50,823	611	32,398	10,096
MASON	19,477	16,269	-16.5	15,627	5,805	4,579	3,969	2,016	2,813	2,235	309,406	19,799	53,303	581	42,905	8,182
MASSAC	15,047	14,752	-2.0	14,693	5,101	3,747	3,614	1,763	2,939	2,630	243,098	16,545	47,657	414	7,338	7,790
MENARD	11,760	11,164	-5.1	11,045	4,030	3,104	2,706	1,546	2,121	1,579	196,647	17,804	48,795	437	28,050	14,433
MERCER	19,357	17,290	-10.7	16,877	6,474	4,860	4,320	2,245	3,156	2,295	294,337	17,441	45,467	933	41,339	30,281
MONROE	20,193	22,422	11.0	23,142	8,653	6,410	6,133	2,846	4,490	3,286	407,434	17,606	47,085	660	20,988	18,755
MONTGOMERY	31,648	30,728	-2.9	30,544	10,615	8,155	7,758	3,665	5,590	5,376	570,073	18,664	53,707	1,246	51,866	25,114
Litchfield	7,204	6,883	-4.5	6,956	2,676	•	•	•	•	•	92,564	13,308	34,596	•	•	•
MORGAN	37,505	36,397	-3.0	36,175	14,470	9,478	9,948	4,630	6,656	5,426	869,641	24,040	60,099	944	49,600	27,458
Jacksonville	20,284	19,324	-4.7	19,128	7,357	•	•	•	•	•	347,297	18,156	47,206	•	•	•
MOULTRIE	14,661	13,930	-5.0	13,784	4,797	3,777	3,363	1,770	2,605	2,274	303,031	21,985	63,167	561	35,946	8,145
OGLE	46,466	45,957	-1.1	45,855	17,485	12,702	12,335	6,053	8,896	5,869	614,322	13,397	35,135	1,312	57,003	73,947
PEORIA	200,700	182,827	-8.9	180,752	63,006	48,803	50,791	25,848	32,355	22,956	3,670,739	20,308	58,260	1,102	42,361	15,309
Peoria	124,160	113,504	-8.6	111,330	42,819	•	•	•	•	•	1,531,778	13,759	35,773	•	•	•
PERRY	21,734	21,412	-1.5	21,348	7,785	5,935	5,337	2,711	3,907	3,437	364,066	17,054	46,765	591	14,711	6,613
Du Quoin	6,594	6,697	1.6	6,852	2,635	•	•	•	•	•	74,625	10,892	28,319	•	•	•
Pinckneyville	3,319	3,372	1.6	3,450	1,327	•	•	•	•	•	45,460	13,177	34,259	•	•	•
PIATT	16,606	15,548	-6.4	15,336	6,062	4,248	3,895	2,116	3,021	2,055	336,898	21,968	55,573	604	57,407	5,590
PIKE	18,888	17,577	-6.9	17,315	6,100	4,519	4,190	2,095	3,255	3,238	332,422	19,199	54,494	1,193	41,031	46,279
POPE	4,396	4,373	-0.5	4,368	1,407	1,086	1,254	472	786	795	69,382	15,883	49,329	279	2,424	3,229
PULASKI	8,795	7,523	-14.5	7,269	2,673	2,261	1,788	712	1,228	1,287	100,009	13,759	37,409	244	8,102	3,655
PUTNAM	6,137	5,730	-6.6	5,649	2,117	1,621	1,508	791	1,000	723	114,124	20,204	53,915	242	20,082	6,697
RANDOLPH	35,713	34,583	-3.2	34,357	11,379	9,105	10,067	4,432	5,772	4,947	695,502	20,243	61,123	1,019	22,574	16,905
RICHLAND	17,586	16,545	-5.9	16,336	5,664	4,196	4,394	2,026	3,120	2,597	297,727	18,225	52,562	617	23,161	10,575
Olney	9,026	8,664	-4.0	8,705	3,371	•	•	•	•	•	123,341	14,072	36,588	•	•	•

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
ROCK ISLAND	166,007	148,723	-10.4	147,266	52,445	39,909	40,793	19,881	27,244	19,439	2,710,711	18,407	51,687	723	23,399	21,918
East Moline	20,907	20,147	-3.6	19,992	7,689	•	•	•	•	•	256,766	12,843	33,393	•	•	•
Moline	45,709	43,202	-5.5	42,691	16,419	•	•	•	•	•	633,265	14,834	38,568	•	•	•
Rock Island	47,036	40,552	-13.8	39,229	15,066	•	•	•	•	•	546,703	13,936	36,234	•	•	•
ST. CLAIR	264,911	262,852	-0.8	262,440	102,503	77,157	73,746	33,067	46,977	31,755	4,554,339	17,354	44,431	1,101	38,563	15,946
Belleville	41,580	42,785	2.9	43,031	16,550	•	•	•	•	•	618,691	14,378	37,382	•	•	•
SALINE	27,417	26,551	-3.2	26,378	9,039	6,410	6,410	3,165	5,091	5,302	453,373	17,188	50,159	465	14,332	3,123
Eldorado	5,198	4,536	-12.7	4,494	1,729	•	•	•	•	•	67,441	15,006	39,015	•	•	•
Harrisburg	10,410	9,289	-10.8	9,060	3,465	•	•	•	•	•	133,337	14,717	38,263	•	•	•
SANGAMON	176,268	178,386	1.2	180,955	61,332	46,867	48,315	27,505	34,020	24,067	3,642,937	20,132	59,397	1,277	93,814	27,781
Springfield	99,637	105,227	5.6	106,367	40,911	•	•	•	•	•	1,629,381	15,318	39,828	•	•	•
SCHUYLER	8,404	7,498	-10.8	7,317	2,584	1,932	1,771	929	1,405	1,280	164,916	22,539	63,812	594	19,285	12,754
SCOTT	6,157	5,644	-8.3	5,541	1,906	1,435	1,457	626	1,064	959	116,636	21,048	61,115	410	17,882	11,458
SHELBY	24,017	22,261	-7.3	21,910	7,948	6,025	5,609	2,629	4,119	3,527	469,330	21,421	59,047	1,431	63,760	22,712
Shelbyville	5,259	4,943	-6.0	4,979	1,915	•	•	•	•	•	86,009	17,276	44,916	•	•	•
STARK	7,432	6,534	-12.1	6,354	2,473	1,779	1,620	775	1,131	1,042	112,324	17,677	45,412	434	29,907	8,054
STEPHENSON	49,723	48,052	-3.4	47,718	19,087	12,645	12,788	6,156	9,114	7,015	1,156,296	24,232	60,580	1,290	28,427	92,520
Freeport	26,266	25,840	-1.6	25,753	9,905	•	•	•	•	•	444,298	17,252	44,856	•	•	•
TAZEWELL	132,553	123,692	-6.7	122,420	45,792	35,136	32,809	17,506	23,749	13,221	2,490,207	20,342	54,381	1,182	60,632	30,015
Pekin	33,967	32,254	-5.0	31,906	12,271	•	•	•	•	•	501,922	15,732	40,903	•	•	•
UNION	16,885	17,619	4.3	18,121	6,436	4,023	4,041	2,320	3,624	4,095	279,395	15,418	43,411	580	11,283	6,093
VERMILION	94,982	88,257	-7.1	87,412	30,853	24,563	22,465	11,364	16,521	12,500	1,681,585	19,237	54,503	1,225	87,343	14,827
Danville	38,985	33,828	-13.2	32,776	12,606	•	•	•	•	•	518,594	15,822	41,138	•	•	•
WABASH	13,728	13,111	-4.5	12,988	4,630	3,611	3,416	1,636	2,338	1,987	267,724	20,614	57,819	286	15,828	4,556
Mount Carmel	8,908	8,287	-7.0	8,329	3,203	•	•	•	•	•	140,415	16,859	43,835	•	•	•
WARREN	21,927	19,181	-12.5	18,632	6,370	5,180	5,086	2,292	3,335	2,739	358,096	19,220	56,218	904	45,704	34,764
Monmouth	10,706	9,489	-11.4	9,241	3,554	•	•	•	•	•	119,532	12,935	33,632	•	•	•
WASHINGTON	15,619	14,965	-4.2	14,834	5,934	4,050	3,620	1,765	2,700	2,685	320,890	21,632	54,078	987	33,991	30,995
Wamac	1,665	1,501	-9.8	1,490	560	•	•	•	•	•	19,852	13,323	35,440	•	•	•
WAYNE	18,129	17,241	-4.9	17,063	6,068	4,402	4,232	1,979	3,293	3,157	333,044	19,518	54,886	1,061	37,436	14,227
WHITE	17,951	16,522	-8.0	16,238	7,059	3,783	3,945	2,013	3,231	3,263	329,692	20,306	46,708	545	32,500	5,978
Carmi	6,264	5,564	-11.2	5,535	2,129	•	•	•	•	•	95,054	17,172	44,648	•	•	•
WHITESIDE	66,195	60,186	-9.1	59,464	25,863	17,191	16,120	7,554	11,005	7,614	1,349,439	22,686	52,177	1,276	54,979	64,149
Rock Falls	10,633	9,654	-9.2	9,454	3,636	•	•	•	•	•	153,742	16,262	42,280	•	•	•
Sterling	16,281	15,132	-7.1	14,898	5,730	•	•	•	•	•	270,250	18,141	47,165	•	•	•
WILL	326,503	357,313	9.4	367,837	147,945	113,294	102,259	58,118	63,636	30,896	6,308,905	17,151	42,644	1,239	67,121	14,367
Joliet	77,956	76,836	-1.4	76,608	29,464	•	•	•	•	•	879,625	11,482	29,854	•	•	•
WILLIAMSON	56,761	57,733	1.7	59,086	20,033	14,890	15,008	8,331	11,404	9,513	1,037,531	17,560	51,792	607	5,879	4,154
Herrin	10,549	10,857	2.9	10,920	4,200	•	•	•	•	•	154,790	14,175	36,855	•	•	•
Marion	14,031	14,545	3.7	14,650	5,635	•	•	•	•	•	208,324	14,220	36,973	•	•	•
WINNEBAGO	251,717	252,912	0.5	256,189	92,982	69,427	70,708	37,404	48,932	30,230	4,416,255	17,238	47,496	808	25,814	30,557
Rockford	139,712	139,426	-0.2	139,368	53,603	•	•	•	•	•	1,767,461	12,682	32,973	•	•	•
Rockton	9,947	10,045	1.0	10,125	3,821	•	•	•	•	•	127,403	12,583	33,345	•	•	•
South Beloit	4,068	4,072	-0.4	4,150	1,596	•	•	•	•	•	45,343	10,925	28,406	•	•	•
WOODFORD	33,547	32,653	-2.7	32,474	12,766	9,807	8,638	4,481	5,683	3,832	662,193	20,391	51,871	1,103	50,576	28,939

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INDIANA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS.........	5,459,238	5,544,159	1.6	5,597,161	2,083,798	1,548,980	1,586,811	773,244	1,034,670	667,661	87,138,107	15,568	41,817	69,062	2,099,379	1,893,303
METRO AREAS (MSAs/PMSAs/CMSAs)																
Anderson, IN	139,113	130,669	-6.1	129,954	46,598	35,737	35,218	17,804	25,081	15,984	1,794,513	13,809	38,511	956	43,410	14,212
Bloomington, IN	98,479	108,978	10.7	111,916	46,632	21,600	48,012	16,564	16,228	9,401	1,999,509	17,866	42,879	583	3,090	4,276
Elkhart-Goshen, IN	137,401	156,198	13.7	161,165	61,062	46,899	43,515	23,530	29,977	17,245	2,720,745	16,882	44,557	1,556	23,962	62,210
Fort Wayne, IN	354,087	363,811	2.7	368,517	138,625	105,362	102,804	53,403	66,098	40,205	6,080,966	16,501	43,866	3,353	71,018	76,490
Gary-Hammond.IN	641,735	604,526	-5.8	601,592	238,726	178,617	168,351	80,631	110,637	62,887	8,139,288	13,530	34,095	1,148	52,518	13,307
Indianapolis, IN	1,166,731	1,249,822	7.1	1,276,002	456,242	346,467	356,914	187,312	243,419	142,086	21,121,674	16,553	46,295	5,818	221,993	95,910
Kokoma, IN	103,516	96,946	-6.3	96,354	35,994	27,332	25,758	13,473	19,174	10,632	1,487,557	15,438	41,328	1,228	64,180	34,687
Lafayette- West Lafayette,IN	121,756	130,598	7.3	133,366	53,346	28,940	54,280	18,004	19,738	12,270	2,535,479	19,011	47,529	881	39,285	21,021
Muncie, IN	128,247	119,659	-6.7	118,832	44,842	28,876	39,452	15,567	21,509	13,547	1,749,805	14,725	39,021	834	29,597	9,855
South Bend- Mishawaka, IN	241,248	247,052	2.4	250,087	88,012	64,522	72,275	33,512	45,766	33,762	3,928,570	15,709	44,637	897	28,460	18,890
Terre Haute, IN	137,271	130,812	-4.7	130,498	45,503	32,376	39,876	16,735	22,607	18,929	2,121,606	16,258	46,626	1,020	40,654	12,486
Evansville, IN-KY	269,477	272,129	1.0	275,365	98,595	72,554	75,628	37,935	51,593	37,803	4,657,948	16,916	47,243	1,974	50,884	19,353
COUNTIES, Cities																
ADAMS	29,621	31,095	5.0	31,627	11,501	10,627	8,318	3,985	5,029	3,669	503,945	15,934	43,819	1,195	27,754	46,421
Decatur	8,649	8,644	-0.1	8,708	3,280	•	•	•	•	•	113,324	13,013	34,552	•	•	•
ALLEN	294,218	300,836	2.2	304,441	113,475	86,157	85,852	44,753	54,495	32,575	5,099,000	16,749	44,935	1,649	37,847	36,637
Fort Wayne	172,196	173,072	0.5	174,555	65,744	•	•	•	•	•	2,031,191	11,636	30,896	•	•	•
BARTHOLOMEW	65,259	63,657	-2.5	63,815	23,881	17,804	17,102	9,508	12,827	6,573	1,045,300	16,380	43,770	748	24,416	12,728
Columbus	30,614	31,802	3.9	32,281	12,158	•	•	•	•	•	406,737	12,600	33,453	•	•	•
BENTON	10,149	9,441	-7.0	9,370	3,630	2,736	2,399	1,068	1,724	1,443	123,138	13,142	33,924	614	49,612	6,472
BLACKFORD	15,544	14,067	-9.5	13,876	5,066	3,802	3,622	1,832	2,664	1,943	254,762	18,360	50,289	364	13,420	7,175
Hartford City	7,622	6,960	-8.7	6,879	2,591	•	•	•	•	•	91,707	13,331	35,395	•	•	•
BOONE	36,661	38,147	4.1	38,734	14,718	10,613	10,071	5,694	7,747	4,571	565,683	14,604	38,434	822	39,012	20,429
Lebanon City	11,456	12,059	5.3	12,272	4,622	•	•	•	•	•	141,537	11,534	30,623	•	•	•
BROWN	12,463	14,080	13.0	14,512	5,681	3,875	3,744	2,220	2,815	1,887	240,757	16,590	42,381	200	1,078	778
CARROLL	19,712	18,809	-4.6	18,769	7,115	5,218	4,899	2,459	3,585	2,609	226,974	12,093	31,901	770	37,147	55,159
CASS	40,972	38,413	-6.2	38,187	13,728	10,692	9,891	5,041	7,217	5,346	622,908	16,312	45,374	920	34,400	25,241
Logansport	17,899	16,812	-6.1	16,720	6,297	•	•	•	•	•	178,840	10,696	28,400	•	•	•
CLARK	88,805	87,777	-1.2	88,233	33,513	25,058	24,352	13,323	16,323	9,264	1,011,191	11,461	30,173	691	10,795	5,270
Jeffersonville	21,220	21,841	2.9	22,131	8,335	•	•	•	•	•	168,947	7,634	20,269	•	•	•
CLAY	24,855	24,705	-0.6	24,861	9,226	6,812	6,389	3,108	4,649	3,928	381,593	15,349	41,359	646	21,675	7,742
Brazil	7,852	7,640	-2.7	7,655	2,883	•	•	•	•	•	77,950	10,183	27,036	•	•	•
CLINTON	31,512	30,974	-1.7	31,099	11,501	8,863	7,899	3,950	5,816	4,572	477,216	15,345	41,493	801	42,674	39,623
Frankfort	15,168	14,754	-2.7	14,782	5,567	•	•	•	•	•	165,929	11,225	29,804	•	•	•
CRAWFORD	9,863	9,914	0.5	9,999	3,947	2,960	2,700	1,250	1,790	1,310	132,834	13,285	33,651	418	1,221	3,282
DAVIESS	27,909	27,533	-1.3	27,665	10,717	8,355	6,889	3,403	4,786	4,233	448,067	16,196	41,810	1,257	27,139	64,139
Washington	11,325	10,838	-4.3	10,822	4,076	•	•	•	•	•	134,820	12,458	33,078	•	•	•
DEARBORN	34,448	38,835	12.7	40,012	14,858	12,044	10,523	5,282	7,522	4,561	494,401	12,356	33,275	796	3,605	5,088
DECATUR	23,782	23,645	-0.6	23,796	9,510	7,401	6,306	2,998	4,117	2,998	440,954	18,531	46,370	816	27,820	41,819
Greensburg	9,254	9,286	0.3	9,363	3,526	•	•	•	•	•	127,829	13,653	36,251	•	•	•
DE KALB	33,626	35,324	5.0	35,933	14,160	10,960	9,522	4,851	6,396	4,168	534,007	14,861	37,713	824	16,568	18,891
Auburn	8,122	9,379	15.5	9,703	3,655	•	•	•	•	•	109,492	11,284	29,961	•	•	•
DELAWARE	128,247	119,659	-6.7	118,832	44,842	28,876	39,452	15,567	21,509	13,547	1,749,805	14,725	39,021	834	29597	9855
Muncie	77,216	71,035	-8.0	70,326	26,487	•	•	•	•	•	816,049	11,604	30,809	•	•	•
DUBOIS	34,319	36,616	6.7	37,355	13,242	10,945	10,870	4,819	6,388	4,296	643,146	17,217	48,569	982	13,510	109,066
Jasper	9,097	10,030	10.3	10,294	3,877	•	•	•	•	•	140,890	13,687	36,340	•	•	•

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
ELKHART	137,401	156,198	13.7	161,165	61,062	46,899	43,515	23,530	29,977	17,245	2,720,745	16,882	44,557	1,556	23,962	62,210
Elkhart	41,305	43,627	5.6	44,424	16,732	•	•	•	•	•	563,800	12,691	33,696	•	•	•
Goshen	19,665	23,797	21.0	24,809	9,344	•	•	•	•	•	303,575	12,236	32,489	•	•	•
FAYETTE	28,286	26,015	-8.0	25,754	9,729	7,803	6,593	3,425	4,687	3,245	340,174	13,209	34,963	514	11,798	14,760
Connersville	17,023	15,550	-8.7	15,371	5,789	•	•	•	•	•	139,394	9,069	24,079	•	•	•
FLOYD	61,369	64,404	4.9	65,502	25,378	17,751	17,751	9,563	12,511	7,926	740,533	11,306	29,181	394	2,653	3,069
New Albany	37,103	36,322	-2.1	36,439	13,724	•	•	•	•	•	287,528	7,891	20,950	•	•	•
FOUNTAIN	18,917	17,808	-5.9	17,719	6,567	4,855	4,589	2,215	3,491	2,569	255,987	14,447	38,982	693	32,690	10,616
FRANKLIN	19,705	19,580	-0.6	19,703	7,159	6,364	5,300	2,463	3,448	2,128	327,859	16,640	45,794	921	11,101	22,633
FULTON	19,337	18,840	-2.6	18,882	7,552	5,381	4,702	2,304	3,512	2,964	317,493	16,815	42,038	773	25,632	20,153
Rochester	5,050	5,969	18.2	6,199	2,335	•	•	•	•	•	76,429	12,329	32,734	•	•	•
GIBSON	33,175	31,913	-3.8	31,900	11,792	8,485	8,581	3,924	6,125	4,753	510,805	16,013	43,319	846	35,978	18,965
Princeton	8,976	8,127	-9.5	8,017	3,020	•	•	•	•	•	105,406	13,147	34,907	•	•	•
GRANT	80,656	74,169	-8.0	73,422	26,048	19,971	20,778	9,178	14,538	9,031	1,047,702	14,270	40,222	744	34,108	17,763
Marion	35,874	32,618	-9.1	32,208	12,131	•	•	•	•	•	343,633	10,669	28,328	•	•	•
GREENE	30,426	30,410	-0.1	30,636	11,099	8,272	7,475	4,075	5,821	4,994	537,337	17,539	48,415	987	16,504	16,260
Bloomfield	2,705	2,592	-4.2	2,589	975	•	•	•	•	•	43,066	16,636	44,169	•	•	•
Linton	6,315	5,814	-7.9	5,757	2,168	•	•	•	•	•	89,285	15,509	41,178	•	•	•
HAMILTON	83,005	108,936	31.2	114,984	41,066	33,000	29,668	17,937	24,262	10,349	1,787,287	15,544	43,522	772	34,222	13,257
Noblesville	12,056	17,655	46.4	18,917	7,125	•	•	•	•	•	223,007	11,789	31,301	•	•	•
HANCOCK	44,134	45,527	3.2	46,151	16,782	13,153	12,230	6,877	9,461	4,477	773,938	16,770	46,116	698	29,272	11,034
Greenfield	11,439	11,657	1.9	11,789	4,440	•	•	•	•	•	153,550	13,025	34,582	•	•	•
HARRISON	27,419	29,890	9.0	30,614	11,132	9,215	8,266	4,255	5,602	3,337	379,689	12,403	34,107	1,297	8,994	42,394
HENDRICKS	70,199	75,717	7.9	77,401	28,146	21,904	20,666	11,997	15,635	7,198	1,341,502	17,332	47,663	926	29,353	11,355
HENRY	53,191	48,139	-9.5	47,484	17,267	13,201	12,536	6,315	9,212	6,220	638,259	13,441	36,964	938	26,975	18,594
New Castle	20,056	17,753	-11.5	17,423	6,562	•	•	•	•	•	150,524	8,639	22,938	•	•	•
HOWARD	86,725	80,827	-6.8	80,249	29,799	22,871	21,587	11,315	15,969	8,506	1,214,620	15,136	40,760	677	28,527	19,178
Kokomo	47,808	44,962	-6.0	44,728	16,846	•	•	•	•	•	514,894	11,512	30,565	•	•	•
HUNTINGTON	35,531	35,427	-0.3	35,674	13,042	10,381	9,632	4,424	6,350	4,887	564,694	15,829	43,298	818	28,547	21,137
Huntington	16,202	16,389	1.2	16,550	6,233	•	•	•	•	•	187,007	11,299	30,001	•	•	•
JACKSON	36,629	37,730	3.0	38,237	14,722	11,165	10,018	5,085	7,112	4,933	623,560	16,308	42,356	963	22,192	44,628
Seymour	15,050	15,576	3.5	15,800	5,951	•	•	•	•	•	201,476	12,752	33,858	•	•	•
JASPER	26,308	24,960	-5.1	24,877	9,694	7,762	7,239	3,159	4,130	2,587	479,116	19,260	49,426	780	51,592	34,524
Rensselaer	4,944	5,045	2.0	5,103	1,922	•	•	•	•	•	73,188	14,341	38,076	•	•	•
JAY	23,121	21,512	-7.0	21,350	7,881	6,149	5,594	2,626	4,014	2,968	234,867	13,343	36,148	922	21,718	34,148
Portland	7,074	6,483	-8.4	6,413	2,415	•	•	•	•	•	65,476	10,210	27,109	•	•	•
JEFFERSON	30,484	29,797	-2.3	29,884	10,782	8,218	8,577	4,034	5,409	3,676	445,532	14,909	41,322	962	12,356	6,001
Madison	12,472	12,006	-3.7	12,003	4,521	•	•	•	•	•	141,681	11,804	31,341	•	•	•
JENNINGS	22,879	23,661	3.4	23,997	9,027	7,055	6,671	3,456	4,248	2,616	379,995	15,835	42,097	671	11,977	16,880
JOHNSON	77,659	88,109	13.5	90,880	34,766	25,628	25,537	13,723	17,449	8,543	1,421,355	15,640	40,884	650	22,591	9,230
Edinburg	4,856	4,536	-6.6	4,506	1,697	•	•	•	•	•	38,447	8,533	22,655	•	•	•
Franklin	11,563	12,907	11.6	13,275	5,000	•	•	•	•	•	120,379	9,068	24,076	•	•	•
KNOX	41,901	39,884	-4.8	39,779	14,971	9,706	11,655	4,853	7,240	6,285	658,807	16,562	44,005	833	47,496	18,543
Bicknell	4,713	3,357	-28.8	3,109	1,171	•	•	•	•	•	57,874	18,615	49,423	•	•	•
Vincennes	20,857	19,859	-4.8	19,808	7,460	•	•	•	•	•	238,780	12,055	32,007	•	•	•
KOSCIUSKO	59,744	65,294	9.3	66,905	24,971	19,871	17,864	9,501	11,909	7,828	1,120,559	16,748	44,875	1,327	28,957	86,974
Warsaw	10,647	10,968	3.0	11,115	4,186	•	•	•	•	•	215,548	19,392	51,487	•	•	•
LAGRANGE	25,576	29,477	15.3	30,486	13,666	11,249	7,896	3,658	4,634	3,049	476,141	15,619	34,841	1,437	21,456	59,977
LAKE	520,913	475,594	-8.7	470,053	188,424	140,076	130,205	60,637	86,960	51,706	6,255,288	13,308	33,198	551	26,471	6,082
East Chicago	39,786	33,892	-14.8	32,960	12,414	•	•	•	•	•	314,677	9,547	25,349	•	•	•
Gary	151,953	116,646	-23.2	110,412	41,585	•	•	•	•	•	1,157,412	10,483	27,832	•	•	•
Hammond	93,714	84,236	-10.1	82,962	31,246	•	•	•	•	•	902,823	10,882	28,894	•	•	•
Munster	20,671	19,949	-3.5	19,910	7,513	•	•	•	•	•	354,597	17,810	47,197	•	•	•
LA PORTE	108,455	107,066	-1.3	107,594	40,460	30,342	29,481	14,740	19,905	13,234	1,603,296	14,901	39,627	914	42,058	23,297
La Porte	21,796	21,507	-1.3	21,611	8,140	•	•	•	•	•	238,759	11,048	29,333	•	•	•
Michigan City	36,850	33,822	-8.2	33,467	12,605	•	•	•	•	•	344,025	10,279	27,293	•	•	•

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

INDIANA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
LAWRENCE	42,493	42,836	0.8	43,229	16,002	11,801	11,110	5,922	8,430	5,966	601,791	13,921	37,606	865	5,754	9,942
Bedford	14,410	13,817	-4.1	13,802	5,198	•	•	•	•	•	166,800	12,085	32,088	•	•	•
MADISON	139,113	130,669	-6.1	129,954	46,598	35,737	35,218	17,804	25,081	15,984	1,794,513	13,809	38,511	956	43,410	14,212
Anderson	64,695	59,459	-8.1	58,853	22,166	•	•	•	•	•	586,666	9,968	26,467	•	•	•
Elwood	10,867	9,494	-12.6	9,289	3,499	•	•	•	•	•	88,663	9,545	25,343	•	•	•
MARION	763,107	797,159	4.5	810,039	284,157	213,850	232,481	117,456	149,857	96,395	13,725,777	16,945	48,303	361	15,176	6,871
Indianapolis	700,807	731,327	4.4	742,999	279,840	•	•	•	•	•	12,150,394	16,353	43,419	•	•	•
MARSHALL	39,183	42,182	7.7	43,105	16,621	12,716	11,337	5,561	7,845	5,604	658,171	15,269	39,600	1,090	27,295	24,087
Plymouth	7,693	8,303	7.9	8,489	3,197	•	•	•	•	•	87,207	10,273	27,277	•	•	•
MARTIN	10,959	10,369	-5.4	10,328	3,910	2,954	2,820	1,374	1,921	1,260	139,290	13,486	35,621	361	3,125	20,374
MIAMI	39,677	36,897	-7.0	36,615	13,568	11,094	10,289	5,090	6,225	3,991	572,202	15,627	42,173	818	26,369	36,221
Peru	13,764	12,843	-6.7	12,754	4,804	•	•	•	•	•	144,640	11,340	30,110	•	•	•
MONROE	98,479	108,978	10.7	111,916	46,632	21,600	48,012	16,564	16,228	9,401	1,999,509	17,866	42,879	583	3,090	4,276
Bloomington	52,044	60,633	16.5	62,822	23,661	•	•	•	•	•	599,743	9,547	25,348	•	•	•
MONTGOMERY	35,431	34,436	-2.8	34,495	12,205	8,934	9,521	4,484	6,761	4,829	626,528	18,163	51,335	942	44,626	38,751
Crawfordsville	13,325	13,584	1.9	13,739	5,175	•	•	•	•	•	175,853	12,800	33,985	•	•	•
MORGAN	52,119	55,920	7.3	57,108	20,729	16,676	15,476	8,052	11,193	5,711	856,907	15,005	41,339	713	17,286	8,997
Martinsville	11,311	16,677	47.4	17,884	6,736	•	•	•	•	•	126,720	7,086	18,813	•	•	•
NEWTON	14,908	13,551	-9.1	13,380	5,188	4,201	3,452	1,780	2,275	1,659	254,443	19,017	49,046	480	38,679	20,513
NOBLE	35,517	37,877	6.6	38,639	14,982	11,823	10,239	5,255	6,762	4,598	597,800	15,472	39,902	1,057	18,685	27,667
Kendallville	7,299	7,773	6.5	7,927	2,986	•	•	•	•	•	93,110	11,746	31,186	•	•	•
OHIO	5,075	5,315	4.7	5,403	2,063	1,567	1,410	665	1,054	702	81,824	15,143	39,660	283	1,401	1,294
ORANGE	18,732	18,409	-1.7	18,483	6,688	5,268	4,732	2,403	3,382	2,735	260,840	14,113	39,003	566	5,422	11,757
OWEN	15,874	17,281	8.9	17,695	6,700	4,760	4,618	2,353	3,486	2,460	267,882	15,139	39,984	665	7,097	5,384
Spencer	2,732	2,609	-4.5	2,604	981	•	•	•	•	•	39,385	15,125	40,159	•	•	•
PARKE	16,379	15,410	-5.9	15,331	5,863	3,971	3,971	1,993	3,005	2,376	224,626	14,652	38,314	587	20,533	9,807
PERRY	19,356	19,107	-1.3	19,201	7,343	5,549	5,203	2,362	3,418	2,650	282,142	14,694	38,425	526	2,375	6,419
PIKE	13,497	12,509	-7.3	12,404	4,744	3,238	3,151	1,637	2,419	1,947	219,273	17,677	46,226	382	10,123	8,456
PORTER	120,822	128,932	6.7	131,540	50,302	38,541	38,147	19,994	23,677	11,181	1,884,000	14,323	37,454	597	26,047	7,225
Chesterton	8,531	9,124	7.0	9,312	3,507	•	•	•	•	•	101,528	10,902	28,947	•	•	•
Valparaiso	22,247	24,414	9.7	25,035	9,429	•	•	•	•	•	285,574	11,407	30,287	•	•	•
POSEY	26,574	25,968	-2.3	26,042	9,959	7,552	7,031	3,776	4,714	2,969	408,818	15,698	41,051	551	30,850	10,351
PULASKI	13,238	12,643	-4.5	12,619	4,825	3,899	3,205	1,439	2,221	1,842	228,495	18,108	47,352	718	36,816	30,665
PUTNAM	29,253	30,315	3.6	30,758	11,830	7,382	9,996	3,537	5,906	3,937	427,835	13,910	36,165	891	21,566	16,750
Greencastle	8,403	8,984	6.9	9,169	3,453	•	•	•	•	•	103,773	11,318	30,050	•	•	•
RANDOLPH	29,989	27,148	-9.5	26,780	9,951	7,686	6,963	3,481	5,222	3,481	348,013	12,995	34,973	1,074	31,502	23,342
Union City	3,908	3,612	-7.6	3,580	1,348	•	•	•	•	•	30,755	8,592	22,812	•	•	•
Winchester	5,659	5,095	-10.0	5,020	1,891	•	•	•	•	•	54,383	10,834	28,764	•	•	•
RIPLEY	24,408	24,616	0.9	24,844	9,924	7,553	6,584	3,081	4,323	3,304	395,057	15,902	39,810	1,071	17,010	13,670
RUSH	19,476	18,129	-6.9	17,994	7,027	5,308	4,841	2,105	3,275	2,447	284,945	15,835	40,550	834	34,113	32,429
Rushville	6,113	5,533	-9.5	5,458	2,056	•	•	•	•	•	60,369	11,061	29,367	•	•	•
ST. JOSEPH	241,248	247,052	2.4	250,087	88,012	64,522	72,275	33,512	45,766	33,762	3,928,570	15,709	44,637	897	28,460	18,890
Mishawaka	40,201	42,608	6.0	43,415	16,352	•	•	•	•	•	505,861	11,652	30,937	•	•	•
South Bend	109,727	105,511	-3.8	105,458	39,719	•	•	•	•	•	1,245,637	11,812	31,361	•	•	•
SCOTT	20,404	20,991	2.9	21,268	8,447	6,423	5,827	2,807	3,786	2,467	291,857	13,723	34,552	390	6,213	2,520
SHELBY	39,847	40,307	1.2	40,704	15,878	11,641	10,787	5,576	7,815	4,844	649,226	15,950	40,889	876	35,081	14,737
Shelbyville	14,989	15,336	2.3	15,522	5,846	•	•	•	•	•	165,467	10,660	28,304	•	•	•
SPENCER	19,429	19,490	0.3	19,649	7,762	5,639	5,364	2,554	3,498	2,594	338,477	17,226	43,607	808	15,532	19,056
STARKE	22,033	22,747	3.2	23,063	8,863	6,873	6,080	2,883	4,105	3,137	322,631	13,989	36,402	449	19,381	5,931
STEUBEN	24,695	27,446	11.1	28,208	10,191	7,390	7,983	3,752	5,190	3,864	542,639	19,237	53,245	573	9,469	13,543
SULLIVAN	21,095	18,993	-10.0	18,713	6,810	5,052	4,547	2,451	3,424	3,219	334,473	17,874	49,117	599	26,148	5,997
Sullivan	4,774	4,663	-2.3	4,676	1,761	•	•	•	•	•	54,572	11,671	30,988	•	•	•
SWITZERLAND	7,170	7,738	7.9	7,911	3,121	2,231	2,017	957	1,519	1,195	98,309	12,427	31,500	660	4,395	5,800

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
TIPPECANOE	121,756	130,598	7.3	133,366	53,346	28,940	54,280	18,004	19,738	12,270	2,535,479	19,011	47,529	881	39,285	21,021
Lafayette	43,011	43,764	1.8	44,246	16,665	*	*	*	*	*	774,340	17,501	46,466	*	*	*
West Lafayette	21,247	25,907	21.9	27,042	10,185	*	*	*	*	*	429,784	15,893	42,198	*	*	*
TIPTON	16,791	16,119	-4.0	16,105	6,195	4,461	4,171	2,158	3,205	2,126	272,937	16,947	44,061	551	35,653	15,509
Tipton	5,004	4,751	-5.1	4,736	1,784	*	*	*	*	*	58,840	12,424	32,987	*	*	*
UNION	6,846	6,976	1.9	7,055	2,707	2,145	1,820	903	1,291	896	92,757	13,148	34,265	300	10,221	12,287
VANDERBURGH	167,451	165,058	-1.4	165,822	56,607	40,792	46,264	22,054	31,506	25,371	2,846,180	17,164	50,279	378	14,898	3,095
Evansville	130,496	126,272	-3.2	126,374	47,597	*	*	*	*	*	1,480,873	11,718	31,113	*	*	*
VERMILLION	18,254	16,773	-8.1	16,601	6,080	4,433	4,117	2,241	3,088	2,689	277,596	16,721	45,654	393	17,259	5,879
Clinton	5,267	5,040	-4.3	5,032	1,895	*	*	*	*	*	53,120	10,556	28,026	*	*	*
VIGO	112,416	106,107	-5.6	105,637	36,276	25,564	33,487	13,627	17,958	15,000	1,740,013	16,472	47,965	374	18,979	4,744
Terre Haute	61,125	57,483	-6.0	57,183	21,537	*	*	*	*	*	607,023	10,615	28,185	*	*	*
WABASH	36,694	35,069	-4.4	35,006	12,173	9,942	9,872	4,306	6,406	4,481	581,833	16,621	47,797	865	26,045	73,700
Wabash	12,985	12,127	-6.6	12,046	4,537	*	*	*	*	*	146,869	12,359	32,813	*	*	*
WARREN	8,965	8,176	-8.8	8,079	3,072	2,262	2,084	1,018	1,608	1,099	113,613	14,063	36,985	486	33,123	3,753
WARRICK	41,661	44,920	7.8	45,916	18,526	13,729	12,076	7,255	8,494	4,362	803,448	17,498	43,368	432.0	11,040	5,095
WASHINGTON	21,983	23,717	7.9	24,245	9,441	7,249	6,449	3,079	4,388	3,055	288,920	11,916	30,604	1,034	10,575	28,286
WAYNE	75,859	71,951	-5.2	71,707	25,394	19,648	18,931	9,178	13,983	9,967	1,015,591	14,163	39,993	888	30,046	27,373
Richmond	41,349	38,705	-6.4	38,464	14,487	*	*	*	*	*	402,780	10,471	27,803	*	*	*
WELLS	25,334	25,948	2.4	26,268	10,225	7,828	6,935	3,520	4,807	3,178	394,812	15,030	38,611	875	32,660	22,061
Bluffton	8,705	9,020	3.6	9,152	3,447	*	*	*	*	*	99,114	10,830	28,755	*	*	*
WHITE	23,916	23,265	-2.7	23,309	8,579	6,736	5,827	3,054	4,242	3,450	341,230	14,639	39,776	786	49,047	40,548
Monticello	5,162	5,237	1.5	5,292	1,993	*	*	*	*	*	50,184	9,484	25,180	*	*	*
WHITLEY	26,243	27,651	5.4	28,143	10,990	8,246	7,430	3,799	5,207	3,462	447,960	15,917	40,759	880	16,603	20,962
Columbia City	5,091	5,706	12.1	5,873	2,212	*	*	*	*	*	66,437	11,312	30,035	*	*	*

IOWA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	2,912,717	2,776,755	-4.7	2,779,505	1,054,257	757,451	780,470	371,152	490,919	379,545	43,168,325	15,531	40,947	105,270	3,660,116	5,266,700
METRO AREAS (MSAs/PMSAs/CMSAs)																
Cedar Rapids, IA	170,112	168,767	-0.8	170,333	63,445	45,820	49,056	25,720	31,171	18,586	2,531,713	14,863	39,904	1,690	42,899	49,919
Des Moines, IA	367,924	392,928	6.8	402,262	160,673	105,184	114,450	61,544	74,479	46,941	6,037,625	15,009	37,577	3,392	111,584	77,380
Dubuque, IA	93,752	86,403	-7.8	85,858	34,871	25,586	25,500	10,646	13,995	10,131	1,286,063	14,979	36,880	1,689	13,455	139,630
Iowa City, IA	82,037	96,119	17.2	100,013	36,337	20,603	40,005	17,602	13,902	7,901	1,669,040	16,688	45,932	1,356	27,949	66,915
Waterloo- Cedar Falls, IA	163,152	146,611	-10.1	144,863	54,555	39,394	44,722	19,842	24,228	16,822	2,119,032	14,628	38,842	2,409	81,103	93,859
Davenport- Rock Island- Moline, IA-IL	384,347	350,861	-8.7	348,288	128,603	98,457	96,526	49,582	62,624	41,049	6,066,503	17,418	47,172	3,392	118,037	183,317
Sioux City, IA-NE	117,120	115,018	-1.8	115,902	44,857	33,931	31,030	15,369	19,991	15,355	1,586,272	13,686	35,363	1,705	63,496	87,070

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

IOWA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
COUNTIES, Cities																
ADAIR	9,520	8,409	-11.7	8,276	3,115	2,317	1,920	910	1,506	1,622	153,039	18,492	49,135	970	31,015	40,064
ADAMS	5,701	4,866	-14.6	4,750	1,782	1,230	1,093	551	955	917	77,696	16,356	43,601	688	16,407	23,486
ALLAMAKEE	15,019	13,855	-7.8	13,771	5,450	4,090	3,511	1,501	2,327	2,341	179,724	13,051	32,976	1,062	10,238	67,199
APPANOOSE	15,527	13,743	-11.5	13,532	4,993	3,843	3,275	1,583	2,341	2,503	177,878	13,145	35,628	891	9,222	16,286
Centerville	6,558	5,936	-9.5	5,875	2,260	*	*	*	*	*	50,973	8,676	22,558	*	*	*
AUDUBON	8,494	7,334	-13.7	7,179	2,737	1,953	1,702	761	1,364	1,386	116,974	16,293	42,733	851	29,364	50,814
BENTON	23,677	22,429	-5.3	22,421	8,909	6,524	5,852	2,691	4,103	3,273	323,358	14,422	36,295	1,434	59,680	81,252
Vinton	5,040	5,103	1.3	5,171	1,989	*	*	*	*	*	60,219	11,645	30,277	*	*	*
BLACK HAWK	138,221	123,798	-10.4	122,230	45,844	33,124	38,136	16,990	20,290	13,812	1,786,360	14,615	38,966	1,269	50,001	49,932
Cedar Falls	36,322	34,298	-5.6	34,262	13,178	*	*	*	*	*	459,314	13,406	34,855	*	*	*
Evansdale	4,798	4,638	-3.3	4,656	1,791	*	*	*	*	*	37,243	7,999	20,797	*	*	*
Waterloo	75,985	66,467	-12.5	65,266	25,102	*	*	*	*	*	831,033	12,733	33,106	*	*	*
BOONE	26,160	25,186	-3.7	25,263	9,075	6,493	6,518	3,385	4,674	4,194	365,987	14,487	40,329	1,029	54,049	37,199
Boone	12,602	12,392	-1.7	12,484	4,802	*	*	*	*	*	130,718	10,470	27,223	*	*	*
BREMER	24,931	22,813	-8.5	22,633	8,710	6,269	6,586	2,852	3,938	3,010	332,672	14,698	38,192	1,140	31,172	43,927
BUCHANAN	22,868	20,844	-8.9	20,662	8,862	6,756	5,579	2,500	3,203	2,624	294,589	14,258	33,241	1,332	46,360	62,665
BUENA VISTA	20,753	19,965	-3.8	20,023	7,327	5,346	5,466	2,283	3,544	3,384	371,540	18,556	50,708	1,097	50,449	81,824
BUTLER	17,662	15,731	-10.9	15,512	6,104	4,498	3,769	1,923	2,730	2,590	222,177	14,323	36,400	1,294	43,198	62,010
CALHOUN	13,525	11,508	-14.9	11,226	4,061	2,930	2,784	1,179	2,099	2,234	165,753	14,766	40,813	992	57,725	40,454
CARROLL	22,934	21,423	-6.6	21,351	8,720	6,704	5,722	2,285	3,459	3,181	385,282	18,045	44,185	1,319	49,277	121,346
Carroll	9,705	9,579	-1.3	9,658	3,715	*	*	*	*	*	125,200	12,964	33,705	*	*	*
CASS	16,891	15,128	-10.4	14,936	5,573	3,958	3,659	1,777	2,793	2,748	295,091	19,757	52,955	942	36,154	46,869
Atlantic	7,789	7,432	-4.6	7,441	2,862	*	*	*	*	*	118,740	15,958	41,491	*	*	*
CEDAR	18,599	17,381	-6.5	17,324	6,688	4,972	4,348	2,235	3,170	2,599	303,022	17,491	45,311	1,170	42,138	62,573
CERRO GORDO	48,402	46,733	-3.4	46,904	16,924	11,632	12,758	6,238	8,959	7,270	741,367	15,806	43,805	929	50,091	32,911
Mason City	30,144	29,040	-3.7	29,133	11,205	*	*	*	*	*	351,124	12,052	31,336	*	*	*
CHEROKEE	16,184	14,098	-12.9	13,830	5,094	3,831	3,471	1,673	2,600	2,227	265,127	19,171	52,045	1,091	41,169	78,084
Cherokee	7,004	6,026	-14.0	5,894	2,267	*	*	*	*	*	100,273	17,013	44,234	*	*	*
CHICKASAW	15,433	13,295	-13.9	13,008	5,076	3,915	3,538	1,431	2,289	1,834	214,454	16,487	42,245	1,054	32,528	52,634
CLARKE	8,655	8,287	-4.3	8,303	3,110	2,242	2,092	996	1,569	1,403	128,905	15,525	41,448	697	9,021	18,258
CLAY	19,592	17,585	-10.2	17,371	6,517	5,055	4,569	2,293	3,005	2,432	262,906	15,135	40,344	877	45,068	48,634
Spencer	11,726	11,066	-5.6	11,053	4,251	*	*	*	*	*	126,508	11,446	29,758	*	*	*
CLAYTON	20,995	19,054	-9.2	18,869	7,615	5,548	4,812	2,113	3,302	3,076	258,946	13,723	34,004	1,705	24,381	120,437
CLINTON	56,951	51,040	-10.4	50,401	19,725	14,213	13,507	6,602	9,223	6,905	732,789	14,539	37,151	1,437	42,915	72,802
Clinton	32,828	29,201	-11.0	28,786	11,071	*	*	*	*	*	311,414	10,818	28,128	*	*	*
CRAWFORD	18,899	16,775	-11.2	16,528	6,744	5,025	4,281	1,983	2,843	2,397	278,395	16,844	41,281	1,339	43,007	68,088
DALLAS	29,611	29,755	0.5	30,108	11,786	8,521	7,557	4,305	5,630	4,095	428,060	14,217	36,319	1,081	48,626	29,869
DAVIS	9,103	8,312	-8.7	8,243	3,095	2,366	2,061	931	1,492	1,385	138,235	16,771	44,670	921	10,271	23,125
DECATUR	9,790	8,338	-14.8	8,135	2,740	1,928	2,563	870	1,350	1,416	109,590	13,471	39,993	715	11,225	24,345
DELAWARE	18,955	18,035	-4.9	18,045	7,693	5,775	5,035	1,949	2,996	2,292	294,238	16,305	38,248	1,452	28,898	138,652
DES MOINES	46,236	42,614	-7.8	42,346	15,923	11,391	11,052	5,844	7,834	6,182	663,006	15,657	41,639	753	25,572	18,206
Burlington	29,529	27,208	-7.9	27,035	10,398	*	*	*	*	*	290,996	10,764	27,986	*	*	*
DICKINSON	15,674	14,909	-4.9	14,917	5,504	4,013	3,505	1,999	2,760	2,625	244,938	16,420	44,499	593	28,789	35,451
DUBUQUE	93,752	86,403	-7.8	85,858	34,871	25,586	25,500	10,646	13,995	10,131	1,286,063	14,979	36,880	1,689	13,455	139,630
Dubuque	62,321	57,546	-7.7	57,207	22,003	*	*	*	*	*	665,495	11,633	30,246	*	*	*
EMMET	13,278	11,569	-12.9	11,349	4,386	3,359	2,974	1,328	1,963	1,714	146,332	12,893	33,360	609	35,975	20,950
Estherville	7,518	6,720	-10.6	6,632	2,551	*	*	*	*	*	53,845	8,119	21,110	*	*	*
FAYETTE	25,446	21,843	-14.2	21,352	8,420	6,043	5,744	2,413	3,673	3,480	315,575	14,779	37,478	1,510	47,848	87,519
Oelwein	7,564	6,493	-14.2	6,347	2,441	*	*	*	*	*	78,633	12,389	32,211	*	*	*
FLOYD	19,564	17,058	-12.8	16,737	6,287	4,770	4,151	2,025	3,113	2,695	246,340	14,718	39,184	985	45,432	33,517
Charles City	8,778	7,878	-10.3	7,782	2,993	*	*	*	*	*	80,473	10,341	26,887	*	*	*
FRANKLIN	13,054	11,364	-12.9	11,146	4,320	3,009	2,664	1,371	2,151	1,962	180,291	16,175	41,733	1,012	56,025	54,914
FREMONT	9,362	8,226	-12.1	8,086	3,053	2,313	1,811	954	1,472	1,528	146,305	18,094	47,929	719	37,379	30,532

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
GREENE	12,114	10,045	-17.1	9,736	3,541	2,638	2,346	1,159	1,772	1,811	165,064	16,954	46,620	948	58,970	31,010
GRUNDY	14,390	12,029	-16.4	11,683	4,614	3,213	2,862	1,460	2,243	1,928	223,173	19,103	48,373	1,037	57,236	63,662
GUTHRIE	11,981	10,935	-8.7	10,843	4,073	2,884	2,440	1,258	2,093	2,169	167,983	15,493	41,248	960	30,747	34,041
HAMILTON	17,831	16,071	-9.9	15,890	6,075	4,306	3,957	1,970	3,083	2,574	295,247	18,580	48,598	1,026	57,639	76,226
Webster City	8,572	7,894	-7.9	7,843	3,016	*	*	*	*	*	97,792	12,469	32,419	*	*	*
HANCOCK	13,819	12,638	-8.5	12,537	4,847	3,711	3,147	1,592	2,181	1,906	191,309	15,260	39,471	1,052	52,901	44,851
HARDIN	21,789	19,094	-12.4	18,757	6,710	4,877	5,027	2,176	3,433	3,226	311,853	16,626	46,477	1,065	53,889	61,580
HARRISON	16,310	14,730	-9.7	14,571	5,677	4,167	3,716	1,632	2,623	2,448	227,956	15,645	40,152	1,024	49,914	31,600
HENRY	18,890	19,226	1.8	19,505	7,159	5,266	5,188	2,692	3,355	2,984	293,063	15,025	40,936	983	23,101	32,592
Mt. Pleasant	7,322	8,027	9.6	8,257	3,176	*	*	*	*	*	82,711	10,017	26,044	*	*	*
HOWARD	11,085	9,809	-11.5	9,658	3,656	2,781	2,405	1,004	1,690	1,758	173,842	18,000	47,551	938	28,518	38,255
HUMBOLDT	12,226	10,756	-12.0	10,576	3,977	2,898	2,570	1,216	2,041	1,851	155,981	14,749	39,216	754	45,287	32,499
IDA	8,892	8,365	-5.9	8,350	3,173	2,288	1,987	952	1,595	1,528	167,157	20,020	52,683	787	29,682	50,612
IOWA	15,382	14,630	-4.9	14,637	5,694	3,850	3,762	1,786	2,781	2,459	224,571	15,342	39,439	1,057	34,158	57,141
JACKSON	22,531	19,950	-11.5	19,645	8,292	6,031	5,285	2,240	3,398	2,652	301,985	15,372	36,419	1,354	14,618	79,105
JASPER	36,388	34,795	-4.4	34,852	13,249	9,549	8,748	4,531	7,005	5,054	571,074	16,386	43,104	1,465	50,678	69,007
Newton	15,292	14,789	-3.3	14,848	5,711	0	0	0	0	0	178,525	12,023	31,260			
JEFFERSON	16,339	16,310	-0.2	16,482	5,591	3,906	4,302	2,802	2,934	2,538	252,643	15,329	45,187	775	20,574	23,552
Fairfield	9,428	9,768	3.6	9,943	3,824	*	*	*	*	*	121,937	12,263	31,885	*	*	*
JOHNSON	82,037	96,119	17.2	100,013	36,337	20,603	40,005	17,602	13,902	7,901	1,669,040	16,688	45,932	1,356	27,949	66,915
Iowa City	50,508	59,734	18.3	62,250	23,942	*	*	*	*	*	976,483	15,687	40,785	*	*	*
JONES	20,443	19,444	-4.9	19,454	7,706	5,447	5,622	2,276	3,385	2,724	275,660	14,170	35,774	1,161	27,837	81,696
KEOKUK	12,866	11,624	-9.7	11,499	4,423	3,082	2,852	1,288	2,058	2,208	189,074	16,442	42,744	1,036	33,840	51,497
KOSSUTH	21,858	18,591	-14.9	18,133	7,361	5,295	4,751	2,049	3,191	2,829	298,310	16,451	40,524	1,718	100,025	73,411
LEE	43,003	38,687	-10.0	38,236	14,584	10,630	9,903	5,124	6,997	5,621	587,197	15,357	40,263	989	18,657	38,101
Fort Madison	13,520	11,618	-14.1	11,360	4,369	*	*	*	*	*	131,302	11,558	30,052	*	*	*
Keokuk	13,536	12,451	-8.0	12,367	4,757	*	*	*	*	*	124,916	10,101	26,261	*	*	*
LINN	170,112	168,767	-0.8	170,333	63,445	45,820	49,056	25,720	31,171	18,566	2,531,713	14,863	39,904	1,690	42,899	49,919
Cedar Rapids	110,243	108,751	-1.4	109,634	42,167	*	*	*	*	*	1,234,582	11,261	29,279	*	*	*
Marion	19,474	20,403	4.8	20,813	8,005	*	*	*	*	*	224,798	10,801	28,082	*	*	*
LOUISA	12,052	11,592	-3.8	11,625	4,681	3,499	3,011	1,476	2,069	1,581	190,860	16,418	40,775	634	23,130	19,141
LUCAS	10,321	9,070	-12.1	8,916	3,170	2,398	2,104	999	1,765	1,649	121,969	13,680	38,476	690	7,507	15,610
LYON	12,872	11,952	-7.1	11,896	5,135	3,807	2,915	1,320	2,046	1,820	207,463	17,441	40,407	1,234	38,781	96,832
MADISON	12,573	12,483	-0.7	12,601	4,889	3,642	2,923	1,575	2,344	2,117	177,782	14,109	36,363	1,059	21,353	35,965
MAHASKA	22,443	21,522	-4.1	21,570	7,866	5,759	5,802	2,739	3,732	3,494	292,695	13,569	37,209	1,193	35,848	75,941
Oskaloosa	10,989	10,632	-3.2	10,676	4,106	*	*	*	*	*	102,094	9,563	24,865	*	*	*
MARION	29,732	30,001	0.9	30,382	11,211	8,385	8,446	3,798	5,347	4,436	472,672	15,558	42,160	1,131	26,309	37,408
MARSHALL	41,539	38,276	-7.9	38,033	13,656	10,041	10,041	5,325	7,074	5,553	582,254	15,309	42,637	1,073	49,698	40,591
Marshalltown	26,938	25,178	-6.5	25,096	9,652	*	*	*	*	*	292,073	11,638	30,259	*	*	*
MILLS	13,410	13,202	-1.6	13,304	4,900	3,898	3,273	1,889	2,408	1,823	235,195	17,679	48,000	641	31,630	23,481
MITCHELL	12,307	10,928	-11.2	10,768	4,175	2,994	2,789	1,098	1,938	1,949	180,756	16,786	43,291	939	33,922	62,272
MONONA	11,614	10,034	-13.6	9,824	3,575	2,593	2,299	1,090	1,837	1,994	177,679	18,087	49,698	854	43,192	31,848
MONROE	9,183	8,114	-11.6	7,986	3,108	2,108	2,021	918	1,469	1,461	115,595	14,474	37,190	736	7,045	20,424
MONTGOMERY	13,404	12,076	-9.9	11,939	4,155	3,212	2,830	1,457	2,185	2,256	218,103	18,268	52,487	701	28,679	25,489
MUSCATINE	40,431	39,907	-1.3	40,236	16,231	11,950	10,904	5,432	6,961	4,969	686,375	17,059	42,289	901	24,833	29,474
Muscatine	23,467	22,881	-2.5	23,012	8,851	*	*	*	*	*	276,606	12,020	31,252	*	*	*
O BRIEN	16,933	15,444	-8.8	15,311	5,798	4,348	3,950	1,623	2,802	2,603	275,968	18,024	47,594	1,232	52,958	103,757
OSCEOLA	8,065	7,267	-13.1	7,124	2,796	2,030	1,802	784	1,289	1,218	100,848	14,156	36,063	731	35,059	39,321
PAGE	19,032	16,870	-11.4	16,617	5,720	4,536	3,938	1,994	3,008	3,107	272,563	16,403	47,648	1,015	36,881	35,941
Shenandoah	6,274	5,572	-11.2	5,491	2,112	*	*	*	*	*	73,006	13,296	34,570	*	*	*
PALO ALTO	12,659	10,669	-15.7	10,383	4,028	2,866	2,814	1,080	1,838	1,775	167,164	16,100	41,503	934	52,681	38,987
PLYMOUTH	24,702	23,388	-5.3	23,377	9,512	6,990	6,335	2,616	4,021	3,436	418,735	17,912	44,024	1,740	54,527	129,086
Le Mars	8,276	8,454	2.2	8,582	3,301	*	*	*	*	*	128,235	14,942	38,850	*	*	*
POCAHONTAS	11,304	9,525	-15.7	9,269	3,487	2,428	2,317	1,010	1,752	1,761	143,450	15,476	41,137	987	52,217	41,907

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

IOWA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
POLK	303,258	327,140	7.9	335,531	134,212	85,896	96,968	51,672	62,073	39,257	5,101,629	15,206	38,012	1,001	39,779	15,721
Des Moines	191,003	193,187	1.1	195,732	75,282	•	•	•	•	•	2,325,600	11,882	30,892	•	•	•
POTTAWATTAMIE	86,452	82,628	-4.4	82,755	30,650	24,164	22,592	10,675	15,227	10,096	1,444,047	17,450	47,114	1,652	72,682	76,075
Council Bluffs	56,449	54,315	-3.8	54,475	20,952	•	•	•	•	•	658,506	12,088	31,429	•	•	•
POWESHIEK	19,339	19,033	-1.6	19,178	6,708	4,795	5,734	2,301	3,414	2,953	278,598	14,527	41,532	1,047	36,210	44,922
RINGGOLD	6,095	5,420	-11.1	5,343	1,883	1,378	1,175	625	1,026	1,138	78,622	14,716	41,751	701	13,056	25,564
SAC	14,056	12,324	-12.3	12,108	4,586	3,342	2,894	1,344	2,252	2,276	212,978	17,590	46,438	1,035	45,971	83,971
SCOTT	160,216	150,979	-5.8	150,756	56,889	43,870	42,815	23,066	26,081	14,925	2,431,008	16,125	42,733	973	32,387	49,143
Bettendorf	27,381	28,132	2.7	28,590	10,996	•	•	•	•	•	400,563	14,011	36,427	•	•	•
Davenport	103,264	95,333	-7.7	94,768	36,449	•	•	•	•	•	1,163,952	12,493	32,482	•	•	•
SHELBY	15,072	13,230	-12.2	13,002	5,091	3,653	3,354	1,443	2,379	2,171	228,535	17,577	44,891	1,177	44,370	64,224
SIOUX	30,892	29,903	-3.2	30,029	12,257	9,549	9,039	3,183	4,534	3,754	435,503	14,503	35,530	2,015	55,150	293,447
STORY	72,473	74,252	2.5	75,420	22,940	15,310	33,034	10,257	10,106	6,562	1,148,556	15,229	50,068	1,138	55,294	46,494
Ames	45,775	47,198	3.1	48,000	18,461	•	•	•	•	•	560,093	11,669	30,339	•	•	•
TAMA	19,450	17,419	-10.4	17,198	6,632	4,884	4,214	1,978	3,216	2,906	265,627	15,445	40,053	1,404	54,800	50,843
TAYLOR	8,343	7,114	-14.7	6,943	2,631	1,826	1,590	771	1,257	1,500	110,040	15,849	41,831	774	18,395	22,042
UNION	13,845	12,750	-7.9	12,667	4,673	3,484	3,205	1,583	2,191	2,229	180,455	14,246	38,618	693	13,081	26,549
Creston	8,429	7,911	-6.1	7,892	3,036	•	•	•	•	•	84,770	10,741	27,926	•	•	•
VAN BUREN	8,644	7,676	-11.2	7,564	3,010	2,141	1,823	885	1,354	1,354	102,750	13,584	34,138	783	13,637	19,315
WAPELLO	40,201	35,687	-11.2	35,163	12,540	9,072	9,037	4,395	6,611	6,048	482,454	13,720	38,472	899	17,003	18,432
Ottumwa	27,381	24,488	-10.6	24,170	9,296	•	•	•	•	•	243,077	10,057	26,148	•	•	•
WARREN	35,055	36,033	2.8	36,623	14,675	10,767	9,925	5,567	6,775	3,589	507,936	13,869	34,613	1,310	23,179	31,790
WASHINGTON	20,144	19,612	-2.6	19,718	7,630	5,560	5,028	2,484	3,510	3,115	311,258	15,785	40,796	1,158	33,116	80,170
Washington	6,584	7,074	7.4	7,250	2,789	•	•	•	•	•	77,938	10,750	27,950	•	•	•
WAYNE	8,205	7,067	-13.9	6,914	2,469	1,763	1,528	754	1,300	1,569	110,225	15,943	44,638	743	14,430	20,200
WEBSTER	45,874	40,342	-12.1	39,663	14,441	10,709	10,749	4,839	7,139	6,187	542,477	13,677	37,566	1,235	71,872	40,272
Fort Dodge	29,423	25,894	-12.0	25,462	9,793	•	•	•	•	•	250,079	9,821	25,536	•	•	•
WINNEBAGO	12,908	12,122	-6.1	12,095	4,195	3,157	3,229	1,451	2,117	2,129	206,452	17,069	49,216	742	36,616	20,925
WINNESHIEK	21,865	20,847	-4.7	20,868	7,978	5,426	6,887	2,170	3,402	2,963	317,060	15,193	39,741	1,633	21,110	99,451
WOODBURY	100,419	98,276	-2.1	98,913	37,815	28,586	26,410	12,958	17,310	13,551	1,320,920	13,354	34,931	1,360	47,787	79,658
Sioux City	82,003	80,505	-1.8	81,079	31,184	•	•	•	•	•	803,846	9,914	25,777	•	•	•
WORTH	9,065	7,991	-11.8	7,861	3,037	2,107	1,855	983	1,478	1,439	143,852	18,300	47,370	667	32,006	23,997
WRIGHT	16,276	14,269	-12.3	14,019	5,203	3,743	3,378	1,640	2,636	2,607	262,298	18,711	50,409	882	58,762	26,271

KANSAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS......	2,367,464	2,477,574	4.7	2,528,266	981,327	681,274	712,648	347,081	456,075	330,880	40,115,144	15,867	40,878	68,579	1,693,614	4,783,007
METRO AREAS (MSAs/PMSAs/CMSAs)																
Lawrence, KS	67,914	81,798	20.4	85,545	35,644	17,366	36,613	12,832	11,634	7,100	1,401,535	16,384	39,321	852	12,357	15,667
Topeka, KS	155,187	160,976	3.7	163,993	65,597	42,802	44,934	24,107	31,487	20,499	2,478,904	15,116	37,790	852	12,792	9,066
Wichita, KS	443,549	485,270	9.4	489,276	191,285	137,260	141,483	71,733	91,244	57,639	6,671,576	13,363	34,878	3,763	64,300	146,684
COUNTIES, Cities																
ALLEN	15,647	14,638	-6.4	14,602	5,841	4,220	3,592	1,708	2,566	2,528	161,000	11,026	27,565	665	11,747	11,278
Iola	6,938	6,351	-8.5	6,200	2,050	•	•	•	•	•	58,080	9,371	20,385	•	•	•

KANSAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
ANDERSON	8,768	7,803	-11.0	7,697	2,960	2,078	1,917	831	1,339	1,539	78,209	10,161	26,417	727	16,771	17,455
ATCHISON	18,419	16,932	-8.1	16,825	6,232	4,728	4,947	1,817	2,877	2,473	284,245	16,894	45,613	694	14,121	12,142
Atchison	11,407	10,656	-6.6	10,626	4,010	*	*	*	*	*	123,864	11,656	30,889	*	*	*
BARBER	6,523	5,874	-9.9	5,810	2,421	1,528	1,296	662	1,168	1,156	123,657	21,283	51,080	535	9,652	36,063
BARTON	31,344	29,382	-6.3	29,322	11,278	8,298	7,829	3,665	5,366	4,222	571,274	19,483	50,655	937	24,053	101,064
Great Bend	16,608	15,427	-7.1	15,365	5,798	*	*	*	*	*	222,261	14,465	38,333	*	*	*
BOURBON	16,019	14,966	-6.6	14,925	6,219	3,910	3,701	1,776	2,642	2,910	211,214	14,152	33,965	842	6,058	17,004
Fort Scott	8,893	8,362	-6.0	8,350	3,151	*	*	*	*	*	73,821	8,840	23,427	*	*	*
BROWN	11,984	11,128	-7.1	11,082	4,433	3,159	2,571	1,263	1,818	2,272	184,171	16,618	41,546	728	26,709	35,859
Hiawatha	3,702	3,603	-2.7	3,624	1,368	*	*	*	*	*	60,404	16,666	44,166	*	*	*
BUTLER	45,243	50,580	11.8	52,240	19,348	14,993	13,530	7,000	9,978	6,791	564,681	10,809	29,185	1,300	14,466	84,823
Augusta	6,968	7,876	13.0	8,150	3,075	*	*	*	*	*	61,665	7,566	20,051	*	*	*
El Dorado	10,510	11,504	9.5	11,837	4,467	*	*	*	*	*	74,076	6,283	16,651	*	*	*
CHASE	3,302	3,021	-8.5	2,999	1,250	744	660	366	552	672	52,616	17,545	42,109	288	3,690	30,322
CHAUTAUQUA	5,011	4,407	-12.1	4,335	1,806	962	975	451	858	1,084	80,046	18,464	44,313	421	4,895	10,812
CHEROKEE	22,338	21,374	-4.3	21,424	8,570	5,763	5,249	2,592	3,963	3,856	262,083	12,233	30,583	841	14,551	7,478
Columbus	3,426	3,268	-4.6	3,274	1,235	*	*	*	*	*	32,327	9,875	26,170	*	*	*
CHEYENNE	3,648	3,243	-11.1	3,198	1,395	816	691	349	681	668	58,664	18,342	42,063	493	18,765	32,778
CLARK	2,601	2,418	-7.0	2,409	963	573	487	267	513	571	42,739	17,743	44,358	290	6,107	48,835
CLAY	9,801	9,158	-6.6	9,133	3,653	2,502	2,037	1,069	1,671	1,845	128,376	14,056	35,141	672	16,083	23,592
Clay Center	4,948	4,613	-6.8	4,598	1,735	*	*	*	*	*	49,015	10,660	28,248	*	*	*
CLOUD	12,489	11,023	-11.7	10,853	4,341	2,713	2,811	1,183	1,823	2,323	139,081	12,815	32,038	659	17,193	13,680
Concordia	6,847	6,167	-9.9	6,100	2,302	*	*	*	*	*	53,991	8,851	23,454	*	*	*
COFFEY	9,516	8,404	-11.7	8,275	3,183	2,367	2,044	1,034	1,382	1,448	93,572	11,307	29,399	606	14,123	18,336
COMANCHE	2,559	2,313	-9.6	2,290	916	568	497	252	437	536	37,544	16,396	40,991	277	5,626	23,520
COWLEY	37,068	36,915	-0.4	37,307	14,923	10,036	9,663	4,701	6,902	6,007	682,720	18,300	45,750	997	11,396	44,511
Arkansas City	13,201	12,762	-3.3	12,820	4,838	*	*	*	*	*	172,592	13,463	35,677	*	*	*
Winfield	10,736	11,931	11.1	12,310	4,645	*	*	*	*	*	142,737	11,596	30,728	*	*	*
CRAWFORD	37,950	35,568	-6.3	35,494	14,198	8,377	10,187	4,188	5,999	6,779	477,710	13,459	33,647	809	10,254	11,487
Pittsburg	18,770	17,775	-5.3	17,778	6,709	*	*	*	*	*	159,080	8,948	23,713	*	*	*
DECATUR	4,492	4,021	-10.5	3,972	1,655	1,057	917	405	751	842	72,135	18,162	43,580	486	17,478	55,082
DICKINSON	20,047	18,958	-5.4	18,955	7,582	5,099	4,530	2,142	3,715	3,469	262,132	13,829	34,573	1,028	17,841	47,394
Abilene	6,572	6,242	-5.0	6,247	2,357	*	*	*	*	*	61,447	9,837	26,067	*	*	*
DONIPHAN	9,285	8,134	-12.4	7,994	2,961	2,254	2,190	951	1,319	1,287	164,343	20,557	55,504	530	22,155	12,496
DOUGLAS	67,914	81,798	20.4	85,545	35,644	17,366	36,613	12,832	11,634	7,100	1,401,535	16,384	39,321	852	12,357	15,667
Lawrence	52,738	65,608	24.4	68,964	26,024	*	*	*	*	*	896,083	12,993	34,433	*	*	*
EDWARDS	4,255	3,787	-11.0	3,736	1,557	979	859	430	699	770	101,100	27,063	64,951	361	24,380	33,487
ELK	3,885	3,327	-14.4	3,252	1,414	784	686	315	644	820	59,941	18,430	42,390	409	2,097	15,808
ELLIS	26,193	26,004	-0.7	26,264	10,102	7,012	9,192	3,309	3,887	2,863	502,884	19,147	49,783	795	9,528	37,465
Hays	16,301	17,767	9.0	18,267	6,893	*	*	*	*	*	248,985	13,630	36,120	*	*	*
ELLSWORTH	6,631	6,586	-0.7	6,652	2,772	1,736	1,470	738	1,224	1,490	101,827	15,307	36,736	499	9,152	12,295
FINNEY	23,937	33,070	38.2	35,297	12,606	11,860	10,165	4,836	5,330	3,141	638,381	18,086	50,641	534	43,002	338,530
Garden City	18,256	24,097	32.0	25,555	9,643	*	*	*	*	*	369,705	14,467	38,338	*	*	*
FORD	24,366	27,463	12.7	28,405	10,925	8,266	8,067	3,636	4,772	3,636	553,397	19,483	50,655	812	29,546	199,537
Dodge City	18,001	21,129	17.4	22,004	8,303	*	*	*	*	*	359,565	16,341	43,303	*	*	*
FRANKLIN	21,834	21,994	0.7	22,279	8,569	6,082	5,882	2,673	4,122	3,520	234,552	10,528	27,373	979	13,653	19,357
Ottawa	11,016	10,667	-3.2	10,719	4,045	*	*	*	*	*	77,459	7,227	19,150	*	*	*
GEARY	29,657	30,453	2.7	30,963	11,468	9,722	10,837	3,716	4,273	2,415	513,291	16,577	44,759	295	4,164	12,342
Junction City	19,305	20,604	6.7	21,103	7,963	*	*	*	*	*	283,067	13,414	35,546	*	*	*
GOVE	3,725	3,231	-13.3	3,168	1,219	960	786	368	558	497	58,752	18,545	48,216	534	15,725	78,199
GRAHAM	3,972	3,543	-10.8	3,497	1,399	1,004	846	357	699	594	70,895	20,274	50,685	452	11,770	15,738
GRANT	6,989	7,159	2.4	7,276	2,509	2,459	1,928	953	1,280	655	96,122	13,212	38,314	303	20,450	210,906
GRAY	5,142	5,396	4.9	5,509	1,968	1,768	1,366	727	931	705	93,048	16,889	47,290	547	38,117	198,311
GREELEY	1,837	1,774	-3.4	1,782	660	534	449	192	335	267	26,873	15,083	40,725	294	16,515	65,054
GREENWOOD	8,754	7,847	-10.4	7,754	3,231	1,969	1,652	837	1,512	1,783	128,937	16,629	39,911	587	4,076	31,306

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

KANSAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
HAMILTON	2,496	2,388	-4.3	2,394	957	644	562	261	505	424	42,300	17,672	44,181	279	12,813	67,340
HARPER	7,796	7,124	-8.6	7,070	3,074	1,810	1,499	785	1,421	1,548	110,682	15,656	36,008	648	16,224	39,037
HARVEY	30,641	31,028	1.3	31,462	12,101	8,400	8,684	4,059	5,632	4,719	424,790	13,502	35,104	874	19,340	33,028
Newton	16,332	16,700	2.3	16,966	6,402	•	•	•	•	•	170,118	10,027	26,572	•	•	•
HASKELL	3,773	3,886	3.0	3,953	1,363	1,344	992	534	688	399	49,198	12,444	36,089	315	30,327	218,643
HODGEMAN	2,257	2,177	-3.5	2,186	874	533	553	236	461	404	33,540	15,345	38,362	423	13,153	76,323
JACKSON	11,667	11,525	-1.2	11,628	4,651	3,454	2,802	1,512	2,209	1,674	197,825	17,012	42,530	1,082	7,857	19,934
JEFFERSON	15,284	15,905	4.1	16,213	6,485	4,475	4,005	2,221	3,194	2,335	189,495	11,688	29,220	1,017	11,966	13,335
JEWELL	5,217	4,251	-18.5	4,104	1,642	1,108	911	435	800	850	84,291	20,537	51,343	736	18,626	25,446
JOHNSON	271,908	355,054	30.6	375,946	139,239	98,874	100,754	63,535	77,069	35,339	7,354,845	19,564	52,822	659	10,623	12,255
Olathe	37,258	63,352	70.0	69,357	26,173	•	•	•	•	•	825,428	11,901	31,538	•	•	•
KEARNY	3,444	4,027	16.9	4,191	1,676	1,471	1,060	507	708	440	64,435	15,374	38,435	291	26,689	92,301
KINGMAN	8,967	8,292	-7.5	8,251	3,300	2,294	1,980	941	1,535	1,502	117,439	14,234	35,585	818	15,862	20,117
KIOWA	4,031	3,660	-9.2	3,627	1,511	1,034	834	413	671	678	72,922	20,106	48,248	310	13,133	11,459
LABETTE	25,700	23,693	-7.8	23,559	9,424	6,432	6,055	2,945	4,029	4,099	302,199	12,827	32,069	971	11,323	37,638
Parsons	12,898	11,924	-7.6	11,864	4,477	•	•	•	•	•	114,341	9,638	25,540	•	•	•
LANE	2,440	2,375	-2.7	2,389	956	710	542	270	475	392	44,697	18,709	46,772	322	14,159	74,054
LEAVENWORTH	54,948	64,371	17.1	67,016	23,934	18,295	18,764	9,717	13,001	7,238	1,087,201	16,223	45,425	1,144	12,736	13,966
Leavenworth	33,656	38,495	14.4	39,915	15,062	•	•	•	•	•	571,308	14,313	37,929	•	•	•
LINCOLN	4,111	3,653	-11.1	3,602	1,566	911	735	400	692	861	59,254	16,449	37,833	578	11,365	27,271
LINN	8,226	8,254	0.3	8,354	3,342	2,247	1,805	1,003	1,571	1,729	78,339	9,377	23,443	688	8,012	13,691
LOGAN	3,454	3,081	-10.8	3,041	1,216	827	775	341	590	493	59,241	19,482	48,704	382	11,406	11,014
LYON	35,202	34,732	-1.3	35,035	14,014	9,249	11,982	5,010	4,870	3,924	683,422	19,507	48,767	872	11,978	46,201
Emporia	25,287	25,512	0.9	25,850	9,755	•	•	•	•	•	386,665	14,958	39,639	•	•	•
MCPHERSON	26,894	27,268	1.4	27,656	11,063	7,080	7,661	3,457	4,978	4,508	421,260	15,232	38,080	1,357	26,571	51,390
McPherson	11,753	12,422	5.7	12,700	4,792	•	•	•	•	•	139,087	10,952	29,023	•	•	•
MARION	13,472	12,888	-4.3	12,918	5,167	2,997	3,178	1,395	2,480	2,868	160,518	12,426	31,066	1,119	17,354	41,278
MARSHALL	12,645	11,705	-7.4	11,649	4,660	2,854	2,772	1,212	2,225	2,574	234,978	20,171	50,428	1,061	24,033	29,760
MEADE	4,786	4,247	-11.3	4,187	1,675	1,151	1,059	465	795	716	77,679	18,554	46,384	464	22,752	32,539
MIAMI	21,607	23,468	8.6	24,111	8,930	6,655	6,148	2,990	4,702	3,617	253,502	10,514	28,387	1,151	13,227	11,694
MITCHELL	8,138	7,203	-11.5	7,096	2,839	1,980	1,803	816	1,192	1,299	120,654	17,002	42,505	622	21,589	38,321
Beloit	4,367	4,066	-6.9	4,052	1,529	•	•	•	•	•	53,236	13,139	34,818	•	•	•
MONTGOMERY	42,409	38,816	-8.5	38,534	15,414	10,597	9,595	4,701	6,936	6,744	461,958	11,988	29,971	974	9,396	13,592
Coffeyville	15,185	12,917	-14.9	12,606	4,757	•	•	•	•	•	120,077	9,525	25,242	•	•	•
Independence	10,598	9,942	-6.2	9,923	3,745	•	•	•	•	•	105,040	10,585	28,051	•	•	•
MORRIS	6,412	6,198	-3.3	6,226	2,490	1,600	1,419	660	1,208	1,345	123,434	19,826	49,568	550	6,591	32,639
Council Grove	2,381	2,228	-6.4	2,223	839	•	•	•	•	•	30,879	13,893	36,817	•	•	•
MORTON	3,464	3,480	0.5	3,523	1,409	1,131	895	458	652	384	80,767	22,925	57,311	226	9,760	10,411
NEMAHA	11,198	10,446	-6.7	10,414	4,165	3,010	2,593	1,031	1,802	1,968	213,701	20,521	51,303	1,127	16,044	45,376
NEOSHO	18,933	17,035	-10.0	16,846	6,739	4,768	4,178	2,055	3,032	2,830	245,709	14,585	36,463	751	11,218	14,893
Chanute	10,506	9,488	-9.7	9,391	3,544	•	•	•	•	•	109,485	11,659	30,895			
NESS	4,503	4,033	-10.4	3,984	1,594	1,056	972	442	733	785	87,687	22,009	55,022	597	13,666	14,353
NORTON	6,676	5,947	-10.9	5,868	2,347	1,443	1,314	733	1,185	1,191	110,428	18,819	47,049	470	13,685	19,732
Norton	3,400	3,017	-11.3	2,974	1,122	•	•	•	•	•	45,583	15,327	40,616	•	•	•
OSAGE	15,415	15,248	-1.1	15,389	6,156	4,263	3,786	1,954	2,893	2,508	191,002	12,411	31,029	885	13,063	17,702
OSBORNE	5,935	4,867	-18.0	4,707	1,961	1,252	1,040	461	843	1,106	82,595	17,548	42,116	607	14,996	18,268
OTTAWA	5,945	5,634	-5.2	5,636	2,254	1,431	1,296	642	1,110	1,150	86,893	15,418	38,546	523	11,403	26,137
PAWNEE	8,006	7,555	-5.6	7,550	3,146	1,873	1,873	951	1,480	1,374	137,080	18,155	43,572	530	25,274	66,159
Larned	4,811	4,490	-6.7	4,477	1,689	•	•	•	•	•	64,346	14,374	38,091	•	•	•
PHILLIPS	7,336	6,590	-10.2	6,515	2,606	1,661	1,453	782	1,283	1,336	108,110	16,595	41,487	591	13,746	20,875
POTTAWATOMIE	14,855	16,128	8.6	16,571	6,373	4,805	4,391	2,237	2,800	2,336	337,876	20,390	53,014	790	9,232	30,064
PRATT	10,307	9,702	-5.9	9,691	3,876	2,539	2,500	1,124	1,832	1,686	202,092	20,854	52,135	517	27,034	70,635
Pratt	6,885	6,687	-2.9	6,724	2,537	•	•	•	•	•	112,495	16,731	44,338	•	•	•
RAWLINS	4,132	3,404	-17.6	3,298	1,318	929	761	372	620	610	78,160	23,715	59,288	541	17,077	14,731
RENO	65,106	62,389	-4.2	62,555	25,022	16,952	17,265	8,257	11,322	8,820	912,383	14,585	36,463	1,557	33,141	49,784
Hutchinson	40,284	39,308	-2.4	39,561	14,929	•	•	•	•	•	427,327	10,802	28,624	•	•	•

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
REPUBLIC	7,516	6,482	-13.8	6,347	2,760	1,542	1,377	660	1,263	1,498	128,844	20,299	46,689	833	29,926	67,369
RICE	11,865	10,610	-10.6	10,478	4,191	2,745	2,651	1,100	2,022	1,970	156,152	14,903	37,258	604	20,715	48,869
Lyons	4,152	3,688	-11.2	3,636	1,372	•	•	•	•	•	39,063	10,742	28,467	•	•	•
RILEY	63,612	67,139	5.5	68,623	27,449	15,234	33,556	9,127	6,588	4,117	1,184,018	17,254	43,135	546	7,197	18,248
Manhattan	32,644	37,712	15.5	39,170	14,781	•	•	•	•	•	562,153	14,352	38,032	•	•	•
ROOKS	6,998	6,039	-13.7	5,914	2,366	1,680	1,425	627	1,047	1,136	104,866	17,731	44,328	473	12,907	12,027
RUSH	4,506	3,842	-14.7	3,752	1,501	945	810	401	747	852	66,034	17,601	44,002	546	12,740	7,316
RUSSELL	8,895	7,835	-11.9	7,710	3,084	1,912	1,773	910	1,534	1,588	155,536	20,172	50,430	534	9,476	10,839
Russell	5,427	4,781	-11.9	4,705	1,776	•	•	•	•	•	80,414	17,091	45,290	•	•	•
SALINE	48,856	49,301	0.9	49,957	19,983	13,139	14,387	6,894	9,042	6,494	752,665	15,066	37,666	743	12,261	18,438
Salina	41,843	42,303	1.1	42,881	16,182	•	•	•	•	•	538,063	12,548	33,253	•	•	•
SCOTT	5,765	5,289	-8.3	5,253	2,101	1,660	1,271	704	914	699	93,069	17,716	44,290	391	18,858	261,375
SEDGWICK	367,665	403,662	9.8	415,574	159,836	113,867	119,270	60,674	75,634	46,129	5,682,106	13,673	35,550	1,589	30,494	28,833
Wichita	279,272	304,011	8.9	312,503	117,925	•	•	•	•	•	3,246,707	10,389	27,532	•	•	•
SEWARD	17,059	18,743	9.9	19,299	7,148	6,176	5,462	2,586	3,223	1,853	337,879	17,508	47,271	285	15,373	115,017
Liberal	14,911	16,573	11.1	17,099	6,453	•	•	•	•	•	247,756	14,489	38,397	•	•	•
SHAWNEE	155,187	160,976	3.7	163,993	65,597	42,802	44,954	24,107	31,487	20,499	2,478,904	15,116	37,790	852	12,792	9,066
Topeka	115,266	119,883	4.0	122,192	46,110	•	•	•	•	•	1,220,900	9,992	26,478	•	•	•
SHERIDAN	3,525	3,043	-13.7	2,980	1,104	936	727	316	566	435	46,047	15,450	41,715	518	22,118	31,971
SHERMAN	7,707	6,926	-10.1	6,847	2,634	1,869	1,876	870	1,294	931	143,139	20,904	54,350	524	30,169	37,260
Goodland	5,708	4,983	-12.7	4,893	1,847	•	•	•	•	•	73,058	14,930	39,564	•	•	•
SMITH	5,926	5,078	-14.3	4,965	1,986	1,201	1,077	501	1,038	1,142	88,800	17,886	44,716	692	20,043	30,809
STAFFORD	5,521	5,365	-2.8	5,395	2,158	1,316	1,171	566	1,047	1,300	107,651	19,954	49,885	540	23,729	48,324
STANTON	2,324	2,333	0.4	2,362	814	784	597	288	458	234	28,430	12,038	34,911	280	23,700	63,271
STEVENS	4,759	5,048	6.1	5,164	2,066	1,715	1,255	635	873	692	107,727	20,860	52,149	300	24,780	71,861
SUMNER	25,003	25,841	3.4	26,307	10,118	7,471	6,287	3,131	5,025	4,420	351,212	13,351	34,711	1,271	30,866	22,543
Wellington	8,212	8,411	2.4	8,548	3,226	•	•	•	•	•	81,137	9,492	25,154	•	•	•
THOMAS	8,456	8,258	-2.3	8,313	3,197	2,485	2,469	998	1,330	1,031	159,562	19,195	49,907	644	35,387	38,770
Colby	5,544	5,396	-2.7	5,428	2,048	•	•	•	•	•	101,228	18,649	49,421	•	•	•
TREGO	4,171	3,694	-11.4	3,640	1,456	1,081	848	386	630	699	62,612	17,202	43,004	482	10,704	24,848
WABAUNSEE	6,898	6,603	-4.3	6,619	2,648	1,767	1,562	801	1,291	1,205	110,016	16,621	41,553	633	6,269	27,941
WALLACE	2,044	1,821	-10.9	1,797	719	550	422	216	320	279	35,497	19,756	49,390	330	15,063	13,538
WASHINGTON	8,489	7,073	-16.7	6,868	2,747	1,868	1,545	666	1,257	1,538	101,964	14,847	37,117	939	19,751	43,087
WICHITA	2,996	2,758	-7.9	2,741	1,097	916	683	332	483	326	24,870	9,072	22,679	355	19,539	203,695
WILSON	12,148	10,289	-15.3	10,031	4,012	2,799	2,297	1,194	1,786	1,956	152,682	15,221	38,053	610	11,204	8,999
WOODSON	4,603	4,116	-10.6	4,065	1,626	988	915	443	752	971	40,311	9,917	24,794	369	7,063	14,039
WYANDOTTE	172,089	161,993	-5.9	161,809	62,234	46,439	45,630	21,035	27,993	20,550	2,316,228	14,315	37,218	199	3,760	1,255
Kansas City	161,087	149,767	-7.0	149,195	56,300	•	•	•	•	•	2,064,998	13,841	36,678	•	•	•

KENTUCKY POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS.........	3,662,132	3,685,296	0.6	3,762,026	1,369,706	1,046,798	1,067,806	517,042	676,303	453,345	48,865,091	12,989	35,676	92,633	889,833	1,185,045
METRO AREAS (MSAs/PMSAs/CMSAs)																
Lexington-Fayette, KY	318,490	348,428	9.4	352,369	120,292	91,760	112,946	56,885	63,900	36,433	4,875,015	13,453	40,526	5,587	83,333	284,116
Owensboro, KY	86,061	87,189	1.3	89,376	32,026	25,383	24,757	11,976	16,445	10,725	978,723	10,951	30,561	1,288	38,055	7,112
Louisville, KY-IN	955,242	952,662	-0.3	959,317	344,578	256,184	265,429	141,759	182,802	113,269	13,134,672	13,692	38,118	5,679	59,289	137,389
COUNTIES, Cities																
ADAIR	15,234	15,360	0.8	15,730	5,852	4,074	4,090	1,872	3,130	2,564	219,322	13,942	37,479	1,491	6,664	18,564

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

KENTUCKY POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
ALLEN	14,166	14,628	3.3	15,051	5,386	3,958	3,748	1,836	3,010	2,468	187,446	12,454	34,800	1,195	5,266	16,085
ANDERSON	12,680	14,571	14.9	15,285	5,515	4,341	3,989	2,186	2,812	1,972	229,485	15,014	41,608	759	4,053	6,420
BALLARD	8,789	7,902	-10.1	7,898	2,807	2,085	1,927	1,019	1,524	1,343	100,246	12,693	35,709	433	9,983	6,673
BARREN	34,050	34,001	-0.1	34,754	12,351	9,175	8,967	4,553	6,812	5,178	463,202	13,328	37,504	2,232	15,432	29,424
Glasgow	12,958	12,351	-4.7	12,230	4,722	•	•	•	•	•	168,372	13,768	35,654	•	•	•
BATH	10,030	9,692	-3.4	9,840	3,742	2,785	2,568	1,269	1,820	1,387	97,704	9,929	26,111	883	7,843	7,942
BELL	34,252	31,506	-8.0	31,652	12,178	9,495	8,578	4,146	5,444	3,988	271,221	8,569	22,272	60	106	234
Middlesborough	12,251	11,328	-7.5	11,143	4,304	•	•	•	•	•	81,558	7,319	18,949	•	•	•
BOONE	46,143	57,589	24.8	61,222	24,926	18,856	16,836	9,245	11,326	4,898	1,137,132	18,574	45,621	810	6,198	5,073
BOURBON	19,393	19,236	-0.8	19,636	7,549	5,341	5,046	2,651	3,849	2,729	179,538	9,144	23,783	1,070	18,384	53,010
BOYD	55,436	51,150	-7.7	51,421	18,266	13,421	13,627	7,096	10,439	6,788	623,350	12,122	34,127	235	398	3,837
Ashland	27,064	23,622	-12.7	22,934	8,848	•	•	•	•	•	225,635	9,839	25,501	•	•	•
BOYLE	25,054	25,641	2.3	26,336	8,804	6,821	7,295	3,582	5,057	3,608	397,485	15,093	45,147	765	5,445	12,026
Danville	12,942	12,420	-4.0	12,316	4,756	•	•	•	•	•	165,261	13,419	34,747	•	•	•
BRACKEN	7,722	7,766	0.6	7,949	2,815	2,218	2,051	946	1,494	1,248	78,965	9,934	28,056	734	6,815	5,479
BREATHITT	17,000	15,703	-7.6	15,790	6,480	5,321	4,516	1,974	2,369	1,595	138,847	8,793	21,425	296	1,453	211
BRECKINRIDGE	16,856	16,312	-3.2	16,567	6,119	4,871	4,307	2,104	2,916	2,402	202,814	12,242	33,144	1,473	12,313	13,952
BULLITT	43,578	47,567	9.2	49,450	20,966	15,577	14,192	7,764	8,753	3,165	517,845	10,472	24,699	596	2,832	4,448
BUTLER	11,039	11,245	1.9	11,539	4,311	3,289	3,035	1,454	2,077	1,673	116,749	10,117	27,083	651	5,811	5,199
CALDWELL	13,452	13,232	-1.6	13,484	4,704	3,277	3,344	1,712	2,670	2,508	141,040	10,460	29,986	570	6,952	8,642
CALLOWAY	30,106	30,735	2.1	31,553	11,633	6,468	11,107	3,881	5,364	4,733	397,191	12,588	34,145	749	16,476	5,442
Murray	14,248	14,439	1.3	14,477	5,591	•	•	•	•	•	146,042	10,088	26,123	•	•	•
CAMPBELL	83,015	83,866	1.0	85,922	32,212	24,402	23,715	10,568	15,724	11,428	1,275,740	14,848	39,605	512	1,649	1,797
CARLISLE	5,459	5,238	-4.0	5,310	1,965	1,349	1,328	621	1,089	924	58,661	11,047	29,854	375	7,236	5,713
CARROLL	9,267	9,292	0.3	9,506	3,464	2,624	2,462	1,226	1,835	1,369	132,382	13,927	38,212	399	4,552	2,071
CARTER	25,097	24,340	-3.0	24,731	9,898	7,617	6,851	3,190	4,303	2,770	289,672	11,713	29,265	1,025	3,803	4,628
CASEY	14,809	14,211	-4.0	14,408	5,570	4,221	3,746	1,815	2,579	2,060	151,007	10,481	27,113	1,563	8,763	12,208
CHRISTIAN	66,634	68,941	3.5	70,960	22,538	20,438	25,404	8,799	9,863	6,386	781,864	11,018	34,692	1,187	26,497	10,444
Hopkinsville	27,318	29,809	9.1	30,307	11,692	•	•	•	•	•	261,232	8,619	22,342	•	•	•
CLARK	28,294	29,496	4.2	30,404	11,438	8,635	7,966	4,530	5,838	3,466	421,615	13,867	36,861	947	10,321	15,852
Winchester	15,216	15,799	3.8	15,916	6,144	•	•	•	•	•	167,452	10,521	27,253	•	•	•
CLAY	22,782	21,746	-4.5	22,022	9,457	7,333	6,276	2,731	3,502	2,158	188,882	8,577	19,974	537	2,587	773
CLINTON	9,319	9,135	-2.0	9,302	3,524	2,556	2,419	1,144	1,823	1,349	104,789	11,265	29,739	777	3,184	5,579
CRITTENDEN	9,210	9,196	-0.2	9,400	3,240	2,359	2,378	1,241	1,795	1,626	90,339	9,611	27,884	502	2,719	5,484
CUMBERLAND	7,258	6,784	-6.5	6,839	2,583	1,737	1,737	828	1,395	1,142	81,619	11,934	31,595	646	3,011	3,317
DAVIESS	86,061	87,189	1.3	89,376	32,026	25,383	24,757	11,976	16,445	10,725	978,723	10,951	30,561	1,288	38,055	7,112
Owensboro	54,450	53,549	-1.7	53,369	20,576	•	•	•	•	•	451,576	8,461	21,946	•	•	•
EDMONSON	9,949	10,357	4.1	10,673	4,028	3,116	2,796	1,366	2,017	1,377	86,161	8,073	21,392	744	3,108	6,430
ELLIOTT	6,924	6,455	-6.8	6,504	2,681	2,198	1,737	813	1,021	735	63,862	9,819	23,825	534	2,178	800
ESTILL	14,478	14,614	0.9	14,970	5,888	4,416	4,027	1,946	2,680	1,916	175,361	11,714	29,783	492	2,006	1,298
FAYETTE	204,415	225,366	10.2	234,708	73,354	55,391	77,688	38,257	40,370	22,532	3,172,063	13,515	43,243	912	17,486	113,956
Lexington	204,165	225,366	10.4	229,606	88,492	•	•	•	•	•	3,166,539	13,791	35,783	•	•	•
FLEMING	12,370	12,292	-0.6	12,552	4,594	3,515	3,289	1,682	2,247	1,033	165,724	13,203	36,071	1,308	10,267	20,118
FLOYD	48,845	43,586	-10.8	43,489	17,595	13,699	11,698	5,871	7,480	4,740	521,030	11,981	29,613	86	597	109
FRANKLIN	41,861	43,781	4.6	45,156	15,008	11,425	12,328	7,180	8,896	5,374	791,731	17,533	52,754	761	6,817	4,465
Frankfort	25,973	25,968	0.0	25,967	10,017	•	•	•	•	•	403,831	15,552	40,314	•	•	•
FULTON	8,947	8,271	-7.6	8,318	2,914	2,321	2,105	932	1,422	1,547	92,672	11,141	31,802	203	11,017	1,293
Fulton	3,137	3,078	-1.9	3,066	1,193	•	•	•	•	•	23,462	7,652	19,665	•	•	•
GALLATIN	4,843	5,393	11.4	5,626	2,340	1,677	1,491	720	1,058	675	65,445	11,632	27,963	318	3,778	1,389
GARRARD	10,852	11,579	6.7	11,988	4,546	3,129	3,033	1,642	2,421	1,762	170,671	14,237	37,539	1,021	7,686	16,200
GRANT	13,432	15,737	17.2	16,562	6,596	4,985	4,306	2,170	3,014	2,087	187,394	11,315	28,411	1,053	6,510	4,279
GRAVES	34,054	33,550	-1.5	34,200	11,774	8,516	8,413	4,412	6,601	6,224	397,527	11,624	33,764	1,213	21,447	11,144
Mayfield	10,705	9,935	-7.2	9,781	3,781	•	•	•	•	•	84,720	8,662	22,406	•	•	•
GRAYSON	20,895	21,050	0.7	21,554	8,352	6,186	5,690	2,694	3,858	3,125	258,209	11,980	30,917	1,520	7,526	16,989
GREEN	11,050	10,371	-6.1	10,465	3,775	2,658	2,627	1,329	2,114	1,748	123,870	11,837	32,810	1,258	7,786	12,301
GREENUP	39,228	36,742	-6.3	37,058	14,696	10,710	9,746	5,188	7,523	3,891	424,214	11,447	28,865	824	2,775	3,042
HANCOCK	7,768	7,864	1.2	8,060	3,148	2,555	2,160	1,153	1,362	830	89,098	11,054	28,300	529	5,186	2,574
HARDIN	89,505	89,240	-0.3	91,188	28,818	25,989	35,381	10,669	13,131	6,018	1,111,732	12,192	38,577	1,748	11,458	18,838
Elizabethtown	15,380	18,167	18.1	18,724	7,228	•	•	•	•	•	197,806	10,564	27,368	•	•	•

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs.80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops* (Thousands)	Value of livestock (Thousands)
HARLAN	41,690	36,574	-12.3	36,349	14,886	11,559	9,850	4,762	5,779	4,325	336,329	9,253	22,594	28	•	55
Harlan	3,024	2,686	-11.2	2,618	1,019	•	•	•	•	•	18,993	7,253	18,632	•	•	•
HARRISON	15,157	16,248	7.2	16,836	5,972	4,613	4,259	2,104	3,216	2,643	175,090	10,400	29,318	1,175	11,382	10,500
HART	15,410	14,890	-3.4	15,118	5,746	4,203	3,961	1,859	2,903	2,207	140,916	9,321	24,524	1,518	9,606	16,761
HENDERSON	41,009	43,044	5.0	44,426	16,119	12,484	12,084	6,264	8,174	5,420	726,179	16,346	45,052	636	22,571	4,744
Henderson	24,834	25,945	4.5	26,167	10,094	•	•	•	•	•	313,958	11,996	31,103	•	•	•
HENRY	12,814	12,823	0.1	13,113	4,847	3,449	3,370	1,796	2,583	1,901	180,530	13,768	37,248	1,093	12,421	15,661
HICKMAN	6,069	5,566	-8.3	5,586	1,945	1,419	1,375	676	1,056	1,062	83,522	14,947	42,938	283	10,667	3,666
HOPKINS	46,058	46,126	0.1	47,175	16,834	13,162	12,407	6,605	8,444	6,652	582,209	12,341	34,586	620	11,056	3,676
Madisonville	16,979	16,200	-4.6	16,044	6,193	•	•	•	•	•	165,906	10,341	26,791	•	•	•
JACKSON	12,045	11,955	-0.7	12,205	5,054	3,845	3,263	1,513	2,063	1,501	116,661	9,560	23,086	789	3,790	2,834
JEFFERSON	682,041	664,937	-2.5	664,890	230,921	172,206	183,510	97,074	128,324	83,776	9,678,391	14,556	41,912	641	9,429	4,323
Louisville	298,451	269,063	-9.8	268,975	103,662	•	•	•	•	•	2,350,679	8,739	22,676	•	•	•
JESSAMINE	26,736	30,508	14.1	31,964	11,353	9,493	9,525	4,954	5,242	2,717	445,283	13,931	39,223	679	8,261	12,429
JOHNSON	24,485	23,248	-5.1	23,517	9,277	6,937	6,302	3,269	4,162	2,869	257,257	10,939	27,731	215	563	227
KENTON	137,256	142,031	3.5	146,195	56,229	42,397	40,642	20,467	25,584	17,105	2,591,053	17,723	46,080	539	2,584	2,140
Covington	49,563	43,264	-12.7	42,004	16,197	•	•	•	•	•	610,220	14,528	37,676	•	•	•
KNOTT	17,947	17,906	-0.2	18,299	7,922	6,075	5,252	2,397	2,727	1,848	144,087	7,874	18,188	29	11	72
KNOX	30,255	29,676	-1.9	30,224	12,013	9,581	8,221	3,778	4,926	3,657	278,750	9,223	23,204	379	1,212	1,047
LARUE	12,014	11,679	-2.8	11,873	4,483	3,241	3,039	1,496	2,339	1,969	143,773	12,110	32,066	937	6,728	12,910
LAUREL	39,214	43,438	10.8	45,277	17,881	13,809	12,406	6,112	7,833	5,162	624,703	13,797	34,937	1,305	5,764	5,519
LAWRENCE	14,167	13,998	-1.2	14,278	5,882	4,369	3,826	1,813	2,470	1,799	159,977	11,205	27,199	388	888	2,910
LEE	7,730	7,422	-4.0	7,526	2,896	2,273	1,942	896	1,355	1,069	74,309	9,874	25,657	223	753	163
LESLIE	14,880	13,642	-8.3	13,695	4,980	4,793	3,944	1,726	2,136	1,096	121,297	8,857	24,357	29	41	33
LETCHER	30,656	27,000	-11.9	26,858	9,892	8,783	7,252	3,518	4,405	2,901	241,742	9,001	24,439	36	•	28
LEWIS	14,566	13,029	-10.6	13,007	4,627	4,227	3,590	1,574	2,172	1,457	175,375	13,483	37,901	927	5,742	5,654
LINCOLN	19,030	20,045	5.3	20,702	8,050	6,107	5,300	2,691	3,809	2,816	231,136	11,165	28,713	1,475	8,542	23,257
LIVINGSTON	9,189	9,062	-1.4	9,239	3,441	2,375	2,338	1,340	1,783	1,414	99,039	10,719	26,781	354	2,695	5,454
LOGAN	24,167	24,416	1.0	25,015	9,304	7,054	6,404	3,102	4,728	3,777	333,066	13,315	35,800	1,322	26,606	17,122
LYON	6,493	6,624	2.0	6,799	2,720	1,346	1,979	911	1,346	1,217	86,290	12,691	31,727	256	1,966	2,273
MCCRACKEN	61,217	62,879	2.7	64,630	22,057	16,481	16,416	9,177	12,797	9,694	842,933	13,042	38,216	434	5,995	2,770
Paducah	29,315	27,256	-7.0	26,844	10,355	•	•	•	•	•	259,712	9,675	25,080	•	•	•
MCCREARY	15,657	15,603	-0.3	15,942	5,643	5,325	4,480	1,961	2,455	1,722	115,225	7,228	20,418	116	81	256
MCLEAN	10,025	9,628	-4.0	9,763	3,533	2,636	2,470	1,338	1,865	1,474	155,431	15,921	43,990	527	15,061	5,078
MADISON	53,557	57,508	7.4	59,607	22,493	14,306	22,710	7,451	9,358	5,722	817,958	13,723	36,365	1,597	11,657	20,282
Richmond	21,705	21,155	-2.5	21,045	8,120	•	•	•	•	•	226,260	10,751	27,864	•	•	•
MAGOFFIN	13,550	13,077	-3.5	13,274	4,827	4,659	3,730	1,633	2,057	1,195	140,162	10,559	29,038	450	1,591	349
MARION	17,870	16,499	-7.7	16,589	6,117	5,425	4,645	1,974	2,621	1,924	247,753	14,935	40,503	1,160	8,498	20,084
MARSHALL	25,756	27,205	5.6	28,112	10,509	7,028	6,972	3,626	5,932	4,554	335,273	11,926	31,903	578	3,628	3,162
MARTIN	13,999	12,526	-10.5	12,506	4,548	4,565	3,527	1,676	1,751	975	119,309	9,540	26,236	25	45	399
MASON	17,715	16,666	-5.9	16,826	6,235	4,661	4,375	2,170	3,113	2,541	225,615	13,409	36,187	895	11,202	13,538
Maysville	7,983	7,169	-10.2	7,006	2,709	•	•	•	•	•	87,431	12,479	32,272	•	•	•
MEADE	22,989	24,170	5.1	24,954	8,873	8,734	6,887	4,242	3,444	1,622	275,892	11,056	31,095	809	5,424	8,423
MENIFEE	5,128	5,092	-0.7	5,199	2,057	1,560	1,508	671	853	608	50,339	9,663	24,471	385	1,606	911
MERCER	19,019	19,148	0.7	19,604	7,151	5,332	4,999	2,686	3,803	2,803	254,728	12,994	35,620	1,106	9,013	18,215
METCALFE	9,548	8,963	-6.1	9,045	3,459	2,433	2,333	1,094	1,782	1,384	109,101	12,063	31,539	1,088	6,783	13,083
MONROE	12,318	11,401	-7.4	11,469	4,109	3,120	2,959	1,411	2,202	1,778	150,558	13,127	36,643	1,115	5,462	13,441
MONTGOMERY	20,160	19,561	-3.0	19,877	7,749	5,923	5,268	2,902	3,558	2,246	287,843	14,481	37,148	793	7,326	8,876
MORGAN	12,127	11,648	-3.9	11,811	4,720	3,638	3,284	1,429	2,020	1,441	123,728	10,475	26,212	816	3,840	2,129
MUHLENBERG	32,215	31,318	-2.8	31,837	11,387	9,074	8,373	4,234	5,603	4,521	330,027	10,366	28,984	615	7,090	8,397
NELSON	27,666	29,710	7.4	30,795	11,198	9,793	8,776	3,973	4,927	3,357	396,424	12,873	35,401	1,369	8,184	24,998
NICHOLAS	7,112	6,725	-5.4	6,797	2,515	1,842	1,747	890	1,271	1,047	97,294	14,315	38,678	733	6,909	6,706
OHIO	21,714	21,105	-2.8	21,454	8,092	6,286	5,449	2,853	3,819	3,046	229,906	10,716	28,410	1,022	10,823	4,186
OLDHAM	28,612	33,263	16.3	34,961	13,316	9,754	10,453	6,083	6,258	2,412	402,973	11,527	30,263	479	5,683	49,925
OWEN	8,933	9,035	1.1	9,259	3,498	2,722	2,176	1,157	1,741	1,454	123,591	13,349	35,335	984	9,250	7,257
OWSLEY	5,697	5,036	-11.6	5,014	2,020	1,529	1,359	602	857	672	50,100	9,992	24,806	531	1,501	265
PENDLETON	10,998	12,036	9.4	12,518	5,102	3,705	3,405	1,590	2,228	1,590	142,274	11,365	27,888	949	5,970	5,266
PERRY	33,738	30,283	-10.2	30,256	12,406	9,742	8,593	3,964	4,901	3,056	362,929	11,995	29,254	45	55	32
PIKE	81,239	72,583	-10.7	72,442	26,584	23,037	20,066	10,069	12,386	6,954	817,640	11,287	30,757	38	51	64
POWELL	11,171	11,686	4.6	12,054	4,267	3,917	3,291	1,591	2,025	1,229	150,974	12,525	35,384	313	1,312	927

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

KENTUCKY POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
PULASKI	45,871	49,489	7.9	51,339	18,592	13,964	13,708	6,828	9,857	6,982	610,828	11,898	32,855	2,266	9,259	19,838
Somerset	10,649	10,733	0.8	10,750	4,154	•	•	•	•	•	110,695	10,297	26,651	•	•	•
ROBERTSON	2,261	2,124	-6.1	2,144	828	574	529	264	431	345	20,534	9,579	24,786	316	2,606	1,688
ROCKCASTLE	13,962	14,803	6.0	15,307	5,841	4,439	4,133	1,913	2,832	1,990	176,088	11,504	30,145	861	3,562	5,060
ROWAN	18,997	20,353	7.1	21,067	7,810	5,124	8,161	2,488	3,226	2,067	256,763	12,176	32,876	501	1,846	1,208
RUSSELL	13,714	14,716	7.3	15,251	5,718	3,950	3,981	1,891	2,959	2,471	186,395	12,353	32,948	1,136	5,071	11,690
SCOTT	21,898	23,867	9.0	24,805	8,907	7,020	7,069	3,448	4,515	2,778	304,626	12,281	34,202	1,062	14,814	25,622
SHELBY	23,418	24,824	6.0	25,669	9,352	6,622	6,905	3,696	5,031	3,388	404,049	15,741	43,203	1,581	18,703	27,960
SIMPSON	14,635	15,145	3.5	15,589	5,893	4,568	4,053	2,058	2,775	2,151	204,548	13,121	34,710	590	15,258	6,626
SPENCER	5,897	6,801	15.3	7,138	2,708	1,984	1,906	985	1,309	871	75,250	10,542	27,787	659	6,629	9,420
TAYLOR	21,254	21,146	-0.5	21,598	7,826	5,659	5,918	2,894	4,276	2,851	283,234	13,114	36,190	1,056	6,843	16,245
TODD	11,832	10,940	-7.5	11,003	4,183	3,103	2,861	1,320	1,981	1,749	144,089	13,095	34,446	682	17,387	15,805
TRIGG	9,343	10,361	10.9	10,802	3,891	2,754	2,571	1,307	2,247	1,912	143,890	13,303	36,927	470	7,788	6,796
TRIMBLE	6,268	6,090	-2.8	6,190	2,329	1,696	1,597	916	1,176	799	85,897	13,876	36,876	591	5,812	2,442
UNION	17,846	16,557	-7.2	16,665	6,172	4,750	5,899	1,783	2,416	1,816	234,013	14,042	37,914	434	25,543	16,584
WARREN	72,036	76,673	6.4	80,103	30,399	20,426	26,995	10,814	13,377	8,491	1,143,523	14,276	37,617	1,866	13,433	18,957
Bowling Green	40,450	40,641	0.5	40,679	15,686	•	•	•	•	•	451,182	11,091	28,763	•	•	•
WASHINGTON	10,772	10,441	-3.1	10,608	4,264	3,161	2,875	1,230	1,835	1,506	136,313	12,851	31,971	1,182	9,696	15,974
WAYNE	17,053	17,468	2.4	17,945	7,065	5,330	4,809	2,225	3,194	2,423	164,955	9,192	23,348	979	5,187	10,592
WEBSTER	14,806	13,955	-5.7	14,094	5,078	4,031	3,664	1,734	2,468	2,227	196,468	13,940	38,690	492	13,849	3,525
WHITLEY	33,421	33,326	-0.3	34,054	12,507	10,080	9,637	4,291	5,755	4,291	329,895	9,667	26,376	403	828	1,811
Corbin	8,075	7,419	-8.1	7,288	2,818	•	•	•	•	•	72,134	9,898	25,599	•	•	•
WOLFE	6,685	6,503	-2.7	6,612	2,487	2,142	1,798	780	1,098	780	75,441	11,410	30,337	453	1,879	590
WOODFORD	17,754	19,955	12.4	20,853	7,692	5,881	5,651	3,045	4,067	2,210	351,891	16,875	45,748	717	14,067	63,247

LOUISIANA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS.........	4,221,546	4,219,973	0.0	4,346,607	1,550,822	1,424,870	1,369,428	621,721	780,747	487,725	53,124,434	12,222	34,256	26,852	922,933	404,548
METRO AREAS (MSAs/PMSAs/CMSAs)																
Alexandria, LA	135,757	131,556	-3.1	134,177	47,920	41,058	37,570	16,772	23,347	15,430	2,135,303	15,914	44,559	875	31,358	6,691
Baton Rouge, LA	497,689	528,264	6.1	548,529	198,328	163,368	171,725	81,341	87,939	44,306	6,909,789	12,597	34,840	1,369	19,809	15,761
Houma-Thibodaux, LA	177,835	182,842	2.8	188,712	62,904	62,055	57,567	24,766	29,871	14,563	2,214,348	11,734	35,202	511	23,804	3,288
Lafayette, LA	191,574	208,740	9.0	217,792	76,691	66,117	69,705	30,342	34,698	17,148	2,944,128	13,518	38,389	973	28,301	3,827
Lake Charles, LA	168,130	168,134	0.0	172,587	61,478	52,121	49,705	23,127	30,548	17,259	1,906,085	11,044	31,004	772	11,736	4,525
Monroe, LA	139,744	142,191	1.8	146,459	52,307	45,695	42,768	18,600	24,166	15,085	1,621,425	11,071	30,998	429	12,238	4,534
New Orleans, LA	1,260,613	1,238,816	-1.7	1,282,166	466,513	372,582	370,496	184,396	218,996	134,394	16,405,901	12,795	35,167	235	5,487	505
Shreveport, LA	333,912	334,341	0.1	343,282	126,247	101,909	96,280	46,715	60,850	37,439	4,269,450	12,437	33,818	958	20,773	12,017
COUNTIES, Cities																
ACADIA	56,698	55,882	-1.4	57,194	19,554	19,389	15,728	6,349	9,323	6,406	509,280	8,904	26,045	765	37,392	2,887
Crowley	16,036	13,983	-12.8	13,572	5,074	•	•	•	•	•	105,363	7,763	20,706	•	•	•
ALLEN	21,431	21,226	-1.0	21,746	7,836	7,002	5,654	2,414	3,893	2,783	179,159	8,239	22,862	370	8,697	2,084
ASCENSION	50,585	58,214	15.1	61,322	20,787	20,788	17,722	8,462	9,444	4,906	613,240	10,000	29,501	263	10,908	1,450
ASSUMPTION	22,200	22,753	2.5	23,469	7,510	8,214	6,900	2,793	3,450	2,136	234,782	10,004	31,262	118	21,501	152
AVOYELLES	41,450	39,159	-5.5	39,726	13,242	12,712	10,488	4,330	6,594	5,601	482,056	12,135	36,404	1,080	32,976	4,547
BEAUREGARD	29,771	30,083	1.0	30,944	11,151	9,716	8,788	3,868	5,353	3,249	531,809	17,188	47,697	846	3,446	6,781
De Ridder	11,057	9,868	-10.8	9,630	3,600	•	•	•	•	•	144,315	14,986	40,087	•	•	•
BIENVILLE	16,388	15,979	-2.5	16,318	5,707	4,028	4,177	1,779	2,023	2,044	168,385	10,319	29,048	301	1,459	5,455
BOSSIER	81,023	86,088	6.3	89,407	32,219	27,269	26,465	12,696	15,915	6,974	1,127,044	12,606	34,981	309	5,401	5,245

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
CADDO	252,889	248,253	-1.8	253,875	94,028	74,639	69,816	34,019	44,936	30,465	3,142,407	12,378	33,420	559	15,372	6,772
Shreveport	205,820	198,525	-3.5	198,200	74,093	*	*	*	*	*	2,102,228	10,607	28,373	*	*	*
CALCASIEU	168,130	168,134	0.0	172,587	61,478	52,121	49,705	23,127	30,548	17,259	1,906,085	11,044	31,004	772	11,736	4,525
Lake Charles	75,226	70,580	-6.2	69,651	26,038	*	*	*	*	*	566,242	8,130	21,747	*	*	*
Sulphur	19,709	20,125	2.1	20,208	7,554	*	*	*	*	*	190,592	9,431	25,229	*	*	*
CALDWELL	10,855	9,810	-9.6	9,855	3,790	2,957	2,513	1,133	1,754	1,508	124,363	12,619	32,809	264	7,943	1,164
CAMERON	9,432	9,260	-1.8	9,470	3,157	2,983	2,765	1,089	1,686	947	120,599	12,735	38,205	442	4,151	3,357
CATAHOULA	12,329	11,065	-10.3	11,099	3,827	3,596	2,974	1,221	1,865	1,443	102,839	9,266	26,871	433	29,212	3,509
CLAIBORNE	17,090	17,405	1.8	17,931	6,641	5,290	4,554	1,901	3,030	3,138	173,961	9,702	26,195	291	578	6,525
CONCORDIA	23,041	20,828	-9.6	20,925	7,750	6,926	5,650	2,323	3,683	2,344	175,417	8,383	22,634	357	33,145	951
DE SOTO	25,789	25,346	-1.7	25,926	9,602	7,830	6,870	2,982	4,433	3,785	330,850	12,761	34,455	585	1,055	17,560
EAST BATON ROUGE	368,356	380,105	3.2	392,582	145,401	111,493	126,804	59,672	62,813	31,799	5,276,256	13,440	36,288	582	1,212	6,423
Baton Rouge	219,419	219,531	0.1	219,553	82,076	*	*	*	*	*	2,310,235	10,522	28,147	*	*	*
EAST CARROLL	11,765	9,709	-17.5	9,544	3,181	3,713	2,577	869	1,241	1,136	71,108	7,450	22,351	277	40,854	273
EAST FELICIANA	19,108	19,211	0.5	19,741	6,368	6,139	5,745	2,270	3,237	2,349	235,461	11,928	36,976	435	951	7,322
EVANGELINE	33,417	33,274	-0.4	34,126	12,188	11,569	9,180	3,583	5,562	4,266	346,753	10,161	28,451	582	20,237	2,106
FRANKLIN	24,157	22,387	-7.3	22,616	8,190	7,463	5,790	2,307	3,686	3,370	185,394	8,197	22,638	929	45,485	6,555
GRANT	16,790	17,526	4.4	18,141	6,682	5,497	4,572	2,104	3,265	2,703	221,496	12,210	33,146	216	2,646	1,581
IBERIA	63,869	68,297	6.9	71,015	22,908	23,648	20,665	8,451	11,433	6,817	668,312	9,411	29,174	365	32,934	1,667
New Iberia	32,766	31,828	-2.9	31,640	11,828	*	*	*	*	*	238,665	7,543	20,178	*	*	*
IBERVILLE	32,215	31,049	-3.6	31,632	10,457	10,122	9,521	3,827	4,903	3,321	337,200	10,660	32,247	174	18,033	1,169
JACKSON	17,365	15,705	-9.6	15,780	5,844	4,671	3,992	1,767	2,777	2,588	186,772	11,836	31,957	207	144	7,196
JEFFERSON	456,873	448,306	-1.9	458,418	163,721	131,566	132,483	72,889	82,057	38,966	6,797,147	14,827	41,517	102	671	411
JEFFERSON DAVIES	32,275	30,722	-4.8	31,217	10,858	10,458	8,553	3,465	5,120	3,621	348,516	11,164	32,098	523	34,197	1,261
Jennings	12,401	11,305	-8.8	11,086	4,144	*	*	*	*	*	107,291	9,678	25,889	*	*	*
LAFAYETTE	151,030	164,762	9.1	171,944	61,409	50,208	56,226	24,932	27,683	13,068	2,539,323	14,768	41,351	674	10,702	2,758
Lafayette	81,961	94,440	15.2	96,936	36,238	*	*	*	*	*	899,603	9,280	24,825	*	*	*
LAFOURCHE	82,975	85,860	3.5	88,726	29,575	27,860	27,771	11,268	14,374	7,364	1,038,399	11,703	35,110	366	19,638	2,476
Thibodaux	15,810	14,035	-11.2	13,680	5,114	*	*	*	*	*	127,222	9,300	24,877	*	*	*
LA SALLE	17,144	13,662	-20.3	13,500	5,000	4,037	3,483	1,661	2,403	1,917	199,432	14,773	39,886	205	522	863
LINCOLN	39,873	41,745	4.7	43,235	16,013	10,117	17,899	4,410	6,139	4,713	525,450	12,153	32,814	345	842	22,842
Ruston	20,585	20,027	-2.7	19,915	7,445	*	*	*	*	*	210,833	10,586	28,319	*	*	*
LIVINGSTON	59,598	70,526	18.3	74,637	25,693	24,630	21,122	10,748	12,464	5,822	812,540	10,887	31,625	429	797	6,542
MADISON	14,709	12,463	-15.3	12,332	4,327	4,735	3,132	1,184	1,689	1,591	97,757	7,927	22,592	325	43,202	604
MOREHOUSE	34,870	31,938	-8.4	32,182	11,444	10,620	8,367	3,411	5,374	4,377	295,497	9,182	25,820	434	57,199	1,623
Bastrop	15,527	13,916	-10.4	13,594	5,082	*	*	*	*	*	87,356	6,426	17,190	*	*	*
NATCHITOCHES	39,952	36,689	-8.2	36,991	13,700	11,356	11,245	4,069	5,623	4,698	556,719	15,050	40,636	622	16,825	27,121
ORLEANS	557,184	496,938	-10.8	512,750	199,126	139,981	148,185	73,323	86,142	64,607	5,717,937	11,152	28,715	0	0	0
New Orleans	557,515	496,938	-10.9	512,750	199,126	*	*	*	*	*	5,719,970	11,155	28,725	*	*	*
OUACHITA	139,744	142,191	1.8	146,459	52,307	45,695	42,766	18,600	24,166	15,065	1,621,425	11,071	30,998	429	12,238	4,534
Monroe	57,597	54,909	-4.7	54,800	20,486	*	*	*	*	*	447,179	8,160	21,829	*	*	*
West Monroe	14,993	14,096	-6.0	13,917	5,202	*	*	*	*	*	142,442	10,235	27,380	*	*	*
PLAQUEMINES	26,061	25,575	-1.9	26,152	8,645	8,735	7,715	3,295	4,524	1,935	381,654	14,593	44,145	117	644	1,762
POINTE COUPEE	24,094	22,540	-6.4	22,818	7,670	7,096	6,526	2,738	3,788	2,693	260,652	11,423	33,984	439	27,593	3,665
RAPIDES	135,757	131,556	-3.1	134,177	47,920	41,058	37,570	16,772	23,347	15,430	2,135,303	15,914	44,559	875	31,358	6,691
Alexandria	51,565	49,188	-4.6	48,713	18,210	*	*	*	*	*	691,069	14,187	37,949	*	*	*
Pineville	12,034	12,251	1.8	12,294	4,596	*	*	*	*	*	185,702	15,105	40,405	*	*	*
RED RIVER	10,482	9,387	-10.4	9,411	3,542	3,021	2,437	1,026	1,534	1,393	133,774	14,215	37,768	251	6,067	4,540
RICHLAND	22,189	20,629	-7.0	20,855	7,199	6,861	5,360	2,169	3,358	3,149	207,857	9,967	28,872	622	45,604	3,210
SABINE	25,399	22,646	-10.8	22,680	7,918	6,850	5,602	2,540	4,082	3,606	433,638	19,119	54,769	468	214	35,658
ST. BERNARD	64,373	66,631	3.5	68,859	22,953	19,625	19,487	9,571	13,634	6,610	760,985	11,051	33,154	22	0	0
ST. CHARLES	37,433	42,437	13.4	44,588	14,863	14,580	13,020	5,930	7,669	3,300	606,402	13,600	40,800	72	0	0
ST. HELENA	9,841	9,874	0.3	10,142	3,381	3,418	2,921	1,106	1,501	1,176	94,883	9,355	28,066	359	388	12,166
ST. JAMES	21,564	20,879	-3.2	21,291	7,097	7,005	6,643	2,491	3,258	1,895	247,099	11,606	34,817	75	15,446	378
ST. JOHN BAPTIST	32,244	39,996	24.0	42,647	14,216	14,628	12,709	5,800	6,568	2,943	502,510	11,783	35,349	39	4,816	94
ST. LANDRY	84,305	80,331	-4.7	81,642	27,214	27,350	22,860	8,961	13,308	9,144	799,151	9,788	29,365	1,159	31,068	4,620
Eunice	12,479	11,162	-10.6	10,899	4,074	*	*	*	*	*	89,452	8,209	21,958	*	*	*
Opelousas	18,903	18,151	-4.0	18,001	6,729	*	*	*	*	*	109,954	6,108	16,340	*	*	*
ST. MARTIN	40,544	43,978	8.5	45,848	15,283	15,909	13,479	5,410	7,015	4,080	404,805	8,829	26,488	299	17,599	1,069
ST. MARY	64,486	58,086	-9.9	58,310	19,437	19,417	17,376	7,464	9,388	4,723	641,670	11,004	33,013	88	24,271	144

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Franklin	9,584	9,004	-6.1	8,888	3,323	•	•	•	•	•	59,102	6,650	17,788	•	•	•
Morgan City	16,114	14,531	-9.8	14,214	5,314	•	•	•	•	•	124,946	8,790	23,513	•	•	•
ST. TAMMANY	112,506	144,508	28.4	154,904	51,635	52,203	44,612	16,885	22,926	17,969	2,020,921	13,046	39,139	0	0	0
Slidell	26,718	24,124	-9.7	23,605	8,824	•	•	•	•	•	360,838	15,286	40,891	•	•	•
TANGIPAHOA	81,042	85,709	5.8	88,937	31,355	28,727	26,592	10,583	13,607	9,427	1,150,384	12,935	36,689	1,061	4,162	51,745
Hammond	15,043	15,871	5.5	16,037	5,995	•	•	•	•	•	183,154	11,421	30,551	•	•	•
TENSAS	8,512	7,103	-16.6	7,002	2,599	2,381	1,827	679	1,022	1,092	55,337	7,903	21,289	268	56,117	807
TERREBONNE	94,860	96,982	2.2	99,986	33,329	34,195	29,796	13,498	15,498	7,199	1,175,949	11,761	35,284	145	4,166	812
Houma	32,602	30,495	-6.5	30,074	11,242	•	•	•	•	•	290,657	9,665	25,854	•	•	•
UNION	21,286	20,690	-2.8	21,116	7,648	6,229	5,342	2,428	3,737	3,357	234,860	11,123	30,707	457	313	43,307
VERMILION	48,662	50,055	2.9	51,666	18,719	16,637	14,312	5,942	8,628	6,200	491,226	9,508	26,242	1,189	34,221	4,474
Abbeville	12,391	11,187	-9.7	10,948	4,092	•	•	•	•	•	87,381	7,983	21,354	•	•	•
VERNON	53,815	61,961	15.1	65,274	21,372	20,888	23,760	7,833	8,290	4,439	791,238	12,122	37,023	516	359	9,035
Leesville	9,054	7,638	-15.6	7,355	2,749	•	•	•	•	•	131,041	17,817	47,661	•	•	•
WASHINGTON	44,360	43,185	-2.6	44,087	16,329	13,447	11,683	5,114	7,848	5,952	529,788	12,017	32,445	839	4,427	30,099
Bogalusa	16,976	14,280	-15.9	13,741	5,137	•	•	•	•	•	140,035	10,191	27,261	•	•	•
WEBSTER	43,676	41,989	-3.9	42,755	16,444	12,185	10,902	5,045	7,952	6,670	459,771	10,754	27,960	417	505	2,954
Minden	15,084	13,661	-9.4	13,376	5,001	•	•	•	•	•	111,379	8,327	22,273	•	•	•
WEST BATON ROUGE	19,150	19,419	1.4	19,988	6,448	6,456	6,076	2,459	3,218	1,779	207,753	10,394	32,220	95	6,982	1,346
WEST CARROLL	12,904	12,093	-6.3	12,247	4,536	3,686	3,074	1,396	2,168	1,910	101,034	8,250	22,275	555	18,855	2,951
WEST FELICIANA	12,346	12,915	4.6	13,374	4,314	2,822	5,483	2,046	1,966	1,043	132,787	9,929	30,780	171	3,241	2,260
WINN	17,285	16,269	-5.9	16,491	5,997	5,129	4,073	1,979	2,787	2,507	161,776	9,810	26,977	188	216	2,670

MAINE POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS.........	1,126,413	1,227,928	9.0	1,248,231	480,081	330,527	346,370	174,311	231,740	168,649	19,496,671	15,619	40,611	7,003	137,290	245,639
METRO AREAS (MSAs/PMSAs/CMSAs)																
Bangor, ME	137,083	146,601	6.9	148,505	59,186	37,720	46,927	20,197	26,879	16,633	2,265,557	15,256	38,279	572	8,167	18,171
Lewiston-Auburn, ME	99,813	105,259	5.5	106,348	40,886	29,817	30,474	14,360	19,732	15,237	1,496,839	14,075	36,610	343	5,855	65,228
Portland, ME	216,171	243,135	12.5	248,528	91,211	60,144	70,085	36,782	46,972	34,794	4,744,013	19,088	52,012	456	5,581	7,496
COUNTIES, Cities																
ANDROSCOGGIN	99,813	105,259	5.5	106,348	40,886	29,817	30,474	14,360	19,732	15,237	1,496,839	14,075	36,610	343	5,855	65,228
Auburn	23,128	24,309	5.1	24,545	9,713	•	•	•	•	•	223,043	9,087	22,962	•	•	•
Lewiston	40,481	39,757	-1.8	39,612	15,779	•	•	•	•	•	367,914	9,288	23,317	•	•	•
AROOSTOOK	90,927	86,936	-4.4	86,138	34,653	25,152	24,980	11,198	15,074	9,820	1,234,806	14,335	35,633	1,012	93,267	5,562
CUMBERLAND	216,171	243,135	12.5	248,528	91,211	60,144	70,085	36,782	46,972	34,794	4,744,013	19,088	52,012	456	5,581	7,496
Brunswick	17,366	14,683	-15.4	14,146	5,616	•	•	•	•	•	303,131	21,428	53,976	•	•	•
Portland	61,572	64,358	4.5	64,915	28,634	•	•	•	•	•	781,544	12,039	27,294	•	•	•
FRANKLIN	27,172	29,008	6.8	29,375	11,515	7,961	8,460	3,936	5,376	3,672	438,799	14,936	38,105	229	1,271	6,041
HANCOCK	41,864	46,948	12.1	47,965	17,984	11,703	12,567	6,907	9,113	7,626	723,572	15,085	40,235	290	•	•
KENNEBEC	110,159	115,904	5.2	117,053	45,227	31,136	32,307	16,153	22,123	15,451	1,811,706	15,478	40,058	576	5,216	37,047
Augusta	21,819	21,325	-2.3	21,226	8,678	•	•	•	•	•	243,762	11,484	28,088	•	•	•
Waterville	17,779	17,173	-3.4	17,052	6,313	•	•	•	•	•	179,076	10,502	28,367	•	•	•
KNOX	32,924	36,310	10.3	36,987	13,431	9,247	9,210	5,215	7,102	6,177	548,612	14,832	40,846	221	2,166	7,156
LINCOLN	25,750	30,357	17.9	31,278	11,468	8,226	7,444	4,473	6,068	5,067	446,116	14,263	38,834	228	1,640	3,177
OXFORD	49,156	52,602	7.0	53,291	20,476	14,442	13,643	6,928	10,232	7,994	761,693	14,293	37,199	334	7,721	6,801
PENOBSCOT	137,083	146,601	6.9	148,505	59,186	37,720	46,927	20,197	26,879	16,633	2,265,557	15,256	38,279	572	8,167	18,171
Bangor	31,643	33,181	4.9	33,489	13,164	•	•	•	•	•	382,478	11,421	29,056	•	•	•
PISCATAQUIS	17,709	18,653	5.3	18,842	7,747	5,276	4,767	2,487	3,523	2,807	257,469	13,665	33,234	138	1,086	3,832

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
SAGADAHOC	28,892	33,535	16.1	34,464	14,360	9,581	9,409	5,238	6,100	4,101	553,117	16,049	38,517	124	945	2,306
Bath	10,246	9,799	-4.4	9,710	3,636	•	•	•	•	•	133,416	13,741	36,694	•	•	•
SOMERSET	45,058	49,767	10.5	50,709	21,350	14,655	13,083	6,694	9,483	6,744	674,019	13,292	31,570	462	1,815	18,254
WALDO	28,508	33,018	15.8	33,920	13,826	9,803	8,785	4,884	6,106	4,308	406,687	11,990	29,416	426	1,894	30,246
WASHINGTON	34,977	35,308	0.9	35,374	14,042	10,082	8,985	4,457	6,509	5,342	404,214	11,427	28,786	337	•	•
YORK	140,[illegible]	164,587	17.4	169,454	62,700	45,583	45,244	24,401	31,349	22,876	2,729,453	16,107	43,532	521	6,639	23,541
Biddeford	19,638	20,710	5.5	20,924	7,913	•	•	•	•	•	212,745	10,167	26,885	•	•	•
Saco	12,921	15,181	17.5	15,633	5,785	•	•	•	•	•	174,409	11,156	30,150	•	•	•

MARYLAND POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS..........	4,225,382	4,781,468	13.2	4,978,874	1,888,433	1,219,074	1,428,650	770,187	1,002,667	558,526	83,097,001	16,690	44,003	14,776	253,056	736,009
METRO AREAS (MSAs/PMSAs/CMSAs)																
Baltimore, MD	2,203,011	2,382,172	8.1	2,461,528	938,800	589,158	706,927	377,004	492,845	295,853	41,123,895	16,707	43,805	4,369	74,472	103,716
Cumberland, MD	107,980	101,643	-5.9	99,924	37,926	24,310	23,558	13,805	18,637	417,899	997,181	9,979	26,293	555	1,750	5,086
Hagerstown, MD	140,664	148,090	5.3	151,889	52,544	36,689	39,519	22,420	29,092	422,506	1,999,739	27,982	78,025	1,221	6,884	50,749
COUNTIES, Cities																
ALLEGANY	80,669	74,946	-7.1	73,250	27,881	16,921	19,851	8,790	15,090	12,672	987,136	13,476	35,405	240	1,298	1,996
Cumberland	25,933	23,706	-8.6	23,261	8,946	•	•	•	•	•	222,478	9,565	24,868	•	•	•
ANNE ARUNDEL	372,220	427,239	14.8	446,131	165,510	111,533	131,609	71,827	91,457	40,152	8,465,519	18,975	51,148	567	6,613	1,840
Annapolis	31,740	33,187	4.6	33,476	12,876	•	•	•	•	•	513,205	15,330	39,859	•	•	•
BALTIMORE	657,529	692,134	5.3	711,638	273,707	147,309	202,105	109,592	153,714	98,206	14,841,633	20,856	54,225	917	19,725	20,025
BALTIMORE CITY	784,113	736,014	-6.1	739,469	284,411	181,170	215,925	101,307	132,365	109,441	9,176,183	12,409	32,264	0	0	0
CALVERT	35,127	51,372	46.2	55,604	22,664	16,626	14,958	8,452	10,342	5,282	698,367	12,560	30,814	464	3,917	462
CAROLINE	23,199	27,035	16.5	28,303	10,335	7,500	7,444	3,736	5,434	4,189	366,772	12,959	35,487	636	16,245	56,098
CARROLL	97,263	123,372	26.8	130,908	50,162	34,036	35,738	20,814	26,574	13,614	1,957,846	14,956	39,031	1,238	16,138	39,761
Westminster	8,808	13,068	48.4	13,920	5,354	•	•	•	•	•	105,174	7,556	19,645	•	•	•
CECIL	60,921	71,347	17.1	74,754	28,371	20,707	20,707	10,765	14,353	8,148	950,562	12,716	33,504	501	9,735	30,675
Elkton	7,180	9,073	26.4	9,335	3,529	•	•	•	•	•	128,154	13,728	36,311	•	•	•
CHARLES	73,511	101,154	37.6	108,603	46,416	34,319	31,060	16,833	19,331	7,059	1,855,036	17,081	39,965	601	5,985	2,296
DORCHESTER	30,584	30,236	-1.1	30,709	10,574	7,278	7,892	3,962	6,234	5,313	493,366	16,068	46,658	392	15,031	36,478
Cambridge	11,703	11,514	-1.6	11,476	4,414	•	•	•	•	•	129,101	11,249	29,249	•	•	•
FREDERICK	115,418	150,208	30.1	159,995	60,686	43,519	44,159	25,759	30,399	15,999	2,029,108	12,682	33,436	1,439	9,034	85,614
Frederick	28,086	40,148	42.9	42,560	16,369	•	•	•	•	•	352,794	8,289	21,552	•	•	•
GARRETT	26,640	28,138	5.6	28,949	11,303	8,337	7,874	3,734	5,211	3,763	291,138	10,057	25,758	670	1,639	17,738
HARFORD	146,554	182,132	24.3	192,654	74,589	51,439	55,484	30,632	39,109	16,183	2,685,314	13,939	36,001	758	8,669	15,831
HOWARD	119,606	187,328	56.6	204,488	76,725	54,394	56,643	37,830	42,125	13,292	3,469,049	16,965	45,214	432	9,068	9,237
KENT	16,725	17,842	6.7	18,391	6,292	4,156	5,241	2,299	3,641	3,071	280,607	15,258	44,597	361	20,200	23,328
MONTGOMERY	579,585	757,027	30.6	806,781	310,300	187,173	217,831	129,892	182,332	90,359	16,273,044	20,170	52,443	669	16,091	9,958
Rockville	43,811	44,835	2.3	45,040	17,323	•	•	•	•	•	915,040	20,316	52,822	•	•	•
PRINCE GEORGES	665,516	729,268	9.6	755,375	280,479	188,844	237,943	126,903	144,277	56,653	12,492,380	16,538	44,539	683	14,174	1,940
Lanham	33,531	16,792	-49.9	13,444	5,171	•	•	•	•	•	627,964	46,709	121,443			
QUEEN ANNES	25,726	33,953	32.0	36,239	13,696	9,277	9,422	5,001	7,502	4,965	528,350	14,580	38,576	457	14,259	17,022
ST. MARYS	60,461	75,974	25.7	80,500	28,164	24,552	24,311	11,833	13,363	6,440	1,006,750	12,506	35,746	754	7,876	5,396
SOMERSET	19,197	23,440	22.1	24,726	9,871	6,181	6,898	2,893	4,648	4,080	246,951	9,988	25,018	406	8,196	72,697
TALBOT	25,656	30,549	19.1	32,095	13,374	6,836	8,120	4,204	6,708	6,194	553,103	17,233	41,358	280	12,309	14,270
Easton	7,536	9,372	24.4	9,739	3,746	•	•	•	•	•	96,909	9,959	25,892	•	•	•
WASHINGTON	113,353	121,393	7.1	125,215	42,499	29,300	35,811	17,405	25,544	17,280	1,601,577	12,791	37,685	906	6,432	47,659
Hagerstown	34,132	35,445	3.8	35,708	13,734	•	•	•	•	•	324,247	9,081	23,610	•	•	•
WICOMICO	64,808	74,339	14.7	77,618	26,497	19,094	21,811	10,944	15,291	10,478	1,277,991	16,465	48,231	774	14,520	119,541
Salisbury	16,429	20,592	25.3	21,425	8,240	•	•	•	•	•	269,611	12,584	32,719	•	•	•
WORCESTER	31,001	35,028	13.0	36,478	13,926	8,572	9,813	4,779	7,624	5,691	569,219	15,604	40,874	631	15,902	106,147

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

MASSACHUSETTS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS.........	5,742,886	6,016,425	4.8	6,072,291	2,310,453	1,348,797	1,716,453	860,691	1,137,452	855,830	123,415,404	20,324	53,416	6,216	213,718	124,387
METRO AREAS (MSAs/PMSAs/CMSAs)																
Boston-Lawrence-Salem-Lowell-Brockton, MA	3,662,888	3,783,817	3.3	3,808,003	1,441,250	841,439	1,124,104	571,989	742,711	529,428	85,212,193	22,377	59,124	2,000	123,802	34,035
New Bedford-Fall River-Attleboro, MA	474,641	506,325	6.7	512,662	197,506	130,216	138,419	69,722	97,918	76,899	7,582,241	14,790	38,390	675	19,189	10,782
Pittsfield, MA	145,110	139,352	-4.0	138,200	50,922	31,786	38,282	18,361	26,949	22,803	2,328,141	16,846	45,720	392	4,430	13,134
Springfield, MA	581,831	602,878	3.6	607,087	228,405	139,835	184,796	83,275	111,496	87,686	10,006,627	16,483	43,811	1,114	29,314	17,273
Worcester, MA	646,352	709,705	9.8	722,376	273,445	177,704	205,155	98,965	134,362	106,189	12,689,687	17,567	46,407	1,191	19,063	35,246
COUNTIES, Cities																
BARNSTABLE	147,925	186,605	26.1	194,341	85,518	42,172	46,253	26,042	37,702	42,172	4,081,972	21,004	47,732	158	6,377	423
BERKSHIRE	145,110	139,352	-4.0	138,200	50,922	31,786	38,282	18,361	26,949	22,803	2,328,141	16,846	45,720	392	4,430	13,134
North Adams	18,063	16,797	-7.0	16,544	6,363	•	•	•	•	•	163,205	9,865	25,649	•	•	•
Pittsfield	51,974	48,622	-6.4	47,952	18,443	•	•	•	•	•	588,985	12,283	31,936	•	•	•
BRISTOL	474,641	506,325	6.7	512,662	197,506	130,216	138,419	69,722	97,918	76,899	7,582,241	14,790	38,390	675	19,189	10,782
Attleboro	34,196	38,383	12.2	39,220	15,085	•	•	•	•	•	404,827	10,322	26,837	•	•	•
Fall River	92,574	92,703	0.1	92,729	35,665	•	•	•	•	•	771,860	8,324	21,642	•	•	•
New Bedford	98,478	99,922	1.5	100,211	38,543	•	•	•	•	•	863,589	8,618	22,406	•	•	•
Taunton	45,001	49,832	10.7	50,798	19,538	•	•	•	•	•	461,207	9,079	23,606	•	•	•
DUKES	8,942	11,639	30.2	12,178	4,021	2,667	2,911	2,034	2,277	2,290	185,035	15,194	46,019	58	4C2	•
ESSEX	633,688	670,080	5.7	677,358	257,562	158,502	184,919	96,185	135,472	102,281	14,378,772	21,228	55,826	439	12,240	4,794
Beverly	37,655	38,195	1.4	38,303	14,732	•	•	•	•	•	585,793	15,294	39,764	•	•	•
Gloucester	27,768	28,716	3.4	28,906	11,118	•	•	•	•	•	410,644	14,206	36,937	•	•	•
Haverhill	46,865	51,418	9.7	52,329	20,126	•	•	•	•	•	625,094	11,946	31,058	•	•	•
Lawrence	63,175	70,207	11.1	7 ,613	27,544	•	•	•	•	•	647,506	9,042	23,508	•	•	•
Lynn	78,471	81,245	3.5	81,800	31,461	•	•	•	•	•	982,723	12,014	31,236	•	•	•
Newburyport	15,900	16,317	2.6	16,400	6,308	•	•	•	•	•	235,788	14,377	37,380	•	•	•
Peabody	45,976	47,039	2.3	47,252	18,174	•	•	•	•	•	668,316	14,144	36,774	•	•	•
Salem	38,220	38,091	-0.3	38,065	14,640	•	•	•	•	•	499,148	13,113	34,094	•	•	•
FRANKLIN	64,317	70,092	9.0	71,247	26,570	17,099	19,165	11,328	12,967	10,758	1,147,913	16,112	43,203	616	11,081	13,494
Greenfield	18,436	18,666	1.2	18,712	7,197	•	•	•	•	•	263,976	14,107	36,679	•	•	•
HAMPDEN	443,018	456,310	3.0	458,968	174,641	111,988	128,511	61,502	87,204	69,763	7,640,216	16,646	43,748	490	13,357	5,698
Holyoke	44,678	43,704	-2.2	43,509	16,734	•	•	•	•	•	457,581	10,517	27,344	•	•	•
Springfield	152,319	156,983	3.1	157,916	60,737	•	•	•	•	•	1,510,399	9,565	24,868	•	•	•
Westfield	36,465	38,372	5.2	38,753	14,905	•	•	•	•	•	474,391	12,241	31,827	•	•	•
HAMPSHIRE	138,813	146,568	5.6	148,119	53,764	27,846	56,285	21,773	24,292	17,922	2,366,412	15,976	44,015	624	15,957	11,575
Northampton	29,286	29,289	0.0	29,290	11,265	•	•	•	•	•	352,719	12,042	31,310	•	•	•
MIDDLESEX	1,367,034	1,398,468	2.3	1,404,755	524,966	303,427	415,807	217,737	280,951	188,237	33,170,052	23,613	63,185	569	28,964	20,896
Framingham	65,113	64,989	-0.2	64,964	24,986	•	•	•	•	•	1,555,157	23,939	62,241	•	•	•
Hudson	16,408	17,233	5.0	17,398	6,692	•	•	•	•	•	386,939	22,240	57,825	•	•	•
Lowell	92,418	103,439	11.9	105,643	40,632	•	•	•	•	•	1,138,802	10,780	28,027	•	•	•
Malden	53,386	53,884	0.9	53,964	20,763	•	•	•	•	•	790,344	14,640	38,065	•	•	•
Marlborough	30,617	31,813	3.9	32,052	12,328	•	•	•	•	•	520,911	16,252	42,255	•	•	•
Medford	58,076	57,407	-1.2	57,273	22,028	•	•	•	•	•	834,352	14,568	37,877	•	•	•
Melrose	30,055	28,150	-6.3	27,769	10,680	•	•	•	•	•	502,923	18,111	47,088	•	•	•
Wakefield	24,895	24,825	-0.3	24,811	9,543	•	•	•	•	•	622,069	25,072	65,188	•	•	•

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Waltham	58,200	57,878	-0.6	57,814	22,236	•	•	•	•	•	919,185	15,899	41,338	•	•	•
Woburn	36,626	35,943	-1.9	35,806	13,772	•	•	•	•	•	566,004	15,807	41,099	•	•	•
NANTUCKET	5,087	6,012	18.2	6,197	2,817	1,227	1,543	992	1,345	1,097	181,596	29,304	64,470	12	•	•
NORFOLK	606,587	616,087	1.6	617,987	240,973	130,395	177,362	88,990	129,777	90,844	15,900,220	25,729	65,983	212	9,044	4,196
Dedham	25,298	23,782	-6.0	23,479	9,030	•	•	•	•	•	558,637	23,793	61,862	•	•	•
Quincy	84,743	84,985	0.3	85,033	32,705	•	•	•	•	•	1,267,706	14,908	38,762	•	•	•
PLYMOUTH	405,437	435,276	7.4	441,244	180,294	121,783	120,018	65,745	82,513	52,067	9,047,389	20,504	50,181	775	73,225	4,149
Brockton	95,172	92,788	-2.5	92,311	35,504	•	•	•	•	•	1,253,101	13,575	35,294	•	•	•
SUFFOLK	650,142	663,906	2.1	666,659	237,455	127,332	225,997	103,332	113,999	95,999	12,715,759	19,074	53,550	5	329	0
Boston	562,994	574,283	2.0	576,541	221,746	•	•	•	•	•	10,439,047	18,106	47,076	•	•	•
Chelsea	25,431	28,710	12.9	29,366	11,295	•	•	•	•	•	377,345	12,850	33,410	•	•	•
WORCESTER	646,352	709,705	9.8	722,376	273,445	177,704	205,155	98,965	134,362	106,169	12,689,687	17,567	46,407	1,191	19,063	35,248
Athol	10,634	11,451	7.7	11,614	4,467	•	•	•	•	•	201,402	17,341	45,086	•	•	•
Clinton	12,771	13,222	3.5	13,312	5,120	•	•	•	•	•	249,117	18,713	48,655	•	•	•
Fitchburg	39,580	41,194	4.1	41,517	15,968	•	•	•	•	•	443,192	10,675	27,755	•	•	•
Gardner	17,900	20,125	12.4	20,570	7,912	•	•	•	•	•	217,777	10,587	27,526	•	•	•
Milford	23,390	25,355	8.4	25,748	9,903	•	•	•	•	•	436,533	16,954	44,081	•	•	•
Southbridge	16,665	17,816	6.9	18,046	6,941	•	•	•	•	•	316,538	17,540	45,605	•	•	•
Worcester	161,799	169,759	4.9	171,351	65,904	•	•	•	•	•	1,928,232	11,253	29,258	•	•	•

MICHIGAN POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS.........	9,254,671	9,295,297	0.4	9,411,383	3,473,801	2,555,104	2,720,971	1,327,378	1,730,396	1,076,624	148,167,333	15,743	42,653	51,170	1,272,414	1,276,501
METRO AREAS (MSAs/PMSAs/CMSAs)																
Ann Arbor, MI	265,117	282,937	6.7	289,653	115,860	64,013	106,592	51,268	46,055	22,014	4,898,154	16,910	42,276	1,222	19,808	27,889
Battle Creek, MI	141,102	135,982	-3.6	136,615	46,702	36,750	37,023	18,580	26,367	17,760	2,206,752	16,153	47,252	1,166	19,146	23,158
Benton Harbor, MI	170,748	161,378	-5.5	161,510	57,781	45,546	43,931	21,804	30,202	20,027	2,666,533	16,510	46,149	1,479	52,777	10,644
Detroit, MI	4,491,669	4,382,299	-2.4	4,413,235	1,646,253	1,173,303	1,242,182	637,418	850,150	509,175	70,073,031	15,878	42,565	5,964	169,045	81,767
Flint, MI	449,989	430,459	-4.3	431,838	159,994	124,801	125,665	59,594	81,617	40,161	6,877,647	15,926	42,987	851	15,512	13,969
Grand Rapids, MI	602,501	688,399	14.3	713,340	267,222	204,298	209,652	100,063	123,212	75,404	9,852,125	13,811	36,869	2,839	129,089	136,853
Jackson, MI	151,299	149,756	-1.0	151,225	52,542	40,377	44,611	21,625	27,674	17,240	2,255,664	14,916	42,930	1,103	13,333	32,651
Kalamazoo, MI	212,378	223,411	5.2	228,099	84,481	55,884	74,817	33,987	40,145	23,266	4,381,102	19,119	51,622	842	35,969	28,543
Lansing-E. Lansing,MI	417,091	432,674	3.7	440,584	151,921	113,804	150,171	66,951	71,830	38,077	7,516,809	17,061	49,478	3,512	64,520	82,509
Muskegon, MI	157,433	158,983	1.0	161,045	58,255	46,381	45,254	20,936	28,666	19,809	2,460,509	15,278	42,237	460	15,121	11,385
Saginaw-Bay City-Midland, MI	421,039	399,320	-5.2	399,892	150,290	115,591	114,581	55,408	72,438	41,928	6,538,976	16,352	43,509	2,805	99,921	22,537
COUNTIES, Cities																
ALCONA	9,766	10,145	3.9	10,333	3,401	2,459	2,366	1,013	2,108	2,377	131,697	12,745	38,727	229	625	3,235
ALGER	9,190	8,972	-2.4	9,036	3,388	2,612	2,259	1,130	1,645	1,410	128,162	14,183	37,831	63	139	1,494
ALLEGAN	81,849	90,509	10.6	93,256	35,811	27,790	25,925	12,683	16,320	10,538	1,444,496	15,490	40,337	1,634	44,327	76,156

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MICHIGAN POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65+	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
ALPENA	32,311	30,605	-5.3	30,643	11,026	8,672	8,703	3,647	5,792	3,861	446,535	14,572	40,500	424	3,125	6,809
Alpena	12,214	11,354	-7.0	11,182	4,212	*	*	*	*	*	114,508	10,240	27,189	*	*	*
ANTRIM	16,189	18,185	12.3	18,789	6,646	5,261	4,697	2,311	3,495	3,025	249,404	13,274	37,529	248	5,573	5,918
ARENAC	14,788	14,931	1.0	15,124	5,620	4,326	3,963	1,785	2,707	2,359	230,146	15,217	40,949	332	9,993	6,419
BARAGA	8,452	7,954	-5.9	7,954	2,789	2,410	1,988	970	1,288	1,281	109,112	13,718	39,119	57	0	0
BARRY	45,951	50,057	8.9	51,438	19,558	14,814	13,528	7,150	10,030	5,864	929,402	18,068	47,521	908	8,051	22,394
BAY	119,416	111,723	-6.4	111,587	41,451	31,579	31,914	15,064	20,197	12,944	1,715,682	15,375	41,390	922	40,121	3,648
Bay City	41,593	38,936	-6.4	38,405	14,465	*	*	*	*	*	375,209	9,770	25,940	*	*	*
BENZIE	11,242	12,200	8.5	12,528	4,492	3,320	3,295	1,604	2,380	1,917	213,730	17,060	47,582	149	2,851	983
BERRIEN	170,748	161,378	-5.5	161,510	57,781	45,546	43,931	21,804	30,202	20,027	2,666,533	16,510	46,149	1,479	52,777	10,644
Benton Harbor	14,707	12,818	-12.8	12,440	4,685	*	*	*	*	*	91,034	7,318	19,429	*	*	*
Niles	13,115	12,458	-5.0	12,327	4,643	*	*	*	*	*	152,069	12,337	32,755	*	*	*
St. Joseph	9,622	9,214	-4.2	9,132	3,440	*	*	*	*	*	122,788	13,445	35,699	*	*	*
BRANCH	40,112	41,502	3.5	42,240	14,963	12,081	11,320	5,576	7,857	5,364	532,978	12,618	35,619	1,034	24,022	25,235
Coldwater	9,461	9,607	1.5	9,742	3,669	*	*	*	*	*	97,955	10,055	26,696	*	*	*
CALHOUN	141,102	135,982	-3.6	136,615	46,702	36,750	37,023	18,580	26,367	17,760	2,206,752	16,153	47,252	1,166	19,146	23,158
Albion	11,059	10,066	-9.0	9,867	3,716	*	*	*	*	*	88,903	9,010	23,922	*	*	*
Battle Creek	56,339	53,540	-5.0	52,980	19,954	*	*	*	*	*	343,671	6,487	17,223	*	*	*
Marshall	7,201	6,891	-4.3	6,829	2,572	*	*	*	*	*	96,510	14,132	37,523	*	*	*
CASS	49,600	49,477	-0.2	50,035	18,750	14,210	12,959	6,955	9,607	6,254	800,403	15,997	42,688	839	19,060	40,260
Dowagiac	6,307	6,409	1.6	6,500	2,448	*	*	*	*	*	56,673	8,719	23,149	*	*	*
CHARLEVOIX	19,969	21,468	7.5	22,007	8,023	6,228	5,876	2,949	4,049	2,861	289,895	13,173	36,131	232	1,018	3,202
CHEBOYGAN	20,706	21,398	3.3	21,773	7,854	6,140	5,596	2,743	3,963	3,331	268,641	12,338	34,205	171	687	3,881
Cheboygan	5,106	4,999	-2.1	4,978	1,875	*	*	*	*	*	38,855	7,806	20,726	*	*	*
CHIPPEWA	28,698	34,604	20.6	36,179	12,168	9,732	10,890	4,378	6,295	4,884	441,176	12,194	36,256	338	1,418	5,307
Sault Ste. Marie	14,448	14,689	1.7	14,899	5,612	*	*	*	*	*	175,704	11,793	31,311	*	*	*
CLARE	23,926	24,952	4.3	25,434	8,917	6,816	6,384	2,849	4,832	4,527	333,735	13,122	37,427	298	694	7,989
CLINTON	55,863	57,883	3.6	58,928	23,976	18,032	16,441	8,368	11,078	5,068	970,922	16,476	40,495	1,333	21,875	40,315
CRAWFORD	9,501	12,260	29.0	12,953	4,691	3,808	3,445	1,515	2,370	1,826	154,800	11,951	33,002	20	0	0
DELTA	38,862	37,780	-2.8	38,020	14,154	11,178	10,037	4,753	6,882	5,209	668,160	17,574	47,208	271	1,802	6,528
Escanaba	14,355	13,659	-4.8	13,520	5,092	*	*	*	*	*	177,640	13,139	34,886	*	*	*
DICKINSON	25,255	26,831	6.2	27,445	9,323	7,328	6,779	3,403	5,132	4,775	479,924	17,487	51,477	109	1,881	2,545
Iron Mountain	8,341	8,525	2.2	8,656	3,260	*	*	*	*	*	95,680	11,054	29,348	*	*	*
Kingsford	5,290	5,480	3.6	5,579	2,101	*	*	*	*	*	60,486	10,842	28,787	*	*	*
EATON	88,664	92,879	4.8	94,753	34,761	26,341	27,289	14,687	18,003	8,623	1,734,723	18,308	49,904	1,219	22,508	16,150
EMMET	23,023	25,040	8.8	25,723	9,116	6,945	7,100	3,627	4,630	3,421	402,993	15,666	44,207	211	1,475	3,179
Petoskey	6,097	6,056	-0.7	6,048	2,278	*	*	*	*	*	69,375	11,471	30,457	*	*	*
GENESEE	449,989	430,459	-4.3	431,838	159,994	124,801	125,665	59,594	81,617	40,161	6,877,647	15,926	42,987	851	15,512	13,969
Flint	159,611	140,761	-11.8	136,991	51,596	*	*	*	*	*	1,460,728	10,663	28,311	*	*	*
GLADWIN	20,109	21,896	8.9	22,498	8,305	6,232	5,647	2,542	4,365	3,735	331,861	14,751	39,957	411	1,811	5,118
GOGEBIC	19,538	18,052	-7.6	17,984	5,859	4,226	4,388	1,942	3,363	4,064	278,894	15,508	47,597	58	111	825
Ironwood	7,741	6,849	-11.5	6,671	2,512	*	*	*	*	*	71,169	10,669	28,327	*	*	*
GRAND TRAVERSE	55,342	64,273	16.1	66,786	25,687	18,233	19,168	10,285	11,554	7,614	1,347,784	20,181	52,470	447	9,154	3,813
Traverse City	15,516	15,155	-2.3	15,083	5,681	*	*	*	*	*	203,960	13,523	35,904	*	*	*
GRATIOT	40,432	38,982	-3.6	39,167	14,100	11,554	11,202	4,818	6,737	4,857	593,715	15,159	42,109	1,011	37,300	28,972
Alma	9,652	9,034	-6.4	8,910	3,356	*	*	*	*	*	95,923	10,765	28,583	*	*	*
HILLSDALE	42,093	43,431	3.2	44,179	16,131	12,547	12,370	5,611	7,908	5,743	637,914	14,439	39,546	1,142	20,861	32,346
Hillsdale	7,432	8,170	9.9	8,409	3,167	*	*	*	*	*	75,425	8,969	23,815	*	*	*
HOUGHTON	37,761	35,446	-6.1	35,427	11,266	8,290	12,647	3,578	5,031	5,916	513,981	14,508	45,623	147	693	1,559
Houghton	7,512	7,498	-0.2	7,495	2,823	*	*	*	*	*	64,387	8,590	22,808	*	*	*
HURON	36,379	34,951	-3.9	35,093	12,939	10,282	9,089	3,930	6,071	5,720	540,410	15,400	41,765	1,390	53,765	91,837
Bad Axe	3,184	3,484	9.4	3,583	1,349	*	*	*	*	*	33,506	9,351	24,829	*	*	*
INGHAM	272,564	281,912	3.4	286,903	93,184	69,431	106,441	43,896	42,749	24,387	4,811,164	16,769	51,631	960	20,137	26,044
East Lansing	51,392	50,677	-1.4	50,534	19,033	*	*	*	*	*	585,939	11,595	30,786	*	*	*
Lansing	125,974	127,321	1.1	129,004	48,584	*	*	*	*	*	1,622,243	12,576	33,391	*	*	*

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
IONIA	51,904	57,024	9.9	58,687	21,612	17,723	18,252	7,453	9,390	5,869	738,496	12,584	34,171	1,089	20,569	49,284
Ionia	5,920	5,935	0.3	6,003	2,261	*	*	*	*	*	65,377	10,890	28,914	*	*	*
IOSCO	28,247	30,209	6.9	30,938	10,248	8,694	8,786	3,651	5,229	4,579	396,705	12,823	38,711	215	754	5,842
IRON	13,559	13,175	-2.8	13,257	4,272	3,169	2,864	1,392	2,585	3,248	249,535	18,822	58,412	95	596	1,037
ISABELLA	54,072	54,624	1.0	55,336	18,618	13,502	24,071	6,253	7,028	4,372	976,516	17,647	52,451	912	10,066	29,402
Mt. Pleasant	23,746	23,785	0.2	24,055	9,060	*	*	*	*	*	283,993	11,806	31,347	*	*	*
JACKSON	151,299	149,756	-1.0	151,225	52,542	40,377	44,611	21,625	27,674	17,240	2,255,664	14,916	42,930	1,103	13,333	32,651
Jackson	39,739	37,446	-5.8	36,967	13,931	*	*	*	*	*	321,627	8,696	23,088	*	*	*
KALAMAZOO	212,378	223,411	5.2	228,099	84,481	55,884	74,817	33,987	40,145	23,266	4,361,102	19,119	51,622	842	35,969	28,543
Kalamazoo	79,722	80,277	0.7	81,272	30,610	*	*	*	*	*	1,061,413	13,060	34,675	*	*	*
KALKASKA	11,160	13,497	20.9	14,118	5,164	4,602	3,544	1,835	2,344	1,807	152,856	10,827	29,599	89	1,183	1,122
KENT	444,506	500,631	12.6	517,486	191,667	145,931	152,658	72,448	89,525	56,406	7,211,299	13,935	37,624	1,368	50,383	32,600
Grand Rapids	181,843	189,126	4.0	192,679	72,570	*	*	*	*	*	2,588,442	13,434	35,668	*	*	*
KEWEENAW	1,954	1,701	-12.9	1,673	509	395	313	189	286	489	22,321	13,339	43,829	0	0	0
LAKE	7,722	8,583	11.1	8,852	2,801	2,293	1,930	867	1,761	2,009	102,260	11,553	35,253	111	147	1,136
LAPEER	70,448	74,768	6.1	76,464	31,292	24,239	21,410	11,087	13,534	6,194	982,460	12,849	31,396	1,228	30,132	25,450
LEELANAU	14,056	16,527	17.6	17,208	6,146	4,491	4,405	2,547	3,270	2,495	193,900	11,268	31,548	394	11,615	3,536
LENAWEE	89,834	91,476	1.8	92,814	34,434	27,009	25,431	12,808	16,707	10,952	1,358,397	14,636	39,449	1,387	46,469	32,303
Adrian	21,186	22,097	4.3	22,524	8,483	*	*	*	*	*	224,872	9,984	26,507	*	*	*
LIVINGSTON	101,517	115,645	13.9	119,774	47,685	35,094	32,938	18,804	22,997	9,821	2,239,582	18,698	46,966	789	12,905	16,513
LUCE	6,606	5,763	-12.8	5,672	2,101	1,565	1,418	692	1,117	885	55,160	9,725	26,259	34	362	499
MACKINAC	10,121	10,674	5.5	10,903	3,823	3,020	2,769	1,276	2,083	1,755	166,560	15,276	43,566	80	214	2,440
MACOMB	695,652	717,400	3.1	729,689	274,617	188,989	213,069	105,075	148,127	73,699	11,740,304	16,089	42,752	667	25,481	4,990
Mount Clemens	18,806	18,405	-2.1	18,325	6,902	*	*	*	*	*	232,360	12,680	33,667	*	*	*
MANISTEE	22,994	21,265	-7.5	21,189	7,400	5,382	5,615	2,627	4,026	3,539	368,028	17,369	49,736	280	8,218	1,152
Manistee	7,566	6,734	-11.0	6,568	2,474	*	*	*	*	*	90,006	13,705	36,387	*	*	*
MARQUETTE	73,875	70,887	-4.0	71,157	23,549	19,711	23,766	10,318	10,531	6,902	1,181,289	16,601	50,163	101	878	905
Marquette	23,288	21,977	-5.6	21,715	8,179	*	*	*	*	*	285,190	13,133	34,870	*	*	*
MASON	26,477	25,537	-3.6	25,660	8,922	6,980	6,620	3,259	4,747	4,029	486,448	18,957	54,520	426	8,403	7,312
Ludington	8,937	8,507	-4.8	8,421	3,172	*	*	*	*	*	123,606	14,678	38,972	*	*	*
MECOSTA	37,099	37,308	0.6	37,761	11,676	8,685	15,973	3,889	5,211	3,965	536,926	14,219	45,984	639	4,674	10,364
Big Rapids	14,361	12,603	-12.2	12,251	4,614	*	*	*	*	*	158,872	12,968	34,430	*	*	*
MENOMINEE	26,160	24,920	-4.7	24,979	9,257	7,319	6,545	3,097	4,271	3,747	398,597	15,957	43,059	374	1,134	16,736
Menominee	10,099	9,398	-6.9	9,258	3,487	*	*	*	*	*	119,929	12,954	34,395	*	*	*
MIDLAND	73,723	75,651	2.6	76,873	28,835	22,063	21,986	11,377	14,606	6,995	1,100,344	14,314	38,160	459	9,850	5,478
Midland	37,250	38,053	2.2	38,634	14,551	*	*	*	*	*	708,572	18,341	48,696	*	*	*
MISSAUKEE	10,080	12,147	20.5	12,699	5,112	3,962	3,302	1,537	2,159	1,740	138,217	10,884	27,040	304	1,569	21,182
MONROE	134,801	133,600	-0.9	134,943	53,777	40,888	37,784	18,622	24,560	12,955	1,907,312	14,134	35,467	1,258	45,777	13,117
Monroe	23,531	22,902	-2.7	22,776	8,578	*	*	*	*	*	363,918	15,978	42,423	*	*	*
MONTCALM	47,678	53,059	11.3	54,731	20,024	16,583	14,449	6,732	9,852		790,072	14,436	39,455	980	28,348	20,356
Greenville	8,019	8,101	1.0	8,207	3,091	*	*	*	*	*	98,179	11,963	31,764	*	*	*
MONTMORENCY	7,492	8,936	19.3	9,326	3,216	2,546	2,220	942	1,753	1,875	102,879	11,031	31,908	108	624	1,920
MUSKEGON	157,433	158,983	1.0	161,045	58,255	46,381	45,254	20,936	28,666	19,809	2,460,509	15,278	42,237	460	15,121	11,385
Muskegon	40,823	40,283	-1.3	40,175	15,131	*	*	*	*	*	377,246	9,390	24,931	*	*	*
Muskegon Heights	14,611	13,176	-9.8	12,889	4,854	*	*	*	*	*	107,518	8,342	22,148	*	*	*
NEWAYGO	34,999	38,202	9.2	39,270	14,645	11,663	10,053	4,712	7,265	5,576	567,995	14,464	38,784	687	12,866	18,831
OAKLAND	1,012,569	1,083,592	7.0	1,109,872	411,064	279,688	307,435	170,920	230,853	123,196	16,857,405	15,189	41,009	598	18,657	3,497
Pontiac	76,715	71,166	-7.2	70,056	26,386	*	*	*	*	*	800,816	11,431	30,350	*	*	*
Royal Oak	70,893	65,410	-7.7	64,313	24,223	*	*	*	*	*	1,107,860	17,226	45,736	*	*	*
OCEANA	21,985	22,454	2.1	22,796	8,619	7,158	5,881	2,804	4,012	2,941	341,689	14,989	39,644	686	23,400	12,042
OGEMAW	16,528	18,681	13.0	19,322	7,096	5,371	4,811	2,145	3,613	3,381	239,909	12,416	33,809	288	1,917	19,093
ONTONAGON	9,745	8,854	-9.1	8,790	3,380	2,417	2,031	1,046	1,732	1,565	164,098	18,668	48,548	117	533	1,560
OSCEOLA	18,929	20,146	6.4	20,614	7,793	6,163	5,360	2,535	3,669	2,886	288,577	13,999	37,029	503	1,158	14,463
OSCODA	6,905	7,842	13.6	8,118	2,781	2,143	1,973	836	1,583	1,591	100,919	12,432	36,288	84	106	2,493
OTSEGO	15,085	17,957	19.0	18,735	7,064	5,733	4,946	2,436	3,372	2,229	248,145	13,245	35,179	133	1,041	1,894
OTTAWA	157,995	187,768	18.8	195,854	75,555	58,364	56,993	27,615	33,687	18,998	2,640,826	13,484	34,952	1,471	78,706	104,253

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MICHIGAN POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Grand Haven	11,763	11,951	1.6	12,120	4,565	•	•	•	•	•	195,724	16,148	42,875	•	•	•
Holland	26,281	30,745	17.0	31,986	12,047	•	•	•	•	•	435,881	13,627	36,182	•	•	•
PRESQUE ISLE	14,228	13,743	-3.4	13,813	5,063	3,964	3,522	1,519	2,583	2,238	196,210	14,205	38,751	293	6,178	5,385
ROSCOMMON	16,455	19,776	20.2	20,665	6,496	4,898	4,732	2,170	4,174	4,732	292,653	14,162	45,034	31	79	110
SAGINAW	227,900	211,946	-7.0	211,432	80,003	61,950	60,681	28,966	37,635	21,989	3,722,950	17,608	46,535	1,424	49,950	13,411
Saginaw	77,508	69,512	-10.3	67,913	25,578	•	•	•	•	•	684,385	10,077	26,756	•	•	•
ST. CLAIR	138,839	145,607	4.9	148,577	56,537	43,236	41,156	19,761	26,892	17,384	2,374,869	15,984	42,006	1,092	18,776	17,719
Port Huron	33,981	33,694	-0.8	33,637	12,669	•	•	•	•	•	367,173	10,916	28,983	•	•	•
ST. JOSEPH	56,245	58,913	4.7	60,101	22,014	17,730	15,927	8,114	10,756	7,633	841,212	13,997	38,212	880	27,325	18,718
Sturgis	9,468	10,130	7.0	10,375	3,906	•	•	•	•	•	102,067	9,837	26,119	•	•	•
Three Rivers	7,015	7,413	5.7	7,575	2,853	•	•	•	•	•	64,298	8,486	22,537	•	•	•
SANILAC	40,806	39,928	-2.2	40,232	15,294	11,868	10,621	4,747	7,000	5,914	575,659	14,309	37,640	1,559	40,886	56,647
SCHOOLCRAFT	8,515	8,302	-2.5	8,359	2,953	2,382	2,090	978	1,513	1,396	122,598	14,666	41,510	52	234	702
SHIAWASSEE	71,150	69,770	-1.9	70,330	27,669	21,662	19,481	9,846	12,589	6,822	1,042,599	14,824	37,681	1,160	19,956	18,470
Owosso	16,455	16,322	-0.8	16,295	6,137	•	•	•	•	•	163,058	10,006	26,568	•	•	•
TUSCOLA	57,060	55,496	-2.7	55,856	21,573	16,980	15,416	7,596	9,831	6,032	910,504	46,301	42,206	1,207	52,431	22,680
VAN BUREN	66,966	70,060	4.6	71,456	26,583	21,223	18,793	9,790	12,719	8,932	1,204,436	16,856	45,309	1,278	53,065	16,539
South Haven	5,943	5,563	-6.4	5,487	2,067	•	•	•	•	•	74,377	13,555	35,990	•	•	•
WASHTENAW	265,117	282,937	6.7	289,653	115,860	64,013	106,592	51,268	46,055	22,014	4,898,154	16,910	42,276	1,222	19,808	27,889
Ann Arbor	107,966	109,592	1.5	111,126	41,854	•	•	•	•	•	1,741,397	15,670	41,606	•	•	•
Ypsilanti	24,031	24,846	3.4	25,284	9,523	•	•	•	•	•	248,427	9,825	26,067	•	•	•
WAYNE	2,337,843	2,111,687	-9.7	2,093,916	771,280	561,169	588,390	293,148	383,167	265,927	33,971,099	16,224	44,045	334	16,317	481
Detroit	1,203,369	1,027,974	-14.6	992,895	388,482	•	•	•	•	•	11,801,106	11,886	30,377	•	•	•
WEXFORD	25,188	26,360	4.7	26,887	9,521	7,878	6,964	3,361	4,867	3,791	407,717	15,164	42,823	178	719	2,437
Cadillac	10,199	10,104	-0.9	10,085	3,798	•	•	•	•	•	119,626	11,862	31,494	•	•	•

MINNESOTA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS.........	4,082,550	4,375,099	7.2	4,493,481	1,837,517	1,243,016	1,301,161	650,825	784,274	524,316	74,822,735	16,689	40,719	84,320	2,496,807	3,096,970
METRO AREAS (MSAs/PMSAs/CMSAs)																
Rochester, MN	92,017	106,470	15.7	110,564	42,525	30,405	32,616	16,806	19,901	10,614	1,745,706	15,789	41,052	1,446	25,463	60,595
St. Cloud, MN	163,726	190,921	16.6	198,520	88,281	67,066	68,680	27,272	31,123	20,021	2,982,286	15,023	33,782	4,743	46,283	276,558
Duluth, MN-WI	266,755	239,971	-10.0	236,942	95,511	14,886	15,685	7,424	9,458	8,355	3,168,892	13,374	33,178	1,233	4,409	15,972
Minneapolis-St. Paul, MN-WI	2,142,990	2,464,124	15.0	2,556,373	1,080,213	727,439	799,782	434,077	482,636	272,896	46,230,383	18,084	42,797	10,295	161,572	296,743
COUNTIES, Cities																
AITKIN	13,459	12,425	-7.7	12,353	4,575	3,323	2,829	1,396	2,298	2,508	139,378	11,283	30,463	•	•	•
ANOKA	197,069	243,641	23.6	255,738	106,951	80,813	75,187	41,685	44,498	13,810	4,105,840	16,055	38,390	579	11,978	8,921
BECKER	29,367	27,881	-5.1	27,887	10,975	8,533	7,306	3,346	4,713	4,016	453,747	16,271	41,342	1,120	16,400	58,132

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
BELTRAMI	31,054	34,384	10.7	35,436	13,378	10,099	11,623	4,288	5,457	3,969	411,958	11,626	30,793	742	6,231	11,908
Bemidji	10,949	11,245	2.7	11,304	3,981	*	*	*	*	*	90,846	8,037	22,817	*	*	*
BENTON	25,275	30,185	19.4	31,510	12,341	10,304	9,075	4,348	4,474	3,340	458,215	14,542	37,131	954	6,976	58,143
BIG STONE	7,685	6,285	-18.2	6,071	2,428	1,645	1,475	637	1,117	1,202	145,638	23,989	59,979	504	22,577	15,094
BLUE EARTH	52,362	54,044	3.2	54,979	19,131	14,075	19,407	6,872	8,192	6,487	715,282	13,010	37,388	1,280	61,408	49,633
Mankato	28,651	31,468	9.8	32,031	11,883	*	*	*	*	*	266,132	8,308	22,396	*	*	*
BROWN	28,565	26,984	-5.5	26,961	9,774	7,495	7,603	3,101	4,556	4,179	380,825	14,125	38,965	1,317	43,250	62,100
New Ulm	13,755	13,132	-4.5	13,007	4,766	*	*	*	*	*	134,650	10,352	28,253	*	*	*
CARLTON	29,904	29,259	-2.2	29,450	11,481	8,600	7,657	3,711	5,478	4,005	393,818	13,372	34,300	649	1,573	8,916
CARVER	37,118	47,915	29.1	50,625	20,444	15,441	14,681	7,189	8,758	4,455	750,655	14,828	36,717	1,038	12,634	45,848
CASS	21,137	21,791	3.1	22,163	8,225	6,139	5,009	2,438	4,167	4,388	229,207	10,342	27,869	685	1,476	12,215
CHIPPEWA	14,892	13,228	-11.2	13,037	5,015	3,781	3,155	1,538	2,308	2,255	262,307	20,120	52,310	820	52,391	16,728
CHISAGO	25,889	30,521	17.9	31,793	13,141	10,269	8,234	4,260	5,341	3,752	426,005	13,399	32,418	885	10,455	15,171
CLAY	49,302	50,422	2.3	51,203	18,964	12,903	18,894	6,042	7,936	5,428	842,695	16,458	44,437	1,017	80,863	23,002
Moorhead	29,998	32,295	7.7	32,754	11,402	*	*	*	*	*	395,502	12,075	34,688	*	*	*
CLEARWATER	8,755	8,309	-5.1	8,310	3,374	2,560	2,053	873	1,429	1,379	91,399	10,998	27,087	699	5,979	18,633
COOK	4,145	3,868	-6.7	3,855	1,329	941	948	578	763	624	65,679	17,039	49,401	*	*	*
COTTONWOOD	14,805	12,694	-14.3	12,407	4,458	3,648	2,940	1,427	2,159	2,208	238,545	19,227	53,515	970	51,515	57,433
CROW WING	41,888	44,249	5.6	45,213	16,711	12,886	11,213	5,561	8,184	7,279	577,062	12,763	34,533	585	2,213	9,290
Brainerd	11,489	12,353	7.5	12,526	5,426	*	*	*	*	*	95,884	7,655	17,670	*	*	*
DAKOTA	195,232	275,227	41.0	294,429	118,777	90,979	84,501	48,581	50,936	19,432	4,874,307	16,555	41,038	986	33,231	31,218
DODGE	14,834	15,731	6.0	16,085	5,797	5,228	4,134	2,091	2,654	1,962	230,033	14,301	39,685	830	31,529	40,771
DOUGLAS	27,947	28,674	2.6	29,136	10,921	8,333	7,983	3,409	4,866	4,545	489,194	16,790	44,795	1,091	10,017	34,246
FARIBAULT	19,661	16,937	-13.9	16,573	6,374	4,591	4,093	1,873	3,016	3,000	333,093	20,099	52,261	1,160	69,201	43,851
FILLMORE	21,914	20,777	-5.2	20,776	7,948	5,942	5,048	2,389	3,719	3,698	255,633	12,304	32,163	1,695	30,751	79,740
FREEBORN	36,201	33,060	-8.7	32,789	12,479	8,918	8,492	4,033	6,197	5,148	457,038	13,939	36,623	1,358	62,436	49,986
Albert Lea	19,200	18,310	-4.6	18,132	7,552	*	*	*	*	*	180,591	9,960	23,914	*	*	*
GOODHUE	38,779	40,690	4.9	41,524	15,810	11,668	10,796	5,315	7,391	6,395	669,282	16,118	42,332	1,686	35,585	75,356
Red Wing	13,736	15,134	10.2	15,414	6,198	*	*	*	*	*	194,862	12,642	31,441	*	*	*
GRANT	7,158	6,246	-12.7	6,130	2,358	1,655	1,410	662	1,128	1,269	53,246	8,686	22,583	555	29,816	13,140
HENNEPIN	942,033	1,032,431	9.6	1,062,066	424,826	242,151	318,620	178,427	195,420	126,386	21,405,739	20,155	50,387	852	18,477	15,965
Minneapolis	370,951	368,383	-0.7	367,869	141,988	*	*	*	*	*	5,789,365	15,738	40,774	*	*	*
HOUSTON	19,696	18,497	-6.1	18,458	6,776	5,445	4,891	2,326	3,193	2,603	241,256	13,071	35,604	1,073	10,397	56,845
HUBBARD	14,221	14,939	5.0	15,249	5,959	4,422	3,644	1,830	2,851	2,501	171,282	11,233	28,743	460	11,301	7,395
ISANTI	23,767	25,921	9.1	26,642	9,108	8,419	7,060	3,836	4,502	2,797	431,753	16,208	47,402	817	8,320	11,014
ITASCA	43,173	40,863	-5.4	40,845	16,507	12,417	10,497	5,310	7,025	5,555	552,132	13,518	33,449	541	2,128	5,295
JACKSON	13,624	11,677	-14.3	11,412	4,301	3,115	3,058	1,312	2,031	1,872	223,889	19,619	52,049	1,074	60,262	46,649
KANABEC	12,247	12,802	4.5	13,055	5,231	4,060	3,316	1,527	2,324	1,828	181,770	13,923	34,746	771	2,026	18,900
KANDIYOHI	36,951	38,761	4.9	40,356	15,016	11,421	11,542	5,125	6,659	5,650	417,191	10,338	27,783	1,219	40,820	114,282
Wilmar	15,895	17,531	10.3	17,858	6,832	*	*	*	*	*	254,098	14,229	37,193	*	*	*
KITTSON	6,634	5,767	-13.1	5,655	1,992	1,561	1,346	673	1,029	1,052	100,361	17,747	50,377	576	44,977	4,863
KOOCHICHING	17,552	16,299	-7.1	16,225	6,465	4,786	4,267	2,061	2,953	2,142	182,411	11,243	28,213	248	1,341	3,858
International Falls	5,611	8,325	48.4	8,868	3,723	*	*	*	*	*	43,294	4,882	11,627	*	*	*
LAC QUI PARLE	10,560	8,924	-15.5	8,691	3,254	2,399	2,095	939	1,573	1,677	162,989	18,753	50,082	972	41,042	24,981
LAKE	13,053	10,415	-20.2	9,996	3,772	2,839	2,579	1,290	2,009	1,280	141,264	14,132	37,450	47	*	*
LAKE OF THE WOODS	3,719	4,076	9.6	4,193	1,497	1,149	1,022	482	788	742	27,630	6,590	18,458	222	4,246	1,961
LE SUEUR	23.443	23,239	-0.9	23,453	9.255	7,177	6,145	2,838	3,987	3,283	339,460	14,474	36,679	932	24,986	34,839
LINCOLN	8,183	6,890	-15.8	6,704	2,577	1,938	1,602	670	1,200	1,294	110,860	16,536	43,015	748	17,543	30,280
LYON	25,222	24,789	-1.7	24,974	9,234	7,168	7,617	2,897	3,921	3,421	455,603	18,243	49,338	1,036	40,861	52,500
Marshall	11,161	12,023	7.7	12,195	4,451	*	*	*	*	*	146,570	12,018	32,928	*	*	*
MCLEOD	29,692	32,030	7.9	32,855	12,794	9,725	8,509	4,337	5,684	4,567	509,102	15,495	39,793	1,303	27,991	40,160
MAHNOMEN	5,523	5,044	-8.7	5,003	2,200	1,651	1,276	495	810	765	61,164	12,226	27,806	393	10,233	6,845
MARSHALL	12,951	10,993	-15.1	10,800	4,435	3,434	2,668	1,231	1,858	1,620	150,447	13,930	33,920	1,299	63,767	7,724

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

MINNESOTA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 80 vs 90	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
MARTIN	24,679	22,914	-7.2	22,800	8,263	6,273	5,794	2,826	4,037	3,855	460,319	20,181	55,711	1,269	71,016	63,922
Fairmont	11,506	11,265	-2.1	11,217	4,773	•	•	•	•	•	163,361	14,564	34,225	•	•	•
MEEKER	20,580	20,846	1.3	21,129	8,356	6,423	5,240	2,535	3,571	3,360	316,405	14,975	37,867	1,153	28,395	56,733
MILLE LACS	18,464	18,670	1.1	18,917	7,360	5,770	4,824	2,157	3,197	2,951	269,809	14,263	36,656	833	3,359	25,211
MORRISON	29,381	29,604	0.8	29,975	12,803	10,072	7,793	3,207	4,826	4,077	419,462	13,994	32,763	1,911	9,554	103,685
Little Falls	7,250	7,232	-0.2	7,228	2,908	•	•	•	•	•	78,135	10,809	26,869	•	•	•
MOWER	40,110	37,385	-6.8	37,245	13,941	10,093	9,535	4,171	7,077	6,406	589,532	15,828	42,287	1,341	53,699	48,829
Austin	23,020	21,907	-4.8	21,684	9,330	•	•	•	•	•	252,604	11,649	27,073	•	•	•
MURRAY	11,473	9,660	-15.8	9,400	3,806	2,848	2,341	1,043	1,645	1,532	155,855	16,561	40,954	995	44,240	42,992
NICOLLET	26,970	28,076	4.1	28,750	10,294	7,993	9,373	3,824	4,571	2,961	399,280	13,888	38,788	802	35,054	47,311
North Mankato	9,145	10,164	11.1	10,368	3,862	•	•	•	•	•	126,499	12,201	32,757	•	•	•
NOBLES	21,768	20,098	-7.7	19,961	7,481	5,555	5,435	2,238	3,617	3,117	354,792	17,756	47,426	1,200	52,322	62,686
Worthington	10,243	9,977	-2.6	9,924	3,936	•	•	•	•	•	125,174	12,613	31,801	•	•	•
NORMAN	9,354	7,975	-14.7	7,784	2,915	2,273	1,751	817	1,409	1,541	126,774	16,267	43,491	718	49,169	8,618
OLMSTED	92,017	106,470	15.7	110,564	42,525	30,405	32,616	16,806	19,901	10,614	1,745,706	15,789	41,052	1,446	25,463	60,595
Rochester	57,890	70,745	22.2	73,316	28,216	•	•	•	•	•	1,129,266	15,403	40,022	•	•	•
OTTER TAIL	52,097	50,714	-2.7	50,992	19,087	13,768	12,850	5,864	9,434	9,128	834,859	16,372	43,740	2,925	39,033	120,304
Fergus Falls	12,519	12,362	-1.3	12,331	4,970	•	•	•	•	•	165,689	13,437	33,341	•	•	•
PENNINGTON	15,219	13,306	-12.6	13,066	4,779	3,828	3,684	1,659	2,077	1,816	223,079	17,074	46,678	565	13,605	8,791
PINE	19,951	21,264	6.6	21,763	8,303	6,703	5,463	2,525	3,830	3,265	280,243	12,877	33,750	1,085	2,882	29,165
PIPESTONE	11,654	10,491	-10.0	10,371	3,782	2,997	2,665	1,079	1,794	1,836	175,171	16,890	46,314	765	22,584	30,302
POLK	34,766	32,498	-6.5	32,397	12,255	9,395	8,909	3,758	5,345	4,989	525,842	16,231	42,907	1,556	141,750	21,129
Crookston	8,628	8,119	-5.9	8,017	3,087	•	•	•	•	•	108,122	13,486	35,020	•	•	•
E. Grand Forks	8,537	8,658	1.4	8,682	3,300	•	•	•	•	•	107,362	12,366	32,538	•	•	•
POPE	11,633	10,745	-7.6	10,684	4,039	3,077	2,511	1,175	1,912	2,019	206,500	19,329	51,127	961	21,368	31,514
RAMSEY	459,844	485,765	5.6	496,350	190,904	121,109	150,890	74,949	86,861	62,540	8,952,971	18,038	46,898	61	4,596	1,087
St. Paul	270,230	272,235	0.7	272,636	101,300	•	•	•	•	•	4,375,847	16,050	43,197	•	•	•
RED LAKE	5,430	4,525	-16.7	4,392	1,860	1,401	1,173	466	703	646	64,862	14,769	34,875	404	11,122	8,192
REDWOOD	19,310	17,254	-10.6	17,028	6,466	4,955	4,257	1,924	2,895	2,997	290,042	17,033	44,857	1,435	72,716	62,892
RENVILLE	20,355	17,673	-13.2	17,325	6,519	5,007	4,383	1,888	3,032	3,015	321,321	18,547	49,292	1,455	100,620	52,928
RICE	46,161	49,183	6.5	50,335	17,646	13,792	16,711	6,040	8,003	5,738	795,985	15,814	45,108	1,186	20,745	51,941
Faribault	16,241	17,085	5.2	17,254	6,540	•	•	•	•	•	187,778	10,883	28,710	•	•	•
ROCK	10,672	9,806	-8.1	9,739	3,696	2,922	2,396	1,139	1,675	1,597	162,574	16,694	43,983	843	29,533	58,256
ROSEAU	12,579	15,026	19.5	15,686	6,063	4,925	4,031	1,851	2,635	2,259	212,158	13,525	34,992	1,124	28,107	22,317
ST. LOUIS	222,218	198,213	-10.8	195,540	78,950	3,749	4,093	1,918	2,461	2,104	2,663,271	13,620	33,734	921	2,756	9,626
Duluth	92,811	85,493	-7.9	84,029	33,297	•	•	•	•	•	750,934	8,937	22,553	•	•	•
Hibbing	21,193	18,046	-14.8	17,417	6,725	•	•	•	•	•	205,478	11,798	30,556	•	•	•
Virginia	11,056	9,410	-14.9	9,081	4,064	•	•	•	•	•	88,756	9,774	21,842	•	•	•
SCOTT	43,999	57,846	31.5	61,282	79,461	70,822	63,695	33,184	37,861	17,149	876,525	14,303	11,031	924	11,601	27,954
SHERBURNE	30,234	41,945	38.7	44,774	26,693	19,847	17,434	8,988	9,169	4,947	703,676	15,716	26,361	604	14,554	18,677
SIBLEY	15,438	14,366	-6.9	14,307	16,835	11,858	10,021	4,352	7,266	6,388	208,645	14,563	12,394	1,252	41,677	61,333
STEARNS	108,217	118,791	9.8	122,236	49,247	36,915	42,171	13,935	17,480	11,735	1,820,395	14,892	36,964	3,165	24,753	199,738
St. Cloud	42,566	37,616	-11.6	36,626	12,541	•	•	•	•	•	541,682	14,790	43,192	•	•	•
STEELE	30,353	30,729	1.2	31,143	11,584	9,156	8,656	4,142	5,263	3,956	476,533	15,301	41,137	951	32,121	34,015
Owatonna	18,632	19,386	4.0	19,537	7,362	•	•	•	•	•	202,476	10,364	27,502	•	•	•
STEVENS	11,316	10,634	-6.0	10,613	4,062	2,887	3,439	1,146	1,645	1,496	179,449	16,908	43,962	619	28,914	41,372
SWIFT	12,875	10,724	-16.7	10,407	3,962	3,112	2,581	1,114	1,759	1,842	210,004	20,179	53,010	884	42,244	26,606
TODD	25,032	23,363	-6.7	23,283	9,583	7,567	5,890	2,538	3,842	3,446	342,162	14,696	35,707	1,946	12,298	83,998
TRAVERSE	5,500	4,463	-18.9	4,302	1,655	1,140	1,037	409	839	873	51,989	12,084	31,420	457	32,826	12,012
WABASHA	19,343	19,744	2.1	20,042	7,633	5,953	5,191	2,545	3,327	3,006	263,351	13,140	34,503	1,034	15,801	56,103
WADENA	14,165	13,154	-7.1	13,094	5,169	4,007	3,365	1,368	2,226	2,108	184,031	14,054	35,603	690	3,056	24,409
WASECA	18,501	18,079	-2.3	18,193	6,752	5,540	5,030	2,292	2,874	2,438	271,974	14,950	40,283	803	33,646	24,196

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
WASHINGTON	114,188	145,896	27.8	153,912	64,961	46,943	43,249	24,780	28,474	10,312	2,598,851	16,885	40,007	736	16,408	10,196
Stillwater	12,290	13,882	13.0	14,200	5,102	*	*	*	*	*	190,523	13,417	37,343	*	*	*
WATONWAN	12,381	11,682	-5.6	11,669	4,144	3,291	2,859	1,319	2,217	2,007	187,318	16,052	45,206	748	40,974	29,452
WILKIN	8,377	7,516	-10.3	7,425	2,859	2,131	2,042	794	1,329	1,129	80,534	10,847	28,165	505	55,799	5,214
Breckenridge	3,909	3,708	-5.1	3,668	1,426	*	*	*	*	*	45,489	12,402	31,907	*	*	*
WINONA	46,164	47,828	3.6	48,691	17,472	12,806	16,165	5,843	7,547	6,330	723,917	14,868	41,434	1,174	14,619	7,278
Winona	25,075	25,399	1.3	25,464	9,554	*	*	*	*	*	261,035	10,251	27,321	*	*	*
WRIGHT	59,531	68,710	15.4	71,322	30,610	24,463	19,043	9,771	11,055	6,990	970,117	13,602	31,693	1,841	10,844	54,157
YELLOW MEDICINE	13,610	11,684	-14.2	11,500	4,366	3,186	3,059	1,173	2,036	2,036	210,067	18,267	48,116	1,027	49,941	27,603

MISSISSIPPI POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS.........	2,522,606	2,573,216	2.0	2,651,046	910,782	825,866 746,761	751,394	326,962	439,521	307,515 321,284	30,392,758	11,464	33,370	33,505	864,602	937,229
METRO AREAS (MSAs/PMSAs/CMSAs)																
Biloxi-Gulfport, MS	182,569	197,125	8.0	205,540	65,294	61,082	61,306	25,964	35,529	21,318	2,639,285	12,841	40,421	446	1,064	2,305
Jackson, MS	363,366	395,396	8.8	412,979	138,074	122,724	120,984	59,367	69,524	40,546	5,565,368	13,476	40,307	1,852	31,400	57,644
Pascagoula, MS	117,832	115,243	-2.2	117,346	42,035	37,551	33,326	15,959	21,005	9,388	1,393,225	11,873	33,145	206	481	2,084
COUNTIES, Cities																
ADAMS	38,017	35,356	-7.0	35,619	12,232	10,721	9,902	4,274	6,376	4,381	410,546	11,526	33,564	159	7,281	1,055
Natchez	22,015	19,460	-11.6	19,049	7,078	*	*	*	*	*	172,672	9,066	24,397	*	*	*
ALCORN	33,191	31,722	-4.4	32,146	10,584	9,001	8,294	4,468	6,076	4,275	426,844	13,278	40,331	434	3,316	2,455
Corinth	13,839	11,820	-14.6	11,516	4,429	*	*	*	*	*	176,692	15,343	39,892	*	*	*
AMITE	13,394	13,328	-0.5	13,619	4,799	4,549	3,555	1,389	2,193	1,948	105,752	7,765	22,037	528	684	12,698
ATTALA	19,829	18,481	-6.8	18,627	6,719	5,588	4,750	1,993	3,297	3,018	189,630	10,180	28,223	427	6,643	2,725
BENTON	8,160	8,046	-1.4	8,206	3,089	2,774	2,216	804	1,313	1,100	72,433	8,826	23,451	232	6,892	1,115
BOLIVAR	45,816	41,875	-8.6	42,025	15,341	15,381	12,481	4,329	5,169	4,707	409,135	9,735	26,670	478	71,986	7,377
Cleveland	14,524	15,384	5.9	15,656	6,022	*	*	*	*	*	142,843	9,124	23,722	*	*	*
CALHOUN	15,670	14,908	-4.9	15,093	5,080	4,437	4,000	1,796	2,551	2,294	165,628	10,974	32,607	419	12,788	3,042
CARROLL	9,753	9,237	-5.3	9,342	3,262	2,934	2,476	1,009	1,551	1,355	78,464	8,399	24,054	431	8,595	7,254
CHICKASAW	17,826	18,085	1.5	18,551	6,769	6,085	4,897	2,226	2,968	2,375	201,262	10,849	29,731	447	6,664	8,826
CHOCTAW	8,988	9,071	1.1	9,299	3,291	3,050	2,409	1,042	1,506	1,302	80,819	8,691	24,558	228	612	3,038
CLAIBORNE	12,220	11,370	-7.0	11,456	3,710	3,597	3,987	1,100	1,478	1,317	131,909	11,515	35,556	219	1,637	4,378
CLARKE	16,967	17,313	2.0	17,779	6,117	5,636	4,587	2,098	3,022	2,436	135,626	7,628	22,172	352	359	2,426
CLAY	21,093	21,120	0.1	21,608	7,805	7,217	6,007	2,550	3,284	2,528	240,311	11,121	30,788	393	4,679	7,883
West Point	8,811	8,489	-3.7	8,525	3,135	*	*	*	*	*	75,839	8,896	24,195	*	*	*
COAHOMA	36,761	31,665	-13.9	31,346	11,482	11,849	9,463	2,978	4,357	3,730	291,900	9,312	25,423	237	58,615	156
Clarksdale	21,137	19,717	-6.7	19,533	7,513	*	*	*	*	*	126,980	6,501	16,902	*	*	*
COPIAH	26,494	27,592	4.1	28,447	9,644	9,046	8,136	2,987	4,438	3,840	269,851	9,486	27,982	555	2,314	23,658
COVINGTON	16,000	16,527	3.3	17,012	6,080	5,597	4,508	1,871	2,807	2,229	162,734	9,566	26,764	462	1,791	15,600
DE SOTO	54,164	67,910	25.4	72,273	27,520	22,838	19,875	10,480	13,443	5,637	1,093,011	15,123	39,717	503	15,919	4,759

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MISSISSIPPI POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
FORREST	66,088	68,314	3.4	70,330	20,439	18,989	23,138	8,721	11,112	8,440	837,842	11,913	40,992	279	2,756	5,425
Hattiesburg	40,829	39,784	-2.6	39,675	14,779	*	*	*	*	*	369,437	9,312	24,997	*	*	*
FRANKLIN	8,213	8,377	2.0	8,602	2,962	2,606	2,211	929	1,488	1,368	100,857	11,725	34,050	171	1,019	1,531
GEORGE	15,347	16,673	8.6	17,325	6,406	5,856	4,522	2,096	2,963	1,871	200,820	11,591	31,347	340	3,078	2,316
GREENE	9,832	10,220	3.9	10,533	4,018	3,644	2,739	1,222	1,706	1,232	84,952	8,065	21,143	309	492	7,216
GRENADA	21,026	21,555	2.5	22,156	7,612	6,935	5,982	2,681	3,722	2,858	217,178	9,802	28,532	233	5,117	6,943
Grenada	12,641	10,864	-14.1	10,609	3,924	*	*	*	*	*	119,521	11,266	30,460	*	*	*
HANCOCK	24,752	31,760	28.3	34,555	11,791	10,470	8,984	4,077	6,462	4,561	395,678	11,451	33,558	208	268	1,508
HARRISON	157,817	165,365	4.8	170,985	53,503	50,612	52,321	21,886	29,067	16,757	2,243,607	13,122	41,934	238	796	797
Biloxi	49,311	46,319	-6.1	45,821	17,623	*	*	*	*	*	459,833	10,036	26,092	*	*	*
Gulfport	39,676	40,775	2.8	41,095	15,304	*	*	*	*	*	409,287	9,960	26,743	*	*	*
HINDS	251,484	254,441	1.2	260,857	84,734	74,866	78,779	37,303	43,302	26,868	3,829,942	14,682	45,200	799	9,121	23,675
Jackson	202,895	195,906	-3.4	194,608	72,701	*	*	*	*	*	2,731,688	14,037	37,574	*	*	*
HOLMES	22,917	21,604	-5.7	21,829	8,174	8,164	6,178	1,834	2,838	2,838	147,700	6,766	18,070	420	36,803	2,981
HUMPHREYS	13,880	12,134	-12.6	12,054	4,769	4,605	3,363	1,049	1,627	1,410	128,054	10,623	26,850	325	33,673	52,732
ISSAQUENA	2,526	1,909	-24.4	1,826	592	614	552	192	267	205	26,219	14,356	44,315	107	19,732	1,688
ITAWAMBA	20,633	20,017	-3.0	20,348	6,751	5,453	5,413	2,564	3,988	2,930	244,909	12,036	36,279	452	2,753	10,238
JACKSON	117,832	115,243	-2.2	117,346	42,035	37,551	33,326	15,959	21,005	9,388	1,393,225	11,873	33,145	206	481	2,084
Moss Point	18,998	17,837	-6.1	17,705	6,560	*	*	*	*	*	121,755	6,877	18,559	*	*	*
Pascagoula	29,318	25,899	-11.7	25,315	9,417	*	*	*	*	*	284,329	11,232	30,192	*	*	*
JASPER	17,243	17,114	-0.7	17,478	6,457	5,838	4,562	1,923	2,866	2,272	145,058	8,299	22,466	423	552	8,776
JEFFERSON	9,154	8,653	-5.5	8,748	3,538	3,123	2,519	892	1,190	1,024	45,975	5,255	12,995	234	2,573	1,538
JEFFERSON DAVIS	13,839	14,051	1.5	14,415	4,971	4,916	3,820	1,586	2,206	1,874	135,127	9,374	27,184	408	1,308	6,013
JONES	61,910	62,031	0.2	63,473	20,642	17,963	17,074	8,124	11,615	8,632	754,244	11,883	36,540	800	1,065	57,549
Laurel	21,897	18,827	-14.0	18,313	6,797	*	*	*	*	*	190,124	10,382	27,972	*	*	*
KEMPER	10,121	10,356	2.3	10,641	4,109	3,554	2,841	1,128	1,607	1,511	86,029	8,085	20,939	430	1,021	3,271
LAFAYETTE	31,069	31,826	2.4	32,708	8,877	7,752	12,167	4,088	4,939	3,761	385,928	11,799	43,474	447	4,019	2,942
Oxford	9,882	9,984	1.0	10,104	3,726	*	*	*	*	*	128,153	12,683	34,391	*	*	*
LAMAR	24,061	30,424	26.4	32,421	11,354	10,083	9,337	4,442	5,609	3,015	315,160	9,721	27,759	336	2,168	10,874
LAUDERDALE	77,364	75,555	-2.3	76,911	23,751	22,458	21,458	9,768	13,382	9,921	1,023,755	13,311	43,104	449	1,757	2,890
Meridian	46,577	43,539	-6.5	43,031	16,036	*	*	*	*	*	432,123	10,042	26,948	*	*	*
LAWRENCE	12,560	12,458	-0.8	12,722	4,588	4,198	3,397	1,361	2,175	1,577	160,105	12,585	34,896	303	1,132	3,852
LEAKE	18,795	18,436	-1.9	18,784	6,656	5,767	4,790	2,104	3,287	2,836	193,975	10,327	29,141	659	2,049	48,187
LEE	57,215	65,581	14.6	68,790	22,561	20,018	18,505	9,424	12,864	7,980	843,047	12,255	37,368	567	6,894	9,115
Tupelo	23,905	30,685	28.4	32,141	11,948	*	*	*	*	*	291,498	9,069	24,397	*	*	*
LEFLORE	41,460	37,341	-9.9	37,351	12,930	12,961	10,869	3,810	5,154	4,594	405,775	10,864	31,382	281	57,084	13,776
Greenwood	20,115	18,906	-6.0	18,764	6,957	*	*	*	*	*	137,219	7,313	19,724	*	*	*
LINCOLN	30,280	30,278	0.0	30,969	11,093	9,693	8,052	3,778	5,234	4,181	320,443	10,347	28,888	548	1,115	12,189
Brookhaven	10,800	10,243	-5.2	10,232	3,935	*	*	*	*	*	86,105	8,416	21,881	*	*	*
LOWNDES	57,233	59,308	3.6	61,087	20,535	18,815	18,632	8,125	9,835	5,803	716,148	11,723	34,874	371	6,836	2,954
Columbus	27,383	26,689	-2.5	26,650	10,250	*	*	*	*	*	220,471	8,273	21,509	*	*	*
MADISON	41,808	53,794	28.7	57,475	20,751	19,369	16,840	7,299	8,334	5,633	450,581	7,840	21,713	502	17,429	5,871
MARION	25,724	25,544	-0.7	26,091	9,324	8,558	6,836	2,870	4,357	3,470	268,206	10,280	28,766	574	731	9,180
MARSHALL	29,341	30,361	3.5	31,263	12,269	10,692	9,066	3,345	4,846	3,283	252,512	8,077	20,581	554	12,154	6,166
MONROE	36,395	36,582	0.5	37,456	13,176	11,611	9,851	4,570	6,480	4,944	427,253	11,407	32,427	542	10,295	5,800
MONTGOMERY	13,381	12,388	-7.4	12,468	4,204	3,915	3,154	1,272	2,120	2,020	128,526	10,309	30,574	307	5,270	2,931
NESHOBA	23,785	24,800	4.3	25,574	8,832	8,081	6,470	3,069	4,450	3,478	277,682	10,858	31,439	721	468	25,940
NEWTON	19,909	20,291	1.9	20,833	6,736	5,875	5,500	2,312	3,896	3,271	220,464	10,583	32,727	599	1,632	33,139
NOXUBEE	13,166	12,604	-4.3	12,777	5,028	4,651	3,514	1,214	1,814	1,572	106,697	8,351	21,222	449	11,745	10,289
OKTIBBEHA	36,060	38,375	6.4	48,012	14,471	12,195	20,069	5,521	6,290	3,937	467,525	9,738	32,308	355	1,778	6,708
Starkville	15,169	18,458	21.7	19,216	7,124	*	*	*	*	*	183,841	9,567	25,807	*	*	*
PANOLA	28,202	29,996	6.4	31,048	11,351	10,743	8,352	3,260	4,657	4,036	234,234	7,544	20,636	643	19,998	4,196
PEARL RIVER	33,966	38,714	14.0	40,570	14,466	12,739	10,832	4,990	7,546	4,463	450,321	11,100	31,130	584	2,897	10,903
Picayune	10,361	10,633	2.6	10,787	3,976	*	*	*	*	*	83,946	7,782	21,113	*	*	*
PERRY	9,860	10,865	10.2	11,319	3,950	3,814	3,056	1,313	1,913	1,222	96,245	8,503	24,366	218	1,007	7,551

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
PIKE	36,203	36,882	1.9	37,863	13,157	12,306	9,958	4,279	6,172	5,149	383,158	10,120	29,121	483	1,056	14,190
McComb	12,331	11,591	-6.0	11,543	4,265	*	*	*	*	*	106,754	9,248	25,031	*	*	*
PONTOTOC	20,962	22,237	6.1	23,006	7,731	6,741	5,935	2,876	4,141	3,336	275,248	11,964	35,604	604	7,619	4,665
PRENTISS	24,067	23,278	-3.3	23,648	7,973	6,716	6,361	2,980	4,304	3,287	286,323	12,108	35,913	405	4,587	4,203
QUITMAN	12,556	10,490	-16.5	10,307	3,992	3,896	2,711	979	1,402	1,330	91,585	8,886	22,940	256	32,669	616
RANKIN	70,074	87,161	24.4	94,647	32,589	28,489	25,365	14,765	17,888	8,045	1,284,844	13,575	39,426	551	4,850	28,098
SCOTT	24,558	24,137	-1.7	24,602	9,127	7,873	6,593	2,903	4,232	3,026	334,331	13,590	36,630	688	1,839	102,023
SHARKEY	7,906	7,066	-10.6	7,056	2,918	2,667	1,990	706	924	769	54,929	7,785	18,823	127	37,577	4,357
SIMPSON	23,474	23,953	2.0	24,598	8,484	7,921	6,346	2,952	4,231	3,173	258,672	10,516	30,488	576	978	53,911
SMITH	15,047	14,798	-1.7	15,085	5,402	4,646	3,922	1,810	2,685	2,006	212,781	14,105	39,392	662	891	53,380
STONE	9,746	10,750	10.3	11,201	3,697	3,237	3,416	1,322	1,882	1,344	97,360	8,692	26,338	221	757	3,364
SUNFLOWER	34,770	32,867	-5.5	33,228	12,221	11,929	10,101	3,356	4,187	3,688	330,756	9,954	27,064	442	58,859	27,941
TALLAHATCHIE	17,087	15,210	-11.0	15,173	5,847	5,569	4,097	1,441	2,139	1,942	140,417	9,254	24,015	404	49,584	3,587
TATE	20,039	21,432	7.0	22,206	7,839	6,973	6,729	2,465	3,486	2,554	205,530	9,255	26,220	560	10,412	10,186
TIPPAH	18,700	19,523	4.4	20,137	6,995	5,880	5,357	2,416	3,544	2,980	211,320	10,494	30,210	532	4,136	3,808
TISHOMINGO	18,564	17,683	-4.7	17,907	5,821	4,656	4,602	2,471	3,599	2,596	213,955	11,948	36,756	298	1,073	1,600
TUNICA	9,611	8,164	-15.1	8,054	3,216	3,206	2,255	701	975	918	55,384	6,876	17,219	162	42,764	3,801
UNION	21,749	22,085	1.5	22,658	7,514	6,503	5,710	2,946	4,101	3,399	279,841	12,351	37,243	579	5,939	4,163
WALTHALL	13,749	14,352	4.4	14,803	5,765	5,166	3,716	1,540	2,369	1,998	114,029	7,703	19,780	611	1,477	14,732
WARREN	51,751	47,880	-7.5	47,777	16,239	15,336	12,852	6,307	7,692	5,590	661,153	13,838	40,713	222	11,116	1,558
Vicksburg	25,434	20,908	-17.8	20,103	7,469	*	*	*	*	*	213,205	10,606	28,544	*	*	*
WASHINGTON	72,164	67,935	-5.9	67,661	25,397	24,764	18,133	7,578	9,811	7,375	694,154	10,259	27,332	394	69,307	23,506
Greenville	40,613	45,226	11.4	46,249	17,227	*	*	*	*	*	269,503	5,827	15,644	*	*	*
WAYNE	19,179	19,517	1.8	20,032	7,546	6,751	5,569	2,364	3,205	2,163	209,969	10,482	27,825	470	631	20,130
WEBSTER	10,280	10,222	-0.6	10,190	3,350	2,894	2,588	1,111	1,885	1,722	124,884	12,256	37,277	300	6,646	1,897
WILKINSON	9,973	9,678	-3.0	9,575	3,605	2,940	2,691	1,015	1,484	1,446	86,398	9,023	23,968	216	647	3,591
WINSTON	19,417	19,433	0.1	19,567	7,100	6,183	4,950	2,270	3,346	2,837	213,664	10,920	30,092	548	1,294	5,869
YALOBUSHA	13,142	12,033	-8.4	12,005	4,104	3,638	3,157	1,345	1,897	1,969	124,577	10,377	30,355	299	6,053	1,874
YAZOO	27,267	25,506	-6.5	25,483	9,226	8,945	6,677	2,574	3,899	3,364	219,640	8,619	23,807	*	*	*

MISSOURI POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	4,923,473	5,046,626	2.5	5,144,973	1,980,702	1,096,661	1,125,549	560,842	777,344	563,701	87,594,902	17,025	44,224	68,556	1,033,234	1,433,712
METRO AREAS (MSAs/PMSAs/CMSAs)																
Columbia, MO	100,864	112,379	11.4	115,829	46,331	24,787	47,606	17,838	16,332	9,382	1,452,364	12,539	31,348	1,344	11,949	16,831
Joplin, MO	127,705	134,910	5.6	137,715	56,854	36,995	35,993	17,584	25,386	21,757	2,165,187	15,722	38,083	1,418	15,588	26,801
Springfield, MO	208,408	240,593	15.4	249,500	98,978	63,097	74,842	35,788	45,190	30,584	4,511,890	18,084	45,585	3,620	5,353	61,123
St Joseph, MO	87,763	83,083	-5.3	82,968	30,138	22,319	22,401	10,454	15,017	12,860	1,280,140	15,429	42,476	848	17,248	8,908
St. Louis, MO-IL	2,376,748	2,444,099	2.8	2,506,108	937,298	673,695	688,424	348,427	480,709	315,362	44,008,932	17,561	46,953	8,708	202,003	174,311
Kansas City, MO-KS	1,435,071	1,566,280	9.1	1,609,361	610,873	424,377	437,017	246,375	315,110	183,637	27,669,863	17,193	45,296	9,834	151,697	149,257
COUNTIES, Cities																
ADAIR	24,944	24,577	-1.5	24,749	10,311	5,568	9,602	3,044	3,440	3,069	446,953	18,060	43,346	879	7,192	13,774
Kirksville	17,167	17,152	-0.1	17,149	6,725	*	*	*	*	*	230,567	13,445	34,285	*	*	*

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

MISSOURI POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
ANDREW	13,999	14,632	4.5	14,906	5,625	4,338	3,682	1,923	2,773	2,191	243,142	16,311	43,225	916	18,985	16,286
ATCHISON	8,555	7,457	-12.8	7,310	3,046	1,827	1,835	914	1,338	1,389	90,352	12,360	29,667	622	37,412	11,779
AUDRAIN	26,517	23,599	-11.0	23,246	8,940	6,602	5,811	2,836	4,184	3,812	497,401	21,398	55,636	1,119	35,665	31,281
Mexico	12,276	11,290	-8.0	11,093	4,350	*	*	*	*	*	177,926	16,040	40,901	*	*	*
BARRY	24,514	27,547	12.4	28,435	10,916	7,450	6,597	3,099	5,659	5,630	424,609	14,933	38,897	1,667	2,845	59,037
Monett	6,148	6,529	6.2	6,605	2,590	*	*	*	*	*	76,309	11,553	29,460	*	*	*
BARTON	11,325	11,312	-0.1	11,422	4,569	3,061	2,776	1,279	2,090	2,205	224,767	19,678	49,195	946	19,200	16,352
BATES	15,867	15,025	-5.3	15,005	6,002	3,961	3,541	1,696	2,896	2,911	312,194	20,806	52,017	1,294	17,105	28,001
BENTON	12,355	13,859	12.2	14,301	5,078	3,418	3,060	1,444	3,075	3,304	240,634	16,826	47,390	885	5,227	17,997
BOLLINGER	10,327	10,619	2.8	10,784	4,354	3,041	2,707	1,219	2,038	1,779	157,958	14,647	36,277	860	4,238	9,153
BOONE	100,864	112,379	11.4	115,829	46,331	24,787	47,606	17,838	16,332	9,382	1,452,364	12,539	31,348	1,344	11,949	16,831
Columbia	62,061	69,101	11.3	70,509	27,651	*	*	*	*	*	949,834	13,471	34,351	*	*	*
BUCHANAN	87,763	83,083	-5.3	82,968	30,138	22,319	22,401	10,454	15,017	12,860	1,280,140	15,429	42,476	848	17,248	8,908
St. Joseph	76,691	71,852	-6.3	70,884	27,798	*	*	*	*	*	954,175	13,461	34,326	*	*	*
BUTLER	37,644	38,765	3.0	39,379	14,566	10,632	9,924	4,883	7,718	6,222	648,320	16,464	44,510	844	28,942	3,258
Poplar Bluff	17,139	16,996	-0.8	16,967	6,654	*	*	*	*	*	236,719	13,951	35,576	*	*	*
CALDWELL	8,632	8,380	-2.9	8,413	3,365	2,238	2,002	925	1,632	1,615	82,507	9,807	24,516	857	11,862	11,895
CALLAWAY	32,487	32,809	1.0	33,202	12,296	9,263	9,695	4,515	5,744	3,951	376,572	11,342	30,625	1,323	13,331	18,104
Fulton	11,046	10,033	-9.2	9,830	3,855	*	*	*	*	*	116,880	11,890	30,319	*	*	*
CAMDEN	20,125	27,495	36.6	29,259	12,190	6,612	6,642	3,335	6,788	5,881	548,773	18,756	45,018	584	245	11,444
Camdenton	2,303	2,561	11.2	2,613	1,025	*	*	*	*	*	29,605	11,332	28,896	*	*	*
CAPE GIRARDEAU	59,166	61,633	4.2	62,748	24,133	15,122	20,205	8,471	10,730	8,220	1,158,270	18,459	47,994	1,365	12,775	23,208
Cape Girardeau	34,361	34,438	0.2	34,453	13,511	*	*	*	*	*	511,114	14,835	37,829	*	*	*
CARROLL	12,163	10,748	-11.6	10,570	4,229	2,938	2,484	1,237	1,934	1,955	129,915	12,291	30,723	1,013	33,871	18,766
Carrollton	4,700	4,406	-6.3	4,347	1,705	*	*	*	*	*	70,347	16,182	41,265	*	*	*
CARTER	5,420	5,515	1.8	5,589	2,365	1,626	1,409	676	1,045	833	114,677	20,517	48,494	190	90	2,589
CASS	51,197	63,808	24.6	66,994	23,506	19,763	17,619	9,580	13,332	6,699	1,106,204	16,512	47,060	1,649	24,666	20,613
CEDAR	12,009	12,093	0.7	12,231	5,096	3,009	2,617	1,284	2,446	2,886	229,879	18,795	45,110	910	1,780	12,296
CHARITON	10,442	9,202	-11.9	9,044	3,425	2,360	2,152	1,022	1,673	1,827	176,877	19,558	51,638	1,145	32,269	34,792
CHRISTIAN	22,568	32,644	44.6	35,006	13,180	10,117	9,207	4,901	6,581	4,201	538,360	15,379	40,847	1,388	1,497	26,236
CLARK	8,527	7,547	-11.5	7,425	2,864	2,146	1,878	891	1,322	1,180	84,965	11,444	29,671	702	15,304	9,585
CLAY	136,535	153,411	12.4	158,354	59,198	40,539	44,656	25,020	32,304	15,835	2,999,452	18,941	50,668	732	6,250	16,589
Excelsior Spring	10,424	10,354	-0.7	10,340	4,055	*	*	*	*	*	136,963	13,246	33,777	*	*	*
CLINTON	16,004	16,595	3.7	16,880	6,896	4,828	4,186	2,228	3,258	2,380	332,672	19,708	48,240	807	12,149	20,216
COLE	57,037	63,579	11.5	65,536	25,207	17,433	18,874	9,896	11,665	7,666	1,217,964	18,585	48,319	1,069	2,647	13,079
Jefferson City	33,619	35,481	5.5	35,853	14,060	*	*	*	*	*	534,687	14,913	38,029	*	*	*
COOPER	14,677	14,835	1.1	15,015	5,775	4,039	3,844	1,727	2,763	2,658	286,770	19,099	49,659	929	15,425	30,132
Boonville	6,959	7,095	2.0	7,122	2,793	*	*	*	*	*	100,848	14,160	36,107	*	*	*
CRAWFORD	18,421	19,173	4.1	19,517	7,296	5,699	4,801	2,205	3,591	3,201	343,440	17,597	47,073	713	534	8,708
DADE	7,358	7,449	1.2	7,542	3,078	1,855	1,682	822	1,471	1,720	124,024	16,445	40,290	915	7,176	17,681
DALLAS	12,124	12,646	4.3	12,878	4,946	3,426	3,039	1,404	2,524	2,485	177,271	13,766	35,841	1,102	799	26,378
DAVIESS	8,922	7,865	-11.8	7,730	3,015	2,188	1,786	819	1,422	1,523	165,462	21,405	54,871	901	18,063	12,928
DE KALB	8,210	9,967	21.4	10,422	3,854	2,720	2,553	1,209	2,032	1,897	85,129	8,169	22,091	772	10,806	15,817
DENT	14,567	13,702	-5.9	13,664	5,255	3,799	3,389	1,612	2,528	2,323	129,843	9,502	24,710	731	615	9,597
DOUGLAS	11,680	11,876	1.7	12,034	4,744	3,358	2,936	1,396	2,431	1,938	164,766	13,691	34,729	1,218	885	26,923
DUNKLIN	36,129	33,112	-8.4	32,834	12,525	9,489	8,241	3,842	5,877	5,319	486,214	14,808	38,819	684	63,526	1,296
Kennet	10,145	10,941	7.8	11,100	4,353	*	*	*	*	*	114,442	10,310	26,290	*	*	*
FRANKLIN	71,551	80,603	12.7	83,238	30,268	25,221	22,641	10,571	14,983	9,905	1,309,745	15,735	43,271	1,731	7,229	28,032
GASCONADE	13,216	14,006	6.0	14,306	5,722	3,640	3,302	1,602	2,732	2,090	167,077	11,679	29,198	846	2,327	11,132
GENTRY	7,861	6,848	-13.1	6,708	2,705	1,731	1,629	698	1,241	1,509	149,342	22,264	53,436	691	13,747	15,406
GREENE	185,840	207,949	11.9	214,495	85,798	52,980	65,635	30,887	38,609	26,383	3,973,529	18,525	46,313	2,232	3,856	34,887
Springfield	133,116	140,494	5.5	141,970	56,074	*	*	*	*	*	1,923,888	13,551	34,556	*	*	*
GRUNDY	11,942	10,536	-11.8	10,357	4,316	2,610	2,444	1,274	2,040	2,020	201,114	19,418	46,602	650	16,492	11,430
Trenton	6,811	6,129	-10.0	5,993	2,360	*	*	*	*	*	105,790	17,653	45,016	*	*	*

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65+	E&P 1992 estimate (thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (thousands)	Value of livestock (thousands)
HARRISON	9,861	8,469	-14.3	8,268	3,594	2,075	1,951	860	1,621	1,761	188,944	22,851	52,572	925	18,145	19,244
HENRY	19,709	20,044	1.7	20,312	8,125	5,403	4,753	2,307	3,756	4,001	326,623	16,080	40,200	1,005	12,104	20,053
Clinton	8,366	8,703	4.0	8,770	3,439	•	•	•	•	•	111,659	12,731	32,465	•	•	•
HICKORY	6,407	7,335	14.5	7,596	2,728	1,686	1,466	722	1,717	1,998	116,312	15,313	42,642	587	928	11,435
HOLT	6,882	6,034	-12.3	5,923	2,468	1,567	1,291	669	1,048	1,333	71,311	12,040	28,893	633	28,401	10,531
HOWARD	10,035	9,631	-4.0	9,646	3,858	2,402	2,720	1,080	1,678	1,746	173,900	18,029	45,076	738	12,912	13,274
HOWELL	28,835	31,447	9.1	32,289	12,421	8,653	7,975	3,675	6,426	5,328	500,570	15,503	40,301	1,751	1,400	37,160
West Plains	7,741	8,913	15.1	9,147	3,567	•	•	•	•	•	102,526	11,208	28,561	•	•	•
IRON	11,065	10,726	-3.1	10,765	4,076	3,069	2,605	1,259	1,959	1,852	155,998	14,492	38,273	286	98	3,839
JACKSON	628,731	633,232	0.7	640,474	248,728	166,523	175,490	94,150	121,049	83,262	10,829,228	16,908	43,539	905	13,014	7,942
Blue Springs	25,927	40,153	54.9	42,998	16,862	•	•	•	•	•	910,654	21,179	54,006	•	•	•
Independence	111,806	112,301	0.4	112,400	44,078	•	•	•	•	•	1,853,621	16,491	42,053	•	•	•
Kansas City	448,159	435,146	-2.9	438,166	171,830	•	•	•	•	•	6,672,047	15,227	38,829	•	•	•
JASPER	87,150	90,465	3.8	92,039	36,094	24,206	24,482	12,057	17,027	14,266	1,457,327	15,834	40,376	1,418	15,588	26,801
Carthage	11,104	10,747	-3.2	10,676	4,187	•	•	•	•	•	140,624	13,173	33,590	•	•	•
Joplin	38,893	40,961	5.3	41,375	16,225	•	•	•	•	•	470,433	11,370	28,994	•	•	•
JEFFERSON	147,913	171,380	15.9	177,834	60,796	54,951	49,082	26,853	32,188	14,760	2,821,500	15,866	46,408	724	3,005	5,696
Crystal City	3,618	4,088	13.0	4,182	1,640	•	•	•	•	•	44,407	10,619	27,077	•	•	•
Festus	7,574	8,105	7.0	8,211	3,220	•	•	•	•	•	88,632	10,794	27,525	•	•	•
JOHNSON	39,203	42,514	8.4	43,608	16,760	10,771	17,443	5,102	6,280	4,056	756,827	17,355	45,156	1,736	13,655	33,351
Warrensburg	13,807	15,244	10.4	15,531	6,091	•	•	•	•	•	209,812	13,509	34,448	•	•	•
KNOX	5,490	4,482	-18.4	4,323	1,663	1,107	1,051	463	830	878	49,421	11,432	29,724	651	16,967	15,313
LACLEDE	24,388	27,158	11.4	27,989	10,667	7,781	7,053	3,499	5,290	4,338	532,384	19,021	49,908	1,271	991	30,126
Lebanon	9,507	9,983	5.0	10,078	3,952	•	•	•	•	•	149,029	14,787	37,707	•	•	•
LAFAYETTE	30,025	31,107	3.6	31,637	12,168	8,384	7,909	3,955	6,169	5,188	368,592	11,651	30,293	1,465	31,032	40,306
Lexington	5,063	4,860	-4.0	4,819	1,890	•	•	•	•	•	70,697	14,669	37,406	•	•	•
LAWRENCE	29,074	30,236	4.0	30,773	11,891	8,770	7,416	3,508	5,816	5,262	526,925	17,123	44,312	1,757	4,816	53,523
LEWIS	10,861	10,233	-5.8	10,208	3,964	2,736	2,848	1,164	1,838	1,613	208,608	20,435	52,629	721	18,012	12,126
LINCOLN	22,351	28,892	29.3	30,502	12,443	8,937	7,900	3,660	5,734	4,301	508,020	16,655	40,827	1,155	22,399	30,970
LINN	15,498	13,885	-10.4	13,698	5,708	3,425	3,123	1,548	2,803	3,090	269,064	19,643	47,138	959	14,851	22,787
Brookfield	5,555	4,888	-12.0	4,755	1,865	•	•	•	•	•	79,451	16,710	42,611	•	•	•
LIVINGSTON	15,693	14,592	-7.0	14,516	5,264	3,992	3,513	1,727	2,700	2,598	265,359	18,281	50,413	801	21,440	9,768
Chillicothe	9,089	8,804	-3.1	8,747	3,430	•	•	•	•	•	106,023	12,121	30,909	•	•	•
MCDONALD	14,842	16,938	14.1	17,531	6,761	4,803	4,383	2,104	3,576	2,665	250,977	14,316	37,119	1,152	628	69,402
MACON	16,336	15,345	-6.1	15,298	6,120	3,947	3,595	1,805	2,876	3,060	180,911	11,826	29,562	1,172	17,205	20,526
Macon	5,680	5,571	-1.9	5,549	2,176	•	•	•	•	•	103,848	18,714	47,721	•	•	•
MADISON	10,750	11,127	3.5	11,314	4,351	2,898	2,761	1,267	2,195	2,184	94,372	8,341	21,689	410	252	11,016
MARIES	7,560	7,976	5.6	8,142	3,255	2,174	2,003	953	1,628	1,384	144,937	17,802	44,524	834	1,012	13,322
MARION	28,692	27,682	-3.5	27,755	11,102	7,799	7,022	3,442	4,885	4,607	572,566	20,629	51,572	770	15,732	15,552
Hannibal	18,811	18,004	-4.3	17,843	6,997	•	•	•	•	•	287,678	16,123	41,114	•	•	•
MERCER	4,703	3,723	-20.8	3,562	1,485	816	844	349	727	830	83,084	23,323	55,953	547	6,324	9,278
MILLER	18,575	20,700	11.4	21,336	8,389	6,102	5,313	2,803	3,947	3,350	375,711	17,609	44,786	1,091	1,404	36,536
MISSISSIPPI	15,677	14,442	-7.9	14,337	5,680	4,459	3,685	1,663	2,366	2,179	220,280	15,365	38,784	340	41,424	2,379
MONITEAU	12,134	12,298	1.4	12,454	4,964	3,487	3,138	1,507	2,279	2,042	255,101	20,483	51,388	1,046	5,428	22,912
MONROE	9,693	9,104	-6.1	9,076	3,445	2,578	2,233	1,026	1,625	1,606	91,246	10,053	26,489	953	17,812	24,497
MONTGOMERY	11,557	11,355	-1.7	11,428	4,396	3,074	2,846	1,200	2,183	2,126	113,595	9,940	25,843	832	14,509	15,108
MORGAN	13,810	15,574	12.8	16,086	6,434	4,086	3,442	1,657	3,475	3,410	301,058	18,715	46,791	889	3,192	32,875
NEW MADRID	22,840	20,928	-8.4	20,751	8,550	6,723	5,312	2,283	3,569	2,864	321,326	15,485	37,581	532	65,520	886
NEWTON	40,555	44,445	9.6	45,675	20,761	12,789	11,510	5,527	8,359	7,491	707,859	15,498	34,096			
Neosho	9,493	9,254	-2.5	9,206	3,610	•	•	•	•	•	160,055	17,386	44,333	•	•	•
NODAWAY	21,971	21,709	-1.2	21,873	8,413	5,556	7,459	2,384	3,325	3,150	222,150	10,156	26,406	1,475	35,527	38,405
Maryville	9,558	10,663	11.6	10,884	4,268	•	•	•	•	•	175,976	16,168	41,229	•	•	•
OREGON	10,217	9,470	-7.3	9,414	3,607	2,476	2,240	1,083	1,807	1,798	149,076	15,836	41,335	837	749	23,191
OSAGE	12,011	12,018	0.1	12,140	5,304	3,800	3,375	1,287	1,954	1,748	260,641	21,470	49,142	1,160	3,177	39,237
OZARK	7,937	8,598	8.3	8,818	3,318	2,301	1,984	961	1,843	1,719	139,344	15,803	41,995	856	320	25,840

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MISSOURI POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (thousands)	Value of livestock (thousands)
PEMISCOT	24,954	21,921	-12.2	21,528	8,723	7,319	5,425	2,196	3,980	3,208	299,677	13,921	34,355	453	48,579	767
PERRY	16,832	16,648	-1.1	16,777	6,849	5,167	4,295	1,913	2,718	2,701	264,983	15,794	38,689	959	10,687	21,363
PETTIS	36,419	35,437	-2.7	35,593	13,689	9,539	9,254	4,378	6,798	5,588	441,784	12,412	32,273	1,323	19,029	33,760
Sedalia	20,927	19,800	-5.4	19,575	7,676	*	*	*	*	*	305,085	15,586	39,744	*	*	*
PHELPS	33,672	35,248	4.7	35,919	13,816	8,549	12,141	4,203	6,214	4,777	381,113	10,610	27,586	773	888	8,795
Rolla	13,303	14,080	5.9	14,247	5,587	*	*	*	*	*	219,119	15,380	39,218	*	*	*
PIKE	17,546	15,969	-9.0	15,810	6,147	4,711	3,937	1,834	2,862	2,466	187,080	11,832	30,432	1,037	21,513	30,122
PLATTE	46,549	57,867	24.3	60,732	24,005	16,580	16,519	10,385	12,086	5,101	1,007,773	16,594	41,982	794	18,305	6,758
POLK	18,800	21,826	16.1	22,656	8,713	5,800	6,321	2,492	4,169	3,851	341,872	15,090	39,236	1,613	2,983	39,324
PULASKI	41,726	41,307	-1.0	41,635	14,869	10,867	18,403	4,455	5,163	2,748	607,410	14,589	40,850	526	448	7,145
Waynesville	2,879	3,207	11.4	3,273	1,283	*	*	*	*	*	41,681	12,736	32,478	*	*	*
PUTNAM	6,030	5,079	-15.8	4,938	1,975	1,205	1,175	514	973	1,071	94,280	19,094	47,743	661	5,020	19,804
RALLS	8,981	8,476	-5.6	8,459	3,586	2,487	2,030	1,100	1,548	1,286	175,496	20,747	48,945	650	16,364	13,476
RANDOLPH	25,575	24,370	-4.7	24,370	9,748	6,751	6,726	3,071	4,070	3,753	475,479	19,511	48,778	791	11,482	12,682
Moberly	13,418	12,839	-4.3	12,723	4,989	*	*	*	*	*	215,715	16,954	43,234	*	*	*
RAY	21,482	21,971	2.3	22,289	8,931	6,286	5,617	2,987	4,502	2,898	346,838	15,561	38,836	1,136	18,064	17,879
Richmond	5,499	5,738	4.3	5,786	2,269	*	*	*	*	*	66,072	11,420	29,120	*	*	*
REYNOLDS	7,279	6,661	-8.5	6,603	2,523	1,882	1,684	806	1,222	1,010	92,390	13,993	36,625	307	244	2,980
RIPLEY	12,448	12,303	-1.2	12,397	4,823	3,397	2,938	1,314	2,442	2,306	184,183	14,857	38,185	511	3,107	5,120
ST. CHARLES	144,989	212,907	46.8	228,756	79,017	71,372	63,594	36,143	41,634	15,784	3,795,618	16,592	48,035	901	22,059	12,786
ST. CLAIR	8,653	8,457	-2.3	8,502	3,161	2,074	1,964	893	1,641	1,930	113,838	13,390	36,011	782	5,457	13,051
STE. GENEVIEVE	15,222	16,037	6.4	16,362	7,045	5,007	4,401	1,931	2,896	2,143	269,711	16,484	38,283	666	3,951	15,916
ST. FRANCOIS	42,913	48,904	14.0	50,603	19,515	14,321	12,752	6,022	9,463	8,097	433,714	8,571	22,225	681	4,324	10,863
Flat River	4,443	4,823	8.6	4,899	1,921	*	*	*	*	*	59,834	12,213	31,144	*	*	*
ST. LOUIS	975,663	993,529	1.8	1,019,537	377,606	251,826	277,314	150,891	213,083	126,423	19,881,970	19,501	52,653	357	16,242	1,552
ST. LOUIS CITY	450,507	396,685	-11.9	403,222	162,918	104,031	111,289	48,387	67,338	72,580	5,808,415	14,405	35,652	*	*	*
SALINE	25,007	23,523	-5.9	23,458	9,384	6,287	5,958	2,932	4,269	3,988	479,262	20,430	51,074	1,083	41,581	26,901
Marshall	12,781	12,711	-0.5	12,697	4,979	*	*	*	*	*	183,995	14,491	36,953	*	*	*
SCHUYLER	4,982	4,236	-15.0	4,128	1,651	1,077	986	475	755	826	43,572	10,556	26,388	498	4,606	9,516
SCOTLAND	5,376	4,822	-10.3	4,758	1,915	1,280	1,152	481	861	990	107,967	22,690	56,384	585	10,543	13,177
SCOTT	39,839	39,376	-1.2	39,676	15,964	11,982	10,594	5,158	6,824	5,118	552,662	13,929	34,620	642	32,198	12,617
Sikeston	17,431	17,641	1.2	17,683	6,935	*	*	*	*	*	272,017	15,383	39,227	*	*	*
SHANNON	7,897	7,613	-3.6	7,632	3,089	2,030	1,969	923	1,511	1,191	105,901	13,876	34,281	445	139	5,305
SHELBY	7,797	6,942	-11.0	6,839	2,849	1,819	1,641	718	1,217	1,436	148,874	21,769	52,248	755	21,709	26,586
STODDARD	29,067	28,895	-0.6	29,149	11,211	7,637	7,433	3,644	5,626	4,839	275,305	9,445	24,557	1,159	61,705	15,597
Dexter	7,043	7,559	7.3	7,662	3,005	*	*	*	*	*	110,425	14,412	36,750	*	*	*
STONE	15,786	19,078	21.0	19,938	7,975	4,506	4,167	2,133	4,626	4,466	371,585	18,637	46,585	782	345	16,002
SULLIVAN	7,436	6,326	-14.9	6,165	2,569	1,504	1,406	684	1,215	1,362	119,026	19,307	46,327	828	6,128	17,152
TANEY	20,566	25,561	24.3	26,826	11,177	5,821	6,384	2,790	5,660	6,224	456,156	17,005	40,811	566	249	6,813
TEXAS	21,130	21,476	1.6	21,761	8,282	6,006	5,331	2,459	4,352	3,591	326,840	15,020	39,463	1,527	1,319	31,926
VERNON	19,824	19,041	-3.9	19,073	7,840	5,283	4,578	2,403	3,509	3,262	361,171	18,936	46,065	1,251	16,304	17,006
Nevada	9,044	8,597	-4.9	8,508	3,336	*	*	*	*	*	112,679	13,245	33,774	*	*	*
WARREN	14,931	19,534	30.8	20,659	8,605	5,929	5,165	2,500	3,925	3,140	414,070	20,043	48,121	550	7,321	10,511
WASHINGTON	18,045	20,380	12.9	21,055	9,423	6,801	5,601	2,569	3,579	2,527	306,246	14,545	32,501	508	245	9,340
WAYNE	11,265	11,543	2.5	11,715	4,399	2,940	2,812	1,230	2,366	2,390	227,568	19,426	51,727	380	856	3,298
WEBSTER	20,544	23,753	15.6	24,639	9,816	7,539	6,357	3,031	4,509	3,228	346,044	14,045	35,252	1,646	846	42,276
WORTH	2,975	2,440	-18.0	2,356	992	610	525	240	438	542	26,281	11,153	26,504	367	5,487	7,919
WRIGHT	16,241	16,758	3.2	17,030	6,662	4,751	4,223	1,839	3,372	2,827	231,973	13,621	34,823	1,407	967	44,760

MONTANA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS.........	788,415	799,013	1.3	825,158	321,902	234,926	230,823	118,622	144,621	96,278	10,792,913	13,080	33,529	24,523	639,201	908,084
METRO AREAS (MSAs/PMSAs/CMSAs)																
Billings, MT	108,366	113,419	4.7	122,122	48,849	35,049	34,438	18,563	21,860	12,334	1,901,232	15,568	38,921	1,043	19,593	79,970
Great Falls, MT	79,974	77,691	-2.9	77,675	31,070	21,594	22,370	10,797	14,292	8,700	1,141,345	14,694	36,735	805	16,626	34,139
COUNTIES, Cities																
BEAVERHEAD	8,219	8,424	2.5	8,761	3,505	2,593	2,383	1,192	1,498	1,095	79,239	9,044	22,610	373	6,360	42,868
BIG HORN	11,078	11,337	2.3	11,787	3,802	4,243	3,183	1,521	1,792	1,037	208,964	17,728	54,956	501	17,438	44,368
BLAINE	6,966	6,728	-3.4	6,680	2,304	2,258	1,790	802	1,035	802	83,386	12,482	36,198	529	19,552	19,348
BROADWATER	3,282	3,318	1.1	3,408	1,262	1,114	808	429	600	457	33,521	9,836	26,557	213	6,711	8,107
CARBON	8,076	8,080	0.0	8,125	3,385	2,275	1,796	1,056	1,519	1,471	180,054	22,161	53,185	635	11,580	25,119
CARTER	1,792	1,503	-16.1	1,445	556	360	370	171	314	233	25,674	17,765	46,189	353	3,129	21,082
CASCADE	79,974	77,691	-2.9	77,675	31,070	21,594	22,370	10,797	14,292	8,700	1,141,345	14,694	36,735	805	16,626	34,139
Great Falls	56,725	55,097	-2.9	54,771	22,719	•	•	•	•	•	596,076	10,883	26,237	•	•	•
CHOUTEAU	6,084	5,452	-10.4	5,426	2,087	1,628	1,291	695	1,004	814	70,923	13,071	33,985	795	53,498	13,794
CUSTER	13,162	11,697	-11.1	11,504	4,602	3,359	3,083	1,461	1,979	1,622	204,342	17,763	44,407	397	5,053	26,609
Miles City	9,602	8,461	-11.9	8,333	3,333	•	•	•	•	•	101,251	12,151	30,377	•	•	•
DANIELS	2,829	2,266	-19.9	2,260	904	676	490	285	418	391	42,380	18,752	46,880	381	13,058	4,368
DAWSON	11,813	9,505	-19.5	9,443	3,632	2,918	2,710	1,237	1,577	992	168,645	17,859	46,434	499	16,063	10,695
DEER LODGE	12,518	10,278	-17.9	10,208	4,123	2,674	2,736	1,266	1,858	1,684	102,815	10,072	24,934	72	1,049	2,841
Anaconda	12,518	10,278	-17.9	9,830	3,971	•	•	•	•	•	102,815	10,459	25,893	72	1,049	2,841
FALLON	3,740	3,103	-17.0	3,006	1,113	974	779	379	523	355	45,370	15,093	40,752	324	4,671	10,590
FERGUS	13,132	12,083	-8.0	11,973	4,789	3,328	2,957	1,509	2,107	2,071	170,293	14,223	35,558	838	21,462	28,690
FLATHEAD	52,352	59,218	13.1	62,712	24,120	17,936	16,493	9,532	11,414	7,337	672,294	10,720	27,873	825	8,685	11,703
Kalispell	10,648	11,917	11.9	12,171	4,550	•	•	•	•	•	89,602	7,362	19,693	•	•	•
GALLATIN	43,224	50,463	16.7	53,728	21,491	12,465	20,739	8,167	7,844	4,513	629,060	11,708	29,271	805	21,164	31,673
Bozeman	21,645	22,660	4.7	22,863	8,547	•	•	•	•	•	211,098	9,233	24,699	•	•	•
GARFIELD	1,632	1,589	-2.6	1,580	608	510	387	202	275	205	19,637	12,425	32,306	297	8,137	16,490
GLACIER	10,651	12,121	13.8	12,850	4,431	4,536	3,392	1,658	2,005	1,272	116,576	9,072	26,310	405	21,167	13,346
GOLDEN VALLEY	1,031	912	-11.5	888	329	274	196	99	184	134	7,048	7,935	21,425	135	1,968	7,711
GRANITE	2,702	2,548	-5.7	2,517	1,007	733	589	337	463	398	22,303	8,860	22,151	149	442	8,150
HILL	17,967	17,654	-1.7	17,591	6,766	5,348	5,189	2,322	2,867	1,882	281,714	16,014	41,637	713	44,343	10,342
Havre	10,891	10,201	-6.3	10,163	3,799	•	•	•	•	•	138,172	13,596	36,368	•	•	•
JEFFERSON	7,034	7,939	12.9	8,404	3,113	2,538	2,101	1,387	1,521	840	97,546	11,607	31,338	256	2,236	6,026
JUDITH BASIN	2,633	2,282	-13.3	2,212	851	615	542	290	425	338	40,174	18,164	47,225	351	11,534	16,756
LAKE	19,175	21,041	9.7	22,164	8,524	6,982	5,519	2,770	3,790	3,081	214,755	9,690	25,193	1,079	8,883	24,301
LEWIS AND CLARK	43,299	47,495	9.7	50,026	18,968	13,657	14,007	8,004	8,855	5,453	571,266	11,419	30,117	480	4,888	12,889
Helena	23,938	24,569	2.6	24,695	9,232	•	•	•	•	•	210,946	8,542	22,850	•	•	•
LIBERTY	2,323	2,295	-1.2	2,289	881	705	586	282	435	279	45,136	19,715	51,259	295	21,372	7,343
LINCOLN	17,821	17,481	-1.9	17,413	6,449	5,555	4,493	2,455	3,187	1,706	190,826	10,959	29,589	245	384	1,906
MC CONE	2,703	2,276	-15.8	2,191	913	743	530	258	383	278	25,719	11,741	28,178	441	16,016	8,317
MADISON	5,447	5,989	10.0	6,311	2,254	1,698	1,477	846	1,243	1,048	81,218	12,870	36,035	453	4,804	29,522
MEAGHER	2,134	1,819	-14.8	1,756	675	479	428	248	348	253	14,721	8,383	21,796	144	2,384	13,636
MINERAL	3,686	3,315	-10.1	3,241	1,246	982	862	476	554	363	33,215	10,249	26,648	58	121	733
MISSOULA	76,677	78,687	2.6	81,857	32,743	20,137	26,522	13,916	13,834	7,449	971,741	11,871	29,678	473	1,525	4,602
Missoula	33,388	42,918	28.5	44,824	17,240	•	•	•	•	•	336,822	7,514	19,537	•	•	•
MUSSELSHELL	4,409	4,106	-6.9	4,045	1,618	1,242	886	574	684	659	60,485	14,952	37,379	249	3,540	9,893

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

MONTANA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65+	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
PARK (INCL. YELLOWSTONE)	12,977	14,562	12.2	15,400	6,160	4,081	3,601	2,325	2,926	2,372	156,074	10,135	25,337	404	2,842	16,790
Livingston	6,994	6,701	-4.2	6,642	2,483	•	•	•	•	•	77,137	11,613	31,064	•	•	•
PETROLEUM	649	519	-20.0	493	197	144	126	63	94	67	3,819	7,746	19,365	111	1,458	7,320
PHILLIPS	5,393	5,163	-4.3	5,117	2,047	1,673	1,330	609	824	675	80,592	15,750	39,374	492	15,401	21,949
PONDERA	6,711	6,433	-4.1	6,377	2,551	2,054	1,562	784	1,154	816	93,700	14,693	36,731	491	30,692	9,892
POWDER RIVER	2,523	2,090	-17.2	2,003	801	641	467	278	373	242	35,530	17,736	44,338	351	2,915	19,681
POWELL	6,921	6,620	-4.3	6,560	2,624	1,732	1,863	806	1,233	859	58,869	8,974	22,436	237	1,715	12,705
PRAIRIE	1,832	1,383	-24.5	1,330	532	396	289	160	237	247	15,680	11,789	29,473	191	5,732	12,864
RAVALLI	22,802	25,010	9.7	26,342	10,132	7,560	6,243	3,688	5,137	3,741	246,957	9,375	24,375	1,010	2,851	19,503
Hamilton	2,661	2,737	2.9	2,752	1,029	•	•	•	•	•	18,405	6,687	17,888	•	•	•
RICHLAND	12,423	10,716	-13.7	10,620	3,933	3,494	2,963	1,381	1,646	1,126	201,960	19,017	51,346	820	20,701	18,675
ROOSEVELT	10,504	10,999	4.7	11,486	3,961	3,963	2,998	1,436	1,803	1,275	150,431	13,096	37,980	598	21,069	6,471
ROSEBUD	10,047	10,505	4.6	10,967	3,782	4,003	2,972	1,481	1,733	779	180,180	16,429	47,643	383	8,424	24,575
SANDERS	8,719	8,669	-0.6	8,659	3,330	2,615	2,000	1,204	1,619	1,230	76,377	8,820	22,933	382	1,857	7,682
SHERIDAN	5,421	4,732	-12.7	4,654	1,862	1,317	1,164	540	858	777	88,173	18,946	47,364	600	19,498	5,213
SILVER BOW	37,807	33,941	-10.2	33,828	13,531	8,964	8,998	4,364	6,055	5,480	380,864	11,259	28,147	114	73	2,129
Butte	37,205	33,336	-10.4	32,562	12,173	•	•	•	•	•	370,770	11,387	30,459	•	•	•
STILLWATER	5,612	6,536	16.5	6,956	2,782	1,989	1,614	925	1,294	1,134	56,949	8,187	20,467	447	5,845	20,366
SWEET GRASS	3,222	3,154	-2.1	3,140	1,256	832	710	402	800	504	50,246	16,000	40,001	822	31,762	29,582
TETON	6,478	6,271	-3.2	6,230	2,492	1,912	1,402	729	1,215	978	110,937	17,808	44,520	308	1,255	13,847
TOOLE	5,545	5,046	-9.0	5,015	2,006	1,570	1,274	622	888	657	66,215	13,203	33,008	393	22,234	7,049
TREASURE	965	874	-8.5	858	343	248	198	118	178	118	10,531	12,277	30,693	121	4,301	8,790
VALLEY	10,109	8,239	-18.5	8,165	3,266	2,564	2,066	1,029	1,478	1,012	135,160	16,554	41,384	720	22,781	17,101
WHEATLAND	2,363	2,246	-5.0	2,223	889	660	491	202	405	385	25,856	11,633	29,083	145	3,303	12,377
WIBAUX	1,471	1,191	-19.0	1,135	454	336	289	153	190	167	14,196	12,508	31,269	192	4,056	5,596
YELLOWSTONE	108,366	113,419	4.7	122,122	48,849	35,049	34,438	18,563	21,860	12,334	1,901,232	15,566	38,921	1,043	19,593	79,970
Billings	66,798	81,151	21.5	84,022	35,226	•	•	•	•	•	800,829	9,531	22,733	•	•	•

NEBRASKA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65+	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS........	1,571,699	1,578,385	0.4	1,605,953	632,716	442,595	447,781	218,855	278,147	205,555	23,842,724	14,846	37,683	60,502	2,137,786	4,513,412
METRO AREAS (MSAs/PMSAs/CMSAs)																
Lincoln, NE	193,716	213,641	10.3	220,151	88,060	61,787	74,294	33,651	35,399	23,162	3,067,093	13,932	34,829	1,508	30,979	24,667
Omaha, NE	585,620	618,262	5.6	637,825	251,812	179,900	182,243	94,710	112,174	64,559	9,513,984	14,916	37,782	3,390	130,738	192,111
COUNTIES, Cities																
ADAMS	30,722	29,625	-3.6	29,606	12,335	7,549	8,467	3,849	5,181	4,559	419,434	14,167	34,004	780	43,806	59,573
Hastings	23,045	22,837	-0.9	22,895	8,640	•	•	•	•	•	319,346	13,948	36,962	•	•	•
ANTELOPE	8,673	7,965	-8.2	7,923	3,107	2,438	1,832	897	1,353	1,337	129,663	16,365	41,730	1,009	36,810	64,962
ARTHUR	507	462	-8.9	453	181	106	109	50	110	73	6,772	14,949	37,372	90	967	8,098
BANNER	912	852	-6.6	840	292	244	192	102	173	123	9,796	11,664	33,534	212	8,761	7,555
BLAINE	882	675	-23.5	634	218	183	159	75	116	94	6,667	10,638	31,467	129	760	18,014
BOONE	7,382	6,667	-9.7	6,649	2,606	1,953	1,617	673	1,195	1,155	118,496	17,822	45,466	936	29,545	67,694

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
BOX BUTTE	13,927	13,130	-5.7	13,096	5,231	4,107	3,665	1,833	1,885	1,495	215,092	16,425	41,118	556	43,659	46,414
Alliance	9,869	9,765	-1.1	9,844	3,715	*	*	*	*	*	111,547	11,331	30,028	*	*	*
BOYD	3,322	2,835	-14.7	2,763	1,026	699	631	263	548	598	37,850	13,701	36,907	443	4,843	18,386
BROWN	4,396	3,657	-16.8	3,634	1,454	1,064	851	429	638	620	67,437	18,556	46,375	344	7,805	48,932
BUFFALO	34,917	37,447	7.2	38,664	14,871	10,400	12,971	4,951	5,526	4,490	555,816	14,376	37,376	1,175	47,890	74,504
Kearney	21,158	24,396	15.3	25,144	9,488	*	*	*	*	*	275,119	10,942	28,996	*	*	*
BURT	8,795	7,868	-10.5	7,858	3,144	2,082	1,763	858	1,521	1,575	123,296	15,691	39,223	729	36,305	44,968
BUTLER	9,347	8,601	-8.0	8,577	3,499	2,418	2,018	928	1,541	1,600	114,107	13,304	32,613	961	36,973	32,371
CASS	20,205	21,318	5.5	21,777	8,839	6,225	5,577	2,875	4,128	2,810	297,612	13,666	33,672	913	35,763	19,595
CEDAR	10,865	10,131	-6.8	10,109	3,547	3,281	2,519	1,003	1,585	1,646	150,338	14,871	42,383	1,106	25,532	80,897
CHASE	4,775	4,381	-8.3	4,327	1,694	1,366	966	515	769	674	66,241	15,308	39,113	468	39,849	27,480
CHERRY	6,748	6,307	-6.5	6,244	2,401	1,772	1,531	762	1,215	917	74,104	11,868	30,861	745	2,727	84,467
CHEYENNE	10,041	9,494	-5.4	9,410	3,763	2,587	2,428	1,055	1,784	1,476	162,920	17,314	43,291	740	29,059	65,346
Sidney	6,010	5,959	-0.8	5,940	2,242	*	*	*	*	*	91,916	15,474	41,006	*	*	*
CLAY	8,107	7,123	-12.1	7,101	2,699	2,044	1,734	811	1,269	1,184	98,032	13,805	36,317	710	43,530	79,522
COLFAX	9,894	9,139	-7.6	9,113	3,499	2,605	2,270	977	1,520	1,673	149,069	16,358	42,607	778	22,251	105,520
CUMING	11,673	10,117	-13.3	10,031	4,129	2,907	2,489	1,095	1,762	1,683	175,252	17,471	42,448	1,185	32,675	305,554
CUSTER	13,837	12,270	-11.3	12,182	4,872	3,434	2,733	1,415	2,237	2,285	153,075	12,566	31,418	1,457	41,629	112,543
DAKOTA	16,701	16,742	0.2	16,989	7,042	5,345	4,620	2,411	2,681	1,804	265,352	15,619	37,683	345	15,709	7,412
DAWES	9,642	9,021	-6.4	8,922	3,717	2,240	2,905	1,001	1,373	1,328	153,555	17,211	41,311	498	5,648	16,013
DAWSON	22,251	19,940	-10.4	19,703	7,739	6,023	4,811	2,601	3,403	2,738	327,340	16,614	42,296	974	48,306	251,299
DEUEL	2,457	2,237	-9.0	2,218	840	594	487	240	418	465	33,860	15,266	40,312	262	12,247	7,199
DIXON	7,110	6,143	-13.6	6,125	2,430	1,830	1,489	675	1,046	1,033	71,667	11,702	29,493	704	16,920	73,724
DODGE	35,944	34,500	-4.0	34,436	12,698	9,399	9,058	4,238	6,392	5,059	527,157	15,308	41,517	962	41,237	63,276
Fremont	23,979	23,680	-1.2	23,720	8,951	*	*	*	*	*	275,353	11,608	30,762	*	*	*
DOUGLAS	397,473	416,444	4.8	430,235	165,475	117,007	123,412	64,055	75,158	47,401	6,349,939	14,759	38,374	475	16,382	22,184
Omaha	314,255	335,795	6.9	340,203	128,378	*	*	*	*	*	2,855,440	8,393	22,242	*	*	*
DUNDY	2,869	2,582	-10.0	2,550	1,062	688	552	281	468	539	29,740	11,665	28,010	389	23,385	32,404
FILLMORE	7,914	7,103	-10.2	7,066	2,826	1,915	1,613	828	1,340	1,333	99,099	14,025	35,063	779	45,715	43,880
FRANKLIN	4,358	3,938	-9.6	3,879	1,616	974	832	389	747	912	67,060	17,288	41,497	523	21,789	17,481
FRONTIER	3,613	3,101	-14.2	3,024	1,230	834	804	354	543	462	40,982	13,554	33,327	496	18,151	17,716
FURNAS	6,460	5,553	-14.0	5,497	2,390	1,429	1,178	584	1,004	1,266	121,631	22,128	50,884	539	21,136	29,600
GAGE	24,290	22,794	-6.2	23,633	8,356	5,864	5,888	2,909	4,504	4,293	344,113	14,561	41,181	1,347	33,976	54,339
Beatrice	12,891	12,354	-4.2	12,347	4,659	*	*	*	*	*	158,263	12,818	33,969	*	*	*
GARDEN	2,795	2,460	-12.0	2,418	1,008	533	526	274	530	538	48,870	20,211	48,483	335	10,520	34,695
GARFIELD	2,357	2,141	-9.2	2,123	770	569	457	225	392	461	34,289	16,153	44,533	248	1,845	16,958
GOSPER	2,123	1,928	-9.2	1,914	777	517	441	207	397	338	21,163	11,057	27,236	345	16,374	14,339
GRANT	846	769	-9.1	779	305	222	202	106	146	97	11,163	14,337	36,614	92	636	10,032
GREELEY	3,448	3,006	-12.8	2,943	1,209	935	675	275	494	543	50,599	17,195	41,867	461	12,896	20,186
HALL	47,851	48,925	2.2	49,965	18,931	14,580	13,043	7,141	8,530	6,298	820,980	16,431	43,367	788	42,457	91,794
Grand Island	33,180	39,386	18.7	40,727	15,369	*	*	*	*	*	423,584	10,401	27,561	*	*	*
HAMILTON	9,322	8,862	-4.9	8,795	3,534	2,532	2,182	1,091	1,676	1,257	116,322	13,226	32,918	770	54,458	49,537
HARLAN	4,283	3,810	-11.0	3,740	1,389	939	839	431	728	780	72,001	19,250	51,842	465	19,894	35,643
HAYES	1,351	1,222	-9.5	1,221	488	353	281	152	244	183	15,303	12,531	31,329	317	12,151	40,874
HITCHCOCK	4,077	3,750	-8.0	3,710	1,436	1,105	858	416	652	648	41,874	11,288	29,151	426	14,255	17,443
HOLT	13,595	12,599	-7.3	12,575	5,149	3,969	3,158	1,423	2,109	1,835	126,975	10,098	24,662	1,393	40,451	103,211
HOOKER	989	793	-19.8	779	280	207	179	90	143	155	15,096	19,383	54,000	78	*	*
HOWARD	6,783	6,055	-10.7	6,034	2,433	1,821	1,420	647	1,132	964	97,857	16,217	40,221	696	19,584	27,929
JEFFERSON	9,827	8,759	-10.9	8,720	3,073	2,103	2,121	987	1,653	1,800	182,602	20,940	59,413	770	20,097	34,063
JOHNSON	5,251	4,673	-11.0	4,582	1,910	1,210	1,037	468	896	937	75,582	16,494	39,578	599	9,558	16,431
KEARNEY	7,097	6,629	-6.6	6,560	2,523	1,784	1,563	814	1,257	1,094	84,312	12,852	33,412	608	44,845	82,778
KEITH	9,371	8,584	-8.4	8,552	3,264	2,419	2,063	1,061	1,715	1,239	143,357	16,764	43,919	405	20,462	45,012
KEYA PAHA	1,297	1,029	-20.7	1,000	370	295	237	112	189	161	13,714	13,709	37,063	259	2,241	16,348
KIMBALL	4,875	4,108	-15.7	4,080	1,591	1,182	1,020	462	782	599	71,903	17,625	45,182	348	10,397	6,872

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

NEBRASKA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
KNOX	11,469	9,534	-16.9	9,372	3,694	2,670	2,205	986	1,693	1,749	171,794	18,331	46,501	1,212	14,580	84,657
LANCASTER	193,716	213,641	10.3	220,151	88,060	51,787	74,294	33,651	35,399	23,162	3,067,093	13,932	34,829	1,508	30,979	24,687
Lincoln	171,932	191,972	11.7	196,080	73,992	*	*	*	*	*	2,318,964	11,827	31,341	*	*	*
LINCOLN	36,440	32,508	-10.8	32,255	11,946	9,733	8,452	4,386	5,635	3,810	540,035	16,743	45,205	1,127	38,754	57,391
North Platte	24,479	22,605	-7.7	22,330	8,426	*	*	*	*	*	316,807	14,187	37,597	*	*	*
LOGAN	979	878	-10.3	883	373	309	197	96	152	122	17,304	19,601	46,354	147	3,476	12,541
LOUP	872	683	-21.7	670	274	176	170	70	136	114	13,266	19,794	48,331	142	1,443	9,748
MCPHERSON	587	546	-7.0	563	236	139	142	54	119	105	7,076	12,573	29,928	958	26,487	56,083
MADISON	31,569	32,655	3.4	33,357	12,458	9,469	9,370	4,271	5,330	4,668	504,583	15,127	40,504	146	*	*
Norfolk	19,449	21,476	10.4	21,981	8,295	*	*	*	*	*	269,738	12,271	32,519	*	*	*
MERRICK	8,945	8,042	-10.1	7,986	3,192	2,418	1,974	904	1,435	1,213	145,842	18,261	45,692	664	31,503	41,832
MORRILL	6,100	5,423	-11.1	5,413	2,129	1,601	1,289	629	978	881	80,944	14,955	38,025	535	25,661	62,400
NANCE	4,749	4,275	-10.0	4,205	1,631	1,269	989	430	739	747	68,183	16,214	41,807	508	15,580	25,635
NEMAHA	8,355	7,980	-4.5	7,930	3,304	2,039	2,054	1,031	1,330	1,409	143,939	18,151	43,569	591	22,033	18,565
NUCKOLLS	6,692	5,786	-13.5	5,730	2,291	1,558	1,280	637	1,098	1,120	83,087	14,501	36,261	621	20,204	25,141
OTOE	15,148	14,252	-5.9	14,198	5,204	3,749	3,298	1,663	2,678	2,706	209,439	14,751	40,242	1,005	26,862	27,623
Nebraska City	7,127	6,547	-8.1	6,531	2,465	*	*	*	*	*	77,592	11,881	31,484	*	*	*
PAWNEE	3,940	3,317	-15.8	3,287	1,204	750	708	330	669	803	40,729	12,389	33,823	520	9908	15,287
PERKINS	3,642	3,367	-7.6	3,337	1,283	990	752	381	593	593	40,573	12,159	31,624	591	38,970	9,362
PHELPS	9,758	9,715	-0.4	9,731	3,893	2,705	2,260	1,188	1,883	1,613	128,680	13,223	33,055	616	51,747	140,142
Holdrege	5,624	5,671	0.8	5,780	2,181	*	*	*	*	*	75,370	13,039	34,553	*	*	*
PIERCE	8,495	7,827	-7.9	7,818	3,219	2,274	1,909	815	1,397	1,358	89,544	11,453	27,819	857	26,403	56,422
PLATTE	28,894	29,820	3.2	30,930	10,853	9,362	7,927	3,859	5,085	3,679	448,023	14,485	41,282	1,245	40,111	90,429
Columbus	17,328	19,480	12.4	20,010	7,551	*	*	*	*	*	226,605	11,324	30,010	*	*	*
POLK	6,349	5,675	-10.6	5,665	2,257	1,676	1,220	652	990	1,080	74,676	13,182	33,093	736	31,605	67,759
RED WILLOW	12,619	11,705	-7.2	11,647	4,659	3,260	3,064	1,376	2,092	1,723	230,905	19,825	49,564	489	19,510	50,354
McCook	8,404	8,112	-3.5	8,154	3,077	*	*	*	*	*	122,355	15,006	39,767	*	*	*
RICHARDSON	11,276	9,937	-11.9	9,894	3,594	2,475	2,249	1,120	1,807	2,180	137,483	13,895	38,254	826	24,731	23,299
Falls City	5,374	4,769	-11.3	4,748	1,792	*	*	*	*	*	50,874	10,715	28,394	*	*	*
ROCK	2,384	2,019	-15.3	1,971	750	610	444	264	329	299	33,762	17,120	45,009	313	6,152	30,087
SALINE	13,181	12,715	-3.5	12,647	5,269	3,201	3,352	1,431	2,172	2,398	228,438	18,063	43,352	881	28,128	22,324
SARPY	86,150	102,583	19.1	107,880	48,750	34,050	31,695	17,775	18,524	4,926	1,466,800	13,597	30,088	437	14,011	45,535
SAUNDERS	18,781	18,285	-2.6	18,211	7,418	5,188	4,483	2,223	3,380	2,766	255,126	14,010	34,395	1,417	45,450	100,405
SCOTTS BLUFF	38,420	36,025	-6.2	35,771	14,122	10,509	9,196	4,722	6,320	4,758	537,484	15,026	38,061	898	33,726	96,498
Scotts Bluff	14,156	13,711	-3.1	13,722	5,178	*	*	*	*	*	111,872	8,153	21,605	*	*	*
SEWARD	15,808	15,450	-2.3	15,403	5,740	4,250	4,694	1,789	2,477	2,110	206,108	13,381	35,904	974	35,092	53,990
SHERIDAN	7,529	6,750	-10.3	6,719	2,624	2,001	1,541	740	1,214	1,167	87,995	13,096	33,534	721	13,974	45,543
SHERMAN	4,267	3,718	-12.9	3,633	1,407	1,049	815	357	656	728	53,805	14,809	38,246	576	11,913	18,294
SIOUX	1,806	1,549	-14.2	1,523	660	399	366	177	337	233	32,204	21,151	48,806	353	5,941	33,708
STANTON	6,601	6,244	-5.4	6,198	2,740	2,067	1,599	787	972	726	119,018	19,204	43,442	695	15,275	79,721
THAYER	7,577	6,635	-12.4	6,622	2,648	1,722	1,459	736	1,222	1,426	87,995	13,289	33,233	744	33,577	47,371
THOMAS	970	851	-12.3	852	327	270	205	112	152	105	13,909	16,321	42,525	94	322	8,455
THURSTON	7,154	6,936	-3.0	6,917	3,126	2,334	1,771	728	1,160	858	83,219	12,030	26,619	462	17,197	23,090
VALLEY	5,684	5,169	-9.1	5,091	1,860	1,415	1,132	586	910	1,016	98,363	19,321	52,881	541	14,050	36,575
WASHINGTON	15,545	16,607	6.8	16,955	6,937	4,678	4,544	2,205	3,265	2,137	253,198	14,934	36,497	826	27,663	48,317
WAYNE	9,931	9,364	-5.7	9,276	3,710	2,200	3,296	967	1,528	1,224	168,849	18,204	45,514	744	19,602	60,440
WEBSTER	4,859	4,279	-11.9	4,188	1,675	1,097	881	432	811	931	49,124	11,730	29,323	508	12,311	20,446
WHEELER	1,063	948	-10.8	950	404	322	243	111	149	118	10,186	10,722	25,220	213	6,644	112,425
YORK	14,848	14,428	-2.8	14,369	5,526	3,936	3,794	1,826	2,539	2,168	207,215	14,421	37,497	899	51,350	57,764
York	7,723	7,884	2.1	8,016	3,025	*	*	*	*	*	111,331	13,888	38,804	*	*	*

NEVADA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65+	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS......	806,925	1,201,835	48.9	1,280,817	520,525	320,489	363,883	199,057	265,042	132,412	17,137,344	13,380	32,923	3,027	73,703	172,575
METRO AREAS (MSAs/PMSAs/CMSAs)																
La Vegas, NV	466,805	741,459	58.8	796,390	321,774	203,079	229,360	122,644	164,056	77,250	10,330,440	12,972	32,105	267	1,069	13,652
Reno, NV	194,961	254,667	30.6	266,608	111,087	58,121	78,649	45,057	55,988	28,794	4,076,391	15,290	36,696	346	3,304	8,511
COUNTIES, Cities																
CARCON CITY	32,157	40,443	25.8	42,100	17,542	9,641	11,367	6,386	9,136	5,557	639,740	15,196	36,470	37	227	866
CHURCHILL	14,012	17,938	28.0	18,723	7,489	5,280	4,868	2,471	3,520	2,564	243,077	12,983	32,457	542	7,658	24,570
Fallon	4,262	4,643	8.9	4,895	1,883	•	•	•	•	•	59,525	12,160	31,617	•	•	•
CLARK	466,805	741,459	58.8	796,390	321,774	203,079	229,360	122,644	164,056	77,250	10,330,440	12,972	32,105	267	1,069	13,652
Las Vegas	164,674	258,295	56.9	277,019	104,932	•	•	•	•	•	3,758,622	13,568	36,820	267	1,069	13,652
DOUGLAS	19,803	27,637	39.6	29,204	11,682	6,892	7,301	5,198	6,483	3,329	481,211	16,478	41,194	202	1,089	7,942
ELKO	17,387	33,530	92.8	36,759	14,703	10,807	9,594	5,183	7,315	3,806	353,672	9,621	24,054	386	1,486	37,580
Elko	8,758	14,736	68.3	15,932	6,128	•	•	•	•	•	105,560	6,626	17,227	•	•	•
ESMERALDA	783	1,344	71.6	1,456	633	384	331	183	365	202	14,932	10,254	23,585	28	•	•
EUREKA	1,230	1,547	25.8	1,610	,644	482	420	237	308	164	17,694	10,987	27,468	86	4,099	4,504
HUMBOLDT	9,600	12,844	33.8	13,493	5,397	4,021	3,576	1,889	2,726	1,285	152,290	11,287	28,217	151	23,412	16,560
LANDER	4,151	6,266	51.0	6,689	2,477	2,120	1,940	1,017	1,130	482	71,389	10,673	28,818	64	1,479	5,751
LINCOLN	3,757	3,775	0.5	3,779	1,309	1,387	933	404	579	476	46,561	12,322	33,270	102	1,090	2,151
LYON	13,855	20,001	44.4	21,230	8,492	6,114	4,947	2,760	4,480	2,951	250,680	11,808	29,519	346	14,713	31,172
MINERAL	6,226	6,475	4.0	6,525	2,610	1,833	1,586	842	1,361	907	86,501	13,257	33,143	38	195	718
NYE	9,233	17,781	92.6	19,491	7,706	5,406	4,970	2,534	4,268	2,222	194,540	9,981	24,953	136	1,995	3,773
PERSHING	3,440	4,336	26.0	4,515	1,806	1,346	1,147	542	831	641	42,956	9,514	23,784	120	10,910	7,198
STOREY	1,498	2,526	68.6	2,732	1,188	650	716	393	653	320	26,969	9,873	22,708	10	•	•
WASHOE	194,961	254,667	30.6	266,608	111,087	58,121	78,649	45,057	55,988	28,794	4,076,391	15,290	36,696	346	3,304	8,511
Reno	119,500	133,850	12.0	136,720	71,315	•	•	•	•	•	2,140,318	15,713	30,124	•	•	•
Sparks	40,780	53,367	30.9	55,884	21,494	•	•	•	•	•	736,493	13,179	34,265	•	•	•
WHITE PINE	8,027	9,266	15.4	9,514	3,806	2,836	2,179	1,303	1,865	1,341	108,301	11,384	28,459	127	1,007	7,627
Ely	4,882	4,756	-2.6	4,731	1,820	•	•	•	•	•	52,979	11,199	29,117	•	•	•

NEW HAMPSHIRE POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65+	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS......	923,460	1,109,252	20.1	1,155,780	438,733	285,503	316,482	188,323	209,888	136,731	19,840,831	17,167	45,120	2,515	35,326	71,775
METRO AREAS (MSAs/PMSAs/CMSAs)																
Nashua, NH	277,461	336,073	21.1	350,056	129,650	92,415	97,666	53,559	65,811	40,256	6,353,963	18,151	49,008	338	9,290	5,990
Portsmouth-Dover-Rochester, NH	276,763	350,078	26.5	367,112	137,515	93,384	108,380	56,879	68,338	30,882	5,835,866	15,887	42,436	571	12,501	8,750
COUNTIES, Cities																
BELKNAP	43,046	49,216	14.3	50,778	20,311	13,101	13,050	7,383	9,851	7,414	678,227	13,357	33,392	153	602	2,026
Laconia	15,575	15,743	1.1	15,879	5,936	•	•	•	•	•	223,632	14,083	37,673	•	•	•

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NEW HAMPSHIRE POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65+	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
CARROLL	28,073	35,410	26.1	-37,117	15,465	8,723	8,945	5,345	7,609	6,495	482,829	13,008	31,220	136	1,117	1,158
Conway	7,158	8,250	15.3	9,683	3,724	*	*	*	*	*	138,031	14,255	37,063	*	*	*
North Conway	1,723	2,104	22.1	2,368	890	*	*	*	*	*	35,224	14,875	39,568	*	*	*
CHESHIRE	62,193	70,121	12.7	74,095	28,066	8,985	10,278	5,067	6,756	4,852	1,513,450	20,426	53,924	231	1,180	17,551
Keene	21,449	22,430	4.6	22,773	8,513	*	*	*	*	*	355,618	15,616	41,772	*	*	*
COOS	35,067	34,828	-0.7	35,006	14,003	9,312	8,962	4,481	6,756	5,496	655,637	18,729	46,823	154	525	7,264
GRAFTON	66,023	74,929	13.5	77,209	30,884	17,604	24,552	11,041	13,898	10,192	1,586,830	20,552	51,381	356	1,246	14,558
Hanover	9,119	6,538	-28.3	6,061	2,266	*	*	*	*	*	149,659	24,692	66,052	*	*	*
Lebanon	11,134	12,183	9.4	12,473	4,663	*	*	*	*	*	221,406	17,750	47,482	*	*	*
HILLSBOROUGH	277,461	336,073	21.1	350,056	129,650	92,415	97,666	53,559	65,811	40,256	6,353,963	18,151	49,008	338	9,290	5,980
Manchester	90,936	99,567	9.5	101,952	38,113	*	*	*	*	*	1,523,464	14,943	39,973	*	*	*
Nashua	67,865	79,662	17.4	82,555	30,862	*	*	*	*	*	1,408,729	17,064	45,647	*	*	*
MERRIMACK	98,668	120,005	21.6	125,080	48,108	31,520	34,522	18,887	23,515	16,511	1,911,533	15,282	39,734	370	6,726	7,027
Concord	30,400	36,006	18.4	37,369	13,970	*	*	*	*	*	581,316	15,556	41,613	*	*	*
ROCKINGHAM	191,221	245,845	28.6	258,439	95,718	67,194	71,846	42,842	49,103	27,395	4,325,634	16,738	45,191	382	6,079	6,245
Portsmouth	26,254	25,925	-1.3	26,027	9,730	*	*	*	*	*	479,219	18,412	49,253	*	*	*
STRAFFORD	85,542	104,233	21.9	108,673	41,797	26,190	36,514	14,236	19,235	12,497	1,510,254	13,897	36,133	189	6,422	2,505
Dover	22,377	25,042	11.9	25,741	9,623	*	*	*	*	*	413,335	16,057	42,953	*	*	*
SULLIVAN	36,186	38,592	6.6	39,327	15,731	10,461	10,146	5,702	7,354	5,624	822,474	20,914	52,284	206	2,139	7,461
Claremont	14,557	38,592	165.1	43,681	16,329	*	*	*	*	*	213,480	4,887	13,073	*	*	*

NEW JERSEY POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65+	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	7,376,752	7,730,188	4.8	7,910,102	2,992,730	1,901,891	2,127,102	1,114,067	1,651,757	1,114,450	162,528,771	20,547	54,308	9,032	370,582	123,737
METRO AREAS (MSAs/PMSAs/CMSAs)																
Atlantic City, NJ	277,354	319,416	15.2	332,336	136,374	78,439	87,555	42,582	63,179	60,580	6,987,689	21,026	51,239	508	41,119	746
Bergen-Passaic, NJ	1,292,633	1,278,440	-1.1	1,298,141	492,705	283,106	342,120	180,819	293,223	198,035	28,837,253	22,214	58,528	183	6,866	532
Jersey City, NJ	559,556	553,099	-1.2	552,900	191,714	133,249	148,730	76,300	112,239	81,829	9,402,970	17,007	49,047	*	*	*
Middlesex-Somerset-Hunterdon, NJ	886,636	1,019,835	14.8	1,060,458	392,161	241,055	304,569	155,037	232,874	126,478	23,778,245	22,423	60,634	2,057	48,161	26,244
Monmouth-Ocean, NJ	852,966	986,327	15.6	1,026,928	392,562	253,994	251,372	138,864	201,623	180,504	20,442,521	19,906	52,075	1,046	52,660	8,854
Newark, NJ	1,879,244	1,824,321	-2.9	1,841,730	707,471	445,897	488,657	265,325	393,478	248,734	40,578,945	22,033	57,358	1,262	26,691	15,230
Trenton, NJ	307,587	325,824	5.9	334,002	128,462	76,152	95,524	47,428	69,472	46,092	7,974,470	23,876	62,077	309	11,243	2,713
Vineland-Millville-Bridgeton, NJ	132,710	138,053	4.0	141,035	51,570	39,631	37,797	18,476	26,938	18,334	1,935,112	13,721	37,524	612	52,150	6,085
COUNTIES, Cities																
ATLANTIC	194,686	224,327	15.2	233,421	95,292	55,788	63,024	30,812	44,583	39,215	4,892,555	20,960	51,343	384	37,003	260
Atlantic City	40,199	37,986	-5.5	37,454	14,421	*	*	*	*	*	456,060	12,177	31,624	*	*	*
BERGEN	844,758	825,380	-2.3	837,800	322,231	167,560	217,828	117,292	200,234	134,048	20,505,121	24,475	63,635	126	5,523	532
Hackensack	36,039	37,049	2.8	37,624	14,485	*	*	*	*	*	948,545	25,211	65,484	*	*	*

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
BURLINGTON	363,340	395,066	8.7	406,931	152,354	104,988	119,638	59,005	81,793	41,507	7,259,637	17,840	47,650	834	43,900	11,619
Burlington	10,246	9,835	-4.0	9,795	3,784	•	•	•	•	•	130,021	13,274	34,380	•	•	•
Willingboro	39,912	36,291	-9.1	35,922	13,830	•	•	•	•	•	488,924	13,611	35,352	•	•	•
CAMDEN	472,165	502,824	6.5	515,954	194,064	137,244	141,371	72,750	100,095	64,494	8,305,328	16,097	42,707	177	7,531	392
Camden	84,910	87,492	3.0	88,888	34,204	•	•	•	•	•	923,430	10,389	26,998	•	•	•
Cherry Hill	68,785	69,348	0.8	70,155	26,998	•	•	•	•	•	1,372,312	19,561	50,830	•	•	•
CAPE MAY	82,668	95,089	15.0	98,915	43,006	22,651	24,531	11,771	18,596	21,366	2,095,134	21,181	48,717	124	4,116	486
CUMBERLAND	132,710	138,053	4.0	141,035	51,570	39,631	37,797	18,476	26,938	18,334	1,935,112	13,721	37,524	612	52,150	6,085
Bridgeton	18,795	18,942	0.8	19,161	7,386	•	•	•	•	•	154,556	8,066	20,925	•	•	•
Millville	24,815	25,992	4.7	26,490	10,204	•	•	•	•	•	285,239	10,768	27,954	•	•	•
Vineland	53,753	54,780	1.9	55,535	21,375	•	•	•	•	•	568,006	10,228	26,574	•	•	•
ESSEX	849,309	778,206	-8.4	777,950	299,212	196,043	209,269	107,357	157,924	107,357	17,487,535	22,479	56,445	25	907	0
Newark	329,248	275,221	-16.4	271,223	104,330	•	•	•	•	•	3,798,640	14,006	36,410	•	•	•
GLOUCESTER	201,090	230,082	14.4	239,124	93,327	65,998	67,672	34,673	45,194	25,825	4,380,180	18,318	46,933	681	42,320	4,071
Woodbury	10,353	10,904	5.3	10,805	4,173	•	•	•	•	•	154,568	14,305	37,043	•	•	•
HUDSON	559,556	553,099	-1.2	552,900	191,714	133,249	148,730	76,300	112,239	81,829	9,402,970	17,007	49,047	•	•	•
Jersey City	223,532	228,537	2.2	231,833	89,184	•	•	•	•	•	2,712,209	11,699	30,411	•	•	•
Union City	55,593	58,012	4.4	59,081	22,740	•	•	•	•	•	694,633	11,757	30,546	•	•	•
HUNTERDON	87,755	107,776	22.8	113,317	43,255	28,896	29,349	17,451	25,496	12,125	2,782,915	24,559	64,337	1,398	12,808	14,747
MERCER	307,587	325,824	5.9	334,002	128,462	76,152	95,524	47,428	69,472	46,092	7,974,470	23,876	62,077	309	11,243	2,713
Trenton	92,124	88,675	-3.7	88,465	34,041	•	•	•	•	•	932,343	10,539	27,369	•	•	•
MIDDLESEX	597,276	671,780	12.5	696,123	254,661	155,931	207,445	100,938	146,882	84,231	14,366,875	20,638	56,416	252	27,792	1,615
New Brunswick	41,442	41,711	0.6	42,182	16,239	•	•	•	•	•	606,116	14,369	37,324	•	•	•
Perth Amboy	38,951	41,967	7.7	42,998	16,552	•	•	•	•	•	668,978	15,559	40,418	•	•	•
Woodbridge	90,074	93,086	3.3	94,625	36,410	•	•	•	•	•	2,056,532	21,733	56,483	•	•	•
MONMOUTH	504,488	553,124	9.6	570,590	210,027	142,648	150,065	80,453	120,395	76,459	10,738,485	18,820	51,129	840	49,690	6,908
Asbury Park	17,015	16,799	-1.3	16,666	6,424	•	•	•	•	•	271,103	16,267	42,203	•	•	•
MORRIS	406,537	421,353	3.1	429,745	164,204	102,279	116,031	66,181	98,412	46,842	9,987,775	23,241	60,825	430	11,382	1,634
Dover	14,681	15,115	3.0	15,354	5,921	•	•	•	•	•	233,639	15,217	30,457	•	•	•
Morristown	16,614	16,189	-2.6	16,265	6,271	•	•	•	•	•	316,570	19,463	50,479	•	•	•
Parsippany	49,868	48,478	-2.8	48,282	18,584	•	•	•	•	•	1,095,333	22,686	56,938	•	•	•
OCEAN	348,478	433,203	24.3	456,338	182,536	111,346	101,307	58,411	81,228	104,045	9,704,036	21,265	53,162	206	2,970	1,946
Brick Township	53,629	66,473	23.9	69,732	26,836	•	•	—	•	•	1,534,715	22,000	57,188	•	•	•
Point Pleasant	17,747	18,177	2.4	18,446	7,109	•	•	•	•	•	306,927	16,640	43,173	•	•	•
Toms River	3,954	3,869	-2.1	3,817	1,485	•	•	•	•	•	35,908	9,407	24,180	•	•	•
PASSAIC	447,875	453,060	1.2	460,341	170,475	115,546	124,292	63,527	92,960	63,987	8,332,132	18,100	48,876	57	1,343	0
Clifton	74,388	71,742	-3.6	71,525	27,525	•	•	•	•	•	1,239,702	17,332	45,039	•	•	•
Passaic	52,463	58,041	10.6	59,748	22,908	•	•	•	•	•	610,848	10,224	26,561	•	•	•
Paterson	137,970	140,891	2.1	142,890	54,974	•	•	•	•	•	1,447,272	10,129	26,327	•	•	•
SALEM	64,630	65,294	1.0	66,326	25,063	18,107	17,311	8,954	12,001	9,219	1,265,097	19,375	51,275	697	29,690	29,244
Salem	6,959	6,883	-1.1	6,936	2,684	•	•	•	•	•	70,615	10,160	26,307	•	•	•
SOMERSET	203,605	240,279	18.0	251,018	94,244	56,228	67,775	36,649	60,495	30,122	6,628,455	26,406	70,333	407	7,561	9,862
Bridgewater	29,175	32,509	11.4	33,508	12,904	•	•	•	•	•	772,385	23,051	59,854	•	•	•
Somerville	11,973	11,632	-2.8	11,679	4,508	•	•	•	•	•	202,390	17,329	44,895	•	•	•
SUSSEX	116,941	130,943	12.0	135,582	52,344	38,912	33,700	23,998	25,489	13,207	2,915,642	21,505	55,702	776	6,404	13,518
Newton	7,748	7,521	-2.9	7,550	2,919	•	•	•	•	•	117,759	15,596	40,346	•	•	•
UNION	504,457	493,819	-2.1	498,452	191,712	108,663	129,596	67,789	111,653	81,248	10,187,903	20,439	53,142	31	7,998	76
Elizabeth	106,201	110,002	3.6	111,870	43,043	•	•	•	•	•	1,427,272	12,758	33,159	•	•	•
WARREN	84,841	91,607	8.0	94,238	34,909	24,031	24,705	13,853	18,848	12,816	1,361,325	14,446	39,003	666	6,261	27,007
Phillipsburg	16,647	15,757	-5.3	15,735	6,067	•	•	•	•	•	189,354	12,034	31,209	•	•	•

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NEW MEXICO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS........	1,305,156	1,515,069	16.1	1,601,562	587,418	475,103	447,689	217,613	271,880	155,309	20,222,161	12,627	34,426	14,037	260,610	781,195
METRO AREAS (MSAs/PMSAs/CMSAs)																
Albuquerque, NM	422,149	480,577	13.8	520,518	192,785	140,540	155,635	80,680	94,214	49,449	7,495,117	14,399	38,878	434	2,956	23,737
Las Cruces, NM	96,794	135,510	40.0	145,253	53,984	45,319	46,626	18,011	23,531	11,475	1,551,166	10,679	28,734	1,104	81,877	74,337
Santa Fe, NM	93,260	117,043	25.5	124,785	46,411	35,103	33,581	20,729	25,224	12,295	2,176,740	17,444	46,901	324	2,036	5,266
COUNTIES, Cities																
BERNALILLO	422,149	480,577	13.8	520,518	192,785	140,540	155,635	80,680	94,214	49,449	7,495,117	14,399	38,878	434	2,956	23,737
Albuquerque	331,767	384,736	16.0	395,330	158,132	•	•	•	•	•	4,927,635	12,465	31,162	•	•	•
CATRON	2,717	2,563	-5.7	2,532	938	795	620	327	451	342	36,390	14,371	38,802	260	•	•
CHAVES	51,387	57,849	12.6	60,141	22,274	18,102	15,757	6,976	10,585	8,841	700,879	11,654	31,466	622	21,521	63,978
Roswell	39,676	44,654	12.5	45,650	18,260	•	•	•	•	•	403,650	8,843	22,106	•	•	•
CIBOLA	30,347	23,794	-21.6	23,483	8,697	7,374	5,753	3,029	4,180	3,170	286,760	12,297	33,201	•	•	•
Grants	11,451	8,626	-24.7	8,061	3,224	•	•	•	•	•	118,935	14,754	36,886	•	•	•
Milan	3,747	1,911	-49.0	1,544	618	•	•	•	•	•	36,762	23,813	59,532			
COLFAX	13,760	12,925	-6.1	12,758	4,556	3,878	3,368	1,608	2,207	1,697	189,565	14,858	41,604	303	1,032	23,825
Raton	8,225	7,372	-10.4	7,201	2,881	•	•	•	•	•	78,481	10,898	27,245	•	•	•
CURRY	41,720	42,207	1.2	43,102	14,863	13,879	12,500	5,474	6,939	4,310	558,791	12,964	37,597	659	25,246	128,213
Clovis	31,194	30,954	-0.8	30,906	12,362	•	•	•	•	•	318,195	10,296	25,739	•	•	•
DE BACA	2,445	2,252	-7.9	2,213	743	540	509	246	460	468	26,380	11,918	35,517	191	1,463	13,163
DONA ANA	96,794	135,510	40.0	145,253	53,984	45,319	46,626	18,011	23,531	11,475	1,551,166	10,679	28,734	1,104	81,877	74,337
Las Cruces	45,086	62,126	37.8	65,534	26,214	•	•	•	•	•	595,858	9,092	22,731	•	•	•
EDDY	47,969	48,605	1.3	48,732	17,894	15,497	12,622	5,848	8,333	6,433	566,985	11,635	31,685	503	16,253	30,806
Artesia	10,385	10,610	2.2	10,655	4,262	•	•	•	•	•	80,756	7,579	18,948	•	•	•
Carlsbad	25,496	24,952	-2.1	24,043	9,937	•	•	•	•	•	214,337	8,628	21,569	•	•	•
GRANT	26,294	27,676	5.3	27,952	10,279	9,392	7,184	3,494	4,808	3,075	312,507	11,180	30,402	282	160	7,424
Silver City	9,887	10,683	8.1	10,842	4,337	•	•	•	•	•	77,336	7,133	17,832	•	•	•
GUADALUPE	4,471	4,156	-7.0	4,093	1,548	1,314	1,171	446	696	471	33,306	8,137	21,511	250	114	16,571
HARDING	1,083	987	-8.9	968	312	267	216	123	182	179	11,183	11,538	36,729	181	•	•
HIDALGO	6,005	5,958	-0.8	5,949	2,201	2,272	1,505	714	880	577	67,190	11,295	30,534	157	5,083	15,128
LEA	55,797	55,765	-0.1	55,759	21,740	19,404	14,776	6,858	9,590	5,074	705,977	12,661	32,474	561	7,259	23,837
Hobbs	29,153	29,115	-0.1	29,107	11,643	•	•	•	•	•	276,529	9,500	23,751	•	•	•
Lovington	9,727	9,322	-4.2	9,241	3,696	•	•	•	•	•	75,227	8,141	20,352	•	•	•
LINCOLN	11,093	12,219	10.2	12,621	3,947	3,420	3,092	1,817	2,537	1,767	189,325	15,001	47,973	349	229	11,948
LOS ALAMOS	17,685	18,115	2.4	18,422	7,018	5,428	4,650	3,073	5,653	1,659	384,500	20,872	54,791	0	0	0
LUNA	15,614	18,110	16.0	19,152	6,320	6,052	4,462	1,839	3,428	3,371	162,461	8,483	25,704	207	16,608	15,498
Deming	9,964	10,970	10.1	11,171	4,468	•	•	•	•	•	69,786	6,247	15,617	•	•	•
MCKINLEY	55,026	60,686	10.3	62,818	25,127	25,504	18,154	7,475	8,355	3,267	647,230	10,303	25,758	240	263	8,831
Gallup	18,161	19,154	5.5	19,353	7,741	•	•	•	•	•	228,211	11,792	29,481	•	•	•
MORA	4,157	4,264	2.6	4,286	1,558	1,337	1,187	471	686	604	34,253	7,993	21,980	401	368	9,395
OTERO	44,482	51,928	16.7	54,617	19,861	16,986	16,658	7,428	9,285	4,208	645,520	11,819	32,502	439	1,592	8,736
Alamogordo	24,024	27,596	14.9	28,310	11,324	•	•	•	•	•	280,860	9,921	24,802	•	•	•
QUAY	10,526	10,823	2.8	10,882	3,818	3,243	2,623	1,251	2,035	1,743	138,359	12,714	36,235	580	5,648	23,257
RIO ARRIBA	29,191	34,365	17.7	37,665	14,437	13,108	10,509	4,708	5,989	3,315	347,044	9,214	23,956	936	1,322	9,948
ROOSEVELT	15,639	16,702	6.8	16,915	5,456	4,618	5,548	1,894	2,622	2,216	207,850	12,288	38,093	810	30,342	65,996
Portales	9,940	10,690	7.5	10,840	4,336	•	•	•	•	•	95,600	8,819	22,048	•	•	•
SANDOVAL	35,077	63,319	80.5	68,967	23,161	10,526	8,771	4,336	5,726	3,740	718,971	10,425	31,042	379	4,549	7,128
SAN JUAN	81,531	91,605	12.4	93,620	34,630	34,827	26,588	11,983	14,137	6,179	1,102,542	11,777	31,838	650	15,747	7,590
Farmington	31,222	33,997	8.9	34,552	13,821	•	•	•	•	•	363,423	10,518	26,295	•	•	•
SAN MIGUEL	22,705	25,743	13.4	26,351	10,547	8,090	7,747	3,294	4,163	3,004	253,086	9,605	23,996	634	258	16,456
Las Vegas	14,322	14,753	3.0	14,839	5,936	•	•	•	•	•	152,591	10,283	25,707	•	•	•

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
SANTA FE	75,575	98,928	30.9	106,363	39,393	29,675	28,931	17,656	19,571	10,636	1,792,240	16,850	45,496	324	2,036	5,266
Santa Fe	48,953	55,859	14.1	57,240	22,896	*	*	*	*	*	832,954	14,552	36,380	*	*	*
SIERRA	8,436	9,912	17.5	10,462	2,956	2,270	1,996	910	2,124	3,160	91,407	8,737	30,927	192	2,430	9,632
SOCORRO	12,966	14,764	13.7	15,120	5,065	4,974	4,611	1,814	2,328	1,406	146,349	9,679	28,952	306	4,004	17,164
TAOS	18,848	23,118	22.7	24,787	9,291	7,734	6,643	3,693	4,288	2,404	252,104	10,171	27,134	497	421	15,583
TORRANCE	7,581	10,285	35.7	10,826	3,806	3,516	2,663	1,364	1,905	1,386	91,178	8,422	23,587	430	4,875	16,627
UNION	4,672	4,124	-11.7	4,014	1,372	1,208	951	434	751	674	41,154	10,252	30,003	438	4,274	101,521
VALENCIA	31,394	45,235	44.1	50,221	16,740	14,012	13,660	6,337	9,241	5,022	432,411	8,610	25,831	581	2,690	9,600

NEW YORK POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS.........	17,575,098	17,990,455	2.4	18,348,948	7,366,982	4,436,585	4,981,284	2,626,680	3,715,789	2,588,610	323,893,952	17,652	43,970	37,713	698,829	1,740,178
METRO AREAS (MSAs/PMSAs/CMSAs)																
Albany-Schenectady-Troy, NY	835,880	874,304	4.6	890,514	324,528	214,384	251,621	128,557	169,382	128,570	14,323,565	16,085	44,137	2,501	25,165	94,227
Binghamton, NY	263,460	264,497	0.4	265,014	98,981	65,415	75,971	34,759	51,929	36,940	4,369,520	16,488	44,145	1,169	4,888	48,419
Buffalo, NY	1,013,426	968,532	-4.4	958,053	357,771	227,286	271,400	127,549	191,802	140,016	14,611,838	15,252	40,841	1,201	29,507	43,124
Elmira, NY	97,656	95,196	-2.5	95,007	35,627	24,987	26,412	12,161	17,766	13,681	1,074,994	11,315	30,174	327	3,766	9,177
Glens Falls, NY	109,649	118,539	8.1	121,821	47,426	33,546	33,607	15,940	22,282	16,437	1,543,327	12,669	32,541	922	5,470	69,136
Jamestown-Dunkirk, NY	146,925	141,895	-3.4	141,650	52,557	36,724	39,276	17,582	26,515	21,552	1,997,227	14,100	38,001	1,972	27,334	51,794
Nassau-Suffolk, NY	2,605,813	2,609,212	0.1	2,632,515	1,140,725	643,019	721,800	354,650	581,110	331,936	56,626,892	21,511	49,641	763	99,458	19,120
New York, NY	8,275,104	8,546,846	3.3	8,797,995	3,622,155	2,042,056	2,278,465	1,330,922	1,827,610	1,318,942	160,328,301	18,223	44,263	199	4,299	2,945
Niagara Falls, NY	227,354	220,756	-2.9	219,500	84,437	56,248	61,302	28,564	42,406	30,980	3,034,477	13,824	35,938	923	26,297	16,026
Orange, NY	259,603	307,647	18.5	321,221	129,689	89,621	87,051	45,935	60,711	37,904	4,900,712	15,256	37,788	789	43,649	30,074
Poughkeepsie, NY	246,205	259,462	5.4	265,390	99,243	65,685	74,426	38,405	54,296	32,578	4,099,558	15,447	41,308	613	13,782	23,763
Rochester, NY	971,230	1,002,410	3.2	1,021,254	392,402	254,338	294,366	150,301	193,704	128,545	18,389,366	18,007	46,864	3,901	155,747	121,336
Syracuse, NY	642,971	659,864	2.6	671,533	252,032	173,783	200,848	91,570	122,622	82,709	11,725,085	17,460	46,522	2,306	34,260	119,236
Utica-Rome, NY	320,180	316,633	-1.1	315,873	118,685	81,215	86,577	39,888	59,391	48,802	4,336,907	13,730	36,541	1,959	15,555	106,220
COUNTIES, Cities																
ALBANY	285,909	292,594	2.3	297,605	101,833	64,580	68,984	43,153	56,950	44,938	4,716,004	15,847	46,311	460	5,598	10,659
Albany	101,727	101,082	-0.6	100,953	38,828	*	*	*	*	*	1,107,600	10,971	28,520	*	*	*
ALLEGANY	51,742	50,470	-2.5	50,243	18,359	13,767	16,882	5,577	8,089	5,929	603,980	12,021	32,898	798	1,763	28,225
Wellsville Village	5,769	5,241	-9.2	5,136	1,976	*	*	*	*	*	54,296	10,573	27,480	*	*	*
BRONX	1,169,115	1,203,789	3.0	1,241,174	461,318	333,301	337,032	162,920	232,565	175,356	13,879,753	11,183	30,087	0	0	0
BROOME	213,648	212,160	-0.7	211,511	76,666	49,685	61,525	27,097	41,228	31,376	3,550,529	16,786	46,312	580	2,595	21,096
Binghamton	55,860	53,008	-5.1	52,436	20,168	*	*	*	*	*	610,959	11,651	30,293	*	*	*
CATTARAUGUS	85,697	84,234	-1.7	84,091	32,408	23,966	23,377	10,511	14,968	11,268	1,119,456	13,312	34,543	1,102	8,501	44,352
Olean	18,207	16,946	-6.9	16,694	6,421	*	*	*	*	*	185,367	11,104	28,870	*	*	*
Salamanca	6,890	6,566	-4.7	6,501	2,500	*	*	*	*	*	56,743	8,728	22,693	*	*	*
CAYUGA	79,894	82,313	3.0	83,832	32,448	23,259	22,506	11,127	14,892	12,048	1,051,015	12,537	32,391	995	20,607	56,807
Auburn	32,548	31,258	-4.0	31,000	11,923	*	*	*	*	*	289,258	9,331	24,260	*	*	*

—Estimates produced for Editor & Publisher Co. by E&P Research, Inc

NEW YORK POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
CHAUTAUQUA	146,925	141,895	-3.4	141,650	52,557	36,724	39,276	17,582	26,515	21,552	1,997,227	14,100	38,001	1,972	27,334	51,794
Dunkirk	15,310	13,989	-8.6	13,725	5,279	*	*	*	*	*	147,326	10,734	27,909	*	*	*
Fredonia	11,126	10,436	-6.2	10,298	3,961	*	*	*	*	*	104,433	10,141	26,367	*	*	*
Jamestown	35,775	34,681	-3.1	34,462	13,255	*	*	*	*	*	316,888	9,195	23,906	*	*	*
CHEMUNG	97,656	95,195	-2.5	95,007	35,627	24,987	26,412	12,161	17,766	13,681	1,074,994	11,315	30,174	327	3,766	9,177
Elmira	35,327	33,724	-4.5	33,403	12,847	*	*	*	*	*	207,063	6,199	16,117	*	*	*
CHENANGO	49,344	51,768	4.9	52,906	21,143	15,327	13,953	6,765	9,725	7,135	759,084	14,348	35,903	933	2,472	52,849
Norwich	8,082	7,613	-5.8	7,519	2,892	*	*	*	*	*	98,816	13,142	34,169	*	*	*
CLINTON	80,899	85,969	6.3	88,070	32,510	22,963	30,618	11,790	14,429	8,270	1,219,387	13,846	37,508	591	10,773	37,980
Plattsburgh	21,057	21,255	0.9	21,295	8,190	*	*	*	*	*	257,993	12,115	31,500	*	*	*
COLUMBIA	59,487	62,982	5.9	64,477	23,687	15,684	16,135	8,907	12,844	10,908	1,053,892	16,345	44,492	567	12,497	43,042
Hudson	7,986	8,034	0.6	8,044	3,094	*	*	*	*	*	65,479	8,141	21,165	*	*	*
CORTLAND	48,820	48,963	0.3	49,604	17,997	13,072	16,402	6,213	8,052	5,865	750,296	15.126	41,691	536	2,009	40,678
Cortland	20,138	19,801	-1.7	19,734	7,590	*	*	*	*	*	218,440	11,069	28,781	*	*	*
DELAWARE	46,824	47,225	0.9	47,897	17,772	12,345	13,158	5,838	9,091	7,464	611,320	12,763	34,399	883	3,807	51,488
DUTCHESS	246,205	259,462	5.4	265,390	99,243	65,685	74,426	38,405	54,296	32,578	4,099,558	15,447	41,308	613	13,782	23,763
Beacon	12,937	13,243	2.4	13,304	5,117	*	*	*	*	*	145,298	10,921	28,395	*	*	*
Poughkeepsie	29,757	28,844	-3.1	28,661	11,024	*	*	*	*	*	348,308	12,162	31,596	*	*	*
ERIE	1,013,426	968,532	-4.4	958,053	357,771	227,286	271,400	127,549	191,802	140,016	14,611,838	15,252	40,841	1,201	29,507	43,124
Buffalo	357,870	328,123	-8.3	322,174	123,913	*	*	*	*	*	2,773,849	8,610	22,385	*	*	*
Tonawanda	18,693	17,284	-7.5	17,002	6,539	*	*	*	*	*	171,360	10,079	26,205	*	*	*
ESSEX	36,302	37,152	2.3	37,789	14,170	9,692	9,994	4,903	7,279	5,921	543,924	14,394	38,384	219	2,207	6,991
FRANKLIN	44,929	46,540	3.6	47,448	18,391	13,048	13,855	5,741	8,398	6,405	632,401	13,328	34,386	557	5,513	38,297
Malone Village	7,668	6,777	-11.6	6,599	2,538	*	*	*	*	*	88,061	13,346	34,697	*	*	*
Saranac Lake	5,578	5,377	-3.6	5,337	2,053	*	*	*	*	*	64,149	12,020	31,252	*	*	*
Tupper Lake	4,478	4,087	-8.7	4,006	1,542	*	*	*	*	*	46,583	11,371	29,564	*	*	*
FULTON	56,153	54,191	-1.7	54,074	20,441	14,492	13,843	6,921	10,004	8,814	718,185	13,282	35,134	195	763	7,853
Gloversville	17,836	16,656	-6.6	16,420	6,315	*	*	*	*	*	160,337	9,766	25,388	*	*	*
Johnstown	9,360	9,058	-3.2	8,998	3,461	*	*	*	*	*	90,281	10,034	26,086	*	*	*
GENESEE	59,400	60,060	1.1	60,944	23,729	16,621	16,743	8,098	11,446	8,037	889,669	14,598	37,493	660	25,905	41,157
Batavia	16,703	16,310	-2.4	16,231	6,243	*	*	*	*	*	177,746	10,951	28,472	*	*	*
GREENE	40,861	44,739	9.5	46,084	16,912	11,095	11,878	5,801	9,161	8,149	620,954	13,475	36,716	279	2,129	6,841
Catskill	4,718	4,690	-0.6	4,684	1,802	*	*	*	*	*	46,634	9,955	25,883	*	*	*
HAMILTON	5,034	5,279	4.9	5,395	1,895	1,262	1,284	615	1,192	1,041	72,521	13,443	38,278	0	0	0
HERKIMER	66,714	65,797	-1.4	65,434	25,360	17,667	17,275	8,114	12,105	10,273	825,692	12,619	32,559	708	2,131	45,239
Herkimer	8,383	7,945	-5.2	7,857	3,022	*	*	*	*	*	75,742	9,640	25,063	*	*	*
Ilion	9,450	8,888	-5.9	8,776	3,376	*	*	*	*	*	84,420	9,620	25,012	*	*	*
Little Falls	6,156	5,829	-5.3	5,764	2,217	*	*	*	*	*	50,994	8,846	23,004	*	*	*
JEFFERSON	88,151	110,943	25.9	116,945	46,328	34,031	31,458	14,618	20,933	15,905	1,304,224	11,152	28,152	1,056	3,876	73,466
Watertown	27,861	29,429	5.6	29,743	11,439	*	*	*	*	*	274,583	9,232	24,003	*	*	*
KINGS	2,231,028	2,300,664	3.1	2,363,850	902,630	635,876	619,329	328,575	444,404	335,667	35,885,613	15,181	39,757	0	0	0
LEWIS	25,035	26,796	7.0	27,488	11,995	8,815	7,497	3,268	4,668	3,240	352,854	12,837	29,416	707	1,896	56,768
LIVINGSTON	57,006	62,372	9.4	64,238	23,922	16,381	20,556	8,479	11,434	7,387	978,264	15,229	40,895	737	18,691	36,520
MADISON	65,150	69,120	6.1	70,788	26,976	18,952	22,630	8,840	12,305	8,062	1,093,109	15,442	40,521	785	5,990	59,780
Oneida	10,810	10,850	0.4	10,858	4,176	*	*	*	*	*	119,914	11,044	28,714	*	*	*
MONROE	702,238	713,968	1.7	725,268	278,949	175,515	210,328	108,790	138,526	92,109	13,785,210	19,007	49,418	682	30,982	12,548
Rochester	241,741	231,646	-4.2	229,627	88,318	*	*	*	*	*	2,623,105	11,423	29,701	*	*	*
MONTGOMERY	53,439	51,981	-2.7	51,836	19,385	12,700	12,855	6,687	9,849	9,745	712,609	13,747	36,762	616	4,022	37,576
Amsterdam	21,872	20,714	-5.3	20,482	7,878	*	*	*	*	*	204,492	9,984	25,958	*	*	*
NASSAU	1,321,582	1,287,348	-2.6	1,286,507	556,404	277,886	349,930	164,673	304,902	189,117	30,135,453	23,424	54,161	67	1,917	1,511
Garden City	22,927	21,686	-5.4	21,438	8,245	*	*	*	*	*	482,355	22,500	58,501	*	*	*
Hempstead	40,404	49,453	22.4	51,263	19,716	*	*	*	*	*	677,866	13,223	34,381	*	*	*
NEW YORK	1,428,285	1,487,536	4.1	1,540,357	855,753	251,078	385,039	309,612	352,742	241,836	36,784,525	23,881	42,985	0	0	0

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-24	25-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
NIAGARA	227,354	220,756	-2.9	219,500	84,437	56,248	61,302	28,564	42,406	30,980	3,034,477	13,824	35,938	923	26,297	16,026
Lockport	24,844	24,426	-1.7	24,342	9,362	*	*	*	*	*	256,903	10,554	27,440	*	*	*
Niagra Falls	71,384	61,840	-13.4	59,931	23,050	*	*	*	*	*	579,999	9,678	25,162	*	*	*
North Tonawanda	35,760	34,989	-2.2	34,835	13,398	*	*	*	*	*	351,045	10,077	26,201	*	*	*
ONEIDA	253,466	250,836	-1.0	250,439	93,326	63,548	69,302	31,774	47,286	38,529	3,511,215	14,020	37,823	1,251	13,424	60,981
Rome	43,826	44,350	1.2	44,455	17,098	*	*	*	*	*	408,973	9,200	23,919	*	*	*
Utica	75,632	68,637	-9.2	67,238	25,861	*	*	*	*	*	630,282	9,374	24,372	*	*	*
ONONDAGA	463,920	468,973	1.1	475,858	176,254	118,489	140,378	66,620	89,461	60,910	8,651,234	18,180	49,084	772	12,264	41,569
Syracuse	170,105	163,860	-3.7	162,611	62,543	*	*	*	*	*	1,819,323	11,188	29,089	*	*	*
ONTARIO	88,909	95,101	7.0	97,544	36,913	24,581	27,605	14,241	18,533	12,583	1,568,974	16,085	42,505	837	22,568	29,078
Canandaigua	10,419	10,725	2.9	10,786	4,149	*	*	*	*	*	128,909	11,951	31,073	*	*	*
Geneva	15,133	14,143	-6.5	13,945	5,363	*	*	*	*	*	141,745	10,165	26,428	*	*	*
ORANGE	259,603	307,647	18.5	321,221	129,689	89,621	87,051	45,935	60,711	37,904	4,900,712	15,256	37,788	789	43,840	30,074
Middletown	21,454	24,160	12.6	24,701	9,500	*	*	*	*	*	229,724	9,300	24,180	*	*	*
Newburgh	23,438	26,454	12.9	27,057	10,407	*	*	*	*	*	184,487	6,818	17,728	*	*	*
Port Jervis	8,699	9,060	4.1	9,132	3,512	*	*	*	*	*	85,350	9,346	24,300	*	*	*
ORLEANS	38,496	41,846	8.7	43,047	16,722	11,998	11,654	5,677	7,999	5,720	625,870	14,539	37,427	581	38,724	14,129
Medina	6,392	6,686	4.6	6,745	2,594	*	*	*	*	*	75,893	11,252	29,255	*	*	*
OSWEGO	113,901	121,771	6.9	124,887	48,802	38,342	37,841	16,110	20,856	13,738	1,980,742	15,860	40,588	749	16,006	17,887
Fulton	13,312	12,929	-2.9	12,852	4,943	*	*	*	*	*	148,371	11,544	30,015	*	*	*
Oswego	19,793	19,195	-3.0	19,075	7,337	*	*	*	*	*	222,104	11,643	30,273	*	*	*
OTSEGO	59,075	60,517	2.4	61,565	21,469	14,330	19,927	7,380	10,640	9,287	906,012	14,716	42,202	1,029	3,481	57,456
Oneonta	14,933	13,954	-6.6	13,665	5,137	*	*	*	*	*	174,901	12,798	34,046	*	*	*
PUTNAM	77,193	83,941	8.7	86,357	35,695	23,426	22,648	13,309	18,153	8,731	1,715,570	19,866	48,062	51	0	253
QUEENS	1,891,325	1,951,598	3.2	1,988,555	740,627	425,892	501,637	293,798	431,688	345,750	37,961,279	18,994	51,256	0	0	0
RENSSELAER	151,966	154,429	1.6	156,858	58,781	38,058	46,587	21,019	28,548	21,846	2,507,668	15,987	42,661	526	6,880	19,798
Troy	56,638	54,269	-4.2	53,795	20,690	*	*	*	*	*	549,987	10,224	26,582	*	*	*
RICHMOND	352,029	378,977	7.7	410,229	167,512	105,660	111,172	63,585	81,636	47,176	7,516,530	18,323	44,872	0	0	0
ROCKLAND	259,530	265,475	2.3	269,997	116,941	72,359	72,359	36,450	62,089	26,730	5,712,666	21,158	48,851	27	0	0
Nyack	6,428	6,558	2.0	6,584	2,532	*	*	*	*	*	104,491	15,871	41,263	*	*	*
ST. LAWRENCE	114,347	111,974	-2.1	111,333	42,123	30,283	36,517	12,692	18,704	13,137	1,399,638	12,572	33,226	1,602	4,197	76,847
Ogdensburg	12,375	13,521	9.3	13,750	5,289	*	*	*	*	*	112,946	8,214	21,357	*	*	*
SARATOGA	153,759	181,276	17.9	189,114	73,843	52,198	52,385	29,313	35,743	19,479	3,135,261	16,579	42,458	528	5,303	17,535
Saratoga Springs	23,906	25,001	4.6	25,220	9,700	*	*	*	*	*	335,570	13,306	34,595	*	*	*
SCHENECTADY	149,946	149,285	-0.4	149,017	53,774	34,758	38,932	20,585	30,132	24,612	2,631,060	17,656	48,928	182	1,453	1,850
Schenectady	67,972	65,566	-3.5	65,085	25,033	*	*	*	*	*	743,226	11,419	29,690	*	*	*
SCHOHARIE	29,710	31,859	7.2	32,682	12,080	8,034	10,288	3,984	5,813	4,572	429,112	13,128	35,581	572	4,104	27,080
Cobbleskill	7,048	7,270	3.1	7,335	2,758	*	*	*	*	*	94,517	12,885	34,274	*	*	*
SCHUYLER	17,686	18,662	5.5	19,080	7,510	5,322	5,016	2,409	3,805	2,651	229,820	12,037	30,602	371	3,664	9,680
SENECA	33,733	33,683	-0.1	33,524	12,756	8,582	9,219	4,358	6,571	4,794	488,290	14,568	38,126	432	12,465	12,710
STEUBEN	99,217	99,088	-0.1	98,775	38,209	27,712	25,733	12,689	18,904	13,757	1,280,569	12,965	33,516	1,407	19,273	54,331
Corning	12,953	11,938	-7.8	11,735	4,513	*	*	*	*	*	138,674	11,817	30,725	*	*	*
Hornell	10,234	9,877	-3.5	9,808	3,771	*	*	*	*	*	83,665	8,532	22,184	*	*	*
SUFFOLK	1,284,231	1,321,864	2.9	1,346,009	504,320	365,133	371,870	189,977	276,208	142,820	26,491,439	19,681	45,337	696	97,541	17,609
SULLIVAN	65,155	69,277	6.3	70,978	24,220	17,585	18,436	9,289	14,040	11,629	1,018,940	14,352	42,058	373	1,694	21,022
TIOGA	49,812	52,337	5.1	53,500	22,316	15,730	14,446	7,092	10,701	5,584	818,991	15,398	36,700	579	2,290	27,323
Waverly	4,738	4,787	1.0	4,787	1,846	*	*	*	*	*	48,636	10,139	26,362	*	*	*
TOMPKINS	87,085	94,097	8.1	96,693	30,303	19,145	39,451	14,687	14,407	8,992	1,437,555	14,867	47,438	532	4,641	37,416
Ithaca	28,732	29,541	2.8	29,703	11,424	*	*	*	*	*	304,109	10,240	26,625	*	*	*
ULSTER	158,158	165,304	4.5	168,817	61,882	40,307	47,380	24,464	33,561	23,105	2,827,680	16,750	45,836	539	26,507	23,611
Kingston	24,481	23,095	-5.7	22,818	8,776	*	*	*	*	*	288,563	12,646	32,879	*	*	*
WARREN	54,854	59,209	7.9	60,831	22,718	16,347	16,530	8,285	11,242	8,447	855,162	14,098	37,643	61	808	534
Glens Falls	15,897	15,023	-5.5	14,848	5,711	*	*	*	*	*	155,471	10,471	27,224	*	*	*

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

NEW YORK POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 80 to 90	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65+	E&P 1992 estimate (thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (thousands)	Value of livestock (thousands)
WASHINGTON	54,795	59,330	8.3	60,990	24,709	17,199	17,077	7,685	11,039	7,990	688,165	11,283	27,851	861	4,664	68,602
WAYNE	84,581	89,123	5.4	91,157	35,896	25,963	24,223	13,113	17,211	10,746	1,431,048	15,699	39,866	1,064	46,582	29,061
WESTCHESTER	866,599	874,866	1.0	887,476	341,679	193,663	229,198	122,594	204,324	137,696	20,872,365	23,519	61,088	121	4,299	2,692
Mamaroneck	17,616	17,325	-1.7	17,267	6,641	*	*	*	*	*	357,642	20,713	53,853	*	*	*
Mount Vernon	66,713	67,153	0.7	67,241	25,662	*	*	*	*	*	893,806	13,293	34,561	*	*	*
New Rochelle	70,794	67,265	-5.0	66,559	25,600	*	*	*	*	*	1,297,984	19,501	50,703	*	*	*
North Tarrytown	7,994	8,152	2.0	8,184	3,148	*	*	*	*	*	133,478	16,310	42,407	*	*	*
Ossining	20,196	22,582	11.8	23,059	8,869	*	*	*	*	*	312,383	13,547	35,222	*	*	*
Peekskill	18,236	19,536	7.1	19,796	7,614	*	*	*	*	*	250,909	12,675	32,954	*	*	*
Port Chester	23,565	24,728	4.9	24,961	9,600	*	*	*	*	*	317,718	12,729	33,095	*	*	*
Tarrytown	10,648	10,814	1.6	10,847	4,172	*	*	*	*	*	199,900	18,429	47,915	*	*	*
White Plains	46,999	48,718	3.7	49,062	18,870	*	*	*	*	*	919,594	18,744	48,733	*	*	*
Yonkers	195,351	188,082	-3.7	186,628	71,780	*	*	*	*	*	2,802,205	15,015	39,039	*	*	*
WYOMING	39,895	42,507	6.5	43,567	17,497	12,536	12,100	6,006	7,660	5,266	566,592	13,005	32,383	812	11,941	71,901
YATES	21,459	22,810	6.3	23,369	8,813	6,099	6,380	2,968	4,347	3,175	268,019	11,469	30,412	609	15,136	14,194
New York City	7,071,782	7,322,564	3.5	7,554,165	3,127,840	1,752,607	1,954,259	1,158,480	1,543,034	1,145,785	132,027,700	17,477	42,211	*	*	*

New Yor City is defined as the sum of
BRONX-KINGS-NEW YORK-
QUEENS AND RICHMOND
COUNTIES

NORTH CAROLINA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 80 to 90	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65+	E&P 1992 estimate (thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (thousands)	Value of livestock (thousands)
STATE TOTALS	5,888,018	6,628,637	12.6	6,890,079	2,619,953	1,765,967	2,001,936	988,613	1,317,431	810,046	102,098,397	14,818	38,970	59,280	1,434,427	2,104,095
METRO AREAS (MSAs/PMSAs/CMSAs)																
Asheville, NC	161,174	174,821	8.5	181,101	72,441	42,378	46,905	26,441	37,850	27,709	2,106,573	11,632	29,080	1,200	6,778	12,529
Burlington, NC	99,124	108,213	9.2	112,231	43,166	25,252	30,976	15,712	24,354	15,937	1,621,538	14,448	37,565	821	6,333	21,836
Fayetteville, NC	247,032	274,566	11.1	285,674	106,155	82,846	102,843	39,709	43,137	16,855	3,780,668	13,234	35,615	524	14,836	8,849
Greensboro-Winston-Salem-High Point, NC	854,148	942,091	10.3	978,873	383,082	235,486	276,948	147,448	202,458	116,528	15,443,853	15,777	40,315	7,089	60,703	146,047
Hickory, NC	203,490	221,700	8.9	229,849	85,962	59,070	62,318	33,927	47,500	26,709	3,407,491	14,825	39,639	1,527	8,287	52,385
Jacksonville, NC	111,863	149,838	33.9	160,582	57,351	45,123	70,496	17,986	19,430	7,708	2,032,409	12,657	35,438	436	13,278	17,134
Raleigh-Durham, NC	563,301	735,480	30.6	776,363	310,798	178,014	254,872	127,425	140,962	75,052	12,285,592	15,825	39,529	2,425	67,169	44,306
Wilmington, NC	103,763	120,284	15.9	126,080	47,284	31,515	36,179	19,287	24,204	14,749	2,143,770	17,006	45,338	65	*	167
Charlotte-Gastonia-Rock Hill, NC-SC	975,873	1,162,093	19.1	1,220,105	459,856	312,887	344,054	184,507	242,194	136,760	19,542,044	16,017	42,496	4,181	49,949	238,774
COUNTIES, Cities																
ALAMANCE	99,124	108,213	9.2	112,231	43,166	25,252	30,976	15,712	24,354	15,937	1,621,538	14,448	37,565	821	6,333	21,836
Burlington	37,266	39,498	6.0	40,544	15,256	*	*	*	*	*	525,891	12,973	34,477	*	*	*

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 18	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
ALEXANDER	25,109	27,544	9.7	28,592	10,211	7,691	7,777	4,375	5,776	2,974	421,537	14,743	41,281	594	2,245	28,577
ALLGHANY	9,604	9,590	-0.1	9,587	3,835	2,339	2,349	1,285	2,042	1,572	124,885	13,026	32,566	514	939	14,936
ANSON	25,632	23,474	-8.4	23,042	7,946	6,982	6,129	2,857	3,871	3,203	268,622	11,658	33,807	316	3,305	41,308
ASHE	22,401	22,209	-0.9	22,171	8,527	5,476	5,654	3,037	4,700	3,326	295,626	13,334	34,669	1,182	3,496	14,301
AVERY	14,422	14,867	3.1	15,255	5,867	3,844	4,470	2,136	2,868	1,953	206,074	13,508	35,122	280	4,045	451
BEAUFORT	40,301	42,283	4.9	43,533	16,123	12,494	11,101	5,659	8,141	6,095	603,802	13,870	37,449	630	32,877	16,472
Washington	8,418	9,075	7.8	9,344	3,516	*	*	*	*	*	75,577	8,088	21,494	*	*	*
BERTIE	20,980	20,388	-2.8	20,270	6,990	6,000	5,635	2,250	3,588	2,817	275,157	13,575	39,367	564	28,824	21,673
BLADEN	30,487	28,663	-6.0	28,298	10,107	8,065	7,697	3,849	5,065	3,594	415,691	14,690	41,131	719	22,883	13,651
Elizabethon	3,551	3,704	4.3	3,791	1,426	*	*	*	*	*	59,402	15,671	41,645	*	*	*
BRUNSWICK	35,882	50,985	42.1	55,086	20,402	15,589	14,488	7,271	10,907	6,886	714,148	12,964	35,004	313	6,952	3,282
BUNCOMBE	161,174	174,821	8.5	181,101	72,441	42,378	46,905	26,441	37,850	27,709	2,106,573	11,632	29,080	1,200	6,778	12,529
Asheville	53,583	61,607	15.0	64,160	24,143	*	*	*	*	*	1,121,923	17,486	46,470	*	*	*
BURKE	72,796	75,744	4.0	77,860	29,381	19,543	21,100	11,290	16,429	9,421	1,142,205	14,670	38,875	366	3,486	13,270
Morganton	13,763	15,085	9.6	15,580	5,863	*	*	*	*	*	176,480	11,328	30,103	*	*	*
CABARRUS	86,323	98,935	14.6	103,487	39,026	25,975	27,527	14,385	21,525	14,178	1,442,563	13,940	36,964	488	3,120	26,623
Concord	16,942	27,347	61.4	29,869	11,240	*	*	*	*	*	212,550	7,116	18,911	*	*	*
Kannapolis	29,628	29,696	0.2	30,155	11,347	*	*	*	*	*	486,429	16,131	42,868	*	*	*
CALDWELL	68,010	70,709	4.0	72,674	27,424	18,750	20,203	10,320	15,116	8,285	1,058,914	14,571	38,613	368	2,622	6,819
Lenoir	13,748	14,192	3.2	14,495	5,454	*	*	*	*	*	154,951	10,690	28,409	*	*	*
CAMDEN	5,836	5,904	1.2	6,036	2,099	1,642	1,648	736	1,207	803	97,975	16,232	46,667	102	8,508	1,666
CARTERET	41,158	52,556	27.7	55,932	22,373	13,927	15,549	7,607	11,354	7,551	622,196	11,124	27,810	122	9,273	1,828
CASWELL	20,723	20,693	-0.1	20,687	7,072	5,420	5,916	2,917	3,951	2,503	248,252	12,000	35,101	707	11,214	3,318
CATAWBA	105,585	118,412	12.1	123,397	46,370	31,836	33,441	18,263	25,296	14,314	1,843,749	14,942	39,762	567	2,556	10,538
Hickory	20,757	28,301	36.3	30,257	11,385	*	*	*	*	*	305,830	10,108	26,861	*	*	*
Newton	7,624	9,304	22.0	9,785	3,682	*	*	*	*	*	88,818	9,077	24,123	*	*	*
CHATHAM	33,485	38,759	15.8	40,610	15,325	9,462	11,046	6,619	8,122	5,401	519,699	12,797	33,913	961	4,055	84,247
CHEROKEE	18,972	20,170	6.3	20,818	7,879	5,475	5,080	2,706	4,226	3,352	269,175	12,930	34,164	267	910	9,883
CHOWAN	12,544	13,506	7.7	13,972	5,223	3,856	3,577	1,733	2,641	2,180	187,374	13,410	35,873	220	11,119	5,027
CLAY	6,667	7,155	7.3	7,398	2,930	1,842	1,753	1,021	1,450	1,339	111,640	15,091	38,105	184	323	5,732
CLEVELAND	83,586	84,714	1.3	86,638	33,072	23,306	23,652	12,043	16,721	11,003	1,174,297	13,554	35,507	830	7,137	25,203
Shelby	15,310	14,669	-4.2	14,541	5,472	*	*	*	*	*	167,365	11,510	30,588	*	*	*
COLUMBUS	50,995	49,587	-2.8	49,505	17,840	14,109	13,218	6,535	9,406	6,238	746,928	15,088	41,869	1,334	42,515	8,202
CRAVEN	70,895	81,613	15.1	85,432	30,684	25,373	27,253	11,106	13,755	7,945	1,417,313	16,590	46,191	406	20,514	17,091
New Bern	14,557	17,363	19.3	18,193	6,846	*	*	*	*	*	199,937	10,990	29,205	*	*	*
CUMBERLAND	247,032	274,566	11.1	285,674	106,155	82,846	102,843	39,709	43,137	16,855	3,780,868	13,234	35,615	524	14,836	8,849
Fayetteville	59,507	75,695	27.2	80,117	30,147	*	*	*	*	*	773,962	9,660	25,673	*	*	*
CURRITUCK	11,138	13,736	23.3	14,541	5,468	3,941	3,926	1,919	2,806	1,934	253,119	17,408	46,293	106	7,015	5,448
DARE	13,569	22,746	67.6	25,073	10,901	5,391	6,895	3,485	5,391	3,911	299,884	11,960	27,511	*	*	*
DAVIDSON	113,631	126,677	11.5	131,872	50,685	33,364	35,737	19,253	27,957	15,693	1,870,672	14,186	36,908	1,042	4,885	11,687
Lexington	15,711	16,581	5.5	17,006	6,399	*	*	*	*	*	178,280	10,483	27,859	*	*	*
Thomasville	14,144	15,915	12.5	16,513	6,214	*	*	*	*	*	148,568	8,997	23,909	*	*	*
DAVIE	24,695	27,859	12.8	29,062	10,967	7,527	7,498	4,475	6,161	3,342	478,190	16,454	43,604	623	2,795	14,866
DUPLIN	40,951	39,995	-2.3	39,804	15,020	11,264	10,628	5,055	7,563	5,294	529,874	13,312	35,277	1,531	41,340	173,525
DURHAM	153,158	181,835	18.7	191,322	76,528	44,578	59,692	30,994	34,055	22,002	3,727,471	19,483	48,707	234	3,149	585
Durham	100,831	136,611	35.5	143,767	54,099	*	*	*	*	*	1,577,812	10,975	29,165	*	*	*
EDGECOMBE	55,987	56,558	1.0	57,806	21,020	16,706	10,521	7,746	10,116	6,937	745,544	12,897	35,468	449	35,908	20,329
Tarboro	8,634	11,037	27.8	11,690	4,399	*	*	*	*	*	101,602	8,691	23,097	*	*	*
FORSYTH	244,221	265,878	8.9	275,614	109,154	64,218	78,825	41,893	57,328	32,798	4,622,148	16,770	42,345	735	5,271	2,866
Winston-Salem	131,885	143,485	8.8	147,992	55,688	*	*	*	*	*	1,532,000	10,352	27,510	*	*	*
FRANKLIN	30,166	36,414	20.7	38,417	13,970	9,835	10,795	4,994	7,261	5,494	511,849	13,324	36,640	666	19,832	19,218
GASTON	163,027	175,093	7.4	181,944	68,246	47,487	50,035	26,018	36,753	21,651	2,686,799	15,866	42,300	336	1,549	5,741
Gastonia	47,333	54,732	15.6	57,055	21,469	*	*	*	*	*	649,880	11,390	30,270	*	*	*
GATES	8,932	9,305	4.2	9,567	3,349	2,392	2,688	1,186	1,875	1,416	134,949	14,105	40,299	251	10,046	10,564
GRAHAM	7,251	7,196	-0.8	7,185	2,718	1,969	1,868	984	1,351	1,006	72,251	10,056	26,585	147	*	556
GRANVILLE	33,989	38,345	12.8	40,001	14,525	10,200	11,040	5,400	8,160	5,200	527,736	13,193	36,334	847	16,862	7,916
GREENE	16,123	15,384	-4.6	15,236	5,096	4,373	4,464	1,965	2,697	1,752	177,653	11,660	34,863	510	28,402	52,723

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

NORTH CAROLINA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65+	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
GUILFORD	317,514	347,420	9.4	360,469	144,188	84,710	106,338	54,431	72,815	42,535	6,026,161	16,718	41,794	1,141	15,870	11,829
Greensboro	155,642	183,521	17.9	189,097	71,156	•	•	•	•	•	2,189,315	11,578	30,768	•	•	•
High Point	63,380	69,496	9.6	71,780	27,010	•	•	•	•	•	764,806	10,653	28,310	•	•	•
HALIFAX	55,177	55,516	0.6	56,695	20,248	16,328	15,591	6,747	10,375	7,711	780,686	13,770	38,555	428	33,950	35,886
Roanoke Rapids	14,702	15,722	6.9	16,165	6,083	•	•	•	•	•	205,233	12,696	33,740	•	•	•
HARNETT	59,662	67,822	13.7	70,843	26,238	19,694	21,324	8,997	12,610	8,218	927,787	13,096	35,360	875	29,961	8,160
Dunn	8,962	8,336	-7.0	8,211	3,090	•	•	•	•	•	117,815	14,349	38,132	•	•	•
HAYWOOD	46,561	46,942	0.8	47,959	18,098	10,887	12,277	6,570	10,599	7,577	706,170	14,725	39,020	912	4,544	7,510
HENDERSON	59,005	69,285	17.4	72,768	28,536	17,610	17,319	9,824	14,772	13,244	1,157,803	15,911	40,573	592	25,986	8,620
Hendersonville	6,862	7,284	6.1	7,479	2,814	•	•	•	•	•	69,941	9,352	24,852	•	•	•
HERTFORD	23,363	22,523	-3.6	22,355	8,056	6,192	6,461	2,705	3,957	3,018	297,565	13,311	36,938	271	15,669	8,884
HOKE	20,593	22,856	11.0	23,775	7,859	7,988	7,014	2,901	3,756	2,092	278,150	11,699	35,391	193	10,472	14,080
HYDE	5,861	5,411	-7.7	5,321	1,971	1,527	1,469	623	889	814	66,607	12,518	33,793	163	15,289	4,115
IREDELL	82,767	92,931	12.3	96,863	35,875	24,894	25,669	13,367	20,051	12,883	1,462,002	15,093	40,752	1,206	3,767	52,898
Statesville	18,622	17,567	-5.7	17,356	6,531	•	•	•	•	•	206,624	11,905	31,638	•	•	•
JACKSON	25,956	26,846	3.4	27,564	10,602	5,981	9,813	3,583	4,824	3,390	384,372	13,944	36,256	234	1,104	747
JOHNSTON	70,703	81,306	15.0	85,095	32,771	22,550	22,380	11,998	17,104	10,977	1,148,102	13,492	35,034	1,713	59,694	22,603
JONES	9,676	9,414	-2.7	9,362	3,256	2,724	2,565	1,142	1,686	1,264	123,147	13,155	37,819	246	12,683	2,830
LEE	36,842	41,374	12.3	43,126	16,409	11,817	11,687	6,081	8,539	5,046	708,456	16,428	43,175	345	6,921	6,124
Sanford	14,773	14,475	-2.0	14,415	5,424	•	•	•	•	•	213,762	14,829	39,407	•	•	•
LENOIR	59,854	57,274	-4.3	57,100	21,405	15,645	15,417	7,651	11,077	7,195	1,046,373	18,325	48,885	667	33,535	31,628
Kinston	25,234	25,295	0.2	25,687	9,666	•	•	•	•	•	348,040	13,549	36,007	•	•	•
LINCOLN	42,636	50,319	18.0	52,893	19,840	14,122	14,089	7,828	10,843	6,030	672,980	12,723	33,920	480	3,074	10,333
MCDOWELL	35,283	35,681	1.1	36,476	13,938	9,630	9,593	4,961	7,514	4,815	419,819	11,510	30,121	232	1,265	3,097
Marion	3,684	4,765	29.3	5,056	1,903	•	•	•	•	•	35,936	7,108	18,889	•	•	•
MACON	20,254	23,499	16.0	24,631	9,659	5,542	5,788	3,202	5,271	4,778	366,400	14,876	37,933	318	1,491	2,967
MADISON	16,844	16,953	0.6	17,314	6,659	4,138	4,935	2,320	3,272	2,684	319,086	18,429	47,916	1,305	5,138	2,724
MARTIN	25,929	25,078	-3.3	24,908	8,896	7,024	6,725	3,188	4,606	3,387	318,232	12,776	35,774	591	34,641	12,359
MECKLENBURG	406,149	511,433	25.9	537,815	206,852	133,378	155,986	88,202	106,487	53,781	9,815,354	18,250	47,451	348	18,636	6,591
Charlotte	314,447	395,934	25.9	427,112	160,719	•	•	•	•	•	6,832,428	15,997	42,512	•	•	•
MITCHELL	14,398	14,433	0.3	14,729	5,645	3,402	3,756	2,018	3,182	2,371	192,108	13,043	34,029	351	1,405	558
MONTGOMERY	22,629	23,346	3.2	23,959	8,987	6,637	6,445	3,163	4,432	3,282	297,015	12,397	33,050	241	3,355	18,145
MOORE	50,803	59,013	16.2	61,888	24,262	15,529	16,395	7,734	11,941	10,332	1,089,567	17,611	44,908	759	11,768	51,090
Aberdeen	6,572	2,700	-58.9	1,926	725	•	•	•	•	•	25,651	13,321	35,401	•	•	•
NASH	67,138	76,677	14.2	80,156	30,066	21,402	21,883	11,543	15,390	10,020	1,293,161	16,133	43,010	692	56,494	56,213
Rocky Mount	41,283	48,997	18.7	51,298	19,303	•	•	•	•	•	672,515	13,110	34,840	•	•	•
NEW HANOVER	103,763	120,284	15.9	126,060	47,284	31,515	36,179	19,287	24,204	14,749	2,143,770	17,006	45,338	65	•	167
Wilmington	44,000	55,530	26.2	58,704	22,090	•	•	•	•	•	519,404	8,848	23,513	•	•	•
NORTHAMPTON	22,499	20,798	-7.6	20,458	7,116	5,524	5,810	2,332	3,682	3,089	381,841	18,665	53,661	452	27,166	26,807
ONSLOW	111,863	149,838	33.9	160,582	57,351	45,123	70,495	17,985	19,430	7,708	2,032,402	12,657	35,438	436	13,278	17,134
Jacksonville	17,056	30,013	76.0	33,093	12,453	•	•	•	•	•	316,951	9,577	25,452	•	•	•
ORANGE	77,401	93,851	21.3	99,084	41,284	18,430	40,723	16,250	15,061	8,620	1,362,299	13,749	32,998	522	5,444	14,872
Chapel Hill	32,421	38,719	19.4	40,578	15,269	•	•	•	•	•	719,771	17,738	47,138	•	•	•
PAMLICO	10,430	11,372	9.0	11,792	4,490	3,066	3,113	1,486	2,382	1,745	178,596	15,146	39,780	86	10,501	1,495
PASQUOTANK	28,493	31,298	9.8	32,496	11,692	8,611	9,944	4,127	5,654	4,192	446,559	13,742	38,192	225	21,009	1,293
Elizabeth City	14,004	14,292	2.1	14,565	5,481	•	•	•	•	•	148,613	10,204	27,116	•	•	•
PENDER	22,309	28,855	29.3	30,767	11,087	8,553	7,969	4,123	5,877	4,215	403,346	13,109	36,379	393	15,913	10,814
PERQUIMANS	9,527	10,447	9.7	10,844	4,016	2,960	2,765	1,247	2,028	1,843	127,062	11,718	31,638	272	11,245	8,604
PERSON	29,260	30,180	3.1	30,971	11,366	8,176	8,455	4,181	5,946	4,212	414,533	13,384	36,473	555	13,671	5,140
PITT	83,810	107,924	28.8	115,002	44,191	28,175	40,711	15,870	18,630	11,615	1,665,236	14,480	37,682	757	57,369	42,224
Greenville	35,740	44,972	25.8	47,521	17,882	•	•	•	•	•	538,981	11,342	30,141	•	•	•
POLK	13,039	14,416	10.6	14,985	6,116	3,357	3,462	1,828	3,117	3,222	225,912	15,076	36,935	192	903	2,978
Tryon	1,796	1,680	-6.5	1,657	623	•	•	•	•	•	27,551	16,629	44,192	•	•	•
RANDOLPH	92,257	106,546	15.5	111,582	42,269	27,898	30,018	16,850	23,548	13,301	1,518,119	13,604	35,916	1,350	8,264	79,474
Asheboro	15,252	16,362	7.3	16,833	6,334	•	•	•	•	•	244,926	14,551	38,668	•	•	•

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
RICHMOND	45,607	44,518	-2.4	44,300	16,724	12,404	11,740	5,715	8,328	6,113	637,239	14,385	38,104	214	5,622	16,495
Rockingham	8,300	9,399	13.2	9,763	3,674	•	•	•	•	•	135,895	13,919	36,991	•	•	•
ROBESON	101,745	105,179	3.4	107,983	36,604	35,202	30,559	13,606	17,277	11,122	1,223,180	11,328	33,416	1,476	59,407	13,223
Lumberton	18,241	18,601	2.0	18,953	7,132	•	•	•	•	•	215,815	11,387	30,260	•	•	•
ROCKINGHAM	83,616	86,064	2.9	88,285	33,543	22,424	23,660	12,360	17,745	12,007	1,303,374	14,763	38,857	1,056	19,054	4,054
Eden	15,672	15,238	-2.8	15,151	5,701	•	•	•	•	•	165,561	10,927	29,039	•	•	•
Reidsville	12,492	12,183	-2.5	12,121	4,561	•	•	•	•	•	126,049	10,399	27,635	•	•	•
ROWAN	99,465	110,605	11.2	115,090	45,133	27,737	30,614	15,537	23,593	17,494	1,508,740	13,109	33,429	823	6,070	22,619
East Spencer	2,150	2,055	-4.4	2,036	766	•	•	•	•	•	36,672	18,012	47,866	•	•	•
Spencer	2,938	3,219	9.6	3,275	1,232	•	•	•	•	•	29,621	9,044	24,035	•	•	•
Salisbury	2,938	23,087	685.8	27,524	10,357	•	•	•	•	•	30,707	1,116	2,965	•	•	•
RUTHERFORD	53,896	56,918	5.6	58,673	22,304	15,607	14,903	7,686	11,735	8,684	779,651	13,288	34,956	503	893	4,440
Forest City	7,688	7,475	-2.8	7,432	2,797	•	•	•	•	•	82,648	11,120	29,551	•	•	•
SAMPSON	49,813	47,297	-5.1	47,094	16,819	13,375	12,386	6,122	8,948	6,311	606,400	12,876	36,054	1,477	59,103	128,230
Clinton	7,552	8,204	8.6	8,459	3,183	•	•	•	•	•	71,880	8,497	22,581	•	•	•
SCOTLAND	32,320	33,754	4.4	34,722	12,077	10,521	9,896	4,722	5,868	3,750	468,546	13,494	38,796	123	8,393	16,736
STANLY	48,682	51,765	6.3	53,429	19,706	13,304	14,159	7,266	10,846	7,908	720,165	13,479	36,545	572	6,854	30,131
STOKES	33,331	37,223	11.7	38,761	13,968	10,272	10,466	6,008	7,752	4,264	514,190	13,266	36,812	1,153	12,129	4,237
SURRY	59,615	61,704	3.5	63,364	23,880	16,095	16,475	8,618	13,243	8,871	883,155	13,938	36,983	1,314	16,900	28,003
Mount Airy	6,862	7,156	4.3	7,323	2,756	•	•	•	•	•	67,225	9,180	24,396	•	•	•
SWAIN	10,267	11,268	9.7	11,698	4,372	3,170	3,088	1,532	2,152	1,755	108,954	9,314	24,922	79	457	1,592
TRANSYLVANIA	23,477	25,520	8.7	26,447	9,421	6,770	7,114	3,517	5,316	3,782	405,552	15,334	43,049	196	2,332	1,960
TYRRELL	3,963	3,856	-2.7	3,835	1,433	1,147	978	422	663	621	34,048	8,879	23,752	120	11,698	7,979
UNION	70,858	84,211	18.8	88,619	31,935	25,256	25,168	12,761	16,483	9,039	1,528,402	17,247	47,860	1,086	14,322	156,365
Monroe	12,639	16,127	27.6	17,077	6,426	•	•	•	•	•	174,381	10,211	27,137	•	•	•
VANCE	36,821	38,892	5.6	40,092	14,448	11,266	10,905	5,292	7,297	5,372	447,422	11,160	30,968	352	12,631	1,941
Henderson	13,522	15,655	15.8	16,323	6,142	•	•	•	•	•	127,318	7,800	20,729	•	•	•
WAKE	302,576	423,380	39.9	447,541	179,016	105,172	143,661	75,187	84,585	38,936	6,683,974	14,935	37,337	1,003	38,744	9,631
Raleigh	150,255	207,951	38.4	219,490	82,593	•	•	•	•	•	3,349,459	15,260	40,554	•	•	•
WARREN	16,181	17,265	6.7	17,831	6,257	5,028	4,743	2,015	3,210	2,817	186,746	10,473	29,848	336	8,329	8,495
WASHINGTON	14,796	13,997	-5.4	13,837	4,855	4,179	3,888	1,785	2,394	1,591	179,276	12,956	36,925	269	20,299	34,406
WATAUGA	31,764	36,952	16.3	38,749	15,500	7,672	15,539	4,999	6,471	4,146	517,020	13,343	33,357	747	2,916	5,581
WAYNE	96,997	104,666	7.9	108,324	40,882	30,764	31,847	14,840	19,932	10,941	1,557,483	14,378	38,097	1,076	35,777	98,229
Goldsboro	31,871	40,709	27.7	43,114	16,223	•	•	•	•	•	391,793	9,087	24,150	•	•	•
WILKES	58,671	59,393	1.2	60,728	22,779	15,486	16,579	8,988	12,267	7,348	822,093	13,537	36,090	1,204	3,633	128,705
WILSON	63,307	66,061	4.4	67,944	25,706	18,141	19,364	9,308	12,773	8,357	1,014,400	14,930	39,462	666	45,212	24,346
Wilson	34,424	36,930	7.3	37,993	14,296	•	•	•	•	•	441,276	11,615	30,866	•	•	•
YADKIN	28,499	30,488	7.0	31,504	11,852	7,498	8,065	4,537	6,899	4,505	414,373	13,153	34,962	1,045	11,469	21,086
YANCEY	14,944	15,419	3.2	15,824	6,050	4,019	4,019	2,215	3,149	2,405	202,516	12,798	33,475	724	2,769	1,672

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NORTH DAKOTA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS.........	653,973	638,800	-2.3	642,418	242,955	180,105	184,570	81,586	100,409	76,169	8,271,700	12,876	34,046	35,289	1,497,208	690,946
METRO AREAS (MSAs/PMSAs/CMSAs)																
Bismarck, ND	80,764	83,831	3.8	85,475	31,821	25,128	25,057	12,274	13,640	7,944	1,189,625	13,918	37,385	1,791	30,594	62,086
Grand Forks, ND	66,192	70,683	6.8	72,181	26,734	19,339	25,598	9,986	9,353	5,978	902,018	12,497	33,741	893	82,922	8,262
Fargo-Moorhead, ND-MN	137,835	153,296	11.2	158,188	60,495	37,876	51,514	21,045	22,843	14,720	1,787,021	11,297	29,540	2,200	188,200	46,610
COUNTIES, Cities																
ADAMS	3,584	3,174	-11.4	3,122	1,201	862	774	400	556	518	54,343	17,406	45,257	410	10,281	12,453
BARNES	13,941	12,545	-10.0	12,366	4,756	3,185	3,290	1,342	1,902	1,937	138,819	11,226	29,188	917	46,496	11,309
Valley City	7,774	7,169	-7.8	7,048	3,033	*	*	*	*	*	70,994	10,073	23,404	*	*	*
BENSON	7,892	7,198	-8.8	7,109	2,734	2,489	1,765	689	1,083	998	69,596	9,790	25,453	717	26,425	11,012
BILLINGS	1,144	1,108	-3.1	1,101	380	330	289	123	203	125	24,285	22,061	63,977	267	2,496	8,326
BOTTINEAU	9,339	8,011	-14.2	7,845	2,906	2,174	1,979	900	1,320	1,382	104,624	13,336	36,006	929	33,236	6,365
BOWMAN	4,212	3,596	-14.6	3,523	1,355	1,111	899	410	590	455	66,122	18,770	48,801	390	9,345	15,013
BURKE	3,802	3,002	-21.0	2,942	1,132	759	640	298	617	579	37,766	12,837	33,376	525	14,328	3,192
BURLEIGH	55,397	60,131	-8.5	62,008	22,966	17,902	18,886	9,289	10,027	5,475	827,279	13,341	36,022	803	15,190	21,808
Bismarck	44,485	49,256	10.7	50,210	19,241	*	*	*	*	*	498,115	9,921	25,889	*	*	*
CASS	88,533	102,874	16.2	106,985	41,531	24,973	32,620	15,003	14,906	9,292	944,326	8,827	22,738	1,183	107,337	23,608
Fargo	61,383	74,111	20.7	76,657	27,945	*	*	*	*	*	515,706	6,727	18,454	*	*	*
CAVALIER	7,502	6,064	-19.2	5,876	2,218	1,632	1,429	639	1,132	970	91.111	15,505	41,087	922	57,231	2,239
DICKEY	7,219	6,107	-15.4	5,985	2,302	1,745	1,491	686	994	1,000	105,726	17,666	45,932	597	26,091	18,824
DIVIDE	3,442	2,899	-15.8	2,840	1,092	715	606	302	536	634	53,985	19,006	49,416	599	19,370	4,492
DUNN	4,655	4,005	-14.0	3,925	1,510	1,228	1,030	445	651	519	42,817	10,909	28,363	733	8,279	26,474
EDDY	3,529	2,951	-16.4	2,885	1,110	829	644	295	514	556	38,985	13,511	35,129	326	10,889	6,218
EMMONS	5,823	4,830	-17.1	4,731	1,820	1,317	1,186	439	887	789	58,133	12,287	31,945	868	16,043	29,480
FOSTER	4,604	3,983	-13.5	3,909	1,503	1,133	983	416	698	620	51,605	13,202	34,326	377	19,877	9,876
GOLDEN VALLEY	2,376	2,108	-11.3	2,084	802	603	501	223	349	345	34,787	16,689	43,392	261	7,461	11,185
GRAND FORKS	66,192	70,683	6.8	72,181	26,734	19,339	25,598	9,986	9,353	5,978	902,018	12,497	33,741	893	82,922	8,262
Grand Forks	43,765	49,425	12.9	50,557	18,012	*	*	*	*	*	531,941	10,522	29,533	*	*	*
GRANT	4,245	3,549	-16.4	3,460	1,306	1,019	815	389	627	559	50,474	14,589	38,660	688	12,295	25,535
GRIGGS	3,681	3,303	-10.3	3,257	1,229	853	699	381	609	660	40,923	12,563	33,293	444	19,591	6,398
HETTINGER	4,261	3,445	-19.2	3,382	1,276	913	833	363	633	596	59,829	17,692	46,883	525	20,956	11,027
KIDDER	3,802	3,332	-12.4	3,288	1,241	981	767	337	628	528	32,566	9,904	26,247	557	8,893	20,105
LA MOURE	6,484	5,383	-17.0	5,263	1,986	1,518	1,216	525	982	951	74,020	14,065	37,272	738	29,934	16,425
LOGAN	3,474	2,847	-18.0	2,772	1,046	695	659	245	594	529	42,172	15,216	40,321	531	9,712	23,641
MCHENRY	7,793	6,528	-16.2	6,375	2,406	1,765	1,532	681	1,191	1,135	67,643	10,611	28,118	964	19,128	20,326
MCINTOSH	4,786	4,021	-16.0	3,918	1,478	804	873	359	885	939	71,820	18,331	48,576	556	10,931	19,617
MCKENZIE	7,245	6,383	-11.9	6,311	2,381	2,041	1,692	787	999	699	109,268	17,315	45,885	752	19,375	19,309
MCLEAN	12,369	10,457	-15.5	10,175	3,839	3,224	2,398	1,249	1,692	1,491	155,586	15.292	40,523	1,058	32,857	14,179
MERCER	9,678	9,808	1.3	9,834	3,711	3,040	2,670	1,325	1,657	1,062	216,430	22,008	58,322	575	7,609	13,139
MORTON	25,367	23,700	-6.6	23,467	8,855	7,226	6,171	2,985	3,613	2,469	362,347	15,441	40,919	988	15,404	40,278
MOUNTRAIL	7,681	7,021	-8.6	6,939	2,618	2,176	1,633	782	1,160	1,105	99,509	14,341	38,003	873	19,283	10,866
NELSON	5,200	4,410	-15.2	4,352	1,642	1,022	945	459	880	992	54,298	12,477	33,063	564	27,849	6,466
OLIVER	2,508	2,381	-5.1	2,356	889	774	589	321	393	238	42,803	18,171	48,152	367	5,190	11,545
PEMBINA	10,348	9,236	-10.7	9,116	3,440	2,725	2,093	1,092	1,642	1,480	127,589	13,996	37,090	763	91,828	6,756
PIERCE	6,129	5,052	-17.6	4,937	1,863	1,390	1,287	492	868	834	66,788	13,529	35,852	578	15,351	9,136
RAMSEY	13,027	12,681	-2.7	12,642	4,770	3,543	3,430	1,452	2,116	1,991	152,574	12,069	31,983	633	35,370	2,945
Devil's Lake	7,442	7,782	4.6	7,850	2,995	*	*	*	*	*	63,748	8,121	21,282	*	*	*
RANSOM	6,707	5,921	-11.7	5,864	2,213	1,657	1,315	689	1,031	1,107	93,910	16,015	42,440	498	24,196	13,063

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
RENVILLE	3,609	3,160	-12.4	3,120	1,177	866	740	368	571	550	40,068	12,841	34,030	454	16,877	2,729
RICHLAND	19,219	18,148	-5.6	18,034	6,805	4,719	6,078	1,805	2,609	2,503	359,084	19,912	52,766	1,126	93,973	18,674
Wahpeton	9,064	8,751	-3.5	8,688	2,540	*	*	*	*	*	158,684	18,264	62,481	*	*	*
ROLETTE	12,141	12,772	5.2	13,298	5,018	5,268	3,529	1,304	1,791	1,264	108,861	8,186	21,694	536	12,922	7,060
SARGENT	5,484	4,549	-17.0	4,462	1,684	1,321	1,097	542	779	665	73,801	16,540	43,831	541	25,861	12,228
SHERIDAN	2,772	2,148	-22.5	2,073	782	527	474	218	449	388	32,766	15,804	41,881	470	12,853	7,871
SIOUX	3,591	3,761	4.7	3,995	1,506	1,653	1,086	405	531	280	26,718	6,688	17,723	229	2,775	11,625
SLOPE	1,150	907	-21.1	858	324	244	218	89	154	96	13,355	15,558	41,227	299	7,781	10,478
STARK	24,058	22,832	-5.1	22,687	8,561	7,040	7,040	2,879	3,239	2,294	356,855	15,730	41,684	822	15,104	24,258
Dickinson	15,924	16,097	1.1	16,132	5,467	*	*	*	*	*	187,593	11,629	34,313	*	*	*
STEELE	3,082	2,420	-21.5	2,338	882	668	516	264	457	388	30,250	12,941	34,293	396	31,541	2,062
STUTSMAN	24,225	22,241	-8.2	21,944	8,281	6,026	6,026	2,850	3,916	2,959	275,951	12,575	33,324	1,113	49,270	27,041
Jamestown	16,280	15,571	-4.4	15,429	5,883	*	*	*	*	*	166,510	10,921	28,641	*	*	*
TOWNER	4,027	3,627	-9.9	3,577	1,350	952	843	374	631	716	54,170	15,144	40,132	557	30,838	2,634
TRAILL	9,642	8,752	-9.2	8,674	3,273	2,378	2,292	901	1,451	1,562	112,929	13,019	34,501	603	61,633	3,060
WALSH	15,254	13,840	-9.3	13,657	5,154	3,856	3,193	1,678	2,503	2,314	205,364	15,037	39,848	928	103,882	5,951
WARD	58,241	57,921	-0.5	57,887	21,844	17,201	17,824	7,808	8,374	5,319	645,696	11,154	29,559	1,215	33,586	13,397
Minot	32,843	34,544	5.2	34,884	11,627	*	*	*	*	*	322,282	9,239	27,719	*	*	*
WELLS	6,952	5,864	-15.7	5,746	2,168	1,550	1,340	585	1,107	1,096	80,310	13,976	37,035	683	31,677	12,668
WILLIAMS	22,555	21,129	-6.3	20,944	7,903	6,150	6,048	2,627	3,238	2,281	288,649	13,782	36,522	948	27,586	8,316
Williston	13,336	13,131	-1.5	13,090	4,282	*	*	*	*	*	117,254	8,958	27,381	*	*	*

OHIO POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS........	10,800,470	10,847,115	0.4	10,944,527	4,243,368	2,913,465	3,107,801	1,522,977	2,082,659	1,357,831	171,549,918	15,674	40,428	79,277	1,761,679	1,683,281
METRO AREAS (MSAs/PMSAs/CMSAs)																
Akron, OH	660,748	657,575	-0.5	659,599	244,515	166,063	191,109	93,296	128,123	81,155	9,910,432	15,025	40,531	1,117	14,803	17,044
Canton, OH	404,562	394,106	-2.6	393,415	147,806	103,576	106,005	55,417	77,178	51,266	5,776,252	14,682	39,080	2,009	25,219	42,576
Cleveland, OH	1,894,697	1,831,122	-3.4	1,834,744	737,861	451,924	494,960	257,240	371,190	260,836	34,327,123	18,709	46,522	2,132	61,268	29,927
Columbus, OH	1,244,231	1,377,419	10.7	1,420,217	556,696	369,091	428,178	214,782	262,303	145,914	20,427,785	14,384	36,695	6,424	192,667	171,118
Dayton-Springfield,OH	942,725	951,270	0.9	965,268	351,825	249,173	268,219	138,974	194,065	114,749	14,165,855	14,676	40,264	3,788	125,647	83,703
Hamilton-Middletown,OH	259,909	291,479	12.1	302,260	112,398	80,703	91,585	42,316	57,127	30,226	4,228,151	13,988	37,618	1,014	15,224	15,901
Lima, OH	155,249	154,340	-0.6	155,033	59,935	45,617	42,068	20,373	27,523	19,516	2,223,451	14,342	37,098	2,267	60,423	51,049
Lorain-Elyria,OH	274,842	271,126	-1.4	270,583	108,330	79,281	76,304	37,882	49,246	27,870	3,268,406	12,079	30,171	985	45,152	15,061
Mansfield, OH	131,285	126,137	-3.9	125,607	46,577	34,039	34,542	16,957	25,121	15,073	1,807,845	14,393	38,814	1,022	17,373	19,315
Toledo, OH	617,838	614,128	-0.6	616,681	236,353	165,174	181,867	85,292	109,138	74,554	10,578,205	17,153	44,756	2,814	114,719	62,881
Youngstown-Warren, OH	530,562	492,619	-7.2	489,023	188,844	125,721	131,510	66,323	97,053	68,643	6,806,150	13,918	36,041	1,619	18,502	30,227
Cincinnati, OH-KY-IN	1,401,665	1,452,645	3.6	1,474,145	587,747	405,214	414,370	204,049	307,460	223,451	20,519,107	13,919	34,911	4,878	54,421	30,631
Steubenville-Weirton,OH-WV	163,173	142,523	-12.7	140,343	52,885	36,709	36,770	18,183	28,216	20,465	2,107,597	15,017	39,852	605	2,262	5,414

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OHIO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
COUNTIES, Cities																
ADAMS	24,390	25,371	4.0	25,951	10,782	8,071	6,981	3,036	4,489	3,322	268,412	10,343	24,895	1,412	8,209	14,738
ALLEN	112,613	109,755	-2.5	109,383	41,850	31,831	29,971	14,439	19,580	13,673	1,579,108	14,436	37,733	1,148	31,205	17,085
Delphos	7,314	7,093	-3.0	7,049	2,711	•	•	•	•	•	67,826	9,622	25,018	•	•	•
Lima	47,381	45,549	-3.9	45,183	17,378	•	•	•	•	•	405,045	8,965	23,306	•	•	•
ASHLAND	46,313	47,507	2.6	48,462	17,379	13,424	13,521	6,300	8,965	6,203	716,523	14,785	41,230	1,078	12,317	30,523
Ashland	20,326	20,079	-1.2	20,030	7,704	•	•	•	•	•	234,824	11,724	30,482	•	•	•
ASHTABULA	104,486	99,821	-4.5	99,088	38,378	28,240	26,258	12,981	18,331	13,278	1,413,803	14,268	36,839	1,188	11,783	25,514
Ashtabula	23,449	21,633	-7.7	21,270	8,181	•	•	•	•	•	221,890	10,432	27,124	•	•	•
Conneaut	13,835	13,241	-4.3	13,122	5,047	•	•	•	•	•	140,318	10,693	27,802	•	•	•
ATHENS	56,604	59,549	5.2	61,040	24,416	13,734	24,477	7,630	8,973	6,226	955,634	15,656	39,140	564	1,073	3,835
Athens	19,743	21,265	7.7	21,569	8,296	•	•	•	•	•	217,529	10,085	26,221	•	•	•
AUGLAIZE	42,636	44,585	4.6	45,649	18,085	13,786	12,097	5,934	7,943	5,843	644,343	14,115	35,628	1,119	29,218	33,964
St. Marys	8,414	8,441	0.3	8,446	3,249	•	•	•	•	•	89,563	10,604	27,570	•	•	•
Wapakoneta	8,402	9,214	9.7	9,376	3,606	•	•	•	•	•	95,290	10,163	26,423	•	•	•
BELMONT	82,633	71,074	-14.0	69,762	26,602	17,720	18,138	9,278	13,394	11,162	1,230,448	17,638	46,254	666	1,734	8,287
Bellaire	8,241	6,028	-26.9	5,585	2,148	•	•	•	•	•	66,788	11,956	31,090	•	•	•
Martins Ferry	9,331	7,990	-14.4	7,722	2,970	•	•	•	•	•	94,974	12,300	31,979	•	•	•
BROWN	32,015	34,966	9.2	36,090	14,676	11,152	9,492	4,547	6,424	4,475	462,976	12,829	31,547	1,605	17,297	8,532
BUTLER	259,909	291,479	12.1	302,260	112,398	80,703	91,585	42,316	57,127	30,226	4,228,151	13,988	37,618	1,014	15,224	15,901
Hamilton	63,189	61,368	-2.9	61,004	23,463	•	•	•	•	•	597,835	9,800	25,480	•	•	•
Middletown	43,719	46,022	5.3	46,483	17,878	•	•	•	•	•	456,149	9,813	25,515	•	•	•
CARROLL	25,587	26,521	3.7	27,108	10,718	7,970	7,102	3,768	5,015	3,280	340,558	12,563	31,775	703	4,632	13,101
CHAMPAIGN	33,687	36,019	6.9	37,033	14,509	10,258	9,851	5,073	7,036	4,814	443,770	11,983	30,586	948	29,593	19,398
Urbana	10,762	11,353	5.5	11,471	4,412	•	•	•	•	•	107,185	9,344	24,294	•	•	•
CLARK	150,209	147,548	-1.8	147,216	54,243	39,159	40,337	19,874	28,560	19,432	1,899,297	12,901	35,014	812	37,375	39,779
Springfield	72,563	70,487	-2.9	70,072	26,951	•	•	•	•	•	616,847	8,803	22,888	•	•	•
CLERMONT	129,640	150,187	15.8	156,611	64,867	48,393	43,538	23,335	28,190	12,999	2,866,801	18,305	44,195	951	12,738	4,066
CLINTON	34,645	35,415	2.2	36,103	13,618	10,398	9,928	4,766	6,498	4,513	614,893	17,032	45,153	870	32,659	18,729
Wilmington	10,431	11,199	7.4	11,353	4,366	•	•	•	•	•	146,097	12,869	33,460	•	•	•
COLUMBIANA	113,437	108,276	-4.5	107,744	41,633	30,061	28,337	14,222	20,471	14,653	1,444,921	13,411	34,707	1,093	14,672	28,586
East Liverpool	16,687	13,654	-18.2	13,047	5,018	•	•	•	•	•	138,106	10,585	27,521	•	•	•
Lisbon	3,159	3,037	-3.9	3,013	1,159	•	•	•	•	•	31,980	10,616	27,600	•	•	•
Salem	12,869	12,233	-4.9	12,106	4,656	•	•	•	•	•	120,730	9,973	25,930	•	•	•
COSHOCTON	36,110	35,427	-1.9	35,340	13,217	9,825	9,153	4,594	6,891	4,877	518,096	14,660	39,199	884	7,335	18,806
Coshocton	13,405	12,193	-9.0	11,951	4,596	•	•	•	•	•	169,906	14,217	36,965	•	•	•
CRAWFORD	49,894	47,870	-4.1	47,665	17,746	13,346	12,584	6,339	9,104	6,339	697,283	14,629	39,293	877	34,200	15,550
Bucyrus	13,433	13,496	0.5	13,509	5,196	•	•	•	•	•	151,203	11,193	29,102	•	•	•
Galion	12,391	11,859	-4.3	11,753	4,520	•	•	•	•	•	118,825	10,111	26,287	•	•	•
CUYAHOGA	1,493,017	1,412,140	-5.4	1,405,965	562,386	333,214	379,611	192,617	284,005	217,925	26,895,502	19,130	47,824	150	14,106	396
Cleveland	573,822	505,616	-11.9	491,975	189,221	•	•	•	•	•	6,641,925	13,501	35,101	•	•	•
DARKE	55,168	53,619	-2.8	53,409	20,411	16,023	13,940	6,943	9,453	7,050	924,016	17,301	45,270	2,067	48,693	108,049
Greenville	12,999	12,863	-1.0	12,836	4,937	•	•	•	•	•	165,535	12,896	33,530	•	•	•
Union City	1,716	5,501	220.6	6,258	2,407	•	•	•	•	•	89,789	14,348	37,304	•	•	•
DEFIANCE	40,112	39,350	-1.9	39,248	13,641	12,128	11,186	5,220	6,711	4,043	566,137	14,425	41,501	987	19,002	14,858
Defiance	16,810	16,768	-0.2	16,760	6,446	•	•	•	•	•	218,525	13,039	33,901	•	•	•
DELAWARE	54,118	66,929	23.7	70,534	25,191	18,974	20,455	10,157	13,825	7,053	907,548	12,867	36,027	799	22,484	10,811
Delaware	18,780	20,030	6.7	20,280	7,800	•	•	•	•	•	296,187	14,605	37,973	•	•	•
ERIE	79,811	76,779	-3.8	76,373	28,624	20,850	20,697	10,310	14,893	9,623	1,289,321	16,882	45,043	480	17,510	8,319
Sandusky	31,360	29,764	-5.1	29,445	11,325	•	•	•	•	•	350,647	11,909	30,962	•	•	•
FAIRFIELD	94,401	103,461	9.6	106,852	42,782	30,773	27,568	15,494	21,477	11,540	1,721,554	16,112	40,240	1,217	21,537	17,651
Lancaster	34,953	34,507	-1.3	34,418	13,238	•	•	•	•	•	472,449	13,727	35,690	•	•	•
FAYETTE	27,531	27,466	-0.2	27,453	10,660	7,797	7,055	3,679	5,161	3,761	440,531	16,047	41,325	628	36,669	15,212
Washington	12,682	12,983	2.4	13,043	5,017	•	•	•	•	•	148,035	11,350	29,509	•	•	•

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
FRANKLIN	868,125	961,437	10.7	989,900	391,822	250,445	309,839	153,435	177,192	98,990	13,864,165	14,006	35,384	581	26,248	5,583
Columbus	564,871	632,910	12.0	646,518	248,661	*	*	*	*	*	9,871,397	15,269	39,698	*	*	*
FULTON	37,793	38,498	1.9	39,219	15,905	12,158	10,550	5,373	6,706	4,353	654,501	16,689	41,150	1,043	36,854	42,731
GALLIA	30,164	30,954	2.6	31,579	11,722	8,842	8,621	4,137	6,032	3,916	431,436	13,662	36,805	885	2,340	7,040
Gallipolis	5,576	4,831	-13.4	4,682	1,801	*	*	*	*	*	57,265	12,231	31,800	*	*	*
GEAUGA	74,667	81,129	8.7	83,658	36,285	24,512	21,667	11,628	17,568	8,282	1,449,107	17,322	39,937	702	4,163	11,270
Chardon	4,434	4,446	0.3	4,448	1,711	*	*	*	*	*	59,718	13,425	34,904	*	*	*
GREENE	129,850	136,731	5.3	140,179	52,969	36,026	41,633	20,606	29,157	12,616	2,062,327	14,712	38,934	903	31,824	16,760
Beaver Creek	31,589	33,626	6.4	34,033	13,090	*	*	*	*	*	818,973	24,064	62,566	*	*	*
Fairborn	29,702	31,300	5.4	31,620	12,161	*	*	*	*	*	287,598	9,096	23,648	*	*	*
Xenia	24,653	24,664	0.0	24,666	9,487	*	*	*	*	*	214,685	8,704	22,629	*	*	*
GUERNSEY	42,251	39,024	-7.6	38,579	14,242	11,188	9,915	5,015	6,983	5,517	544,835	14,123	38,255	860	1,637	7,303
Cambridge	13,573	11,748	-13.4	11,383	4,378	*	*	*	*	*	118,783	10,435	27,131	*	*	*
HAMILTON	871,442	866,228	-0.6	865,685	346,274	225,944	244,989	117,733	162,749	114,270	15,019,681	17,350	43,375	350	10,441	3,481
Cincinnati	385,457	364,040	-5.6	359,757	138,368	*	*	*	*	*	4,501,663	12,513	32,534	*	*	*
HANCOCK	64,555	65,536	1.5	66,718	25,661	18,614	18,281	9,207	12,209	8,273	796,443	11,937	31,037	1,203	41,950	13,743
Findlay	35,594	35,703	0.3	35,725	13,740	*	*	*	*	*	494,946	13,854	36,021	*	*	*
HARDIN	32,742	31,111	-5.0	30,885	10,935	8,432	9,574	3,799	5,250	3,861	446,844	14,468	40,864	1,034	36,112	13,099
Kenton	8,605	8,356	-2.9	8,306	3,195	*	*	*	*	*	87,994	10,594	27,544	*	*	*
HARRISON	18,271	16,085	-12.0	15,848	6,197	4,390	4,073	1,997	2,916	2,488	179,767	11,343	29,009	465	12,117	7,242
HENRY	28,302	29,108	2.8	29,708	11,437	8,853	7,992	3,773	5,258	3,832	419,247	14,112	36,658	1,125	36,360	15,436
Napoleon	8,614	8,884	3.1	8,938	3,438	*	*	*	*	*	104,650	11,708	30,442	*	*	*
HIGHLAND	33,489	35,728	6.7	36,718	14,052	10,832	9,253	4,516	6,830	5,287	542,414	14,772	38,599	1,323	21,030	14,288
Greenfield	5,034	5,172	2.7	5,200	2,000	*	*	*	*	*	60,320	11,601	30,162	*	*	*
HOCKING	24,456	25,533	4.4	26,135	9,871	7,318	6,978	3,476	4,939	3,398	359,723	13,764	36,443	414	1,309	1,600
Logan	6,557	6,725	2.6	6,759	2,599	*	*	*	*	*	82,903	12,266	31,892	*	*	*
HOLMES	29,413	32,849	11.7	34,039	16,050	12,833	8,816	3,880	5,004	3,506	392,641	11,535	24,464	1,518	4,056	57,480
HURON	54,652	56,240	2.9	57,406	22,667	17,681	15,500	7,692	10,046	6,487	963,998	16,793	42,528	934	49,672	13,529
Bellevue	8,187	8,146	-0.5	8,138	3,130	*	*	*	*	*	109,221	13,421	34,896	*	*	*
Norwalk	14,358	14,731	2.6	14,806	5,694	*	*	*	*	*	194,873	13,162	34,222	*	*	*
JACKSON	30,675	30,230	-1.5	30,141	11,492	6,650	7,957	3,828	5,516	4,159	459,805	15,255	40,010	422	9,190	3,844
JEFFERSON	91,449	80,298	-12.2	79,068	29,765	20,004	20,953	10,042	15,893	12,176	1,344,290	17,002	45,164	440	1,419	4,281
Steubenville	26,400	22,125	-16.2	21,270	8,181	*	*	*	*	*	283,363	13,322	34,638	*	*	*
KNOX	46,328	47,473	2.5	48,418	17,355	12,685	13,993	6,149	9,054	6,585	743,515	15,356	42,842	1,185	14,153	41,209
Mount Vernon	14,323	14,550	1.6	14,595	5,614	*	*	*	*	*	172,598	11,826	30,746	*	*	*
LAKE	213,084	215,499	1.1	219,222	85,986	57,436	60,067	33,102	44,940	23,676	3,950,598	18,021	45,945	268	31,792	777
Lake County	61,394	66,900	9.0	68,001	26,154	*	*	*	*	*	998,633	14,686	38,182	*	*	*
Mentor	46,827	47,358	1.1	47,752	18,088	*	*	*	*	*	743,355	15,567	41,097	*	*	*
Willoughby	19,329	20,510	6.1	20,778	7,841	*	*	*	*	*	98,595	15,784	41,038	*	*	*
LAWRENCE	64,069	61,834	-3.5	61,587	24,195	17,799	16,013	8,191	12,009	7,637	565,967	9,190	23,392	545	1,480	3,750
Ironton	14,290	12,751	-10.8	12,443	4,786	*	*	*	*	*	100,135	8,047	20,923	*	*	*
LICKING	121,334	128,300	5.7	131,639	50,232	34,884	36,727	18,561	26,328		2,077,836	15,784	41,365	1,402	23,122	64,952
Newark	41,200	44,389	7.7	45,027	17,318	*	*	*	*	*	498,504	11,071	28,785	*	*	*
LOGAN	39,217	42,310	7.9	43,573	16,102	12,810	10,980	5,534	7,930	6,274	570,634	13,096	35,440	979	28,413	27,736
Bellefontaine	11,888	12,142	2.1	12,193	4,690	*	*	*	*	*	132,800	10,892	28,318	*	*	*
LORAIN	274,842	271,126	-1.4	270,583	108,330	79,281	76,304	37,882	49,246	27,870	3,268,406	12,079	30,171	985	45,152	15,061
Elyria	57,538	56,746	-1.4	56,588	21,704	*	*	*	*	*	542,123	9,580	24,909	*	*	*
Lorain	75,416	71,245	-5.5	70,411	27,081	*	*	*	*	*	566,201	8,041	20,908	*	*	*
LUCAS	472,177	462,361	-2.1	461,398	177,461	124,116	130,114	64,134	83,513	59,059	8,335,488	18,066	46,971	492	28,880	5,865
Toledo	364,635	332,943	-6.1	328,605	126,386	*	*	*	*	*	4,601,042	14,002	36,405	*	*	*
MADISON	33,121	37,068	11.9	38,425	14,813	10,797	11,066	5,533	6,955	4,112	592,610	15,422	40,006	735	38,198	18,174
London	6,958	7,807	12.2	7,977	3,068	*	*	*	*	*	91,649	11,489	29,873	*	*	*
MAHONING	289,110	264,806	-8.4	262,945	101,641	66,262	70,469	34,446	52,063	39,705	3,739,133	14,220	36,788	668	10,309	14,153
Youngstown	115,436	95,732	-17.1	91,791	35,304	*	*	*	*	*	848,012	9,238	24,020	*	*	*
MARION	68,155	64,274	-5.7	63,698	23,977	17,772	17,517	9,300	11,911	7,262	890,439	13,979	37,137	650	32,038	10,842
Marion	37,040	34,075	-8.0	33,482	12,878	*	*	*	*	*	338,574	10,112	26,292	*	*	*

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

OHIO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
MEDINA	113,929	122,354	7.4	125,900	53,204	36,763	33,615	19,892	24,676	10,953	2,031,916	16,139	38,191	1,012	11,207	17,484
Medina	15,268	19,231	26.0	20,024	7,701	•	•	•	•	•	226,215	11,297	29,373	•	•	•
MEIGS	23,834	22,987	-3.6	22,868	8,849	6,563	5,923	2,996	4,208	3,156	330,527	14,454	37,350	528	2,844	4,481
Middleport	2,971	2,725	-8.3	2,676	1,029	•	•	•	•	•	34,245	12,798	33,275	•	•	•
Pomeroy	2,728	2,259	-17.2	2,165	833	•	•	•	•	•	30,440	14,059	36,552	•	•	•
MERCER	38,347	39,443	2.9	40,257	17,378	12,963	11,111	4,831	6,562	4,750	660,223	16,400	37,991	1,562	33,566	109,507
Celina	9,137	9,650	5.6	9,753	3,751	•	•	•	•	•	120,457	12,351	32,113	•	•	•
MIAMI	90,470	93,182	3.0	95,130	36,428	25,971	24,829	13,413	19,216	11,606	1,239,013	13,024	34,013	1,133	36,919	18,217
Piqua	20,480	20,612	0.6	20,638	7,938	•	•	•	•		172,883	8,377	21,780	•	•	•
Troy	19,086	19,478	2.1	19,556	7,522	•	•	•	•	•	183,261	9,371	24,364	•	•	•
MONROE	17,505	15,497	-11.5	15,295	5,984	4,252	4,084	2,065	2,830	2,080	246,344	16,106	41,167	716	579	5,996
MONTGOMERY	572,196	573,809	0.3	582,744	208,184	148,017	161,420	85,081	117,131	71,095	8,965,217	15,384	43,064	940	19,529	8,947
Dayton	203,371	182,044	-10.5	177,779	68,376	•	•	•	•	•	1,742,750	9,803	25,488	•	•	•
MORGAN	14,332	14,194	-1.0	14,166	5,774	4,236	3,584	1,728	2,493	2,111	195,810	13,822	33,915	590	1,167	8,172
MORROW	26,451	27,749	4.9	28,429	11,702	8,642	7,505	3,895	5,288	3,099	409,363	14,400	34,984	864	17,777	14,535
MUSKINGUM	83,403	82,068	-1.6	81,901	30,908	23,014	22,687	10,401	14,986	10,811	1,181,388	14,425	38,222	1,094	4,876	18,814
Zanesville	28,655	26,778	-6.6	26,403	10,155	•	•	•	•	•	238,173	9,021	23,454	•	•	•
NOBLE	11,332	11,336	0.0	11,337	4,596	3,412	2,970	1,360	1,939	1,655	180,191	15,894	39,209	567	577	3,430
OTTAWA	40,025	40,029	0.0	40,030	14,950	10,888	50,398	5,124	7,926	5,724	740,667	18,503	49,544	573	16,374	2,876
Oak Harbor	2,678	2,637	-1.5	2,629	1,011	•	•	•	•	•	36,765	13,985	36,362	•	•	•
Port Clinton	7,223	7,106	-1.6	7,083	2,724	•	•	•	•	•	92,566	13,070	33,981	•	•	•
PAULDING	21,349	20,488	-4.0	20,366	8,386	6,599	5,539	2,668	3,401	2,159	282,985	13,895	33,745	718	27,296	18,383
PERRY	31,062	31,557	1.6	32,131	13,495	9,832	8,804	4,048	5,462	3,920	411,836	12,817	30,517	641	4,961	6,089
PICKAWAY	43,569	48,255	10.8	49,930	19,067	13,831	13,531	7,090	10,236	5,293	680,523	13,630	35,691	783	31,285	15,317
Circleville	11,700	11,666	-0.3	11,659	4,484	•	•	•	•	•	147,275	12,632	32,842	•	•	•
PIKE	22,901	24,249	5.9	24,886	9,836	7,317	6,719	3,036	4,480	3,310	404,908	16,270	41,166	454	3,658	5,879
PORTAGE	136,087	142,585	4.8	146,043	56,475	38,701	48,340	20,884	25,411	12,852	2,011,828	13,776	35,623	820	9,762	15,395
Kent	26,164	28,835	10.2	29,389	11,296	•	•	•	•	•	233,229	7,941	20,647	•	•	•
Ravenna	11,987	12,069	0.7	12,085	4,648	•	•	•	•	•	127,062	10,514	27,335	•	•	•
PREBLE	38,382	40,113	4.5	41,066	16,409	11,416	10,924	5,626	8,049	5,051	535,719	13,045	32,647	1,183	27,248	26,710
PUTNAM	32,975	33,819	2.6	34,498	15,197	11,660	9,728	3,967	5,382	3,726	453,629	13,150	29,850	1,584	42,148	30,956
RICHLAND	131,205	126,137	-3.9	125,807	46,577	34,039	34,542	16,957	25,121	15,073	1,807,845	14,393	38,814	1,022	17,373	19,315
Mansfield	53,927	50,627	-6.1	49,967	19,218	•	•	•	•	•	530,138	10,610	27,585	•	•	•
Shelby	9,646	9,564	-0.9	9,548	3,672	•	•	•	•	•	104,665	10,962	28,502	•	•	•
ROSS	65,070	69,330	6.5	71,233	25,970	19,447	18,378	9,830	14,318	9,169	1,108,481	15,561	42,684	815	17,901	11,138
Chillicothe	23,420	21,923	-6.4	21,624	8,317	•	•	•	•	•	333,943	15,443	40,153	•	•	•
SANDUSKY	63,172	61,963	-1.9	61,621	24,583	18,423	16,877	7,975	11,128	7,295	1,056,276	17,086	42,968	936	42,811	10,017
Fremont	17,834	17,648	-1.0	17,611	6,773	•	•	•	•	•	195,385	11,095	28,846	•	•	•
SCIOTO	84,653	80,327	-5.1	79,682	30,024	22,943	21,110	9,878	14,658	10,993	1,253,408	15,734	41,747	658	4,162	9,361
Portsmouth	25,943	22,676	-12.6	22,023	8,470	•	•	•	•	•	289,562	13,148	34,186	•	•	•
SENECA	61,819	59,733	-3.4	59,516	23,048	18,212	16,248	7,559	10,118	7,261	817,761	13,740	35,481	1,398	43,878	24,270
Fostoria	15,743	14,983	-4.8	14,831	5,704	•	•	•	•	•	149,500	10,080	26,209	•	•	•
Tiffin	19,549	18,604	-4.8	18,415	7,083	•	•	•	•	•	165,054	8,963	23,304	•	•	•
SHELBY	43,141	44,915	4.1	45,949	18,759	14,566	12,452	6,065	7,903	5,008	759,464	16,528	40,486	1,113	26,410	33,591
Sidney	17,657	18,710	6.0	18,921	7,277	•	•	•	•	•	239,013	12,632	32,844	•	•	•
STARK	378,975	367,585	-3.0	366,307	137,088	95,606	98,903	51,649	72,162	47,986	5,435,695	14,839	39,651	1,306	20,587	29,475
Alliance	24,315	23,376	-3.9	23,168	8,919	•		•	•	•	217,010	9,359	24,332	•	•	•
Canton	94,730	84,161	-11.2	82,047	31,557	•	•	•	•	•	795,172	9,692	25,198	•	•	•
Massillon	30,557	31,007	1.5	31,097	11,960	•	•	•	•	•	281,264	9,045	23,516	•	•	•
SUMMIT	524,661	514,990	-1.8	513,556	188,040	127,362	142,769	72,411	102,711	68,303	7,898,604	15,380	42,005	297	5,041	1,649
Akron	237,177	223,019	-6.0	220,187	84,687	•	•	•	•	•	2,236,641	10,158	26,411	•	•	•
TRUMBULL	241,452	227,813	-5.6	226,078	87,203	59,459	61,041	31,877	44,990	28,938	3,067,017	13,566	35,171	951	8,193	16,074
Niles	23,088	21,128	-8.5	20,736	7,975	•	•	•	•	•	233,964	11,283	29,336	•	•	•
Warren	56,629	50,793	-10.3	49,626	19,087	•	•	•	•	•	470,254	9,476	24,636	•	•	•

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
TUSCARAWAS	84,816	84,090	-0.9	83,995	31,842	22,679	22,175	11,171	16,127	11,843	1,280,794	15,248	40,223	1,022	7,156	32,239
Dover	11,782	11,329	-3.8	11,238	4,322	•	•	•	•	•	143,403	12,760	33,176	•	•	•
New Philadelphia	16,883	15,698	-7.0	15,461	5,947	•	•	•	•	•	209,177	13,529	35,176	•	•	•
UNION	29,563	31,969	8.1	32,937	12,789	9,387	8,992	4,512	6,291	3,788	583,549	17,717	45,630	907	29,793	38,630
Marysville	7,414	9,656	30.2	10,104	3,886	•	•	•	•	•	119,051	11,782	30,633	•	•	•
VAN WERT	30,462	30,464	0.0	30,464	11,647	8,804	7,890	3,991	5,545	4,235	378,760	12,433	32,520	922	40,971	12,380
Van Wert	11,035	10,891	-1.3	10,862	4,178	•	•	•	•	•	97,452	8,972	23,326	•	•	•
VINTON	11,670	11,098	-4.9	11,034	4,417	3,354	2,935	1,379	1,909	1,434	186,520	16,905	42,230	217	466	1,148
WARREN	99,721	113,909	14.2	118,498	48,382	33,179	34,127	17,419	23,344	10,428	2,097,943	17,704	43,362	920	17,206	8,986
WASHINGTON	64,498	62,254	-3.5	62,005	23,876	17,299	17,051	8,371	11,719	7,565	850,954	13,724	35,640	955	3,745	12,505
Marietta	16,467	15,026	-8.8	14,738	5,668	•	•	•	•	•	150,243	10,194	26,505	•	•	•
WAYNE	97,701	101,461	3.8	103,746	40,312	29,879	29,671	14,524	18,571	11,101	1,752,842	16,895	43,482	1,734	19,117	106,502
Wooster	19,289	22,191	15.0	22,771	8,758	•	•	•	•	•	280,274	12,308	32,001	•	•	•
WILLIAMS	36,445	36,956	1.4	37,614	14,182	11,096	10,081	4,965	6,695	4,777	588,251	15,639	41,479	963	23,348	24,925
Bryan	7,879	8,348	6.0	8,442	3,247	•	•	•	•	•	107,217	12,701	33,022	•	•	•
WOOD	107,868	113,269	5.0	116,064	42,987	28,900	41,203	15,785	18,919	11,142	1,588,216	13,684	36,947	1,279	48,985	14,285
Bowling Green	25,728	28,176	9.5	28,666	11,025	•	•	•	•	•	276,769	9,655	25,103	•	•	•
WYANDOT	22,641	22,254	-1.7	22,177	8,569	6,365	5,943	2,728	4,036	3,083	339,971	15,330	39,674	727	31,239	12,684
Upper Sandusky	5,967	5,906	-1.0	5,894	2,267	•	•	•	•	•	70,619	11,982	31,153	•	•	•

OKLAHOMA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS........	3,037,548	3,145,585	3.56	3,216,390	1,249,208	889,257	889,292	441,598	589,251	407,220	42,597,200	13,244	34,099	70,228	610,049	2,104,845
METRO AREAS (MSAs/PMSAs/CMSAs)																
Enid, OK	62,865	56,735	-9.75	56,309	20,750	15,992	14,978	7,883	10,136	7,320	756,133	13,428	36,441	1,182	20,473	36,903
Lawton, OK	111,602	111,486	-0.10	111,463	41,135	33,327	38,789	14,490	16,496	8,248	2,049,965	18,391	49,835	959	5,345	18,817
Oklahoma City, OK	864,628	958,839	10.90	996,339	392,479	273,307	288,260	148,997	181,762	104,423	14,761,337	14,816	37,610	6,074	35,508	118,953
Tulsa, OK	663,105	708,954	6.91	734,330	289,442	200,708	201,511	111,538	140,000	80,059	8,695,611	11,842	30,043	5,145	21,869	90,583
COUNTIES, Cities																
ADAIR	18,606	18,421	-0.99	18,854	7,542	5,864	4,996	2,131	3,262	2,602	306,453	16,254	40,634	997	1089	64434
ALFALFA	7,034	6,416	-8.79	6,342	2,275	1,554	1,459	672	1,211	1,446	77,383	12,201	34,010	785	18,009	53,345
ATOKA	12,797	12,778	-0.15	12,774	4,855	3,423	3,245	1,622	2,465	2,006	134,981	10,567	27,802	942	1,556	14,573
BEAVER	6,875	6,023	-12.39	5,903	2,382	1,765	1,334	744	1,157	909	141,128	23,909	59,242	824	12,603	30,284
BECKHAM	19,520	18,812	-3.63	18,720	7,134	5,504	4,699	2,190	3,164	3,182	274,704	14,674	38,507	815	10,038	15,615
Elk City	9,579	10,428	8.86	10,598	3,999	•	•	•	•	•	119,465	11,273	29,872	•	•	•
BLAINE	13,483	11,470	-14.93	11,213	4,364	3,297	2,770	1,245	1,940	1,973	153,553	13,695	35,190	919	10,792	41,762
BRYAN	30,693	32,089	4.55	32,951	11,970	8,501	9,160	3,954	5,832	5,503	379,818	11,527	31,730	1,388	7,129	19,712
Durant	11,972	12,823	7.11	13,002	4,906	•	•	•	•	•	108,503	8,345	22,115	•	•	•
CADDO	30,711	29,550	-3.78	29,368	11,630	8,987	7,313	3,260	5,139	4,669	342,421	11,660	29,443	1,530	38,780	32,734
Anadarko	6,378	6,586	3.26	6,628	2,501	•	•	•	•	•	44,153	6,662	17,653	•	•	•

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

OKLAHOMA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65+	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
CANADIAN	57,278	74,409	29.91	81,026	32,411	25,362	21,634	12,964	14,666	6,401	1,123,660	13,868	34,669	1,085	12,673	39,992
El Reno	15,486	15,414	-0.46	15,400	5,811	*	*	*	*	*	125,068	8,122	21,522	*	*	*
CARTER	43,632	42,919	-1.63	42,826	16,348	12,120	10,664	5,353	8,009	6,681	541,485	12,644	33,123	1,056	1,606	15,031
Ardmore	23,689	23,079	-2.58	23,412	8,835	*	*	*	*	*	220,847	9,433	24,998	*	*	*
CHEROKEE	30,839	34,049	10.41	35,315	13,382	10,206	10,241	4,167	6,180	4,520	562,390	15,925	42,025	1,045	28,681	25,415
Tahlequah	9,708	10,398	7.11	10,536	3,976	*	*	*	*	*	130,272	12,364	32,766	*	*	*
CHOCTAW	17,009	15,302	-10.04	15,161	5,945	4,548	3,714	1,653	2,668	2,593	167,729	11,063	28,215	929	1,575	19,694
Hugo	7,172	5,978	-16.65	5,739	2,166	*	*	*	*	*	49,491	8,623	22,852	*	*	*
CIMARRON	3,646	3,301	-9.46	3,232	1,292	928	724	401	637	543	39,679	12,277	30,703	458	13,347	56,510
CLEVELAND	134,883	174,253	29.19	185,238	69,162	49,459	62,796	30,379	30,750	11,300	2,561,047	13,826	37,030	894	1,887	8,629
Norman	68,020	80,071	17.72	82,481	31,125	*	*	*	*	*	725,027	8,790	23,294	*	*	*
COAL	6,003	5,780	-3.71	5,735	2,341	1,686	1,348	596	1,038	1,061	56,409	9,835	24,100	580	446	13,699
COMANCHE	111,602	111,486	-0.10	111,463	41,135	33,327	38,789	14,490	16,496	8,248	2,049,965	18,391	49,835	959	5,345	18,817
Lawton	80,054	80,561	0.63	80,662	30,439	*	*	*	*	*	1,264,123	15,672	41,530	*	*	*
COTTON	7,375	6,651	-9.82	6,606	2,535	1,817	1,546	780	1,209	1,249	104,466	15,813	41,203	513	9,928	16,637
CRAIG	14,961	14,104	-5.73	13,983	5,109	3,677	3,328	1,650	2,824	2,517	125,323	8,963	24,528	1,070	3,780	39,863
Vinita	6,740	5,804	-13.89	5,617	2,120	*	*	*	*	*	46,555	8,289	21,965	*	*	*
CREEK	59,414	60,915	2.53	62,317	25,928	18,259	15,891	8,475	12,090	7,603	654,353	10,500	25,237	1,130	887	8,289
Sapulpa	15,853	18,074	14.01	18,518	6,988	*	*	*	*	*	132,123	7,135	18,907	*	*	*
CUSTER	26,106	26,897	3.03	27,542	9,943	7,381	8,979	3,195	4,407	3,636	465,206	16,891	46,787	859	14,196	34,087
Clinton	8,796	9,298	5.71	9,398	3,547	*	*	*	*	*	120,194	12,789	33,890	*	*	*
Weatherford	9,640	10,124	5.02	10,221	3,857	*	*	*	*	*	136,444	13,350	35,377	*	*	*
DELAWARE	24,193	28,070	16.03	29,365	11,293	7,782	6,607	3,142	5,902	5,990	256,291	8,728	22,694	1,198	2,050	58,691
DEWEY	5,936	5,551	-6.49	5,474	2,066	1,626	1,210	602	969	1,073	102,120	18,656	49,420	725	7,231	20,903
ELLIS	5,609	4,497	-19.83	4,325	1,695	1,258	1,008	532	748	783	95,304	22,038	56,217	622	6,635	32,097
Poteau	7,089	7,210	1.71	7,234	2,751	*	*	*	*	*	92,541	12,792	33,643	*	*	*
GARFIELD	62,865	56,735	-9.75	56,309	20,750	15,992	14,978	7,863	10,136	7,320	756,133	13,428	36,441	1,182	20,473	36,903
Enid	50,363	45,309	-10.04	45,086	17,014	*	*	*	*	*	454,774	10,087	26,730	*	*	*
GARVIN	27,904	26,605	-4.66	26,395	9,867	7,232	6,388	2,956	4,962	4,830	366,387	13,881	37,134	1,324	5,812	21,939
Pauls Valley	5,664	6,150	8.58	6,247	2,357	*	*	*	*	*	43,272	6,927	18,356	*	*	*
GRADY	39,716	41,747	5.11	42,912	17,528	12,616	11,243	5,536	7,853	5,664	553,070	12,888	31,554	1,509	9,173	48,273
Chickasha	15,828	14,988	-5.31	15,099	5,698	*	*	*	*	*	156,920	10,393	27,541	*	*	*
GRANT	6,477	5,689	-12.17	5,581	2,115	1,440	1,172	603	1,122	1,239	67,840	12,155	32,076	866	20,404	26,938
GREER	6,867	6,559	-4.49	6,497	2,363	1,416	1,611	663	1,215	1,598	79,693	12,265	33,730	476	8,101	9,759
HARMON	4,439	3,793	-14.55	3,714	1,364	1,051	836	357	613	858	52,458	14,125	38,466	380	10,073	10,184
HARPER	4,696	4,063	-13.48	3,986	1,449	1,068	925	462	821	714	67,699	16,982	46,723	504	6,512	35,278
HASKELL	11,034	10,940	-0.85	10,921	4,140	2,981	2,523	1,289	2,097	2,020	114,703	10,503	27,705	771	1,046	13,833
HUGHES	14,342	13,023	-9.20	12,809	4,915	3,343	2,959	1,345	2,511	2,677	126,564	9,881	25,749	880	4,252	10,458
Holdenville	5,469	4,792	-12.38	4,657	1,757	*	*	*	*	*	34,878	7,490	19,849	*	*	*
JACKSON	30,143	28,764	-4.57	28,538	10,885	8,761	8,419	3,739	4,452	3,139	401,231	14,059	36,861	700	26,461	23,586
Altus	23,101	21,910	-5.16	21,672	8,178	*	*	*	*	*	246,938	11,394	30,195	*	*	*
JEFFERSON	8,157	7,010	-14.06	6,831	2,563	1,967	1,592	779	1,175	1,318	92,211	13,500	35,979	521	4,186	28,116
JOHNSTON	10,374	10,032	-3.30	9,964	3,649	2,740	2,640	1,106	1,754	1,714	109,020	10,942	29,876	539	1,121	17,102
KAY	49,829	48,056	-3.56	47,925	17,872	12,844	11,933	6,182	9,106	7,860	617,461	12,884	34,549	971	14,283	19,211
Blackwell	8,400	7,538	-10.26	7,659	2,890	*	*	*	*	*	54,401	7,103	18,823	*	*	*
Ponca City	26,238	26,359	0.46	26,383	9,956	*	*	*	*	*	236,138	8,950	23,718	*	*	*
KINGFISHER	14,172	13,212	-6.77	13,070	5,416	3,999	3,346	1,568	2,353	1,817	187,780	14,367	34,671	942	11,395	56,294
KIOWA	12,696	11,347	-10.63	11,260	4,044	3,063	2,624	1,171	2,049	2,353	164,681	14,625	40,724	760	18,705	24,243
Hobart	4,735	4,305	-9.08	4,219	1,592	*	*	*	*	*	44,224	10,482	27,777	*	*	*
LATIMER	9,854	10,333	4.86	10,429	4,025	2,828	2,784	1,116	1,929	1,783	100,884	9,674	25,064	617	244	6,151
LE FLORE	40,902	43,270	5.79	45,096	17,847	13,033	11,364	5,502	8,343	6,855	390,475	8,659	21,879	1,541	4,831	46,962
LINCOLN	26,917	29,216	8.54	30,606	12,360	8,876	7,590	3,734	5,846	4,530	305,077	9,968	24,682	1,617	2,181	18,956
LOGAN	27,076	29,011	7.15	30,626	12,071	8,728	8,483	3,828	5,329	4,257	350,237	11,436	29,016	925	6,252	24,272
Guthrie	10,312	10,518	2.00	10,559	3,985	*	*	*	*	*	69,270	6,560	17,384	*	*	*
LOVE	7,480	8,157	9.05	8,442	3,253	2,321	2,060	1,047	1,621	1,401	97,604	11,562	30,003	589	3,805	9,354

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
MCCLAIN	20,291	22,795	12.34	23,455	8,818	6,998	6,240	3,230	5,041	2,912	311,893	13,297	35,371	900	5,252	27,873
MCCURTAIN	36,151	33,433	-7.52	33,092	12,166	10,624	8,459	4,030	5,795	4,396	369,322	11,160	30,356	1,446	2,299	68,789
Idabel	7,622	6,957	-8.72	6,824	2,575	•	•	•	•	•	63,374	9,287	24,610	•	•	•
MCINTOSH	15,562	16,779	7.82	17117	6,340	4,191	3,827	1,766	3,810	3,723	237,845	10,140	26,974	857	1,735	9,040
MAJOR	8,772	8,055	-8.17	8,010	3,023	2,324	1,950	939	1,472	1,273	97,958	12,229	32,408	897	9,606	20,769
MARSHALL	10,550	10,829	2.64	11,122	4,166	2,629	2,445	1,119	2,195	2,488	139,096	12,506	33,392	398	2,049	6,138
MAYES	32,261	33,366	3.43	34,148	13,923	10,039	8,298	4,064	6,488	5,225	408,550	11,964	29,344	1,258	1,671	21,225
Pryor Creek	8,483	8,327	-1.84	8,296	3,130	•	•	•	•	•	83,236	10,033	26,589	•	•	•
MURRAY	12,316	12,042	-2.22	11,987	4,429	3,440	2,841	1,426	2,110	2,194	171,775	14,330	38,786	418	671	14,222
MUSKOGEE	66,992	68,078	1.62	69,525	26,858	20,232	17,729	8,760	12,584	10,290	740,858	10,656	27,584	1,357	9,990	20,186
Muskogee	40,011	37,708	-5.76	37,247	14,056	•	•	•	•	•	331,692	8,905	23,599	•	•	•
NOBLE	11,653	11,045	-5.22	10,973	4,167	3,138	2,710	1,328	2,074	1,723	122,344	11,149	29,359	727	6,237	17,196
Perry	5,796	4,978	-14.11	4,814	1,817	•	•	•	•	•	43,846	9,107	24,134	•	•	•
NOWATA	11,563	9,992	-13.59	9,928	3,855	2,750	2,412	1,241	1,886	1,638	81,059	8,165	21,026	679	1,389	13,731
OKFUSKEE	11,072	11,551	4.33	11,647	4,604	3,156	2,830	1,211	2,178	2,271	104,354	8,960	22,664	736	1,269	12,202
OKLAHOMA	569,583	599,611	5.27	615,505	246,202	166,186	172,957	91,095	114,484	70,783	9,693,518	15,749	39,372	986	5,665	6,100
Edmond	34,637	52,315	51.04	55,851	21,076	•	•	•	•	•	845,031	15,130	40,095	•	•	•
Midwest City	49,559	52,267	5.46	52,809	19,928	•	•	•	•	•	726,363	13,755	36,450	•	•	•
Oklahoma City	403,213	444,719	10.29	453,020	170,951	•	•	•	•	•	6,622,273	14,618	38,738	•	•	•
OKMULGEE	39,257	36,490	-7.05	36,237	13,412	9,675	9,856	4,240	6,486	6,052	361,912	9,987	26,985	1,009	2,335	10,711
Henryetta	6,432	5,872	-8.71	5,760	2,174	•	•	•	•	•	37,930	6,585	17,450	•	•	•
Okmulgee	16,263	13,441	-17.35	12,877	4,859	•	•	•	•	•	105,233	8,172	21,657	•	•	•
OSAGE	39,678	41,645	4.96	42,795	17,055	11,983	10,485	5,906	8,645	5,777	387,097	9,045	22,697	1,026	2,628	52,674
Pawhuska	4,771	3,825	-19.83	3,636	1,372	•	•	•	•	•	39,478	10,858	28,774	•	•	•
OTTAWA	32,849	30,561	-6.97	30,203	10,998	7,943	8,155	3,685	5,678	4,772	257,495	8,525	23,412	953	13,972	17,178
Miami	14,237	13,142	-7.69	12,923	4,877	•	•	•	•	•	88,059	6,814	18,057	•	•	•
PAWNEE	15,443	15,575	0.85	15,601	6,182	4,275	3,776	2,013	3,136	2,403	220,570	14,138	35,682	629	1,715	16,409
PAYNE	62,623	61,507	-1.78	61,334	25,292	12,696	26,803	7,483	8,096	6,195	905,178	14,758	35,789	1,110	2,495	19,863
Cushing	7,720	7,218	-6.50	7,231	2,729	•	•	•	•	•	99,637	13,779	36,515	•	•	•
Stillwater	38,268	36,676	-4.16	36,358	13,720	•	•	•	•	•	416,598	11,458	30,365	•	•	•
PITTSBURG	40,417	40,581	0.41	40,614	14,967	10,884	9,382	5,077	8,163	7,107	525,603	12,941	35,117	1,411	2,657	19,402
McAlester	17,255	16,370	-5.13	16,193	6,111	•	•	•	•	•	153,088	9,454	25,053	•	•	•
PONTOTOC	32,715	34,119	4.29	35,019	12,623	9,073	9,700	4,097	6,373	5,743	370,859	10,590	29,379	1,030	746	18,738
Ada	15,902	15,820	-0.52	15,804	5,964	•	•	•	•	•	124,905	7,904	20,944	•	•	•
POTTAWATOMIE	55,470	58,760	5.93	60,488	23,816	16,574	16,150	7,500	11,493	8,771	720,983	11,920	30,273	1,284	3,779	12,087
Shawnee	26,506	26,017	-1.84	25,919	9,781	•	•	•	•	•	203,445	7,849	20,800	•	•	•
PUSHMATAHA	11,829	10,997	-7.03	10,881	4,184	3,003	2,677	1,197	2,154	1,871	130,388	11,984	31,161	715	333	8,721
ROGER MILLS	4,919	4,147	-15.69	4,043	1,555	1,184	978	449	720	716	90,986	22,507	58,517	716	3,166	25,890
ROGERS	47,032	55,170	17.30	57,820	20,650	16,826	14,975	8,268	12,142	5,666	564,149	9,757	27,320	1,178	2,922	13,898
Claremore	12,085	13,280	9.89	13,519	5,102	•	•	•	•	•	84,704	6,266	16,604	•	•	•
SEMINOLE	27,491	25,412	-7.56	25,196	10,017	7,055	6,274	2,872	4,636	4,384	269,968	10,715	26,951	990	1,673	11,119
Seminole	8,590	7,071	-17.68	6,767	2,554	•	•	•	•	•	68,241	10,084	26,723	•	•	•
Wewoka	5,480	4,050	-26.09	3,764	1,420	•	•	•	•	•	32,457	8,623	22,851	•	•	•
SEQUOYAH	30,874	33,828	9.57	35,038	12,514	10,687	9,110	4,240	6,482	4,555	317,243	9,054	25,352	976	2,780	7,869
STEPHENS	43,740	42,299	-3.29	42,061	16,230	11,483	10,347	5,552	8,160	6,519	536,148	12,747	33,035	1,067	3,498	16,042
Duncan	22,517	21,732	-3.49	22,009	8,305	•	•	•	•	•	220,281	10,009	26,523	•	•	•
TEXAS	17,671	16,419	-7.09	16,219	6,347	4,963	4,428	2,108	2,887	1,849	249,659	15,393	39,336	804	35,975	321,214
Guymon	8,492	7,803	-8.11	7,665	2,893	•	•	•	•	•	89,333	11,654	30,884	•	•	•
TILLMAN	12,431	10,384	-16.47	10,175	3,736	2,981	2,503	1,119	1,720	1,842	149,653	14,708	40,058	662	30,826	15,422
Frederick	6,153	5,221	-15.15	5,035	1,900	•	•	•	•	•	62,107	12,336	32,691	•	•	•
TULSA	474,521	503,341	6.07	521,549	208,620	137,689	147,598	81,362	98,051	56,327	6,598,114	12,651	31,627	913	8,562	6,138
Broken Arrow	35,761	58,043	62.31	64,059	24,173	•	•	•	•	•	693,943	10,833	28,707	•	•	•
Tulsa	360,919	367,302	1.77	368,579	139,086	•	•	•	•	•	3,897,024	10,573	28,019	•	•	•
WAGONER	42,460	47,883	12.77	49,849	17,189	15,952	12,562	7,527	9,073	4,686	491,898	9,868	28,616	898	6,870	9,584

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
WASHINGTON	48,681	48,066	-1.26	47,993	17,735	12,670	11,422	6,815	10,271	6,863	537,240	11,194	30,292	669	2,635	11,046
Bartlesville	34,568	34,526	-0.12	34,518	13,026	•	•	•	•	•	278,432	8,066	21,376	•	•	•
WASHITA	13,928	11,441	-17.86	11,294	4,481	3,253	2,936	1,321	1,909	1,875	238,293	21,100	53,182	1,089	22,790	31,909
WOODS	10,972	9,103	-17.03	8,979	4,081	2,038	2,577	952	1,589	1,823	141,943	15,808	34,779	752	13,305	31,829
Alva	6,416	5,495	-14.35	5,311	2,004	•	•	•	•	•	82,983	15,625	41,407	•	•	•
WOODWARD	21,368	18,976	-11.19	18,848	7,761	6,031	4,976	2,544	3,223	2,073	336,175	17,836	43,314	751	6,981	21,006
Woodward	13,610	12,340	-9.33	12,086	4,561	•	•	•	•	•	171,304	14,174	37,560	•	•	•

OREGON POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS.........	2,637,639	2,842,321	7.8	2,909,647	1,137,213	757,803	794,583	461,971	527,937	366,661	41,422,550	14,236	36,425	32,014	1,048,615	794,450
METRO AREAS (MSAs/PMSAs/CMSAs)																
Eugene-Springfield, OR	276,033	282,912	2.5	287,131	107,428	71,783	85,278	49,674	49,099	31,584	4,448,752	15,494	41,411	2,039	30,180	29,591
Medford, OR	132,675	146,389	10.3	150,623	56,770	39,313	39,313	22,895	28,317	20,786	2,033,762	13,502	35,825	1,588	24,038	16,505
Portland, OR	1,107,070	1,239,842	12.0	1,279,060	512,870	319,144	350,481	216,716	235,440	156,309	17,934,308	14,021	34,968	7,099	237,222	89,456
Salem, OR	250,518	278,024	11.0	286,360	106,236	78,914	78,647	42,229	49,897	36,622	4,064,806	14,195	38,262	3,658	180,765	74,223
COUNTIES, Cities																
BAKER	16,116	15,317	-5.0	15,157	5,747	4,108	3,607	2,031	2,895	2,516	197,125	13,005	34,298	621	3,869	36,888
Baker	9,471	9,500	0.3	9,601	3,791	•	•	•	•	•	87,476	9,111	23,077	•	•	•
BENTON	68,062	70,811	4.0	72,074	28,648	15,136	28,606	11,604	10,595	6,198	846,767	11,749	29,558	645	23,632	7,835
Corvallis	40,960	44,757	9.3	45,972	16,825	•	•	•	•	•	708,345	15,406	42,101	•	•	•
CLACKAMAS	242,515	278,850	15.0	288,978	115,954	77,735	74,267	47,103	58,374	31,210	4,569,910	15,814	39,411	3,175	79,783	39,769
Oregon City	14,673	14,698	0.2	14,850	5,479	•	•	•	•	•	200,409	13,496	36,579	•	•	•
CLATSOP	32,455	33,301	2.6	33,805	12,146	8,891	9,060	4,733	5,882	5,240	518,079	15,326	42,654	237	1,014	7,446
Astoria	9,998	10,069	0.7	10,184	4,551	•	•	•	•	•	121,465	11,927	26,687	•	•	•
COLUMBIA	35,670	37,557	5.3	38,314	16,347	11,341	9,578	5,632	6,806	4,713	482,148	12,584	29,495	695	2,458	6,301
COOS	63,947	60,273	-5.7	59,538	23,396	16,016	15,242	8,395	11,491	8,335	869,643	14,942	38,025	736	6,568	15,823
Coos Bay	14,424	15,076	4.5	15,358	6,074	•	•	•	•	•	156,103	10,164	25,700	•	•	•
North Bend	9,779	9,850	0.7	9,963	3,722	•	•	•	•	•	115,190	11,562	30,952	•	•	•
CROOK	13,125	14,111	7.5	14,451	5,298	4,119	3,541	1,965	2,717	2,110	209,487	14,496	39,544	415	6,006	17,194
CURRY	17,064	19,327	13.3	19,977	7,365	4,974	4,475	2,537	3,976	4,015	248,441	12,436	33,731	160	3,841	3,237
DESCHUTES	63,094	74,958	18.8	78,104	30,174	21,010	20,776	12,809	14,215	9,138	1,232,179	15,776	40,836	884	3,370	11,486
Bend	17,263	20,469	18.6	21,321	9,042	•	•	•	•	•	244,526	11,469	27,044	•	•	•
DOUGLAS	93,824	94,649	0.9	95,762	38,141	28,154	24,515	13,311	18,003	11,875	1,316,802	13,751	34,524	1,753	5,161	21,336
Roseburg	16,644	17,032	2.3	17,281	6,837	•	•	•	•	•	213,708	12,367	31,257	•	•	•
GILLIAM	2,039	1,717	-15.8	1,653	674	469	390	203	329	263	26,567	16,076	39,445	154	13,581	6,810
GRANT	8,211	7,853	-4.4	7,781	3,210	2,280	1,852	1,074	1,525	1,058	122,166	15,700	38,058	402	1,448	15,565
HARNEY	8,332	7,060	-15.3	6,806	2,682	2,008	1,722	966	1,320	776	110,446	16,229	41,181	412	2,260	26,361
HOOD RIVER	15,758	16,903	7.3	17,303	6,503	4,897	4,309	2,492	3,167	2,405	265,020	16,472	43,826	573	39,491	1,583
JACKSON	132,675	146,389	10.3	150,623	56,770	39,313	39,313	22,895	28,317	20,786	2,033,762	13,502	35,825	1,588	24,038	16,505
Ashland	14,943	16,234	8.6	16,657	6,745	•	•	•	•	•	196,888	11,820	29,191	•	•	•
Medford	39,603	46,951	18.6	48,905	19,673	•	•	•	•	•	515,923	10,550	26,225	•	•	•
JEFFERSON	11,601	13,676	17.9	14,232	6,196	4,440	3,800	1,850	2,576	1,566	205,182	14,417	33,115	341	25,363	6,317

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
JOSEPHINE	58,972	62,649	6.2	64,018	24,489	17,413	14,980	8,706	12,420	10,499	842,932	13,167	34,420	580	2,624	10,027
Grants Pass	15,032	17,488	16.3	18,159	7,436	*	*	*	*	*	166,563	9,172	22,399	*	*	*
KLAMATH	58,987	57,702	-2.2	57,445	22,252	16,372	15,223	8,330	10,627	7,008	824,202	14,346	37,040	1,006	29,400	36,051
Klamath Falls	16,661	17,737	6.5	18,132	7,495	*	*	*	*	*	155,409	8,571	20,736	*	*	*
LAKE	7,575	7,186	-5.1	7,108	2,889	2,111	1,727	945	1,415	910	109,972	15,471	38,063	373	6,995	24,191
LANE	276,033	282,912	2.5	287,131	107,428	71,783	85,278	49,674	49,099	31,584	4,448,752	15,494	41,411	2,039	30,180	29,591
Eugene	105,624	112,669	6.7	115,219	47,203	*	*	*	*	*	1,612,658	13,996	34,164	*	*	*
LINCOLN	35,528	38,889	9.5	39,957	13,730	9,310	9,270	5,674	7,832	7,912	600,084	15,018	43,705	274	1,297	1,843
LINN	89,514	91,227	1.9	92,485	37,089	25,988	24,601	13,688	16,555	11,653	1,353,000	14,629	36,479	1,924	79,755	34,491
Albany	26,546	29,462	11.0	30,346	12,327	*	*	*	*	*	341,715	11,261	27,722	*	*	*
MALHEUR	26,912	26,036	-3.2	25,863	10,864	8,302	6,621	3,181	4,423	3,336	334,010	12,914	30,745	1,243	78,013	66,640
Ontario	8,814	8,900	1.0	9,006	3,409	*	*	*	*	*	91,393	10,148	26,808	*	*	*
MARION	205,469	228,483	11.2	235,417	85,713	65,210	64,740	34,842	40,727	29,898	3,350,868	14,234	39,094	2,586	152,765	54,935
Salem	89,233	107,786	20.8	112,612	44,578	*	*	*	*	*	1,292,655	11,479	28,998	*	*	*
MORROW	7,623	7,625	0.0	7,625	3,186	2,394	1,990	1,052	1,426	770	145,553	19,088	45,679	363	64,762	55,509
MULTNOMAH	561,558	583,887	4.0	594,236	241,323	135,486	166,386	102,209	104,586	85,570	7,889,144	13,276	32,691	552	25,729	2,982
Portland	366,383	437,319	19.4	456,021	186,219	*	*	*	*	*	4,243,443	9,305	22,787	*	*	*
POLK	45,049	49,541	10.0	50,944	20,523	13,704	13,908	7,387	9,170	6,725	713,938	14,014	34,787	1,072	28,000	19,288
SHERMAN	2,188	1,918	-12.3	1,864	772	563	431	244	350	276	26,145	14,027	33,872	187	13,575	1,951
TILLAMOOK	21,245	21,570	1.5	21,851	7,834	5,659	5,048	3,037	4,217	3,890	304,426	13,932	38,858	380	293	50,188
UMATILLA	59,060	59,249	0.3	59,880	23,079	17,665	15,748	8,443	10,599	7,425	925,011	15,448	40,081	1,453	105,851	62,766
Pendleton	14,521	15,126	4.2	15,399	6,182	*	*	*	*	*	164,258	10,666	26,571	*	*	*
UNION	23,942	23,598	-1.4	23,529	9,806	6,706	6,541	3,385	4,047	2,918	346,121	14,710	35,298	767	17,674	28,190
La Grande	11,354	11,766	3.6	11,967	4,956	*	*	*	*	*	133,736	11,176	26,986	*	*	*
WALLOWA	7,303	6,911	-5.4	6,833	2,434	1,865	1,606	909	1,380	1,073	110,368	16,153	45,347	455	5,950	17,319
WASCO	21,732	21,683	-0.2	21,673	8,469	6,090	5,223	3,121	4,010	3,229	313,478	14,464	37,015	487	31,009	6,645
City of the Dalles	10,820	11,060	2.2	11,219	4,577	*	*	*	*	*	107,725	9,602	23,535	*	*	*
WASHINGTON	247,435	311,554	25.9	327,622	129,037	86,820	91,406	57,989	60,610	30,796	4,527,570	13,820	35,087	1,724	79,347	16,520
WHEELER	1,466	1,396	-4.8	1,382	487	369	304	160	297	253	15,568	11,265	31,949	130	1,150	4,682
YAMHILL	55,562	65,551	18.0	68,224	26,556	19,103	18,421	9,415	11,871	8,733	947,685	13,891	35,686	1,648	52,363	30,185

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PENNSYLVANIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 18	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS.........	11,864,662	11,881,643	0.1	11,989,540	4,504,213	2,878,226	3,264,772	1,613,818	2,378,245	1,772,105	197,967,376	16,512	43,952	50,799	818,769	2,238,153
METRO AREAS (MSAs/PMSAs/CMSAs)																
Altoona, PA	136,621	130,542	-4.4	129,330	48,853	33,496	33,884	16,684	24,961	20,434	2,102,830	16,259	43,044	489	4,571	28,637
Beaver, PA	204,441	186,093	-9.0	185,426	71,568	45,615	49,509	23,735	38,939	27,628	2,766,472	14,920	38,655	570	4,312	7,825
Erie, PA	279,780	275,572	-1.5	274,636	103,517	71,405	71,680	34,329	52,455	44,491	4,274,938	15,566	41,297	1,355	31,221	28,105
Harrisburg-Lebanon-Carlisle, PA	556,242	587,986	5.7	599,782	236,174	144,479	164,971	85,580	121,849	82,146	9,981,025	16,641	42,261	3,351	32,722	221,061
Johnstown, PA	264,506	241,247	-8.8	239,923	91,875	62,506	63,855	29,976	45,098	38,332	3,285,405	13,694	35,759	1,667	13,734	52,386
Lancaster, PA	362,346	422,822	16.7	440,038	166,552	118,370	122,771	60,285	82,287	56,325	7,875,050	17,896	47,283	4,775	58,177	542,595
Pittsburgh, PA	2,218,870	2,056,705	-7.3	2,029,632	743,963	443,876	538,215	272,222	412,127	325,074	39,777,165	19,598	53,467	4,282	33,111	58,521
Reading, PA	312,509	336,523	7.7	344,501	124,005	80,269	90,259	47,197	72,001	55,120	6,020,756	17,477	48,552	1,809	76,646	91,111
Scranton-Wilkes Barre, PA	728,806	734,175	0.7	739,035	289,188	182,021	192,376	96,188	147,962	120,132	11,320,478	15,318	42,054	2,299	31,715	80,292
Sharon, PA	128,299	121,003	-5.7	120,486	44,702	29,640	33,495	14,940	23,856	18,555	1,825,358	15,150	40,834	1,267	12,643	26,858
State College,PA	112,760	123,786	9.8	127,161	50,865	24,796	55,188	16,785	19,329	11,190	1,448,241	11,389	28,472	817	7,469	29,652
Williamsport,PA	118,416	118,710	0.2	119,905	44,606	31,295	32,734	15,947	23,142	16,907	1,728,865	14,419	38,758	847	10,064	24,177
York, PA	381,255	417,848	9.6	429,056	164,536	107,030	117,547	62,876	85,639	55,534	6,083,461	14,190	37,004	3,145	66,964	151,993
Allentown-Bethlehem,PA-NJ	635,893	686,688	8.0	703,542	269,608	162,698	188,702	100,018	146,163	106,040	10,574,034	15,030	39,211	1,691	44,566	60,220
Philadelphia, PA-NJ	4,719,023	4,856,881	2.9	4,955,752	1,866,214	1,218,107	1,383,810	688,329	986,226	677,861	82,900,317	16,728	44,422	4,787	307,061	129,674
COUNTIES, Cities																
ADAMS	68,292	78,274	14.6	81,057	30,690	21,075	23,588	11,024	14,996	10,294	1,343,636	16,576	43,780	1,104	35,329	69,823
Gettysburg	7,194	7,025	-2.3	6,991	2,689	•	•	•	•	•	76,704	10,971	28,527	•	•	•
ALLEGHENY	1,450,195	1,336,449	-7.8	1,313,700	472,049	279,818	361,267	181,291	273,250	219,388	27,454,736	20,899	58,161	451	10,650	4,922
Brackenridge	4,297	3,784	-11.9	3,681	1,425	•	•	•	•	•	47,755	12,972	33,522	•	•	•
Clairton	12,188	9,656	-20.8	9,150	3,506	•	•	•	•	•	128,877	14,086	36,759	•	•	•
Duquesne	10,094	8,525	-15.5	8,211	3,150	•	•	•	•	•	125,199	15,247	39,748	•	•	•
McKeesport	31,012	26,016	-16.1	25,017	9,552	•	•	•	•	•	324,102	12,955	33,930	•	•	•
Pittsburgh	423,938	369,879	-12.8	359,067	136,811	•	•	•	•	•	4,713,789	13,128	34,455	•	•	•
Tarentum	6,419	5,674	-11.6	5,525	2,127	•	•	•	•	•	66,017	11,949	31,031	•	•	•
ARMSTRONG	77,768	73,478	-5.5	72,620	28,460	18,518	19,099	9,150	14,088	11,764	1,136,319	15,647	39,914	735	43,846	10,665
Kittanning	5,432	5,120	-5.7	5,058	1,955	•	•	•	•	•	44,322	8,764	22,675	•	•	•
BEAVER	204,441	186,093	-9.0	185,426	71,568	45,615	49,509	23,735	38,939	27,628	2,766,472	14,920	38,655	570	4,312	7,825
Aliquippa	17,094	13,374	-21.8	12,630	4,837	•	•	•	•	•	129,007	10,214	26,673	•	•	•
Ambridge	9,575	8,133	-15.1	7,845	3,015	•	•	•	•	•	75,317	9,601	24,982	•	•	•
Beaver	5,441	5,028	-7.6	4,945	1,912	•	•	•	•	•	60,723	12,279	31,753	•	•	•
Rochester	4,759	4,156	-12.7	4,035	1,562	•	•	•	•	•	41,809	10,361	26,760	•	•	•
BEDFORD	46,784	47,919	2.4	48,577	19,097	13,407	12,630	6,121	9,521	6,898	819,568	16,872	42,916	1,043	4,834	41,200
Bedford	3,326	3,137	-5.7	3,099	1,207	•	•	•	•	•	51,781	16,708	42,910	•	•	•
BERKS	312,509	336,523	7.7	344,501	124,005	80,269	90,259	47,197	72,001	55,120	6,020,756	17,477	48,552	1,809	76,646	91,111
Reading	78,686	78,380	-0.4	78,319	29,863	•	•	•	•	•	776,020	9,908	25,986	•	•	•
BLAIR	136,621	130,542	-4.4	129,330	48,853	33,496	33,884	16,684	24,961	20,434	2,102,830	16,259	43,044	489	4,571	28,637
Altoona	57,078	51,881	-9.1	50,842	19,393	•	•	•	•	•	582,360	11,454	30,030	•	•	•
Tyrone	6,346	5,743	-9.5	5,622	2,166	•	•	•	•	•	64,004	11,384	29,547	•	•	•
BRADFORD	62,919	60,967	-3.1	60,552	23,395	17,499	16,228	7,811	11,202	7,811	1,019,270	16,833	43,568	1,432	4,872	90,856
Athens	3,622	3,468	-4.3	3,437	1,335	•	•	•	•	•	39,642	11,533	29,695	•	•	•
Sayre	6,951	5,791	-16.7	5,559	2,139	•	•	•	•	•	80,056	14,401	37,432	•	•	•
Towanda	3,526	3,242	-8.1	3,185	1,238	•	•	•	•	•	40,893	12,838	33,027	•	•	•
BUCKS	479,180	541,174	12.9	565,023	229,877	149,731	157,641	83,058	116,395	58,762	10,588,091	18,740	46,061	841	33,448	20,105
Bristol	10,867	10,405	-4.3	10,313	3,955	•	•	•	•	•	114,149	11,069	28,861	•	•	•

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Doylestown	8,717	8,575	-1.6	8,547	3,277	·	·	·	·	·	219,296	25,659	66,911	·	·	·
Langhorne	1,697	1,361	-19.8	1,294	505	·	·	·	·	·	52,212	40,355	103,421	·	·	·
Levittown	54,174	50,924	-6.0	50,750	18,796	·	·	·	·	·	1,210,365	23,850	64,394	·	·	·
BUTLER	147,912	152,013	2.8	154,240	59,331	40,719	44,113	21,594	28,843	18,509	2,393,749	15,520	40,346	1,199	11,872	16,222
Butler	17,026	15,714	-7.7	15,452	5,912	·	·	·	·	·	172,319	11,152	29,148	·	·	·
CAMBRIA	183,263	163,029	-11.0	162,335	61,884	41,558	43,993	19,967	30,357	26,461	2,237,452	13,783	36,155	605	7,278	9,820
Johnstown	35,496	28,134	-20.7	26,662	10,184	·	·	·	·	·	230,771	8,656	22,661	·	·	·
CAMERON	6,674	5,913	-11.4	5,761	2,059	1,371	1,429	732	1,169	1,048	78,980	13,710	38,354	177	3,131	1,403
CARBON	53,285	56,846	6.7	58,120	21,810	13,426	15,692	8,021	12,031	8,892	797,492	13,722	36,566	·	·	·
Jim Thorpe	5,263	5,048	-4.1	5,005	1,932	·	·	·	·	·	48,166	9,624	24,937	·	·	·
Lansford	4,466	4,583	2.6	4,606	1,783	·	·	·	·	·	41,173	8,938	23,090	·	·	·
Lehighton	5,826	5,914	1.5	5,932	2,286	·	·	·	·	·	60,029	10,120	26,254	·	·	·
Palmerton	5,455	5,394	-1.1	5,382	2,076	·	·	·	·	·	64,185	11,926	30,919	·	·	·
CENTRE	112,760	123,786	9.8	127,161	50,865	24,796	55,188	16,785	19,329	11,190	1,448,241	11,389	28,472	817	7,469	29,652
Bellefonte	6,300	6,358	0.9	6,370	2,453	·	·	·	·	·	104,170	16,354	42,472	·	·	·
State College	36,130	38,923	7.7	39,482	15,067	·	·	·	·	·	457,332	11,583	30,354	·	·	·
CHESTER	316,660	376,396	18.9	391,032	150,597	98,931	109,489	58,264	81,335	43,405	6,082,794	15,556	40,391	1,573	160,694	73,917
Coatesville	10,698	11,038	3.2	11,106	4,258	·	·	·	·	·	113,301	10,202	26,607	·	·	·
Honey Brook	1,164	1,184	1.7	1,188	471	·	·	·	·	·	27,904	23,488	59,244	·	·	·
Phoenixville	14,165	15,066	6.4	15,246	5,837	·	·	·	·	·	170,779	11,201	29,259	·	·	·
West Chester	17,435	18,041	3.5	18,162	6,946	·	·	·	·	·	189,382	10,427	27,265	·	·	·
CLARION	43,362	41,699	-3.8	41,341	15,200	10,707	13,394	4,796	7,276	5,168	671,534	16,244	44,180	541	3,035	9,237
CLEARFIELD	83,578	78,097	-6.6	77,100	29,768	17,810	20,817	10,840	15,960	11,796	1,273,484	16,517	42,780	·	·	·
Clearfield	7,580	6,633	-12.5	6,444	2,479	·	·	·	·	·	82,989	12,879	33,474	·	·	·
Curwensville	3,116	2,924	-6.2	2,886	1,125	·	·	·	·	·	32,505	11,265	28,895	·	·	·
Du Bois	9,290	8,286	-10.8	8,085	3,105	·	·	·	·	·	109,672	13,565	35,318	421	2,851	6,680
CLINTON	38,971	37,182	-4.6	36,800	13,514	9,347	10,709	4,416	7,139	5,189	449,905	12,226	33,291	295	4,373	11,294
Lock Haven	9,617	9,230	-4.0	9,153	3,515	·	·	·	·	·	67,970	7,426	19,339	·	·	·
COLUMBIA	61,967	63,202	2.0	64,036	22,655	14,920	19,147	8,197	11,975	9,798	872,220	13,621	38,501	701	14,576	12,969
Berwick	11,850	10,976	-7.4	10,801	4,140	·	·	·	·	·	113,400	10,499	27,392	·	·	·
Bloomsburg	11,717	12,439	6.2	12,583	4,821	·	·	·	·	·	101,023	8,028	20,953	·	·	·
CRAWFORD	88,869	86,169	-3.0	85,585	31,906	23,108	23,194	11,212	15,662	12,324	1,304,808	15,246	40,895	1,281	6,618	40,239
Meadville	15,544	14,318	-7.9	14,073	5,387	·	·	·	·	·	180,097	12,797	33,434	·	·	·
Titusville	6,884	6,434	-6.5	6,344	2,443	·	·	·	·	·	72,906	11,492	29,848	·	·	·
CUMBERLAND	179,625	195,257	8.7	200,471	77,105	46,108	58,137	28,266	42,099	25,460	3,534,073	17,629	45,835	1,100	9,891	58,004
Carlisle	18,314	18,419	0.6	18,440	7,049	·	·	·	·	·	358,792	19,457	50,900	·	·	·
DAUPHIN	232,317	237,813	2.4	241,073	100,447	56,893	65,090	35,197	48,456	35,197	4,079,282	16,921	40,611	675	7,856	39,090
Harrisburg	53,264	52,376	-1.7	52,198	19,913	·	·	·	·	·	710,696	13,615	35,690	·	·	·
DELAWARE	555,007	547,651	-1.3	547,089	210,418	125,283	153,732	71,669	111,059	85,893	9,570,243	17,493	45,482	95	6,547	1,205
Chester	45,794	41,856	-8.6	41,068	15,668	·	·	·	·	·	479,696	11,680	30,616	·	·	·
ELK	38,338	34,878	-9.0	34,153	13,362	9,460	9,221	4,064	6,523	4,850	523,655	15,332	39,191	168	518	2,588
Ridgeway	5,604	4,793	-14.5	4,631	1,787	·	·	·	·	·	51,767	11,179	28,969	·	·	·
St. Marys	5,604	5,511	-1.7	5,492	2,119	·	·	·	·	·	51,767	9,425	24,424	·	·	·
ERIE	279,780	275,572	-1.5	274,636	103,517	71,405	71,680	34,329	52,455	44,491	4,274,938	15,566	41,297	1,355	31,221	28,105
Corry	7,149	7,216	0.9	7,229	2,781	·	·	·	·	·	68,445	9,468	24,611	·	·	·
Erie	119,123	108,718	-8.7	106,637	40,648	·	·	·	·	·	1,122,061	10,522	27,604	·	·	·
FAYETTE	159,417	145,351	-8.8	144,025	54,866	27,169	27,273	13,062	19,958	16,928	2,317,423	16,090	42,238	902	4,597	9,926
Brownsville	4,043	3,164	-21.7	2,988	1,162	·	·	·	·	·	32,874	11,001	28,289	·	·	·
Connellsville	10,319	9,229	-10.6	9,011	3,460	·	·	·	·	·	85,934	9,537	24,835	·	·	·
South Connellsville	2,296	2,204	-4.0	2,185	825	·	·	·	·	·	21,822	9,967	26,466	·	·	·
Uniontown	14,510	12,034	-17.1	11,539	4,418	·	·	·	·	·	160,508	13,910	36,327	·	·	·
FOREST	5,072	4,802	-5.3	4,752	1,741	1,098	1,198	604	969	879	57,288	12,051	32,900	34	72	524
FRANKLIN	113,629	121,082	6.6	123,680	46,404	31,786	33,146	16,944	24,880	16,944	1,867,092	15,096	40,236	1,441	17,780	118,106
Chambersburg	16,174	16,647	2.9	16,742	6,406	·	·	·	·	·	186,314	11,129	29,086	·	·	·
Waynesboro	9,726	9,578	-1.5	9,548	3,663	·	·	·	·	·	112,844	11,818	30,804	·	·	·
FULTON	12,842	13,837	7.7	14,165	5,542	4,094	3,683	1,841	2,748	1,799	220,612	15,574	39,805	467	1,440	12,783
GREENE	40,476	39,550	-2.3	39,397	15,136	11,031	10,362	5,240	6,816	5,988	644,245	16,352	42,562	838	1,367	5,537

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PENNSYLVANIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

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COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
HUNTINGDON	42,253	44,164	4.5	44,929	16,677	11,682	12,850	5,886	8,492	6,065	673,704	14,995	40,398	635	2,944	27,910
Huntingdon	7,042	6,843	-2.8	6,803	2,616	•	•	•	•	•	90,568	13,313	34,616	•	•	•
Mt. Union	3,101	2,878	-7.2	2,833	1,105	•	•	•	•	•	30,607	10,802	27,691	•	•	•
INDIANA	92,281	89,994	-2.5	89,464	33,021	22,992	29,523	11,004	14,851	11,094	1,459,725	16,316	44,206	911	14,258	19,106
Indiana	16,051	15,174	-5.5	14,999	5,739	•	•	•	•	•	161,467	10,765	28,137	•	•	•
JEFFERSON	48,303	46,083	-4.6	45,623	17,596	1,762	1,691	788	1,207	1,001	816,328	17,893	46,392	495	2,126	9,167
Punxsutawney	7,479	6,782	-9.3	6,643	2,555	•	•	•	•	•	86,343	12,998	33,793	•	•	•
JUNIATA	19,188	20,625	7.5	21,110	8,279	4,876	5,700	2,913	4,370	3,230	359,525	17,031	43,424	•	•	•
LACKAWANNA	227,908	219,039	-3.9	217,325	79,518	60,416	55,853	28,252	42,596	30,208	3,530,367	16,245	44,397	566	3,852	35,176
Carbondale	11,255	10,664	-5.3	10,546	4,043	•	•	•	•	•	109,785	10,410	27,157	299	4,931	5,885
Scranton	88,117	81,805	-7.2	80,543	30,708	•	•	•	•	•	842,356	10,459	27,431	•	•	•
LANCASTER	362,346	422,822	16.7	440,038	166,552	118,370	122,771	60,285	82,287	56,325	7,875,050	17,896	47,283	4,775	58,177	542,595
Columbia	10,466	10,701	2.2	10,748	4,122	•	•	•	•	•	118,003	10,979	28,626	•	•	•
Lancaster	54,725	55,551	1.5	55,716	21,252	•	•	•	•	•	562,559	10,097	26,470	•	•	•
LAWRENCE	107,150	96,246	-10.2	95,023	34,397	23,281	25,561	11,973	18,815	15,394	1,525,326	16,052	44,345	749	5,592	18,905
Ellwood City	9,998	8,894	-11.0	8,673	3,330	•	•	•	•	•	95,336	10,992	28,628	•	•	•
New Castle	33,621	28,334	-15.7	27,277	10,416	•	•	•	•	•	282,383	10,353	27,110	•	•	•
LEBANON	108,582	113,744	4.8	115,599	41,909	29,709	30,403	15,721	23,235	16,415	1,853,879	16,037	44,236	948	11,035	94,639
Lebanon	25,711	24,800	-3.5	24,618	9,405	•	•	•	•	•	284,240	11,546	30,221	•	•	•
LEHIGH	272,349	291,130	6.9	297,362	118,945	66,609	79,693	43,118	62,743	45,496	4,351,415	14,633	36,583	541	22,487	18,381
Allentown	103,758	105,090	1.3	105,356	40,162	•	•	•	•	•	1,310,504	12,439	32,630	•	•	•
LUZERNE	343,079	328,149	-4.4	327,160	118,935	73,611	82,771	41,222	67,395	61,833	4,998,585	15,279	42,028	473	8,971	6,909
Hazleton	27,318	24,730	-9.5	24,212	9,248	•	•	•	•	•	269,957	11,150	29,189	•	•	•
Pittston	9,930	9,389	-5.4	9,281	3,562	•	•	•	•	•	84,289	9,082	23,666	•	•	•
West Hazleton	4,871	4,136	-15.1	3,989	1,543	•	•	•	•	•	41,443	10,389	26,852	•	•	•
Wilkes-Barre	51,551	47,523	-7.8	46,717	17,823	•	•	•	•	•	444,220	9,509	24,924	•	•	•
LYCOMING	118,416	118,710	0.2	119,905	44,606	31,295	32,734	15,947	23,142	16,907	1,728,865	14,419	38,758	847	10,064	24,177
Jersey Shore	4,631	4,353	-6.0	4,297	1,664	•	•	•	•	•	39,251	9,134	23,592	•	•	•
Williamsport	33,401	31,933	-4.4	31,639	12,080	•	•	•	•	•	295,911	9,353	24,495	•	•	•
MCKEAN	50,635	47,131	-6.9	46,446	17,024	12,540	12,076	5,573	8,732	7,478	674,971	14,532	39,649	243	587	3,535
Bradford	11,211	9,625	-14.1	9,308	3,572	•	•	•	•	•	99,129	10,650	27,755	•	•	•
Kane	4,916	4,590	-6.6	4,525	1,751	•	•	•	•	•	44,037	9,732	25,156	•	•	•
MERCER	128,299	121,003	-5.7	120,486	44,702	29,640	33,495	14,940	23,656	18,555	1,825,358	15,150	40,834	1,267	12,643	26,858
Farrell	8,645	6,841	-20.9	6,480	2,491	•	•	•	•	•	69,460	10,719	27,880	•	•	•
Greenville	7,730	6,734	-12.9	6,535	2,514	•	•	•	•	•	68,318	10,455	27,179	•	•	•
Hermitage	16,365	15,300	-6.5	15,250	5,865	•	•	•	•	•	210,222	13,785	35,841	•	•	•
Sharon	19,057	17,493	-8.2	17,180	6,571	•	•	•	•	•	171,604	9,988	26,113	•	•	•
Sharpsville	5,375	4,729	-12.0	4,600	1,777	•	•	•	•	•	55,061	11,970	30,987	•	•	•
Wheatland	1,132	760	-32.9	686	276	•	•	•	•	•	17,343	25,296	62,856	•	•	•
MIFFLIN	46,908	46,197	-1.5	46,035	17,386	12,199	11,877	5,938	9,115	6,951	805,687	17,502	46,340	677	2,297	39,500
Lewistown	9,830	9,341	-5.0	9,243	3,548	•	•	•	•	•	116,160	12,567	32,744	•	•	•
MONROE	69,409	95,709	37.9	101,832	36,617	24,440	27,291	14,358	20,977	14,766	1,464,129	14,378	39,984	192	2,340	2,195
East Stroudsburg	8,039	8,781	9.2	8,929	3,430	•	•	•	•	•	76,352	8,551	22,262	•	•	•
Stroudsburg	5,148	5,312	3.2	5,345	2,065	•	•	•	•	•	55,366	10,359	26,816	•	•	•
MONTGOMERY	643,371	678,111	5.4	710,100	273,115	159,773	191,727	98,704	154,802	105,095	13,042,652	18,367	47,755	586	12,621	18,365
Jenkintown	4,942	4,574	-7.4	4,500	1,739	•	•	•	•	•	96,958	21,544	55,769	•	•	•
Lansdale	16,526	16,362	-1.0	16,329	6,248	•	•	•	•	•	217,872	13,342	34,873	•	•	•
Norristown	34,684	30,749	-11.3	29,962	11,437	•	•	•	•	•	401,422	13,398	35,098	•	•	•
Pottstown	22,729	21,831	-4.0	21,651	8,274	•	•	•	•	•	260,556	12,034	31,491	•	•	•
MONTOUR	16,675	17,735	6.4	18,117	6,224	4,457	4,783	2,265	3,623	3,007	310,747	17,152	49,925	270	4,148	7,151
Danville	5,239	5,165	-1.4	5,150	1,989	•	•	•	•	•	52,104	10,117	26,190	•	•	•
NORTHAMPTON	225,418	247,105	9.6	253,821	94,010	58,633	68,532	35,027	52,541	38,835	4,063,802	16,010	43,227	484	13,818	14,832
Bangor	5,006	5,383	7.5	5,458	2,108	•	•	•	•	•	54,202	9,930	25,717	•	•	•
Bethlehem	70,419	71,428	1.4	71,777	27,086	•	•	•	•	•	883,904	12,315	32,634	•	•	•

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs. 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65+	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Easton	26,027	26,276	1.0	26,326	10,056	•	•	•	•	•	232,471	8,831	23,118	•	•	•
Wilson	7,564	7,830	3.5	7,883	3,031	•	•	•	•	•	79,497	10,084	26,232	•	•	•
NORTHUMBERLAND	100,381	96,771	-3.6	96,072	34,604	22,193	25,939	13,258	19,887	14,699	1,238,122	12,887	35,779	675	13,076	31,021
Milton	6,730	6,746	0.2	6,749	2,599	•	•	•	•	•	59,610	8,832	22,935	•	•	•
Mount Carmel	8,190	7,196	-12.1	6,997	2,689	•	•	•	•	•	64,000	9,146	23,797	•	•	•
Shamokin	10,357	9,184	-11.3	8,949	3,433	•	•	•	•	•	74,406	8,314	21,672	•	•	•
Sunbury	12,292	11,581	-5.7	11,451	4,387	•	•	•	•	•	99,843	8,719	22,757	•	•	•
PERRY	35,718	41,172	15.3	42,639	16,713	11,768	11,342	6,396	8,059	5,074	513,791	12,050	30,742	626	3,940	29,326
PHILADELPHIA	1,688,210	1,585,577	-6.1	1,580,500	562,461	376,159	442,540	210,207	295,554	252,880	23,671,093	14,977	42,085	•	•	•
Philadelphia	1,688,210	1,585,577	-6.1	1,565,050	603,634	•	•	•	•	•	23,711,293	15,150	39,281	•	•	•
PIKE	18,171	27,966	53.9	30,156	12,566	6,815	6,665	3,709	6,876	6,092	270,323	8,964	21,512	44	932	353
POTTER	17,726	16,717	-5.7	16,507	6,492	4,754	4,341	1,997	3,087	2,344	261,162	15,822	40,230	328	3,406	13,264
SCHUYLKILL	160,630	152,585	-5.0	150,965	55,700	35,175	36,534	18,418	31,099	29,589	2,107,894	13,963	37,844	647	11,628	28,762
Ashland	4,235	3,859	-8.9	3,784	1,469	•	•	•	•	•	32,305	8,538	21,996	•	•	•
Mahanoy City	6,167	5,209	-15.5	5,017	1,937	•	•	•	•	•	47,223	9,412	24,380	•	•	•
Pottsville	18,195	16,603	-8.7	16,285	6,231	•	•	•	•	•	149,102	9,156	23,930	•	•	•
Shenandoah	7,589	6,221	-18.0	5,947	2,289	•	•	•	•	•	54,069	9,091	23,617	•	•	•
SNYDER	33,584	36,680	9.2	37,647	13,943	9,675	10,918	5,195	7,191	4,631	420,681	11,174	30,171	702	5,558	33,006
SOMERSET	81,243	78,218	-3.7	77,588	29,991	20,949	19,862	10,009	14,742	11,871	1,047,953	13,507	34,942	1,062	6,456	42,566
Somerset	6,474	6,454	-0.3	6,450	2,482	•	•	•	•	•	77,727	12,051	31,321	•	•	•
SULLIVAN	6,349	6,104	-3.9	6,053	2,129	1,465	1,731	666	1,138	1,059	81,961	13,541	38,504	165	434	5,966
SUSQUEHANNA	37,876	40,380	6.6	41,254	16,722	11,716	9,282	5,322	7,797	5,858	553,889	13,426	33,124	814	2,100	37,686
TIOGA	40,973	41,126	0.4	41,560	15,705	11,471	12,052	4,987	7,689	5,361	599,469	14,424	38,172	876	3,737	40,220
UNION	32,924	36,176	9.9	37,187	14,303	8,925	11,602	5,095	7,066	4,462	421,205	11,327	29,449	505	4,472	26,211
Lewisburg	5,407	5,785	7.0	5,861	2,261	•	•	•	•	•	61,333	10,465	27,122	•	•	•
VENANGO	64,444	59,381	-7.9	58,887	22,010	15,782	15,428	7,950	11,542	8,244	898,741	15,262	40,833	456	1,789	5,201
Franklin	8,146	7,329	-10.0	7,166	2,754	•	•	•	•	•	78,620	10,972	28,548	•	•	•
Oil City	13,881	11,949	-13.9	11,563	4,428	•	•	•	•	•	133,078	11,509	30,053	•	•	•
WARREN	47,449	45,050	-5.1	44,556	16,818	11,941	11,273	5,748	8,867	6,683	707,001	15,868	42,038	472	1,395	13,455
Warren	12,146	11,122	-8.4	10,917	4,184	•	•	•	•	•	130,508	11,954	31,195	•	•	•
WASHINGTON	217,074	204,584	-5.8	203,137	76,305	48,753	53,425	26,611	41,846	32,705	3,316,602	16,327	43,465	1,594	7,232	20,965
Charleroi	5,717	5,014	-12.3	4,873	1,883	•	•	•	•	•	54,961	11,278	29,190	•	•	•
Donora	7,524	5,928	-21.2	5,609	2,160	•	•	•	•	•	61,241	10,919	28,356	•	•	•
Washington	18,363	15,864	-13.6	15,364	5,878	•	•	•	•	•	163,840	10,664	27,873	•	•	•
WAYNE	35,237	39,944	13.4	41,267	16,056	11,225	10,193	5,158	7,923	6,768	657,496	15,933	40,951	691	1,568	27,040
Honesdale	5,128	4,972	-3.0	4,941	1,907	•	•	•	•	•	67,246	13,610	35,263	•	•	•
WESTMORELAND	392,184	370,321	-5.6	368,770	140,742	88,136	96,249	51,259	77,073	56,053	6,688,405	18,137	47,522	1,336	10,632	22,708
Arnold	6,853	6,113	-10.8	5,965	2,298	•	•	•	•	•	65,605	10,998	28,553	•	•	•
Greensburg	17,558	16,318	-7.1	16,070	6,145	•	•	•	•	•	228,440	14,215	37,175	•	•	•
Irwin	4,995	4,604	-7.8	4,526	1,746	•	•	•	•	•	74,200	16,395	42,506	•	•	•
Latrobe	10,799	9,265	-14.2	8,958	3,436	•	•	•	•	•	134,050	14,964	39,016	•	•	•
Monessen	11,928	9,901	-17.0	9,496	3,641	•	•	•	•	•	131,472	13,846	36,105	•	•	•
New Kensington	17,660	15,894	-10.0	15,541	5,946	•	•	•	•	•	194,185	12,495	32,660	•	•	•
WYOMING	26,443	28,076	6.2	28,681	11,463	8,633	7,314	4,159	5,019	3,526	455,177	15,870	39,709	367	1,976	23,043
YORK	312,963	339,574	8.5	347,998	133,845	85,956	93,960	51,852	70,644	45,240	4,744,826	13,635	35,450	2,041	31,635	82,170
Hanover	14,890	14,399	-3.3	14,301	5,474	•	•	•	•	•	190,657	13,332	34,832	•	•	•
York	44,619	42,192	-5.4	41,707	15,914	•	•	•	•	•	451,729	10,831	28,385	•	•	•

RHODE ISLAND POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65+	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household.	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS.......	948,547	1,003,464	5.8	1,016,984	388,134	428,527	519,936	260,906	344,208	259,937	17,292,650	17,004	44,553	701	26,686	11,101
METRO AREAS (MSAs/PMSAs/CMSAs)																
Providence-Pawtucket-Woonsocket,RI	867,061	916,270	5.7	928,427	352,160	212,454	264,897	126,303	179,497	145,702	15,547,208	16,746	44,148	564	17,626	9,087
COUNTIES, Cities																
BRISTOL	46,969	48,859	4.0	49,360	18,282	11,156	14,018	6,269	10,415	7,601	951,354	19,274	52,039	27	1,002	164
KENT	154,613	161,135	4.2	162,845	60,313	38,594	44,294	23,450	33,383	22,961	3,046,962	18,711	50,519	64	767	716
West Warwick	27,026	29,268	8.3	29,791	11,458	•	•	•	•	•	309,117	10,376	26,978	•	•	•
NEWPORT	81,486	87,194	7.0	88,556	35,974	216,073	256,038	134,603	164,712	114,236	1,745,442	19,710	48,520	137	9,060	2,014
Newport	29,259	28,227	-3.5	28,091	10,804	•	•	•	•	•	544,347	19,378	50,383	•	•	•
PROVIDENCE	571,571	596,270	4.3	602,713	231,525	135,008	171,170	79,558	115,721	101,858	9,573,202	15,884	41,348	267	3,039	4,382
Central Falls	16,995	17,637	3.8	17,810	6,850	•	•	•	•	•	148,410	8,333	21,666	•	•	•
Pawtucket	71,204	72,644	2.0	73,114	28,121	•	•	•	•	•	776,339	10,618	27,607	•	•	•
Providence	156,804	160,728	2.5	161,917	62,276	•	•	•	•	•	1,624,938	10,036	26,093	•	•	•
Woonsocket	45,914	43,877	-4.4	43,578	16,761	•	•	•	•	•	447,697	10,273	26,711	•	•	•
WASHINGTON	93,908	110,006	17.1	113,509	42,040	27,696	35,415	17,026	19,978	13,281	1,975,691	17,406	46,995	206	12,818	3,825
Westerly	18,580	21,605	16.3	22,266	8,564	•	•	•	•	•	303,248	13,620	35,411	•	•	•

SOUTH CAROLINA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65+	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS.......	3,127,260	3,486,703	11.5	3,653,604	1,318,864	1,021,371	1,080,370	510,999	650,446	390,297	48,700,353	13,329	36,926	20,517	451,282	427,098
METRO AREAS (MSAs/PMSAs/CMSAs)																
Anderson, SC	133,898	145,196	8.4	151,811	52,339	40,685	40,382	21,405	29,907	19,432	1,715,718	11,302	32,781	1,038	14,900	17,154
Charleston, SC	431,703	506,875	17.4	537,116	205,373	154,157	173,215	78,395	87,401	43,947	7,732,110	14,396	37,649	914	32,279	7,683
Columbia, SC	409,302	453,331	10.8	474,308	176,983	121,425	154,620	74,171	81,583	42,509	7,715,036	16,266	43,592	1,028	11,077	38,042
Florence, SC	110,417	114,344	3.6	118,560	44,396	35,331	32,84'	16,954	21,104	12,330	1,715,945	14,473	38,651	926	37,273	6,613
Greenville-Spartanburg, SC	570,560	640,861	12.3	669,177	220,614	170,388	194,229	97,376	130,030	76,920	9,417,005	14,073	42,685	2,178	19,205	18,830
COUNTIES, Cities																
ABBEVILLE	22,560	23,862	5.8	24,838	8,681	6,756	7,029	3,204	4,521	3,353	289,779	11,667	33,379	457	844	4,878
AIKEN	105,863	120,940	14.2	127,584	45,965	36,234	34,830	17,096	25,134	14,289	1,723,741	13,511	37,502	604	7,212	18,340
Aiken	14,978	19,872	32.7	20,851	7,928	•	•	•	•	•	217,188	10,416	27,395	•	•	•
ALLENDALE	10,710	11,722	9.4	12,276	4,647	3,830	3,327	1,633	1,866	1,596	124,574	10,148	26,806	107	9,005	938
ANDERSON	133,898	145,196	8.4	151,811	52,339	40,685	40,382	21,405	29,907	19,432	1,715,718	11,302	32,781	1,038	14,900	17,154
Anderson	27,313	26,184	-4.1	25,958	9,870	•	•	•	•	•	233,142	8,981	23,622	•	•	•

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65+	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
BAMBERG	18,135	16,902	-6.8	16,750	5,981	4,958	5,209	1,960	2,613	2,010	179,543	10,719	30,019	220	5,094	5,918
BARNWELL	19,819	20,293	2.4	20,997	7,874	6,740	5,585	2,772	3,422	2,436	267,473	12,739	33,969	242	7,594	2,612
BEAUFORT	65,459	86,425	32.0	93,211	34,523	26,845	33,929	10,719	12,677	9,041	1,535,898	16,478	44,489	125	5,732	2,299
Beaufort	8,634	9,576	10.9	9,764	3,713	*	*	*	*	*	109,461	11,210	29,483	*	*	*
Hilton Head Island	14,978	23,694	58.2	25,437	9,672	*	*	*	*	*	239,111	9,400	24,723	*	*	*
BERKELEY	95,789	128,776	34.4	139,237	55,806	46,227	42,328	20,468	21,860	8,354	1,887,164	13,554	33,816	350	9,341	2,076
CALHOUN	12,242	12,753	4.2	13,238	4,950	3,971	3,746	1,721	2,145	1,641	131,423	9,928	26,553	242	6,958	6,026
CHARLESTON	276,954	295,039	6.5	307,507	113,892	79,644	104,860	44,281	49,816	21,906	4,725,112	15,366	41,488	202	18,440	569
Charleston	69,510	80,414	15.7	82,595	31,404	*	*	*	*	*	956,960	11,586	30,472	*	*	*
CHEROKEE	41,023	44,506	8.5	46,538	16,717	13,356	12,658	6,422	8,889	5,585	543,282	11,674	32,490	412	3,384	6,267
CHESTER	30,085	32,170	6.9	33,552	12,700	9,663	9,059	4,228	6,140	4,496	308,846	9,205	24,319	350	688	4,347
CHESTERFIELD	38,191	38,577	1.0	39,812	14,277	11,784	10,869	5,534	6,927	4,738	504,916	12,683	35,367	429	6,834	40,467
CLARENDON	27,426	28,450	3.7	29,508	11,614	9,118	8,498	3,600	4,721	3,541	268,947	9,114	23,157	419	20,261	8,427
COLLETON	31,755	34,377	8.3	35,933	13,487	10,672	9,917	4,563	6,324	4,420	451,757	12,572	33,497	481	6,179	4,784
DARLINGTON	62,827	61,851	-1.6	63,511	23,991	19,434	17,402	8,701	10,924	6,986	745,723	11,742	31,083	440	23,025	11,529
DILLON	31,085	29,114	-6.3	29,593	12,156	10,358	8,138	3,433	4,528	3,166	388,164	13,117	31,927	274	19,766	3,791
DORCHESTER	58,960	83,060	40.9	90,372	35,675	28,286	26,027	13,646	15,725	6,688	1,119,835	12,391	31,390	362	4,498	5,038
EDGEFIELD	17,618	18,375	4.3	19,078	7,507	5,781	5,285	2,556	3,262	2,213	190,826	10,003	25,418	244	15,524	6,060
FAIRFIELD	20,732	22,295	7.5	23,276	8,863	7,029	6,541	2,910	3,794	2,979	247,737	10,643	27,953	186	106	2,021
FLORENCE	110,417	114,344	3.6	118,560	44,396	35,331	32,841	16,954	21,104	12,330	1,715,945	14,473	38,651	926	37,273	6,613
Florence	30,062	29,813	-0.8	29,763	11,317	*	*	*	*	*	392,951	13,203	34,723	*	*	*
GEORGETOWN	42,538	46,302	8.8	48,444	18,952	15,696	13,274	6,249	7,848	5,329	672,064	13,873	35,462	224	5,432	674
GREENVILLE	289,021	320,167	10.8	336,001	110,222	86,688	96,432	49,728	65,520	37,632	5,088,391	15,144	46,165	678	4,751	6,600
Greenville	58,242	58,282	0.1	58,290	22,163	*	*	*	*	*	672,538	11,538	30,345	*	*	*
GREENWOOD	57,997	59,567	2.7	61,668	19,950	16,342	16,774	8,387	12,149	8,017	739,019	11,984	37,044	365	349	9,949
Greenwood	21,613	20,807	-3.7	20,646	7,850	*	*	*	*	*	176,002	8,525	22,421	*	*	*
HAMPTON	18,179	18,191	0.1	18,300	7,014	5,801	4,850	2,342	3,074	2,233	183,947	10,052	26,225	232	8,212	2,574
HORRY	101,890	144,053	41.4	156,807	53,100	45,004	44,847	20,699	29,166	17,092	2,069,366	13,197	38,971	1,177	45,934	7,425
Myrtle Beach	18,446	24,848	34.7	26,128	9,935	*	*	*	*	*	436,937	16,723	43,981	*	*	*
JASPER	14,520	15,487	6.7	16,145	6,363	5,538	4,440	1,905	2,502	1,776	188,128	11,652	29,566	150	810	1,084
KERSHAW	39,072	43,599	11.6	45,812	16,777	13,194	12,461	6,185	8,704	5,314	567,389	12,385	33,819	254	1,878	16,574
LANCASTER	53,698	54,516	1.5	56,315	20,642	15,599	15,487	7,884	10,756	6,533	692,219	12,292	33,535	438	1,279	4,044
LAURENS	52,241	58,092	11.2	61,005	20,178	16,227	16,654	8,175	11,713	8,175	606,069	9,935	30,037	647	2,057	12,741
LEE	18,907	18,437	-2.5	18,096	7,520	6,098	5,248	2,135	2,696	1,936	170,077	9,399	22,617	262	18,406	4,622
LEXINGTON	141,132	167,611	18.8	177,935	62,993	49,110	50,889	28,825	34,164	14,947	3,105,286	17,452	49,296	702	7,642	34,015
MCCORMICK	7,764	8,868	14.2	9,355	3,506	2,872	2,685	1,132	1,534	1,132	76,883	8,219	21,931	86	19	2,361
MARION	34,204	33,899	-0.9	34,855	13,773	11,398	9,341	4,531	5,577	4,008	400,875	11,501	29,105	337	18,216	4,344
MARLBORO	31,747	29,361	-7.5	29,165	11,264	9,391	8,050	3,616	4,696	3,412	322,367	11,053	28,620	182	13,758	1,891
NEWBERRY	31,115	33,172	6.6	34,579	11,519	8,783	9,371	4,391	6,605	5,463	412,581	11,932	35,819	541	1,845	38,718
OCONEE	48,832	57,494	17.7	60,951	21,092	16,457	16,213	8,472	12,129	7,558	677,713	11,119	32,131	588	4,215	15,644
ORANGEBURG	82,246	84,803	3.1	87,858	32,175	26,006	26,445	10,894	14,497	10,016	1,002,290	11,408	31,151	961	22,865	23,792
Orangeburg	14,933	13,739	-8.0	13,500	5,133	*	*	*	*	*	151,438	11,217	29,502	*	*	*
PICKENS	79,588	93,894	18.0	99,572	31,777	23,897	33,556	13,542	18,023	10,555	1,293,323	12,989	40,701	490	1,614	2,676
RICHLAND	268,170	285,720	6.5	296,373	113,990	72,315	103,731	45,345	47,420	27,563	4,609,750	15,554	40,440	326	3,435	4,027
Columbia	101,208	98,052	-3.1	97,421	37,042	*	*	*	*	*	997,486	10,239	26,929	*	*	*
SALUDA	16,253	16,357	0.6	16,869	6,358	4,909	4,470	2,092	3,138	2,260	185,795	11,014	29,222	559	6,291	25,159
SPARTANBURG	201,951	226,800	12.3	233,604	78,616	59,803	64,241	34,106	46,487	28,733	3,035,291	12,993	38,609	1,010	12,840	9,554
Spartanburg	43,968	43,467	-1.1	43,367	16,489	*	*	*	*	*	459,387	10,593	27,860	*	*	*
SUMTER	88,358	102,637	16.2	108,572	40,053	33,983	33,223	14,223	17,569	9,554	1,114,036	10,261	27,814	488	20,032	21,082
Sumter	24,890	41,943	68.5	45,354	17,244	*	*	*	*	*	269,022	5,932	15,601	*	*	*
UNION	30,657	30,337	-1.0	31,183	11,068	8,295	8,388	4,116	6,112	4,272	328,763	10,543	29,703	257	307	1,395
Union	10,523	9,836	-6.5	9,699	3,688	*	*	*	*	*	90,339	9,315	24,498	*	*	*
WILLIAMSBURG	38,217	36,815	-3.7	36,700	15,099	12,551	10,166	4,441	5,542	4,000	405,101	11,038	26,830	833	23,260	5,497
YORK	107,415	131,497	22.4	140,256	48,825	38,711	40,675	19,776	26,509	14,587	1,687,226	12,029	34,557	620	3,177	10,502
Rock Hill	35,344	41,643	17.8	42,903	16,313	*	*	*	*	*	335,771	7,826	20,584	*	*	*

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

SOUTH DAKOTA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS.........	689,745	696,054	0.9	703,906	257,523	209,343	198,306	87,328	116,443	91,875	10,231,112	14,535	39,729	36,104	852,656	1,848,965
METRO AREAS (MSAs/PMSAs/CMSAs)																
Rapid City, SD	69,716	81,343	16.7	84,668	30,748	25,146	26,162	11,938	13,632	7,705	1,000,782	11,820	32,548	614	7,983	17,530
Sioux Falls, SD	109,970	123,809	12.6	128,577	47,504	36,130	38,316	18,387	21,601	14,143	1,864,508	14,501	39,250	1,382	36,254	59,228
COUNTIES, Cities																
AURORA	3,601	3,135	-12.9	3,062	1,129	876	753	300	551	582	39,417	12,874	34,918	496	6,830	25,651
BEADLE	19,141	18,253	-4.6	18,175	7,471	5,053	4,671	2,199	3,417	2,817	318,050	17,499	42,573	872	20,266	58,386
Huron	13,000	12,448	-4.2	12,338	4,611	*	*	*	*	*	159,557	12,933	34,604	*	*	*
BENNETT	3,228	3,206	-0.7	3,202	925	1,185	813	359	515	330	35,894	11,211	38,793	304	6,804	12,347
BON HOMME	8,030	7,089	-11.7	7,001	3,066	1,918	1,932	693	1,169	1,295	111,833	15,974	36,475	787	13,544	36,970
BROOKINGS	24,457	25,207	3.1	25,357	8,073	6,187	10,168	2,891	3,347	2,764	507,738	20,024	62,891	1,004	22,906	46,964
Brookings	14,951	16,270	8.8	16,534	6,179	*	*	*	*	*	227,029	13,731	36,741	*	*	*
BROWN	36,861	35,580	-3.5	35,424	13,287	9,777	10,627	4,463	5,916	4,605	592,475	16,725	44,592	1,183	36,810	62,826
Aberdeen	25,851	24,927	-3.6	24,742	9,247	*	*	*	*	*	291,029	11,762	31,473	*	*	*
BRULE	5,204	5,485	5.4	5,541	2,039	1,779	1,313	637	975	842	72,927	13,161	35,774	437	7,232	26,823
BUFFALO	1,805	1,759	-2.5	1,750	483	791	465	161	215	114	7,969	4,554	16,484	118	4,037	10,188
BUTTE	8,385	7,914	-5.6	7,870	2,928	2,377	1,983	999	1,330	1,173	84,210	10,700	28,762	550	4,157	23,144
Belle Fourche	4,692	4,335	-7.6	4,264	1,593	*	*	*	*	*	35,219	8,260	22,103	*	*	*
CAMPBELL	2,235	1,965	-12.1	1,911	711	451	459	187	436	380	32,650	17,085	45,936	361	6,417	18,326
CHARLES MIX	9,631	9,131	-5.2	9,081	3,400	3,078	2,170	908	1,526	1,380	121,953	13,429	35,873	830	20,086	44,553
CLARK	4,860	4,403	-9.4	4,332	1,792	1,282	923	455	819	853	89,935	20,763	50,200	688	19,673	38,687
CLAY	13,114	13,186	0.5	13,200	4,916	2,904	6,019	1,478	1,531	1,267	208,840	15,821	42,478	498	23,788	13,676
CODINGTON	20,883	22,698	8.7	23,561	8,875	7,257	6,432	2,851	3,840	3,181	418,537	17,764	47,161	636	15,754	28,275
Watertown	15,649	17,592	12.4	17,961	6,720	*	*	*	*	*	266,699	14,833	39,688	*	*	*
CORSON	5,136	4,195	-18.3	4,107	1,241	1,602	1,113	402	632	361	33,185	8,081	26,737	492	7,757	25,298
CUSTER	6,071	6,179	1.8	6,201	2,154	1,811	1,550	862	1,197	781	102,951	16,603	47,796	303	715	8,778
DAVISON	17,791	17,503	-1.6	17,465	6,961	5,100	4,960	2,078	2,780	2,550	328,964	18,836	47,263	464	7,975	17,253
Mitchell	13,916	13,798	-0.8	13,774	5,148	*	*	*	*	*	189,100	13,728	36,734	*	*	*
DAY	8,096	6,978	-13.8	6,854	2,622	2,022	1,577	706	1,213	1,343	109,086	15,915	41,607	778	16,122	24,848
DEUEL	5,283	4,522	-14.4	4,420	1,713	1,233	1,083	473	822	809	85,914	19,438	50,141	690	13,714	27,990
DEWEY	5,397	5,523	2.3	5,548	1,603	2,258	1,498	549	760	483	32,650	5,885	20,365	386	5,726	16,327
DOUGLAS	4,157	3,746	-9.9	3,684	1,337	1,101	921	354	656	652	43,913	11,921	32,856	478	7,225	28,705
EDMUNDS	5,111	4,356	-14.8	4,255	1,589	1,234	979	421	817	804	58,292	13,700	36,691	515	11,139	23,326
FALL RIVER	8,445	7,353	-12.9	7,235	2,625	2,113	1,599	868	1,302	1,346	87,416	12,083	33,305	339	1,849	63,120
FAULK	3,310	2,744	-17.1	2,681	1,043	759	625	279	539	480	49,480	18,457	47,417	363	10,131	17,881
GRANT	8,986	8,372	-6.8	8,299	3,264	2,581	2,067	954	1,369	1,320	155,278	18,710	47,580	706	19,249	31,296
GREGORY	6,024	5,359	-11.0	5,276	2,176	1,578	1,245	565	907	987	72,362	13,715	33,255	670	7,903	26,292
HAAKON	2,808	2,624	-6.6	2,587	1,009	970	621	303	370	316	36,422	14,078	36,097	344	10,381	24,143
HAMLIN	5,254	4,974	-5.3	4,938	1,858	1,511	1,052	479	839	1,052	90,937	18,416	48,931	501	14,897	19,662
HAND	4,929	4,272	-13.3	4,191	1,594	1,182	989	461	842	717	76,455	18,244	47,963	614	14,421	43,110
HANSON	3,401	2,994	-12.0	2,933	1,071	991	707	282	525	399	39,555	13,488	36,926	413	9,454	17,779
HARDING	1,704	1,669	-2.1	1,662	606	472	470	27	268	241	15,543	9,352	25,654	301	3,310	19,141
HUGHES	14,186	14,867	4.8	15,003	5,639	4,606	3,781	2,340	2,656	1,620	250,734	16,712	44,461	297	10,708	8,721
Pierre	11,973	12,906	7.8	13,093	4,893	*	*	*	*	*	174,618	13,337	35,687	*	*	*
HUTCHINSON	9,346	8,262	-11.6	8,145	3,305	2,158	1,808	855	1,531	1,719	139,260	17,097	42,137	995	24,568	45,388
HYDE	2,044	1,696	-17.0	1,646	656	484	392	151	323	290	18,176	11,040	27,708	231	5,091	13,183
JACKSON	3,430	2,811	-18.0	2,737	726	1,059	690	296	400	287	23,539	8,600	32,403	314	5,558	15,149
JERAULD	2,914	2,425	-16.8	2,377	946	742	518	259	416	442	32,184	13,539	34,037	305	5,354	23,677

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
JONES	1,448	1,324	-8.6	1,299	488	359	317	142	253	179	17,519	13,484	35,898	213	6,827	10,937
KINGSBURY	6,659	5,925	-11.0	5,826	2,342	1,597	1,300	583	1,119	1,224	111,738	19,172	47,716	649	19,553	40,170
LAKE	10,731	10,550	-1.7	10,514	4,123	2,912	3,049	1,157	1,651	1,756	187,611	17,844	45,499	606	20,972	35,507
Madison	6,210	6,257	0.8	6,266	2,342	•	•	•	•	•	74,894	11,952	31,980	•	•	•
LAWRENCE	18,456	20,655	11.9	21,895	8,089	6,043	6,809	2,671	3,416	2,956	232,076	10,600	28,689	253	470	8,080
Deadwood	2,035	1,830	-10.1	1,789	669	•	•	•	•	•	27,401	15,316	40,983	•	•	•
Lead	4,330	3,632	-16.1	3,492	1,305	•	•	•	•	•	35,924	10,286	27,524	•	•	•
LINCOLN	14,080	15,427	9.6	15,696	5,311	5,086	3,799	2,025	2,606	2,182	251,586	16,028	47,374	1,064	31,006	32,818
LYMAN	3,855	3,638	-5.6	3,595	1,246	1,287	863	385	582	424	43,346	12,059	34,788	437	16,048	18,765
MCCOOK	6,422	5,688	-11.4	5,591	2,197	1,655	1,325	559	1,006	1,051	109,570	19,597	49,867	683	17,348	26,103
MCPHERSON	3,992	3,228	-19.1	3,175	1,379	768	689	305	676	730	39,710	12,506	28,803	473	5,800	26,924
MARSHALL	5,358	4,844	-9.6	4,791	1,904	1,274	1,150	513	953	891	83,550	17,438	43,873	522	14,722	52,830
MEADE	20,724	21,878	5.6	22,109	6,517	7,230	6,500	3,250	3,228	1,901	253,901	11,484	38,960	826	9,186	33,689
MELLETTE	2,256	2,137	-5.3	2,113	702	754	568	209	332	228	17,100	8,092	24,374	233	3,799	13,179
MINER	3,721	3,272	-12.1	3,202	1,269	961	698	291	557	695	55,293	17,267	43,558	488	9,333	20,554
MINNEHAHA	109,970	123,809	12.6	128,577	47,504	36,130	38,316	18,387	21,601	14,143	1,864,508	14,501	39,250	1,382	36,254	59,228
Sioux Falls	81,343	100,814	23.9	106,708	39,880	•	•	•	•	•	1,010,842	9,473	25,347	•	•	•
MOODY	6,688	6,507	-2.7	6,471	2,486	2,025	1,514	744	1,087	1,094	78,796	12,177	31,693	662	24,695	33,956
PENNINGTON	69,716	81,343	16.7	84,668	30,748	25,146	26,162	11,938	13,632	7,705	1,000,782	11,820	32,548	614	7,983	17,530
Rapid City	46,492	54,523	17.3	57,129	21,351	•	•	•	•	•	469,284	8,214	21,960	•	•	•
PERKINS	4,691	3,932	-16.2	3,830	1,512	1,034	946	440	732	632	61,479	16,051	40,672	607	8,483	34,154
POTTER	3,648	3,190	-12.6	3,118	1,195	970	708	337	574	533	47,732	15,306	39,933	371	11,462	21,580
ROBERTS	10,837	9,914	-8.5	9,829	3,515	3,155	2,359	1,003	1,651	1,642	153,676	15,634	43,715	994	25,042	32,882
SANBORN	3,182	2,833	-11.0	2,783	1,086	777	671	284	534	515	34,764	12,491	32,013	421	5,756	32,914
SHANNON	11,408	9,902	-13.2	9,701	1,704	4,472	2,784	922	1,038	485	58,680	6,049	34,428	208	2,756	6,425
SPINK	9,159	7,981	-12.9	7,845	3,071	2,165	1,938	887	1,530	1,326	145,328	18,524	47,318	813	34,280	58,978
STANLEY	2,540	2,453	-3.4	2,436	790	828	638	331	390	251	26,603	10,923	33,682	196	6,876	14,289
SULLY	1,981	1,589	-19.8	1,531	548	468	401	168	298	194	28,236	18,447	51,515	309	18,996	30,966
TODD	7,290	8,352	14.6	8,564	2,466	3,811	2,270	968	1,028	488	48,462	5,659	19,649	281	3,150	18,826
TRIPP	7,218	6,924	-4.1	6,885	2,600	2,245	1,659	723	1,212	1,047	102,416	14,875	39,391	770	11,989	37,677
TURNER	9,290	8,576	-7.7	8,483	3,651	2,273	1,883	967	1,603	1,748	133,708	15,762	36,620	1,038	28,332	68,358
UNION	10,973	10,189	-7.1	10,132	3,833	3,323	2,442	1,287	1,652	1,429	126,396	12,475	32,976	635	24,425	26,022
WALWORTH	6,929	6,087	-12.2	6,019	2,429	1,745	1,487	660	1,107	1,065	86,425	14,360	35,581	360	8,073	14,692
YANKTON	18,946	19,252	1.6	19,313	7,428	5,388	5,504	2,433	3,341	2,627	289,185	14,973	38,932	733	17,489	33,049
Yankton	12,011	12,703	5.8	12,841	4,799	•	•	•	•	•	188,754	14,699	39,330	•	•	•
ZIEBACH	2,319	2,220	-4.3	2,200	557	979	574	194	301	154	16,193	7,380	29,090	•	•	•

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

TENNESSEE POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS	POPULATION			HOUSEHOLDS		AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS.........	4,595,461	4,877,185	6.1	5,027,117	1,940,952	1,319,645	1,412,962	722,150	956,429	616,727	68,584,992	13,643	35,336	79,626	665,363	902,402
METRO AREAS (MSAs/PMSAs/CMSAs)																
Jackson, TN	74,703	77,982	4.4	80,211	29,213	22,058	22,459	10,989	14,277	10,427	1,131,613	14,108	38,736	614	19,480	3,604
Knoxville, TN	566,960	604,816	6.7	624,549	253,932	149,091	179,080	92,584	124,166	79,918	8,289,850	13,273	32,646	7,011	22,967	46,034
Nashville, TN	852,342	985,026	15.6	1,036,224	421,154	265,709	297,537	157,046	198,649	117,750	15,437,153	14,898	36,654	10,341	57,500	102,654
Memphis,TN-AR-MS	913,720	981,747	7.4	1,025,766	389,938	291,732	302,034	150,902	177,796	103,211	14,387,743	14,026	36,897	51,186	65,839	12,959
Chattanooga,TN-GA	426,929	433,210	1.5	434,974	157,404	114,161	118,658	63,496	85,429	53,188	5,727,191	13,167	36,385	2,039	5,948	41,631
Clarksville-Hopkinsville, TN-KY	150,208	169,439	12.8	176,920	60,415	49,787	60,900	23,633	27,029	15,393	1,131,825	6,397	18,734	2,185	39,106	20,234
Johnson City-Kingsport Bristol, TN-VA	434,305	436,047	0.4	440,483	164,446	104,925	116,373	62,672	90,731	57,316	3,918,043	8,895	23,826	7,945	30,824	44,897
COUNTIES, Cities																
ANDERSON	67,464	68,250	1.2	69,775	27,946	17,514	17,862	9,908	14,723	9,699	1,239,994	17,771	44,371	463	2,134	3,286
Oak Ridge	27,662	27,310	-1.3	27,240	10,183	*	*	*	*	*	484,469	17,785	47,576	*	*	*
BEDFORD	27,926	30,411	8.9	31,526	12,080	8,575	7,945	4,004	6,179	4,824	455,920	14,462	37,741	1,244	3,168	39,568
Shelbyville	13,530	14,049	3.8	14,153	5,291	*	*	*	*	*	170,862	12,073	32,294	*	*	*
BENTON	14,903	14,524	-2.5	14,498	5,330	3,625	3,523	1,856	2,943	2,566	199,447	13,757	37,420	392	1,525	3,206
BLEDSOE	9,503	9,669	1.7	9,848	3,556	2,688	2,954	1,251	1,763	1,182	110,814	11,253	31,159	482	3,132	7,295
BLOUNT	78,133	85,969	10.0	89,287	35,715	21,607	23,840	13,572	17,947	12,322	1,606,457	17,992	44,980	1,185	4,102	9,587
Alcoa	6,870	6,400	-6.8	6,306	2,357	*	*	*	*	*	87,712	13,909	37,207	*	*	*
Maryville	17,480	19,208	9.9	19,554	7,310	*	*	*	*	*	302,926	15,492	41,441	*	*	*
BRADLEY	67,794	73,712	8.7	76,394	28,856	21,085	21,772	11,001	14,666	7,792	1,108,702	14,513	38,422	738	649	33,720
Cleveland	26,415	30,354	14.9	31,142	11,642	*	*	*	*	*	364,606	11,708	31,319	*	*	*
CAMPBELL	34,941	35,079	0.4	35,633	13,898	10,084	9,229	4,668	6,628	5,024	365,257	10,250	26,281	470	1,094	2,451
CANNON	10,229	10,467	2.3	10,672	4,273	2,860	2,668	1,355	2,198	1,580	135,257	12,674	31,652	694	1,997	8,409
CARROLL	28,176	27,514	-2.3	27,382	10,224	7,092	6,900	3,505	5,367	4,573	406,430	14,843	39,754	848	8,928	8,036
CARTER	50,151	51,505	2.7	52,811	19,833	12,992	14,206	7,394	10,721	7,499	513,755	9,728	25,905	686	1,978	3,740
Elizabethton	12,431	11,931	-4.0	11,831	4,423	*	*	*	*	*	104,236	8,810	23,568	*	*	*
CHEATHAM	21,701	27,140	25.1	28,792	11,675	8,263	7,832	4,319	5,586	2,708	396,005	13,754	33,347	567	3,035	2,460
CHESTER	12,718	12,819	0.8	13,032	4,456	3,336	4,170	1,590	2,202	1,772	171,471	13,158	38,485	387	3,489	3,371
CLAIBORNE	24,685	26,137	5.9	26,956	10,403	7,521	7,386	3,720	4,960	3,343	306,115	11,356	29,427	1,528	6,229	8,635
CLAY	7,743	7,238	-6.5	7,137	2,717	1,906	1,820	935	1,356	1,121	84,913	11,898	31,251	528	1,777	2,703
COCKE	28,769	29,141	1.3	29,654	11,207	7,858	8,036	4,152	6,079	3,529	304,202	10,258	27,144	1,081	5,000	7,556
COFFEE	38,301	40,339	5.3	41,562	15,757	11,346	10,764	5,403	8,645	5,320	622,993	14,990	39,538	887	6,744	14,720
CROCKETT	14,864	13,378	-10.0	13,081	4,906	3,545	3,440	1,609	2,315	2,171	168,416	12,875	34,328	506	38,068	2,305
CUMBERLAND	28,793	34,736	20.6	36,643	14,306	10,113	9,637	4,800	6,999	5,130	518,090	14,139	36,216	622	2,772	7,622
DAVIDSON	477,862	510,784	6.9	532,146	221,727	125,054	158,580	81,950	101,108	65,986	7,602,014	14,286	34,285	561	4,192	3,890
Nashville	455,651	487,973	7.1	512,443	191,567	*	*	*	*	*	7,086,796	13,829	36,994	*	*	*
DECATUR	10,864	10,472	-3.6	10,444	3,915	2,705	2,527	1,337	2,089	1,798	156,295	14,966	39,925	474	947	5,890
DEKALB	13,662	14,360	5.1	14,790	5,640	3,993	3,668	1,982	2,840	2,322	187,248	12,661	33,197	823	8,054	4,692
DICKSON	30,050	35,061	16.7	36,784	14,088	10,153	9,711	4,892	7,173	4,856	521,740	14,184	37,036	1,068	2,760	6,534
DYER	34,642	34,854	0.6	35,420	13,143	9,670	9,351	4,888	6,446	5,136	435,653	12,300	33,148	603	29,408	4,287
Dyersburg	15,856	16,317	2.9	16,409	6,134	*	*	*	*	*	165,755	10,101	27,021	*	*	*
FAYETTE	25,208	25,559	1.4	26,014	11,361	8,741	7,180	2,835	4,110	3,174	306,590	11,786	26,986	765	23,651	28,103
FENTRESS	14,873	14,669	-1.4	14,628	5,790	4,198	3,876	1,946	2,721	1,887	179,758	12,288	31,044	454	2,071	13,529
FRANKLIN	32,041	34,725	8.4	35,967	13,968	9,639	9,819	4,604	7,193	4,676	448,456	12,469	32,106	1,126	12,121	22,755
GIBSON	49,337	46,315	-6.1	46,011	16,599	11,871	11,641	5,797	8,926	7,822	686,185	14,914	41,338	1,057	34,838	13,435
Milan	8,083	7,512	-7.1	7,398	2,766	*	*	*	*	*	89,588	12,110	32,394	*	*	*
GILES	24,628	25,741	4.5	26,483	9,788	7,203	6,833	3,310	5,058	4,370	319,246	12,055	32,615	1,551	2,819	23,229

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
GRAINGER	16,722	17,095	2.2	17,427	7,033	4,792	4,636	2,405	3,398	2,196	185,393	10,638	26,361	1,219	4,053	5,938
GREENE	54,489	55,853	2.5	57,248	21,122	14,255	14,942	8,129	12,251	7,671	759,281	13,263	35,948	3,580	12,395	29,838
Greeneville	14,097	13,532	-4.0	13,419	5,016	•	•	•	•	•	180,554	13,455	35,992	•	•	•
GRUNDY	13,817	13,362	-3.3	13,321	5,636	4,303	3,477	1,638	2,358	1,545	159,101	11,944	28,232	333	3,873	17,930
HAMBLEN	49,291	50,480	2.4	51,732	19,698	13,606	13,812	7,812	10,864	5,639	696,026	13,454	35,335	843	2,992	6,488
Morristown	19,683	21,385	8.6	21,725	8,122	•	•	•	•	•	186,655	8,592	22,982	•	•	•
HAMILTON	287,787	285,536	-0.8	285,086	102,842	72,127	78,969	42,193	55,877	35,921	4,069,385	14,274	39,569	587	2,349	9,443
Chattanooga	169,565	152,466	-10.1	149,046	55,718	•	•	•	•	•	1,959,135	13,144	35,161	•	•	•
HANCOCK	6,880	6,739	-2.0	6,711	2,785	1,879	1,778	799	1,288	966	51,439	7,665	18,470	760	2,840	2,927
HARDEMAN	23,791	23,377	-1.7	23,344	9,046	7,307	6,093	2,801	3,852	3,245	245,537	10,518	27,142	488	9,789	6,050
HARDIN	22,389	22,633	1.1	23,022	8,916	6,239	5,732	3,131	4,627	3,269	282,293	12,262	31,662	570	4,170	6,373
HAWKINS	43,920	44,565	1.5	45,588	17,888	11,853	11,944	6,884	9,391	5,516	425,528	9,334	23,789	1,985	6,322	7,165
HAYWOOD	20,259	19,437	-4.1	19,273	7,968	6,302	5,261	2,139	2,949	2,621	207,129	10,747	25,996	527	41,770	4,794
HENDERSON	21,338	21,844	2.4	22,384	8,597	6,335	5,663	2,999	4,231	3,156	305,240	13,636	35,506	849	4,792	15,261
HENRY	28,669	27,888	-2.7	27,732	10,042	7,099	6,739	3,411	5,491	4,992	384,353	13,860	38,276	805	9,327	13,715
Paris	10,728	9,332	-13.0	9,053	3,384	•	•	•	•	•	110,174	12,170	32,555	•	•	•
HICKMAN	15,169	16,754	10.4	17,412	6,563	4,371	5,032	2,211	3,395	2,403	133,772	7,683	20,383	650	1,504	6,753
HOUSTON	6,873	7,018	2.1	7,153	2,862	1,924	1,831	916	1,388	1,094	51,490	7,190	17,993	245	552	2,009
HUMPHREYS	15,951	15,795	-1.0	15,764	6,067	4,461	3,972	2,144	3,105	2,097	139,715	8,863	23,030	506	1,921	5,658
JACKSON	9,418	9,297	-1.3	9,273	3,568	2,402	2,309	1,196	1,864	1,511	109,594	11,819	30,720	732	2,063	2,676
JEFFERSON	31,302	33,016	5.5	34,026	12,358	8,166	9,765	4,525	7,077	4,491	408,016	11,991	33,017	1,326	3,847	12,824
JOHNSON	13,730	13,766	0.3	13,980	5,320	3,816	3,565	1,943	2,740	1,929	119,958	8,581	22,549	888	2,881	3,282
KNOX	319,990	335,749	4.9	345,679	144,033	79,160	104,741	52,198	67,062	42,864	4,047,175	11,708	28,099	1,253	4,393	6,989
Knoxville	175,030	165,121	-5.7	163,139	60,987	•	•	•	•	•	2,588,427	15,866	42,443	•	•	•
LAKE	7,427	7,129	-4.0	7,119	2,739	2,114	1,958	860	1,175	1,004	71,235	10,006	26,008	572	27,183	3,699
LAUDERDALE	24,500	23,491	-4.1	23,289	8,925	6,568	6,172	2,841	4,448	3,260	289,362	12,425	32,421	1,428	5,455	18,600
LAWRENCE	34,051	35,303	3.7	36,264	14,184	11,568	8,994	5,041	6,201	4,461	283,595	7,820	19,994	223	300	1,473
LEWIS	9,739	9,247	-5.1	9,199	3,228	2,346	2,364	1,113	1,950	1,435	82,840	9,006	25,665	1,628	7,121	25,463
LINCOLN	26,383	28,157	6.7	29,082	11,083	6,660	8,812	4,391	5,642	3,606	398,963	13,719	35,999	•	•	•
LOUDON	28,582	31,255	9.4	32,425	12,237	7,977	8,204	4,507	6,907	4,831	345,272	10,648	28,216	760	•	•
MCMINN	41,925	42,383	1.1	43,112	16,585	11,683	11,338	5,863	8,536	5,691	575,685	13,353	34,712	1,076	2,288	30,183
Athens	12,080	12,054	-0.2	12,049	4,504	•	•	•	•	•	134,358	11,151	29,829	•	•	•
MCNAIRY	22,558	22,422	-0.6	22,395	8,385	6,159	5,442	2,956	4,546	3,314	310,812	13,879	37,069	715	6,661	10,476
MACON	15,764	15,906	0.9	16,173	6,253	4,318	4,108	2,232	3,138	2,377	185,149	11,448	29,610	1,242	4,723	4,804
MADISON	74,703	77,982	4.4	80,211	29,213	22,058	22,459	10,989	14,277	10,427	1,131,613	14,108	38,736	614	19,480	3,604
Jackson	49,131	48,949	-0.4	48,913	18,285	•	•	•	•	•	639,227	13,069	34,959	•	•	•
MARION	24,381	24,860	2.0	25,330	10,061	7,168	6,738	3,521	4,863	3,040	237,726	9,385	23,628	310	1,307	4,528
MARSHALL	19,720	21,539	9.2	22,341	8,498	5,786	5,563	2,882	4,401	3,686	336,596	15,066	39,609	1,013	1,559	19,438
MAURY	51,038	54,812	7.4	56,678	21,262	15,190	15,020	7,482	11,109	7,822	776,886	13,707	36,539	1,575	5,353	17,381
Columbia	26,372	28,583	8.4	29,025	10,851	•	•	•	•	•	347,898	11,986	32,063	•	•	•
MEIGS	7,496	8,033	7.2	8,303	3,405	2,400	2,151	1,204	1,611	947	94,825	11,420	27,851	322	1,400	3,795
MONROE	28,729	30,541	6.3	31,521	12,489	8,858	8,479	4,318	5,895	4,003	429,556	13,627	34,396	930	2,883	14,337
MONTGOMERY	83,574	100,498	20.3	105,960	37,878	29,351	35,497	14,834	17,166	9,007	1,131,825	10,682	29,881	998	12,609	9,790
Clarksville	54,777	75,494	37.8	79,637	29,771	•	•	•	•	•	687,760	8,636	23,102	•	•	•
MOORE	4,551	4,721	3.7	4,826	1,881	1,400	1,221	623	965	618	67,182	13,920	35,718	427	724	6,098
MORGAN	16,601	17,300	4.2	17,789	7,168	5,176	4,927	2,401	3,184	2,099	187,764	10,555	26,196	304	545	3,349
OBION	32,588	31,717	-2.7	31,543	11,606	8,611	7,949	4,195	5,962	4,826	441,209	13,988	38,016	761	28,538	12,575
South Fulton	2,735	2,688	-1.7	2,679	1,001	•	•	•	•	•	21,505	8,028	21,476	•	•	•
Union City	10,436	10,513	0.7	10,528	3,936	•	•	•	•	•	106,861	10,150	27,151	•	•	•
OVERTON	17,565	17,636	0.4	17,915	7,158	4,747	4,550	2,419	3,619	2,580	180,146	10,056	25,166	842	1,696	8,014
PERRY	6,101	6,612	8.4	6,848	2,414	1,794	1,692	870	1,390	1,109	65,342	9,541	27,064	220	526	2,651
PICKETT	4,347	4,548	4.6	4,657	1,884	1,285	1,146	633	880	722	50,004	10,737	26,541	369	1,083	2,055
POLK	13,610	13,643	0.2	13,854	5,683	3,907	3,588	1,884	2,743	1,718	163,079	11,771	28,696	260	499	14,263
PUTNAM	47,850	51,373	7.4	53,119	17,676	12,111	17,636	7,171	9,615	6,534	792,810	14,925	44,853	1,072	2,880	7,141
Cookeville	20,535	21,744	5.9	21,986	8,219	•	•	•	•	•	302,218	13,746	36,771	•	•	•
RHEA	24,388	24,344	-0.2	24,335	9,287	6,887	6,765	3,358	4,332	2,969	335,154	13,772	36,089	374	4,040	4,646

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

TENNESSEE POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65+	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
ROANE	48,518	47,227	-2.7	47,077	18,084	12,193	12,005	6,544	10,169	6,167	672,428	14,284	37,184	542	985	3,392
Harriman	8,303	7,119	-14.3	6,882	2,573	*	*	*	*	*	54,299	7,890	21,105	*	*	*
ROBERTSON	37,172	41,494	11.6	43,206	17,525	12,098	11,579	5,703	8,166	5,660	555,669	12,861	31,708	1,543	23,766	19,611
RUTHERFORD	84,558	118,570	40.2	127,880	47,636	34,144	40,794	18,415	22,507	12,021	2,006,960	15,694	42,131	1,562	3,448	18,350
Murfreesboro	32,845	44,922	36.8	47,337	17,696	*	*	*	*	*	578,860	12,228	32,711	*	*	*
SCOTT	19,211	18,356	-4.4	18,187	7,853	6,038	4,856	2,310	2,983	2,001	237,876	13,079	30,290	239	*	*
SEQUATCHIE	8,618	8,863	2.8	9,046	3,672	2,641	2,415	1,266	1,701	1,031	81,967	9,061	22,323	156	517	2,540
SEVIER	41,638	51,043	22.6	53,982	21,028	13,927	14,197	7,935	11,228	6,694	657,263	12,175	31,257	953	2,564	5,610
Sevierville	4,556	7,178	57.6	7,702	2,879	*	*	*	*	*	67,150	8,718	23,321	*	*	*
SHELBY	777,554	826,330	6.3	882,840	323,406	239,007	257,126	129,426	149,271	88,010	13,501,625	15,648	41,748	733	19,847	4,915
Memphis	646,356	610,337	-5.6	635,215	237,464	*	*	*	*	*	9,001,806	14,171	37,908	*	*	*
SMITH	14,936	14,143	-5.3	13,984	5,454	3,678	3,608	1,888	2,657	2,154	246,435	17,622	45,182	1,123	4,038	7,667
STEWART	8,612	9,479	10.1	9,845	3,764	2,452	2,412	1,260	2,077	1,634	68,647	6,973	18,239	371	1,652	1,376
SULLIVAN	144,021	143,596	-0.3	143,561	54,035	34,311	37,326	21,391	31,871	18,663	1,702,506	11,859	31,507	1,432	4,350	9,543
Bristol	23,986	23,421	-2.4	23,308	8,713	*	*	*	*	*	238,238	10,221	27,342	*	*	*
Kingsport	32,027	36,365	13.5	37,233	13,919	*	*	*	*	*	329,784	8,857	23,694	*	*	*
Bristol, TN-VA	434,305	436,047	0.4	440,483	164,446	104,925	116,373	62,672	90,731	57,316	3,918,043	8,895	23,826	7,945	30,824	44,897
SUMMER	85,964	103,281	20.1	108,879	43,200	31,139	28,853	16,876	21,340	10,779	1,945,535	17,869	45,035	1,864	9,930	18,868
TIPTON	32,644	37,568	15.1	39,324	16,516	12,230	10,814	4,837	6,921	4,483	387,892	9,864	23,486	650	29,885	3,097
TROUSDALE	6,186	5,920	-4.3	5,887	2,274	1,542	1,489	871	1,130	848	53,394	9,070	23,483	439	3,245	3,071
UNICOI	16,331	16,549	1.3	16,841	6,491	4,092	4,278	2,240	3,655	2,577	163,167	9,688	25,139	266	914	211
UNION	11,711	13,694	16.9	14,372	5,819	3,924	4,039	2,041	2,731	1,653	145,551	10,127	25,011	612	1,874	1,800
VAN BUREN	4,749	4,846	2.0	4,938	2,017	1,511	1,264	726	879	553	67,409	13,650	33,423	217	390	3,314
WARREN	32,731	32,992	0.8	33,540	12,509	9,257	8,667	4,662	6,574	4,394	365,842	10,908	29,245	1,238	38,963	16,025
WASHINGTON	89,021	92,315	3.7	94,833	33,543	22,096	27,691	13,846	18,872	12,233	1,113,087	11,737	33,183	1,909	11,935	19,138
Johnson City	43,706	49,381	13.0	50,516	18,884	*	*	*	*	*	401,638	7,951	21,268	*	*	*
WAYNE	13,926	13,935	0.1	14,146	5,574	4,017	3,749	1,867	2,603	1,910	130,264	9,209	23,371	698	761	6,352
WEAKLEY	32,912	31,972	-2.9	31,784	10,796	7,374	10,234	3,719	5,499	4,958	500,882	15,759	46,397	926	16,793	20,913
WHITE	19,496	20,090	3.0	20,613	7,774	5,359	5,153	2,783	4,123	3,174	268,887	13,045	34,590	1,006	1,969	14,178
WILLIAMSON	58,660	81,021	38.1	87,203	36,796	25,027	21,714	13,691	18,574	8,110	1,270,259	14,567	34,522	1,421	8,235	17,586
WILSON	56,375	67,675	20.0	71,334	28,308	19,831	18,475	11,199	14,195	7,633	1,138,952	15,967	40,235	1,755	2,134	15,355
Lebanon	11,872	15,208	28.1	15,875	5,935	*	*	*	*	*	109,930	6,925	18,523	*	*	*

TEXAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65+	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS........	15,042,668	16,986,510	12.9	18,017,902	6,731,930	5,242,057	5,229,705	2,570,293	3,148,308	1,830,618	256,355,132	14,226	38,080	188,758	2,911,203	7,487,088
METRO AREAS (MSAs/PMSAs/CMSAs)																
Abilene, TX	111,384	119,655	7.4	124,378	47,837	34,826	38,682	15,920	21,020	13,682	1,583,532	12,732	33,102	903	6,105	65,901
Amarillo, TX	174,783	187,547	7.3	194,909	67,565	55,218	55,812	27,518	35,883	20,477	3,037,377	15,584	44,955	796	14,062	170,196
Austin, TX	542,149	781,572	44.2	850,442	335,762	220,990	293,542	134,310	133,069	69,777	12,567,692	14,778	37,430	3,626	31,458	39,940
Beaumont-Port Arthur, TX	376,188	361,226	-4.0	367,297	139,578	109,167	90,848	47,236	70,639	49,636	4,696,569	12,787	33,648	1,178	14,523	7,031
Brazoria, TX	171,887	191,707	11.5	201,932	74,823	60,580	59,974	30,290	36,146	14,943	3,322,042	16,451	44,309	1,498	25,467	11,678

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Brownsville-Harlingen, TX	211,022	260,120	23.3	278,578	92,859	103,631	74,937	31,758	41,508	26,465	2,383,708	8,557	25,670	1,002	70,599	16,507
Bryan-College Station, TX	94,565	121,862	28.9	131,398	52,559	29,827	61,362	15,636	15,373	9,198	1,628,719	12,396	30,989	971	7,030	28,076
Corpus Christi, TX	327,652	349,894	6.8	363,307	139,504	117,342	102,093	48,988	61,036	33,970	4,463,965	12,287	31,999	1,205	88,778	29,076
Dallas, TX	1,970,967	2,553,362	29.5	2,750,123	1,021,003	759,774	811,893	445,901	493,997	236,610	45,432,353	16,520	44,498	7,394	46,655	84,676
El Paso, TX	482,213	591,610	22.7	631,894	197,467	210,421	190,200	80,882	103,631	47,392	5,870,137	9,290	29,727	422	28,400	37,664
Fort Worth-Arlington, TX	981,112	1,332,053	35.8	1,437,718	552,364	393,135	419,370	214,350	272,438	139,686	18,892,007	13,140	34,202	4,927	20,035	90,578
Galveston-Texas City, TX	196,372	217,399	10.7	227,211	84,152	64,755	62,483	32,264	43,625	24,084	2,731,656	12,023	32,461	471	3,187	2,421
Houston, TX	2,762,095	3,301,937	19.5	3,497,321	1,355,276	1,003,710	1,040,171	588,467	611,704	252,994	58,476,861	16,720	43,148	5,969	84,331	54,001
Killeen-Temple, TX	213,134	255,301	19.8	271,646	95,832	79,734	98,043	34,773	37,834	21,389	3,518,181	12,951	36,712	2,664	13,614	55,448
Laredo, TX	99,950	133,239	33.3	143,436	53,125	54,793	41,023	16,065	20,225	11,331	1,073,766	7,486	20,212	494	1,452	22,075
Longview-Marshall, TX	152,960	162,431	6.2	168,483	62,638	48,640	46,265	21,966	30,484	21,177	2,183,344	12,959	34,857	1,394	1,664	11,129
Lubbock, TX	212,061	222,636	5.0	230,437	76,834	64,753	78,349	31,570	36,179	19,818	3,282,602	14,245	42,724	969	62,154	77,827
McAllen-Edinburg-Mission, TX	285,415	383,545	34.4	413,371	188,546	156,254	113,677	46,298	59,112	38,030	3,257,569	7,880	17,277	1,929	219,840	13,255
Midland, TX	83,475	106,611	27.7	114,053	40,785	33,531	32,049	15,625	22,811	10,151	1,841,122	16,143	45,142	343	6,420	8,114
Odessa, TX	116,294	118,934	2.3	123,046	45,565	37,652	36,175	17,103	21,779	10,336	1,812,480	14,730	39,778	223	335	3,140
San Angelo, TX	85,292	98,458	15.4	103,649	39,865	27,985	31,095	13,371	18,449	12,749	1,621,880	15,648	40,684	867	18,375	57,224
San Antonio, TX	1,074,712	1,302,099	21.2	1,410,130	490,094	424,664	411,211	191,935	244,062	139,546	19,592,080	13,894	39,976	4,372	32,492	41,696
Sherman-Denison, TX	90,431	95,021	5.1	98,366	37,473	25,083	25,575	12,866	18,985	15,837	1,559,292	15,852	41,611	1,900	9,870	17,310
Tyler, TX	129,348	151,309	17.0	159,640	59,126	44,699	43,582	21,232	29,374	20,594	2,655,678	16,635	44,915	1,701	17,717	14,786
Victoria, TX	69,425	74,361	7.1	77,255	29,784	24,335	21,709	10,738	13,288	7,107	1,179,483	15,267	39,601	1,119	9,815	11,498
Waco, TX	171,222	189,123	10.5	197,579	72,506	52,556	59,274	24,105	34,576	26,871	2,471,949	12,511	34,093	1,977	22,333	56,717
Wichita Falls, TX	120,897	122,378	1.2	125,778	50,931	33,457	37,733	16,477	23,143	15,219	1,623,457	12,907	31,876	544	8,176	9,068
Texarkana, TX-AR	113,528	120,132	5.8	125,091	43,727	36,105	31,839	17,085	23,932	16,129	1,184,267	9,467	27,083	1,668	11,520	53,545
COUNTIES, Cities																
ANDERSON	38,607	48,024	24.4	51,405	19,771	13,982	15,370	5,706	8,430	7,865	658,746	12,815	33,319	1,598	2,913	15,479
Palestine	15,948	18,042	13.1	18,461	6,966	*	*	*	*	*	208,198	11,278	29,886	*	*	*
ANDREWS	13,440	14,338	6.7	14,953	5,156	5,099	4,067	1,735	2,692	1,346	253,117	16,927	49,089	147	6,949	3,693
ANGELINA	64,646	69,884	8.1	73,060	26,496	22,429	19,361	9,644	12,712	8,913	968,604	13,258	36,556	747	805	12,566
Lufkin	28,562	30,206	5.8	30,535	11,523	*	*	*	*	*	326,164	10,682	28,307	*	*	*
ARANSAS	14,401	17,892	24.2	19,148	6,671	5,457	4,442	2,049	3,925	3,274	268,369	14,016	40,232	54	211	459
ARCHER	7,339	7,973	8.6	8,343	3,209	2,353	2,136	1,035	1,652	1,160	106,076	12,715	33,058	486	2,753	43,927
ARMSTRONG	1,994	2,021	1.4	2,084	765	538	440	233	450	427	23,023	11,046	30,109	222	5,309	18,456
ATASCOSA	25,252	30,533	20.9	32,537	13,082	10,965	8,427	3,677	5,564	3,872	352,578	10,836	26,952	1,341	16,065	23,506
Poteet	3,086	3,206	3.9	3,260	1,215	*	*	*	*	*	35,257	10,815	29,018	*	*	*
AUSTIN	17,925	19,832	10.6	20,820	7,542	5,809	4,997	2,498	3,872	3,664	354,856	17,044	47,051	1,865	3,892	17,729
BAILEY	8,179	7,064	-13.6	7,046	2,807	2,438	1,846	712	1,219	831	133,334	18,923	47,505	443	29,119	56,551
BANDERA	7,166	10,562	47.4	11,578	4,824	2,744	2,420	1,274	2,814	2,339	159,080	13,739	32,974	540	213	3,784
BASTROP	24,988	38,263	53.1	42,146	15,609	12,306	11,042	4,847	7,797	6,575	413,681	9,816	26,502	1,655	2,193	17,746
BAYLOR	4,946	4,385	-11.3	4,401	1,913	1,069	946	497	863	1,025	58,189	13,222	30,413	295	6,061	18,644
BEE	26,135	25,135	-3.8	25,683	9,715	8,527	7,525	3,133	3,878	2,594	350,128	13,633	36,039	743	8,022	11,650
BELL	156,588	191,088	22.0	203,928	75,529	61,382	67,908	26,715	30,181	17,946	2,764,385	13,556	36,600	1,655	11,082	36,258
Belton	10,660	12,476	17.0	12,839	4,845	*	*	*	*	*	118,054	9,195	24,366	*	*	*
Killeen	46,296	63,535	37.2	66,983	25,277	*	*	*	*	*	546,232	8,155	21,610	*	*	*
Temple	42,483	46,109	8.5	46,834	17,673	*	*	*	*	*	623,988	13,323	36,307	*	*	*
BEXAR	991,007	1,185,394	19.6	1,283,448	444,983	390,168	378,617	175,832	218,186	121,928	17,762,651	13,840	39,918	1,950	23,280	19,002
San Antonio	785,880	935,933	19.1	975,944	368,281	*	*	*	*	*	10,745,705	11,011	29,178	*	*	*
BLANCO	4,713	5,972	26.7	6,423	2,677	1,606	1,426	700	1,336	1,355	73,076	11,377	27,300	549	*	*
BORDEN	856	799	-6.7	773	314	233	197	86	169	95	13,498	17,462	43,038	128	6,241	11,892

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TEXAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
BOSQUE	13,449	15,125	12.5	15,955	6,937	3,638	3,271	1,675	3,079	4,276	150,063	9,970	22,930	968	3,792	20,836
BOWIE	75,466	81,665	8.2	85,558	28,814	24,641	21,561	11,550	15,828	11,978	686,771	8,027	23,835	1,129	4,558	29,516
Texarkana	31,271	31,656	1.2	31,733	11,975	*	*	*	*	*	198,917	6,268	16,611	*	*	*
BRAZORIA	171,887	191,707	11.5	201,932	74,823	60,580	50,974	30,290	36,146	14,943	3,322,042	16,451	44,399	1,498	25,467	11,678
Angleton	13,929	17,140	23.1	17,782	6,710	*	*	*	*	*	192,289	10,814	28,656	*	*	*
Clute	9,577	8,910	-7.0	8,777	3,312	*	*	*	*	*	119,289	13,592	36,018	*	*	*
Freeport	13,444	11,389	-15.3	10,978	4,143	*	*	*	*	*	165,571	15,082	39,968	*	*	*
Lake Jackson	19,102	22,776	19.2	23,511	8,872	*	*	*	*	*	325,191	13,832	36,654	*	*	*
BRAZOS	94,565	121,862	28.9	131,396	52,559	29,827	61,362	15,636	15,373	9,198	1,628,719	12,396	30,989	971	7,030	28,076
Bryan	44,337	55,002	24.1	57,136	21,560	*	*	*	*	*	691,627	12,105	32,079	*	*	*
College Station	37,272	52,456	40.7	55,493	20,941	*	*	*	*	*	622,141	11,211	29,710	*	*	*
BREWSTER	7,588	8,681	14.4	9,184	2,977	2,314	3,123	1,148	1,451	1,157	57,778	6,291	19,408	118	*	*
BRISCOE	2,577	1,971	-23.5	1,909	734	584	458	221	315	332	22,881	11,986	31,168	224	8,842	7,582
BROOKS	8,454	8,204	-3.0	8,115	3,341	2,686	2,175	844	1,380	1,039	94,028	11,587	28,142	330	1,577	10,144
BROWN	33,255	34,371	3.4	35,701	11,342	9,854	9,247	4,356	6,176	5,998	501,906	14,059	44,253	1,144	3,744	20,391
Brownwood	19,396	18,387	-5.2	18,185	6,862	*	*	*	*	*	211,564	11,634	30,830	*	*	*
BURLESON	12,422	13,625	9.7	14,309	5,206	4,078	3,491	1,474	2,662	2,619	260,218	18,185	49,981	1,360	5,801	13,018
BURNET	17,974	22,677	26.2	24,373	8,083	5,996	5,070	2,584	4,972	5,752	383,988	15,754	47,503	889	342	11,476
CALDWELL	23,731	26,392	11.2	27,786	8,793	8,225	8,447	2,945	4,335	3,862	385,120	13,860	43,799	1,026	3,860	28,364
CALHOUN	19,655	19,053	-3.1	19,006	7,042	5,930	5,226	2,243	3,706	1,901	258,178	13,585	36,662	277	7,478	2,886
Port Lavaca	10,911	10,886	-0.2	10,881	4,106	*	*	*	*	*	110,267	10,134	26,855	*	*	*
CALLAHAN	11,065	11,859	7.2	12,402	4,073	3,274	2,865	1,426	2,580	2,232	178,568	14,398	43,844	802	2,769	14,170
CAMERON	211,022	260,120	23.3	278,578	92,859	103,631	74,937	31,758	41,509	26,465	2,383,708	8,557	25,670	1,002	70,599	16,507
Brownsville	84,997	98,962	16.4	101,755	38,398	*	*	*	*	*	702,024	6,899	18,283	*	*	*
Harlingen	43,543	48,735	11.9	49,773	18,782	*	*	*	*	*	379,402	7,623	20,200	*	*	*
CAMP	9,333	9,904	6.1	10,339	3,575	3,050	2,512	1,199	1,861	1,716	168,622	16,310	47,163	413	1,059	90,238
CARSON	6,697	6,576	-1.8	6,561	2,285	1,916	1,575	781	1,306	978	115,308	17,575	50,471	335	12,946	47,820
CASS	29,578	29,982	1.4	31,025	11,012	9,245	7,632	3,661	5,584	4,902	473,843	15,273	43,029	885	1,749	13,096
CASTRO	10,556	9,070	-14.1	9,054	3,906	3,513	2,345	1,014	1,412	770	129,531	14,307	33,167	573	48,894	232,558
CHAMBERS	18,787	20,088	6.9	20,999	8,032	6,615	5,691	3,045	3,717	1,953	317,571	15,123	39,537	337	11,312	3,378
CHEROKEE	38,443	41,049	6.8	42,900	14,055	11,756	10,725	5,019	7,808	7,550	597,204	13,921	42,490	1,463	21,140	28,022
Jacksonville	12,264	12,765	4.1	12,865	4,855	*	*	*	*	*	148,851	11,570	30,661	*	*	*
CHILDRESS	6,995	5,953	-14.9	5,928	2,470	1,636	1,310	628	1,132	1,233	69,639	11,747	28,192	262	11,680	5,078
CLAY	9,675	10,024	3.6	10,417	3,482	2,667	2,521	1,208	2,208	1,813	147,672	14,176	42,416	836	3,964	32,731
COCHRAN	4,815	4,377	-9.1	4,327	1,795	1,545	1,160	433	727	467	63,220	14,611	35,214	252	*	*
COKE	3,196	3,424	7.2	3,581	1,097	816	773	351	770	870	46,171	12,894	42,088	344	437	8,546
COLEMAN	10,418	9,710	-6.8	9,675	2,920	2,574	2,070	958	1,722	2,341	127,953	13,225	43,815	784	3,375	13,943
COLLIN	147,153	264,036	79.4	296,610	109,962	96,102	78,898	52,203	50,424	18,686	4,706,277	15,867	42,799	1,501	12,351	29,411
McKinney	16,256	21,283	30.9	22,288	8,411	*	*	*	*	*	196,010	8,794	23,305	*	*	*
Plano	72,331	128,713	77.9	139,989	52,826	*	*	*	*	*	2,275,643	16,256	43,078	*	*	*
COLLINGSWORTH	4,647	3,573	-23.1	3,466	1,105	1,002	839	371	569	686	62,166	17,938	56,250	365	12,507	9,516
COLORADO	18,974	18,383	-3.1	18,249	6,360	5,037	4,508	2,007	3,467	3,230	319,952	17,533	50,308	1,589	18,385	19,114
COMAL	36,790	51,832	40.9	56,486	19,821	14,630	13,500	7,117	12,257	9,055	860,511	15,234	43,414	652	631	3,752
New Brounfels	22,402	27,334	22.0	28,320	10,687	*	*	*	*	*	282,881	9,989	26,470	*	*	*
COMANCHE	12,652	13,381	5.8	13,933	4,318	3,483	3,009	1,574	2,647	3,232	197,592	14,182	45,761	1,335	22,470	44,024
CONCHO	2,923	3,044	4.1	3,160	1,264	907	698	367	518	673	33,476	10,593	26,482	367	7,089	13,955
COOKE	27,697	30,777	10.3	32,294	11,111	9,204	8,590	4,004	5,716	4,812	412,236	12,765	37,103	1,289	4,914	38,154
Gainesville	14,081	14,256	1.2	14,291	5,393	*	*	*	*	*	133,204	9,321	24,700	*	*	*
CORYELL	56,546	64,213	13.6	67,719	20,304	18,352	30,135	8,059	7,652	3,454	753,798	11,131	37,126	1,009	2,532	19,190
COTTLE	2,938	2,247	-23.5	2,172	905	613	487	226	391	456	33,385	15,370	36,892	222	7,432	6,698
CRANE	4,621	4,652	0.7	4,798	1,781	1,670	1,257	566	792	513	63,300	13,193	35,539	42	18	2,117
CROCKETT	4,600	4,078	-11.5	4,091	1,512	1,407	1,068	520	687	409	51,061	12,482	33,768	163	*	*
CROSBY	8,853	7,304	-17.5	7,204	2,633	2,529	1,866	648	1,225	937	114,993	15,962	43,675	380	36,975	3,871
CULBERSON	3,295	3,407	3.4	3,532	1,404	1,289	986	417	569	276	26,364	7,464	18,782	74	1,450	6,328

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
DALLAM	6,520	5,461	-16.2	5,407	1,953	1,633	1,367	649	919	643	81,130	15,006	41,548	397	31,849	135,005
Dalhart	6,854	6,246	-8.9	5,124	2,311	*	*	*	*	*	83,056	13,561	35,938	*	*	*
DALLAS	1,563,730	1,852,810	18.5	1,967,945	731,876	525,441	588,415	316,839	360,134	175,147	34,154,182	17,355	46,667	927	8,170	7,030
Carrollton	40,595	82,169	102.4	90,484	34,145	*	*	*	*	*	1,617,341	17,874	47,367	*	*	*
Dallas	904,078	1,006,877	11.4	1,068,566	410,775	*	*	*	*	*	16,139,550	16,664	44,159	*	*	*
Garland	138,857	180,650	30.1	189,009	71,324	*	*	*	*	*	3,476,974	18,396	48,749	*	*	*
Grand Prairie	71,462	99,616	39.4	105,247	39,716	*	*	*	*	*	1,436,308	13,666	36,215	*	*	*
Irving	109,943	155,037	41.0	164,056	61,908	*	*	*	*	*	2,341,256	14,271	37,818	*	*	*
Richardson	72,496	74,840	3.2	75,309	28,410	*	*	*	*	*	2,134,551	28,344	75,112	*	*	*
DAWSON	16,119	14,349	-11.0	14,415	5,238	4,915	3,604	1,629	2,364	1,888	222,414	15,429	42,462	527	39,979	2,464
DEAF SMITH	21,169	19,153	-9.6	19,308	7,915	7,047	5,387	2,278	3,109	1,506	323,614	16,760	40,889	667	42,899	535,201
Hereford	15,853	14,745	-7.0	14,523	5,461	*	*	*	*	*	206,734	14,235	37,72	*	*	*
DELTA	4,836	4,857	0.4	5,007	1,550	1,187	1,096	496	921	1,312	54,585	10,903	35,207	421	2,880	7,990
DENTON	145,526	273,525	88.0	308,099	114,110	85,959	98,900	53,301	49,296	20,951	4,242,187	13,769	37,176	1,469	8,214	17,258
Denton	48,063	66,270	37.9	69,911	26,382	*	*	*	*	*	773,166	11,059	29,307	*	*	*
Lewisville	24,273	46,521	91.7	50,971	19,234	*	*	*	*	*	641,388	12,583	33,346	*	*	*
DE WITT	18,972	18,840	-0.7	19,378	6,571	5,348	4,573	2,054	3,449	3,972	318,684	16,446	48,496	1,626	1,956	34,343
DICKENS	3,527	2,571	-27.1	2,451	818	713	542	245	434	515	38,860	15,853	47,512	285	6,500	5,956
DIMMIT	11,350	10,433	-8.1	10,557	4,736	3,959	2,893	1,151	1,531	1,013	82,154	7,782	17,346	249	5,490	19,740
DONLEY	4,100	3,696	-9.9	3,724	1,145	879	909	384	722	834	58,859	15,807	51,397	343	5,633	40,670
DUVAL	12,571	12,918	2.8	13,377	5,770	4,682	3,465	1,338	2,140	1,766	131,917	9,861	22,864	1,151	6,564	13,117
EASTLAND	19,557	18,488	-5.5	18,822	5,714	4,442	4,649	1,976	3,520	4,235	241,695	12,841	42,299	1,085	11,237	13,395
ECTOR	116,294	118,934	2.3	123,046	45,565	37,652	36,175	17,103	21,779	10,336	1,812,480	14,730	39,778	223	335	3,140
Odessa	90,027	89,699	-0.4	89,633	33,824	*	*	*	*	*	882,847	9,850	26,101	*	*	*
EDWARDS	2,043	2,266	10.9	2,380	861	807	576	257	419	319	19,068	8,012	22,158	237	18	11,353
ELLIS	60,288	85,167	41.3	92,847	34,278	28,040	24,326	12,070	16,991	11,513	1,156,237	12,453	33,731	1,612	13,569	14,440
Ennis	12,110	13,883	14.6	14,238	5,373	*	*	*	*	*	149,765	10,519	27,875	*	*	*
Waxahachie	14,624	18,168	24.2	18,677	7,123	*	*	*	*	*	176,265	9,338	24,745	*	*	*
EL PASO	482,213	591,610	22.7	631,894	197,467	210,421	190,200	80,882	103,631	47,392	5,870,137	9,290	29,727	422	28,400	37,664
El Paso	425,259	515,342	21.2	536,748	202,546	*	*	*	*	*	4,361,393	8,126	21,533	*	*	*
ERATH	22,757	27,991	23.0	29,909	12,462	7,148	8,823	3,469	4,906	5,563	382,046	12,774	30,657	1,599	7,008	105,420
Stephenville	11,881	13,502	13.6	13,826	5,217	*	*	*	*	*	153,957	11,135	29,508	*	*	*
FALLS	18,045	17,712	-1.8	18,175	5,854	4,907	4,326	1,799	3,199	3,980	167,530	9,218	28,619	1,086	10,903	43,454
Marlin	7,099	6,386	-10.0	6,243	2,356	*	*	*	*	*	52,496	8,408	22,282	*	*	*
FANNIN	24,409	24,804	1.6	25,629	8,217	6,433	5,844	2,742	4,972	5,664	292,436	11,410	35,591	1,533	10,610	14,611
Bonham	7,338	6,686	-8.9	6,556	2,474	*	*	*	*	*	64,560	9,848	26,097	*	*	*
FAYETTE	18,983	20,095	5.9	20,927	6,720	5,169	4,686	2,218	3,934	4,916	393,732	18,815	45,154	2,750	3,175	50,660
FISHER	5,866	4,842	-17.5	4,776	1,653	1,323	1,065	467	908	989	65,474	13,708	39,601	629	16,824	12,980
FLOYD	9,846	8,497	-13.7	8,474	3,134	2,906	2,093	847	1,449	1,178	98,387	11,611	31,389	523	44,261	89,923
FOARD	2,164	1,794	-17.1	1,772	739	443	384	164	314	445	31,452	17,753	42,587	231	5,717	5,978
FORT BEND	134,147	225,421	68.0	250,986	80,963	83,076	71,531	43,421	38,164	13,553	3,281,817	13,076	40,535	1,233	34,269	10,559
Richmond	9,692	9,801	1.1	9,823	3,707	*	*	*	*	*	81,868	8,334	22,086	*	*	*
Rosenberg	17,996	20,183	12.2	20,021	7,761	*	*	*	*	*	153,665	7,452	19,748	*	*	*
FRANKLIN	6,963	7,802	12.0	8,209	3,284	2,233	1,831	969	1,543	1,625	119,052	14,503	36,257	479	616	29,664
FREESTONE	14,950	15,818	5.8	16,471	6,508	4,810	3,867	1,795	2,800	3,196	338,675	20,561	51,405	1,178	840	13,729
FRIO	13,702	13,472	-2.1	13,816	4,284	5,402	3,592	1,465	1,978	1,368	144,319	10,445	33,687	523	27,072	50,562
GAINES	13,251	14,123	6.6	14,726	5,035	5,405	3,902	1,649	2,415	1,370	181,722	12,340	36,094	627	78,834	4,878
GALVESTON	196,372	217,399	10.7	227,211	84,152	64,755	62,483	32,284	43,625	24,084	2,731,656	12,023	32,461	471	3,187	2,421
Galveston	61,902	59,070	-4.6	58,504	22,077	*	*	*	*	*	556,058	9,505	25,187	*	*	*
League City	16,578	30,159	81.9	32,875	12,406	*	*	*	*	*	225,752	6,867	18,197	*	*	*
Texas City	41,403	40,822	-1.4	40,706	15,361	*	*	*	*	*	397,253	9,759	25,862	*	*	*
GARZA	5,334	5,143	-3.6	5,234	908	1,717	1,308	565	895	754	61,650	11,779	32,310	236	8,768	10,985
GILLESPIE	13,641	17,204	26.1	18,370	7,131	4,464	3,986	1,984	3,711	4,243	228,989	12,465	32,110	1,367	1,899	33,666
GLASSCOCK	1,328	1,447	9.0	1,508	566	579	394	166	249	119	21,628	14,342	38,212	199	19,113	3,245
GOLIAD	5,237	5,980	14.2	6,284	2,346	1,785	1,615	697	1,150	1,031	89,274	14,207	38,058	747	1,502	16,302
GONZALES	16,932	17,205	1.6	17,696	6,351	5,415	4,336	1,876	3,061	2,991	206,413	11,664	32,500	1,712	5,095	158,290
Gonzales	7,152	6,527	-8.7	6,402	2,416	*	*	*	*	*	62,194	9,715	25,744	*	*	*

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

TEXAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
GRAY	26,548	23,967	-9.7	24,044	9,618	6,732	5,939	2,885	4,713	3,751	419,754	17,458	43,643	323	5,468	82,731
Pampa	21,396	19,959	-6.7	19,672	7,423	•	•	•	•	•	255,717	12,999	34,448	•	•	•
GRAYSON	90,431	95,021	5.1	98,366	37,473	25,083	25,575	12,886	18,985	15,837	1,559,292	15,852	41,611	1,900	9,870	17,310
Denison	23,884	21,505	-10.0	21,029	7,936	•	•	•	•	•	265,750	12,637	33,489	•	•	•
Sherman	30,413	31,601	3.9	31,839	12,015	•	•	•	•	•	399,441	12,546	33,246	•	•	•
GREGG	100,384	104,948	4.5	108,539	40,958	30,717	30,499	14,653	19,754	13,025	1,449,549	13,355	35,391	351	418	2,469
Kilgore	10,966	11,066	0.9	11,086	4,183	•	•	•	•	•	127,410	11,493	30,457	•	•	•
Longview	62,762	70,311	12.0	71,821	27,102	•	•	•	•	•	743,923	10,358	27,449	•	•	•
GRIMES	13,680	18,828	37.6	20,360	7,510	6,108	5,070	2,179	3,502	3,482	296,673	14,571	39,504	1,360	1,121	25,008
GUADALUPE	46,915	64,873	38.3	70,197	25,290	19,866	19,094	8,985	13,618	8,564	968,918	13,803	38,312	1.770	8,581	18,942
Seguin	17,854	18,853	5.6	19,053	7,190	•	•	•	•	•	192,980	10,129	26,841	•	•	•
HALE	37,638	34,671	-7.9	34,940	12,989	11,845	9,399	3,913	5,765	4,018	507,128	14,514	39,043	818	90,246	70,031
Plainview	22,187	21,700	-2.2	21,603	8,152	•	•	•	•	•	235,972	10,923	28,947	•	•	•
HALL	5,560	3,905	-29.8	3,664	1,437	1,041	810	396	656	762	45,898	12,525	31,939	296	17,527	3,922
HAMILTON	8,346	7,733	-7.3	7,803	3,393	1,732	1,600	796	1,498	2,169	136,357	17,475	40,190	919	2,029	23,129
HANSFORD	6,215	5,848	-5.9	5,921	2,277	1,895	1,456	770	1,143	657	89,726	15,155	39,405	343	17,400	293,443
HARDEMAN	6,385	5,283	-17.3	5,191	2,076	1,474	1,147	509	934	1,126	93,610	18,034	45,086	310	8,131	4,588
HARDIN	41,049	41,320	0.7	42,421	15,426	12,854	11,072	5,727	8,018	4,836	507,457	11,962	32,897	337	686	1,009
HARRIS	2,429,505	2,818,199	16.0	2,969,205	1,169,437	837,316	893,731	504,765	519,611	213,783	51,689,738	17,400	44,201	1,936	23,258	16,452
Baytown	56,923	63,850	12.2	65,235	24,617	•	•	•	•	•	728,185	11,162	29,580	•	•	•
Houston	1,595,138	1,630,553	2.2	1,781,321	672,197	•	•	•	•	•	21,390,102	12,008	31,821	•	•	•
Pasadena	112,560	119,363	6.0	120,724	45,556	•	•	•	•	•	1,379,700	11,429	30,286	•	•	•
HARRISON	52,576	57,483	9.3	59,944	21,680	17,923	15,765	7,313	10,730	8,152	733,795	12,241	33,847	1,043	1,246	8,660
Marshall	24,921	23,682	-5.0	23,434	8,843	•	•	•	•	•	248,717	10,613	28,126	•	•	•
HARTLEY	4,008	3,634	-9.3	3,649	1,304	1,073	821	474	752	529	50,515	13,843	38,747	246	16,718	204,561
HASKELL	7,734	6,820	-11.8	6,805	2,836	1,851	1,511	646	1,266	1,531	116,940	17,184	41,236	619	24,817	7,769
HAYS	40,981	65,614	60.1	72,325	26,787	17,430	30,232	8,100	10,126	6,437	753,012	10,411	28,111	701	1,913	8,515
San Marcos	23,420	28,743	22.7	29,808	11,248	•	•	•	•	•	315,457	10,583	28,045	•	•	•
HEMPHILL	5,370	3,720	-30.7	3,476	1,331	1,210	945	445	539	334	81,373	23,412	61,149	228	1,546	47,983
HENDERSON	43,081	58,543	35.9	63,195	25,278	16,241	14,535	6,699	13,713	12,007	994,950	15,744	39,361	1,577	5,349	18,131
Athens	10,197	10,967	7.6	11,121	4,197	•	•	•	•	•	136,274	12,254	32,472	•	•	•
HIDALGO	285,415	383,545	34.4	413,371	188,548	156,254	113,677	46,298	59,112	38,030	3,257,569	7,880	17,277	1,929	219,840	13,255
Edinburg	24,075	29,885	24.1	31,047	11,716	•	•	•	•	•	201,750	6,498	17,220	•	•	•
McAllen	66,281	84,021	26.8	87,569	33,045	•	•	•	•	•	826,077	9,433	24,999	•	•	•
HILL	25,153	27,146	7.9	28,241	9,011	7,286	6,467	2,937	5,338	6,213	323,235	11,445	35,873	1,501	17,429	18,597
Hillsboro	7,397	7,072	-4.4	7,007	2,644	•	•	•	•	•	71,191	10,160	26,924	•	•	•
HOCKLEY	23,378	24,199	3.5	24,980	9,928	8,593	7,144	2,823	3,947	2,498	336,607	13,475	33,906	563	48,885	25,772
HOOD	18,103	28,981	60.1	31,945	10,594	8,018	7,699	3,801	7,220	5,252	392,425	12,284	37,041	638	7,640	12,449
HOPKINS	25,376	28,833	13.6	30,271	10,115	8,294	7,507	3,844	5,388	5,267	441,076	14,571	43,608	1,786	2,176	117,214
Sulphur Springs	12,804	14,062	9.8	14,314	5,401	•	•	•	•	•	164,966	11,525	30,542	•	•	•
HOUSTON	22,510	21,375	-5.0	21,683	6,293	5,334	6,093	2,840	3,643	3,773	327,994	15,127	52,120	1,421	2,714	22,341
HOWARD	33,022	32,343	-2.1	33,022	11,042	9,411	8,520	3,897	6,703	4,557	528,264	15,997	47,842	385	23,410	3,404
Big Spring	24,804	23,093	-6.9	22,751	8,585	•	•	•	•	•	273,433	12,019	31,849	•	•	•
HUDSPETH	2,755	2,915	5.8	3,022	1,366	1,109	804	329	514	266	14,836	4,910	10,858	148	13,227	9,977
HUNT	55,516	64,343	15.9	67,781	22,036	17,894	18,301	8,066	13,353	10,167	874,131	12,896	39,668	1,939	5,484	13,204
Greenville	22,161	23,071	4.1	23,253	8,775	•	•	•	•	•	222,000	9,547	25,300	•	•	•
HUTCHINSON	26,477	25,689	-3.0	26,177	9,247	7,696	6,361	3,115	5,052	3,927	450,363	17,204	48,702	173	5,292	35,244
Borger	15,837	15,675	-1.0	15,643	5,903	•	•	•	•	•	199,624	12,762	33,818	•	•	•
IRION	1,396	1,629	16.7	1,718	638	500	419	206	325	266	19,857	11,558	31,108	137	200	5,723
JACK	7,463	6,981	-6.5	7,059	2,371	1,934	1,687	847	1,313	1,285	97,822	13,858	41,251	653	562	14,670
JACKSON	13,403	13,039	-2.7	13,294	4,972	3,643	3,297	1,688	2,366	2,313	162,510	12,224	32,687	783	23,157	8,593
JASPER	31,001	31,102	0.3	31,910	11,834	9,605	8,233	3,638	5,744	4,659	420,564	13,180	35,539	602	394	3,618
JEFF DAVIS	1,654	1,946	17.7	2,055	758	621	524	243	378	292	8,755	4,260	11,547	90	14	9,366
JEFFERSON	250,938	239,397	-4.6	243,087	93,495	71,225	57,612	30,386	46,673	37,192	3,091,502	12,718	33,066	532	13,305	4,550
Beaumont	118,102	114,323	-3.2	113,567	42,856	•	•	•	•	•	1,244,661	10,960	29,043	•	•	•
Port Arthur	61,251	58,724	-4.1	58,219	21,909	•	•	•	•	•	567,213	9,743	25,818	•	•	•

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
JIM HOGG	5,216	5,109	-2.1	5,216	2,303	1,867	1,320	563	840	626	35,504	6,806	15,417	202	666	11,246
JIM WELLS	36,693	37,679	2.7	38,834	16,417	13,204	10,524	4,582	6,406	4,116	427,691	11,013	26,052	771	19,050	19,582
Alice	20,961	19,788	-5.6	19,553	7,379	•	•	•	•	•	169,612	8,674	22,987	•	•	•
JOHNSON	68,275	97,165	42.3	105,547	39,283	30,503	27,865	14,460	20,371	12,349	1,171,522	11,099	29,822	1,867	4,793	51,208
Cleburne	19,218	22,205	15.5	22,802	8,605	•	•	•	•	•	205,175	8,998	23,845	•	•	•
JONES	17,290	16,490	-4.6	16,743	5,626	4,755	3,918	1,792	3,181	3,081	291,700	17,422	51,852	806	23,519	13,460
KARNES	13,672	12,455	-8.9	12,521	4,813	4,007	3,280	1,277	2,016	1,953	148,294	11,844	30,808	1,115	2,944	16,471
KAUFMAN	39,391	52,220	32.6	56,172	19,860	15,953	14,155	7,078	11,178	7,752	736,802	13,117	37,101	1,704	3,806	15,062
Terrell	13,225	12,490	-5.6	12,343	4,658	•	•	•	•	•	99,414	8,054	21,344	•	•	•
KENDALL	10,753	14,589	35.7	15,745	6,055	4,157	3,590	1,968	3,448	2,566	235,563	14,961	38,902	659	677	7,989
KENEDY	535	460	-14.0	456	167	126	141	41	99	49	5,975	13,096	35,738	24	•	•
KENT	1,118	1,010	-9.7	1,013	406	220	247	103	216	226	13,225	13,050	32,583	179	2,702	7,399
KERR	29,069	36,304	24.9	38,706	16,128	9,135	8,438	3,987	7,857	9,328	524,749	13,557	32,537	584	803	7,810
Kerrville	15,276	17,384	13.8	17,806	6,719	•	•	•	•	•	215,133	12,082	32,018	•	•	•
KIMBLE	4,079	4,122	1.1	4,235	1,289	1,088	970	462	877	843	48,377	11,423	37,536	442	477	8,459
KING	432	354	-18.1	347	116	109	91	48	64	35	987	2,845	8,479	50	1,042	6,863
KINNEY	2,291	3,119	36.1	3,368	1,270	1,007	839	337	630	559	19,211	5,705	15,127	110	271	10,096
KLEBERG	33,381	30,274	-9.3	30,403	11,063	9,364	10,367	3,831	4,348	2,493	431,121	14,180	38,970	244	12,292	36,533
KNOX	5,305	4,837	-8.8	4,863	1,565	1,303	1,138	462	914	1,046	77,044	15,842	49,242	351	14,972	23,478
LAMAR	42,352	43,949	3.9	45,388	15,215	12,300	11,710	5,447	8,261	7,716	546,198	12,034	35,899	1,488	7,208	20,565
Paris	25,498	24,699	-3.1	24,530	9,260	•	•	•	•	•	224,958	9,167	24,293	•	•	•
LAMB	18,708	15,072	-19.4	14,708	5,499	4,957	3,662	1,515	2,441	2,118	264,423	17,979	48,086	791	63,108	104,614
LAMPASAS	11,847	13,521	14.1	14,206	4,566	4,108	3,395	1,705	2,728	2,287	220,191	15,499	48,226	615	741	10,611
LA SALLE	5,488	5,254	-4.3	5,339	2,031	1,906	1,415	587	806	619	52,065	9,752	25,635	265	2,417	23,963
LAVACA	19,034	18,690	-1.8	19,092	6,497	5,136	4,449	2,043	3,284	4,181	303,100	15,876	46,654	2,514	4,017	30,337
LEE	11,160	12,854	15.2	13,527	5,202	3,869	3,490	1,420	2,462	2,286	166,170	12,285	31,941	1,583	4,799	16,498
LEON	9,687	12,665	30.7	13,596	5,665	3,467	2,910	1,305	2,706	3,222	159,914	11,762	28,230	1,619	2,011	20,285
LIBERTY	47,523	52,726	10.9	55,127	20,545	16,593	14,278	7,277	10,364	6,615	675,839	12,260	32,896	955	13,316	7,813
LIMESTONE	20,246	20,946	3.5	21,619	6,461	5,880	4,929	2,378	3,892	4,540	249,441	11,538	38,610	1,200	2,773	23,689
Mexia	7,094	6,933	-2.3	6,901	2,604	•	•	•	•	•	69,418	10,059	26,657	•	•	•
LIPSCOMB	3,831	3,143	-18.0	3,081	1,185	1,008	709	388	564	413	48,450	15,723	40,879	314	3,902	28,015
LIVE OAK	9,813	9,556	-2.6	9,745	3,719	3,021	2,436	1,111	1,793	1,384	148,563	15,245	39,943	803	5,036	5,036
LLANO	10,195	11,631	14.1	12,220	5,819	2,102	1,918	1,063	2,859	4,301	169,427	13,865	29,115	530	636	10,481
LOVING	91	107	17.6	113	43	6	28	11	42	25	1,201	10,634	28,078	17	•	•
LUBBOCK	212,061	222,636	5.0	230,437	76,834	64,753	78,349	31,570	36,179	19,818	3,282,602	14,245	42,724	969	62,154	77,827
Lubbock	173,979	186,206	7.0	188,651	71,189	•	•	•	•	•	2,179,503	11,553	30,616	•	•	•
LYNN	8,581	6,758	-21.2	6,555	2,518	2,209	1,731	629	1,147	852	121,331	18,509	48,185	503	45,018	3,737
MCCULLOCH	8,741	8,778	0.4	9,008	2,847	2,459	1,982	973	1,540	2,045	124,987	13,876	43,909	489	3,241	15,448
MCLENNAN	171,222	189,123	10.5	197,579	72,506	52,556	59,274	24,105	34,576	26,871	2,471,949	12,511	34,093	1,977	22,333	56,717
Waco	101,261	103,590	2.3	104,056	39,266	•	•	•	•	•	965,469	9,278	24,588	•	•	•
MCMULLEN	780	817	4.7	845	279	207	197	98	203	140	13,067	15,460	46,794	211	328	6,741
MADISON	10,791	10,931	1.3	11,236	4,494	2,652	4,348	955	1,596	1,697	118,952	10,586	26,468	756	•	•
MARION	10,426	9,984	-4.2	10,146	3,497	2,932	2,455	1,035	1,836	1,867	140,998	13,897	40,323	207	200	2,704
MARTIN	4,677	4,956	6.0	5,139	2,070	1,649	1,290	570	981	647	84,318	16,409	40,741	366	28,903	2,893
MASON	3,707	3,423	-7.7	3,451	1,095	1,360	980	366	497	242	49,846	14,443	45,517	567	3,467	20,023
MATAGORDA	38,332	36,928	-3.7	37,574	14,067	9,619	7,928	4,133	7,440	8,492	601,534	16,009	42,763	721	27,730	9,288
Bay City	17,837	18,170	1.9	18,237	6,882	•	•	•	•	•	307,595	16,867	44,697	•	•	•
MAVERICK	31,823	36,378	14.3	38,232	19,901	15,064	10,858	4,053	5,505	2,676	380,232	9,945	19,106	202	3,378	49,779
MEDINA	23,210	27,312	17.7	28,844	11,471	8,971	7,269	3,317	5,336	3,952	367,641	12,746	32,051	1,570	16,028	28,046
MENARD	2,337	2,252	-3.6	2,292	748	568	511	268	433	509	23,217	10,132	31,028	261	242	18,380
MIDLAND	83,475	106,611	27.7	114,053	40,785	33,531	32,049	15,625	22,811	10,151	1,841,122	16,143	45,142	343	6,420	8,114
Midland	70,525	89,443	26.8	93,227	35,180	•	•	•	•	•	1,104,142	11,844	31,386	•	•	•
MILAM	22,895	22,946	0.2	23,537	8,452	7,065	5,672	2,613	4,095	4,072	248,504	10,558	29,400	1,577	13,009	28,656
MILLS	4,500	4,531	0.7	4,652	1,401	1,107	930	479	861	1,279	57,579	12,377	41,084	682	1,055	19,550
MITCHELL	9,078	8,016	-11.7	8,001	2,784	2,408	1,888	840	1,312	1,552	116,485	14,559	41,840	387	14,422	8,401
MONTAGUE	17,471	17,274	-1.1	17,671	5,511	4,524	3,941	1,908	3,410	3,852	245,588	13,898	44,561	1,118	3,543	21,858

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TEXAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
MONTGOMERY	130,882	182,201	39.2	197,334	76,587	60,384	52,096	30,192	38,480	16,181	2,533,338	12,838	33,078	952	2,607	6,112
Conroe	18,034	27,610	53.1	29,525	11,142	*	*	*	*	*	223,204	7,560	20,033	*	*	*
MOORE	16,705	17,865	6.9	18,555	7,012	6,383	4,760	2,319	3,284	1,763	228,103	12,293	32,529	297	19,535	188,943
MORRIS	14,683	13,200	-10.1	13,230	4,693	3,969	3,321	1,601	2,408	1,945	192,973	14,586	41,119	349	508	6,079
MOTLEY	1,960	1,532	-21.8	1,483	645	402	304	168	267	346	16,731	12,631	29,057	202	6,241	6,904
NACOGDOCHES	47,078	54,753	16.3	57,712	23,085	14,024	20,892	7,041	8,657	7,099	553,690	9,594	23,985	1,243	1,318	110,310
Nacogdoches	27,149	30,872	13.7	31,617	11,931	*	*	*	*	*	381,723	12,073	31,995	*	*	*
NAVARRO	35,510	39,926	12.4	41,842	13,887	11,339	10,251	4,854	7,573	7,783	473,846	11,325	34,121	1,463	6,937	20,868
Corsicana	21,712	22,911	5.5	23,151	8,736	*	*	*	*	*	205,508	8,877	23,524	*	*	*
NEWTON	13,341	13,569	1.7	13,959	5,264	4,509	3,560	1,577	2,443	1,884	141,738	10,154	26,925	268	447	1,368
NOLAN	17,361	16,594	-4.4	16,857	5,936	4,973	4,096	2,107	3,017	2,680	198,763	11,791	33,483	454	11,355	26,849
Sweetwater	12,242	11,967	-2.2	11,912	4,495	*	*	*	*	*	90,792	7,622	20,198	*	*	*
NUECES	269,109	291,145	8.2	303,030	114,177	96,666	85,757	41,212	50,909	28,485	3,796,622	12,529	33,252	656	46,433	4,426
Corpus Christi	231,999	257,453	11.0	262,544	99,073	*	*	*	*	*	2,940,814	11,201	29,683	*	*	*
OCHILTREE	9,657	9,128	-5.5	9,250	3,286	2,923	2,470	1,249	1,665	953	179,378	19,391	54,584	391	15,443	93,476
OLDHAM	2,272	2,278	0.3	2,337	865	776	666	255	395	291	27,280	11,674	31,522	133	3,586	59,099
ORANGE	84,201	80,509	-4.4	81,789	30,657	25,109	22,165	11,123	15,949	7,606	1,097,610	13,420	35,803	309	532	1,472
Orange	23,628	19,381	-18.0	18,532	6,993	*	*	*	*	*	202,744	10,940	28,992	*	*	*
PALO PINTO	24,175	25,055	3.6	25,869	8,906	6,804	6,467	3,104	5,070	4,450	350,720	13,557	39,382	719	1,533	11,788
Mineral Wells	14,468	14,870	2.8	14,950	5,642	*	*	*	*	*	131,342	8,785	23,281	*	*	*
PANOLA	20,922	22,035	5.3	22,821	8,177	6,618	5,956	2,693	4,176	3,628	386,368	16,931	47,248	912	482	30,856
PARKER	45,280	64,785	43.1	70,424	25,260	19,437	18,028	9,366	14,859	8,733	950,642	13,499	37,634	1,943	9,101	22,484
Weatherford	12,049	14,804	22.9	15,355	5,794	*	*	*	*	*	157,416	10,252	27,167	*	*	*
PARMER	11,081	9,863	-11.0	9,863	4,012	3,570	2,515	1,134	1,627	1,026	193,723	19,642	48,291	653	51,154	201,408
PECOS	14,705	14,675	-0.2	15,040	5,957	5,369	4,151	1,760	2,527	1,218	141,897	9,435	23,820	286	12,040	22,531
POLK	24,672	30,687	24.4	32,697	11,382	9,580	7,389	3,466	6,278	5,994	394,821	12,075	34,689	550	541	4,278
POTTER	98,999	97,874	-1.1	100,120	32,457	29,435	28,134	13,016	17,020	12,515	1,500,112	14,983	46,219	177	1,688	16,230
Amarillo	149,230	157,615	5.6	159,292	60,110	*	*	*	*	*	1,945,892	12,216	32,372	*	*	*
PRESIDIO	5,211	6,637	27.4	7,097	2,836	2,363	1,824	703	1,256	951	35,646	5,022	12,550	130	2,953	11,697
RAINS	4,871	6,715	37.9	7,283	2,477	1,845	1,569	813	1,547	1,489	97,420	13,413	39,329	454	1,536	9,494
RANDALL	75,784	89,673	18.3	94,790	35,108	25,783	27,679	14,503	18,863	7,962	1,537,266	16,218	43,787	619	12,374	153,957
REAGAN	4,195	4,514	7.6	4,694	1,995	1,812	1,258	582	690	352	42,686	9,095	21,395	127	8,938	4,455
REAL	2,500	2,412	-3.5	2,455	862	663	606	260	481	442	29,178	11,885	33,840	189	101	2,950
RED RIVER	16,128	14,317	-11.2	14,308	4,990	3,992	3,377	1,560	2,532	2,862	214,211	14,972	42,924	1,035	4,167	25,004
REEVES	15,822	15,852	0.2	16,259	6,477	6,032	4,374	1,637	2,569	1,447	113,784	6,998	17,566	174	4,865	60,960
Pecos	12,855	12,069	-6.1	11,912	4,495	*	*	*	*	*	70,893	5,952	15,772	*	*	*
REFUGIO	9,362	7,976	-14.8	7,894	2,836	2,384	2,076	845	1,445	1,145	146,157	18,516	51,531	254	8,248	6,358
ROBERTS	1,191	1,025	-13.9	1,017	327	324	234	136	198	125	17,686	17,392	54,134	106	1,252	21,750
ROBERTSON	14,674	15,511	5.7	16,075	5,627	4,774	3,842	1,575	2,620	3,086	256,105	15,932	45,512	1,207	9,957	21,761
ROCKWALL	14,879	25,604	72.1	28,451	10,918	8,279	7,198	4,410	5,975	2,561	436,668	15,348	39,996	181	545	1,475
RUNNELS	11,899	11,294	-5.1	11,456	4,004	3,299	2,646	1,168	2,028	2,314	151,214	13,200	37,765	838	16,090	20,286
RUSK	41,476	43,735	5.4	45,305	16,190	12,957	11,100	5,462	7,928	7,838	718,757	15,865	44,395	1,327	2,714	16,783
Henderson	11,473	11,139	-2.9	11,072	4,178	*	*	*	*	*	148,336	13,397	35,502	*	*	*
SABINE	8,756	9,586	9.5	9,999	3,222	2,630	2,270	950	2,030	2,130	113,014	11,303	35,078	224	122	4,032
SAN AUGUSTINE	8,795	7,999	-9.1	8,038	2,618	2,154	1,937	798	1,527	1,640	106,428	13,240	40,657	320	230	13,530
SAN JACINTO	11,655	16,372	40.5	17,753	6,616	5,202	4,225	2,059	3,497	2,752	145,364	8,186	21,973	349	333	2,953
SAN PATRICIO	58,543	58,749	0.4	60,278	25,327	20,675	16,335	7,776	10,127	5,485	667,343	11,071	26,350	549	42,345	24,650
SAN SABA	5,728	5,401	-5.7	5,471	1,695	1,433	1,193	596	990	1,247	84,694	15,482	49,981	609	2,926	22,153
SCHLEICHER	2,840	2,990	5.3	3,096	1,094	982	796	378	536	409	27,873	9,002	25,467	252	2,046	13,146
SCURRY	18,175	18,634	2.5	19,200	6,957	5,894	5,126	2,206	3,494	2,458	289,082	15,057	41,555	573	15,366	6,735
Snyder	12,705	12,195	-4.0	12,093	4,563	*	*	*	*	*	159,178	13,163	34,881	*	*	*
SHACKELFORD	3,950	3,316	-16.1	3,270	1,113	958	765	382	559	595	65,271	19,961	58,654	251	1,301	7,419
SHELBY	23,170	22,034	-4.9	22,359	7,558	6,149	5,545	2,504	4,069	4,114	333,048	14,896	44,066	1,136	920	88,364

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
SHERMAN	3,151	2,858	-9.3	2,870	1,063	852	712	365	577	367	42,960	14,968	40,415	297	19,013	197,506
SMITH	129,348	151,309	17.0	159,640	59,126	44,699	43,582	21,232	29,374	20,594	2,655,678	16,635	44,915	1,701	17,717	14,786
Tyler	70,508	75,450	7.0	76,438	28,845	*	*	*	*	*	1,025,049	13,410	35,537	*	*	*
SOMERVELL	4,207	5,360	27.4	5,732	2,017	1,720	1,496	768	974	780	81,546	14,226	40,422	234	609	1,592
STARR	27,565	40,518	47.0	44,199	21,916	17,635	12,022	4,332	6,453	3,713	227,855	5,155	10,397	885	32,230	30,873
STEPHENS	9,995	9,010	-9.9	9,036	2,910	2,557	2,151	1,102	1,681	1,554	141,530	15,663	48,636	419	443	8,416
STERLING	1,216	1,438	18.3	1,520	506	486	385	173	263	213	13,702	9,015	27,102	75	169	7,265
STONEWALL	2,423	2,013	-16.9	1,960	825	515	436	190	396	443	26,056	13,161	31,583	312	3,325	13,300
SUTTON	5,183	4,135	-20.2	4,025	1,589	1,336	1,071	576	704	338	43,279	10,753	27,239	191	71	9,389
SWISHER	9,661	8,133	-15.8	8,025	2,883	2,689	2,022	811	1,469	1,043	136,644	17,026	47,400	546	32,702	235,117
TARRANT	867,557	1,170,103	34.9	1,261,747	487,820	343,195	373,477	190,524	237,208	118,604	16,769,843	13,291	34,377	1,117	6,141	16,886
Arlington	160,113	261,721	63.5	282,043	106,431	*	*	*	*	*	3,853,159	13,662	36,203	*	*	*
Euless	24,002	38,149	58.9	40,978	15,464	*	*	*	*	*	464,694	11,340	30,051		*	*
Fort Worth	385,164	447,619	16.2	472,610	178,343	*	*	*	*	*	4,677,394	9,897	26,227	*	*	*
Haltom City	29,014	32,856	13.2	33,624	12,686	*	*	*	*	*	428,352	12,739	33,759	*	*	*
Hurst	31,420	33,574	6.9	34,005	12,832	*	*	*	*	*	646,306	19,006	50,367	*	*	*
TAYLOR	111,384	119,655	7.4	124,378	47,837	34,826	38,682	15,920	21,020	13,682	1,583,532	12,732	33,102	903	6,105	65,901
Abilene	98,315	106,654	8.5	108,322	40,876	*	*	*	*	*	1,431,421	13,215	35,018	*	*	*
TERRELL	1,589	1,410	-11.3	1,409	520	444	324	183	280	178	19,998	14,193	38,435	91	*	*
TERRY	14,582	13,218	-9.4	13,273	5,041	4,606	3,424	1,433	2,256	1,540	210,802	15,882	41,815	517	53,593	3,903
THROCKMORTON	2,055	1,880	-8.5	1,892	823	443	405	195	399	450	26,431	13,972	32,132	303	4,372	15,686
TITUS	21,558	24,009	11.4	25,119	8,598	7,511	6,330	3,065	4,320	3,919	368,154	14,656	42,819	738	811	19,866
Mount Pleasant	11,003	12,291	11.7	12,549	4,735	*	*	*	*	*	143,910	11,468	30,391	*	*	*
TOM GREEN	85,292	98,458	15.4	103,649	39,865	27,985	31,095	13,371	18,449	12,749	1,621,880	15,648	40,684	867	18,375	57,224
San Angelo	73,240	84,474	15.3	86,721	32,725	*	*	*	*	*	1,042,923	12,026	31,869			
TRAVIS	423,058	576,407	36.2	622,436	254,351	154,364	221,587	102,079	97,100	48,550	9,576,334	15,385	37,650	1,034	6,437	9,113
Austin	345,496	465,622	34.8	489,647	184,773	*	*	*	*	*	7,446,823	15,209	40,303	*	*	*
TRINITY	9,543	11,445	19.9	12,125	4,052	3,189	2,692	1,237	2,473	2,558	153,376	12,650	37,854	550	246	6,044
TYLER	16,338	16,646	1.9	17,130	6,017	4,985	3,923	1,782	3,272	3,169	251,194	14,664	41,747	500	511	2,902
UPSHUR	28,826	31,370	8.8	32,685	12,272	9,740	8,139	3,988	5,981	4,805	551,298	16,867	44,923	1,038	850	28,444
UPTON	4,629	4,447	-3.9	4,522	1,798	1,592	1,221	511	746	434	46,566	10,297	25,925	86	3,202	4,074
UVALDE	22,532	23,340	3.6	24,096	9,362	8,048	6,626	2,747	3,928	2,747	226,713	9,409	24,217	575	20,961	26,419
VAL VERDE	36,167	38,721	7.1	40,224	16,708	14,199	11,665	5,068	5,953	3,339	319,612	7,946	19,129	242	141	15,552
Del Rio	30,034	30,705	2.2	30,839	11,637	*	*	*	*	*	219,348	7,113	18,849	*	*	*
VAN ZANDT	31,618	37,944	20.0	40,201	13,908	10,613	9,045	4,623	8,442	7,518	627,966	15,621	45,151	2,395	16,790	27,2[illegible]7
VICTORIA	69,425	74,361	7.1	77,255	29,784	24,335	21,709	10,738	13,288	7,107	1,179,483	15,267	39,601	1,119	9,815	11,498
Victoria	50,695	55,076	8.6	55,952	21,114	*	*	*	*	*	572,514	10,232	27,115	*	*	*
WALKER	42,246	50,917	20.5	53,983	22,493	10,851	20,622	8,421	9,231	4,966	596,967	11,058	26,540	747	701	7,777
Huntsville	23,936	27,925	16.7	28,723	10,839	*	*	*	*	*	341,498	11,889	31,507	*	*	*
WALLER	20,038	23,390	16.7	24,669	7,744	6,340	8,536	2,812	4,095	2,862	296,129	12,004	38,242	893	10,881	13,065
WARD	14,131	13,115	-7.2	13,238	5,118	4,342	3,561	1,642	2,343	1,350	154,044	11,636	30,100	82	*	*
WASHINGTON	22,120	26,154	18.2	27,643	11,057	7,160	7,436	3,124	5,003	4,920	333,816	12,076	30,191	1,983	2,299	21,140
Brenham	10,966	11,952	9.0	12,149	4,585	*	*	*	*	*	177,534	14,613	38,724	*	*	*
WEBB	99,950	133,239	33.3	143,436	53,125	54,793	41,023	16,065	20,225	11,331	1,073,766	7,486	20,212	494	1,452	22,075
Laredo	91,449	122,899	34.4	129,189	48,751	*	*	*	*	*	798,799	6,183	16,365	*	*	*
WHARTON	40,447	39,955	-1.2	40,865	15,961	12,586	10,952	4,945	6,947	5,476	596,900	14,607	37,397	1,272	61,331	16,250
WHEELER	7,201	5,879	-18.4	5,757	2,302	1,710	1,359	645	1,019	1,025	88,258	15,331	38,332	467	3,678	58,391
WICHITA	120,897	122,378	1.2	125,778	50,931	33,457	37,733	16,477	23,143	15,219	1,623,457	12,907	31,876	544	8,176	9,068
Wichita Falls	94,201	96,259	2.2	96,671	36,479	*	*	*	*	*	1,433,661	14,830	39,300	*	*	*
WILBARGER	15,944	15,121	-5.2	15,336	4,985	4,156	3,775	1,733	2,730	2,929	241,805	15,768	48,503	486	19,576	10,742
Vernon	12,695	12,001	-5.5	11,862	4,476	*	*	*	*	*	172,929	14,578	38,632	*	*	*
WILLACY	17,506	17,705	1.1	18,194	8,149	6,841	4,967	1,674	2,693	1,783	164,462	9,039	20,182	293	43,004	5,202
WILLIAMSON	78,110	139,551	78.7	155,681	54,625	49,195	41,722	24,131	25,843	14,790	2,238,346	14,378	40,977	1,891	23,108	22,321
Taylor	10,619	11,472	8.0	11,643	4,393	*	*	*	*	*	114,994	9,877	26,174	*	*	*
WILSON	16,943	22,650	33.7	24,393	9,575	7,489	6,318	2,927	4,440	3,220	313,562	12,854	32,747	1,746	11,391	44,845
WINKLER	9,968	8,626	-13.6	8,565	3,494	3,006	2,167	968	1,482	942	110,586	12,911	31,647	30	*	*
WISE	26,808	34,679	29.4	37,170	13,784	10,333	9,367	4,758	7,434	5,241	414,543	11,152	30,073	1,749	5,131	30,348

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

TEXAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
WOOD	24,880	29,380	18.1	31,046	12,419	7,824	7,358	3,353	6,054	6,458	326,348	10,512	26,279	1,303	4,412	30,860
YOAKUM	8,342	8,786	5.3	9,099	3,594	3,248	2,384	1,137	1,492	837	149,199	16,397	41,517	273	29,282	2,414
YOUNG	19,230	18,126	-5.7	18,358	5,961	4,938	4,369	2,221	3,488	3,341	299,772	16,329	50,287	713	5,505	20,970
ZAPATA	6,706	9,279	38.4	10,041	4,060	3,645	2,340	914	1,546	1,597	75,706	7,539	18,645	360	201	5,711
ZAVALA	11,652	12,162	4.4	12,574	3,751	4,904	3,445	1,345	1,698	1,182	76,794	6,107	20,475	272	16,471	29,480

UTAH POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS......	1,472,153	1,722,850	17.0	1,799,382	600,276	710,073	491,439	222,980	238,809	135,389	22,114,608	12,290	36,841	14,066	140,208	487,441
METRO AREAS (MSAs/PMSAs/CMSAs)																
Provo-Orem, UT	220,387	263,590	19.6	273,165	90,610	116,095	85,227	28,682	27,317	16,117	2,582,417	9,454	28,500	1,723	18,875	53,978
Salt Lake City-Ogden, UT	916,358	1,072,227	17.0	1,125,272	379,925	428,451	302,458	150,408	158,988	84,043	14,243,405	12,658	37,490	2,272	26,042	52,619
COUNTIES, Cities																
BEAVER	4,396	4,765	8.4	4,887	1,461	1,994	1,066	479	709	650	72,876	14,912	49,897	226	4,711	14,778
BOX ELDER	33,399	36,485	9.2	37,770	12,549	16,354	8,969	3,701	5,477	3,248	638,623	16,908	50,892	1,088	30,367	39,722
CACHE	57,551	70,183	21.9	72,089	21,890	27,898	22,760	8,074	8,002	5,262	941,045	13,054	42,989	1,223	8,144	58,465
Logan	26,844	36,762	36.9	38,746	14,902	*	*	*	*	*	330,153	8,521	22,155	*	*	*
CARBON	22,280	20,228	-9.2	20,018	6,112	7,567	5,105	2,522	2,710	2,122	325,532	16,262	53,259	210	388	2,373
DAGGETT	777	690	-11.2	673	208	286	158	90	91	48	7,915	11,768	37,969	36.0	*	1149.0
DAVIS	146,081	187,941	26.9	200,184	70,198	84,277	52,849	24,022	28,426	10,610	2,311,812	11,548	32,933	647	14,042	14,550
DUCHESNE	12,505	12,645	1.1	12,773	4,281	5,799	3,155	1,379	1,597	830	180,604	14,139	42,189	753	1,739	17,901
EMERY	11,696	10,332	-11.7	10,159	3,607	4,714	2,469	1,178	1,178	610	150,997	14,863	41,858	446	963	6,794
GARFIELD	3,691	3,980	7.8	4,078	1,212	1,542	967	461	616	498	49,558	12,152	40,902	263	753	5,173
GRAND	8,315	6,620	-20.4	6,481	2,315	2,353	1,711	694	1,037	480	94,043	14,510	40,627	81	458	1,411
IRON	17,474	20,789	19.0	21,920	6,769	8,877	6,247	2,323	2,762	1,688	243,972	11,130	36,044	330	13,212	11,310
JUAB	5,549	5,817	4.8	6,121	1,974	2,516	1,402	655	639	716	82,349	13,454	41,711	215	2,749	5,471
KANE	4,020	5,169	28.6	5,496	1,635	2,264	1,143	627	841	621	63,220	11,503	38,660	152	*	2,181
MILLARD	9,027	11,333	25.5	12,006	4,001	5,271	2,593	1,141	1,657	1,345	214,819	17,892	53,685	630	13,23	27,012
MORGAN	4,932	5,528	12.1	5,704	2,140	2,361	1,420	570	958	388	72,029	12,628	33,664	261	693	12,339
PIUTE	1,342	1,277	-4.8	1,264	352	484	253	118	206	204	11,923	9,432	33,900	126	320	4,575
RICH	2,136	1,725	-19.0	1,694	538	786	403	193	178	134	25,211	14,883	46,870	166	861	12,036
SALT LAKE	623,302	725,956	16.5	760,559	262,751	264,449	205,351	106,478	105,718	57,802	9,685,647	12,735	36,862	734	8,007	15,787
Salt Lake City	163,033	159,936	-1.9	159,317	61,276	*	*	*	*	*	1,630,290	10,233	26,606	*	*	*
SAN JUAN	12,350	12,621	2.2	12,802	5,319	6,145	3,303	1,255	1,447	640	99,946	7,807	18,791	218	2,901	6,470
SANPETE	14,819	16,259	9.7	16,845	5,359	7,277	4,093	1,583	1,971	1,920	210,046	12,469	39,193	761	3,278	59,513
SEVIER	14,842	15,431	4.0	15,704	4,895	6,784	3,456	1,633	2,120	1,712	181,651	11,567	37,184	476	3,446	32,590

METRO AREAS		POPULATION			HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
SUMMIT	10,405	15,518	49.1	16,901	6,037	5,932	4,631	2,755	2,468	1,099	243,005	14,378	40,255	439	491	14,969
TOOELE	26,135	26,601	1.8	26,961	8,662	10,838	6,740	3,181	4,206	2,022	374,757	13,900	43,264	299	2,103	8,413
UINTAH	20,706	22,211	7.3	22,917	7,836	10,061	5,844	2,704	2,979	1,352	294,815	12,864	37,630	693	2,115	16,593
UTAH	220,387	263,590	19.6	273,165	90,610	116,095	85,227	28,682	27,317	16,117	2,582,417	9,454	28,500	1,723	18,875	53,978
Provo	74,108	86,835	17.2	89,380	34,377	*	*	*	*	*	622,433	6,964	18,106	*	*	*
WASATCH	8,594	10,089	17.4	10,575	3,400	4,410	2,549	1,322	1,365	909	133,356	12,610	39,225	298	540	7,747
WASHINGTON	26,548	48,560	82.9	52,779	16,531	22,009	12,825	4,803	6,756	6,439	552,300	10,464	33,410	414	1,275	5,526
St. George	11,350	28,502	151.1	31,932	12,282	*	*	*	*	*	169,428	5,306	13,795	*	*	*
WAYNE	1,926	2,177	13.0	2,327	669	1,005	463	247	316	293	24,196	10,398	36,145	217	547	6,294
WEBER	144,885	158,330	9.3	164,529	46,976	59,724	44,258	19,908	24,844	15,630	2,245,947	13,651	47,810	891	3,993	22,282
Ogden	64,407	63,909	-0.8	63,809	24,542	*	*	*	*	*	632,446	9,911	25,770	*	*	*

VERMONT POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS		POPULATION			HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS......	512,062	562,758	9.9	582,923	218,693	153,329	168,827	86,962	103,978	69,877	9,059,265	15,541	41,424	5,877	25,185	350,350
METRO AREAS (MSAs/PMSAs/CMSAs)																
Burlington, VT	120,513	137,079	13.7	142,849	53,068	34,731	49,031	22,229	24,648	12,210	2,183,258	15,284	41,141	579	3,713	26,347
COUNTIES, Cities																
ADDISON	29,591	32,953	11.4	34,214	12,992	9,272	10,743	5,064	5,577	3,524	624,801	18,262	48,092	714	6,119	69,558
BENNINGTON	33,314	35,845	7.6	36,987	13,468	9,617	9,950	5,030	7,139	5,289	646,970	17,492	48,039	169	1,508	5,158
Bennington	15,815	16,451	4.0	16,578	6,372	*	*	*	*	*	216,338	13,050	33,954	*	*	*
CALEDONIA	25,784	27,846	8.0	28,753	10,650	8,137	7,763	4,112	5,032	3,709	396,928	13,806	37,271	461	1,047	22,392
St. Johnsbury	7,938	7,608	-4.2	7,542	2,934	*	*	*	*	*	103,765	13,758	36,370	*	*	*
CHITTENDEN	115,842	131,761	13.7	137,306	50,690	33,091	47,645	21,420	23,617	11,534	2,105,473	15,334	41,536	452	2,520	19,516
Burlington	37,712	39,127	3.8	39,410	15,079	*	*	*	*	*	515,456	13,079	34,183	*	*	*
ESSEX	6,371	6,405	0.5	6,524	2,413	1,970	1,624	842	1,207	861	85,093	13,043	35,262	81	405	4,558
FRANKLIN	34,879	39,980	14.6	41,718	17,165	12,891	11,066	5,757	7,175	4,839	631,741	15,143	36,804	786	1,226	77,337
St. Albans	7,308	7,339	0.4	7,345	2,867	*	*	*	*	*	79,356	10,804	27,679	*	*	*
GRAND ISLE	4,671	5,318	13.9	5,543	2,378	1,641	1,386	609	1,031	676	77,785	14,034	32,715	127	1,193	6,831
LAMOILLE	16,781	19,735	17.6	20,682	7,649	5,625	6,039	3,309	3,454	2,316	319,693	15,458	41,797	213	697	13,401
ORANGE	22,833	26,149	14.5	27,281	10,563	7,993	7,202	4,038	4,720	3,356	418,429	15,337	39,610	560	1,539	23,228
ORLEANS	23,414	24,053	2.7	24,604	10,126	7,455	6,299	3,346	4,281	3,223	397,191	16,143	39,226	616	1,290	47,866
Newport	4,756	4,434	-6.8	4,370	1,722	*	*	*	*	*	58,229	13,326	33,808	*	*	*
RUTLAND	58,244	62,142	6.7	64,023	22,890	18,134	17,798	9,411	11,716	9,027	1,009,036	15,761	44,081	516	1,746	24,589
Rutland	18,436	18,230	-1.1	18,189	6,894	*	*	*	*	*	196,330	10,794	28,073	*	*	*
WASHINGTON	52,365	54,928	4.9	56,411	19,793	14,610	15,626	8,462	10,380	7,333	868,790	15,401	43,894	361	926	13,856
Barre	9,824	9,482	-3.5	9,414	3,646	*	*	*	*	*	103,156	10,958	28,278	*	*	*
Montpelier	8,241	8,247	0.1	8,248	3,207	*	*	*	*	*	100,492	12,183	31,336	*	*	*

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

VERMONT POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
WINDHAM	36,926	41,588	12.6	43,265	17,425	10,989	11,292	6,966	7,917	6,014	507,852	11,738	29,145	287	3,291	10,175
Bellows Falls	3,456	3,313	-4.1	3,284	1,312	*	*	*	*	*	39,118	11,910	29,817	*	*	*
Brattleboro	11,886	12,241	3.0	12,312	4,751	*	*	*	*	*	135,927	11,040	28,612	*	*	*
WINDSOR	51,047	54,055	5.9	55,613	20,492	13,903	14,404	8,396	10,733	8,175	969,492	17,433	47,310	534	1,678	11,889
Hartford	7,963	9,404	18.1	9,692	3,758	*	*	*	*	*	159,190	16,425	42,356	*	*	*
Springfield	10,190	9,579	-6.0	9,457	3,662	*	*	*	*	*	136,564	14,441	37,293	*	*	*
White River Junction	2,582	2,660	2.6	2,664	1,072	*	*	*	*	*	53,149	19,954	49,581	*	*	*

VIRGINIA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	5,392,252	6,187,358	14.7	6,385,711	2,434,742	1,011,879	1,166,802	596,626	769,094	458,445	99,668,618	15,608	40,936	26,047	267,610	554,993
METRO AREAS (MSAs/PMSAs/CMSAs)																
Charlottesville, Va	114,053	131,107	15.0	135,527	51,615	11,097	33,882	21,142	23,311	46,095	2,027,647	14,961	39,284	496	668	8,507
Danville, Va	111,945	108,711	-2.9	109,463	41,876	26,819	27,366	17,076	18,828	19,375	1,286,676	11,754	30,726	*	*	*
Lynchburg, Va	141,565	142,199	0.4	142,682	53,509	11,504	35,670	22,258	24,541	48,707	2,093,928	14,676	39,132	408	698	3,634
Norfolk-Virginia-Beach-Newport-News	1,160,994	1,396,107	19.3	1,449,594	538,682	115,817	362,399	226,137	249,330	495,912	19,531,028	13,473	36,257	130	2,916	665
Richmond-Petersburg, Va	764,040	865,640	13.3	892,060	354,120	218,555	223,015	139,161	153,434	157,895	12,419,164	13,922	35,071	1,465	22,992	27,319
Roanoke, Va	220,768	224,477	1.7	226,013	89,586	54,373	56,503	35,758	38,874	41,504	3,516,174	15,557	39,249	532	2,086	9,848
COUNTIES, Cities																
ACCOMACK	31,305	31,703	1.3	32,021	12,808	8,623	8,488	3,972	6,790	6,077	350,125	10,934	27,336	323	28,748	20,975
ALBEMARLE	56,186	68,040	21.1	70,939	25,066	14,963	23,709	10,796	12,367	6,491	1,026,959	14,477	40,969	*	*	*
ALLEGHANY	14,362	13,176	-8.3	12,939	4,572	4,096	4,096	2,188	3,181	1,939	161,269	12,464	35,274	*	*	*
AMELIA	8,420	8,787	4.4	8,927	3,653	2,345	2,345	1,168	1,700	1,159	150,586	16,869	41,225	322	2,412	31,712
AMHERST	29,276	28,578	-2.4	28,438	10,276	7,621	8,876	4,530	6,122	3,459	476,564	16,758	46,377	408	698	3,634
APPOMATTOX	12,011	12,298	2.4	12,448	4,910	3,597	3,374	1,687	2,655	1,766	153,605	12,340	31,283	358	709	4,616
ARLINGTON	152,541	170,936	12.1	175,925	87,963	23,367	44,654	35,051	32,970	23,847	4,513,953	25,658	51,317	*	*	*
AUGUSTA	54,026	54,677	1.2	55,218	19,512	14,869	16,435	8,849	12,702	7,405	814,114	14,744	41,724	*	*	*
BATH	5,926	4,799	-19.0	4,574	1,599	1,443	1,596	877	1,315	853	80,012	17,494	50,028	136	178	1,561
BEDFORD	35,241	45,656	29.6	48,097	16,995	11,187	11,014	6,497	8,820	5,507	444,847	9,249	26,175	*	*	*
BLAND	6,368	6,514	2.3	6,593	2,383	1,732	2,015	1,068	1,358	905	108,882	16,516	45,682	327	180	5,256
BOTETOURT	23,401	24,992	6.8	25,500	9,796	6,563	6,805	4,115	6,079	3,362	507,759	19,912	51,834	532	2,086	9,848
BRUNSWICK	15,595	15,987	2.5	16,186	6,367	4,282	4,603	1,876	2,967	2,342	225,157	13,911	35,361	402	8,017	5,651
BUCHANAN	37,965	31,333	-17.5	30,843	12,923	12,006	11,063	5,210	6,532	2,945	535,062	17,348	41,404	105	206	172
BUCKINGHAM	11,798	12,873	9.1	13,187	5,484	3,540	3,713	1,677	2,422	1,943	192,129	14,570	35,036	346	1,067	9,358
CAMPBELL	45,540	47,572	4.5	48,338	17,080	13,368	13,587	7,316	10,302	5,126	678,425	14,036	39,719	*	*	*
CAROLINE	17,909	19,217	7.3	19,625	8,042	5,719	5,580	2,690	3,686	2,232	341,151	17,384	42,421	200	3,912	1,403

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
CARROLL	27,343	26,594	-2.7	26,444	9,344	7,267	7,564	4,123	6,259	4,420	257,040	9,720	27,507	*	*	*
CHARLES CITY	6,687	6,282	-6.1	6,201	2,738	1,777	1,965	918	1,189	614	112,092	18,076	40,944	47	2,140	333
CHARLOTTE	12,224	11,688	-4.4	11,581	4,602	3,216	3,145	1,348	2,318	1,786	153,086	13,219	33,264	518	5,391	6,746
CHESTERFIELD	143,563	209,274	45.8	224,084	87,959	57,556	57,762	36,795	40,495	12,950	3,105,668	13,859	35,308	169	2,236	3,100
CLARKE	9,998	12,101	21.0	12,616	4,852	2,761	2,807	1,707	2,429	1,753	139,015	11,019	28,649	315	5,040	9,316
CRAIG	3,972	4,372	10.1	4,485	1,601	1,048	1,141	654	911	659	65,087	14,511	40,642	177	97	2,317
CULPEPER	22,639	27,791	22.8	29,038	11,404	6,976	6,669	3,526	4,932	3,450	428,932	14,772	37,611	492	4,818	13,439
Culpeper	6,621	8,581	29.6	8,973	3,451	*	*	*	*	*	93,619	10,433	27,127	*	*	*
CUMBERLAND	7,926	7,825	-1.3	7,805	3,172	2,318	2,165	993	1,478	1,131	126,729	16,237	39,952	277	663	21,711
DICKENSON	19,846	17,620	-11.2	17,175	7,131	6,425	5,795	2,835	3,737	2,205	350,412	20,403	49,137	120	*	222
DINWIDDIE	22,688	20,960	-7.6	20,615	7,285	2,218	2,789	1,273	1,863	1,198	179,627	8,713	24,658	*	*	*
ESSEX	8,840	8,689	-1.7	8,659	3,374	11,385	11,743	6,006	8,427	7,261	159,119	18,377	47,154	142	6,129	1,282
FAIRFAX	600,939	818,584	36.2	868,579	304,765	206,538	278,002	124,080	117,012	58,899	19,250,666	22,163	63,166			
FAUQUIER	36,164	48,741	34.8	51,641	18,248	13,443	12,125	5,931	7,820	4,613	689,375	13,349	37,779	978	4,310	27,184
FLOYD	11,585	12,005	3.6	12,180	4,304	2,963	3,536	1,744	2,439	1,512	139,304	11,437	32,368	772	2,024	12,877
FLUVANNA	10,287	12,429	20.8	12,954	5,215	2,994	3,028	1,569	2,088	1,361	186,599	14,405	35,780	261	447	4,245
FRANKLIN	35,889	39,549	10.2	40,583	15,084	9,618	11,478	5,660	7,916	4,908	366,561	9,032	24,301	1,016	6,093	27,755
FREDERICK	34,429	45,723	32.8	48,342	17,082	11,580	10,445	5,109	6,736	3,974	512,672	10,805	30,013	*	*	*
GILES	17,803	16,366	-8.1	16,079	6,095	4,996	4,959	2,792	3,784	1,837	214,704	13,353	35,224	*	*	*
GLOUCESTER	20,285	30,131	48.5	32,341	12,279	7,951	7,890	4,343	6,392	3,976	537,556	16,622	43,777	130	2,916	655
GOOCHLAND	11,831	14,163	19.7	14,739	5.644	3,106	3,656	1,952	2,857	1,546	157,966	10,717	27,987	253	1,109	3,876
GRAYSON	16,630	16,278	-2.1	16,208	5,971	4,338	4,627	2,440	3,832	2,838	243,399	15,018	40,766	865	971	12,990
GREENE	7,696	10,297	33.8	10,898	4,360	2,536	2,438	1,565	1,665	901	150,076	13,771	34,420	225	221	4,262
GREENSVILLE	10,952	8,853	-19.2	8,433	2,980	3,144	2,825	1,274	1,767	1,264	119,784	14,204	40,199	*	*	*
HALIFAX	30,408	29,033	-4.5	28,756	10,162	7,764	7,764	3,794	5,721	4,145	258,926	9,004	25,480	*	*	*
HANOVER	50,406	63,306	25.6	66,380	26,264	16,457	18,056	9,861	14,856	7,396	920,809	13,872	35,060	554	8,671	10,364
HENRICO	181,213	217,881	20.2	226,904	90,762	46,850	57,376	33,641	42,722	25,592	3,325,643	14,657	36,641	158	4,713	930
HENRY	57,764	56,942	-1.4	56,778	20,063	14,933	16,095	8,193	12,667	6,150	655,511	11,545	32,673	*	*	*
HIGHLAND	2,997	2,635	-12.1	2,563	917	715	724	407	572	513	35,255	13,758	38,446	303	68	6,953
ISLE OF WIGHT	21,623	25,053	15.9	25,932	10,498	6,642	6,840	3,470	4,957	2,850	467,294	18,020	44,513	245	13,778	12,440
JAMES CITY	22,958	34,859	51.8	37,518	13,257	7,980	8,703	4,522	6,380	3,438	495,049	13,195	37,343	*	*	*
KING AND QUEEN	5,955	6,289	5.6	6,403	2,518	1,758	1,677	845	1,271	1,002	120,015	18,742	47,659	157	3,973	1,476
KING GEORGE	10,647	13,527	27.0	14,209	5,648	3,904	3,430	1,932	2,576	1,288	143,630	10,109	25,429	141	1,553	793
KING WILLIAM	9,405	10,913	16.0	11,299	4,572	2,980	2,945	1,622	2,156	1,400	206,174	18,248	45,095	121	4,304	2,793
LANCASTER	10,109	10,896	7.8	11,136	4,640	2,511	2,626	1,250	2,419	2,660	223,576	20,076	48,184	84	1,463	293
LEE	26,033	24,496	-5.9	24,189	9,654	8,003	7,273	3,707	5,026	4,100	383,829	15,868	39,760	1,431	5,396	5,350
LOUDOUN	57,748	86,129	49.1	92,494	37,237	21,534	20,094	13,497	15,089	5,611	1,428,085	15,440	38,351	934	9,570	18,039
LOUISA	17,788	20,325	14.3	20,989	8,460	5,462	5,402	2,600	3,890	2,782	301.124	14,347	35,596	397	1,142	6,494
LUNENBERG	12,136	11,419	-5.9	11,278	4,291	3,276	3,239	1,507	2,479	1,956	162,281	14,392	37,822	404	6,165	2,786
MADISON	10,231	11,949	16.8	12,385	5,008	2,854	2,898	1,532	2,165	1,632	193,203	15,600	38,577	441	1,337	14,502
MATHEWS	7,967	8,348	4.8	8,487	3,536	1,812	2,013	993	1,925	1,969	99,410	11,713	28,113	77	2,264	342
MECKLENBURG	29,358	29,241	-0.4	29,218	10,929	7,950	7,859	3,762	5,947	4,855	441,914	15,125	40,437	780	16,190	7,431
MIDDLESEX	7,782	8,653	11.2	8,893	3,706	2,001	2,082	1,018	1,947	1,965	85,437	9,607	23,056	83	1,952	1,097
MONTGOMERY	63,635	73,913	16.2	76,538	27,046	12,789	32,968	9,308	10,302	5,684	759,452	9,922	28,080	*	*	*
Christiansburg	10,345	15,004	45.0	15,936	6,129	*	*	*	*	*	158,882	9,958	25,890	*	*	*
NELSON	12,195	12,778	4.8	12,991	5,000	3,66[illegible]	3,869	1,972	3,018	2,420	224,437	17,276	44,889	305	2,089	3,315
NEW KENT	8,868	10,445	17.8	10,841	4,190	2,846	2,889	1,721	2,050	1,126	127,521	11,763	30,434	72	1,517	259
NORTHAMPTON	14,534	13,061	-10.1	12,766	4,910	4,069	3,963	1,628	2,818	2,577	263,690	20,655	53,704	180	19,684	137
NORTHUMBERLAND	9,834	10,524	7.0	10,742	4,476	2,223	2,443	1,117	2,234	2,422	113,684	10,583	25,398	159	4,429	456
NOTTOWAY	14,671	14,993	2.2	15,170	5,629	3,870	3,735	1,673	2,958	2,704	257,370	16,965	45,725	302	1,978	14,424
ORANGE	17,880	21,421	19.8	22,295	8,712	5,268	5,350	2,737	4,115	3,128	345,450	15,494	39,653	424	1,997	13,924
PAGE	19,412	21,690	11.7	22,312	8,446	5,350	5,317	2,898	4,275	3,003	345,437	15,482	40,902	489	692	44,177
PATRICK	17,611	17,473	-0.8	17,445	6,546	4,737	4,833	2,655	4,126	2,770	162,421	9,310	24,812	643	4,173	5,676
PITTSYLVANIA	66,276	55,655	-16.0	54,521	19,265	17,841	19,150	9,644	13,570	8,680	759,577	13,932	39,427	*	*	*
POWHATAN	13,131	15,328	16.7	15,886	5,793	3,836	4,762	2,567	2,811	1,299	166,956	10,510	28,820	212	2,606	8,457

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

VIRGINIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
PRINCE EDWARD	16,476	17,320	5.1	17,620	5,694	4,400	6,554	1,917	2,921	2,465	233,698	13,263	41,043	353	2,461	7,416
PRINCE GEORGE	25,820	27,394	6.1	27,917	9,865	7,221	10,406	4,338	4,091	1,373	277,512	9,941	28,132	•	•	•
PRINCE WILLIAM	167,630	215,686	28.7	226,987	80,208	65,752	58,744	37,926	36,689	7,214	4,413,242	19,443	55,023	•	•	•
Woodbridge	14,867	19,750	32.8	20,727	8,077	•	•	•	•	•	357,589	17,253	44,270	•	•	•
PULASKI	35,191	34,496	-2.0	34,357	12,872	9,469	10,078	5,742	7,606	5,134	503,701	14,661	39,133	360	583	11,832
Pulaski	10,106	9,985	-1.2	9,961	3,831	•	•	•	•	•	106,693	10,711	27,849	•	•	•
RAPPAHANNOCK	6,125	6,622	8.1	6,772	2,566	1,525	1,648	976	1,370	944	113,715	16,792	44,316	288	1,910	3,295
RICHMOND	6,973	7,273	4.3	7,388	2,787	1,950	2,067	959	1,619	1,274	73,734	9,980	26,461	148	5,281	-770
ROANOKE	73,261	79,332	8.3	81,150	30,055	7,639	9,050	5,609	8,018	4,095	1,125,089	13,864	37,434	•	•	•
ROCKBRIDGE	17,945	18,350	2.3	18,569	6,561	4,497	18,429	2,525	3,981	2,562	149,013	8,025	22,711	•	•	•
ROCKINGHAM	57,067	57,482	0.7	57,997	20,493	15,071	17,976	8,655	11,621	7,142	808,131	13,934	39,434	•	•	•
RUSSELL	31,951	28,667	-10.3	28,010	9,898	10,612	9,572	4,682	6,173	3,641	290,470	10,370	29,348	•	•	•
SCOTT	25,068	23,204	-7.5	22,827	8,875	6,860	7,194	3,722	5,833	4,138	405,486	17,763	45,688	1,667	5,325	5,100
Gate City	2,494	2,214	-11.2	2,158	744	•	•	•	•	•	19,775	9,163	26,574	•	•	•
SHENANDOAH	27,663	31,636	14.4	32,674	12,567	7,059	7,561	4,076	6,055	4,785	292,503	8,952	23,275	830	3,524	41,439
Strasburg	2,431	3,762	54.8	4,028	1,549	•	•	•	•	•	29,073	7,217	18,765	•	•	•
SMYTH	33,338	32,370	-2.9	32,176	11,991	8,780	9,202	4,601	7,516	5,058	490,224	15,236	40,883	873	2,185	13,597
SOUTHAMPTON	18,705	17,550	-6.2	17,319	6,120	4,733	5,851	2,291	3,578	2,670	219,614	12,681	35,884	•	•	•
SPOTSYLVANIA	34,904	57,403	64.5	62,367	22,037	15,525	12,914	7,884	48,366	48,366	513,049	8,226	23,281	•	•	•
STAFFORD	40,919	61,236	49.7	65,789	26,742	17,371	16,493	9,416	11,171	4,036	1,076,208	16,358	40,245	197	659	1,541
SURRY	6,046	6,145	1.6	6,211	2,483	1,797	1,823	815	1,060	950	56,796	9,144	22,872	126	6,837	2,970
SUSSEX	10,857	10,248	-5.6	10,126	3,996	2,541	2,892	1,265	1,928	1,406	171,904	16,976	43,020	196	12,302	1,908
TAZEWELL	50,579	45,960	-9.1	45,525	18,118	15,343	14,370	7,563	10,264	6,429	934,252	20,522	51,565	488	421	10,254
Bluefield	5,946	5,363	-9.8	5,246	2,018	•	•	•	•	•	97,017	18,492	48,079	•	•	•
WARREN	21,246	26,142	23.0	27,325	10,064	6,250	6,374	3,447	5,134	3,596	421,626	15,430	41,895	223	830	2,126
WASHINGTON	46,749	45,887	-1.8	45,715	16,154	12,720	13,734	7,196	10,389	6,669	651,218	14,245	40,314	•	•	•
WESTMORELAND	14,085	15,480	9.9	15,877	6,106	3,763	3,798	1,711	2,927	2,762	148,521	9,354	24,324	181	10,052	992
WISE	43,841	39,573	-9.7	38,719	13,829	14,351	12,944	6,331	8,348	4,924	380,576	9,829	27,521	•	•	•
WYTHE	25,591	25,466	-0.5	25,441	9,666	7,259	7,344	3,883	5,627	4,052	268,900	10,570	27,820	746	698	22,349
YORK	44,556	42,422	-4.8	41,995	14,839	11,999	12,884	6,818	9,431	3,188	849,535	20,229	57,249	•	•	•
INDEPENDENT CITIES																
Alexandria	103,002	111,183	7.9	113,665	55,447	•	•	•	•	•	3,091,175	27,195	55,751	•	•	•
Bedford City	5,991	6,073	1.4	6,135	2,556	•	•	•	•	•	85,651	13,961	33,506	•	•	•
Bristol	19,024	18,426	-3.1	18,306	7,628	•	•	•	•	•	278,908	15,236	36,565	•	•	•
Buena Vista	6,724	6,406	-4.7	6,342	2,393	•	•	•	•	•	53,044	8,363	22,163	•	•	•
Charlottesville	39,884	40,341	1.1	40,736	16,973	•	•	•	•	•	664,013	16,301	39,121	•	•	•
Chesapeake	114,407	151,976	32.8	160,686	54,470	•	•	•	•	•	2,135,126	13,288	39,198	•	•	•
Clifton Forge	5,025	4,679	-6.9	4,610	1,921	•	•	•	•	•	42,628	9,247	22,193	•	•	•
Colonial Heights	16,426	16,064	-2.2	15,992	6,198	•	•	•	•	•	312,215	19,524	50,371	•	•	•
Covington	9,059	6,991	-22.8	6,577	2,665	•	•	•	•	•	64,005	9,731	23,841	•	•	•
Danville	45,669	53,056	16.2	54,942	22,610	•	•	•	•	•	527,099	9,594	23,313	•	•	•
Emporia	4,843	5,306	9.6	5,439	2,141	•	•	•	•	•	63,967	11,761	29,872	•	•	•
Fairfax City	20,619	19,622	-4.8	19,423	7,413	•	•	•	•	•	456,148	23,485	61,532	•	•	•
Falls Church	9,577	9,578	0.0	9,650	4,386	•	•	•	•	•	279,513	28,965	63,723	•	•	•
Franklin	7,309	7,864	7.6	8,035	2,976	•	•	•	•	•	104,149	12,962	34,998	•	•	•
Fredericksburg	15,228	19,027	24.9	19,935	8,667	•	•	•	•	•	313,626	15,732	36,184	•	•	•
Galax	6,534	6,670	2.1	6,747	2,847	•	•	•	•	•	75,497	11,189	26,518	•	•	•
Hampton	122,287	133,793	9.4	137,115	51,595	•	•	•	•	•	1,779,402	12,977	34,488	•	•	•
Harrisonburg	19,750	30,707	55.5	33,145	13,696	•	•	•	•	•	340,223	10,265	24,840	•	•	•
Hopewell	23,334	23,101	-1.0	23,054	8,867	•	•	•	•	•	243,507	10,562	27,462	•	•	•
Lexington	7,276	6,959	-4.4	6,896	2,897	•	•	•	•	•	78,290	11,354	27,022	•	•	•
Lynchburg	66,760	66,049	-1.1	65,905	26,153	•	•	•	•	•	938,939	14,247	35,902	•	•	•
Manassas	15,438	27,957	81.1	30,689	11,039	•	•	•	•	•	391,289	12,750	35,445	•	•	•
Manassas Park	6,524	6,734	3.2	6,827	2,202	•	•	•	•	•	107,255	15,711	48,703	•	•	•
Martinsville	18,075	16,162	-10.6	15,779	6,069	•	•	•	•	•	257,395	16,312	42,412	•	•	•

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Newport News	144,449	170,045	17.7	176,478	67,876	*	*	*	*	*	2,240,310	12,695	33,006	*	*	*
Norfolk	265,831	261,229	-1.7	260,809	103,496	*	*	*	*	*	3,637,543	13,947	35,147	*	*	*
Norton	4,793	4,247	-11.4	4,138	1,550	*	*	*	*	*	60,660	14,660	39,142	*	*	*
Petersburg	40,807	38,386	-5.9	37,902	14,578	*	*	*	*	*	455,146	12,009	31,222	*	*	*
Poquoson	8,726	11,005	26.1	11,547	3,914	*	*	*	*	*	109,663	9,497	28,017	*	*	*
Portsmouth	104,476	103,907	-0.5	103,793	39,920	*	*	*	*	*	1,460,080	14,067	36,575	*	*	*
Radford	13,488	15,940	18.2	16,554	6,897	*	*	*	*	*	126,761	7,658	18,378	*	*	*
Richmond	219,268	203,056	-7.4	201,546	83,978	*	*	*	*	*	3,034,504	15,056	36,135	*	*	*
Roanoke	100,163	96,397	-3.8	95,644	39,852	*	*	*	*	*	1,464,608	15,313	36,752	*	*	*
Salem	23,943	23,756	-0.8	23,719	9,883	*	*	*	*	*	418,717	17,654	42,368	*	*	*
South Boston	7,088	6,997	-1.3	6,979	2,769	*	*	*	*	*	106,201	15,218	38,349	*	*	*
Staunton	21,822	24,461	12.1	25,176	10,276	*	*	*	*	*	318,787	12,662	31,022	*	*	*
Suffolk	47,111	52,141	10.7	53,546	19,471	*	*	*	*	*	706,212	13,189	36,270	*	*	*
Virginia Beach	265,096	393,069	48.3	421,804	151,728	*	*	*	*	*	5,426,646	12,865	35,766	*	*	*
Waynesboro	15,215	18,549	21.9	19,360	7,683	*	*	*	*	*	191,097	9,871	24,874	*	*	*
Williamsburg	9,812	11,530	17.5	11,963	5,835	*	*	*	*	*	153,907	12,866	26,375	*	*	*
Winchester	20,129	21,947	9.0	22,478	9,565	*	*	*	*	*	326,766	14,537	34,162	*	*	*

WASHINGTON POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS.........	4,147,977	4,866,695	17.3	5,010,439	1,997,972	1,298,396	1,411,966	783,046	923,891	589,833	76,090,596	15,186	38,084	33,559	1,688,659	1,233,978
METRO AREAS (MSAs/PMSAs/CMSAs)																
Bellingham, WA	107,005	127,780	19.4	131,935	50,410	33,248	40,636	20,978	21,373	15,832	2,115,613	16,035	41,968	1,463	28,173	151,748
Bremerton, WA	147,996	189,731	28.2	198,078	78,967	53,481	55,264	30,702	35,852	22,383	2,257,263	11,396	28,585	404	538	5,149
Olympia, WA	125,386	161,238	28.6	168,408	66,106	46,144	46,144	25,935	31,492	18,693	2,235,201	13,273	33,811	806	11,550	49,824
Richland-Kennewick-Pasco, WA	146,046	150,033	2.7	150,830	63,986	46,352	41,100	23,524	26,955	12,899	2,476,580	16,420	38,705	2,072	262,799	46,695
Seattle, WA	1,614,078	1,972,961	22.2	2,044,738	823,538	478,957	582,914	348,342	397,416	235,555	32,735,211	16,009	39,749	2,971	37,868	123,683
Spokane, WA	342,230	361,364	5.6	365,191	140,458	98,602	103,714	54,048	63,908	45,284	4,525,118	12,391	32,217	1,901	43,119	20,455
Tacoma, WA	487,055	586,206	20.4	606,036	232,879	164,236	181,811	87,269	107,874	64,240	9,729,953	16,055	41,781	1,228	19,737	59,243
Vancouver, WA	193,488	238,053	23.0	246,966	102,149	72,608	66,434	40,008	42,972	24,697	3,426,104	13,873	33,540	1,428	8,460	28,404
Yakima, WA	172,683	188,823	9.4	192,055	81,222	57,617	50,703	25,543	33,418	24,190	3,039,848	15,828	37,427	4,230	311,621	186,445
COUNTIES, Cities																
ADAMS	13,165	13,603	3.3	13,691	5,757	4,819	3,395	1,698	2,396	1,396	262,439	19,169	45,590	805	75,879	106,619
ASOTIN	16,849	17,605	4.5	17,756	6,857	5,007	4,634	2,362	3,161	2,575	214,802	12,097	31,324	149	4,412	4,156
Clarkston	6,903	6,753	-2.2	6,723	2,911	*	*	*	*	*	90,893	13,520	31,222	*	*	*
BENTON	110,808	112,560	1.6	112,910	47,437	33,421	30,937	18,291	21,001	9,250	1,802,132	15,961	37,990	1,178	110,818	22,318
Kennewick	34,397	42,155	22.6	43,707	17,192	*	*	*	*	*	683,016	15,627	39,728	*	*	*
Richland	33,578	32,315	-3.8	32,062	12,642	*	*	*	*	*	711,765	22,1[illegible]	56,303	*	*	*
CHELAN	45,063	52,250	15.9	53,687	20,102	13,476	13,798	7,355	10,469	8,590	938,406	17,479	46,683	1,411	102,073	779
Wenatchee	17,257	21,756	26.1	22,656	9,111	*	*	*	*	*	248,064	10,949	27,226	*	*	*
CLALLAM	52,045	56,464	8.5	57,348	21,159	15,197	14,738	8,086	10,151	9,176	947,171	16,516	44,765	375	1,889	3,891
Port Angeles	17,311	17,710	2.3	17,790	7,220	*	*	*	*	*	232,303	13,058	32,173	*	*	*
CLARK	193,488	238,053	23.0	246,966	102,149	72,608	66,434	40,008	42,972	24,697	3,426,104	13,873	33,540	1,428	8,460	28,404
Vancouver	42,834	46,380	8.3	47,069	18,510	*	*	*	*	*	491,828	10,445	26,571	*	*	*

WASHINGTON POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
COLUMBIA	4,039	4,024	-0.4	4,021	1,568	1,037	848	555	792	792	72,840	18,115	46,453	212	17,092	1,689
COWLITZ	79,792	82,119	2.9	82,584	32,797	23,454	21,802	12,388	14,865	10,075	1,459,229	17,670	44,493	435	3,631	7,701
Kelso	11,129	11,820	6.2	11,958	4,972	•	•	•	•	•	141,062	11,796	28,372	•	•	•
Longview	31,062	31,499	1.4	31,588	12,498	•	•	•	•	•	477,746	15,124	38,225	•	•	•
DOUGLAS	22,097	26,205	18.6	27,027	11,292	7,784	6,811	4,054	5,243	3,135	251,109	9,291	22,239	948	75,865	6,920
FERRY	5,905	6,295	6.6	6,373	2,608	2,141	1,702	911	1,026	593	121,313	19,036	46,509	218	346	4,484
FRANKLIN	35,238	37,473	6.3	37,920	16,549	12,931	10,163	5,233	5,953	3,640	674,448	17,786	40,755	894	151,981	24,377
Pasco	17,944	20,337	13.3	20,816	8,393	•	•	•	•	•	213,784	10,270	25,471	•	•	•
GARFIELD	2,413	2,248	-6.8	2,215	881	633	467	259	443	412	44,384	20,038	50,383	210	16,243	3,049
GRANT	48,423	54,758	13.1	56,025	23,523	17,872	14,510	7,115	9,916	6,611	734,111	13,103	31,208	1,881	214,358	136,611
Moses Lake	10,629	11,235	5.7	11,356	4,714	•	•	•	•	•	188,334	16,584	39,956	•	•	•
GRAYS HARBOR	66,279	64,175	-3.2	63,754	24,872	17,660	16,576	8,862	11,540	9,117	890,930	13,974	35,820	410	3,516	13,354
Aberdeen	18,739	16,565	-11.6	16,130	6,512	•	•	•	•	•	198,312	12,294	30,453	•	•	•
ISLAND	44,569	60,195	35.1	63,320	23,550	17,286	17,603	9,118	10,828	8,485	636,514	10,052	27,029	286	777	7,501
JEFFERSON	16,136	20,146	24.9	20,948	7,719	5,048	4,734	3,121	4,169	3,854	307,980	14,702	39,898	120	202	2,411
KING	1,273,654	1,507,319	18.3	1,554,052	621,621	345,000	446,013	268,851	306,148	186,486	25,110,109	16,158	40,395	1,498	23,329	50,421
Auburn	26,417	33,102	25.3	34,439	13,624	•	•	•	•	•	413,250	11,999	30,332	•	•	•
Bellevue	73,903	86,874	17.6	89,468	34,764	•	•	•	•	•	1,667,981	18,643	47,980	•	•	•
Kent	23,152	37,960	64.0	40,922	16,234	•	•	•	•	•	427,633	10,450	26,342	•	•	•
Renton	30,612	41,688	36.2	43,903	17,309	•	•	•	•	•	519,158	11,825	29,994	•	•	•
Seattle	493,846	516,259	4.5	520,742	200,667	•	•	•	•	•	7,142,440	13,716	35,593	•	•	•
KITSAP	147,996	189,731	28.2	198,078	78,967	53,481	55,264	30,702	35,852	22,383	2,257,263	11,396	28,585	404	538	5,149
Bremerton	36,208	38,142	5.3	38,529	15,192	•	•	•	•	•	391,591	10,164	25,776	•	•	•
KITTITAS	24,764	26,725	7.9	27,117	11,299	5,993	9,681	3,742	4,257	3,417	353,869	13,050	31,320	740	19,648	40,616
Ellensburg	11,752	12,361	5.2	12,483	5,176	•	•	•	•	•	152,553	12,221	29,476	•	•	•
KLICKITAT	15,943	16,616	4.2	16,751	6,934	4,925	4,221	2,496	2,931	2,178	193,273	11,538	27,873	545	18,836	10,832
LEWIS	55,458	59,358	7.0	60,138	24,786	17,560	15,155	7,938	10,765	8,660	984,392	16,369	39,715	1,162	5,064	44,499
Centralia	11,555	12,101	4.7	12,210	5,051	•	•	•	•	•	137,821	11,287	27,283	•	•	•
Chehalis	6,100	6,527	7.0	6,612	2,900	•	•	•	•	•	80,624	12,193	27,801	•	•	•
LINCOLN	9,610	8,864	-7.8	8,715	3,395	2,353	1,926	1,133	1,726	1,569	127,743	14,658	37,630	799	53,108	11,351
MASON	31,494	38,341	21.7	39,710	15,023	10,484	10,484	5,123	7,664	5,957	588,703	14,825	39,187	165	366	774
OKANOGAN	30,706	33,350	8.6	33,879	14,039	9,960	8,266	4,879	6,268	4,540	498,818	14,724	35,531	1,476	91,468	14,759
PACIFIC	17,217	18,882	9.7	19,215	7,076	4,823	4,439	2,421	3,708	3,805	271,157	14,112	38,322	270	5,185	5,662
PEND OREILLE	8,342	8,915	3.2	8,970	3,659	2,763	2,135	1,175	1,704	1,193	160,328	17,875	43,813	227	523	1,831
PIERCE	487,055	586,206	20.4	606,036	232,879	164,236	181,811	87,269	107,874	64,240	9,729,953	16,055	41,781	1,228	19,737	59,243
Tacoma	158,501	176,664	11.5	180,297	69,727	•	•	•	•	•	2,099,945	11,647	30,117	•	•	•
SAN JUAN	7,979	10,035	25.8	10,446	4,542	2,204	2,152	1,797	2,131	2,152	149,541	14,315	32,926	155	269	753
SKAGIT	64,533	79,555	23.3	82,559	31,957	21,713	20,888	11,971	15,439	12,466	1,318,789	15,974	41,267	806	47,672	54,860
Mount Vernon	13,009	17,647	35.7	18,575	7,549	•	•	•	•	•	225,704	12,151	29,897	•	•	•
SKAMANIA	8,051	8,289	3.0	8,337	3,363	2,451	2,117	1,242	1,576	942	138,772	16,646	41,266	71	540	284
SNOHOMISH	340,424	465,642	36.8	490,686	201,918	133,957	136,901	79,491	91,268	49,069	7,625,101	15,540	37,763	1,473	14,539	73,262
Everett	54,413	69,961	28.6	73,071	28,534	•	•	•	•	•	773,958	10,592	27,124	•	•	•
SPOKANE	342,230	361,364	5.6	365,191	140,458	98,602	103,714	54,048	63,908	45,284	4,525,118	12,391	32,217	1,901	43,119	20,455
Spokane	171,300	177,196	3.4	178,375	68,979	•	•	•	•	•	2,386,630	13,380	34,599	•	•	•
STEVENS	29,427	30,948	5.2	31,252	14,032	10,219	7,657	4,719	5,344	3,344	646,159	20,676	46,049	1,073	4,857	14,606
THURSTON	125,388	161,238	28.6	168,408	66,108	46,144	46,144	25,935	31,492	18,693	2,235,201	13,273	33,811	806	11,550	49,824
Olympia	27,447	33,840	23.3	35,119	13,959	•	•	•	•	•	487,431	13,880	34,920	•	•	•
WAHKIAKUM	3,814	3,327	-12.8	3,230	1,360	953	759	430	565	494	46,158	14,292	33,934	135	161	5,022
WALLA WALLA	47,558	48,439	1.9	48,615	18,698	12,057	13,953	6,855	8,605	7,098	635,594	13,074	33,992	759	89,182	42,852
Walla Walla	25,618	26,478	3.4	26,650	10,598	•	•	•	•	•	410,207	15,392	38,704	•	•	•
WHATCOM	107,005	127,780	19.4	131,935	50,410	33,246	40,636	20,978	21,373	15,832	2,115,613	16,035	41,968	1,463	28,173	151,748
Bellingham	45,794	52,179	13.9	53,456	20,954	•	•	•	•	•	658,820	12,325	31,441	•	•	•

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
WHITMAN	40,057	38,775	-3.2	38,519	15,408	7,280	17,796	4,892	4,930	3,428	555,184	14,413	36,033	1,204	111,632	14,466
Pullman	23,579	23,478	-0.4	23,458	9,348	•	•	•	•	•	360,488	15,367	38,565	•	•	•
YAKIMA	172,663	188,823	9.4	192,055	81,222	57,617	50,703	25,543	33,418	24,199	3,039,848	15,826	37,427	4,239	311,621	186,445
Sunnyside	9,225	11,238	21.8	11,641	4,849	•	•	•	•	•	112,067	9,627	23,111	•	•	•
Yakima	49,826	54,827	10.0	55,827	21,846	•	•	•	•	•	663,084	11,877	30,353	•	•	•

WEST VIRGINIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS.........	1,950,453	1,793,477	-8.0	1,790,391	660,990	381,141	526,544	263,390	360,401	258,914	20,858,096	11,650	31,556	17,237	47,740	219,800
METRO AREAS (MSAs/PMSAs/CMSAs)																
Charleston, WV	269,674	250,454	-7.1	251,045	90,407	64,952	64,492	37,153	50,825	33,622	3,600,226	14,341	39,822	647	2,485	1,335
Huntington-Ashland, WV	336,724	322,293	-4.3	311,675	114,020	87,087	81,353	42,048	61,020	40,116	3,731,762	11,973	32,729	3,197	9,636	16,921
Parkersburg-Marietta, WV	158,231	151,413	-4.3	148,156	55,004	40,216	40,140	20,518	28,518	18,764	2,019,680	13,632	36,719	1,475	4,256	15,203
Wheeling, WV, OH	185,453	170,860	-7.9	156,661	59,454	41,616	39,381	20,980	30,055	24,629	2,325,862	14,846	39,120	1,236	2,677	12,578
COUNTIES, Cities																
BARBOUR	16,706	15,699	-6.0	15,598	5,775	4,367	4,336	1,996	2,620	2,277	120,828	7,747	20,923	459	752	2,939
BERKELEY	47,084	59,253	25.8	64,895	23,495	16,873	18,300	9,020	12,460	8,242	545,105	8,400	23,201	453	11,670	7,142
Martinsburg	13,063	14,073	7.7	14,375	5,374	•	•	•	•	•	99,898	6,949	18,590	•	•	•
BOONE	30,394	25,870	-14.9	25,625	9,298	6,842	8,098	3,562	4,408	2,716	273,742	10,683	29,440	31	20	32
BRAXTON	13,912	12,998	-6.6	12,915	5,012	3,345	3,487	1,705	2,312	2,060	154,692	11,978	30,866	318	127	1,786
BROOKE	31,201	26,992	-13.5	26,500	9,918	7,420	6,811	3,561	5,194	3,525	319,389	12,052	32,204	79	133	981
CABELL	106,696	96,827	-9.2	95,953	32,232	26,675	23,413	12,858	18,807	14,201	1,320,798	13,765	40,978	375	983	975
Huntington	63,684	58,844	-7.6	57,978	21,673	•	•	•	•	•	535,984	9,245	24,730	•	•	•
CALHOUN	8,244	7,885	-4.4	7,813	3,018	1,992	2,281	1,039	1,336	1,164	71,261	9,121	23,615	158	81	586
CLAY	11,315	9,983	-11.8	9,817	3,437	2,621	3,239	1,237	1,580	1,139	71,819	7,316	20,899	97	57	384
DODDRIDGE	7,423	6,994	-5.8	6,908	2,719	1,831	2,017	843	1,174	1,043	78,015	11,293	28,696	272	129	774
FAYETTE	57,768	47,952	-17.0	46,589	17,724	12,719	13,324	5,777	7,920	6,849	386,356	8,293	21,799	185	116	1,153
GILMER	8,352	7,669	-8.2	7,632	2,756	2,410	2,030	901	1,229	1,053	82,893	10,861	30,072	237	115	1,399
GRANT	10,249	10,428	1.7	10,673	4,320	2,754	3,010	1,548	1,984	1,398	138,100	12,939	31,970	353	174	14,235
GREENBRIER	37,819	34,693	-8.3	34,268	12,498	8,978	9,218	4,523	8,442	5,106	467,321	13,637	37,391	729	583	13,304
Lewisburg	3,065	3,598	17.4	3,805	1,422	•	•	•	•	•	42,661	11,213	29,995	•	•	•
Ronceverte	2,312	1,754	-24.1	1,742	651	•	•	•	•	•	30,499	17,504	46,823	•	•	•
White Sulphur	3,371	2,779	-17.6	2,761	1,032	•	•	•	•	•	32,598	11,805	31,578	•	•	•
HAMPSHIRE	14,901	16,498	10.7	17,356	6,542	4,478	5,050	2,291	3,228	2,308	241,928	13,939	36,982	492	5,265	5,041
HANCOCK	40,523	35,233	-13.1	34,775	13,202	9,285	9,007	4,590	7,129	4,764	443,918	12,765	33,624	86	710	152
Weirton	24,736	22,124	-10.6	21,702	8,113	•	•	•	•	•	196,663	9,062	24,241	•	•	•
HARDY	10,024	10,977	9.5	11,391	4,307	3,019	2,905	1,526	2,233	1,709	141,129	12,390	32,769	460	928	39,342
HARRISON	77,806	69,371	-10.6	68,324	24,537	17,401	17,633	8,882	13,118	11,000	823,045	12,046	33,544	554	299	3,307
Clarksburg	22,371	18,059	-19.3	17,297	6,468	•	•	•	•	•	172,680	9,983	26,706	•	•	•
JACKSON	26,000	25,938	-0.2	25,926	9,953	6,922	7,285	3,293	5,522	2,904	210,120	8,105	21,112	679	898	2,455

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

WEST VIRGINIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
JEFFERSON	30,634	35,926	17.3	38,724	14,296	11,036	10,572	5,538	7,009	4,569	366,576	9,466	25,636	363	7,164	11,652
KANAWHA	231,122	207,619	-10.2	205,518	72,407	53,024	51,791	30,006	41,720	28,978	3,084,400	15,008	42,598	177	910	449
Charleston	63,968	57,287	-10.4	56,551	21,140	*	*	*	*	*	720,265	12,737	34,071	*	*	*
LEWIS	18,746	17,223	-8.1	17,118	6,116	4,297	4,605	2,225	3,235	2,756	204,157	11,926	33,382	335	98	2,753
LINCOLN	23,726	21,382	-9.9	21,131	8,403	5,959	6,445	2,705	3,656	2,367	204,712	9,688	24,362	304	941	198
LOGAN	50,492	43,032	-14.8	42,640	15,361	11,385	13,687	5,714	7,206	4,648	377,180	8,846	24,554	27	52	409
Logan	3,029	2,206	-27.2	2,141	801	*	*	*	*	*	16,945	7,913	21,167	*	*	*
MCDOWELL	49,535	35,233	-28.9	34,473	14,558	9,480	11,445	4,137	5,447	3,964	266,127	7,720	18,281	12	*	*
Welch	3,885	3,028	-22.1	2,957	1,105	*	*	*	*	*	21,469	7,261	19,424	*	*	*
MARION	65,663	57,249	-12.8	56,666	20,350	15,130	14,280	7,593	10,710	8,953	616,885	10,886	30,314	362	541	1,305
Fairmont	23,863	20,210	-15.3	19,579	7,319	*	*	*	*	*	157,329	8,035	21,495	*	*	*
MARSHALL	41,668	37,356	-10.3	36,984	13,654	9,801	9,912	5,363	7,027	4,882	392,337	10,608	28,734	425	647	2,735
Moundsville	12,419	10,753	-13.4	10,520	3,933	*	*	*	*	*	66,179	6,291	16,828	*	*	*
MASON	27,168	25,178	-7.3	24,980	9,446	6,520	7,194	3,272	4,971	3,023	310,945	12,448	32,919	709	3,017	10,440
Point Pleasant	5,682	4,998	-12.1	4,959	1,854	*	*	*	*	*	56,161	11,326	30,296	*	*	*
MERCER	73,856	64,980	-12.0	63,805	23,172	13,080	17,164	9,826	14,484	9,252	766,653	12,016	33,086	358	248	1,613
Bluefield	16,060	12,756	-20.6	12,195	4,569	*	*	*	*	*	140,432	11,515	30,803	*	*	*
MINERAL	27,311	26,697	-2.2	26,674	10,045	7,015	7,369	3,708	5,015	3,548	405,227	15,192	40,340	315	452	3,090
Keyser	6,569	5,870	-10.6	5,830	2,180	*	*	*	*	*	74,623	12,799	34,238	*	*	*
MINGO	37,291	33,739	-9.5	33,229	11,556	9,238	11,265	4,253	5,250	3,223	270,272	8,134	23,389	4	*	*
Williamson	5,219	4,154	-20.4	4,041	1,511	*	*	*	*	*	25,448	6,298	16,846	*	*	*
MONONGALIA	75,063	75,509	0.6	77,110	30,018	29,610	16,424	11,104	11,798	8,174	877,851	11,384	29,244	390	385	1,783
Morgantown	27,605	25,879	-6.3	25,634	9,583	*	*	*	*	*	212,357	8,284	22,160	*	*	*
MONROE	12,889	12,406	-3.7	12,309	4,871	3,077	3,348	1,600	2,339	1,945	149,776	12,168	30,748	610	1,054	11,323
MORGAN	10,763	12,128	12.7	12,649	4,500	3,226	3,327	1,657	2,542	1,897	110,251	8,716	24,502	124	714	549
NICHOLAS	28,172	26,775	-5.0	26,706	10,728	7,131	8,199	3,605	4,700	3,071	287,584	10,769	26,807	291	146	1,758
OHIO	61,152	50,871	-16.8	49,915	19,198	14,026	11,331	6,339	9,634	6,585	703,077	14,085	36,622	142	298	1,556
Wheeling	43,070	34,882	-19.0	34,243	12,801	*	*	*	*	*	349,095	10,195	27,270	*	*	*
PENDLETON	7,924	8,054	1.6	8,242	3,076	2,126	2,201	1,088	1,508	1,319	125,655	15,246	40,856	561	259	34,611
PLEASANTS	8,277	7,546	-8.8	7,500	2,709	2,115	2,137	990	1,350	907	136,416	18,189	50,349	89	119	417
POCAHONTAS	9,950	9,008	-9.5	8,920	3,126	2,248	2,355	1,142	1,632	1,543	109,216	12,244	34,937	379	389	4,522
PRESTON	30,574	29,037	-5.0	28,930	11,591	7,609	8,679	3,848	5,092	3,703	250,125	8,646	21,580	714	858	9,422
PUTNAM	38,552	42,835	11.1	45,527	18,000	11,928	12,702	7,148	9,105	4,644	515,826	11,330	28,658	470	1,575	686
RALEIGH	86,745	76,819	-11.4	75,934	29,098	19,363	22,097	10,707	13,592	10,175	746,397	9,830	25,651	260	588	1,192
Beckley	20,492	18,296	-10.7	17,957	6,713	*	*	*	*	*	168,361	9,376	25,080	*	*	*
RANDOLPH	28,796	27,803	-3.4	27,704	10,033	7,923	7,369	3,685	4,765	3,962	330,606	11,933	32,953	383	502	4,827
Elkins	8,536	7,420	-13.1	7,297	2,728	*	*	*	*	*	77,219	10,583	28,309	*	*	*
RITCHIE	11,414	10,233	-10.3	10,097	3,717	2,534	2,847	1,292	1,777	1,646	127,647	12,642	34,337	325	176	2,193
ROANE	15,954	15,120	-5.2	15,053	5,452	3,688	4,365	1,987	2,785	2,228	143,059	9,504	26,238	460	183	1,864
SUMMERS	15,869	14,204	-10.5	13,971	4,783	3,828	3,688	1,942	2,473	2,040	129,627	9,278	27,104	317	548	1,983
TAYLOR	16,611	15,144	-8.8	15,051	5,639	3,838	4,184	2,032	2,784	2,212	136,082	9,041	24,130	245	1,002	2,129
TUCKER	8,667	7,728	-10.8	7,640	2,782	1,971	2,032	1,039	1,383	1,215	116,975	15,311	42,045	160	118	949
TYLER	11,329	9,796	-13.5	9,689	3,802	2,529	2,771	1,250	1,860	1,279	184,021	18,993	48,404	260	181	1,389
UPSHUR	23,492	22,867	-2.7	22,842	8,188	6,898	6,350	3,015	3,746	2,832	250,242	10,955	30,563	354	680	1,699
WAYNE	46,196	41,636	-9.9	40,924	14,733	10,927	11,704	5,525	7,939	4,829	507,761	12,407	34,465	193	197	689
WEBSTER	12,249	10,729	-12.4	10,625	4,219	2,784	3,262	1,392	1,764	1,424	106,899	10,231	25,761	105	87	144
WETZEL	21,848	19,258	-11.9	18,940	7,263	5,019	5,379	2,462	3,618	2,462	183,037	9,664	25,200	203	78	486
WIRT	4,930	5,192	5.3	5,349	1,949	1,482	1,476	642	984	765	41,615	7,780	21,357	221	*	*
WOOD	93,733	86,915	-7.3	86,151	31,128	22,916	23,086	12,147	16,790	11,200	1,168,725	13,566	37,546	520	511	2,686
Parkersburg	39,967	33,862	-15.3	32,741	12,240	*	*	*	*	*	328,514	10,034	26,840	*	*	*
WYOMING	35,673	28,990	-19.2	27,713	10,281	7,677	8,145	3,797	4,696	2,439	281,867	9,450	25,474	53	24	100

WISCONSIN POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS........	4,728,391	4,891,769	3.5	4,982,750	1,898,297	1,342,425	1,431,690	683,032	884,512	635,358	77,567,845	15,567	40,862	75,130	936,623	3,972,453
METRO AREAS (MSAs/PMSAs/CMSAs)																
Appleton-Oshkosh-Neenah, WI	292,881	315,121	7.6	326,221	119,131	91,481	97,252	44,406	56,507	36,464	4,930,475	15,114	41,387	3,519	36,932	206,437
Eau Claire, WI	131,090	137,543	4.9	140,657	54,227	37,814	44,592	16,653	22,507	17,005	1,836,676	13,058	33,870	2,848	16,367	142,972
Green Bay, WI	176,081	194,594	10.5	203,390	76,374	58,373	61,831	29,085	33,966	20,339	3,322,857	16,337	43,508	1,263	11,360	83,363
Jasnesville-Beloit, WI	139,961	139,510	-0.3	139,420	52,248	39,456	39,316	18,822	25,514	16,452	1,828,092	13,112	34,969	1,518	42,722	74,732
Kenosha, WI	123,443	128,181	3.8	132,078	49,186	35,133	37,906	17,963	24,567	16,246	1,740,080	13,175	36,377	505	13,570	19,362
La Crosse, WI	91,410	97,904	7.1	101,701	39,116	24,815	34,070	13,831	16,170	12,713	1,774,502	17,448	45,365	821	5,451	39,954
Madison, WI	325,570	367,085	12.8	381,056	152,422	85,356	131,083	66,304	62,874	35,057	5,616,661	14,740	36,849	2,849	52,842	163,614
Milwaukee, WI	1,402,165	1,432,149	2.1	1,448,397	559,040	376,721	407,850	207,476	273,938	181,696	23,973,677	16,552	42,884	2,400	47,259	94,399
Racine, WI	173,759	175,034	0.7	177,935	66,518	50,534	49,822	24,566	33,096	20,285	2,915,780	16,387	43,834	710	28,573	26,293
Sheboygan, WI	101,279	103,877	2.6	105,973	38,781	29,460	29,037	13,988	18,663	14,730	1,571,951	14,834	40,534	1,213	11,488	69,723
Wausau, WI	111,027	115,400	3.1	117,847	46,568	34,893	32,997	16,145	20,388	13,436	1,665,593	14,133	35,767	3,078	31,601	151,898
COUNTIES, Cities																
ADAMS	13,566	15,682	15.6	16,348	6,530	3,850	4,185	1,945	3,270	3,090	256,743	15,705	39,283	382	19,579	7,370
ASHLAND	16,882	16,307	-3.4	16,192	5,887	4,469	4,637	1,878	2,856	2,753	228,864	14,134	38,874	250	440	5,509
Ashland	9,115	8,695	-4.6	8,679	3,495	*	*	*	*	*	89,087	10,265	25,489	*	*	*
BARRON	39,011	40,750	4.5	41,718	15,944	11,973	11,014	5,006	7,178	6,591	724,250	17,360	45,428	1,659	14,566	124,631
BAYFIELD	13,927	14,008	0.6	14,161	5,287	3,937	3,441	1,764	2,507	2,478	216,380	15,279	41,085	386	1,906	9,033
BROWN	176,081	194,594	10.5	203,390	76,374	58,373	61,831	29,085	33,956	20,339	3,322,857	16,337	43,508	1,263	11,360	83,363
Green Bay	87,899	96,466	9.7	98,955	38,665	*	*	*	*	*	1,100,180	11,118	28,454	*	*	*
BUFFALO	14,332	13,584	-5.2	14,504	5,432	4,090	3,844	1,697	2,582	2,292	213,277	14,705	39,260	1,036	8,434	67,700
BURNETT	12,480	13,084	4.8	13,334	4,891	3,587	3,080	1,507	2,547	2,613	226,564	16,991	46,325	427	1,811	11,048
CALUMET	31,080	34,291	10.3	35,461	15,262	11,208	10,177	4,574	5,922	3,617	496,871	14,012	32,557	941	6,527	65,003
CHIPPEWA	51,989	52,360	0.8	52,952	21,130	16,150	14,509	6,725	8,737	6,831	729,468	13,776	34,523	1,647	8,879	99,940
Chippewa Falls	12,270	12,727	3.7	12,920	5,158	*	*	*	*	*	120,822	9,362	23,433	*	*	*
CLARK	33,072	31,647	-4.3	31,462	12,379	9,753	8,086	3,492	5,288	4,914	384,543	12,222	31,064	2,198	8,017	126,335
COLUMBIA	43,512	45,088	3.6	46,089	17,065	12,674	11,799	6,038	8,711		766,652	16,634	44,925	1,513	27,207	69,869
Portage	7,896	8,640	9.4	8,858	3,582	*	*	*	*	*	95,526	10,784	26,672	*	*	*
CRAWFORD	16,648	15,940	-4.3	15,798	6,025	4,740	4,060	1,896	2,670	2,401	298,247	18,878	49,504	1,033	6,411	30,804
DANE	325,570	367,085	12.8	381,056	152,422	85,356	131,083	66,304	62,874	36,067	5,616,661	14,740	36,849	2,840	52,842	163,614
Madison	170,616	191,262	12.1	196,936	76,839	*	*	*	*	*	3,253,443	16,520	42,341	*	*	*
DODGE	75,096	76,559	1.9	78,012	30,282	21,687	21,453	10,142	13,964	10,766	1,213,450	15,555	40,072	2,151	27,722	153,426
Beaver Dam	14,149	14,196	0.3	14,318	5,700	*	*	*	*	*	166,027	11,596	29,125	*	*	*
DOOR	25,191	25,690	2.0	26,042	10,417	7,214	6,771	3,359	4,401	4,323	511,307	19,634	49,083	911	10,361	27,107
DOUGLAS	44,537	41,758	-6.2	41,402	16,561	11,137	11,593	5,506	6,997	6,252	505,621	12,212	30,531	312	1,653	6,346
Superior	29,571	27,134	-8.2	26,857	10,595	*	*	*	*	*	338,842	12,616	31,980	*	*	*
DUNN	34,666	35,909	3.6	36,512	12,947	9,383	13,254	4,416	5,221	4,272	561,840	15,388	43,397	1,515	15,604	88,184
EAU CLAIRE	79,091	85,183	7.7	87,706	33,097	21,663	30,083	11,928	13,770	10,174	1,107,208	12,624	33,454	1,001	7,488	43,032
Eau Claire	51,509	55,180	7.1	56,356	22,074	*	*	*	*	*	527,263	9,356	23,886	*	*	*
FLORENCE	4,222	4,590	8.7	4,709	1,808	1,323	1,158	532	862	829	63,314	13,445	35,015	83	514	1,977
FOND DU LAC	89,350	90,083	0.8	91,113	32,833	26,241	25,421	12,027	15,671	11,754	1,368,249	15,017	41,672	1,738	23,425	113,221
Fond du Lac	35,863	37,757	5.3	38,437	15,097	*	*	*	*	*	388,758	10,114	25,751	*	*	*
FOREST	9,109	8,776	-3.7	8,709	3,232	2,447	2,404	932	1,463	1,472	122,511	14,067	37,905	135	459	3,614

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

WISCONSIN POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
GRANT	52,045	49,264	-5.3	49,008	18,104	14,016	15,536	5,440	7,596	6,322	591,954	12,079	32,697	2,470	16,331	176,548
GREEN	30,207	30,339	0.4	30,663	11,571	8,770	7,972	4,170	5,274	4,415	411,391	13,417	35,554	1,418	12 663	109,422
Monroe	10,027	10,241	2.1	10,365	4,161	•	•	•	•	•	167,405	16,151	40,229	•	•	•
GREEN LAKE	18,492	18,651	0.9	18,866	7,256	5,131	4,641	2,264	3,452	3,358	307,372	16,293	42,362	711	11,524	35,624
IOWA	19,885	20,150	1.3	20,401	7,352	6,059	5,549	2,570	3,427	2,795	231,474	11,346	31,486	1,351	12,790	100,538
IRON	6,745	6,153	-8.8	6,035	2,390	1,472	1,430	676	1,116	1,340	82,342	13,645	34,454	57	488	•
JACKSON	16,895	16,588	-1.8	16,527	6,168	4,694	4,132	2,033	2,942	2,727	273,816	16,568	44,390	793	21,799	38,938
JEFFERSON	66,485	67,783	2.0	69,070	24,237	18,787	20,030	8,979	12,364	8,910	1,160,236	16,798	47,871	1,440	28,361	73,041
Fort Atkinson	9,785	10,227	4.5	10,397	4,171	•	•	•	•	•	131,891	12,686	31,621	•	•	•
Watertown	18,113	12,388	-31.6	11,332	4,482	•	•	•	•	•	235,680	20,798	52,581	•	•	•
JUNEAU	21,261	21,650	1.8	21,941	8,116	6,407	5,419	2,501	3,993	3,598	353,214	16,099	43,521	762	12,176	29,705
KENOSHA	123,443	128,181	3.8	132,078	49,186	35,133	37,906	17,963	24,567	16,246	1,740,080	13,175	35,377	505	13,570	19,362
Kenosha	77,685	80,352	3.4	80,885	31,635	•	•	•	•	•	1,041,821	12,880	32,933	•	•	•
KEWAUNEE	19,608	18,878	-3.7	18,732	7,791	5,695	5,151	2,210	3,016	2,641	354,378	18,918	45,487	991	11,349	58,331
LA CROSSE	91,410	97,904	7.1	104,701	39,116	24,815	34,070	13,831	16,170	12,713	1,774,502	17,448	45,365	821	5,451	39,954
La Crosse	48,347	51,003	5.5	51,941	20,362	•	•	•	•	•	561,511	10,810	27,576	•	•	•
LAFAYETTE	17,434	16,076	-7.8	15,904	6,492	4,771	4,358	1,765	2,720	2,242	287,586	18,083	44,299	1,341	19,594	106,977
LANGLADE	20,088	19,505	-2.9	19,388	7,412	5,564	5,041	2,152	3,354	3,257	275,739	14,222	37,202	510	18,470	22,960
Antigo	8,653	8,276	-4.4	8,265	3,338	•	•	•	•	•	82,400	9,969	24,683	•	•	•
LINCOLN	26,454	26,993	2.0	27,366	10,098	7,717	7,225	3,147	5,063	4,214	438,779	16,034	43,452	507	2,770	19,491
Merrill	9,578	9,860	2.9	9,995	4,014	•	•	•	•	•	116,264	11,633	28,965	•	•	•
MANITOWOC	83,318	80,421	-3.5	80,142	30,687	22,840	21,879	10,178	13,945	11,300	1,145,699	14,296	37,335	1,529	13,235	103,007
Manitowoc	32,547	32,520	-0.1	32,771	12,887	•	•	•	•	•	332,863	10,157	25,829	•	•	•
Two Rivers	13,354	13,030	-2.4	13,068	5,209	•	•	•	•	•	126,079	9,648	24,203	•	•	•
MARATHON	111,927	115,400	3.1	117,847	46,568	34,883	32,997	16,145	20,388	13,435	1,665,593	14,133	35,767	3,078	31,601	151,898
Wausau	32,426	37,060	14.3	38,287	15,064	•	•	•	•	•	361,541	9,443	24,001	•	•	•
MARINETTE	39,640	40,548	2.3	41,128	15,279	11,680	10,488	4,935	7,197	6,827	625,952	15,219	40,969	716	4,467	34,445
Marinette	11,965	11,843	-1.0	11,912	4,761	•	•	•	•	•	129,540	10,875	27,206	•	•	•
MARQUETTE	11,777	12,321	4.6	12,551	5,020	3,339	2,975	1,406	2,385	2,435	236,271	18,824	47,062	502	9,523	18,381
MENOMINEE	3,373	3,890	15.3	4,738	1,223	•	•	•	•	•	0	0	0	•	•	•
MILWAUKEE	966,459	959,275	-0.7	958,838	383,535	237,792	274,228	136,155	173,550	136,155	15,445,639	16,109	40,272	132	8,355	520
Milwaukee	636,212	628,088	-1.3	631,412	246,052	•	•	•	•	•	8,672,004	13,734	35,245	•	•	•
MONROE	35,395	36,633	3.5	37,242	14,163	10,949	9,459	4,655	6,666	5,512	546,688	14,679	38,599	1,642	18,417	69,232
OCONTO	29,137	30,226	3.7	30,742	11,871	8,915	7,962	3,658	5,411	4,765	465,678	15,148	39,228	1,119	9,027	54,226
ONEIDA	31,430	31,679	0.8	32,039	11,315	8,170	8,234	4,069	6,216	5,287	525,220	16,393	46,416	106	6,193	3,258
Rhinelander	7,873	7,427	-5.7	7,396	3,009	•	•	•	•	•	81,702	11,047	27,152	•	•	•
OUTAGAMIE	129,484	140,510	8.5	145,897	52,575	43,915	42,602	19,696	24,365	15,173	2,156,875	14,784	41,024	1,584	18,001	97,639
Appleton	59,032	56,177	-4.8	56,045	21,933	•	•	•	•	•	791,924	14,130	36,106	•	•	•
OZAUKEE	67,248	72,831	8.3	75,064	26,338	20,718	20,267	10,509	15,989	7,506	1,273,985	16,972	48,370	483	9,978	21,372
PEPIN	7,526	7,107	-5.6	7,023	2,648	2,100	1,889	801	1,138	1,089	124,585	17,739	47,044	446	4,148	21,193
PIERCE	31,327	32,765	4.6	33,552	12,668	9,294	11,307	4,328	4,999	3,590	569,590	16,977	44,963	1,240	12,503	55,049
POLK	32,634	34,773	6.6	35,732	13,657	10,398	9,040	4,609	6,146	5,539	592,118	16,571	43,356	1,467	6,623	64,283
PORTAGE	57,812	61,405	6.2	63,062	23,356	17,153	21,819	8,387	9,270	6,369	1,094,508	17,356	46,862	1,081	44,326	45,180
Stevens Point	22,970	23,006	0.2	23,195	9,164	•	•	•	•	•	262,108	11,300	28,602	•	•	•
PRICE	15,928	15,600	-2.1	15,534	5,704	4,552	3,697	1,771	2,781	2,719	269,623	17,357	47,268	485	2,712	13,482
RACINE	173,759	175,034	0.7	177,935	66,518	50,534	49,822	24,555	33,096	20,285	2,915,780	16,387	43,834	710	28,573	26,293
Racine	85,725	84,298	-1.7	84,678	33,105	•	•	•	•	•	942,433	11,130	28,468	•	•	•
RICHLAND	17,608	17,521	-0.5	17,504	6,413	4,954	4,568	2,100	3,011	2,871	238,468	13,624	37,185	1,165	6,225	54,612
ROCK	139,961	139,510	-0.3	139,420	52,248	39,456	39,316	18,822	25,514	16,452	1,828,092	13,112	34,989	1,518	42,722	74,732
Beloit	35,207	35,573	1.0	35,928	14,117	•	•	•	•	•	316,466	8,808	22,418	•	•	•
Janesville	51,071	52,133	2.1	52,759	20,667	•	•	•	•	•	559,718	10,609	27,083	•	•	•
RUSK	15,743	15,079	-4.2	14,946	5,777	4,484	3,916	1,704	2,451	2,391	211,983	14,183	36,697	713	1,658	29,073
—ST. CROIX	44,320	50,251	13.4	52,214	21,032	16,030	14,620	7,414	6,929	5,274	837,621	16,042	39,827	1,576	14,028	75,212

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SAUK	43,717	46,975	7.5	48,346	18,594	13,440	12,618	6,188	8,654	7,494	882,489	18,254	47,460	1,502	12,641	99,327
Baraboo	8,081	9,203	13.9	9,502	3,835	*	*	*	*	*	130,858	13,772	34,121	*	*	*
SAWYER	12,967	14,181	9.4	14,565	5,573	4,005	3,437	1,646	2,753	2,695	200,051	13,735	35,899	234	2,639	6,954
SHAWANO	39,481	37,157	-5.9	36,992	15,251	10,432	9,470	4,180	6,770	6,141	607,294	16,417	39,820	1,631	6,945	95,475
Shawano	7,013	7,598	8.3	7,625	2,803	*	*	*	*	*	90,423	11,859	32,256	*	*	*
SHEBOYGAN	101,279	103,877	2.6	105,973	38,781	29,460	29,037	13,988	18,863	14,730	1,571,951	14,834	40,534	1,213	11,488	69,723
Sheboygan	48,085	49,676	3.3	50,389	19,751	*	*	*	*	*	515,695	10,234	26,110	*	*	*
TAYLOR	18,922	18,901	-0.1	18,897	7,540	5,952	5,197	2,135	3,042	2,570	266,467	14,101	35,339	1,079	2,161	60,119
TREMPEALEAU	26,283	25,263	-3.9	25,159	9,304	7,120	6,466	3,095	4,327	4,151	439,783	17,480	47,267	1,498	12,086	83,303
VERNON	25,735	25,617	-0.5	25,593	9,509	7,064	6,219	3,071	4,735	4,504	362,925	14,180	38,168	2,193	8,847	84,521
VILAS	16,658	17,707	6.3	18,092	6,397	4,252	4,107	2,135	3,709	3,890	292,342	16,158	45,703	46	5,118	148
WALWORTH	71,800	75,000	4.5	76,782	29,531	19,503	23,111	9,905	13,898	10,442	988,004	12,888	33,456	980	27,907	52,710
WASHBURN	13,264	13,772	3.8	14,009	5,034	4,007	3,278	1,681	2,536	2,522	209,834	14,978	41,680	372	4,118	10,773
WASHINGTON	85,629	95,328	11.3	98,736	41,215	30,115	27,152	14,712	17,773	8,965	1,509,628	15,289	36,628	967	11,558	49,374
West Bend	21,484	23,916	11.3	24,595	9,702	*	*	*	*	*	340,230	13,833	35,067	*	*	*
WAUKESHA	282,829	304,715	7.7	315,759	107,952	88,097	86,202	46,101	66,625	29,050	5,744,425	18,192	53,213	818	17,368	23,133
Waukesha	50,319	56,958	13.2	58,746	23,002	*	*	*	*	*	675,070	11,491	29,348	*	*	*
WAUPACA	43,144	46,104	6.9	47,401	17,177	13,414	11,898	5,688	8,248	8,153	741,595	15,645	43,173	1,365	10,328	67,030
WAUSHARA	18,702	19,385	3.7	19,713	6,998	5,263	4,751	2,326	3,745	3,607	223,098	11,317	31,882	705	32,401	23,562
WINNEBAGO	132,317	140,320	6.0	144,863	51,294	36,361	44,473	20,136	26,220	17,673	2,276,730	15,716	44,386	994	12,404	43,795
Menasha	14,728	14,638	-0.6	14,735	5,853	*	*	*	*	*	182,856	12,409	31,241	*	*	*
Neenah	22,432	23,219	3.5	23,561	9,298	*	*	*	*	*	298,471	12,668	32,102	*	*	*
Oshkosh	49,620	55,006	10.9	56,526	22,153	*	*	*	*	*	538,463	9,526	24,307	*	*	*
WOOD	73,387	73,605	0.3	74,370	28,471	21,493	21,047	9,669	12,866	9,371	1,263,521	16,990	44,380	1,157	24,854	48,402
Marshfield	18,290	18,859	3.1	19,123	7,561	*	*	*	*	*	243,269	12,721	32,174	*	*	*
Wisconsin Rapids	17,995	18,245	1.4	18,440	7,304	*	*	*	*	*	224,828	12,193	30,781	*	*	*

WYOMING POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 17	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS.........	474,550	482,199	1.6	491,734	179,351	106,818	98,508	53,060	5,943	32,764	6,215,569	12,640	34,656	6506	85,932	362,110
METRO AREAS (MSAs/PMSAs/CMSAs)																
Casper, WY	72,461	61,226	-15.5	61,003	21,100	17,148	17,385	9,553	1,038	4,806	797,335	13,070	37,788	304	1,235	18,160
Cheyenne, WY	68,599	73,142	6.6	77,669	26,041	21,328	22,329	11,473	1,394	7,854	891,506	11,478	34,235	596	12,057	28,231
COUNTIES, Cities																
ALBANY	29,076	30,797	5.9	32,501	14,106	7,183	13,488	4,940	442	1,735	390,223	12,006	27,666	287	757	31,203
Laramie	24,410	26,687	9.3	27,142	10,128	*	*	*	*	*	194,814	7,177	19,236	*	*	*
BIG HORN	11,882	10,525	-11.4	10,404	3,791	3,445	2,494	1,196	170	1,390	120,823	11,013	31,867	570	19,617	17,580
CAMPBELL	24,865	29,370	18.1	32,897	12,252	10,690	10,502	4,890	417	1,097	524,242	15,936	42,788	489	2,851	25,482
Gillette	14,545	17,635	21.2	18,253	6,886	*	*	*	*	*	237,621	13,018	34,498	*	*	*
CARBON	22,197	16,659	-24.9	16,357	5,902	5,267	4,712	2,527	256	1,255	222,927	13,629	37,770	320	1,760	42,905
Rawlins	11,547	9,380	-18.8	8,947	3,345	*	*	*	*	*	146,840	16,414	43,907	*	*	*
CONVERSE	14,392	11,128	-22.7	11,024	4,376	3,916	3,218	1,767	169	675	161,964	14,692	37,015	337	1,150	24,458
CROOK	5,295	5,294	0.0	5,294	1,942	1,713	1,314	649	88	547	73,563	13,896	37,875	461	1,900	21,328

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WYOMING POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS	POPULATION				HOUSEHOLDS	AGE OF POPULATION					DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1987)		
COUNTIES Cities	1980 U.S. Census	1990 U.S. Census	% Pop. Change 90 vs 80	E&P estimated Population July 1, 1992	E&P 1992 estimated number of households	Under 18	18-34	35-44	45-64	65 +	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
FREMONT	40,670	33,662	-17.2	33,260	12,172	11,217	9,507	4,890	588	2,736	397,148	11,941	32,628	908	9,048	30,541
Riverton	9,588	9,202	-4.0	9,125	3,216	*	*	*	*	*	90,273	9,893	28,072	*	*	*
GOSHEN	12,011	12,373	3.0	12,757	4,250	3,593	3,234	1,574	221	1,784	141,934	11,126	33,397	717	22,907	62,612
HOT SPRINGS	5,795	4,809	-17.0	4,712	1,444	1,297	1,145	586	80	761	70,489	14,959	48,829	158	775	8,441
JOHNSON	6,733	6,145	-8.7	6,105	2,124	1,858	1,531	907	112	895	79,682	13,052	37,523	272	564	19,476
LARAMIE	68,399	73,142	6.6	77,669	26,041	21,328	22,329	11,473	1,394	7,854	891,506	11,478	34,235	595	12,057	28,231
Cheyenne	47,283	50,008	5.8	51,254	19,448	*	*	*	*	*	428,669	8,364	22,042	*	*	*
LINCOLN	12,274	12,625	2.9	13,003	5,460	5,143	3,142	1,667	176	1,129	242,780	18,671	44,463	528	2,771	18,500
NATRONA	72,461	61,226	-15.5	61,003	21,100	17,148	17,385	9,553	1,038	4,806	797,335	13,070	37,788	304	1,235	18,160
Casper	51,016	46,742	-8.4	46,265	17,242	*	*	*	*	*	418,860	9,053	24,293	*	*	*
NIOBRARA	2,906	2,499	-14.0	2,418	853	658	567	279	49	408	36,855	15,244	43,181	282	1,356	16,593
PARK	21,752	23,178	6.6	24,882	8,561	6,936	6,575	3,372	443	2,794	307,988	12,378	35,977	618	19,701	30,248
PLATTE	12,369	8,145	-34.1	8,009	2,751	2,471	2,122	1,304	139	818	112,107	13,998	40,744	484	7,592	43,810
SHERIDAN	25,254	23,562	-6.7	23,349	8,045	6,713	6,037	3,590	399	2,937	311,455	13,339	38,713	586	1,745	24,331
Sheridan	15,146	13,900	-8.2	13,651	5,563	*	*	*	*	*	134,080	9,822	24,102	*	*	*
SUBLETTE	4,594	4,843	5.4	5,161	2,148	1,747	1,427	876	102	545	108,706	21,065	50,598	253	925	19,871
SWEETWATER	42,139	38,823	-7.9	38,525	14,920	13,541	11,058	6,324	559	2,289	599,592	15,564	40,188	183	357	6,043
Rock Springs	19,458	19,050	-2.1	18,968	6,782	*	*	*	*	*	188,981	9,963	27,866	*	*	*
TETON	9,398	11,172	18.9	12,357	5,301	2,560	3,914	2,695	222	793	154,510	12,504	29,148	110	821	7,180
UINTA	13,252	18,705	41.1	21,007	9,055	7,986	6,436	2,884	284	1,356	277,197	13,195	30,612	283	442	14,608
WASHAKIE	9,554	8,388	-12.2	8,255	2,875	2,622	2,099	1,086	138	861	108,890	13,191	37,870	225	13,636	13,465
Worland	6,391	5,742	-10.2	5,612	2,007	*	*	*	*	*	51,960	9,258	25,887	*	*	*
WESTON	7,082	6,518	-8.0	6,405	2,232	2,006	1,631	825	107	628	83,654	13,060	37,472	235	726	26,965

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CANADA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS#		
METRO AREAS PROVINCES Cities	1986 Statistics Canada Census	E&P estimate Jan. 1, 1992	% Pop. Change 92 vs. 86	E&P 1992 estimated number of households	1986 Statistics Canada Census (Thousands)	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms 1981 Census	1985 cash receipts of crops (Thousands)	1985 cash receipts of livestock (Thousands)
CANADA TOTALS	25,309,331	27,137,016	7.2	10,396,143	326,364,114	463,049,677	17,063	44,541	318,361	9,403,576	9,768,553
METRO AREAS (MSAs/PMSAs/CMSAs)											
Calgary	671,326	705,689	5.1	275,306	9,481,346	18,414,143	26,094	66,886	N.A.	N.A.	N.A.
Chicoutimi-Jonquiere	137,715	147,761	7.3	52,071	1,669,291	3,361,453	22,749	64,555	N.A.	N.A.	N.A.
Edmonton	698,413	720,417	3.2	275,480	9,019,369	17,383,003	24,120	63,099	N.A.	N.A.	N.A.
Halifax	295,990	317,365	7.2	124,562	3,873,112	5,285,033	16,653	42,429	N.A.	N.A.	N.A.
Hamilton	557,029	599,645	7.7	240,819	7,795,174	12,726,708	21,224	52,846	N.A.	N.A.	N.A.
Kitchener	311,195	336,565	8.2	136,705	4,012,026	6,508,382	19,338	47,609	N.A.	N.A.	N.A.
London	303,644	324,218	6.8	138,552	3,919,736	6,625,869	20,436	47,822	N.A.	N.A.	N.A.
Montreal	2,826,434	2,929,573	3.6	1,216,355	39,541,463	49,055,816	16,745	40,330	N.A.	N.A.	N.A.
Oshawa	169,470	184,452	8.8	72,832	2,341,808	4,594,283	24,908	63,081	N.A.	N.A.	N.A.
Ottawa-Hull	819,263	862,774	5.3	334,432	12,837,872	19,863,620	23,023	59,395	N.A.	N.A.	N.A.
Quebec	603,267	649,885	7.7	279,971	8,272,874	9,763,964	15,024	34,875	N.A.	N.A.	N.A.
Regina	186,521	195,405	4.8	75,269	2,503,720	4,405,043	22,533	58,524	N.A.	N.A.	N.A.
St. Catharines-Niagara	320,005	333,744	4.3	125,548	3,921,237	4,477,764	13,417	35,666	N.A.	N.A.	N.A.
Saint John	121,265	126,366	4.2	48,879	1,420,530	2,770,063	21,921	56,671	N.A.	N.A.	N.A.
St. John's	146,370	166,406	13.7	60,612	2,367,162	2,789,542	16,763	46,023	N.A.	N.A.	N.A.
Saskatoon	200,665	210,816	5.1	79,459	2,247,189	4,631,902	21,971	58,293	N.A.	N.A.	N.A.
Sudbury	129,644	147,831	14.0	57,472	1,736,724	2,645,223	17,894	46,027	N.A.	N.A.	N.A.
Thunder Bay	122,217	132,660	8.5	52,082	1,707,280	2,841,816	21,422	54,504	N.A.	N.A.	N.A.
Toronto	3,345,121	3,561,428	6.5	1,421,276	51,900,383	78,959,269	22,171	55,555	N.A.	N.A.	N.A.
Trois-Rivieres	128,888	135,541	5.2	52,462	1,383,270	2,494,429	18,404	47,547	N.A.	N.A.	N.A.
Vancouver	1,336,609	1,398,312	4.6	570,308	20,591,980	27,596,292	19,735	48,388	N.A.	N.A.	N.A.
Victoria	239,154	256,424	7.2	113,256	3,433,072	4,736,447	18,471	41,821	N.A.	N.A.	N.A.
Windsor	253,988	265,071	4.4	100,041	3,218,223	5,694,556	21,483	56,922	N.A.	N.A.	N.A.
Winnipeg	625,304	671,330	7.4	276,479	9,143,786	13,839,146	20,615	50,066	N.A.	N.A.	N.A.
PROVINCES, Cities											
ALBERTA	2,365,825	2,453,626	3.7	929,716	26,818,579	39,115,587	15,942	42,072	58,056	1,969,465	1,826,801
Calgary	636,104	672,669	5.8	272,374	9,961,767	14,130,377	21,006	51,879	•	•	•
Edmonton	573,982	580,226	1.1	227,762	8,580,000	11,238,360	19,369	49,343	•	•	•
Fort McMurray	34,949	36,031	3.1	11,559	185,442	408,839	11,347	35,369	•	•	•
Grande Prairie	26,471	27,239	2.9	10,809	346,100	549,322	20,167	50,823	•	•	•
Lethbridge	58,841	60,810	3.3	23,569	775,626	964,957	15,868	40,907	•	•	•
Medicine Hat	41,804	43,141	3.2	18,193	501,932	693,137	16,067	38,100	•	•	•
Red Deer	54,425	56,230	3.3	22,451	733,640	1,227,291	21,826	54,666	•	•	•
BRITISH COLUMBIA	2,883,367	3,070,307	6.5	1,240,793	39,115,825	50,561,101	16,468	40,749	20,012	310,118	607,263
Cranbrook	15,893	16,684	5.0	6,936	213,429	398,474	23,884	57,452	•	•	•
Dawson Creek	10,544	10,988	4.2	4,690	106,388	172,784	15,725	36,844	•	•	•
Fort St. John	13,355	13,961	4.7	7,458	152,433	380,241	27,196	50,983	•	•	•
Kamloops	61,773	65,530	6.1	26,388	731,409	1,198,774	18,291	45,428	•	•	•
Kelowna	61,213	64,942	6.1	28,128	5,960,709	747,466	11,510	26,574	•	•	•
Kimberley	6,732	6,929	2.9	2,979	74,050	133,303	19,238	44,752	•	•	•
Nanaimo	49,029	51,968	6.0	22,856	590,019	1,084,736	20,873	47,460	•	•	•
Nelson	8,113	8,400	3.5	3,652	128,533	174,741	20,803	47,853	•	•	•
Penticton	23,568	24,878	5.5	11,020	254,197	406,926	16,357	36,925	•	•	•
Port Alberni	18,241	19,184	5.2	7,133	275,184	375,936	19,596	52,706	•	•	•
Prince George	67,621	71,766	6.1	27,403	864,492	1,533,668	21,371	55,969	•	•	•
Prince Rupert	15,756	16,537	5.0	6,297	218,253	357,406	21,612	56,760	•	•	•
Terrace	10,532	10,975	4.2	3,864	126,838	197,309	17,977	51,062	•	•	•
Trail	7,948	8,224	3.5	3,672	152,782	196,420	23,884	53,489	•	•	•
Vancouver	431,147	458,861	6.4	202,756	5,754,540	8,175,210	17,810	40,320	•	•	•
Vernon	20,241	21,314	5.3	9,684	207,366	379,103	17,787	39,145	•	•	•
Victoria	66,303	70,362	6.1	36,727	825,806	1,232,940	17,523	33,571	•	•	•
MANITOBA	1,063,016	1,142,674	7.5	445,330	13,989,047	19,618,106	17,169	44,053	29,442	1,272,666	719,617
Brandon	38,709	41,358	6.8	17,452	498,551	742,628	17,956	42,552	•	•	•
Dauphin	8,875	9,298	4.8	4,080	148,693	197,492	21,241	48,400	•	•	•
Flin Flon	7,243	7,544	4.2	3,177	138,285	179,128	23,746	56,390	•	•	•
Portage La Prairie	13,198	13,943	5.6	5,886	166,865	248,974	17,856	42,302	•	•	•
Roblin	1,913	2,033	6.3	918	21,415	29,001	14,267	31,589	•	•	•
Swan River	3,946	4,000	1.4	1,690	51,115	72,250	18,061	42,752	•	•	•
Thompson	14,701	15,559	5.8	4,997	92,993	86,884	5,584	17,386	•	•	•
Winnipeg	594,551	638,712	7.4	262,407	8,584,244	12,064,075	18,672	45,937	•	•	•
NEW BRUNSWICK	709,442	750,699	5.8	262,424	7,250,008	9,805,265	13,062	37,364	4,063	77,442	132,616
Caraquet	4,493	4,608	2.6	1,611	44,805	66,591	14,451	41,330	•	•	•
Fredericton	44,352	47,210	6.4	17,870	728,815	883,546	18,715	49,166	•	•	•

CANADA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS*		
METRO AREAS PROVINCES Cities	1986 Statistics Canada Census	E&P estimate Jan. 1, 1992	% Pop. Change 92 vs. 86	E&P 1992 estimated number of households	1986 Statistics Canada Census (Thousands)	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms 1981 Census	1985 cash receipts of crops (Thousands)	1985 cash receipts of livestock (Thousands)
NEWFOUNDLAND	568,349	596,528	5.0	178,078	5,816,144	7,465,490	12,515	41,923	679	4,998	37,574
Corner Brook	22,719	23,875	5.1	7,477	327,247	381,199	15,966	50,982	*	*	*
St. John's	96,216	101,113	5.1	32,189	953,063	1,285,191	12,710	39,927	*	*	*
NOVA SCOTIA	873,176	903,861	3.5	329,836	8,818,594	12,539,956	13,874	38,019	5,045	51,901	192,635
Amherst	9,671	9,779	1.1	3,671	110,581	133,196	13,621	36,280	*	*	*
Halifax	113,577	111,155	-2.1	45,067	1,417,043	1,830,281	16,466	40,612	*	*	*
New Glasgow	10,022	10,142	1.2	3,977	131,602	172,910	17,049	43,477	*	*	*
Sydney	27,754	28,052	1.1	10,121	483,772	610,249	21,754	60,292	*	*	*
Truro	12,124	12,318	1.6	5,287	171,388	223,820	18,171	42,333	*	*	*
ONTARIO	9,101,694	9,865,893	8.4	3,819,122	128,289,034	194,638,210	19,728	50,964	82,448	1,804,531	3,202,374
Barrie	48,287	52,099	7.9	18,660	829,717	882,046	16,930	47,268	*	*	*
Belleville	36,041	38,825	7.7	15,636	581,975	794,366	20,460	50,803	*	*	*
Brampton	188,498	248,375	31.8	95,647	2,764,844	6,652,436	26,784	69,552	*	*	*
Brantford	76,146	82,297	8.1	35,110	1,056,539	1,686,569	20,494	48,036	*	*	*
Brockville	20,880	20,748	-0.6	8,473	304,151	425,209	20,494	50,184	*	*	*
Cambridge	79,920	86,388	8.1	33,567	1,285,142	2,031,462	23,516	60,519	*	*	*
Chatham	42,211	45,513	7.8	18,864	591,031	921,971	20,257	48,876	*	*	*
Cobourg	13,197	14,063	6.6	5,714	134,131	186,457	13,259	32,633	*	*	*
Cornwall	46,425	50,081	7.9	19,380	684,313	958,647	19,142	49,467	*	*	*
Fort Frances	8,870	9,373	5.7	3,527	123,840	157,180	16,770	44,563	*	*	*
Guelph	78,235	84,562	8.1	33,041	1,004,420	1,555,647	18,397	47,082	*	*	*
Hamilton	306,728	320,610	4.5	129,019	4,922,919	6,641,042	20,714	51,473	*	*	*
Ingersoll	8,451	8,918	5.5	3,689	149,926	224,843	25,211	60,944	*	*	*
Kenora	9,621	10,187	5.9	4,008	141,614	170,806	16,768	42,622	*	*	*
Kingson	55,050	59,430	8.0	26,419	878,711	1,082,438	18,214	40,972	*	*	*
Kirkland Lake	11,604	12,336	6.3	4,911	339,510	383,955	31,125	78,175	*	*	*
Kitchner	150,604	163,007	8.2	65,417	1,966,846	3,073,813	18,857	46,988	*	*	*
Lindsay	14,455	15,426	6.7	6,606	166,079	251,166	16,282	38,021	*	*	*
London	269,140	291,495	8.3	126,662	3,708,759	5,635,599	19,333	44,493	*	*	*
Niagara Falls	72,107	77,919	8.1	30,892	1,091,374	1,594,743	20,467	51,623	*	*	*
North Bay	50,623	54,631	7.9	20,348	869,563	1,198,933	21,946	58,922	*	*	*
Orillia	24,077	25,856	7.4	9,828	216,163	291,068	11,257	29,615	*	*	*
Oshawa	123,651	133,791	8.2	53,608	1,975,711	3,286,604	24,565	61,308	*	*	*
Ottawa	300,763	325,774	8.3	142,892	5,610,571	7,373,542	22,634	51,602	*	*	*
Owen Sound	19,804	21,228	7.2	9,165	242,674	351,916	16,581	38,396	*	*	*
Pembroke	14,131	15,075	6.7	5,830	192,991	238,030	15,789	40,827	*	*	*
Peterborough	61,049	65,933	8.0	27,730	1,086,586	1,569,550	23,805	56,601	*	*	*
Port Colborne	18,281	19,574	7.1	7,309	285,383	349,283	17,845	47,790	*	*	*
Port Hope	10,281	10,902	6.0	4,404	167,923	244,692	22,445	55,563	*	*	*
St. Catharines	123,455	133,578	8.2	53,918	1,965,837	2,780,867	20,818	51,576	*	*	*
St. Thomas	28,851	31,031	7.6	12,930	469,305	702,506	22,639	54,330	*	*	*
Sarnia	49,033	52,908	7.9	21,022	1,000,713	1,170,850	22,130	55,698	*	*	*
Saulte Ste. Marie	80,905	87,456	8.1	33,576	1,631,909	2,376,205	27,170	70,771	*	*	*
Simcoe	14,290	15,248	6.7	6,200	290,737	414,631	27,193	66,872	*	*	*
Sioux Lookout	3,098	3,118	0.6	1,127	317,614	30,128	9,669	26,722	*	*	*
Stratford	26,451	28,430	7.5	12,223	368,565	539,869	18,990	44,169	*	*	*
Sudbury	88,717	86,515	-2.5	31,676	1,532,595	1,894,740	21,901	59,816	*	*	*
Thunder Bay	112,272	121,456	8.2	47,911	1,752,250	2,496,225	20,552	52,101	*	*	*
Timmins	46,657	50,332	7.9	19,076	617,124	915,909	18,197	48,014	*	*	*
Toronto	612,289	663,456	8.4	279,587	10,105,688	12,637,891	19,049	45,202	*	*	*
Waterloo	58,718	63,408	8.0	23,924	702,704	1,099,306	17,338	45,950	*	*	*
Welland	45,054	45,366	0.7	16,586	658,893	938,348	20,684	56,574	*	*	*
Whitby	45,819	49,424	7.9	19,184	639,844	1,367,038	27,659	71,258	*	*	*
Windsor	193,111	209,083	8.3	79,368	3,397,524	4,538,729	21,708	57,186	*	*	*
Woodstock	26,386	28,359	7.5	11,428	411,747	568,468	20,045	49,743	*	*	*
PRINCE EDWARD ISLAND	126,646	131,010	3.4	46,202	1,262,175	1,704,960	13,014	36,902	3,154	88,197	77,182
Charlottetown	15,776	16,183	2.6	6,796	200,260	207,982	12,852	30,604	*	*	*
Summerside	8,020	8,112	1.1	2,921	117,881	126,726	15,623	43,384	*	*	*
QUEBEC	6,532,461	7,075,713	8.3	2,709,209	80,600,935	109,948,132	15,539	40,583	48,144	548,537	2,256,359
Chicoutimi	61,083	65,914	7.9	23,305	1,055,726	1,497,6[illegible]	22,720	64,261	*	*	*
Granby	38,508	41,482	7.7	16,999	499,034	688,937	16,616	40,528	*	*	*
Montreal	1,015,420	1,099,616	8.3	505,216	17,030,134	18,421,297	16,752	36,462	*	*	*
Quebec	164,580	178,018	8.2	76,961	2,097,903	2,426,491	13,631	31,529	*	*	*
Rouyn	17,319	18,511	6.9	7,166	319,617	398,944	21,552	55,668	*	*	*
Sherbrooke	74,438	80,380	8.0	33,228	973,850	1,191,335	14,821	35,853	*	*	*
Trois Rivieres	50,122	54,042	7.8	21,534	746,060	906,030	16,765	42,074	*	*	*

CANADA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS PROVINCES Cities	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS#		
	1986 Statistics Canada Census	E&P estimate Jan. 1, 1992	% Pop Change 92 vs. 86	E&P 1992 estimated number of households	1986 Statistics Canada Census (Thousands)	E&P 1992 estimate (Thousands)	E&P 1992 estimated income per capita	E&P 1992 estimated income per household	Number of farms 1991 Census	1985 cash receipts of crops (Thousands)	1985 cash receipts of livestock (Thousands)
SASKATCHEWAN	1,009,613	1,073,146	6.3	414,356	11,495,287	16,357,898	15,243	39,478	67,318	3,275,723	716,132
Lloydminster	7,156	7,366	3.0	3,233	80,556	164,166	22,282	50,773	*	*	*
Moose Jaw	35,073	37,042	5.6	15,513	502,379	703,945	19,004	45,378	*	*	*
Prince Albert	33,686	35,566	5.6	13,730	440,958	661,606	18,601	48,189	*	*	*
Regina	175,064	185,843	6.2	75,514	2,583,048	3,899,169	20,981	51,635	*	*	*
Saskatoon	177,641	188,582	6.2	80,290	2,359,718	3,913,241	20,751	48,739	*	*	*
YUKON NW TERRITORIES	75,742	73,556	-2.9	24,171	908,486	1,295,001	17,606	53,576	N.A.	N.A.	N.A.

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EDITOR & PUBLISHER'S RETAIL SALES CENSUS & ESTIMATES FOR 1992

ALABAMA RETAIL SALES--CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	14,479,552	21,260,861	27,906,219	1,346	1,699,957	831	3,246,278	3,233	6,161,668	2,314	7,136,083	2,229	1,515,364	2,498	1,694,040	1,551	1,319,875	3,439	2,148,893	1,031	1,000,218
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Anniston, AL	430,112	614,997	790,075	43	51,047	18	100,477	71	164,113	71	200,164	85	38,487	46	50,174	56	37,024	119	60,062	29	29,806
Birmingham, AL	3,656,346	5,585,605	7,334,115	280	341,976	134	770,954	676	1,571,369	462	1,945,082	467	413,254	591	580,245	450	405,056	1,116	585,341	231	264,730
Dothan, AL	555,586	846,373	1,147,507	54	70,444	23	156,044	130	218,464	98	346,477	71	89,432	124	58,946	90	61,189	185	88,106	34	29,979
Decatur, AL	428,024	668,520	856,205	39	99,159	26	101,892	104	179,897	72	215,980	58	50,152	69	47,422	67	40,823	160	57,629	36	31,266
Florence, AL	531,674	715,570	930,976	60	58,025	32	137,896	124	185,505	80	245,872	88	51,983	93	53,235	63	37,800	173	70,879	40	23,863
Gadsden, AL	395,725	537,037	696,220	29	41,729	19	93,157	71	175,547	61	147,815	75	27,008	61	41,134	47	31,782	117	59,634	36	22,566
Huntsville, AL	893,534	1,547,675	2,058,376	59	129,754	36	282,769	159	377,413	112	585,099	132	90,823	108	122,742	131	116,019	336	204,539	36	53,765
Mobile, AL	1,948,986	2,714,063	3,574,490	151	219,670	97	402,837	367	825,446	260	863,634	294	215,985	290	137,987	231	176,196	674	303,192	122	142,752
Montgomery, AL	1,155,057	1,780,673	2,362,809	94	110,309	39	292,428	170	460,321	145	665,904	179	157,001	201	130,427	129	100,746	322	195,907	56	85,954
Tuscaloosa, AL	578,491	857,169	1,161,900	43	85,502	21	196,763	125	274,260	76	247,804	76	71,300	101	60,863	81	50,116	190	98,505	29	34,046
COUNTIES, Cities																					
AUTAUGA	93,500	165,155	215,389	16	15,220	5	18,534	16	50,890	21	64,526	20	17,565	13	6,988	7	4,794	31	16,197	4	6,123
BALDWIN	323,989	469,808	636,900	41	37,308	27	51,865	106	164,369	56	126,081	69	90,017	61	23,241	48	26,406	172	55,256	26	26,037
BARBOUR	63,620	97,263	125,267	9	2,669	7	9,007	32	36,322	16	19,162	8	5,747	10	7,061	5	2,359	28	11,750	8	6,487
BIBB	30,587	43,239	55,100	5	1,576	4	4,500	17	17,321	6	13,670	6	2,086	5	2,929	3	1,293	7	2,234	4	2,934
BLOUNT	70,472	108,676	140,059	12	7,396	5	13,311	17	34,411	23	36,459	16	5,140	10	5,610	16	2,606	23	7,383	7	5,062
BULLOCK	22,557	28,689	36,209	6	2,929	2	4,619	9	9,365	2	1,654	7	3,056	5	2,780	5	1,554	11	1,353	3	1,255
BUTLER	73,089	76,541	100,934	7	6,029	7	7,730	18	24,075	21	20,042	16	7,107	14	4,764	11	2,659	23	7,992	7	4,774
CALHOUN	430,112	614,997	790,075	43	51,047	18	100,477	71	164,113	71	200,164	85	38,487	46	50,174	56	37,024	119	60,062	29	29,806
Anniston	261,599	398,700	449,896	19	17,763	7	52,740	33	106,088	39	120,061	26	16,705	24	28,457	30	16,537	43	22,829	14	18,326
CHAMBERS	105,261	119,435	154,029	11	6,114	4	6,360	26	42,241	18	40,827	22	13,225	16	3,135	10	4,722	29	6,808	14	6,716
Lanett	39,566	44,044	70,952	3	1,886	2	2,349	10	26,982	6	16,075	7	5,853	4	1,198	2	1,745	5	1,374	4	2,164
CHEROKEE	39,255	47,086	60,017	5	4,746	6	2,650	10	12,346	6	13,585	10	3,231	10	3,199	5	699	16	3,339	5	2,609
CHILTON	87,438	123,640	159,480	16	9,113	7	13,303	33	40,489	22	39,641	17	6,752	7	5,515	15	7,323	25	7,029	8	7,114
CHOCTAW	33,263	47,698	60,796	6	2,844	7	2,381	34	20,498	9	8,711	11	1,864	7	1,962	6	1,491	14	7,425	4	2,292
CLARKE	100,502	122,896	156,265	16	15,232	14	14,897	34	44,925	18	29,794	18	10,367	20	6,156	19	5,145	27	9,233	12	9,093
CLAY	32,718	37,021	47,027	6	9,305	5	2,842	9	13,267	16	8,932	8	675	2	1,022	4	1,441	11	1,804	4	954
CLEBURNE	19,465	31,720	40,144	1	1,147	5	3,015	4	7,121	5	9,760	7	1,513	2	399	0	1,232	8	2,225	3	1,500
COFFEE	150,323	235,011	306,096	16	21,904	13	30,251	41	56,135	41	100,158	15	16,777	31	15,372	32	22,798	38	16,892	10	9,675
Enterprise	116,307	202,369	222,143	6	13,368	9	23,546	24	42,321	29	66,270	9	9,067	24	12,720	23	15,535	21	12,659	6	6,448
COLBERT	211,625	277,080	360,706	27	34,796	10	34,447	51	69,773	34	104,090	29	23,694	29	13,917	16	8,399	63	31,351	20	9,782
Muscle Shoals	89,934	135,096	141,144	8	9,099	6	20,022	11	29,049	10	22,212	9	7,641	23	8,660	10	2,935	28	17,686	6	3,352
Sheffield	66,363	74,583	85,515	5	3,619	3	4,706	12	28,678	10	25,068	5	3,492	8	1,047	4	1,693	26	6,356	6	2,072
Tuscumbia	29,091	38,838	44,122	4	4,530	2	3,576	6	3,026	6	15,933	6	5,223	4	1,772	2	1,288	4	616	6	1,496

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
CONECUH	36,220	34,319	43,518	3	1,519	6	5,561	14	10,134	9	3,078	9	8,194	5	1,204	3	1,335	7	2,351	3	2,5( )
COOSA	6,352	6,574	7,496	0	0	1	675	7	1,385	4	1,690	4	884	0	0	2	230	2	119	2	260
COVINGTON	132,242	171,540	223,679	21	18,785	15	18,646	44	56,742	32	55,771	19	7,413	24	10,486	24	12,871	36	10,445	14	10,425
Andalusia	72,345	91,812	126,115	10	9,089	4	12,260	14	37,439	16	27,668	11	5,409	16	7,388	9	3,227	15	6,285	6	5,994
CRENSHAW	26,739	29,975	37,878	1	867	3	1,671	17	11,815	10	9,167	8	2,515	7	606	2	929	8	1,026	4	1,560
CULLMAN	215,066	319,226	415,426	31	43,827	14	33,904	55	97,037	36	98,505	44	26,820	42	21,791	32	17,619	59	23,644	16	14,618
Cullman	165,336	248,394	352,886	12	21,562	15	28,527	24	95,259	26	82,880	21	27,934	33	23,172	17	12,817	24	17,601	14	12,298
DALE	113,168	143,772	187,626	13	10,012	6	17,320	41	44,918	25	36,784	25	23,131	16	4,885	10	4,112	54	15,659	9	6,289
DALLAS	174,596	226,557	295,110	16	16,221	16	38,538	43	67,176	33	63,551	37	18,852	29	15,152	24	9,953	48	20,198	11	12,577
Selma	160,952	205,719	247,985	13	12,798	13	33,900	27	61,382	20	41,697	26	17,175	27	13,804	20	7,854	46	17,201	10	11,448
DE KALB	135,823	206,244	268,736	24	27,269	19	19,622	31	61,434	37	65,367	35	7,767	28	12,188	19	14,703	52	17,423	15	13,612
Fort Payne	75,978	128,686	171,745	8	16,687	4	18,190	12	29,524	17	48,119	4	5,515	16	11,448	7	4,756	18	11,381	7	7,826
ELMORE	97,780	135,376	176,725	12	10,702	9	22,541	31	57,307	24	28,114	25	12,395	13	5,010	13	4,135	23	7,012	15	10,816
ESCAMBIA	137,495	166,607	217,274	23	20,641	15	20,075	25	43,074	40	43,559	43	18,876	23	13,788	17	9,438	45	12,763	12	9,793
ETOWAH	395,725	537,037	698,220	29	41,729	19	93,157	71	175,547	61	147,615	75	27,008	61	41,134	47	31,782	117	59,634	36	22,566
Gadsden	283,626	422,881	428,033	16	22,654	13	55,374	45	108,420	38	85,966	30	12,106	53	26,061	36	19,351	71	32,726	24	13,915
FAYETTE	53,093	64,144	82,242	6	7,786	5	6,782	12	22,405	11	21,290	10	3,095	8	3,725	10	3,158	11	3,559	7	3,938
FRANKLIN	98,046	134,310	175,341	9	14,380	9	16,053	15	35,147	19	62,417	18	8,873	11	5,187	21	8,741	25	7,667	8	7,065
GENEVA	50,792	63,293	81,137	8	5,580	10	7,423	23	28,544	16	14,233	11	5,095	8	2,783	10	1,637	12	1,085	8	4,211
GREENE	27,985	22,217	27,806	0	0	6	1,824	13	8,714	4	6,269	5	4,521	4	510	3	853	8	1,314	2	984
HALE	29,713	37,392	47,508	3	1,380	5	1,679	20	15,351	8	15,562	6	1,036	3	1,139	3	1,456	5	1,016	4	2,837
HENRY	39,749	43,680	55,672	5	18,169	3	7,101	34	16,628	10	4,531	7	1,427	6	1,033	4	2,183	9	2,032	3	1,360
HOUSTON	442,430	701,601	959,881	41	80,432	17	138,724	89	173,586	73	309,893	46	36,301	108	54,060	80	57,077	131	72,447	25	23,690
Dothan	403,211	668,521	780,391	25	53,120	15	121,039	60	150,838	50	205,577	35	31,909	80	46,980	56	38,288	89	63,681	19	18,770
JACKSON	145,742	188,205	245,316	13	11,028	13	23,278	34	54,673	34	85,156	18	9,627	25	8,991	15	9,598	59	11,721	16	8,935
Scottsboro	99,292	141,571	152,459	3	6,027	7	17,756	11	31,869	18	46,528	10	7,400	18	6,840	9	6,261	21	8,848	9	4,848
JEFFERSON	3,091,874	4,673,534	6,148,091	189	264,228	100	686,298	523	1,275,057	322	1,610,914	339	358,278	495	509,539	378	385,875	928	519,527	179	217,689
Birmingham	1,566,175	2,199,581	2,556,198	63	93,686	35	268,492	220	466,608	126	532,435	145	147,965	192	244,658	148	162,839	374	232,093	69	62,327
LAMAR	38,625	37,679	47,881	7	4,124	5	1,520	21	14,511	12	6,824	7	1,337	7	3,092	5	1,467	14	1,242	8	2,087
LAUDERDALE	320,249	438,490	570,272	23	23,229	22	103,449	73	115,732	46	141,782	37	28,335	64	39,318	47	29,401	90	39,528	20	14,091
Florence	275,522	380,677	439,324	17	14,699	19	89,041	38	87,217	30	89,779	22	25,321	56	34,568	34	19,807	55	30,281	16	12,583
LAWRENCE	52,586	59,316	75,973	5	4,388	6	6,977	24	18,696	6	6,567	7	9,952	6	2,661	4	1,732	19	4,140	6	2,934
LEE	299,231	481,052	625,532	26	49,826	16	91,534	65	138,552	34	149,594	32	35,537	49	21,342	31	17,688	104	59,653	18	17,879
Auburn	165,083	274,625	366,203	9	15,726	6	62,652	22	82,571	10	68,165	19	21,934	23	13,610	9	6,653	42	38,287	6	9,770
Opelika	118,717	193,481	251,594	10	18,802	8	32,197	27	61,998	12	56,851	16	14,981	17	8,542	16	6,603	25	20,455	11	6,675
LIMESTONE	131,641	201,090	262,045	13	20,778	11	21,868	36	64,659	32	59,289	27	13,981	29	14,159	19	8,843	40	20,339	6	10,353
Athens	100,918	163,723	222,530	10	16,809	8	17,689	13	56,681	26	47,963	11	11,751	25	11,455	12	6,050	28	20,373	5	11,453
LOWNDES	20,157	24,583	30,878	3	883	1	3,938	9	8,382	4	7,984	1	2,995	1	572	2	946	2	556	2	1,070
MACON	44,889	68,784	89,266	5	5,722	1	11,257	14	25,752	11	11,062	15	9,101	8	4,665	2	2,708	12	3,974	6	5,228
MADISON	893,534	1,547,675	2,058,376	59	129,754	36	292,769	159	377,413	112	565,099	132	90,623	168	122,742	131	116,019	336	294,539	36	53,765
Huntsville	835,097	1,426,720	1,755,069	38	89,928	29	261,349	94	338,850	72	381,846	76	80,877	119	109,339	86	81,039	190	172,158	33	46,724
MARENGO	78,015	88,178	113,446	10	8,267	11	11,124	28	30,079	12	29,292	8	4,738	14	4,741	12	4,957	24	5,196	5	3,387
MARION	73,331	89,601	115,294	13	8,139	9	15,089	24	33,621	13	25,327	10	1,919	15	8,382	14	4,400	25	5,063	8	5,002
MARSHALL	383,077	520,648	676,941	28	58,523	21	84,774	77	138,899	65	224,753	42	16,413	86	41,339	47	21,075	108	40,671	27	20,404
MOBILE	1,624,977	2,224,855	2,937,586	110	182,361	70	401,032	267	661,077	204	754,554	225	165,968	229	114,746	183	151,788	502	247,937	98	116,715
Chickasaw	43,772	43,524	65,445	2	1,948	3	8,207	8	34,648	7	8,101	3	1,659	4	2,087	3	1,629	8	3,855	3	1,253
Mobile	1 794,895	1,787,308	2,236,213	60	99,243	39	332,668	149	460,541	108	512,443	136	123,535	174	94,357	125	98,947	312	201,835	67	88,506
Prichard	71,493	77,133	131,792	8	12,768	4	3,805	21	41,912	11	11,028	19	18,171	7	4,564	11	7,875	18	3,728	7	6,952
MONROE	92,780	109,672	141,353	13	17,238	10	13,287	22	40,627	18	29,961	12	4,417	21	4,622	5	3,152	20	7,766	6	5,834

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

ALABAMA RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
MONTGOMERY	963,777	1,480,142	1,970,695	66	93,388	25	251,349	121	352,124	101	573,265	134	127,042	175	116,430	109	91,817	268	172,698	39	69,015
Montgomery	929,730	1,446,179	1,839,783	43	67,603	19	220,588	116	332,954	81	503,105	104	120,468	156	102,181	86	80,580	205	156,392	38	65,444
MORGAN	375,438	600,204	780,232	34	54,771	20	94,915	80	161,001	66	209,393	49	40,200	63	44,761	63	39,091	141	53,489	30	28,332
Decatur	293,344	497,144	553,439	21	28,905	16	74,073	41	112,511	40	123,151	30	33,152	49	36,471	40	21,371	62	38,863	20	17,098
PERRY	20,852	28,488	35,948	3	2,935	5	2,177	14	10,114	6	5,158	5	2,115	6	2,134	3	931	11	1,087	4	3,256
PICKENS	38,897	53,338	68,212	9	4,139	12	2,710	20	19,493	14	16,529	12	2,293	9	1,179	8	3,333	15	1,505	6	2,786
PIKE	92,705	125,455	161,844	17	11,562	7	14,517	24	34,819	19	42,151	14	3,853	20	9,231	9	3,312	37	16,066	7	6,458
Troy	72,113	103,723	131,870	4	8,173	5	12,765	14	30,726	12	29,476	10	2,724	18	8,962	9	2,341	23	12,601	5	4,565
RANDOLPH	47,600	62,206	79,725	6	4,939	7	5,876	17	24,834	8	12,029	7	2,391	9	4,273	8	1,780	15	2,651	7	3,990
RUSSELL	111,600	132,759	171,328	16	7,961	5	19,650	42	57,775	29	20,073	18	11,538	14	5,130	9	1,519	48	13,740	11	7,190
ST. CLAIR	87,426	138,833	181,214	10	17,083	9	10,851	36	61,545	19	40,868	22	6,412	12	4,983	6	5,556	34	12,817	8	6,638
SHELBY	158,990	292,965	381,330	41	27,657	9	22,837	45	96,645	41	85,978	35	28,641	20	7,846	23	11,691	63	17,843	13	14,806
SUMTER	35,035	39,132	49,767	5	1,423	8	7,053	28	17,186	6	4,918	14	3,973	2	924	1	1,525	12	3,426	4	2,170
TALLADEGA	231,514	323,352	420,783	26	20,552	18	44,787	39	118,302	51	101,296	44	16,402	52	24,861	28	14,812	72	26,566	23	17,708
Sylacauga	99,039	142,170	180,935	9	8,915	7	19,575	17	54,524	23	37,532	9	6,439	24	9,913	16	5,411	17	8,197	11	9,019
Talladega	93,479	134,785	166,944	6	4,880	4	18,643	22	48,057	18	34,667	13	7,818	24	13,014	10	5,844	26	12,247	9	6,718
TALLAPOOSA	106,867	158,593	206,869	17	15,066	5	17,190	34	50,684	30	43,625	22	6,473	21	14,566	21	14,426	29	12,848	11	11,594
Alexander City	76,937	120,135	160,253	8	7,204	3	15,857	15	42,531	14	23,223	11	5,863	18	13,193	16	9,898	14	9,946	7	10,210
TUSCALOOSA	578,491	857,199	1,161,900	43	85,502	21	156,763	125	274,250	76	247,604	78	71,303	101	69,883	81	50,116	190	98,505	29	34,048
Tuscaloosa	452,129	704,443	933,827	24	42,176	17	146,917	75	195,954	52	168,349	54	65,257	89	70,107	54	35,565	102	83,203	22	26,936
WALKER	247,584	371,597	483,422	28	25,612	11	37,657	55	103,711	57	170,844	45	14,782	44	32,267	27	19,328	68	27,771	24	20,535
Jasper	166,891	280,847	307,702	13	13,440	6	31,264	23	61,683	24	97,855	12	11,183	41	25,117	17	12,043	28	19,741	13	11,073
WASHINGTON	29,511	40,147	51,085	4	4,304	3	6,516	15	9,659	8	9,190	9	4,178	4	642	1	1,566	12	859	3	1,625
WILCOX	29,494	29,941	37,834	3	2,359	4	2,354	32	11,886	7	4,612	7	2,089	4	702	3	748	9	1,273	4	1,173
WINSTON	63,669	61,657	79,013	11	4,934	6	9,678	21	22,562	10	14,523	10	2,970	8	2,131	12	4,524	20	4,175	6	2,137

ALASKA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS........	3,227,327	3,606,187	4,828,106	134	591,424	86	495,858	297	936,324	135	791,753	176	207,224	207	187,158	166	227,111	749	592,467	63	202,582
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Anchorage, AK	1,794,843	1,952,493	2,625,628	51	348,928	13	341,602	91	386,712	57	468,909	75	116,443	104	119,610	90	150,609	307	320,504	26	123,503
COUNTIES, Cities																					
ALEUTIAN ISLANDS	12,084	17,537	26,211	1	1,226	3	483	4	8,163	0	0	1	513	0	0	0	0	5	2,061	0	0
ANCHORAGE	1,794,843	1,952,493	2,625,628	51	348,928	13	341,602	91	386,712	57	468,909	75	116,443	104	119,610	90	150,609	307	320,504	26	123,503
Anchorage	1,794,843	1,952,493	2,625,628	51	348,928	13	341,602	91	386,712	57	468,909	75	116,443	104	119,610	90	150,609	307	320,504	26	123,503
BETHEL	27,057	38,573	51,143	1	3,761	10	20,463	13	9,615	3	1,562	5	2,901	0	0	0	447	4	1,280	0	0
BRISTOL BAY	7,298	7,641	9,535	1	701	0	0	3	3,408	1	291	0	0	0	0	0	0	5	2,726	0	0
DILLINGHAM	10,087	13,233	17,057	1	1,253	2	494	6	6	1	521	2	505	0	0	0	0	4	2,382	0	0

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
FAIRBANKS NORTH STAR	465,739	492,027	661,101	16	69,275	9	74,130	22	116,582	25	142,424	27	25,645	18	17,915	23	33,145	92	74,811	10	30,558
Fairbanks	426,349	426,534	634,465	13	66,232	8	70,874	15	111,464	24	136,170	21	26,487	17	18,503	22	32,331	78	67,720	9	31,561
HAINES	11,268	10,747	13,713	3	2,309	1	397	2	3,205	1	418	2	432	1	185	0	0	8	1,219	0	0
JUNEAU	172,785	184,379	247,272	9	26,162	1	7,152	20	71,507	13	24,157	7	8,540	21	14,126	16	14,907	43	28,287	5	9,039
Juneau	172,785	184,379	247,272	9	26,182	1	7,152	20	71,507	13	24,157	7	8,540	21	14,126	16	14,907	43	28,287	5	9,039
KENAI PENINSULA	188,669	222,551	298,618	12	39,763	5	2,685	28	77,644	14	33,983	20	15,567	16	10,368	13	8,265	69	26,838	6	21,589
Kenai	57,690	65,908	79,478	2	9,205	1	621	8	17,974	2	7,867	8	8,001	8	6,669	5	2,987	17	7,236	1	4,998
KETCHIKAN GATEWAY	82,099	99,133	132,605	6	16,170	5	3,836	9	19,061	3	12,446	3	4,796	13	6,083	9	5,907	38	20,477	4	2,436
Ketchikan	79,419	97,670	126,902	5	15,648	5	3,713	7	18,446	3	9,340	3	4,760	13	6,036	9	4,703	36	19,817	4	2,357
KODIAK ISLAND	70,275	76,257	101,833	4	7,491	0	0	6	23,803	5	15,230	5	3,208	3	1,138	8	3,407	21	15,491	2	1,871
Kodiak	69,717	74,051	89,784	3	6,630	0	0	6	21,066	5	10,270	4	2,839	3	1,007	8	2,437	19	13,639	2	1,656
MATANUSKA-SUSITNA	100,315	172,426	231,193	9	42,680	3	6,687	12	78,573	5	7,066	10	12,457	5	6,003	3	6,792	37	19,742	2	4,244
NOME	31,358	38,250	50,773	2	3,734	6	7,808	16	21,829	2	1,552	2	1,599	2	72	1	445	9	5,638	1	932
NORTH SLOPE	33,817	33,457	44,261	0	0	4	940	2	7,603	0	0	1	1,024	0	0	0	0	15	27,831	1	597
NORTHWEST ARCTIC	21,966	22,429	29,427	0	0	6	7,713	7	9,411	1	899	4	927	0	0	0	0	4	2,993	0	0
PRINCE OF WALES-OUTER KETCHIKAN	11,649	18,740	24,464	2	1,800	3	709	7	11,677	0	0	2	770	4	344	1	215	7	5,369	0	0
SITKA BOROUGH	41,952	51,077	67,962	3	4,999	2	1,966	4	15,885	1	2,077	2	2,139	8	5,943	3	595	16	7,447	2	1,249
Sitka	41,952	51,077	67,962	3	4,999	2	1,966	4	15,885	1	2,077	2	2,139	8	5,943	3	595	16	7,447	2	1,249
SKAGWAY-YAKUTAT-ANGOON	11,504	17,619	22,957	1	1,689	4	662	5	6,969	0	700	0	723	0	32	0	202	12	4,228	0	0
S.E. FAIRBANKS	12,973	13,346	17,209	2	1,265	1	498	5	6,211	1	526	4	542	0	25	0	152	7	2,271	0	0
VALDEZ-CORDOVA	50,591	47,306	62,890	6	6,212	1	1,820	9	18,550	3	1,922	6	5,244	7	2,500	0	552	19	10,078	2	1,155
WADE HAMPTON	12,074	14,101	18,225	0	0	4	8,218	7	4,260	0	0	2	574	0	0	0	0	1	1,855	0	0
WRANGELL-PETERSBURG	32,334	38,051	50,440	4	4,354	1	1,457	5	22,587	2	1,541	2	1,588	7	3,069	1	441	15	5,056	2	926
YUKON-KOYUKUK	24,590	18,091	23,591	1	1,735	7	2,547	9	5,089	0	0	9	4,743	1	875	0	0	13	1,883	0	0

ARIZONA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS.........	13,894,262	21,778,355	28,147,569	664	1,752,414	363	3,053,594	1,883	6,107,661	1,261	6,848,238	1,119	1,768,605	1,772	1,082,059	1,650	1,601,108	5,510	2,913,603	541	1,064,735
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Phoenix, AZ	8,534,480	13,889,288	17,965,240	448	1,078,104	186	1,920,383	1,191	3,747,635	781	4,637,755	554	1,001,301	1,055	706,726	1,026	1,168,554	3,228	1,866,025	301	682,482
Tucson, AZ	2,593,915	3,900,944	5,047,329	140	272,221	62	658,996	418	1,064,798	300	1,264,861	211	279,646	377	205,200	303	302,592	983	531,875	102	194,327
COUNTIES, Cities																					
APACHE	83,338	128,785	164,801	6	6,339	18	22,411	32	50,649	9	9,703	24	28,396	7	5,083	3	442	34	9,744	3	5,953
COCHISE	281,162	401,291	517,233	20	23,643	21	55,515	69	132,524	36	131,527	52	30,540	50	23,225	42	18,133	144	47,093	19	18,234
Bisbee	15,801	24,509	33,582	2	1,057	3	2,520	10	10,049	2	5,603	2	1,431	2	1,228	2	940	17	1,851	2	929
Douglas	64,296	73,016	96,316	3	3,028	8	12,704	13	25,436	3	2,271	9	6,963	19	8,230	12	3,735	24	4,916	5	3,929
Sierra Vista	139,491	199,337	259,687	8	7,423	6	20,995	19	46,535	17	53,248	11	11,542	16	7,321	14	5,380	43	17,198	3	5,603

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

ARIZONA RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
COCONINO	428,482	590,800	762,324	42	58,352	34	78,838	74	147,443	41	112,584	76	91,147	40	21,349	48	21,228	189	112,399	14	21,772
Flagstaff	282,759	408,943	527,129	18	21,180	13	28,752	31	54,978	20	41,606	44	33,400	37	9,764	31	8,289	107	36,107	11	8,760
GILA	142,882	172,478	221,309	18	14,671	11	15,749	35	75,326	25	42,620	22	13,991	13	6,651	13	2,306	71	21,257	9	7,995
GRAHAM	91,882	98,176	125,214	8	8,794	4	13,493	18	32,563	16	24,156	9	10,924	11	3,920	8	3,392	30	7,506	5	5,959
GREENLEE	20,804	17,171	20,451	0	1,332	3	1,086	8	8,584	1	3,661	4	1,845	1	585	1	592	10	1,058	1	685
LA PAZ	N. A.	62,376	78,914	7	4,125	3	5,282	16	18,380	6	19,839	14	6,554	5	3,137	0	0	33	8,928	4	3,596
MARICOPA	8,534,480	13,889,288	17,965,240	449	1,078,104	186	1,920,383	1,191	3,747,635	781	4,637,755	554	1,001,301	1,055	706,726	1,026	1,168,554	3,228	1,866,025	301	682,482
Chandler	144,799	317,589	408,618	10	11,550	4	6,186	17	79,728	11	35,695	17	33,345	7	3,505	9	2,919	39	15,565	7	8,275
Mesa	1,120,792	2,250,752	2,913,785	59	110,871	24	226,805	101	301,577	78	348,500	45	81,551	119	70,778	109	91,699	223	122,233	30	68,609
Phoenix	4,483,182	6,758,713	8,755,609	156	197,350	97	536,584	530	1,057,614	317	740,790	312	390,631	450	216,243	410	285,332	1,276	505,446	143	165,189
Scottsdale	907,278	1,510,572	1,954,593	26	30,772	15	101,658	74	183,072	43	285,908	49	65,274	125	45,851	87	47,576	203	122,068	26	34,189
Tempe	733,430	1,115,193	1,442,225	19	25,492	8	54,100	91	174,087	34	139,735	50	57,970	34	15,638	41	24,639	179	96,019	19	27,478
MOHAVE	315,662	485,971	626,749	45	45,822	18	38,536	64	151,977	63	137,639	57	84,026	39	10,255	41	12,881	168	54,025	16	16,245
Kingman	153,534	226,488	291,160	7	3,212	6	9,561	17	25,601	18	32,293	28	37,282	9	2,356	5	936	45	10,245	3	2,536
NAVAJO	250,971	301,960	388,768	22	32,003	20	31,107	44	111,187	38	55,413	56	49,947	24	6,755	20	5,012	104	34,977	10	9,416
PIMA	2,593,915	3,900,944	5,047,329	140	272,221	62	658,996	418	1,064,798	300	1,264,861	211	279,646	377	205,200	303	302,592	983	531,875	102	194,327
Tucson	2,129,130	3,231,115	4,177,040	80	85,393	42	213,876	307	505,444	198	537,232	149	176,766	241	103,372	218	129,478	647	235,277	83	90,422
PINAL	278,527	434,436	560,099	32	53,919	15	31,892	83	166,466	63	91,325	40	55,895	32	13,235	23	10,108	137	48,990	21	29,582
Casa Grande	103,789	171,184	219,636	14	14,954	3	6,326	24	38,416	16	16,316	14	12,273	18	4,839	8	1,546	30	8,582	6	6,160
SANTA CRUZ	132,308	185,498	238,148	12	14,756	23	33,830	30	57,366	11	30,691	13	12,254	34	35,555	18	8,256	38	19,929	5	12,085
Nogales	113,149	166,509	213,589	6	8,283	9	14,668	19	24,873	8	16,937	10	5,313	29	24,497	9	3,580	29	11,168	6	8,184
YAVAPAI	312,191	523,282	675,003	60	82,510	20	68,302	77	175,295	58	105,704	62	42,421	42	11,798	61	19,159	211	68,449	17	23,637
Prescott	164,626	256,887	330,475	17	8,251	9	25,383	28	47,505	25	30,549	21	14,484	26	5,133	19	4,491	72	17,166	7	5,674
YUMA	427,658	585,899	755,986	28	55,825	16	78,173	77	167,469	69	180,759	47	59,718	42	28,585	43	28,454	130	81,348	14	32,767
Yuma	307,394	485,140	631,445	14	13,909	11	36,071	43	66,320	44	64,438	21	13,434	38	13,269	35	10,538	103	31,448	12	14,077

ARKANSAS RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS.........	9,113,502	11,631,735	16,171,662	910	1,032,236	490	2,060,790	1,989	3,240,696	1,468	4,397,802	1,357	905,033	1,477	811,730	927	696,346	2,512	1,152,118	653	448,869
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Fayetteville-Springdale, AR	498,362	750,240	1,085,080	41	71,518	16	142,242	86	203,432	64	269,946	46	45,167	74	43,184	66	47,410	172	92,918	20	21,839
Fort Smith, AR-OK	744,543	997,389	1,386,675	70	91,396	39	181,778	161	259,976	114	344,977	94	57,721	125	55,187	86	60,587	285	118,744	49	27,909
Little Rock-N. Little Rock, AR	2,336,498	3,192,823	4,538,547	159	267,230	77	613,481	358	824,894	272	1,313,510	267	271,217	357	291,230	252	234,203	683	363,017	106	101,449
Pine Bluff, AR	370,467	445,975	645,979	27	44,192	16	87,826	65	136,727	54	170,318	44	30,891	68	41,631	43	28,337	113	39,915	22	18,543
COUNTIES, Cities																					
ARKANSAS	95,999	99,771	134,330	11	9,636	8	14,982	22	33,696	22	25,178	15	7,215	19	7,269	15	5,290	38	6,330	7	3,707
Stuttgart	69,439	88,626	119,717	9	8,167	5	12,182	8	28,726	8	22,100	11	5,809	17	7,669	11	4,336	22	5,570	4	2,900
ASHLEY	76,260	83,782	111,932	7	5,113	7	14,435	23	27,550	16	33,962	11	2,348	12	5,755	10	4,046	18	4,826	9	4,658

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
BAXTER	110,635	159,947	215,627	22	15,436	7	28,351	21	48,111	26	45,804	15	5,149	21	9,310	24	14,059	56	14,036	6	9,750
Mountain Home	95,690	122,131	166,745	11	9,567	7	23,682	14	40,511	14	29,939	8	4,329	19	6,173	16	9,323	22	11,039	10	8,200
BENTON	300,272	446,600	611,179	41	53,233	14	79,683	50	141,699	56	159,853	56	35,954	42	21,302	44	34,821	134	38,588	15	12,203
Bentonville	52,039	66,418	88,545	6	8,426	1	11,172	7	21,660	6	22,149	7	6,954	5	986	4	3,243	15	6,703	3	1,841
Rogers	134,918	172,198	237,022	16	12,506	4	35,793	15	52,318	21	61,353	14	19,375	25	12,391	20	10,320	34	13,445	7	4,116
BOONE	127,565	175,186	236,974	16	20,870	6	32,315	21	50,625	30	69,587	13	3,673	25	14,255	14	10,194	39	15,668	7	7,804
Harrison	108,944	139,047	190,490	9	12,550	7	29,510	15	46,391	21	43,690	12	3,364	24	13,055	10	6,465	26	13,106	8	7,147
BRADLEY	38,405	40,112	54,758	4	4,056	3	4,267	15	15,152	8	10,899	8	2,525	10	3,625	3	1,134	12	2,103	3	2,445
CALHOUN	10,351	9,101	13,717	2	818	1	1,811	5	4,879	3	1,720	1	702	1	158	2	241	7	260	2	535
CARROLL	59,775	92,036	123,495	13	10,955	4	16,304	21	33,930	14	18,163	11	4,615	7	1,414	6	3,160	57	10,252	10	2,754
CHICOT	43,224	40,721	55,611	10	4,575	6	2,836	18	15,646	9	14,806	10	3,740	8	963	4	980	13	2,528	7	2,316
CLARK	102,428	133,282	178,273	10	6,510	3	23,134	21	30,932	12	62,494	26	17,223	19	6,620	6	3,494	38	13,594	4	4,812
Arkadelphia	84,678	108,076	147,017	6	4,920	5	16,486	12	25,409	8	47,129	13	15,858	16	5,003	8	2,641	21	11,775	4	3,637
CLAY	45,904	52,148	70,618	7	2,904	4	9,302	21	19,740	14	15,465	7	2,614	6	1,238	6	1,009	19	3,432	8	3.908
CLEBURNE	55,177	74,308	98,661	6	10,500	4	15,877	18	16,347	13	31,452	15	4,230	5	1,338	6	2,786	27	4,291	6	2,487
CLEVELAND	6,176	4,522	7,302	3	435	0	964	7	1,668	0	714	0	374	1	84	1	128	3	93	1	285
COLUMBIA	96,063	114,171	156,617	9	7,422	5	24,825	25	33,729	18	29.614	21	5,570	25	15,154	17	11,395	30	10,329	10	5,049
Magnolia	86,850	110,848	150,908	6	6,772	5	21,654	20	34,768	13	26,987	11	5,083	25	16,075	8	10,398	22	9,937	8	5,340
CONWAY	86,291	83,991	112,225	6	2,478	4	14,015	19	21,574	13	41,728	9	5,031	8	3,440	7	3,233	27	3,792	7	2,278
CRAIGHEAD	312,778	426,085	595,042	39	43,544	11	91,471	61	108,559	46	139,564	44	17,462	55	43,572	52	28,561	79	54,418	21	18,712
Jonesboro	276,881	383,388	491,347	21	26,981	11	84,142	41	82,830	25	95,219	32	16,078	48	40,119	32	21,295	69	45,330	17	17,230
CRAWFORD	91,081	139,043	186,344	11	10,066	9	24,600	26	38,566	19	39,714	22	17,811	9	1,898	12	8,417	39	17,595	11	4,758
CRITTENDEN	267,790	321,249	435,583	15	22,458	11	27,454	41	67,172	33	108,396	44	102,838	24	9,751	13	10,968	53	20,456	7	11,668
West Memphis	205,188	261,885	362,910	9	13,943	7	28,284	23	65,823	22	85,558	25	86,561	26	10,050	10	7,140	35	20,255	6	7,595
CROSS	65,772	65,392	89,171	7	6,006	6	11,520	24	26,536	13	18,577	10	3,279	5	2,005	5	1,900	18	4,465	7	1,677
DALLAS	36,394	43,123	58,976	4	3,493	5	8,413	13	13,321	10	16,131	6	2,232	12	2,049	5	2,239	7	2,415	5	1,661
DESHA	93,262	73,502	97,532	9	2,221	4	13,022	25	19,666	13	45,847	11	2,611	5	1,723	12	2,168	24	2,768	7	1,813
DREW	55,044	75,308	100,062	5	8,503	3	13,210	20	21,250	11	27,066	11	5,482	12	3,125	12	3,072	17	6,118	4	2,624
FAULKNER	178,472	255,465	343,431	18	45,524	7	34,278	44	65,369	24	71,137	32	25,734	36	23,429	30	17,927	61	30,981	10	7,800
Conway	163,444	208,607	288 126	13	44,452	5	29,933	17	55,644	20	48,505	23	23,204	32	21,126	23	16,165	45	26,778	7	5,448
FRANKLIN	38,513	35,350	48,087	7	2,441	4	6,348	10	12,655	6	12,180	6	1,945	1	514	2	1,054	18	4,011	4	1,886
FULTON	20,587	19,197	27,460	5	597	5	2,114	4	7,573	7	2,475	9	2,854	7	470	2	485	15	1,693	5	1,914
GARLAND	368,754	479,384	657,104	39	32,923	10	100,286	57	121,382	45	167,677	42	29,818	62	28,226	41	22,558	135	70,781	21	18,861
Hot Springs	341,826	436,279	607,695	28	22,190	16	98,841	44	121,798	39	138,512	38	29,921	63	25,733	33	16,922	110	63,658	23	15,588
GRANT	28,512	31,938	43,308	5	3,951	1	5,718	12	10,273	6	6,750	13	2,985	4	521	2	335	12	2,315	2	1,688
GREENE	104,119	119,940	159,584	11	13,366	7	23,774	26	28,723	21	35,813	11	3,081	18	10,022	11	7,021	43	11,863	12	5,026
Paragould	91,122	116,301	158,562	9	11,533	5	25,148	16	31,559	16	31,936	9	2,785	20	9,058	13	6,345	36	12,681	9	4,543
HEMPSTEAD	69,541	76,474	101,695	9	7,254	3	11,071	20	28,438	15	20,990	18	6,185	14	5,663	10	3,103	24	6,306	9	3,093
Hope	64,571	82,413	110,996	7	6,758	4	11,858	18	32,984	12	20,377	11	6,008	13	6,579	7	3,014	15	6,126	8	3,593
HOT SPRING	84,719	85,939	114,954	9	3,348	5	13,038	16	22,032	20	34,709	12	13,504	6	4,834	6	2,952	22	6,221	6	2,535
Malvern	71,429	91,166	123,282	9	3,470	3	16,294	15	22,820	15	35,985	11	13,278	13	6,041	6	3,052	15	6,560	5	3,168
HOWARD	54,453	51,114	69,170	7	2,161	5	9,132	21	14,388	12	22,979	10	3,633	8	2.687	3	2,186	14	2,453	6	2,389
INDEPENDENCE	109,149	141,645	189,989	13	22,903	10	24,440	24	42,892	25	50,354	14	3,499	19	8,511	13	7,840	32	10,110	10	5,419
Batesville	93,616	119,484	163,030	11	18,749	4	20,019	12	40,914	14	41,528	5	2,756	24	7,032	14	6,007	19	9,599	9	4,477
IZARD	28,386	30,899	41,852	5	3,577	2	5,124	10	12,070	5	13,690	7	1,643	3	591	1	683	11	565	3	1,717
JACKSON	76,553	75,658	100,552	11	5,438	4	13,274	13	23,138	16	22,999	12	3,715	14	6,871	5	3,177	30	7,734	7	3,675
Newport	68,984	88,046	118,902	8	6,060	3	13,792	15	29,919	11	25,679	12	4,141	16	8,914	5	3,540	24	8,976	7	4,095
JEFFERSON	370,467	445,975	645,979	27	44,192	16	87,826	65	136,727	54	170,318	44	30,891	68	41,631	43	28,337	113	39,915	22	18,543
Pine Bluff	340,248	429,236	604,868	20	47,447	19	86,166	56	135,714	46	134,855	36	31,497	64	41,322	42	22,586	84	36,776	20	18,404
JOHNSON	52,345	73,911	98,105	8	1,822	3	12,951	20	23,555	7	36,053	15	5,418	10	2,353	8	3,568	16	3,912	6	2,817
LAFAYETTE	19,760	19,361	27,689	1	1,148	4	3,654	13	9,276	5	3,334	7	1,499	2	2,563	2	488	7	722	3	1,079
LAWRENCE	56,773	65,503	89,327	5	5,324	5	11,792	20	18,283	11	32,255	15	5,885	4	1,022	6	2,774	24	3,786	4	2,903

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

ARKANSAS RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
LEE	24,614	24,508	34,899	2	1,018	3	4,608	13	10,191	5	7,563	4	1,173	5	1,114	1	614	5	2,080	3	1,885
LINCOLN	20,367	15,173	21,823	2	1,301	4	518	15	7,035	5	8,060	3	516	1	250	3	385	5	276	2	850
LITTLE RIVER	36,274	44,177	60,452	3	3,346	2	7,407	13	16,021	10	22,382	9	2,520	2	1,174	2	992	11	1,801	4	1,684
LOGAN	59,294	66,115	90,184	8	5,156	4	11,257	17	17,582	13	37,822	6	478	14	3,016	8	2,417	28	5,099	6	2,746
LONOKE	105,629	110,079	149,130	11	8,172	12	12,897	31	39,766	23	51,453	17	8,265	18	3,592	8	1,713	32	3,303	9	6,047
MADISON	23,165	24,268	34,563	4	3,097	2	4,564	3	8,724	4	3,132	5	1,769	2	805	2	610	9	1,483	3	1,129
MARION	13,791	18,350	26,273	2	1,484	2	3,286	6	12,517	3	3,475	6	1,274	1	284	1	438	13	1,130	3	970
MILLER	155,315	172,292	232,920	6	13,386	6	30,748	30	73,566	8	11,303	24	21,482	19	11,991	14	8,722	65	20,098	6	9,044
Texarkana	147,816	166,110	232,733	7	6,471	5	23,737	30	77,407	9	8,666	18	22,609	22	12,620	12	7,441	51	19,379	7	9,423
MISSISSIPPI	191,829	222,516	297,275	23	10,641	13	46,510	51	57,693	34	96,468	42	13,326	24	15,434	19	10,505	66	17,506	11	9,066
Blytheville	118,575	151,340	207,743	11	4,836	6	34,626	14	44,133	14	54,311	16	9,182	21	12,552	13	6,479	31	14,064	5	5,572
MONROE	51,238	48,559	65,591	7	6,070	6	8,659	15	15,097	8	11,456	12	5,454	6	1,855	5	1,604	18	5,574	6	1,598
MONTGOMERY	12,496	13,186	19,439	4	1,158	4	1,207	5	4,604	6	2,050	4	995	0	222	1	342	11	1,097	2	757
NEVADA	26,012	27,858	37,592	3	2,241	4	4,963	12	10,312	5	10,582	8	1,380	4	1,577	4	2,472	6	1,224	4	1,358
NEWTON	6,139	6,160	9,610	1	1,117	1	1,260	4	2,583	0	1,076	0	491	0	109	0	169	4	854	1	374
OUACHITA	127,300	155,825	209,852	17	15,393	6	21,155	41	48,384	22	60,329	21	5,076	22	11,626	17	9,878	36	11,733	9	6,787
Camden	77,196	98,527	133,613	7	4,352	4	20,020	18	38,308	9	18,131	10	5,090	15	8,396	8	7,024	25	10,683	9	5,421
PERRY	6,910	17,350	24,872	3	1,721	0	3,283	9	9,374	3	3,472	4	1,273	0	283	1	438	3	859	1	968
PHILLIPS	115,150	115,880	153,896	11	7,400	10	15,375	35	38,684	18	51,435	18	5,400	27	8,371	13	4,766	33	6,203	10	5,284
Helena	55,098	70,323	94,025	3	3,200	2	6,650	5	16,921	12	43,242	1	1,675	23	7,999	6	2,060	10	3,488	7	3,297
West Helena	40,973	52,295	68,720	6	3,289	3	4,784	12	24,546	5	15,707	8	4,767	7	2,596	5	2,099	11	3,389	3	2,176
PIKE	30,239	30,949	41,922	7	4,457	7	2,544	11	12,918	8	9,636	6	2,147	1	460	0	739	12	1,053	4	1,685
POINSETT	70,782	76,426	101,628	9	6,074	6	9,835	19	20,988	17	19,072	21	5,020	5	842	8	3,104	37	5,508	10	6,992
POLK	56,411	60,033	81,664	8	5,084	3	10,781	16	20,089	15	24,495	13	2,788	7	2,292	3	2,887	15	3,823	5	2,544
Mena	49,647	63,365	84,260	6	4,894	5	9,379	11	21,802	10	23,567	10	3,231	8	2,656	5	2,752	10	3,684	6	2,947
POPE	194,052	271,197	365,469	22	28,462	11	42,688	38	68,485	30	129,472	26	14,805	29	18,565	23	16,122	57	26,162	15	10,024
Russellville	168,553	215,127	297,278	11	22,236	9	39,163	11	58,946	27	102,016	14	7,158	24	14,641	19	12,715	36	22,159	9	8,227
PRAIRIE	25,920	29,408	39,764	4	1,816	2	5,250	10	7,432	7	14,257	8	2,189	3	1,069	2	701	7	1,660	3	1,911
PULASKI	1,901,718	2,630,799	3,769,068	124	192,105	50	536,568	251	651,982	208	1,094,991	192	224,261	289	255,125	199	204,197	558	315,378	80	78,796
Little Rock	1,146,766	1,590,889	2,209,091	52	80,452	27	301,662	141	353,332	80	526,867	110	127,383	173	175,956	112	114,734	285	204,112	46	49,278
North Little Rock	516,663	659,427	920,914	20	46,277	13	157,084	57	182,487	47	180,048	43	71,374	66	53,310	36	27,471	95	59,749	23	16,862
RANDOLPH	38,464	53,209	72,105	7	4,298	3	9,518	13	20,691	12	17,442	6	1,701	5	2,310	6	2,837	14	3,504	5	2,131
ST. FRANCIS	118,178	114,113	151,421	0	9,028	3	13,506	9	31,115	4	24,518	6	17,606	3	5,040	8	5,830	21	9,543	4	4,237
Forrest City	76,296	97,378	132,001	5	3,894	5	12,675	19	29,222	11	20,433	8	10,298	12	4,729	8	6,398	15	9,578	6	5,571
SALINE	150,679	196,480	276,909	6	21,428	8	29,738	32	67,777	17	95,930	26	12,956	14	9,084	15	10,366	32	13,355	7	8,807
Benton	129,548	165,345	227,401	8	8,726	6	28,007	17	62,372	23	74,641	19	12,325	18	7,109	10	8,112	26	10,506	6	6,928
SCOTT	19,885	27,735	37,420	18	2,232	7	4,941	42	6,030	30	10,328	25	1,159	18	770	11	659	49	2,581	9	2,098
SEARCY	16,938	17,885	25,622	2	1,526	1	1,680	12	6,383	3	3,590	2	1,270	4	293	2	450	14	954	4	999
SEBASTIAN	568,570	751,866	1,089,461	3	89,615	6	142,822	6	169,347	3	296,998	6	59,254	2	66,501	2	55,464	7	91,489	2	26,503
Fort Smith	547,384	720,694	987,933	36	66,524	21	132,884	87	146,974	59	216,171	52	55,704	104	62,370	56	42,458	150	83,282	25	24,856
SEVIER	39,838	56,081	76,128	50	5,367	24	10,050	93	7,195	79	17,164	55	9,138	108	1,753	65	1,341	207	4,956	31	5,281
De Queen	27,590	35,214	44,745	4	3,091	3	5,786	6	3,227	4	9,698	5	5,261	6	1,422	2	771	12	3,972	5	3,029
SHARP	29,317	46,227	63,324	6	3,774	5	8,359	14	12,862	11	8,829	9	2,221	7	725	2	5,095	17	4,063	4	1,499
STONE	25,820	28,382	38,326	2	2,285	4	4,573	7	9,312	10	14,835	2	1,232	3	425	3	676	14	2,112	1	1,494
UNION	213,015	281,019	389,334	20	22,157	8	26,460	60	82,758	33	119,979	35	16,512	33	29,431	27	20,403	64	23,197	13	14,737
VAN BUREN	35,337	43,527	59,542	4	5,137	6	1,415	12	17,035	10	22,119	7	1,469	6	1,011	5	1,049	13	2,900	5	2,306
WASHINGTON	498,362	750,240	1,085,080	41	71,518	16	142,242	86	203,432	64	269,946	46	45,167	74	43,184	66	47,410	172	92,918	20	21,839
Fayetteville	300,009	416,559	591,206	11	14,414	13	90,398	43	111,017	31	128,243	18	17,178	53	29,775	30	20,098	91	56,755	11	12,950
Springdale	155,738	288,753	405,508	14	28,229	5	48,164	22	81,083	23	78,158	13	28,927	16	12,822	17	18,849	35	35,393	8	6,980

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
WHITE	205,520	255,554	343,556	25	15,258	16	30,193	45	68,381	45	143,978	36	13,569	37	13,606	25	11,160	75	20,467	15	10,025
Searcy	146,954	187,560	258,584	12	9,768	6	24,686	17	48,474	24	93,415	14	11,786	19	12,850	11	4,676	31	13,630	9	7,818
WOODRUFF	24,416	24,596	35,023	2	2,752	4	4,624	10	9,298	5	5,067	4	1,165	2	899	4	982	7	955	5	1,863
YELL	36,669	42,571	58,203	6	8,958	5	7,683	13	7,927	12	12,648	10	3,560	6	667	2	1,026	17	2,882	9	3,325

CALIFORNIA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS........	123,945,914	179,855,438	240,892,652	5,554	12,791,010	2,253	28,428,552	16,942	46,780,118	8,791	47,011,039	10,563	13,787,456	14,244	11,369,125	10,464	15,304,137	41,012	28,428,552	4,293	11,525,038
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Anaheim-Santa Ana, CA	11,684,897	17,426,811	23,647,970	399	1,292,922	151	2,971,011	1,125	4,192,445	718	4,881,383	882	1,282,873	1,183	1,195,538	922	1,528,744	3,016	3,013,335	358	915,963
Bakersfield, CA	2,082,023	2,762,816	3,689,203	101	224,828	64	357,550	365	798,065	205	721,769	239	298,545	211	138,199	160	205,835	651	405,096	76	169,945
Chico, CA	692,494	913,802	1,204,940	70	101,571	26	116,506	132	303,356	90	192,798	73	46,937	99	44,591	69	61,017	242	126,335	34	86,928
Fresno, CA	2,563,905	3,526,052	4,694,930	135	257,442	65	544,985	462	960,612	250	975,613	262	270,983	293	203,054	214	284,882	796	449,661	98	303,446
Los Angeles-Long Beach, CA	38,399,189	54,071,842	72,665,905	1,223	3,067,926	521	8,406,943	4,398	13,759,816	2,211	14,560,565	3,032	3,936,884	4,383	3,813,267	2,966	5,042,713	14,106	8,629,738	1,366	3,236,858
Merced, CA	534,240	686,666	903,417	43	53,596	22	96,608	91	176,327	60	189,374	73	84,471	64	24,358	43	30,605	194	89,283	23	57,493
Modesto, CA	1,303,641	1,977,745	2,636,486	94	185,049	37	335,538	236	566,072	120	426,910	113	150,465	160	121,627	132	196,913	362	237,779	55	177,308
Oakland, CA	9,127,207	13,076,657	17,176,111	384	851,494	152	2,225,410	1,212	3,348,852	625	3,385,870	741	932,343	940	736,363	777	1,069,096	2,558	1,795,357	284	930,687
Oxnard-Ventura, CA	2,589,477	4,251,343	5,652,839	126	301,645	49	749,270	297	1,172,869	230	1,307,886	221	319,677	271	215,788	224	275,821	645	523,762	95	265,575
Redding, CA	602,970	871,803	1,149,247	63	104,914	25	107,469	123	251,046	61	181,465	86	106,557	81	40,836	49	42,345	230	97,040	26	94,845
Riverside-San Bernardino, CA	7,521,341	12,949,357	17,585,020	465	1,240,011	182	2,202,637	1,111	3,729,803	720	3,384,285	767	1,186,510	787	673,609	654	919,240	2,191	1,936,150	249	740,997
Sacramento, CA	5,972,565	9,053,098	12,188,541	326	767,978	102	1,407,746	837	2,448,442	505	2,474,229	507	741,835	543	449,379	492	763,800	1,940	1,405,186	203	680,147
Salinas-Seaside-Monterey, CA	1,425,924	1,905,096	2,558,355	75	149,077	29	255,572	237	441,091	121	524,393	146	164,110	225	154,728	150	153,247	496	321,231	50	134,263
San Diego, CA	9,478,827	15,213,106	19,985,670	372	972,854	157	2,714,381	1,230	3,602,725	658	4,190,700	716	1,159,788	1,125	901,439	831	1,378,012	2,855	2,419,025	286	813,917
San Francisco, CA	9,113,128	12,413,423	16,889,226	334	674,723	154	1,943,167	1,669	3,002,241	372	2,716,535	543	735,408	1,352	1,060,096	889	1,120,363	3,908	2,673,149	308	747,249
San Jose, CA	7,487,855	10,226,224	13,369,638	256	654,369	116	1,841,759	838	2,386,417	487	2,701,845	568	741,405	773	640,448	572	987,324	1,862	1,505,409	190	642,475
Santa Barbara-Sta Maria-Lompoc, CA	1,846,926	2,301,505	3,066,014	110	168,198	31	280,151	226	525,635	128	467,493	175	183,546	262	140,274	192	197,924	527	375,269	65	145,989
Santa Cruz, CA	990,619	1,518,359	2,007,025	62	195,673	23	160,481	196	441,979	84	361,005	90	106,544	142	78,093	102	105,121	379	250,886	29	109,631
Sta Rosa-Petaluma, CA	1,613,867	2,480,892	3,304,005	128	296,082	36	349,976	284	719,731	133	540,991	170	215,836	196	116,248	173	189,953	515	344,087	60	216,439
Stockton, CA	1,596,769	2,371,245	3,158,538	95	186,190	34	367,657	260	655,064	162	621,921	168	205,871	168	131,866	157	187,052	564	336,381	83	194,264
Vallejo-Fairfield-Napa, CA	1,462,603	2,173,762	2,896,539	90	173,915	31	273,906	235	655,030	131	544,350	152	198,214	160	91,442	149	150,857	494	366,073	46	188,383
Visalia-Tulare-Porterville, CA	1,077,044	1,318,450	1,741,808	74	117,825	31	208,242	211	395,801	136	357,081	108	100,976	142	71,727	111	93,281	355	146,981	49	98,638
Yuba City, CA	422,899	544,611	767,803	26	68,595	17	119,044	89	175,695	49	127,543	40	36,503	53	29,101	49	37,316	154	77,612	16	38,712
COUNTIES, Cities																					
ALAMEDA	5,615,563	8,160,878	10,633,755	208	469,408	87	1,281,105	809	1,991,420	403	2,180,610	452	553,610	571	414,910	498	645,065	1,704	1,210,700	186	556,983
Alameda	468,885	699,992	924,473	11	6,884	13	292,457	49	132,543	25	99,124	22	30,116	126	88,958	36	42,319	115	82,535	11	52,419

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

CALIFORNIA RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
Dublin	68,601	65,304	85,400	3	3,770	1	10,289	11	15,993	5	17,513	6	4,446	8	3,332	7	5,181	23	9,724	2	4,473
Fremont	658,280	1,097,694	1,450,244	31	63,695	10	205,187	73	284,826	44	280,561	51	95,348	41	25,848	51	60,218	148	130,402	19	70,295
Hayward	593,474	979,060	1,293,407	19	37,279	8	139,187	87	226,357	67	341,060	56	73,012	22	22,071	36	55,692	153	125,891	18	76,300
Livermore	191,725	297,998	393,027	10	20,108	2	24,924	29	109,113	19	79,436	18	18,888	13	9,797	21	12,570	50	35,385	8	33,841
Newark	119,224	277,998	366,476	3	16,043	2	43,782	14	96,347	8	22,802	6	17,824	17	35,528	9	13,175	40	46,565	4	19,035
Oakland	1,551,139	1,768,715	2,337,239	49	78,450	22	172,048	270	450,604	95	391,639	130	135,068	157	89,017	130	117,231	559	286,386	57	117,289
Pleasanton	124,773	352,855	465,439	5	5,124	3	68,207	18	120,890	8	30,633	12	38,994	16	18,059	12	13,572	53	66,752	3	16,559
ALPINE	3,084	1,106	1,467	0	0	1	35	1	388	0	0	1	134	0	0	0	0	6	747	0	0
AMADOR	108,758	122,691	182,773	18	16,911	4	3,451	32	48,326	14	53,842	15	8,741	11	2,908	9	5,169	59	14,551	8	7,347
BUTTE	692,494	913,802	1,204,940	70	101,571	26	116,506	132	303,356	90	192,798	73	46,937	99	44,591	69	61,017	242	126,335	34	86,928
Chico	294,614	407,824	538,220	20	34,666	5	23,080	44	138,485	37	77,384	28	27,898	43	19,918	33	33,868	106	70,775	11	23,546
Oroville	133,340	174,481	229,624	13	16,100	7	26,952	24	63,342	25	25,809	19	11,054	19	7,530	13	5,506	47	20,510	10	23,597
CALAVERAS	73,733	95,765	125,050	11	16,911	6	5,612	28	38,421	8	10,108	15	11,192	9	1,280	10	5,393	47	10,529	8	4,464
COLUSA	42,429	57,873	74,779	8	6,667	1	1,812	15	20,789	10	12,819	14	7,188	7	2,256	3	1,695	28	9,528	3	4,809
Colusa	23,134	31,429	40,617	4	4,369	0	1,188	5	12,164	8	8,402	4	1,697	5	1,479	2	1,112	10	2,130	2	3,151
CONTRA COSTA	3,511,644	4,915,779	6,542,356	176	382,086	65	944,304	403	1,357,432	222	1,205,260	289	378,733	369	321,453	279	424,031	854	584,567	98	373,703
Antioch	219,563	310,330	409,330	11	17,411	8	77,953	30	90,770	17	57,843	20	30,598	18	21,494	12	7,175	66	39,089	7	27,783
Martinez	65,824	140,686	184,946	3	6,299	1	9,090	10	80,810	3	11,551	11	21,702	5	3,522	5	1,361	31	23,349	6	19,231
Pinole	48,230	.115,751	151,981	5	5,539	2	16,698	6	24,006	2	21,314	10	35,064	6	5,237	2	7,499	14	15,552	2	6,610
Pittsburg	105,021	163,206	214,718	9	20,439	2	20,393	12	66,675	9	35,636	6	11,317	4	5,793	9	5,884	28	15,377	4	17,446
Walnut Creek	597,809	847,416	1,119,260	15	29,443	6	147,550	46	174,544	30	288,077	27	57,702	71	87,896	41	47,784	104	79,804	10	53,265
DEL NORTE	72,878	87,380	113,926	7	10,926	5	4,664	27	32,352	8	12,176	14	7,369	6	2,565	7	5,633	48	16,141	3	7,811
EL DORADO	429,823	604,066	791,407	41	61,982	9	23,620	71	196,963	41	86,198	49	67,891	54	27,496	45	28,775	172	107,359	20	73,690
South Lake Tahoe	185,936	223757	294,768	8	11,330	3	8,419	24	81,329	15	24,845	19	26,042	22	15,947	17	7,938	70	47,427	6	27,621
FRESNO	2,563,905	3,526,052	4,694,930	135	257,442	65	544,985	462	960,612	250	975,613	262	270,983	293	203,054	214	284,882	796	449,661	98	303,446
Fresno	1,646,081	2,453,185	3.242,236	64	141,146	28	539,508	219	592,617	138	506,463	131	207,090	178	161,242	141	190,526	450	303,677	57	201,757
GLENN	77,993	84,690	111,669	16	12,004	3	2,706	25	27,703	11	16,099	19	12,637	9	5,235	6	2,958	38	12,518	6	3,393
HUMBOLDT	525,863	648,899	852,198	48	78,260	21	43,948	135	218,742	59	134,034	62	46,338	68	42,551	50	32,430	214	86,745	24	68,828
Eureka	268,957	351,021	463,125	21	~ 37,502	8	37,407	42	81,446	32	75,126	25	31,372	40	36,166	35	23,334	95	45,881	9	39,538
IMPERIAL	423,866	476,943	654,066	27	37,070	18	79,228	88	180,931	52	105,217	45	33,817	84	41,947	27	22,465	133	49,993	17	42,076
Brawley	70,212	60,601	79,183	6	3,579	2	5,571	15	24,854	12	14,444	6	3,710	12	1,978	3	1,711	29	7,242	4	6,258
El Centro	167,451	220,313	290,326	10	13,441	5	41,802	22	59,130	23	36,580	19	18,475	27	14,964	14	13,441	44	24,632	8	24,828
INYO	129,670	143,879	212,194	13	15,776	6	4,278	16	43,386	9	29,152	34	31,738	14	7,968	12	5,088	39	26,467	5	6,337
KERN	2,082,023	2,762,816	3,689,203	101	224,828	64	357,550	365	798,065	205	721,769	239	298,545	211	138,199	160	205,835	651	405,096	76	169,945
Bakersfield	1,114,083	1,588,603	2,099,238	26	64,685	20	308,351	101	330,598	84	441,595	89	173,119	113	100,820	97	135,299	243	221,713	30	110,835
Ridgecrest	108,638	159,151	209,357	7	10,792	3	18,435	17	60,481	15	30,711	8	16,720	20	9,505	14	10,062	35	22,586	5	11,727
Taft	55,392	66,470	86,831	6	5,225	3	5,010	8	32,444	12	11,396	2	5,555	13	4,262	4	3,037	22	9,465	2	3,162
KINGS	263,484	344,204	479,112	19	19,153	12	39,682	51	104,225	38	100,433	34	33,827	49	18,485	23	23,380	101	52,256	15	37,909
Hanford	172,408	236,266	311,416	10	9,454	9	32,041	24	57,352	23	62,086	16	18,648	35	11,747	16	16,963	57	29,276	10	29,232
LAKE	161,802	220,315	314,750	17	27,268	11	16,391	38	108,536	27	43,649	22	10,473	13	2,365	11	5,181	81	24,845	8	32,265
Lakeport	65,352	81,028	106,188	6	4,063	3	9,974	10	37,311	8	14,993	6	4,435	7	1,138	4	1,781	20	6,399	3	11,091
LASSEN	88,976	99,562	130,109	16	11,427	6	4,481	23	42,763	14	16,543	12	8,239	12	4,155	7	3,209	42	14,597	5	4,566
LOS ANGELES	38,399,189	54,071,842	72,665,905	1,223	3,067,926	521	8,406,943	4,398	13,759,816	2,211	14,560,565	3,032	3,936,884	4,383	3,813,267	2,966	5,042,713	14,106	6,629,738	1,366	3,236,858
Arcadia	397,275	459,196	606,135	14	21,646	7	142,534	32	120,789	8	67,318	22	27,258	69	44,438	29	20,576	88	79,792	15	34,755
Baldwin Park	96,117	161,938	213,153	9	12,811	2	17,255	32	59,328	18	25,691	17	30,338	6	3,042	9	4,869	43	20,604	5	9,775
Bell	89,540	116,742	153,403	2	2,162	1	5,825	16	58,362	11	25,121	7	7,781	6	2,688	6	4,020	25	16,031	7	20,449
Covina	406,766	546,960	722,161	11	22,644	3	96,229	48	146,275	23	181,584	21	40,305	18	9,546	33	36,148	82	57,037	12	26,979
Glendale	924,041	1,413,857	1,868,219	24	37,318	9	242,752	89	323,359	56	405,421	63	99,689	105	107,791	78	114,800	186	183,787	29	57,849
Glendora	227,319	378,943	500,038	13	14,847	3	58,731	34	131,319	21	102,565	18	27,038	14	9,337	14	14,523	59	38,334	11	29,180

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
Hermosa Beach	128,668	195749	257,852	5	5,243	1	14,122	17	68,382	16	87,106	5	9,910	17	9,821	6	7,049	48	23,272	3	1,928
Long Beach	1,610,417	2,187,743	2,891,315	45	94,705	24	197,324	192	624,589	112	479,214	136	189,426	146	87,349	121	155,266	558	406,699	75	121,899
Los Angeles	14,889,426	19,729,035	25,025,158	439	404,371	186	1,260,710	1,842	2,968,269	689	1,684,483	1,202	1,178,119	1,805	763,230	1,199	869,245	4,287	1,792,369	544	614,988
Manhattan Beach	249,820	304,458	401,457	5	2,671	5	42,451	26	82,606	11	87,941	13	14,959	44	19,468	15	8,739	87	68,318	7	17,389
Palmdale	90,416	230,003	303,025	6	19,504	5	20,042	13	96,540	14	13,797	13	22,445	7	12,805	8	12,241	43	41,402	3	14,986
Pasadena	901,741	1,322,841	1,747,783	29	75,637	11	346,701	75	266,106	48	309,518	45	72,767	94	90,892	67	95,875	199	198,955	28	58,777
Pomona	447,164	590,073	779,046	19	33,394	7	115,934	47	134,853	33	177,190	39	50,173	26	18,364	29	27,334	129	81,701	16	33,080
Redondo Beach	276,978	492,758	650,394	9	13,819	3	88,913	36	181,165	9	6,226	27	40,028	40	22,674	32	62,026	107	130,912	14	22,142
San Fernando	127,705	207,810	273,686	4	9,951	1	20,852	15	62,062	22	71,350	8	9,559	23	23,110	12	13,241	42	27,200	3	3,465
San Gabriel	214,751	221,546	291,845	9	10,368	1	35,941	20	60,234	12	66,100	16	12,153	9	3,596	15	29,127	59	27,413	8	3,539
Santa Clarita	87,950	123,847	162,685	4	6,868	2	18,822	16	30,806	8	32,598	11	8,759	16	8,637	11	11,249	37	19,320	5	7,233
Santa Monica	938,896	1,266,398	1,673,164	19	32,170	12	143,575	62	140,183	48	441,232	32	57,264	125	121,889	82	118,006	243	233,255	31	64,352
Torrance	1,287,775	2,083,709	2,753,669	27	97,836	15	550,727	82	424,114	52	429,212	75	122,504	173	200,925	104	222,951	273	263,681	33	85,924
West Covina	561,015	816,342	1,078,179	7	17,498	11	192,509	43	173,412	23	216,417	33	51,091	83	67,106	44	82,167	103	103,526	19	46,398
Whittier	497,040	587,314	775,399	12	25,190	6	101,064	32	130,252	29	210,109	29	32,757	49	26,758	58	50,560	96	52,722	14	26,795
MADERA	226,848	296,643	413,552	24	28,049	10	10,850	58	120,184	30	61,866	34	32,641	31	15,080	17	12,549	87	42,404	16	31,423
Madera	150,333	192,208	253,059	8	10,150	4	6,029	32	75,122	20	31,746	23	25,787	25	12,699	11	6,972	46	24,661	9	19,772
MARIN	1,368,657	1,919,770	2,562,156	84	179,455	23	210,136	237	525,569	80	476,538	85	132,365	220	104,226	180	176,983	508	318,665	47	124,528
San Rafael	558,530	746,774	986,209	29	71,124	6	137,072	60	126,200	50	219,575	30	44,853	61	41,992	80	86,692	118	76,572	10	37,719
MARIPOSA	38,732	56,037	72,344	6	7,141	0	1,754	20	21,369	3	893	13	9,685	6	3,004	1	1,133	21	6,783	1	2,539
MENDOCINO	331,178	448,384	617,292	36	62,020	12	29,587	103	168,688	42	91,854	47	31,442	52	19,334	34	22,160	153	71,092	18	46,969
Ukiah	154,499	203,573	268,084	9	15,331	4	14,145	33	69,096	22	35,718	18	17,376	26	11,724	21	10,656	49	24,003	8	30,856
MERCED	534,240	686,666	903,417	43	53,596	22	96,608	91	176,327	60	189,374	73	84,471	64	24,358	43	30,605	194	89,283	23	57,493
Merced	319,729	429,692	567,019	21	28,103	10	78,605	33	98,296	39	119,632	28	41,283	41	20,310	30	19,298	84	44,994	9	40,367
MODOC	28,147	32,772	41,478	8	7,445	5	768	13	10,447	6	5,447	6	2,978	4	299	1	651	22	5,229	3	1,456
MONO	68,627	72,829	94,621	8	7,093	2	2,294	17	24,080	1	1,168	14	9,314	8	3,633	6	3,170	45	25,196	1	3,322
MONTEREY	1,425,924	1,905,096	2,558,355	75	149,077	29	255,572	237	441,091	121	524,393	146	164,110	225	154,728	150	153,247	496	321,231	50	134,263
Monterey	262,742	384,005	506,620	15	24,371	2	57,753	43	79,286	22	68,890	20	27,250	44	29,245	31	22,951	116	104,683	5	28,851
Salinas	584,949	778,248	1,027,818	21	43,577	10	139,372	70	203,602	50	167,773	54	78,241	65	51,560	64	59,188	152	85,520	20	59,120
NAPA	427,120	591,383	804,580	37	69,853	9	63,614	106	206,235	39	109,004	44	46,452	59	28,527	43	41,899	162	109,963	17	43,169
Napa	308,236	426,324	562,566	25	35,813	7	49,311	70	159,152	25	46,985	31	38,985	37	21,449	33	32,480	90	52,363	10	35,021
NEVADA	261,498	377,768	521,180	38	68,041	13	18,388	52	132,662	26	64,083	28	34,360	40	17,994	29	21,854	111	52,633	14	41,331
Grass Valley	139,557	214,708	282,916	22	26,373	6	10,838	24	89,016	15	36,726	8	17,766	24	12,931	18	12,745	37	16,877	7	21,485
Nevada	83,679	163,060	214,525	12	28,007	4	7,569	17	54,605	6	26,378	9	14,143	13	7,407	9	8,995	36	21,664	4	17,013
ORANGE	11,684,897	17,426,811	23,647,970	399	1,292,922	151	2,971,011	1,125	4,192,445	718	4,881,383	882	1,282,873	1,183	1,195,538	922	1,528,744	3,016	3,013,335	358	915,963
Anaheim	1,351,748	1,783,258	2,356,576	33	116,881	13	301,068	132	460,324	77	291,194	115	150,702	86	53,071	107	167,685	399	385,088	39	91,354
Brea	239,779	362,193	477,895	11	37,579	5	86,355	22	75,526	9	31,267	12	19,712	61	92,744	25	21,730	51	37,252	9	11,073
Costa Mesa	1,075,498	1,634,281	2,159,625	18	49,316	8	362,602	76	225,088	63	473,276	49	83,208	121	297,895	80	111,048	174	187,040	15	31,129
Huntington Beach	903,516	1,244,181	1,643,904	27	99,198	12	248,565	81	332,125	48	244,247	57	73,947	74	64,767	54	115,411	229	167,239	25	68,154
La Habra	233,272	338,362	446,389	19	30,801	6	44,468	31	77,126	21	70,093	24	29,173	22	13,382	25	33,498	81	54,185	9	33,771
La Palma	28,677	28,241	36,402	2	982	1	2,161	5	3,225	1	3,787	7	974	1	931	1	1,185	15	4,200	3	818
Newport Beach	627,147	954,480	1,260,801	13	25,061	7	161,035	52	181,238	36	230,533	31	54,815	104	97,453	33	27,195	174	261,506	20	39,184
San Clemente	134,537	195,075	256,850	9	7,281	4	12,767	18	77,580	15	28,898	17	25,654	13	7,332	11	5,217	64	37,611	10	17,022
Santa Ana	1,182,123	1,774,172	2,344,453	45	102,758	15	201,909	127	457,429	96	466,113	95	154,116	78	63,534	114	171,464	316	247,318	36	85,447
PLACER	676,634	1,185,560	1,565,504	54	148,595	13	19,317	125	354,596	81	417,072	71	100,939	51	50,324	53	38,878	257	200,157	25	102,660
Auburn	143,954	261,023	344,145	8	34,617	3	9,928	20	68,331	20	60,588	9	17,056	14	22,498	15	9,610	51	36,213	7	40,161
Roseville	253,388	545,738	720,434	12	61,770	3	8,586	39	131,422	27	232,738	16	62,292	18	23,089	16	16,484	70	67,669	10	49,842
PLUMAS	81,398	90,556	120,777	17	12,233	5	2,928	24	29,011	15	20,075	20	8,093	10	2,929	5	1,261	53	11,254	7	6,334
RIVERSIDE	3,461,405	5,893,231	8,021,111	225	591,281	78	907,013	487	1,767,126	324	1,696,306	327	484,475	409	327,080	303	376,446	926	877,271	109	337,500
Banning	119,294	97,082	127,412	12	3,632	4	13,897	12	20,067	20	37,003	16	10,509	13	4,201	7	3,925	41	17,609	3	4,540
Beaumont	51,606	76,649	100,399	6	9,575	1	12,491	7	24,335	6	11,941	10	13,080	5	3,068	2	5,185	12	8,830	3	2,430

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

CALIFORNIA RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
Corona	298,603	500,084	660,190	15	72,397	5	62,508	28	137,189	35	169,018	23	45,743	13	15,329	21	15,159	63	54,526	10	24,265
Hemet	262,909	370,428	488,781	21	28,809	9	45,411	33	129,767	23	86,198	19	32,813	36	17,558	28	17,813	64	41,835	9	37,687
Indio	185,356	294,650	388,601	9	6,500	7	56,051	21	43,826	13	16,233	20	17,250	16	6,831	20	9,679	37	16,688	7	5,146
Palm Springs	375,006	486,627	642,288	17	27,833	5	54,303	31	112,424	21	101,345	23	25,701	101	77,302	31	25,082	110	107,337	14	30,772
Palm Desert	109,899	330,436	435,800	10	27,067	2	22,281	12	136,619	3	41,666	10	43,718	38	44,607	21	23,916	36	64,599	2	8,291
Riverside	1,063,137	1,756,894	2,321,612	38	104,502	18	419,576	96	405,749	91	496,742	71	148,311	98	88,370	100	108,351	216	205,821	23	78,405
SACRAMENTO	4,375,580	6,594,347	8,951,273	196	499,749	74	1,352,427	564	1,671,200	329	1,794,725	338	504,416	392	342,676	359	663,341	1,327	975,917	135	434,493
Sacramento	1,660,691	2,351,405	3,107,569	73	137,445	27	448,153	241	658,035	117	461,028	146	274,311	159	120,445	115	114,489	601	391,965	55	142,885
SAN BENITO	83,985	125,415	189,024	9	11,258	2	4,582	12	58,220	14	34,900	12	13,020	11	8,295	5	2,964	37	16,690	5	7,594
Hollister	77,430	115,077	151,201	9	7,704	2	3,808	9	48,378	13	29,000	10	10,819	9	6,894	5	2,463	25	9,385	4	6,311
SAN BERNARDINO	4,059,936	7,056,126	9,563,909	240	648,730	104	1,295,624	624	1,962,676	396	1,687,980	440	702,035	378	346,529	351	542,793	1,265	1,058,878	140	403,497
Barstow	170,881	216,765	285,635	4	14,914	5	20,096	22	63,983	18	23,697	31	62,627	14	11,724	11	6,507	57	45,998	4	6,956
Fontana	171,190	365,078	481,709	10	18,833	5	25,583	24	139,312	23	82,510	17	44,163	14	6,463	9	10,620	47	42,571	7	60,278
Ontario	427,117	752,872	994,271	18	54,953	6	78,941	65	222,770	51	205,314	56	105,647	21	23,973	27	26,897	114	91,947	13	32,049
Redlands	257,424	435,402	574,568	12	17,683	4	103,860	20	96,324	25	128,533	19	36,867	26	22,740	25	24,112	58	62,450	8	13,252
San Bernardino	966,113	1,419,198	1,875,169	35	87,078	19	463,889	97	266,203	74	266,983	67	130,967	112	92,040	91	122,341	273	195,296	24	67,393
Upland	241,954	421,533	556,232	11	30,331	5	81,405	23	97,460	14	86,345	20	46,333	13	20,391	22	23,892	57	62,700	16	48,926
Victorville	186,241	459,126	605,931	12	16,472	6	28,232	21	53,240	32	71,392	18	29,634	26	14,428	19	17,458	45	29,474	4	7,069
SAN DIEGO	9,478,827	15,213,106	19,985,670	372	972,854	157	2,714,381	1,230	3,602,725	658	4,190,700	716	1,159,788	1,125	901,439	831	1,378,012	2,855	2,419,025	286	813,917
El Cajon	722,279	1,094,163	1,445,576	22	59,137	9	243,901	67	265,673	57	326,454	57	89,950	73	73,507	45	51,064	140	110,354	16	57,063
Escondido	586,556	1,290,827	1,705,571	26	107,186	9	248,165	46	298,205	50	382,418	50	115,493	72	66,113	53	79,919	125	130,143	10	61,693
Oceanside	334,687	516,064	681,205	17	20,362	8	148,452	44	121,860	38	77,262	31	57,526	21	16,842	39	27,926	122	97,477	9	25,073
San Diego	4,341,662	6,614,180	8,750,725	120	241,767	71	1,169,239	546	1,616,338	247	1,154,005	308	595,617	538	490,015	400	618,705	1,451	1,201,918	138	370,999
Vista	166,911	246,232	324,480	19	26,107	2	23,996	31	117,111	14	27,327	20	37,917	16	5,791	21	14,356	54	26,986	8	18,648
SAN FRANCISCO	4,250,353	5,512,987	7,516,646	123	221,356	72	778,330	999	1,215,060	117	901,779	192	259,832	780	629,808	439	471,011	2,572	1,530,634	156	275,319
San Francisco	4,250,353	5,512,987	7,304,313	123	215,103	72	756,343	999	1,180,737	117	876,305	192	252,492	780	612,017	439	457,706	2,572	1,487,396	156	267,542
SAN JOAQUIN	1,596,769	2,371,245	3,158,538	95	186,190	34	367,657	260	655,064	162	621,921	168	205,871	168	131,866	157	187,052	564	336,381	83	194,264
Lodi	236,081	389,943	514,581	15	26,073	4	47,083	37	113,582	30	97,229	29	43,945	22	19,125	30	26,621	85	50,367	8	44,226
Manteca	153,988	238,919	314,812	11	20,378	5	12,441	18	91,614	20	64,840	10	16,077	13	6,734	16	16,554	36	27,481	6	22,157
Stockton	908,740	1,303,372	1,722,045	40	73,041	17	276,149	125	345,622	79	257,951	67	118,063	109	91,254	75	83,405	318	191,360	47	79,801
Tracy	88,225	174,939	230,229	6	7,373	1	13,865	14	64,535	9	34,950	15	23,004	13	9,809	10	8,848	31	23,129	9	29,999
SAN LUIS OBISPO	755,115	1,229,398	1,623,664	74	136,940	31	80,517	139	363,953	77	252,120	124	124,459	109	62,787	83	77,401	322	244,570	39	92,930
Paso Robles	99,889	173,359	228,141	13	9,374	4	3,793	16	27,636	13	13,108	16	13,425	12	5,033	9	1,961	26	9,881	5	3,295
San Luis Obispo	308,070	519,200	685,351	17	32,292	9	51,754	39	138,744	27	128,812	47	50,713	44	37,306	35	37,531	92	76,888	11	35,355
SAN MATEO	3,494,118	4,980,666	6,810,423	127	273,912	59	954,701	433	1,261,612	175	1,338,218	266	343,211	352	326,062	270	472,368	828	823,850	105	347,402
San Mateo	572,084	836,415	1,104,716	17	36,240	16	242,260	75	193,454	28	86,797	37	50,177	99	112,626	58	52,097	139	119,091	18	80,573
SANTA BARBARA	1,846,926	2,301,505	3,066,014	110	168,198	31	280,151	226	525,635	128	467,493	175	183,546	262	140,274	192	197,924	527	375,269	65	145,989
Lompoc	129,042	185,202	243,908	7	10,641	2	17,723	19	62,857	19	29,576	12	19,898	19	14,872	17	15,439	41	24,241	6	11,032
Santa Barbara	657,354	866,332	1,144,267	35	45,877	9	112,961	75	219,005	41	135,455	54	82,703	110	72,747	87	75,945	217	182,403	26	48,722
Santa Maria	466,606	513,516	677,836	24	27,643	9	104,107	35	85,301	35	114,336	35	50,617	48	25,055	42	27,023	78	54,031	9	31,339
SANTA CLARA	7,487,855	10,226,224	13,369,638	256	654,369	116	1,841,759	838	2,386,417	487	2,701,845	568	741,405	773	640,448	572	987,324	1,862	1,505,409	190	642,475
Gilroy	116,761	206,199	271,667	4	17,736	3	28,659	19	30,108	16	51,025	18	33,904	18	17,509	15	12,323	33	27,163	3	10,681
Palo Alto	551,994	758,462	1,001,661	17	24,865	7	142,334	63	128,021	25	148,701	31	48,193	83	126,444	39	41,984	141	136,687	11	20,109
San Jose	3,156,446	3,893,498	5,146,253	90	203,943	58	732,859	374	1,015,895	219	738,633	247	305,273	321	240,628	222	235,924	749	484,129	81	247,489
Saratoga	75,114	80,017	104,740	7	6,797	1	12,557	12	28,211	3	7,025	5	2,793	13	3,872	13	13,428	30	13,479	3	4,680
SANTA CRUZ	990,619	1,518,359	2,007,025	62	195,673	23	160,481	196	441,979	84	361,005	90	106,544	142	78,093	102	105,121	379	250,886	29	109,631
Santa Cruz	394,969	510,788	674,230	12	57,667	8	51,052	77	142,901	33	123,511	29	45,230	46	21,384	31	28,775	133	90,873	8	26,077
Watsonville	186,919	334,633	441,349	12	29,420	6	26,524	31	103,065	17	105,143	12	24,912	24	21,425	15	19,503	62	36,339	6	33,405
SHASTA	602,970	871,803	1,149,247	63	104,914	25	107,469	123	251,046	61	181,465	86	106,557	81	40,836	49	42,345	230	97,040	26	94,845
Redding	432,606	682,148	900,772	33	58,578	15	76,139	64	177,860	42	135,410	48	92,660	66	37,356	40	35,159	138	79,074	14	84,387
SIERRA	6,303	6,345	11,055	3	1,718	0	268	6	3,034	1	136	2	1,013	0	0	1	174	11	2,239	2	387

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
SISKIYOU	155,232	204,659	294,156	31	24,544	11	5,781	59	83,332	20	26,452	41	26,307	28	9,835	10	8,858	99	33,833	14	30,855
Yreka City	68,474	96,806	126,936	12	8,008	2	2,423	17	33,458	7	13,433	8	12,613	12	6,083	4	2,769	27	14,067	5	12,933
SOLANO	1,035,483	1,582,379	2,091,959	53	104,062	22	210,292	129	448,794	92	435,347	108	151,762	101	62,915	106	108,957	332	256,110	29	145,215
Fairfield	284,291	526,826	695,543	12	27,587	6	109,869	32	93,073	32	136,246	25	32,940	52	35,774	35	29,872	83	74,884	7	32,359
Sui Sun	36,554	43,822	56,890	2	2,903	0	5,132	7	11,813	3	2,903	7	9,099	2	1,602	8	2,639	22	7,026	1	4,051
Vacaville	174,276	257,159	338,926	11	17,679	2	20,496	20	82,943	13	33,313	18	31,909	13	9,758	18	15,749	54	67,357	5	16,177
Vallejo	416,712	552,514	729,392	19	30,967	10	74,483	44	157,559	32	144,169	31	41,546	26	15,118	34	34,376	120	58,529	11	61,704
SONOMA	1,613,867	2,480,892	3,304,005	128	296,082	36	349,976	284	719,731	133	540,991	170	215,836	196	116,248	173	189,953	515	344,087	60	216,439
Petaluma	217,835	314,058	414,148	17	21,538	7	44,926	41	106,917	19	48,514	22	30,798	33	15,597	25	13,656	76	45,905	9	35,448
Santa Rosa	718,360	1,406,677	1,858,616	24	41,451	15	301,427	89	371,727	48	155,631	74	167,572	108	95,617	84	119,212	178	189,992	25	130,692
STANISLAUS	1,303,641	1,977,745	2,636,486	94	185,049	37	335,538	236	566,072	120	426,910	113	150,465	160	121,627	132	196,913	362	237,779	55	177,308
Modesto	827,194	1,230,031	1,625,086	36	78,854	19	264,886	114	322,823	57	211,240	47	84,088	107	89,206	81	111,253	204	144,325	26	101,279
Turlock	172,073	262,504	345,992	12	8,660	7	13,081	26	96,692	19	51,301	14	21,084	27	18,379	24	25,464	53	34,698	9	32,855
SUTTER	236,494	325,661	454,687	17	48,891	7	68,629	37	100,273	26	79,284	23	22,478	26	15,631	29	24,305	72	45,258	7	17,479
Yuba City	215,439	294,806	388,696	13	27,690	5	57,533	27	85,482	22	66,464	20	20,673	25	14,324	24	20,376	58	39,203	6	14,653
TEHAMA	172,116	231,890	330,283	20	26,516	8	18,300	41	77,944	27	47,220	27	51,975	19	9,095	13	7,643	60	27,963	9	16,352
Corning	61,888	86,303	113,161	5	5,804	3	2,015	7	22,087	7	10,333	11	34,171	4	366	2	1,673	14	5,530	4	3,356
Red Bluff	97,465	130,135	170,997	14	12,738	5	14,580	22	47,752	17	16,883	13	13,399	14	8,106	10	5,262	33	16,755	4	11,836
TRINITY	30,243	37,897	48,277	7	7,127	3	2,397	18	15,326	3	581	10	3,388	3	768	3	1,485	27	6,052	3	1,694
TULARE	1,077,044	1,318,450	1,741,806	74	117,825	31	208,242	211	395,801	136	357,081	108	100,976	142	71,727	111	93,281	355	146,981	49	98,638
Porterville	197,063	242,559	319,625	19	16,967	6	19,102	29	84,893	28	50,440	20	24,668	33	18,379	19	7,449	67	24,704	9	31,914
Tulare	145,899	169,627	223,207	11	14,570	3	14,684	34	65,425	17	29,376	20	18,263	22	10,216	21	12,264	64	22,589	7	17,413
Visalia	496,561	615,652	812,862	19	40,519	12	141,734	56	146,697	48	152,315	32	39,167	68	33,952	54	46,671	109	69,539	14	34,748
TUOLUMNE	143,546	226,873	323,627	22	31,637	2	7,843	37	96,191	20	34,169	26	20,801	28	12,284	14	8,776	88	38,876	10	31,894
Sonora	90,507	129,138	169,679	9	15,861	1	3,932	17	67,007	15	9,036	10	11,369	21	8,748	13	4,400	34	12,791	6	15,989
VENTURA	2,589,477	4,251,343	5,652,839	126	301,645	49	749,270	297	1,172,869	230	1,307,886	221	319,677	271	215,788	224	275,821	645	523,762	95	265,575
Camarillo	175,277	312,114	411,689	15	26,466	3	57,516	18	109,167	13	22,334	21	38,836	20	12,255	11	9,358	50	42,684	8	39,658
Oxnard	517,966	748,651	988,690	15	35,527	11	156,784	61	164,488	51	180,573	34	47,667	68	46,282	43	42,445	142	90,170	19	42,939
Port Hueneme	48,896	62,888	82,095	1	1,204	1	2,798	11	42,429	2	5,220	5	8,419	3	402	1	1,101	19	10,713	4	1,059
Santa Paula	72,459	95,411	125,091	7	5,537	4	3,343	17	39,827	16	21,741	7	7,377	10	3,720	11	5,725	30	11,281	4	7,489
Simi Valley	315,657	537,762	709,890	16	27,768	5	114,467	31	221,349	21	51,910	30	47,761	32	18,194	20	20,051	81	67,603	11	40,302
Thousand Oaks	631,049	996,998	1,317,011	23	43,880	10	170,881	53	240,156	38	307,646	45	75,288	73	61,645	55	53,509	102	111,327	19	60,190
Ventura	652,289	1,023,648	1,352,243	32	69,609	12	164,977	75	271,958	58	301,896	56	73,835	68	51,181	56	63,342	162	122,056	24	60,569
YOLO	490,528	669,125	880,357	35	57,653	6	12,383	77	225,682	54	176,234	49	68,590	46	28,884	35	32,807	184	121,754	23	69,305
Davis	172,309	226,885	299,014	5	17,413	1	3,740	24	79,423	15	53,379	11	21,542	19	10,468	15	13,066	58	49,706	7	24,457
Woodland	172,307	281,079	370,549	12	18,288	4	6,460	21	111,852	24	67,066	15	27,972	22	18,378	14	17,115	46	30,513	9	27,641
YUBA	186,405	218,950	313,115	9	19,704	10	50,415	52	75,421	23	48,258	17	14,025	27	13,470	20	13,011	82	32,354	9	21,233
Marysville	134,254	169,670	223,264	4	12,459	6	31,878	29	53,828	15	33,071	12	13,996	19	9,191	16	9,032	59	26,781	5	13,427

COLORADO RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS.........	16,581,084	20,688,591	26,664,027	1,008	1,817,519	425	2,707,860	2,003	5,315,828	1,491	6,485,379	1,568	1,544,054	2,129	1,205,704	1,598	1,538,318	6,393	2,983,659	470	564,291
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Boulder-Longmont, CO	1,132,186	1,599,557	2,122,345	66	156,402	23	162,720	115	450,491	112	537,135	96	109,047	165	94,961	145	146,762	444	243,400	22	44,561
Colorado Springs, CO	1,653,177	2,362,294	3,071,775	91	215,967	42	377,431	190	526,308	176	732,745	168	156,982	233	112,750	219	138,219	692	317,538	35	59,870

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

COLORADO RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
Denver,CO	8,892,254	11,137,256	14,309,076	377	806,609	156	1,515,103	863	2,762,675	610	3,600,274	666	810,346	1,010	672,748	741	914,412	2,890	1,618,386	193	286,633
Ft.Collins-Loveland, CO	773,096	1,101,904	1,461,981	61	135,191	28	154,607	91	300,279	92	371,420	88	77,774	130	66,823	91	84,200	314	156,690	25	26,187
Greeley, CO	457,126	570,211	716,968	35	49,680	14	78,094	73	164,922	58	198,989	63	41,458	49	28,447	48	34,076	186	71,539	15	17,018
Pueblo, CO	541,146	671,686	857,340	35	59,919	20	121,488	90	206,535	78	179,699	68	47,019	73	42,134	47	51,654	261	89,046	22	21,842
COUNTIES, Cities																					
ADAMS	1,363,202	1,745,568	2,247,516	65	134,880	32	166,330	126	527,374	116	480,343	114	176,466	112	83,719	83	129,655	424	188,365	28	44,048
ALAMOSA	71,299	82,152	104,225	9	13,511	3	7,793	7	27,077	12	22,192	5	4,006	9	6,803	9	5,021	40	9,763	1	2,064
Alamosa	67,656	79,165	100,435	6	10,458	3	7,782	9	27,038	9	22,160	8	4,502	10	7,456	8	5,015	27	9,863	3	2,061
ARAPAHOE	2,358,839	3,285,696	4,251,597	101	258,856	44	624,024	194	652,661	158	1,425,500	143	213,987	323	234,595	198	226,795	591	399,203	38	64,948
ARCHULETA	23,057	31,222	39,254	10	15,456	0	0	12	7,552	1	7,766	4	1,730	5	1,541	1	1,453	18	2,532	1	630
BACA	22,054	18,963	23,487	3	3,224	2	499	5	2,174	3	5,679	5	6,330	3	172	2	1,066	12	1,097	3	415
BENT	14,859	12,336	14,963	2	2,056	2	1,113	7	4,892	2	3,630	1	808	4	550	1	679	7	326	2	295
BOULDER	1,132,186	1,599,557	2,122,345	66	156,402	23	162,720	115	450,491	112	537,135	96	109,047	165	94,961	145	146,762	444	243,400	22	44,561
Boulder	657,409	863,400	1,145,588	20	49,782	12	91,594	54	203,475	48	302,152	43	52,397	92	52,889	74	76,727	157	137,007	14	18,735
Longmont	267,533	398,152	528,281	20	24,197	4	28,817	20	116,026	32	94,416	21	31,208	32	13,806	24	16,843	80	37,230	7	12,993
CHAFFEE	72,589	66,569	83,722	10	7,611	7	4,597	14	22,366	8	16,623	18	3,978	11	992	3	3,847	38	6,593	2	1,669
Salida	43,260	40,039	50,356	4	2,173	3	4,693	8	20,874	7	10,916	10	4,683	5	1,013	2	3,927	17	2,687	2	1,703
CHEYENNE	6,656	4,177	4,469	1	480	0	0	2	1,054	3	640	2	153	0	0	1	203	7	590	1	138
CLEAR CREEK	28,637	23,781	29,683	1	3,384	2	1,833	9	5,547	2	5,536	7	3,771	3	162	0	1,119	33	6,911	1	486
CONEJOS	12,758	12,182	14,765	3	1,733	1	938	4	4,623	0	0	7	1,685	0	0	2	572	7	170	3	1,287
COSTILLA	3,186	1,281	1,492	1	102	2	55	2	176	0	0	1	40	0	0	0	0	3	453	0	0
CROWLEY	3,355	3,762	3,936	1	541	0	0	2	927	1	955	0	0	1	146	0	0	4	249	1	177
CUSTER	3,721	3,893	4,104	2	564	1	305	2	969	0	0	2	222	0	0	0	0	5	317	1	182
DELTA	79,332	65,590	82,434	8	7,062	5	3,670	19	22,639	11	20,867	18	5,053	12	3,405	6	2,873	38	4,748	7	2,426
DENVER	2,825,883	3,224,010	4,126,829	95	221,429	44	323,283	332	751,063	157	641,740	210	201,197	312	222,729	284	348,828	1,171	669,025	78	91,020
Denver	2,837,625	3,224,010	4,126,829	96	161,578	35	321,876	278	747,794	168	500,173	220	196,450	255	219,768	285	281,629	938	650,283	84	90,443
DOLORES	4,012	3,721	3,883	0	0	0	0	2	916	1	941	1	209	0	0	0	0	4	360	0	0
DOUGLAS	69,983	147,113	189,694	16	26,239	1	14,007	21	60,868	14	28,875	16	17,944	6	1,975	10	5,715	47	17,945	3	3,997
Castle Rock	27,724	63,611	82,023	5	5,167	1	2,038	5	21,275	5	3,756	4	7,075	3	473	4	1,141	7	2,610	0	581
EAGLE	169,430	212,988	276,367	18	37,455	3	20,310	24	56,608	4	12,237	11	14,263	38	13,204	17	7,732	112	58,812	7	6,622
Vail	45,746	57,078	74,063	4	2,337	3	4,078	7	17,114	7	9,990	8	4,038	4	1,473	3	2,836	14	3,864	2	1,721
ELBERT	5,610	10,283	12,323	4	1,310	0	0	3	2,906	2	2,989	5	1,047	0	0	1	559	3	985	1	242
EL PASO	1,653,177	2,362,294	3,071,775	91	215,967	42	377,431	190	526,308	176	732,745	168	156,982	233	112,750	219	138,219	692	317,538	35	59,870
Colorado Springs	1,502,901	2,172,759	2,844,713	69	145,251	29	334,757	144	503,911	143	652,191	114	146,875	177	105,552	140	130,816	413	268,026	32	41,270
FREMONT	93,262	97,795	124,806	10	15,630	5	11,656	28	33,903	20	25,056	12	4,413	10	4,624	13	3,603	51	13,490	6	5,994
Canon City	76,528	78,243	99,854	9	10,030	4	10,957	17	35,619	8	23,110	8	4,260	11	4,347	12	3,440	38	12,621	7	5,634
GARFIELD	200,840	212,032	275,109	18	19,080	7	12,572	30	61,817	20	78,000	23	19,241	21	9,091	19	8,127	81	29,588	9	9,721
Glenwood Springs	118,365	153,551	199,230	10	10,900	4	11,822	13	36,173	11	51,528	14	18,365	18	7,491	13	4,128	28	16,712	3	9,140
GILPIN	3,921	3,889	4,099	1	441	0	0	0	759	0	0	0	0	1	118	0	0	12	1,305	1	163
GRAND	48,758	53,339	66,315	9	6,013	1	5,037	19	14,869	5	8,178	12	5,821	11	1,066	3	667	50	11,999	4	2,840
GUNNISON	62,745	58,098	72,576	9	7,708	4	5,491	9	17,682	11	13,791	7	5,897	9	3,661	7	1,846	46	12,636	2	1,984
Gunnison	49,554	43,851	54,779	6	6,156	1	5,846	7	18,824	7	14,239	7	7,670	7	3,898	6	1,965	20	8,496	3	2,113
HINSDALE	2,530	2,185	1,907	1	262	0	0	2	450	0	0	1	103	0	0	0	0	7	219	0	0
HUERFANO	23,172	20,031	24,860	6	2,408	0	0	8	7,331	4	5,436	10	3,800	4	338	2	1,019	17	1,906	2	442
JACKSON	6,857	5,240	5,837	0	0	0	0	2	1,377	1	1,416	2	315	1	215	1	265	6	567	0	0
JEFFERSON	2,274,347	2,734,871	3,493,439	100	165,204	35	387,460	190	770,709	165	1,015,817	183	200,752	257	129,730	166	203,419	657	343,848	46	82,620
KIOWA	4,495	2,465	2,293	2	274	0	0	2	741	1	484	2	108	0	0	0	0	2	302	1	159

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
KIT CARSON	37,699	41,812	51,149	8	7,308	2	3,652	13	11,820	7	15,667	8	3,898	7	1,804	1	2,230	5	2,358	5	2,471
LAKE	30,013	22,391	24,222	4	2,566	1	1,605	4	6,402	2	4,783	7	1,743	4	1,474	1	1,470	23	3,648	1	338
LA PLATA	175,750	209,082	267,075	18	30,593	7	19,939	35	75,588	25	65,008	17	38,258	35	9,097	31	13,010	73	22,930	5	5,283
Durango	156,761	175,246	223,854	13	24,820	7	13,850	24	59,008	15	31,535	17	17,520	32	14,725	28	12,681	63	33,130	6	2,918
LARIMER	773,096	1,101,904	1,461,981	61	135,191	28	154,607	91	300,279	92	371,420	88	77,774	130	66,823	91	84,200	314	156,690	25	26,187
Fort Collins	497,946	711,134	943,516	33	64,872	11	91,388	41	168,519	38	142,573	37	35,549	77	42,144	58	41,721	139	79,387	14	12,228
Loveland	183,450	276,387	366,704	15	17,214	6	29,668	16	62,089	27	73,540	20	23,513	24	9,582	20	8,205	45	22,188	7	7,273
LAS ANIMAS	40,465	50,353	62,386	7	4,657	5	3,901	19	19,397	14	15,371	10	1,511	5	1,495	4	1,575	24	4,650	4	2,307
Trinidad	36,494	46,808	57,994	4	4,168	5	3,520	12	19,668	13	11,686	5	1,475	7	1,516	4	1,285	20	4,196	4	2,335
LINCOLN	39,248	35,882	45,247	4	1,247	0	0	5	5,062	7	9,690	10	13,947	1	1,663	1	2,528	12	5,586	1	891
LOGAN	102,967	105,637	135,124	9	9,220	4	10,422	11	22,998	16	47,906	12	6,126	19	8,788	10	5,110	31	10,170	5	2,360
Sterling	97,147	102,331	130,895	10	11,806	4	12,584	10	27,206	17	56,228	12	6,263	22	10,397	10	4,974	28	11,884	4	2,849
MESA	592,620	526,259	688,540	31	51,501	12	70,066	51	130,793	56	176,454	47	43,536	54	27,589	54	39,040	147	54,030	11	14,517
Grand Junction	486,671	444,130	585,987	32	67,323	12	59,146	49	110,410	44	150,574	40	36,440	68	22,446	48	26,141	108	45,609	11	12,255
MINERAL	3,161	2,816	2,719	1	374	0	0	1	641	0	0	1	147	0	0	0	0	5	172	0	0
MOFFAT	89,512	61,484	77,031	5	3,000	3	3,994	11	20,436	8	22,834	8	2,930	6	3,884	9	1,931	21	6,619	2	1,540
Craig	79,363	53,399	69,061	5	2,212	4	6,885	11	33,185	8	36,634	7	4,869	10	6,696	8	2,824	24	10,748	2	2,500
MONTEZUMA	102,376	105,038	134,336	11	10,897	6	9,982	12	30,018	11	31,479	12	11,894	9	5,853	8	3,395	40	12,442	5	2,595
Cortez	89,254	84,139	107,608	7	10,067	5	9,850	11	29,618	12	30,614	13	14,340	11	6,459	7	3,350	25	12,275	3	3,132
MONTROSE	119,660	130,571	167,930	15	18,196	8	12,545	11	38,305	20	41,853	16	10,365	13	7,202	9	6,343	52	13,056	5	3,736
Montrose	105,901	122,539	152,902	11	19,257	5	13,882	12	42,385	12	28,354	10	11,470	14	7,416	8	5,795	29	13,421	4	4,134
MORGAN	115,674	91,293	116,251	9	6,171	4	10,847	21	26,610	15	28,570	19	10,365	17	5,499	11	2,835	42	9,963	5	1,814
Fort Morgan	80,356	65,148	90,701	8	6,812	4	13,235	15	30,141	14	27,593	13	11,839	17	6,802	8	3,458	19	8,971	3	2,213
OTERO	76,806	76,881	97,289	8	10,888	6	14,022	22	24,814	6	13,277	12	8,209	12	4,399	13	5,939	50	8,797	9	2,409
La Junta	44,933	44,430	57,224	3	2,328	2	9,403	14	21,080	2	8,459	6	7,036	9	2,917	8	4,834	22	6,718	3	1,616
Rocky Ford	18,122	16,667	20,091	1	1,779	1	3,501	6	9,448	5	2,871	5	3,325	4	973	4	1,482	15	2,463	2	601
OURAY	5,603	8,376	9,870	2	1,122	1	693	6	884	0	0	2	503	2	0	1	424	17	3,187	2	183
PARK	9,810	9,899	11,829	2	1,215	2	881	3	1,945	2	2,869	4	1,244	1	435	2	536	10	2,522	0	0
PHILLIPS	18,367	20,502	25,466	4	2,256	2	592	5	5,215	5	11,474	3	1,121	0	763	2	942	10	1,009	2	409
PITKIN	135,342	185,974	240,824	13	23,751	4	15,505	15	23,419	1	50,561	6	8,571	49	24,561	14	12,288	99	58,809	6	12,181
Aspen	101,606	142,548	185,806	6	13,559	2	9,780	10	17,814	1	31,449	2	5,454	33	19,833	8	4,199	49	41,443	6	7,684
PROWERS	70,926	75,024	94,846	5	5,861	4	7,111	13	20,020	13	19,103	9	10,928	14	5,098	9	3,594	30	9,341	6	2,659
PUEBLO	541,146	671,686	857,340	35	59,919	20	121,488	90	206,535	78	179,699	68	47,019	73	42,134	47	51,654	261	89,086	22	21,842
Pueblo	505,056	629,692	812,306	22	41,152	14	117,826	91	205,432	62	134,511	55	46,382	73	39,895	46	49,775	220	82,427	23	21,184
RIO BLANCO	22,922	17,342	21,402	5	3,400	0	0	11	7,734	2	2,306	6	1,956	1	813	2	972	13	2,213	4	422
RIO GRANDE	43,728	45,136	55,522	7	6,213	6	1,675	12	17,033	6	9,554	7	5,197	4	2,163	5	3,111	21	2,720	3	3,041
ROUTT	88,168	115,488	148,085	9	12,695	4	10,982	21	30,606	7	14,875	11	12,126	18	12,214	10	7,429	63	23,085	4	3,513
SAGUACHE	7,267	10,955	13,187	2	1,808	1	981	5	3,111	1	3,199	4	711	1	485	1	598	7	781	1	260
SAN JUAN	3,939	3,076	3,053	0	0	0	0	2	668	0	0	1	153	2	104	0	0	8	618	0	0
SAN MIGUEL	12,367	20,238	25,127	5	5,638	0	0	5	5,536	0	0	1	1,340	6	743	2	919	24	4,745	1	398
SEDGWICK	17,148	17,877	22,090	2	1,982	1	1,644	4	4,500	3	5,357	4	1,548	2	812	2	1,003	7	1,150	3	435
SUMMIT	114,560	155,430	193,777	10	11,928	3	14,803	18	38,574	11	10,283	13	13,679	29	10,947	12	6,848	97	46,303	5	3,867
TELLER	30,480	41,900	51,265	7	1,209	4	1,966	17	16,522	4	12,853	6	3,406	4	1,947	1	2,405	43	6,695	2	1,044
WASHINGTON	14,666	10,306	12,352	3	2,119	3	917	2	2,917	2	2,996	3	1,098	1	258	2	561	12	1,017	2	558
WELD	457,126	570,211	716,968	35	49,680	14	78,094	73	164,922	58	198,989	63	41,458	49	28,447	48	34,076	186	71,539	15	17,018
Greeley	330,183	433,605	543,415	20	22,174	9	66,383	32	132,297	29	115,461	30	24,997	53	24,151	39	21,265	89	41,510	11	14,902
YUMA	43,720	40,665	49,640	8	9,630	4	3,823	12	13,692	9	14,379	4	1,925	10	1,663	2	1,307	17	2,480	3	1,012

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CONNECTICUT RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS.........	15,828,588	25,101,778	31,158,807	1,006	1,597,046	374	3,102,757	2,259	6,080,925	1,143	6,848,661	1,728	1,912,726	1,792	1,769,046	1,379	1,561,132	4,612	2,877,182	715	918,302
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Bridgeport-Stamford-Norwalk-Danbury, CT	4,627,165	7,272,609	8,987,342	248	476,217	109	937,263	600	1,646,142	275	1,893,745	472	516,432	553	567,076	433	491,880	1,131	764,586	163	218,024
Hartford-New Britain-Middletown-Bristol, CT	5,356,458	8,482,339	10,541,897	350	498,514	110	1,062,563	732	2,017,911	370	2,318,947	584	701,997	530	601,981	428	521,499	1,554	1,037,608	269	367,603
New Haven-Waterbury-Meriden, CT	3,685,843	5,811,287	7,239,920	224	343,954	90	833,503	572	1,487,830	255	1,452,735	428	413,144	484	431,985	325	358,716	1,196	687,716	169	204,588
New London-Norwich, CT	1,156,903	1,833,609	2,282,947	78	138,220	35	165,842	162	433,374	116	625,642	120	163,072	118	88,632	104	114,814	384	217,406	52	61,433
COUNTIES, Cities																					
FAIRFIELD	4,627,165	7,272,609	8,987,342	248	476,217	109	937,263	600	1,646,142	275	1,893,745	472	516,432	553	567,076	433	491,880	1,131	764,586	163	218,024
Bridgeport	545,199	670,176	1,109,856	22	59,480	20	99,809	110	271,069	42	159,283	74	98,910	68	62,074	54	55,188	187	97,050	31	39,182
Danbury	511,380	968,346	1,062,422	21	32,547	15	111,420	54	198,758	33	225,127	45	98,859	44	67,414	50	50,596	106	90,893	12	13,537
Greenwich	416,445	536,167	799,200	19	45,206	10	81,929	54	146,989	25	106,462	42	45,138	50	52,360	39	44,808	102	69,112	15	20,586
Norwalk	556,902	957,117	1,009,331	19	26,992	15	113,913	55	237,675	41	162,721	54	78,724	57	67,851	48	49,510	117	68,302	10	26,499
Stamford	659,224	1,111,737	1,371,493	21	39,932	20	268,386	73	229,925	29	169,092	62	86,621	84	85,124	60	69,926	162	102,577	18	31,989
Trumbull	185,087	313,023	352,695	9	18,193	4	34,472	24	60,544	11	69,651	19	18,994	22	20,857	17	18,091	45	28,121	7	8,019
HARTFORD	4,341,493	6,780,846	8,445,744	257	417,725	84	853,090	579	1,560,951	258	1,857,608	446	544,802	441	518,536	352	447,104	1,234	844,199	216	294,660
Bristol	338,261	613,945	663,187	15	33,261	9	53,738	46	142,352	15	143,070	30	44,507	22	39,937	23	34,435	76	65,019	15	22,695
Enfield	217,075	507,678	421,529	11	21,424	4	42,505	29	79,972	13	93,671	22	26,653	22	26,918	18	22,852	62	42,010	11	15,610
Hartford	538,636	704,190	1,053,169	22	30,952	11	104,146	109	150,034	26	143,722	55	81,780	70	69,892	53	52,473	236	195,010	41	50,872
Manchester	345,798	602,976	632,027	17	16,409	8	73,195	31	154,161	31	130,915	39	58,234	30	40,449	22	17,698	70	48,605	12	15,110
New Britain	226,722	333,212	415,578	12	14,054	6	45,531	38	95,509	19	79,943	29	34,418	17	14,538	18	10,179	98	41,273	19	21,803
LITCHFIELD	655,134	1,115,883	1,390,322	78	90,506	19	72,653	122	329,610	84	383,066	67	66,806	74	58,253	56	48,795	233	107,168	43	41,399
Torrington	189,040	297,786	388,808	11	15,519	7	50,306	29	103,074	23	79,261	18	22,112	25	19,917	22	13,529	49	22,641	9	7,420
MIDDLESEX	624,553	1,081,035	1,336,983	53	57,337	20	141,463	95	250,904	77	320,717	80	97,473	54	42,676	46	59,599	206	132,302	32	48,368
Middletown	201,109	345,751	402,021	11	21,911	5	69,050	22	85,644	14	65,140	16	24,354	20	22,719	16	17,202	60	39,411	8	19,445
NEW HAVEN	3,685,843	5,811,287	7,239,920	224	343,954	90	833,503	572	1,487,830	255	1,452,735	428	413,144	484	431,985	325	358,716	1,196	687,716	169	204,588
Ansonia	75,146	121,120	144,976	4	1,869	3	17,176	15	17,903	11	44,828	11	12,045	16	8,903	9	6,754	20	10,365	3	4,216
Meriden	244,873	435,515	491,678	14	18,650	5	62,505	38	82,109	18	98,840	31	44,272	42	36,062	22	24,923	71	32,227	9	15,976
Milford	339,654	589,136	633,767	15	30,558	8	50,274	44	135,064	28	104,723	35	76,748	40	27,227	35	49,814	103	69,263	13	11,515
Naugatuck	67,932	105,876	147,617	10	6,228	2	9,737	17	51,557	9	21,263	15	19,942	9	4,601	5	2,025	33	12,240	7	8,168
New Haven	432,540	637,767	821,971	21	14,269	12	110,112	96	143,934	26	80,430	56	62,397	87	67,680	46	40,692	233	125,051	33	28,262
Wallingford	243,225	435,208	469,455	10	16,873	7	49,236	29	88,141	25	161,466	27	37,046	21	9,752	10	6,881	66	38,375	6	6,466
Waterbury	590,110	833,361	1,088,404	26	52,241	17	156,614	90	266,032	46	121,209	50	69,602	75	75,108	51	32,301	174	78,293	30	28,219
NEW LONDON	1,156,903	1,833,609	2,282,947	78	138,220	35	165,842	162	433,374	116	625,642	120	163,072	118	88,632	104	114,814	384	217,406	52	61,433
New London	227,637	321,193	413,801	11	14,360	5	55,990	25	42,506	24	127,198	13	18,927	27	19,032	25	25,038	71	31,891	11	10,752
Norwich	260,696	362,442	474,252	13	12,085	10	24,835	36	114,415	25	142,900	17	35,153	27	19,962	23	25,960	68	27,834	15	14,055
TOLLAND	390,412	620,458	759,170	40	23,452	6	68,011	58	205,456	35	140,622	56	59,721	35	40,766	30	14,798	114	61,107	21	24,665
Vernon	218,631	316,356	468,003	18	13,948	3	43,066	32	116,888	20	84,868	31	37,597	20	25,177	17	8,707	64	39,842	12	15,656
WINDHAM	347,085	586,051	716,379	28	49,635	11	30,932	71	166,659	43	174,525	37	51,277	33	21,121	33	25,428	114	62,697	19	25,165
Willimantic	109,236	180,164	216,292	5	7,577	3	10,788	19	75,003	11	31,805	5	14,174	13	5,912	12	7,702	36	22,164	6	10,670

DELAWARE RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS.........	3,130,558	4,975,670	6,314,673	201	330,881	92	861,076	531	1,084,971	225	1,228,992	302	324,187	416	292,170	267	295,655	788	482,677	128	183,023
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Wilmington, DE-NJ-MD	2,555,429	4,066,781	5,196,533	146	262,292	76	665,228	396	756,682	206	926,551	240	295,632	301	156,237	240	215,394	758	342,526	104	145,652
COUNTIES, Cities																					
KENT	544,873	855,796	1,054,523	39	83,670	21	150,890	88	179,355	49	259,733	46	37,505	64	36,799	37	30,826	130	75,120	21	26,363
Dover	279,424	536,104	686,523	15	37,507	11	92,027	40	143,188	21	128,113	19	34,142	52	44,329	24	26,011	75	73,632	12	21,246
NEW CASTLE	2,103,090	3,357,295	4,307,040	97	163,135	45	572,853	301	727,947	123	851,189	189	235,549	268	200,978	179	223,959	482	315,553	83	136,929
Newark	240,299	414,260	534,221	12	23,666	7	70,691	27	71,775	17	163,767	19	42,965	22	18,588	15	11,493	42	36,650	9	14,402
Wilmington	384,985	666,593	865,537	17	34,682	3	113,428	80	93,463	28	207,354	37	78,598	66	69,159	30	38,246	150	89,380	13	36,078
SUSSEX	482,595	762,579	953,110	65	84,075	26	137,333	119	177,669	53	118,070	67	51,133	84	54,393	51	40,870	176	92,004	24	29,541
Milford	86,867	125,662	162,357	12	13,606	5	21,430	21	29,057	10	18,610	12	8,860	15	9,003	9	6,520	32	15,530	4	4,742

DIST. OF COLUMBIA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS.........	2,654,366	3,422,972	4,440,888	43	84,518	34	438,998	415	733,071	66	258,698	115	202,434	466	393,877	211	256,222	1,295	966,525	146	233,541
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Washington, DC-MD-VA	17,824,496	27,984,231	36,155,625	615	1,541,334	315	4,005,179	2,326	6,672,489	898	8,405,361	1,313	2,241,461	2,300	2,184,873	1,814	2,269,174	5,249	3,945,654	626	1,241,810
D.C.	2,654,366	3,422,972	4,440,888	43	84,518	34	438,998	415	733,071	66	258,698	115	202,434	466	393,877	211	256,222	1,295	966,525	146	233,541
Washington	2,654,366	3,422,972	4,440,888	43	84,518	34	438,998	415	733,071	66	258,698	115	202,434	466	393,877	211	256,222	1,295	966,525	146	233,541

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FLORIDA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS.........	55,468,945	87,925,966	114,876,521	3,306	6,869,846	1,614	13,059,072	9,568	21,876,213	4,691	28,263,350	5,568	6,548,587	7,539	5,320,816	5,736	6,306,537	13,929	11,903,803	2,291	4,403,338
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Bradenton, FL	885,889	1,320,842	1,725,867	62	112,331	23	187,697	136	352,501	77	475,135	80	89,958	108	60,563	79	88,514	217	183,585	33	68,243
Daytona Beach, FL	1,502,321	2,372,471	3,098,973	97	205,553	49	337,562	282	605,725	130	639,280	171	168,481	193	109,912	167	145,637	475	362,832	72	144,875
Ft. Lauderdale-Hollywood-Pompano Beach, FL	6,717,263	10,140,827	13,242,073	274	534,492	124	1,418,798	878	2,291,522	470	3,685,653	535	686,283	896	684,801	716	836,190	1,623	1,594,704	254	503,472
Fort Myers-Cape Coral, FL	1,400,295	2,522,486	3,294,847	99	262,701	44	397,365	230	669,803	108	746,693	108	151,915	175	112,479	154	244,296	361	306,669	63	142,267
Fort Pierce,FL	938,322	1,656,077	2,164,832	65	230,671	23	183,997	171	454,452	97	553,326	90	125,907	118	82,945	123	128,694	205	168,144	38	78,348
Ft Walton Beach, FL	563,528	933,349	1,219,919	45	97,684	22	172,247	109	206,452	74	288,722	69	65,409	77	42,332	65	76,309	185	138,194	21	32,330
Gainesville, FL	907,780	1,346,904	1,761,147	58	123,085	27	215,806	191	375,821	73	398,539	106	100,294	106	77,739	83	78,652	236	192,481	33	46,207
Jacksonville, FL	3,737,181	6,166,824	8,056,991	249	439,248	104	872,160	783	1,416,105	419	2,130,002	468	547,440	547	346,589	435	351,802	996	798,141	140	323,402
Lakeland-Winterhaven, FL	1,629,320	2,357,198	3,079,031	121	253,388	56	366,543	323	679,157	182	807,783	195	171,951	158	115,729	147	108,066	355	264,914	63	106,099
Melbourne-Titusville-Palm Bay, FL	1,488,706	2,446,743	3,195,950	98	210,266	57	453,784	270	573,908	134	811,761	177	185,617	145	86,488	156	138,707	422	319,319	50	180,203
Miami-Hialeah, FL	9,408,819	13,047,272	17,037,003	381	673,272	240	2,008,554	1,398	2,775,124	608	4,249,809	838	915,308	1,807	1,316,402	906	967,633	2,116	1,691,117	504	750,194
Naples, FL	676,257	1,133,071	1,480,695	52	116,763	16	122,356	116	289,239	49	329,771	57	73,920	131	81,277	93	129,268	160	147,288	27	54,280
Ocala, Fl	733,753	1,165,306	1,522,784	72	172,454	27	171,308	162	297,886	72	303,502	101	131,616	84	50,258	71	74,196	173	113,023	29	51,057
Orlando, FL	4,338,595	8,095,347	10,573,803	229	683,438	112	1,216,211	656	1,920,698	346	2,847,381	395	630,088	393	415,403	347	497,473	982	1,179,249	115	287,755
Panama City, FL	579,996	924,160	1,207,921	32	68,298	19	150,320	122	180,559	64	342,644	64	63,958	86	52,315	60	59,971	206	167,001	27	37,184
Pensacola, FL	1,351,882	2,031,267	2,654,716	84	167,195	43	362,539	240	531,380	168	655,948	142	145,276	154	86,389	116	123,740	358	263,731	61	72,680
Sarasota, FL	1,432,228	2,360,705	3,083,610	116	253,051	47	350,094	196	555,498	105	700,832	120	149,195	193	135,419	209	256,289	328	323,665	55	135,037
Tallahassee, FL	921,065	1,451,307	1,897,465	71	160,852	33	285,721	163	377,034	77	326,668	100	110,768	149	80,785	107	104,506	249	202,557	38	52,351
Tampa-St. Petersburg-Clearwater, FL	8,710,006	14,110,651	18,429,203	522	1,031,551	246	2,218,658	1,556	3,852,308	733	4,328,927	882	1,049,425	963	644,986	805	1,013,212	2,311	1,949,049	305	654,777
West Palm Beach-Boca Raton-Delray, FL	3,845,955	6,622,066	8,647,646	183	437,817	88	972,163	578	1,636,259	241	2,131,950	301	440,894	594	514,741	458	576,464	873	892,416	145	337,066
COUNTIES, Cities																					
ALACHUA	839,558	1,248,707	1,631,681	51	112,031	24	206,824	159	335,356	62	378,421	86	89,623	101	75,770	78	71,919	223	182,067	29	40,619
Gainesville	599,961	951,021	1,242,415	29	71,829	12	132,606	87	284,340	49	302,607	57	88,536	46	49,724	59	47,373	146	122,695	18	29,521
BAKER	32,797	39,651	51,897	3	1,138	2	7,087	13	15,609	6	5,859	12	7,096	3	782	3	1,423	13	3,216	3	2,170
BAY	579,996	924,160	1,207,921	32	68,298	19	150,320	122	180,559	64	342,644	64	63,958	86	52,315	60	59,971	206	167,001	27	37,184
Panama City	418,050	662,667	865,398	24	42,899	13	141,797	64	108,526	48	240,531	35	58,459	61	44,406	50	40,141	107	79,046	18	26,300
BRADFORD	68,222	98,197	129,466	7	11,054	3	8,982	32	40,465	11	20,119	20	10,671	5	1,969	5	6,733	13	10,414	4	5,588
BREVARD	1,488,706	2,446,743	3,195,950	98	210,266	57	453,784	270	573,908	134	811,761	177	185,617	145	86,488	156	138,707	422	319,319	50	180,203
Cocoa	123,822	155,750	203,839	13	10,980	4	44,197	30	46,032	16	25,519	24	22,362	7	2,955	15	9,213	28	12,994	5	8,231
BROWARD	6,717,263	10,140,827	13,242,073	274	534,492	124	1,418,798	878	2,291,522	470	3,685,653	535	686,283	896	684,801	716	836,190	1,623	1,594,704	254	503,472
Fort Lauderdale	1,681,695	2,525,343	3,484,343	51	76,588	25	248,082	166	294,832	162	1,082,967	123	143,620	227	200,543	151	158,647	422	528,633	50	92,196
Hollywood	993,275	1,257,412	2,057,570	25	56,583	24	308,180	119	221,336	58	539,527	72	83,866	116	90,736	81	116,594	191	166,434	31	69,839
Pompano Beach	602,470	912,506	1,247,615	26	30,976	13	169,942	73	108,754	46	356,621	46	41,716	109	97,051	74	70,808	101	72,617	18	49,259
CALHOUN	29,521	35,099	45,953	6	4,800	3	6,276	11	12,254	7	12,618	5	3,076	4	848	4	617	8	987	3	2,552
CHARLOTTE	314,853	481,422	629,841	34	65,285	12	31,910	58	138,370	33	163,714	26	40,509	28	24,156	49	39,490	80	50,406	12	36,738
Charlotte Harbor	75,447	119,593	155,342	8	11,713	3	3,768	16	34,519	9	38,192	9	18,139	6	4,234	12	9,410	17	9,489	4	9,523
Punta Gorda	114,313	181,202	235,894	12	17,786	4	5,721	24	52,419	13	57,997	13	27,545	9	6,430	18	14,289	25	14,410	6	14,462
CITRUS	243,823	424,805	555,916	31	76,264	10	30,921	52	143,252	28	104,342	34	46,439	28	11,878	28	19,868	65	36,160	12	24,030
Inverness	76,060	120,566	156,613	9	19,457	3	11,080	8	26,069	9	39,070	9	11,015	10	6,553	8	5,170	19	10,620	4	6,763
CLAY	320,534	616,418	806,104	22	43,179	11	184,534	68	126,215	28	156,273	32	47,403	64	52,746	32	36,774	83	73,053	14	18,586
Orange Park	55,857	88,541	114,742	4	6,021	2	17,006	8	13,321	2	14,403	11	22,562	16	7,563	7	2,997	23	17,409	5	7,316

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
COLLIER	676,257	1,133,071	1,480,695	52	116,763	16	122,356	116	289,239	49	329,771	57	73,920	131	81,277	93	129,268	160	147,288	27	54,280
Naples	422,764	670,140	875,168	25	36,585	11	100,523	58	207,036	26	107,854	25	51,433	101	67,548	48	61,810	104	91,488	19	35,576
COLUMBIA	189,096	286,496	375,327	16	27,804	11	27,289	53	79,091	22	76,247	50	42,450	22	16,714	19	10,808	48	38,214	7	13,338
Lake City	139,135	220,548	287,338	12	18,741	9	22,598	34	74,219	16	42,146	35	35,146	19	13,841	15	8,061	35	26,646	6	11,045
DADE	9,408,819	13,047,272	17,037,003	381	673,272	240	2,008,554	1,398	2,775,124	608	4,249,809	838	915,308	1,807	1,316,402	906	967,633	2,116	1,691,117	504	750,194
Florida City	15,691	22,648	31,497	0	399	0	1,191	5	4,527	1	2,521	5	12,319	2	781	1	574	11	7,476	0	445
Homestead	207,626	237,778	429,288	7	17,015	9	48,954	36	129,855	17	100,711	16	29,985	17	5,513	14	11,506	42	25,257	5	12,820
Miami	2,649,610	3,149,243	4,050,682	104	121,835	73	412,692	398	571,220	193	867,985	249	307,731	615	382,563	305	220,096	640	388,650	152	166,662
DE SOTO	80,957	101,256	133,460	9	11,635	6	18,226	20	36,528	8	17,572	14	7,523	11	2,808	4	2,564	19	8,740	5	6,815
DIXIE	26,559	33,681	44,102	3	3,886	3	4,755	10	11,972	3	4,631	7	5,016	2	664	3	389	11	2,245	1	1,172
DUVAL	3,033,832	4,862,850	6,350,647	200	346,267	74	610,380	610	1,108,134	347	1,781,542	354	394,945	431	276,590	373	293,093	758	610,011	107	275,868
Jacksonville	2,860,570	4,534,400	5,927,599	146	256,133	65	585,852	501	995,766	255	1,306,441	323	372,860	339	260,728	261	227,649	689	539,005	98	253,078
ESCAMBIA	1,178,543	1,753,238	2,290,444	72	147,333	36	312,792	195	426,166	136	583,699	113	110,205	137	77,180	103	111,679	309	236,086	49	58,869
Pensacola	418,690	663,682	866,725	18	34,550	12	103,305	50	138,598	38	301,903	29	36,986	48	27,306	39	33,467	117	86,934	19	22,753
FLAGLER	40,017	99,889	131,675	8	11,680	1	17,982	16	39,923	4	13,825	8	10,517	3	1,161	5	4,536	21	11,124	2	3,502
FRANKLIN	21,203	30,363	40,895	6	5,392	5	1,612	15	12,943	5	2,917	7	3,744	0	617	1	2,357	12	4,507	3	1,226
GADSDEN	96,921	145,559	191,306	10	10,532	13	16,122	40	54,360	17	36,663	14	7,689	17	7,716	12	6,167	19	8,591	9	6,983
GILCHRIST	9,565	18,782	24,536	1	2,004	2	3,106	8	7,996	1	2,387	2	2,284	1	343	1	1,309	9	2,589	1	604
GLADES	7,120	9,147	11,955	0	0	1	1,428	10	4,428	1	1,098	2	1,050	0	0	0	0	4	1,028	1	277
GULF	24,910	34,031	44,559	4	4,015	6	3,066	12	16,933	5	4,773	6	1,964	1	672	7	1,950	11	2,186	4	2,579
HAMILTON	29,284	45,359	60,476	7	7,203	3	1,325	15	14,664	2	6,349	17	13,644	1	911	3	1,103	12	3,440	2	1,608
HARDEE	59,647	91,594	120,844	7	15,921	6	5,714	21	41,313	7	14,374	11	7,197	8	2,789	11	2,621	9	3,516	4	7,594
HENDRY	94,957	116,204	152,978	10	15,761	8	7,519	30	53,027	16	35,410	13	8,272	6	1,367	6	2,066	22	10,419	3	4,130
HERNANDO	185,117	398,696	521,826	21	45,154	8	39,360	53	155,375	18	102,651	25	33,692	16	8,862	24	20,993	57	34,198	7	26,105
Brooksville	126,141	203,116	260,408	12	13,375	6	22,691	29	74,304	12	55,830	16	21,780	12	5,109	15	7,098	32	14,980	5	15,049
HIGHLANDS	214,958	394,064	515,778	24	43,765	12	33,036	58	133,553	33	123,290	27	23,747	22	13,906	32	26,971	59	41,232	13	30,518
HILLSBOROUGH	3,621,009	5,600,611	7,313,938	204	361,641	108	884,312	712	1,485,061	380	1,810,353	408	438,768	400	265,374	309	376,776	973	759,707	119	232,768
Tampa	2,116,504	3,073,518	4,385,498	100	149,787	43	515,287	325	748,598	148	982,109	211	414,544	245	180,839	184	206,118	588	482,982	69	135,824
HOLMES	33,489	39,350	51,504	3	1,566	3	1,890	16	14,294	7	10,134	5	1,513	3	776	3	1,465	3	3,432	4	1,791
INDIAN RIVER	367,620	589,996	771,605	39	62,710	11	56,563	66	167,414	35	160,775	37	42,986	65	35,053	58	48,388	91	74,235	17	42,603
Vero Beach	271,134	429,785	560,910	29	33,812	8	49,678	45	130,658	24	70,808	25	40,744	59	31,211	52	36,152	72	64,384	15	37,417
JACKSON	136,455	206,280	270,589	13	12,257	13	23,769	43	56,699	21	80,081	30	25,893	21	7,127	17	6,450	31	12,984	12	10,235
Marianna	78,607	124,603	161,892	8	5,840	6	21,233	11	32,551	14	44,290	13	12,262	14	6,114	11	3,214	16	10,736	7	7,443
JEFFERSON	30,258	36,966	48,391	4	3,247	3	6,608	15	15,419	4	2,109	3	4,861	3	729	4	1,290	3	3,225	3	1,823
LAFAYETTE	6,933	6,138	8,025	2	665	0	0	4	2,884	2	792	1	756	0	113	2	435	3	501	1	200
LAKE	531,851	865,023	1,130,706	52	112,072	20	103,328	115	242,931	66	318,648	63	58,270	69	33,598	58	51,861	131	78,615	29	47,333
Leesburg	190,143	301,403	393,054	18	36,754	7	32,017	30	75,127	23	88,329	19	32,948	24	18,674	26	19,416	44	31,145	8	15,619
LEE	1,400,295	2,522,486	3,294,847	99	262,701	44	397,365	230	669,803	108	746,693	108	151,915	175	112,479	154	244,296	361	306,669	63	142,267
Cape Coral	127,969	202,849	264,196	16	31,021	4	18,122	26	83,709	8	9,537	13	23,508	20	12,561	27	16,079	41	17,912	8	18,604
Fort Myers	729,045	1,155,637	1,509,945	24	62,151	16	249,378	98	284,090	50	379,895	42	72,354	71	50,559	65	81,491	121	100,816	25	51,278
LEON	824,144	1,305,748	1,706,159	61	150,320	20	269,600	123	322,674	60	290,005	86	103,080	132	73,069	95	98,339	230	193,966	29	45,368
Tallahassee	680,325	1,078,409	1,408,972	50	126,580	17	227,023	79	283,253	48	164,690	67	105,194	113	64,600	77	82,808	203	168,121	25	38,204
LEVY	65,537	103,397	136,256	7	3,427	6	6,505	28	42,673	9	19,722	20	15,880	5	2,156	4	4,754	32	10,935	4	6,460
LIBERTY	5,949	8,779	11,456	0	0	0	0	5	4,370	0	1,083	2	1,037	0	0	1	594	1	687	1	275
MADISON	40,200	52,769	70,151	6	4,496	4	9,578	16	18,572	5	8,133	11	8,863	4	927	3	2,696	9	3,238	5	7,336
MANATEE	885,889	1,320,842	1,725,867	62	112,331	23	187,697	136	352,501	77	475,135	80	89,958	108	60,563	79	88,514	217	183,585	33	68,243
Bradenton	250,037	396,343	517,186	17	42,689	4	22,792	41	128,471	37	184,857	22	38,439	19	10,189	19	24,424	62	33,919	10	23,169
MARION	733,753	1,165,306	1,522,784	72	172,454	27	171,308	162	297,886	72	303,502	101	131,616	84	50,258	71	74,196	173	113,023	29	51,057
Ocala	562,955	892,362	1,165,719	43	102,465	17	156,530	91	212,119	54	199,677	70	128,936	78	49,288	57	53,462	124	89,778	17	37,320
MARTIN	434,026	775,939	1,014,390	37	120,130	11	77,612	75	209,115	52	234,022	38	59,347	70	44,381	68	67,063	92	78,550	20	36,979
Stuart	240,066	380,538	496,521	15	20,822	6	33,628	34	105,595	34	120,305	21	31,713	43	20,264	49	36,548	52	42,131	11	19,640

— Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

FLORIDA RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
MONROE	383,746	625,320	817,728	33	54,794	16	86,575	67	176,350	35	110,161	41	42,495	61	26,836	44	29,141	191	136,244	17	35,691
Key West	187,933	297,900	388,474	7	14,650	8	57,320	30	84,855	13	46,148	12	25,426	38	14,941	17	10,419	92	68,903	9	15,857
NASSAU	127,005	216,498	283,931	14	17,629	12	38,774	36	59,521	16	38,948	35	42,880	20	4,279	9	6,034	41	27,414	6	7,318
OKALOOSA	563,528	933,349	1,219,919	45	97,884	22	172,247	109	206,452	74	288,722	69	65,409	77	42,332	65	76,309	185	138,194	21	32,330
Fort Walton	287,999	456,518	595,864	17	35,694	9	56,945	39	91,826	44	163,621	30	32,660	28	16,582	37	36,097	83	68,719	7	8,932
OKEECHOBEE	99,205	153,761	202,016	11	8,366	7	14,026	30	61,594	11	22,290	18	20,292	12	5,174	9	6,025	31	21,648	6	9,255
ORANGE	2,935,531	5,586,710	7,295,788	150	463,188	76	794,243	426	1,279,966	231	2,086,016	275	421,037	247	274,492	239	336,282	649	825,648	77	196,595
Orlando	1,238,547	1,720,124	2,565,904	46	113,749	29	371,136	131	381,213	77	660,469	76	160,314	128	122,038	104	110,388	245	276,408	34	56,909
OSCEOLA	337,462	692,951	906,033	22	53,114	14	63,298	63	189,890	32	241,474	45	81,494	27	24,831	19	31,324	93	127,960	10	28,451
PALM BEACH	3,845,955	6,622,066	8,647,646	183	437,817	88	972,163	578	1,636,259	241	2,131,950	301	440,894	594	514,741	458	576,464	873	892,416	145	337,066
Boca Raton	404,410	748,574	837,129	26	42,736	6	56,652	66	184,787	17	23,215	28	61,743	110	76,661	91	74,292	125	123,363	22	48,910
Palm Beach	158,165	216,968	326,779	1	10,811	5	1,839	19	49,647	2	52,641	3	3,918	86	108,667	20	14,234	32	48,840	8	15,187
West Palm Beach	842,483	1,250,885	1,704,869	25	42,695	15	348,496	86	192,461	43	503,728	50	62,169	88	83,620	79	113,034	147	135,474	22	46,082
PASCO	836,086	1,486,052	1,941,581	80	167,881	34	205,751	169	474,854	77	370,058	74	124,941	81	66,510	83	98,562	196	151,326	33	87,700
PINELLAS	4,067,794	6,625,292	8,651,858	217	456,875	96	1,089,234	622	1,737,018	258	2,045,864	375	452,025	466	304,241	389	516,881	1,085	1,003,818	146	308,203
Clearwater	1,083,243	2,254,278	2,878,403	46	113,729	23	477,288	112	413,060	54	749,628	60	119,692	160	135,008	112	153,459	250	315,287	26	81,353
St. Petersburg	1,246,751	1,721,208	2,252,861	50	72,609	31	355,626	199	508,880	67	386,174	125	140,533	127	90,810	107	87,232	280	213,471	49	75,580
POLK	1,629,320	2,357,198	3,079,031	121	253,388	56	366,548	323	679,157	182	807,783	195	171,951	158	115,729	147	108,066	355	264,914	63	106,099
Lake Wales	76,791	121,724	158,128	7	4,059	5	7,958	18	56,271	12	9,514	15	11,829	14	13,860	11	4,339	24	15,094	6	14,781
Lakeland	572,049	906,777	1,184,566	36	59,885	15	181,310	80	237,527	58	267,824	54	87,229	61	55,930	49	30,103	110	102,549	17	35,255
Winter Haven	324,712	514,714	671,952	19	33,826	13	108,152	50	140,722	28	137,400	29	33,030	44	41,525	38	19,839	74	66,416	15	25,344
PUTNAM	195,243	275,138	360,497	18	30,783	12	37,306	52	85,469	30	81,163	22	19,835	30	16,485	17	15,790	49	24,066	10	13,866
Palatka	125,145	198,372	258,344	8	8,566	7	27,516	21	68,109	18	42,699	13	22,805	27	15,740	14	10,384	23	18,878	8	13,240
ST. JOHNS	255,810	471,058	616,309	13	32,173	7	38,473	69	122,234	28	153,239	47	62,212	32	12,975	21	15,901	114	87,662	13	21,630
St. Augustine	180,689	286,417	373,460	9	21,169	5	25,315	46	97,945	19	62,212	29	31,732	29	9,570	16	9,062	87	58,248	10	14,233
ST. LUCIE	504,298	880,138	1,150,442	28	110,541	12	106,385	96	245,337	45	319,304	52	66,560	48	38,563	55	61,631	113	89,594	18	41,368
Fort Pierce	411,678	652,567	852,192	19	30,716	10	81,350	77	86,955	43	244,161	46	63,104	39	27,885	42	47,126	92	65,001	12	11,941
Fort St. Lucie	49,615	78,647	101,805	4	2,532	2	3,842	15	24,721	1	11,531	1	1,915	7	1,393	12	2,225	18	8,186	4	4,237
SANTA ROSA	173,339	278,029	364,272	12	19,861	7	49,747	45	105,214	32	72,249	29	35,072	17	9,208	13	12,062	49	27,645	12	13,811
SARASOTA	1,432,228	2,360,705	3,083,610	116	253,051	47	350,094	196	555,498	105	700,832	120	149,195	193	135,419	209	256,289	328	323,665	55	135,037
Sarasota	554,852	879,517	1,148,925	33	143,619	19	109,205	74	213,502	39	143,449	50	84,475	104	72,635	83	68,350	151	152,741	27	61,353
SEMINOLE	1,065,602	1,815,686	2,371,982	57	167,136	22	358,670	167	450,842	83	519,891	75	127,557	119	116,079	89	129,867	240	225,641	28	62,708
Sanford	199,014	315,465	411,439	12	34,001	7	28,538	42	100,367	23	95,617	15	22,676	13	4,755	13	8,883	45	27,113	8	17,174
SUMTER	94,762	129,245	170,005	7	6,513	4	6,124	29	37,206	7	8,654	19	48,193	4	1,134	3	1,909	26	14,604	5	4,844
SUWANNEE	87,468	106,616	140,459	10	5,080	8	9,659	34	41,246	19	36,240	14	3,921	17	5,441	13	5,459	18	7,364	9	11,965
TAYLOR	67,000	100,193	132,072	7	8,683	4	10,181	25	30,317	13	30,784	11	7,088	13	4,607	8	4,487	25	12,321	6	4,749
UNION	13,198	16,071	22,234	3	4,897	0	2,567	6	4,721	4	2,464	7	2,795	0	0	4	1,083	1	1,253	1	500
VOLUSIA	1,502,321	2,372,471	3,098,973	97	205,553	49	337,562	282	605,725	130	639,280	171	168,481	193	109,912	167	145,637	475	362,832	72	144,875
Daytona Beach	614,045	973,346	1,271,604	19	34,904	22	233,548	76	157,938	41	272,980	42	51,515	103	65,768	55	50,260	176	142,606	20	47,710
De Land	153,289	242,984	316,673	15	18,169	5	8,554	33	92,697	21	58,052	18	16,761	16	6,484	16	10,068	41	25,303	9	12,854
WAKULLA	17,075	32,397	43,551	2	3,837	4	2,959	14	17,161	3	3,767	4	197	1	656	2	2,511	15	7,508	1	1,157
WALTON	64,460	90,860	119,886	5	9,262	6	8,730	24	34,715	9	16,876	14	13,044	9	2,188	8	3,645	20	6,640	6	3,549
WASHINGTON	40,068	40,951	54,720	5	6,324	2	7,472	17	18,889	3	5,744	6	2,436	5	649	5	862	15	6,216	5	3,024

GEORGIA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS.........	24,408,112	40,777,212	51,839,176	1,575	3,395,495	1,010	5,806,523	4,726	10,532,824	2,613	12,500,847	3,075	3,373,309	3,319	2,518,793	2,436	2,637,588	6,118	4,798,994	1,476	1,743,743
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Albany, GA	524,095	734,111	931,434	34	50,607	17	133,950	119	178,917	51	233,920	46	45,193	80	51,911	67	44,969	123	76,052	21	27,220
Athens, GA	561,715	860,706	1,093,265	40	58,221	28	107,090	118	231,948	59	239,872	69	59,143	103	46,441	63	49,991	164	111,151	44	41,491
Atlanta, GA	11,707,125	20,713,587	26,334,756	546	1,783,716	273	3,323,779	1,532	4,836,425	892	6,521,328	1,191	1,790,264	1,280	1,227,196	937	1,352,939	2,824	2,741,828	510	802,607
Augusta, GA-SC	1,452,316	1,826,984	2,311,818	70	166,994	36	238,004	176	437,139	129	576,459	108	138,979	169	127,425	111	144,392	256	211,847	59	72,260
Columbus, GA-AL	945,403	1,478,688	1,876,312	49	68,998	32	258,844	156	323,313	111	551,168	119	94,430	137	77,611	110	125,486	273	152,734	58	52,696
Macon-Warner Robbins, GA	1,233,439	1,879,412	2,376,625	71	149,387	44	245,119	250	486,364	129	659,008	163	140,878	185	92,115	114	102,273	283	202,737	60	71,480
Savannah, GA	1,072,141	1,642,622	2,077,339	56	111,636	39	220,562	167	409,175	93	490,848	130	121,225	155	130,799	104	100,865	297	240,685	52	62,047
COUNTIES, Cities																					
APPLING	46,440	66,645	84,656	5	5,357	3	9,068	17	25,068	8	19,302	9	4,238	9	5,163	7	2,993	12	6,983	4	2,614
ATKINSON	10,975	13,155	17,895	2	992	2	1,896	5	5,716	2	4,636	3	1,316	1	762	1	867	4	697	2	525
BACON	27,460	49,945	64,501	4	3,037	2	6,273	11	15,651	5	18,535	8	3,551	5	3,246	2	2,068	9	3,311	6	4,710
BAKER	3,915	2,407	4,279	0	0	1	453	2	1,367	1	1,109	2	207	1	196	0	0	1	349	1	126
BALDWIN	140,265	208,217	264,000	9	15,140	10	36,893	38	63,967	20	51,962	22	15,576	21	12,005	13	9,569	31	22,511	9	9,689
Milledgeville	120,160	184,900	235,324	8	12,559	7	30,110	31	64,965	19	42,612	21	12,712	15	9,355	12	8,166	30	18,373	8	9,802
BANKS	8,871	20,057	26,638	1	1,067	1	2,038	3	6,150	4	4,988	3	5,314	2	821	1	933	7	3,398	1	565
BARROW	90,510	147,729	187,374	6	21,879	6	6,657	24	41,427	18	64,640	14	9,222	13	7,704	5	2,246	22	10,543	8	7,754
BARTOW	170,744	273,535	346,745	14	16,854	8	12,857	35	72,717	23	68,809	35	53,631	18	16,814	18	16,339	40	26,541	10	9,587
Cartersville	126,427	222,764	283,200	12	12,659	7	9,379	24	66,567	17	47,330	21	46,673	16	18,822	17	11,991	32	24,752	9	6,993
BEN HILL	56,313	75,768	96,213	9	5,543	3	10,292	21	26,519	8	18,241	9	6,917	9	5,857	14	6,203	18	5,947	6	3,985
BERRIEN	43,316	59,721	76,885	4	4,262	2	8,140	17	17,913	7	32,657	6	2,745	5	2,589	8	2,923	9	2,120	4	2,521
BIBB	823,074	1,222,351	1,542,568	36	84,911	28	164,067	144	278,169	78	401,042	117	91,837	136	65,959	83	74,929	184	139,098	37	45,377
Macon	359,363	1,168,025	1,480,833	31	62,312	27	284,165	130	377,232	74	393,736	104	0	129	105,954	79	92,601	177	162,995	23	0
BLECKLEY	28,917	36,663	47,675	1	2,643	2	5,047	9	16,203	9	8,341	7	1,966	6	2,883	3	2,905	7	2,279	6	3,532
BRANTLEY	6,996	10,790	14,899	2	827	1	1,578	11	5,915	1	694	6	793	1	635	1	721	4	903	2	437
BROOKS	35,234	38,628	50,164	2	2,540	2	4,849	18	12,114	8	20,077	5	1,058	5	1,757	8	2,566	7	1,050	3	1,571
BRYAN	21,027	46,945	60,700	1	3,175	3	6,065	8	12,863	2	14,842	9	8,839	2	2,443	3	2,771	7	4,895	3	1,679
BULLOCH	164,206	209,905	266,138	13	14,062	9	35,113	35	63,999	22	68,679	24	13,538	24	13,881	19	12,701	39	21,771	8	8,115
Statesboro	155,999	198,499	252,622	11	12,951	9	34,488	31	58,135	21	62,369	21	13,540	23	13,884	18	11,583	37	19,699	7	7,343
BURKE	56,636	63,293	80,410	2	4,513	3	8,619	22	31,713	8	10,380	5	2,337	7	3,787	6	3,941	10	5,831	5	3,619
BUTTS	28,832	88,353	112,156	7	11,370	4	3,644	18	39,226	8	8,708	8	6,239	4	6,420	6	4,043	6	4,754	3	4,454
CALHOUN	10,750	12,649	17,254	3	844	2	1,613	10	5,212	5	4,724	4	658	3	649	2	739	2	1,245	3	681
CAMDEN	45,867	118,312	150,108	5	13,512	7	7,378	21	46,941	11	34,378	14	16,576	5	1,447	7	5,593	15	10,471	5	4,005
CANDLER	27,613	37,870	49,204	2	2,728	2	5,210	8	12,792	6	16,069	6	3,116	3	2,370	2	2,381	3	980	5	1,107
CARROLL	210,918	349,837	443,405	29	42,164	14	40,387	59	109,441	32	96,545	19	16,753	38	15,603	20	12,604	58	34,756	22	18,604
Carrollton	162,669	276,083	350,714	14	20,592	7	45,314	35	94,381	24	63,747	11	9,840	29	13,786	14	9,247	44	33,068	12	13,833
CATOOSA	132,233	188,712	239,291	12	13,070	7	25,440	17	76,503	15	37,834	11	18,100	12	10,242	13	11,533	23	19,556	5	7,051
CHARLTON	19,797	28,231	36,993	2	1,754	3	3,348	9	7,642	6	14,335	2	1,535	3	1,349	3	1,532	11	2,660	2	928
CHATHAM	1,043,638	1,571,810	1,987,404	54	106,595	37	210,934	153	377,955	86	467,540	122	116,565	152	129,909	101	96,463	291	238,835	50	59,379
Savannah	876,317	1,283,146	1,626,498	37	69,955	32	190,740	116	338,863	67	300,979	92	93,505	142	116,139	84	73,595	228	170,433	40	48,812
CHATTAHOOCHEE	3,153	2,802	4,780	0	0	0	0	3	1,265	0	0	1	232	0	0	0	0	1	391	0	0
CHATTOOGA	62,290	92,316	117,176	5	5,066	10	6,462	19	34,099	11	20,145	12	8,504	10	4,680	4	1,536	14	6,040	6	3,873
CHEROKEE	131,132	256,132	324,699	15	39,792	7	10,420	42	98,170	22	63,860	20	15,098	9	5,165	12	8,471	34	24,894	10	15,757

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

GEORGIA RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																			
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
CLARKE	452,036	685,548	866,684	28	47,212	20	92,072	64	159,744	34	195,891	47	42,221	87	36,973	49	42,005	137	97,849	30	31,877
Athens	325,404	445,922	565,696	26	37,373	15	57,923	47	124,006	30	77,816	46	39,497	51	22,085	41	22,761	120	73,534	27	22,103
CLAY	4,177	6,716	9,738	1	435	1	830	7	3,907	2	2,034	3	288	1	335	1	380	3	797	2	232
CLAYTON	880,306	1,597,395	2,020,815	29	66,712	23	382,808	106	363,773	77	523,687	78	142,834	81	71,577	50	68,654	149	152,472	29	64,183
Jonesboro	49,160	137,853	174,739	5	10,699	5	13,852	16	57,504	5	18,966	9	43,055	4	1,055	2	2,483	19	5,536	4	14,626
CLINCH	11,445	19,306	25,687	2	1,339	2	2,558	13	9,666	4	4,853	5	228	2	1,030	1	1,168	4	1,412	4	2,109
COBB	1,949,512	3,700,429	4,708,159	99	360,890	48	762,046	207	810,398	141	1,304,819	179	291,273	208	239,593	140	205,335	385	397,343	76	129,548
Marietta	548,865	993,698	1,259,150	36	87,230	11	81,692	69	228,757	52	362,398	57	118,807	54	62,767	44	52,000	149	132,397	24	42,663
COFFEE	99,743	156,700	211,406	12	37,905	7	16,926	32	49,236	11	40,581	8	8,194	23	13,732	10	7,822	23	15,585	10	7,210
COLQUITT	119,827	162,987	206,702	17	20,268	6	17,359	50	50,369	15	41,107	19	10,398	30	12,413	11	6,260	31	13,835	12	8,880
Moultrie	114,130	158,164	201,556	15	20,864	5	17,653	41	51,475	15	32,364	18	10,574	29	12,622	11	5,280	30	13,673	11	9,030
COLUMBIA	97,863	251,296	318,573	13	53,650	6	33,832	27	92,737	16	30,027	11	16,341	8	7,643	14	22,856	20	17,479	6	11,800
COOK	35,763	54,807	70,660	5	3,268	4	2,123	19	17,072	7	9,722	11	9,479	6	3,448	6	3,181	15	6,157	5	3,513
COWETA	148,221	245,773	311,576	15	15,604	8	24,687	35	74,128	21	90,853	21	22,418	20	13,889	12	14,011	38	19,125	10	12,550
CRAWFORD	4,613	4,303	6,681	1	371	1	707	8	1,914	3	828	2	324	2	285	1	323	2	547	0	0
CRISP	114,201	145,661	184,754	8	7,995	7	16,694	33	43,260	9	25,979	17	32,795	18	8,998	12	5,139	28	12,961	7	4,775
Cordele	86,869	124,800	159,151	7	5,447	6	18,553	26	49,374	8	17,327	13	21,666	17	5,944	11	3,395	22	12,359	6	5,381
DADE	33,416	44,220	57,248	3	3,174	2	6,061	5	16,286	7	4,203	5	9,673	3	2,440	1	2,772	7	3,098	2	1,680
DAWSON	7,538	8,768	12,337	3	2,237	1	1,204	3	1,119	1	2,946	4	1,852	1	485	1	550	1	929	1	333
DE KALB	3,049,680	4,701,315	5,926,451	105	362,256	49	810,142	311	969,299	184	1,711,135	290	414,288	288	285,171	244	316,070	627	576,631	106	152,696
DECATUR	77,131	116,681	148,042	9	10,530	6	12,351	31	39,270	14	32,667	14	5,956	21	12,034	12	3,927	16	8,787	11	9,638
DODGE	68,215	79,065	100,390	7	5,803	9	9,129	28	28,191	15	17,352	19	9,827	8	3,237	5	1,584	17	12,897	8	3,792
DOOLY	34,359	3,004	5,036	6	360	2	476	9	539	8	1,591	12	907	1	199	4	218	2	367	3	720
DOUGHERTY	516,783	725,860	919,752	33	50,043	16	132,872	110	174,663	49	231,283	44	44,700	79	51,478	66	44,476	122	75,222	20	26,921
Albany	508,441	707,138	897,003	30	40,923	15	131,610	102	173,253	49	176,279	43	44,275	78	51,088	65	44,154	121	74,507	20	26,764
DOUGLAS	209,553	435,738	552,224	13	33,070	4	54,415	41	143,768	26	142,548	22	46,299	23	17,412	17	24,950	41	40,209	12	20,354
EARLY	36,157	43,714	56,607	2	3,138	2	5,993	18	16,652	10	12,943	11	2,240	10	3,558	4	1,247	8	1,522	6	2,951
ECHOLS	696	638	2,038	0	0	0	0	1	649	0	0	0	0	0	0	0	0	1	165	0	0
EFFINGHAM	28,503	70,812	89,935	2	5,041	2	9,628	14	31,220	7	23,309	8	4,660	3	890	3	4,403	6	1,851	2	2,668
ELBERT	76,162	120,726	153,166	10	8,492	4	6,007	14	35,645	12	67,979	9	4,308	10	4,854	6	3,317	14	7,743	10	6,202
EMANUEL	71,785	94,545	120,000	11	11,550	8	6,628	24	29,313	11	31,572	10	4,357	14	8,518	7	6,243	21	8,313	9	5,023
EVANS	31,778	44,295	57,343	5	7,586	5	5,077	10	14,261	5	11,210	11	3,262	5	2,764	5	2,015	9	1,956	3	2,674
FANNIN	42,421	63,412	80,561	5	5,662	6	7,880	13	29,221	9	8,228	14	3,171	10	2,986	4	1,322	15	5,314	5	2,594
FAYETTE	82,374	214,950	272,529	13	20,634	3	26,373	22	83,449	11	64,296	9	9,315	11	9,310	12	11,963	25	17,284	7	15,761
FLOYD	300,448	481,026	609,445	13	21,264	15	78,611	59	138,414	35	135,127	41	30,616	56	39,649	43	36,389	84	55,426	21	22,643
Rome	289,934	440,768	559,493	12	18,689	14	67,505	52	131,663	34	116,466	36	29,070	54	34,133	41	31,333	79	50,361	19	19,530
FORSYTH	81,308	162,159	205,654	11	22,024	3	20,685	22	42,352	14	48,789	12	13,257	14	6,512	12	12,567	24	21,946	3	6,682
FRANKLIN	68,046	98,738	125,312	9	11,852	5	2,807	17	25,979	9	51,344	13	9,608	12	2,521	6	3,062	14	2,574	7	4,108
FULTON	3,588,522	5,423,605	6,787,113	129	438,002	69	851,042	428	990,846	191	1,346,477	347	438,077	461	421,867	280	340,063	1,120	1,083,816	149	191,170
Atlanta	2,388,354	3,196,050	4,017,294	70	293,564	49	573,747	289	590,058	116	589,367	200	264,282	317	285,068	170	136,456	753	618,692	88	128,195
Roswell	176,151	580,821	730,066	9	44,000	3	83,951	21	131,282	13	120,312	14	64,411	31	36,331	16	56,142	57	87,289	8	21,236
GILMER	33,610	62,981	80,015	5	7,246	8	5,623	7	13,474	9	25,648	9	4,237	6	1,841	4	4,159	12	4,900	4	6,128
GLASCOCK	2,055	2,263	4,097	0	0	1	435	2	1,309	0	0	3	702	0	0	0	0	2	334	0	0
GLYNN	302,973	483,029	612,133	24	40,683	12	57,329	72	108,955	28	111,438	46	61,502	63	48,607	40	31,529	101	72,979	21	21,173
Brunswick	233,708	360,508	457,611	19	27,999	10	45,027	55	89,097	25	87,917	32	46,968	40	36,011	31	20,546	65	44,506	16	14,593
GORDON	108,896	187,736	238,055	11	16,457	6	18,198	18	47,322	15	21,555	22	24,348	20	11,216	14	27,603	35	23,324	9	9,141
GRADY	67,852	110,603	140,342	7	13,946	5	5,083	22	46,703	10	34,224	10	5,539	11	5,196	11	3,196	9	5,321	3	3,263
GREENE	25,302	37,198	48,353	2	2,680	3	5,119	13	19,866	4	12,527	7	1,367	3	874	3	2,003	6	1,655	3	1,227
GWINNETT	751,203	2,385,120	3,208,255	45	278,786	20	237,756	114	740,878	74	601,941	92	278,457	62	60,961	79	266,248	177	276,678	37	113,010
Lawrenceville	152,013	325,434	433,652	10	25,436	6	24,976	20	76,397	21	174,024	15	28,726	8	6,277	18	27,418	31	28,542	9	17,059

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
HABERSHAM	98,759	138,416	175,576	8	29,208	6	5,816	26	38,219	17	46,384	12	6,523	11	11,111	16	8,679	24	9,774	11	8,013
HALL	350,944	621,447	787,481	25	71,493	16	109,998	59	171,451	41	108,868	21	18,527	43	36,118	40	33,762	89	78,626	21	33,227
HANCOCK	12,251	9,822	13,673	1	688	3	260	12	4,838	3	3,220	6	1,681	2	529	1	601	4	785	2	365
HARALSON	44,843	895,969	1,131,258	4	65,420	9	42,495	13	350,872	8	209,483	11	42,608	18	60,451	4	24,211	13	45,240	9	79,172
HARRIS	16,046	25,643	33,715	2	1,689	2	3,225	15	12,112	3	7,892	5	991	1	1,299	3	1,831	10	2,047	2	893
HART	39,042	63,951	81,243	6	3,726	5	6,724	11	22,055	10	16,455	5	2,212	7	3,274	8	4,514	14	7,983	4	4,278
HEARD	6,539	13,241	18,004	1	997	2	1,907	4	5,752	3	1,559	2	874	1	767	1	871	2	1,470	1	528
HENRY	88,523	170,173	215,806	8	16,335	4	3,200	29	49,823	12	53,273	23	35,706	2	9,242	3	10,397	24	16,265	8	7,760
HOUSTON	334,102	527,221	668,115	22	51,987	11	72,324	69	162,675	40	217,930	28	31,795	40	19,814	24	24,371	79	53,034	14	17,486
Warner Robins	260,462	412,535	523,563	15	37,113	9	63,531	49	134,904	33	141,911	13	12,698	23	14,960	18	16,123	57	37,410	10	15,448
IRWIN	11,737	21,259	28,161	2	1,560	2	2,980	6	7,778	3	5,277	3	1,368	5	2,799	1	1,364	7	1,204	3	827
JACKSON	76,924	124,457	157,893	8	7,313	7	7,957	29	41,073	16	38,821	16	14,500	11	4,753	10	4,758	16	8,815	11	7,657
JASPER	10,829	17,649	23,588	2	1,308	1	2,497	8	9,448	3	2,059	4	2,364	2	1,006	1	1 142	3	1,329	2	692
JEFF DAVIS	40,962	50,592	65,320	5	2,908	3	3,564	15	24,066	7	11,460	8	2,593	7	3,768	7	2,640	11	3,341	6	3,349
JEFFERSON	43,936	55,456	71,482	5	2,871	9	3,218	15	16,692	12	21,040	10	6,000	7	2,623	6	2,602	10	3,487	5	3,766
JENKINS	20,518	21,891	28,962	3	1,606	2	3,065	11	11,003	5	5,036	6	2,670	5	1,895	3	788	5	891	2	849
JOHNSON	12,055	16,360	21,955	2	1,218	3	286	8	8,693	3	5,689	2	1,066	4	1,627	2	1,064	5	1,380	1	644
JONES	14,001	22,749	30,049	3	1,327	2	2,537	13	9,769	2	6,205	5	680	2	1,021	2	1,159	2	1,957	3	3,852
LAMAR	30,198	39,326	51,048	4	2,766	3	5,404	14	17,658	10	12,679	5	1,680	2	2,175	5	1,073	13	4,417	4	2,785
LANIER	8,410	17,788	23,764	1	1,319	1	2,516	8	7,403	2	6,159	4	1,530	1	1,014	1	1,151	3	486	1	698
LAURENS	163,125	239,650	303,819	12	18,720	10	32,365	50	64,412	28	80,425	21	15,962	25	18,054	25	14,940	44	21,469	18	11,526
Dublin	146,005	216,860	275,832	10	18,128	8	30,928	37	56,517	24	61,332	15	15,396	23	17,268	21	11,658	34	19,609	16	11,014
LEE	7,312	8,251	11,682	1	564	1	1,078	9	4,254	2	2,637	2	494	1	433	1	492	1	830	1	299
LIBERTY	99,679	150,290	190,618	11	20,272	4	20,287	26	39,176	15	26,463	16	20,204	11	7,214	18	18,114	34	23,381	7	3,579
LINCOLN	8,775	10,424	14,435	2	799	2	1,529	7	4,338	4	3,095	2	701	5	921	1	698	4	858	2	425
LONG	2,980	1,838	3,558	0	0	0	0	5	1,241	1	824	0	0	0	0	0	0	3	660	0	0
LOWNDES	357,637	554,088	702,150	31	39,478	11	65,673	88	123,789	42	170,883	54	71,864	51	40,305	42	35,021	102	66,129	18	33,566
Valdosta	309,729	451,638	573,139	29	35,714	9	57,944	67	112,450	36	108,367	44	67,061	49	35,649	39	24,113	84	51,906	16	29,704
LUMPKIN	28,397	54,294	70,010	2	3,881	4	3,343	9	17,301	5	18,139	2	3,399	1	2,985	1	3,389	9	7,149	3	4,697
MCDUFFIE	81,793	121,842	154,580	9	27,154	8	9,060	19	38,298	16	26,439	11	13,440	14	6,824	9	5,682	16	10,325	7	6,434
MCINTOSH	20,096	33,663	43,874	3	2,430	1	4,644	9	11,974	7	10.873	5	6,568	1	1,871	0	2,125	7	1,789	2	1,287
MACON	28,873	41,793	54,174	3	3,004	3	5,735	16	15,152	7	10,091	4	1,307	6	3,158	4	1,734	6	1,234	7	3,965
MADISON	14,417	18,662	24,871	1	1,377	1	2,633	15	10,588	6	3,302	3	392	1	1,061	1	1,204	6	1,230	2	729
MARION	9,752	10,291	14,267	2	790	2	1,511	6	3,966	4	2,359	2	692	2	609	1	692	1	1,166	3	418
MERIWETHER	62,706	96,019	117,271	6	7,589	5	6,981	26	25,855	7	30,394	10	2,722	11	3,159	4	3,842	18	5,437	8	3,453
MILLER	15,379	20,115	26,712	2	1,292	2	2,467	8	8,859	7	6,747	5	1,264	4	992	3	1,130	1	1,905	2	683
MITCHELL	56,992	62,875	80,860	4	3,645	5	3,560	28	25,170	12	20,352	12	3,964	9	3,903	11	4,736	11	2,004	8	2,208
MONROE	37,279	68,180	86,601	3	3,764	4	1,736	14	24,938	4	1,024	16	19,297	7	4,188	2	4,243	17	10,924	3	4,792
MONTGOMERY	31,852	48,762	63,002	3	3,289	1	6,284	10	10,656	9	26,084	3	1,233	1	2,531	3	2,874	9	5,440	3	1,362
MORGAN	45,124	59,074	76,065	4	6,472	3	8,053	12	18,556	8	16,838	11	12,447	6	1,053	1	3,682	7	4,429	4	2,386
MURRAY	54,547	72,561	92,151	7	6,199	5	2,608	12	42,119	8	8,599	10	7,604	5	1,998	9	2,596	15	3,837	7	4,603
MUSCOGEE	830,650	1,343,127	1,700,205	33	61,037	27	239,195	111	264,273	82	531,095	100	82,660	123	72,481	101	123,967	224	138,603	47	45,506
Columbus	827,990	1,343,127	1,702,708	33	62,037	27	239,195	111	264,523	82	531,595	100	82,660	123	72,581	101	123,967	224	139,103	47	45,606
NEWTON	106,291	183,305	232,441	7	9,333	6	13,091	26	68,928	18	48,246	19	11,680	14	16,195	11	7,340	28	15,083	11	11,613
OCONEE	18,338	32,039	41,817	3	2,319	0	4,428	10	20,543	3	1,858	3	2,030	4	3,654	3	2,023	5	3,258	1	1,227
OGLETHORPE	16,439	18,696	24,914	2	1,381	1	2,637	6	6,002	4	6,457	2	1,210	2	1,062	1	2,024	4	212	2	732
PAULDING	57,100	154,139	195,494	3	10,642	4	20,803	12	46,857	7	50,666	6	7,537	4	8,377	1	9,514	11	9,192	8	10,829
PEACH	62,262	107,091	135,893	10	11,162	3	6,191	24	35,750	9	33,833	13	16,566	7	5,321	5	1,814	18	8,648	6	4,765
PICKENS	41,844	116,397	147,682	3	8,244	4	6,294	7	30,600	7	38,273	9	10,030	1	6,338	3	7,198	7	4,689	5	12,071
PIERCE	26,907	44,410	57,489	9	9,199	2	6,086	15	15,178	8	14,871	6	2,751	4	1,304	1	2,781	8	2,900	3	1,688
PIKE	5,293	9,340	13,062	2	725	1	1,384	4	3,599	3	3,382	2	634	1	556	1	633	2	1,067	2	382
POLK	96,943	134,447	170,548	11	11,790	8	12,922	34	55,196	22	37,470	7	6,588	23	7,673	13	6,800	30	8,193	11	11,302

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

GEORGIA RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
PULASKI	27,918	34,038	44,349	1	2,458	2	4,695	15	15,701	7	10,228	7	1,351	10	2,416	7	1,981	8	2,109	3	1,816
PUTNAM	26,545	34,308	44,692	3	2,478	3	1,594	15	17,947	6	7,525	7	1,636	1	1,905	2	2,164	9	2,032	3	1,433
QUITMAN	2,333	3,089	5,143	1	231	1	439	8	2,096	1	1,075	1	200	0	0	0	0	1	340	0	0
RABUN	42,551	63,095	80,159	4	16,591	3	2,024	12	19,246	4	10,478	9	4,888	7	1,405	7	2,485	17	6,544	5	1,801
RANDOLPH	18,912	22,812	30,128	4	2,039	3	1,600	13	10,806	4	4,757	5	647	5	1,123	3	1,902	5	1,123	4	1,738
Augusta	317,239	541,536	686,478	14	9,452	6	15,081	59	49,509	36	88,643	35	35,624	55	23,382	41	17,456	93	33,575	25	18,958
RICHMOND	916,450	1,453,846	1,838,666	48	86,190	22	195,113	130	306,104	97	519,993	86	106,597	147	112,958	88	115,854	220	184,043	46	54,026
ROCKDALE	177,897	390,579	495,010	15	40,128	4	40,431	27	115,760	23	167,048	21	34,604	19	11,987	16	21,958	43	33,972	10	15,411
Conyers	156,694	367,188	466,311	11	30,012	3	37,877	22	108,682	21	156,965	15	37,273	18	11,324	14	20,664	37	31,426	10	16,564
SCHLEY	9,544	9,495	13,258	1	683	2	1,305	6	3,231	3	3,996	5	873	1	526	1	595	3	1,007	1	362
SCREVEN	37,078	40,081	52,005	2	2,882	4	1,978	16	16,843	7	12,176	6	1,825	4	2,330	7	2,518	8	1,499	4	2,618
SEMINOLE	26,552	33,089	43,147	4	4,101	6	2,160	14	15,060	6	10,347	2	2,095	8	1,351	5	1,607	9	1,230	4	2,399
SPALDING	211,019	335,657	425,441	16	27,689	9	39,217	37	105,726	33	102,645	18	11,008	38	29,131	26	23,122	47	30,759	15	13,573
Griffin	202,782	316,012	401,483	16	21,899	9	37,913	33	104,550	31	94,513	16	10,087	37	26,786	25	18,539	45	28,186	14	12,438
STEPHENS	85,733	150,043	190,305	7	14,820	7	23,878	20	45,301	10	45,190	11	8,800	11	4,671	15	5,828	27	15,123	9	11,491
STEWART	11,656	12,003	16,435	1	911	4	478	13	4,583	3	4,260	7	1,673	1	701	1	796	4	806	3	991
SUMTER	128,342	171,728	217,776	15	25,922	5	23,162	29	42,483	14	29,587	20	9,171	26	17,183	10	6,375	23	15,373	9	8,921
Americus	122,094	164,243	209,240	12	~~23,689~~	4	20,964	21	43,090	12	27,006	17	9,248	25	17,326	10	5,304	21	13,915	8	8,075
TALBOT	7,149	7,755	11,054	1	614	4	1,170	6	2,810	1	2,865	4	1,133	1	470	1	535	1	904	1	325
TALIAFERRO	644	1,839	3,560	0	0	1	373	1	1,139	1	920	0	0	1	176	1	327	2	292	0	0
TATTNALL	41,564	51,197	66,087	4	2,137	6	1,757	14	16,584	14	19,502	12	4,424	5	3,403	9	5,030	8	1,875	5	2,819
TAYLOR	17,625	19,904	26,444	2	1,466	3	2,800	14	6,724	5	6,852	6	768	3	1,126	2	1,279	4	542	5	1,738
TELFAIR	35,102	35,855	46,651	5	2,199	2	4,939	14	14,688	9	7,798	8	2,003	9	2,678	6	3,114	9	1,654	8	2,074
TERRELL	32,944	36,240	47,139	4	6,290	3	1,143	17	14,524	4	8,405	11	2,032	5	3,176	5	1,624	9	2,685	3	1,472
THOMAS	145,120	219,338	278,088	16	19,216	11	24,715	40	55,037	19	70,735	17	9,753	24	21,293	21	11,985	38	23,772	12	9,308
Thomasville	123,628	201,382	256,241	12	15,620	7	25,580	33	59,794	15	32,902	14	10,547	22	23,030	19	13,070	33	24,729	9	9,318
TIFT	179,806	250,755	317,887	11	14,940	7	24,026	35	49,681	22	65,775	30	47,645	23	16,942	19	11,160	43	30,167	11	10,709
Tifton	146,314	212,447	270,171	9	12,677	6	24,682	29	51,735	21	54,211	18	26,113	22	13,993	18	9,245	36	26,204	10	8,792
TOOMBS	78,653	121,073	153,606	8	14,125	5	16,368	25	43,017	12	26,084	11	7,675	10	8,767	11	7,486	19	10,465	7	5,236
TOWNS	14,967	18,930	25,211	2	1,397	2	2,670	5	4,351	2	6,533	4	930	4	843	2	1,219	8	2,705	2	739
TREUTLEN	9,168	11,706	16,059	4	890	2	1,700	6	6,593	3	1,141	2	780	4	900	2	779	5	1,243	1	471
TROUP	224,273	343,446	435,309	23	24,954	11	37,211	50	89,308	37	100,129	29	29,571	42	38,636	36	29,027	53	29,867	16	15,935
La Grange	174,526	285,745	363,006	19	18,904	7	31,386	37	77,078	29	75,542	22	30,436	29	29,080	32	21,865	42	24,793	11	13,123
West Point	17,681	35,353	44,912	1	1,710	2	2,501	5	6,020	5	12,109	3	1,474	9	6,653	10	8,335	7	1,824	3	1,078
TURNER	32,944	32,243	42,076	5	7,644	3	4,456	14	11,809	7	9,374	6	2,512	3	1,232	6	1,903	8	1,866	4	741
TWIGGS	6,755	5,993	8,822	3	653	2	778	9	2,031	1	1,904	4	1,513	1	313	1	355	1	600	2	215
UNION	18,708	37,751	49,053	2	2,721	4	1,094	7	15,669	6	9,426	5	3,049	3	1,024	3	281	9	5,183	2	1,438
UPSON	89,452	115,731	146,838	8	5,899	7	11,177	37	37,055	13	25,856	9	10,592	18	6,385	11	7,986	32	11,357	8	5,915
WALKER	152,490	187,668	237,968	12	14,399	6	7,680	30	87,238	29	25,701	42	27,189	26	13,746	16	6,437	28	6,067	13	5,348
WALTON	75,142	121,036	153,559	10	8,569	2	16,363	31	51,616	12	37,697	12	2,954	9	6,682	11	5,988	23	10,859	8	9,501
WARE	185,931	229,454	290,903	22	19,101	6	52,473	50	53,926	16	63,268	27	20,407	38	16,492	22	16,012	32	17,891	14	9,733
Waycross	63,753	78,676	100,089	17	7,199	4	26,282	47	29,461	13	0	21	14,714	23	8,471	20	0	19	8,809	9	4,942
WARREN	9,930	10,394	14,397	1	797	2	1,524	6	3,842	3	3,730	3	1,659	2	614	3	559	3	496	1	423
WASHINGTON	56,903	89,554	113,677	7	8,655	7	8,710	19	31,727	12	32,493	11	2,979	13	5,786	5	3,240	10	6,723	6	5,968
WAYNE	86,165	115,077	146,010	8	8,063	4	6,700	20	26,129	16	49,602	15	6,293	17	8,664	14	13,326	20	8,749	8	9,598
WEBSTER	3,369	1,935	3,681	1	367	2	390	2	1,176	1	953	0	0	0	0	0	0	1	302	0	0
WHEELER	3,156	6,264	9,165	1	507	1	971	1	2,929	3	2,373	3	445	1	390	1	441	3	748	0	0
WHITE	27,615	73,611	93,481	3	5,347	4	2,923	14	15,963	8	27,180	8	4,274	3	1,464	2	4,571	21	12,243	3	4,603
WHITFIELD	330,052	534,705	677,506	14	19,668	13	75,282	58	131,106	42	137,033	40	46,111	60	35,396	61	91,940	80	52,028	19	19,343
Dalton	284,379	452,092	573,752	12	20,084	11	73,837	45	113,316	38	101,130	32	44,809	59	34,494	52	57,025	73	47,360	15	15,676

METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
WILCOX	6,743	8,618	12,147	2	623	5	1,223	10	3,472	2	2,917	8	1,013	1	479	3	545	3	919	2	330
WILKES	40,181	54,908	70,788	9	7,545	7	3,766	12	20,060	5	14,946	11	4,415	10	3,862	3	3,428	6	1,827	3	3,589
WILKINSON	19,067	20,173	26,785	2	1,485	3	976	13	9,326	4	6,941	2	1,300	1	1,141	1	1,297	8	1,913	1	787
WORTH	38,860	55,223	71,187	4	3,948	3	7,537	20	18,849	7	26,415	10	5,537	4	683	4	850	9	2,889	5	3,961

HAWAII RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
STATE TOTALS.........	5,193,406	8,084,416	11,315,695	130	388,391	154	1,456,485	861	2,119,400	262	1,705,393	356	646,152	786	744,401	482	505,763	1,927	1,789,112	245	890,133
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Honolulu, HI	3,962,598	6,079,556	8,480,304	76	210,482	76	1,234,656	608	1,418,617	187	1,183,424	241	431,342	610	580,160	269	308,502	1,634	1,534,992	77	576,666
COUNTIES, Cities																					
HAWAII	492,154	721,798	1,004,190	28	79,720	34	72,660	102	260,345	40	163,895	60	58,162	88	62,096	60	49,133	162	118,640	10	63,381
Hilo	285,856	403,435	555,828	13	45,498	9	49,494	36	133,447	24	105,111	32	36,014	35	17,935	34	22,714	84	42,416	6	34,852
HONOLULU	3,962,598	6,079,556	8,480,304	76	210,482	76	1,234,656	608	1,418,617	187	1,183,424	241	431,342	610	580,160	269	308,502	1,634	1,534,992	77	576,666
Honolulu	2,731,205	4,451,451	6,209,279	43	131,895	46	876,543	374	958,921	83	566,070	160	284,257	406	502,006	157	221,657	1,016	1,304,298	64	450,813
KAUAI	219,418	362,491	514,506	8	37,554	14	29,098	56	140,829	11	58,465	22	29,902	55	36,082	14	17,579	88	76,628	4	28,208
Lihue	100,040	155,160	220,228	5	6,918	4	4,964	10	22,539	6	22,539	6	18,695	6	8,768	24	8,017	9	3,896	34	13,499
MAUI + KALAW	519,236	920,571	1,316,695	18	60,636	30	120,071	95	299,609	24	299,609	33	126,746	33	66,063	139	130,548	43	58,852	154	221,878
Wailuku	62,308	115,312	164,931	2	8,168	4	14,921	11	37,400	3	37,400	4	16,209	4	8,926	17	16,522	5	7,600	18	27,423

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IDAHO RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992—estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS.........	4,060,204	4,891,007	6,440,279	397	449,736	198	638,424	751	1,437,098	540	1,651,367	494	359,418	520	267,703	420	315,793	1,536	588,651	212	256,061
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Boise City, ID	892,138	1,186,242	1,579,802	49	92,532	20	122,563	127	351,483	102	379,576	80	83,630	106	69,689	108	97,570	313	195,997	28	71,038
COUNTIES, Cities																					
ADA	892,138	1,186,242	1,579,802	49	92,532	20	122,563	127	351,483	102	379,576	80	83,630	106	69,689	108	97,570	313	195,997	28	71,038
Boise City	708,120	948,898	1,263,714	26	51,369	16	114,668	90	276,546	67	246,412	60	80,160	89	58,564	82	68,853	250	161,917	21	66,462
ADAMS	6,341	6,133	6,842	2	725	0	0	6	2,621	1	405	2	591	1	349	0	0	9	1,386	1	341
BANNOCK	314,246	378,243	497,780	18	32,234	16	57,489	56	99,259	29	141,121	36	23,134	46	26,210	34	19,993	108	45,535	14	24,192
Pocatello	269,130	307,392	404,538	12	19,582	12	45,687	43	78,156	27	112,151	30	20,601	29	21,478	28	13,702	88	35,843	11	19,225
BEAR LAKE	24,551	18,974	23,784	2	1,265	3	6,067	8	6,388	5	3,309	6	2,597	6	948	2	467	10	860	2	532
BENEWAH	23,807	29,609	37,815	5	1,548	0	0	7	11,377	7	8,280	5	1,270	6	736	0	693	16	2,029	2	790
BINGHAM	89,009	111,231	145,502	11	8,586	8	6,342	25	42,670	14	49,076	12	6,422	15	5,537	6	4,097	32	8,822	7	4,411
Blackfoot	66,676	88,982	116,398	7	4,333	4	4,600	14	33,901	8	34,940	7	6,188	10	5,207	5	3,840	24	8,253	5	4,133
BLAINE	83,701	98,287	128,424	10	10,900	3	32,642	17	26,298	6	11,712	8	4,221	20	3,992	14	7,631	45	18,262	3	4,840
BOISE	2,809	3,545	4,751	0	282	1	1,354	4	1,211	0	0	0	0	0	0	0	0	7	739	0	0
BONNER	96,181	117,183	155,853	18	15,052	6	3,470	20	41,086	20	43,556	14	7,916	15	6,088	12	6,150	43	14,717	9	6,494
Sandpoint	66,297	87,417	116,264	11	7,102	3	2,803	10	28,618	18	35,177	8	7,309	14	4,916	11	4,966	23	11,543	6	5,328
BONNEVILLE	392,184	476,353	627,220	23	42,465	15	69,612	50	121,986	38	164,890	37	31,077	28	24,066	37	41,568	101	47,726	13	20,401
Idaho Falls	360,958	459,942	605,611	20	33,985	14	61,785	41	127,103	36	146,353	33	32,407	27	25,071	35	36,895	97	48,314	12	21,249
BOUNDARY	27,671	28,133	35,868	9	2,541	2	8,851	6	9,191	6	6,448	4	3,009	2	592	2	681	12	1,661	2	776
BUTTE	8,224	7,821	9,069	0	0	0	0	4	1,578	2	598	4	1,532	2	672	0	0	4	523	2	242
CAMAS	1,063	333	810	0	0	0	0	1	141	0	0	0	0	0	0	0	0	3	201	0	0
CANYON	366,617	450,813	593,524	32	55,101	17	60,109	59	131,215	49	188,167	36	30,044	45	25,231	31	19,677	111	41,400	14	18,231
Caldwell	117,010	115,110	151,550	11	10,479	6	12,694	16	38,579	17	39,396	15	14,600	13	4,970	13	4,429	35	10,160	5	4,103
Nampa	208,117	272,203	358,373	13	26,121	9	46,504	22	77,056	21	81,859	14	11,945	31	20,010	16	7,108	60	27,849	7	11,290
CARIBOU	26,010	19,236	24,130	5	1,650	2	5,831	12	4,614	6	6,559	8	1,324	5	700	3	448	9	1,075	3	512
CASSIA	121,306	107,944	141,165	11	10,098	9	6,586	13	30,177	13	47,819	16	8,784	21	8,880	12	6,031	34	9,688	6	6,719
Burley	115,374	102,666	134,263	11	7,928	7	5,837	7	30,135	13	42,378	13	8,772	20	8,868	11	5,345	28	8,585	6	6,710
CLARK	1,453	1,101	1,453	0	0	1	369	0	0	0	0	2	250	0	0	0	0	2	299	0	0
CLEARWATER	28,779	31,257	39,989	6	4,137	4	733	9	12,476	6	9,605	3	2,325	3	725	0	0	19	5,627	4	978
CUSTER	14,213	11,121	14,464	2	862	0	0	4	3,395	0	0	4	2,630	2	276	0	0	10	1,190	1	363
ELMORE	66,721	66,194	86,083	6	4,671	4	2,401	19	21,590	14	25,115	7	11,198	6	1,093	4	1,101	27	6,294	3	2,164
FRANKLIN	23,820	28,908	37,931	4	4,483	3	8,936	6	6,762	5	7,445	2	1,864	6	816	4	2,519	9	1,544	3	1,094
FREMONT	25,460	22,899	30,003	6	2,543	3	873	9	7,738	4	6,571	9	3,607	1	610	0	0	13	2,408	2	800
GEM	28,709	29,806	39,116	5	6,520	3	1,777	5	13,870	8	9,921	4	158	2	795	6	915	15	2,229	3	1,158
GOODING	34,221	32,765	43,020	5	3,029	4	4,038	8	9,189	7	7,617	9	6,422	2	874	2	1,006	17	3,850	4	1,702
IDAHO	34,256	37,864	49,747	13	2,902	2	13,250	17	12,855	5	5,425	8	2,666	7	1,511	6	2,238	22	3,842	5	2,196
JEFFERSON	34,542	28,312	37,145	5	564	2	9,337	9	14,478	6	4,994	10	2,984	4	594	2	718	7	729	2	819
JEROME	40,910	45,041	59,216	6	3,142	5	3,323	5	17,235	5	9,678	8	7,978	5	1,457	5	1,947	19	3,426	2	1,580
KOOTENAI	261,600	366,580	482,392	27	38,668	8	26,411	55	116,724	42	136,117	27	29,932	24	18,363	28	14,967	121	44,784	14	18,386
Coeur d'Alene	182,050	266,543	350,751	12	14,441	5	24,908	31	88,368	29	86,284	18	13,988	20	17,456	22	11,442	65	31,785	10	14,153
LATAH	131,362	151,146	198,163	14	13,802	8	23,892	28	42,063	17	48,945	11	4,456	27	9,542	16	12,308	55	17,209	11	10,300
Moscow	118,257	137,251	179,946	7	9,422	6	21,590	19	42,065	16	44,229	6	4,475	26	8,621	15	11,122	40	15,117	9	9,308
LEMHI	29,583	25,520	32,420	6	2,803	0	0	6	4,743	8	6,651	6	2,856	4	1,767	0	0	18	2,050	2	736
LEWIS	10,897	7,922	10,348	4	655	2	3,145	5	3,234	1	683	3	418	3	210	0	243	10	962	2	276
LINCOLN	8,131	3,448	4,549	0	0	0	0	4	655	1	370	2	590	0	0	0	0	6	1,237	1	361

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
MADISON	81,845	94,117	122,923	7	8,387	4	8,400	9	23,451	8	23,720	10	9,395	17	9,693	12	21,074	14	7,022	3	6,533
MINIDOKA	45,216	57,746	74,937	2	4,747	3	2,047	13	20,717	8	22,899	10	8,283	4	1,836	2	1,753	18	4,644	3	1,997
NEZ PERCE	204,482	249,819	328,346	15	15,874	9	45,511	29	64,999	28	98,940	19	13,357	26	11,632	22	18,102	84	30,260	8	15,872
Lewiston	202,498	247,543	325,354	15	12,471	9	44,270	28	64,949	28	75,636	18	13,347	26	11,623	21	18,088	80	28,862	8	15,860
ONEIDA	8,375	10,313	13,502	3	720	2	3,449	3	1,974	3	4,261	3	720	1	229	1	265	4	616	0	0
OWYHEE	17,342	18,066	23,731	4	1,733	0	0	7	9,010	1	1,384	8	2,756	1	427	1	492	6	841	0	0
PAYETTE	32,620	32,476	42,743	5	3,457	1	9,957	8	10,607	5	9,075	2	2,076	3	378	5	1,971	17	1,995	3	647
POWER	13,026	18,139	23,827	3	1,317	2	6,310	5	7,437	2	1,368	1	1,316	4	499	0	0	11	3,183	2	553
SHOSHONE	64,027	62,900	82,882	10	4,827	2	20,775	13	22,111	13	10,780	16	9,149	8	2,372	4	936	28	4,523	6	2,650
Kellogg	28,647	28,913	38,098	5	1,258	1	4,181	6	14,381	7	8,025	4	6,687	2	477	2	189	5	1,372	2	533
TETON	9,668	11,535	15,114	2	957	1	4,593	3	2,632	1	997	4	958	1	306	1	353	8	1,355	1	403
TWIN FALLS	282,501	362,830	477,445	30	36,861	16	45,948	42	92,058	35	140,939	30	22,561	35	26,876	32	26,753	82	39,126	14	23,344
Twin Falls	239,940	313,263	412,220	21	25,834	13	43,897	27	81,202	29	85,792	24	21,511	30	25,293	28	20,018	65	35,574	12	22,303
VALLEY	30,002	29,237	38,365	7	5,356	2	10,212	9	8,408	4	2,864	7	1,815	5	747	4	706	19	4,759	3	895
WASHINGTON	20,585	13,865	18,084	5	1,743	5	1,820	6	5,390	5	3,487	1	1,146	3	390	2	423	18	1,819	4	736

ILLINOIS RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS.........	50,747,397	68,263,937	89,106,369	3,019	4,578,053	1,311	10,797,984	6,329	15,669,096	3,620	19,665,787	5,131	5,418,643	6,418	5,553,490	4,055	4,634,351	16,248	8,807,245	2,515	3,590,108
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Aurora-Elgin, IL	1,418,124	2,186,317	2,898,062	101	217,247	36	368,618	146	542,297	99	552,783	164	211,352	178	131,591	126	123,861	431	286,238	57	156,450
Bloomington-Normal, IL	598,960	832,826	1,050,391	39	68,487	14	143,462	72	171,837	45	221,284	65	87,250	91	55,016	75	53,309	228	110,211	21	44,839
Champaign-Urbana-Rantoul, IL	792,592	1,117,702	1,456,622	42	90,307	20	211,831	75	237,138	63	285,559	83	100,709	96	71,089	77	72,429	247	176,297	25	58,711
Chicago, IL	28,298,947	38,752,961	49,377,077	1,052	1,988,099	450	6,079,701	3,187	8,244,316	1,143	9,806,016	2,132	2,574,964	3,296	3,725,010	1,907	2,847,507	7,850	5,194,472	1,380	2,568,928
Decatur, IL	612,391	765,956	993,512	37	61,503	15	160,641	67	178,493	61	222,325	55	64,963	85	52,280	56	54,051	176	86,765	22	42,229
Joliet, IL	1,270,371	1,774,253	2,301,039	106	150,833	29	248,640	147	411,308	119	544,913	159	238,534	141	100,374	100	71,553	436	214,607	66	122,412
Kankakee, IL	418,618	539,198	708,628	33	46,228	10	89,101	44	142,721	46	176,452	41	37,526	48	34,821	32	33,138	153	75,673	21	36,174
Lake County, IL	2,296,138	3,614,604	4,891,437	124	264,139	39	464,375	199	737,679	151	1,753,578	210	298,352	282	270,898	184	254,502	628	408,539	79	228,442
Peoria, IL	1,641,258	2,096,145	2,731,058	98	137,503	45	436,141	200	521,493	137	664,213	191	181,212	170	116,568	143	138,432	562	253,866	69	90,876
Rockford, IL	1,273,799	1,739,545	2,265,730	77	133,880	35	295,566	152	425,505	93	514,802	145	155,741	172	96,336	105	131,091	428	217,700	47	76,977
Springfield, IL	954,395	1,264,531	1,664,592	54	109,674	18	218,803	103	300,900	69	340,883	94	110,621	127	82,906	68	83,098	307	163,070	50	84,458
COUNTIES, Cities																					
ADAMS	341,778	385,215	500,894	20	20,363	12	90,537	42	94,002	35	137,291	24	15,084	61	30,809	41	24,247	135	43,533	12	20,900
Quincy	316,683	359,618	471,280	15	14,472	10	92,027	29	95,549	30	90,634	21	15,332	59	31,316	39	24,646	107	39,268	11	21,243
ALEXANDER	38,559	41,277	52,066	6	2,897	2	6,844	11	9,986	9	10,447	11	5,844	9	1,200	3	1,679	29	4,600	5	1,650
BOND	47,991	46,989	59,586	9	4,770	4	2,002	9	10,948	8	15,736	15	8,768	8	2,560	5	1,009	19	5,203	4	3,023
BOONE	94,207	139,347	180,962	7	9,644	4	21,535	18	36,971	13	60,137	15	14,874	6	3,876	7	3,160	30	14,207	3	4,169
Belvidere	85,046	132,314	171,421	5	8,223	4	18,362	13	38,661	11	51,177	13	12,683	6	4,053	7	2,961	24	12,886	3	3,555
BROWN	11,466	10,230	11,688	6	1,290	2	1,276	4	3,130	7	2,198	3	433	1	484	2	222	6	762	2	492
BUREAU	132,143	135,077	175,340	13	9,259	4	23,048	28	38,329	20	44,762	21	15,222	19	5,468	20	9,747	62	16,130	10	5,043
Spring Valley	25,237	33,948	41,657	1	1,361	1	3,088	6	10,973	3	12,557	3	3,604	3	786	5	1,466	7	1,549	3	2,466

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ILLINOIS RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
CALHOUN	14,550	16,052	19,353	3	1,158	2	2,544	8	2,852	4	5,924	4	866	1	963	1	442	15	2,558	1	984
CARROLL	43,581	54,616	69,628	9	5,793	3	1,972	13	18,694	9	10,883	10	6,200	5	719	6	1,906	42	8,159	4	3,060
CASS	40,160	43,094	54,458	11	4,036	3	7,158	11	15,164	11	10,802	10	4,507	5	984	6	2,404	37	4,874	4	1,493
Beardstown	26,368	32,654	39,949	6	1,946	2	5,447	3	13,298	5	4,347	7	4,885	3	748	3	1,829	20	2,961	2	1,136
CHAMPAIGN	792,592	1,117,702	1,456,622	42	90,307	20	211,831	75	237,138	63	285,559	83	100,709	96	71,089	77	72,429	247	176,297	25	58,711
Champaign	411,284	590,850	776,321	14	39,819	9	132,572	35	135,283	18	81,996	31	59,184	69	57,505	42	30,402	120	100,792	11	39,372
Urbana	128,664	175,894	228,911	7	9,401	4	28,551	14	50,287	9	17,141	16	27,923	15	9,569	15	5,931	49	35,053	7	12,700
CHRISTIAN	136,699	169,842	221,112	24	18,602	10	23,152	23	52,920	22	52,806	25	14,310	22	10,278	11	7,078	56	13,387	14	8,402
Taylorville	89,141	110,748	142,971	9	8,827	4	18,301	9	30,556	14	30,831	9	10,609	14	7,024	7	4,033	27	8,614	8	5,235
CLARK	47,687	57,029	72,805	9	5,219	3	1,213	9	17,768	10	14,463	17	8,495	10	1,645	5	1,120	29	5,554	6	3,024
CLAY	45,981	46,641	59,128	11	4,099	6	2,802	14	13,752	10	14,270	10	3,885	9	1,867	9	2,251	17	3,180	5	3,000
Flora	35,498	47,751	59,865	7	3,554	3	3,035	7	15,345	6	11,799	4	4,533	8	2,021	7	2,438	9	3,207	4	3,250
CLINTON	102,365	127,721	165,655	21	30,290	5	6,037	28	32,161	15	43,530	21	9,796	14	4,694	16	10,401	74	15,414	7	3,137
COLES	229,612	312,033	404,542	20	16,487	18	52,511	32	76,899	30	91,171	30	26,967	35	20,463	24	20,764	99	44,847	12	22,780
Charleston	72,619	97,685	125,738	6	5,565	7	10,449	9	31,101	11	17,607	12	11,617	11	3,960	5	4,131	39	19,401	6	7,611
Mattoon	141,471	190,303	247,919	8	6,233	9	36,152	18	43,572	17	52,926	15	14,404	23	16,825	17	13,079	47	21,107	6	14,882
COOK	23,128,580	30,846,987	40,011,919	877	1,523,699	398	4,841,665	2,840	6,963,967	988	7,589,156	1,825	2,058,513	2,848	3,143,127	1,619	2,388,985	6,965	4,437,878	1,260	2,182,888
Chicago	10,123,928	13,618,416	17,323,565	339	435,354	198	1,807,429	1,537	3,359,411	408	1,685,179	739	817,947	1,340	1,282,867	710	833,923	3,804	2,165,437	773	1,092,582
CRAWFORD	82,315	89,357	115,145	10	10,880	8	10,685	10	27,181	8	27,119	14	8,181	12	4,279	6	2,836	22	6,789	5	5,412
Robinson	64,460	86,710	111,260	6	7,661	5	10,353	5	28,779	6	26,255	6	7,057	11	4,147	3	2,748	17	7,507	3	5,244
CUMBERLAND	23,157	27,713	34,207	4	3,153	2	3,954	4	5,278	8	8,528	9	4,466	4	718	1	687	9	3,206	2	1,527
DE KALB	275,797	396,561	520,832	29	40,339	10	33,598	38	98,982	31	134,731	38	34,873	45	28,429	26	27,481	117	59,054	11	19,549
De Kalb	143,036	211,286	275,601	13	19,504	4	7,909	18	73,973	9	40,570	17	23,455	23	12,100	13	13,487	57	34,744	5	15,138
DE WITT	62,662	79,065	101,817	8	9,292	4	3,211	9	22,047	12	39,265	10	7,564	13	4,088	4	2,036	25	7,628	5	2,425
Clinton	45,616	61,361	77,820	6	8,105	2	2,800	4	19,232	8	22,520	6	7,957	8	3,669	2	1,777	15	5,581	4	2,116
DOUGLAS	80,610	87,946	113,287	12	7,423	7	2,391	14	26,669	16	23,298	18	12,016	9	9,861	11	6,909	35	8,084	6	2,985
DU PAGE	4,597,678	7,038,148	9,365,158	175	464,400	52	1,238,035	347	1,280,349	155	2,216,860	307	516,451	448	581,883	288	458,522	885	756,594	120	386,040
Wheaton	155,413	209,057	272,660	11	16,298	1	10,687	17	59,413	7	83,683	13	20,578	27	16,510	10	12,325	39	13,908	10	22,230
EDGAR	75,881	100,322	129,581	9	12,424	5	8,602	13	27,953	14	35,056	13	8,919	18	6,791	5	3,611	32	11,160	7	6,118
Paris	57,029	76,714	98,073	5	8,691	4	8,495	10	26,357	10	16,936	10	8,808	16	4,750	4	2,526	23	8,022	6	4,278
EDWARDS	25,931	24,315	29,733	9	6,532	2	3,061	8	8,307	3	5,257	4	246	6	362	6	1,225	5	1,013	1	1,181
EFFINGHAM	211,785	265,455	343,218	12	20,196	9	18,541	20	51,401	21	65,974	39	67,594	34	21,349	24	19,291	56	29,956	5	5,324
Effingham	174,310	234,477	306,194	9	14,170	8	13,009	12	53,617	16	46,094	23	71,506	30	22,294	16	11,929	31	25,104	5	5,632
FAYETTE	73,224	73,611	94,637	15	10,733	8	10,916	14	19,595	15	19,476	15	9,029	11	2,184	8	1,803	26	7,903	2	4,802
FORD	52,044	59,991	76,704	6	11,065	5	2,486	14	18,659	13	14,222	14	6,743	14	2,242	3	1,755	25	6,163	6	3,006
Paxton	16,802	22,602	26,688	1	2,614	3	632	5	9,602	5	3,121	5	1,647	6	1,307	1	446	6	2,472	3	1,234
FRANKLIN	160,827	191,277	249,333	21	14,555	10	23,958	34	56,224	28	55,725	25	19,535	37	11,883	16	10,230	57	20,292	14	11,918
Benton	67,693	91,059	116,997	7	4,578	3	11,934	9	25,625	9	25,162	10	11,254	11	3,535	5	5,097	20	9,393	5	4,892
West Frankfort	58,041	78,075	99,869	5	2,863	3	10,196	10	26,846	11	14,501	8	9,315	13	5,831	8	5,067	14	7,062	4	5,072
FULTON	136,796	163,037	212,152	19	16,170	9	12,926	28	54,201	22	46,176	23	13,727	25	12,200	14	9,479	75	17,728	9	10,488
Canton	82,848	111,445	143,890	7	3,589	2	10,169	11	35,372	10	25,981	10	12,612	17	10,887	8	4,921	28	10,743	6	8,419
GALLATIN	15,483	15,022	17,997	4	2,626	2	2,365	7	4,578	6	3,222	4	684	5	903	2	411	14	959	4	1,166
GREENE	39,589	39,064	49,152	9	5,408	6	1,293	11	14,222	11	13,126	8	3,150	7	837	8	1,161	28	3,435	6	2,153
GRUNDY	121,392	149,304	194,071	20	13,851	6	14,087	17	40,756	16	49,680	21	21,064	10	4,835	12	4,995	51	17,546	9	9,137
Morris	80,209	107,895	139,207	7	4,831	3	12,053	8	33,999	8	24,297	11	19,954	8	4,138	8	3,672	26	10,577	4	6,374
HAMILTON	24,523	29,958	37,163	3	2,158	6	2,673	5	7,609	5	8,785	8	2,862	1	1,850	3	849	7	1,548	2	1,886
HANCOCK	51,980	51,363	65,345	16	7,148	5	839	14	13,842	17	21,894	10	3,348	4	856	6	2,081	46	4,421	8	1,762
HARDIN	7,036	10,063	11,468	1	688	1	1,508	5	4,226	3	778	3	513	1	570	2	263	9	990	2	581
HENDERSON	15,255	11,887	13,870	6	756	1	1,659	6	1,963	5	2,146	6	2,196	1	628	3	289	23	2,130	1	640

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
HENRY	180,634	241,272	311,378	26	20,396	11	14,240	27	60,631	27	79,220	31	27,934	35	17,109	20	15,084	77	31,264	12	15,816
Kewanee	73,829	99,313	127,885	6	3,722	4	9,870	10	28,368	11	18,789	10	14,173	20	10,312	12	7,771	29	9,880	4	9,397
IROQUOIS	102,205	104,266	134,774	18	9,905	7	10,240	18	28,231	23	28,739	20	16,028	16	4,008	12	6,396	61	10,573	5	3,551
Watseka	45,798	61,606	78,143	4	2,087	5	8,295	5	19,233	8	14,760	5	5,401	11	4,744	3	1,348	15	5,968	2	2,877
JACKSON	340,587	389,209	511,153	17	23,142	13	87,890	31	68,900	29	120,655	26	19,661	50	35,539	29	23,591	102	45,062	11	9,575
Carbondale	259,569	301,792	390,996	7	5,332	8	67,538	14	45,845	13	77,405	16	17,270	38	30,639	17	11,358	69	34,689	6	7,289
Murphysboro	52,727	66,495	84,592	3	3,444	4	13,079	8	24,588	9	10,966	8	2,284	11	4,849	7	2,732	16	6,792	5	2,504
JASPER	42,031	35,721	44,751	8	8,349	6	1,956	8	8,493	6	13,781	6	3,960	5	772	3	1,147	11	1,274	2	2,271
JEFFERSON	186,329	234,159	302,013	20	19,133	9	47,267	22	51,295	21	59,215	27	32,581	23	13,237	24	15,848	47	27,583	9	7,719
Mount Vernon	171,700	218,044	284,516	11	10,125	6	39,734	18	52,479	19	49,672	23	33,333	22	13,543	19	9,282	36	24,883	9	7,896
JERSEY	56,803	91,363	117,786	3	7,051	4	15,482	11	24,218	11	36,172	9	4,292	4	4,265	6	4,782	35	11,744	5	3,709
JO DAVIESS	63,412	71,074	91,296	16	7,485	4	1,292	17	15,097	8	16,672	17	8,733	4	281	6	1,757	53	11,180	7	4,292
JOHNSON	21,191	22,844	28,296	3	2,018	4	1,589	4	7,455	5	3,684	5	1,514	3	245	2	647	10	1,795	2	1,436
KANE	1,338,179	2,086,677	2,769,378	88	204,917	34	351,703	135	509,579	91	525,396	145	200,200	172	128,387	114	117,300	399	276,545	53	152,167
Aurora	304,797	803,324	1,056,616	25	89,952	10	84,141	46	193,394	30	230,255	42	87,881	37	32,583	30	45,568	98	104,214	16	53,278
Elgin	254,422	362,648	475,277	22	46,891	6	45,632	24	116,605	18	31,705	34	45,812	29	25,139	26	26,842	71	34,414	13	34,820
KANKAKEE	418,618	539,198	708,628	33	46,228	10	89,101	44	142,721	46	176,452	41	37,526	48	34,821	32	33,138	153	75,673	21	36,174
KENDALL	79,945	99,640	128,683	13	12,330	2	16,915	11	32,718	8	27,387	19	11,152	6	3,205	12	6,561	32	9,693	4	4,284
KNOX	286,446	331,727	430,472	26	19,611	10	60,845	33	82,857	29	98,586	43	31,633	47	22,763	36	22,180	108	39,805	12	18,391
Galesburg	244,340	328,679	430,465	17	15,452	8	67,079	23	90,293	18	69,912	30	26,831	42	25,109	33	19,910	77	40,174	10	20,274
LAKE	2,296,138	3,614,604	4,891,437	124	264,139	39	464,375	199	737,679	151	1,753,578	210	298,352	282	270,898	184	254,502	628	408,539	79	228,442
North Chicago	38,280	51,682	67,051	1	3,590	0	2,742	5	10,024	5	3,956	10	11,137	1	2,062	2	3,186	39	17,186	1	3,105
Waukegan	452,372	599,031	797,113	19	28,633	11	65,445	39	119,484	24	180,576	32	56,254	79	31,361	38	33,210	121	63,008	13	34,823
LA SALLE	533,470	674,465	886,721	38	59,126	26	97,540	80	172,404	61	219,957	86	70,438	90	43,516	67	41,213	237	77,560	27	32,170
La Salle	51,228	43,715	54,541	3	484	3	6,030	8	12,027	7	8,088	12	7,499	6	1,086	10	4,098	26	3,644	2	2,165
Ogelsby	10,864	8,556	8,159	2	550	2	804	2	1,603	1	1,385	2	461	3	397	3	383	9	637	2	289
Ottawa	156,182	209,973	273,868	8	13,407	6	21,963	15	55,975	16	77,230	15	21,048	24	12,629	17	6,982	54	19,653	8	12,419
Peru	127,324	179,183	233,250	3	9,046	5	46,985	17	44,830	11	28,816	15	18,619	29	17,146	12	9,120	34	17,788	4	8,280
Streator	97,208	113,769	146,956	6	5,490	5	15,150	15	33,146	14	27,893	20	12,682	18	9,617	9	4,122	38	11,474	6	5,776
LAWRENCE	54,922	58,816	75,157	8	9,085	5	3,099	9	23,236	7	8,434	8	5,929	9	2,409	5	2,952	25	4,264	3	3,422
Lawrenceville	32,876	35,356	43,514	3	1,500	3	1,763	6	13,217	5	4,511	5	6,061	8	1,370	3	1,679	16	2,716	2	1,947
LEE	98,990	140,500	182,480	17	13,851	3	7,883	23	21,929	18	66,465	16	12,699	9	9,618	10	7,197	61	18,349	6	9,025
Dixon	64,319	86,520	111,010	10	5,443	2	7,473	14	12,125	10	23,713	13	12,280	8	9,117	6	4,579	31	10,994	4	8,555
LIVINGSTON	145,077	172,337	224,396	19	12,622	10	20,822	21	46,914	28	64,549	23	12,301	23	9,507	20	10,420	61	18,145	8	6,046
Pontiac	64,027	83,927	107,589	5	3,678	4	14,085	6	21,635	8	18,043	8	9,190	14	7,810	9	4,339	23	8,536	2	3,856
LOGAN	119,188	150,400	195,514	18	15,216	7	19,930	21	38,119	15	51,299	24	16,996	12	6,641	12	9,025	54	21,004	5	5,817
Lincoln	95,137	124,855	161,581	7	6,106	6	18,141	13	37,601	11	34,594	14	16,334	11	6,046	11	8,215	38	19,120	4	5,294
MCDONOUGH	152,761	165,175	214,967	24	15,736	6	20,152	17	43,551	14	36,844	20	12,200	31	14,953	17	9,425	55	24,769	8	10,230
Macomb	124,705	120,554	155,907	9	4,353	5	14,148	9	34,740	6	21,613	14	10,050	26	11,942	14	6,616	39	19,785	7	7,181
MCHENRY	572,689	867,826	1,130,196	57	92,517	13	90,582	73	234,839	56	310,675	68	77,657	65	39,861	46	42,265	198	101,405	25	64,656
Crystal Lake	163,076	296,826	388,445	12	27,476	5	47,722	20	120,231	4	19,271	15	27,215	26	25,092	16	13,267	43	28,641	4	33,821
MCLEAN	598,960	832,826	1,050,391	39	68,487	14	143,462	72	171,837	45	221,284	65	87,250	91	55,016	75	53,309	228	110,211	21	44,839
Bloomington	416,778	558,866	724,128	23	33,924	9	110,990	36	103,248	26	154,453	37	59,784	51	39,951	38	34,442	115	70,869	11	30,555
Normal	115,735	172,977	225,063	5	6,094	4	21,611	15	60,016	2	32,770	13	26,076	32	14,792	13	7,078	37	27,459	8	6,755
MACON	612,391	765,956	993,512	37	61,503	15	160,641	67	178,493	61	222,325	55	64,963	85	52,280	56	54,051	176	86,765	22	42,229
Decatur	503,298	666,073	875,555	24	62,480	12	123,903	49	181,325	51	164,749	39	65,993	60	44,230	42	42,499	145	77,223	20	42,898
MACOUPIN	151,945	195,849	251,574	23	29,592	14	16,044	37	56,724	26	67,672	33	18,840	25	6,428	13	10,659	80	16,057	16	12,607
MADISON	1,098,254	1,426,219	1,876,482	64	125,217	47	288,135	171	398,587	122	456,230	156	132,699	132	66,509	92	73,476	384	169,309	46	55,734
Alton	247,110	318,411	416,920	5	33,209	12	112,509	26	58,649	25	75,648	22	17,367	50	23,104	23	18,412	72	37,278	9	10,494
East Alton	49,553	65,497	83,276	1	7,910	5	18,202	10	19,933	5	6,784	8	5,591	7	2,705	5	3,437	17	7,293	2	3,520
Edwardsville	79,338	100,549	129,516	8	8,137	5	14,698	14	29,128	9	25,492	9	9,256	13	6,974	9	4,565	31	14,252	2	4,961
Wood River	93,335	115,060	148,659	4	3,036	1	15,941	16	40,849	9	46,470	8	10,173	8	4,792	7	4,065	31	9,961	2	3,084

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

ILLINOIS RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
MARION	214,029	242,950	313,588	16	14,623	11	36,024	35	70,479	28	76,990	33	21,877	41	13,987	29	13,904	87	23,960	11	10,794
Central City	55,648	74,855	95,622	4	5,576	3	12,515	9	23,876	7	24,710	9	5,018	11	4,698	8	4,980	23	8,529	3	3,885
Centralia	121,661	136,878	177,442	8	7,502	5	23,184	16	47,486	15	28,232	15	13,253	29	10,020	17	6,236	45	12,756	7	6,779
MARSHALL	29,703	38,512	49,706	7	6,329	4	6,533	8	13,300	4	6,803	12	4,485	4	734	5	689	18	5,186	3	2,928
MASON	58,552	47,881	60,760	11	3,820	5	4,648	13	13,287	15	12,978	11	6,286	8	930	8	2,033	37	5,484	5	1,985
MASSAC	41,041	46,449	58,875	11	6,261	4	2,387	9	12,012	9	15,552	8	3,965	13	1,809	4	1,096	19	3,550	4	3,709
MENARD	23,103	29,827	38,259	4	2,224	1	5,030	5	6,917	6	8,696	9	4,328	2	1,905	0	875	11	2,724	2	1,940
MERCER	37,865	42,033	53,061	9	4,043	1	6,975	9	9,591	7	8,724	11	5,681	7	2,056	6	2,327	29	4,649	3	2,692
MONROE	57,721	95,903	123,763	9	13,417	2	16,267	16	32,813	12	29,646	7	5,077	5	2,132	6	3,027	32	12,190	4	3,855
MONTGOMERY	124,571	142,755	185,449	20	12,862	10	19,657	29	41,720	26	41,720	32	15,979	31	7,738	12	5,924	52	13,377	10	7,356
Litchfield	61,197	82,320	105,469	8	3,884	2	15,067	7	26,935	12	13,565	14	11,687	14	3,935	7	3,246	11	6,159	5	3,573
MORGAN	176,053	222,951	287,257	22	18,919	8	40,361	20	58,462	22	69,035	21	18,190	24	14,024	20	11,668	53	23,891	7	12,786
Jacksonville	153,585	209,463	273,196	15	13,932	6	43,038	9	54,618	15	51,020	15	19,536	23	14,954	16	8,702	39	21,527	6	13,634
MOULTRIE	38,890	43,981	55,626	10	6,701	5	1,619	8	9,967	8	15,035	6	3,455	7	2,555	4	920	23	4,600	4	3,800
OGLE	129,025	152,350	198,082	21	14,224	8	4,147	25	46,013	17	57,662	30	17,199	20	6,342	9	2,566	77	17,131	10	8,073
PEORIA	980,027	1,243,242	1,625,574	52	83,902	28	293,711	115	273,336	58	321,637	95	102,518	109	73,977	91	97,931	328	164,579	39	54,741
Peoria	752,488	921,705	1,212,784	32	47,077	23	265,360	66	186,638	40	175,479	49	78,041	89	64,317	80	73,797	223	119,607	24	37,829
PERRY	78,447	81,062	104,447	9	8,311	9	12,294	21	25,525	13	18,339	15	7,264	13	3,689	9	4,023	31	8,060	7	6,480
Du Quoin	51,806	59,572	75,460	3	3,558	4	9,846	11	19,086	7	10,343	7	6,581	7	2,232	5	2,432	18	5,601	5	5,190
Pickneyville	18,227	17,091	19,419	4	1,257	4	1,861	6	6,512	3	2,210	7	1,010	3	558	2	609	8	1,476	2	980
PIATT	43,622	60,644	77,564	10	4,651	2	9,147	9	15,044	7	27,331	10	5,552	4	474	4	2,496	19	3,817	4	3,615
PIKE	49,916	57,054	72,838	10	9,024	5	3,300	16	14,601	9	13,448	17	7,741	10	2,648	5	1,277	36	6,305	3	1,336
POPE	4,476	3,317	2,886	0	0	1	379	4	826	2	68	1	129	0	0	1	66	3	160	1	147
PULASKI	12,148	10,471	12,005	3	591	1	1,578	9	3,947	4	1,538	5	1,172	3	65	2	275	6	665	4	558
PUTNAM	13,367	15,049	18,033	4	1,079	2	2,371	4	4,491	3	3,778	2	806	1	897	1	412	11	1,039	1	916
RANDOLPH	123,832	167,698	218,289	17	15,208	12	27,368	34	53,807	26	58,566	29	12,884	20	3,359	17	10,511	50	15,688	9	5,487
RICHLAND	90,214	85,046	109,469	9	11,007	5	16,331	10	16,632	15	24,432	13	9,264	12	4,504	11	4,962	23	7,026	6	4,392
Olney	82,042	78,104	99,907	8	8,256	5	16,116	6	16,695	12	18,160	12	9,299	11	4,520	10	3,722	21	5,270	6	4,409
ROCK ISLAND	814,979	944,231	1,228,230	39	54,000	20	181,866	109	217,741	83	323,454	82	68,932	96	54,755	63	39,306	317	136,169	31	59,723
East Moline	119,891	130,425	168,929	5	2,212	2	11,241	15	43,857	12	57,810	8	8,508	12	8,086	10	3,297	44	17,426	5	3,875
Moline	359,564	461,975	606,309	12	14,884	10	137,975	36	86,209	28	94,276	33	31,440	52	35,367	38	24,281	126	73,053	8	23,729
Rock Island	151,364	178,399	232,216	8	11,196	4	35,916	22	39,605	23	45,575	17	19,072	16	7,515	9	3,906	79	28,313	11	14,026
ST. CLAIR	1,055,553	1,393,862	1,833,881	55	88,766	29	241,053	146	334,570	109	395,587	120	126,753	143	100,097	75	80,366	366	168,840	47	50,505
Belleville	306,584	423,226	555,192	14	22,305	7	21,691	38	128,148	45	169,570	20	28,650	32	16,742	29	22,773	95	47,642	17	22,889
SALINE	137,974	151,533	197,006	11	10,579	8	26,192	25	46,059	21	37,699	15	15,279	24	6,730	14	9,236	42	15,848	15	12,596
Eldorado	29,142	32,152	39,287	2	2,130	3	5,274	7	9,274	7	7,058	3	3,960	5	941	4	1,859	13	2,314	4	2,536
Harrisburg	82,590	95,208	122,471	5	4,243	4	19,355	13	32,116	12	14,238	7	11,147	16	5,153	6	3,239	23	11,840	10	8,892
SANGAMON	931,292	1,234,704	1,626,333	50	107,449	17	213,773	98	293,984	63	332,187	85	106,293	125	81,001	68	82,223	296	160,346	48	82,517
Springfield	785,747	1,100,847	1,454,108	28	61,796	14	228,530	71	256,505	44	254,702	52	104,863	116	82,449	54	62,880	203	127,586	41	84,103
SCHUYLER	23,310	29,436	36,476	5	2,964	1	4,407	5	8,710	5	6,306	9	2,108	5	2,246	5	1,582	14	3,608	2	1,701
SCOTT	11,304	13,102	15,469	3	759	1	2,034	4	2,797	2	3,269	1	691	3	257	1	354	9	1,243	1	786
SHELBY	57,619	56,196	71,708	9	3,664	5	[illegible],056	20	17,950	15	18,420	19	4,981	9	1,455	6	4,725	34	4,473	8	2,768
Shelbyville	36,879	39,251	48,652	2	2,515	4	2,109	9	13,821	8	9,041	6	4,326	6	998	3	3,244	15	2,821	7	1,899
STARK	12,005	11,132	12,876	5	1,272	1	1,450	6	1,995	5	4,229	1	493	1	549	1	252	8	615	2	560
STEPHENSON	192,425	250,249	323,198	19	22,288	9	37,038	30	63,635	30	100,672	21	15 917	23	12,001	14	13,750	73	27,876	6	17,206
Freeport	169,294	221,081	288,522	12	12,154	8	37,344	23	65,013	19	67,385	15	16,262	22	12,261	13	14,047	50	22,524	5	17,578
TAZEWELL	560,939	723,879	938,114	31	42,685	14	123,310	69	222,432	63	275,441	76	66,910	51	40,165	42	34,987	193	78,935	24	33,384
Pekin	114,421	290,577	380,201	7	9,765	5	68,177	22	105,246	23	87,690	27	38,571	27	0	18	19,748	55	29,643	8	14,279
UNION	53,521	66,009	84,626	10	5,802	3	11,123	13	22,130	8	18,024	10	3,296	10	1,936	8	3,750	24	7,404	6	3,394

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
VERMILION	375,973	462,683	607,889	33	38,573	15	78,179	52	128,248	46	118,376	52	50,223	41	34,250	34	25,818	137	54,632	25	27,681
Danville	273,495	344,344	451,131	18	24,629	8	70,211	27	81,096	30	78,599	27	44,599	30	32,101	25	17,932	80	40,757	17	22,543
WABASH	68,514	66,413	85,160	5	2,950	4	10,125	11	18,882	10	22,521	11	5,025	12	2,717	5	2,113	17	6,716	3	1,862
Mount Carmel	67,480	65,235	82,930	4	2,915	4	9,843	9	18,655	10	16,900	10	4,964	12	2,684	5	1,688	17	6,471	3	1,839
WARREN	71,728	84,274	108,676	15	6,055	4	8,063	12	21,654	13	33,058	15	10,803	14	3,966	8	2,864	31	10,813	5	4,101
Monmouth	60,289	75,884	96,978	8	3,529	3	6,360	7	22,845	10	25,936	10	11,398	12	3,129	7	2,259	25	8,405	4	3,235
WASHINGTON	36,416	49,911	63,433	12	9,470	3	2,667	12	11,245	9	23,857	4	2,672	5	1,170	5	1,879	22	5,337	3	2,227
WAYNE	83,376	69,017	88,588	12	24,312	4	10,836	15	14,376	12	19,418	10	2,402	10	3,483	7	2,095	14	3,609	4	1,843
WHITE	73,840	74,721	96,098	9	7,345	6	5,567	16	15,802	12	36,841	12	5,436	14	2,455	8	2,977	21	5,667	5	2,359
Carmi	61,688	60,792	77,069	4	2,843	3	4,621	8	13,628	11	30,472	7	5,179	12	2,038	5	1,841	14	4,368	4	1,959
WHITESIDE	255,847	311,060	403,261	28	37,981	11	47,464	32	66,884	31	103,745	37	30,440	30	16,961	33	20,412	97	32,636	14	21,456
Rock Falls	44,607	70,496	89,871	4	2,978	1	4,847	8	24,257	9	13,181	12	17,722	1	1,796	5	3,162	21	9,115	2	2,510
Sterling	147,543	180,952	235,584	11	9,504	6	38,973	9	35,458	11	53,163	11	13,519	20	14,604	17	10,382	40	16,392	7	15,054
WILL	1,148,979	1,624,949	2,106,968	86	136,982	23	234,553	130	370,582	103	495,233	138	217,470	131	95,538	88	66,558	385	197,062	57	113,275
Joliet	481,248	749,066	985,039	29	36,215	10	174,227	47	174,925	36	202,785	50	81,645	81	59,716	47	31,916	152	82,642	21	50,230
WILLIAMSON	242,236	322,745	418,646	28	46,438	8	28,768	41	87,153	22	117,947	30	32,845	40	13,802	25	17,992	80	34,073	14	16,757
Herrin	54,028	15,390	17,175	4	1,404	3	768	12	4,974	9	3,103	4	1,098	12	886	6	800	17	1,251	4	507
Marion	142,019	198,484	258,712	15	20,877	4	23,697	16	49,174	8	59,036	18	24,982	20	8,585	10	6,684	35	21,784	5	7,637
WINNEBAGO	1,179,592	1,600,198	2,084,768	70	124,235	31	274,030	134	388,535	80	454,665	130	140,867	166	92,460	98	127,932	398	203,493	44	72,808
Rockford	827,136	1,078,537	1,409,677	33	49,907	21	208,876	81	303,245	52	277,678	86	113,035	85	47,855	71	81,522	246	119,919	32	53,721
South Beloit	18,136	31,525	38,460	2	2,045	0	4,510	3	6,394	2	6,828	4	2,074	2	1,522	2	2,105	18	7,398	1	1,198
WOODFORD	100,292	129,024	167,370	15	10,917	3	19,121	16	25,726	16	67,134	20	11,784	10	2,427	10	5,515	41	10,352	6	2,751

INDIANA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS.........	23,723,731	33,448,833	41,845,931	1,897	2,523,631	906	4,861,541	3,209	8,145,496	2,536	9,948,840	2,854	3,203,922	2,856	1,845,206	2,400	1,917,210	9,021	4,154,464	1,233	1,716,471
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Anderson, IN	574,610	752,414	954,790	44	44,781	22	112,183	77	213,750	57	228,562	77	76,002	54	43,794	64	42,640	208	86,753	28	40,679
Bloomington, In	435,496	617,044	782,226	30	43,560	17	100,618	62	152,536	42	160,679	43	49,148	85	47,977	66	38,654	168	90,231	19	28,090
Elkhart-Goshen, IN	761,445	1,061,347	1,353,130	70	77,720	27	113,361	97	291,994	102	525,117	74	73,181	86	49,051	74	34,301	249	120,038	28	48,396
Fort Wayne, IN	1,603,351	2,455,282	3,149,732	117	168,229	51	415,799	161	589,002	138	720,820	162	221,444	236	153,920	182	181,310	627	348,031	84	118,420
Gary-Hammond, IN	2,747,635	3,320,966	4,049,227	152	190,021	62	462,477	299	866,975	230	831,099	295	341,670	292	182,593	189	175,909	965	435,756	142	196,963
Indianapolis, IN	5,834,963	9,034,024	11,309,469	346	597,018	172	1,387,963	683	1,937,367	490	2,811,643	579	898,370	696	499,516	537	542,040	2,015	1,176,775	257	449,515
Kokomo, IN	490,866	701,082	894,041	41	56,173	16	104,448	73	166,622	49	241,621	51	74,010	65	45,120	50	33,201	189	89,672	20	38,212
Lafayette- West Lafayette, IN	592,064	851,336	1,076,142	32	70,704	18	166,827	68	182,854	45	262,025	51	70,269	76	43,175	54	49,696	210	120,822	26	44,813
Muncie, IN	571,499	697,780	882,632	41	58,612	16	103,306	64	162,306	62	182,610	62	89,697	59	33,599	71	51,656	206	93,847	28	38,984
South Bend- Mishawaka, IN	1,151,353	1,686,866	2,151,524	79	90,605	38	310,393	155	392,464	100	512,856	118	130,986	147	95,565	133	157,997	450	225,763	57	85,909
Terre Haute, IN	775,792	1,264,262	1,662,721	50	110,799	18	210,683	67	274,732	57	347,575	79	105,546	62	88,382	76	61,062	237	145,097	24	46,897
Evansville, IN-KY	1,393,147	1,803,364	2,315,331	102	161,771	43	320,252	182	462,415	130	503,078	135	139,817	165	143,529	143	130,360	494	229,628	66	73,614

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

INDIANA RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
COUNTIES, Cities																					
ADAMS	105,914	173,636	221,508	15	19,637	6	12,230	18	45,900	19	62,265	17	14,417	19	6,414	19	10,575	37	24,139	5	9,153
Decatur	67,520	128,973	164,703	9	11,158	3	9,203	7	41,154	10	29,045	10	14,119	10	5,404	8	6,956	26	22,217	3	6,888
ALLEN	1,413,676	2,185,238	2,805,163	73	138,731	34	400,401	112	495,193	98	632,580	138	195,308	200	145,937	134	172,378	451	316,008	68	101,898
Fort Wayne	1,142,086	1,855,963	2,372,568	42	65,763	28	376,844	86	442,744	69	429,870	99	194,269	174	140,837	107	125,977	373	267,622	54	89,340
BARTHOLOMEW	293,045	399,460	509,381	21	30,347	12	71,063	29	93,342	27	100,634	43	51,547	37	23,704	39	27,654	82	50,578	13	18,438
Columbus	257,762	367,184	468,277	17	23,307	9	70,628	19	95,291	26	87,242	30	50,054	34	20,550	36	21,697	75	47,051	12	15,984
BENTON	25,253	33,864	43,332	7	3,069	0	2,186	5	9,988	6	8,857	13	5,267	1	731	2	827	14	2,309	4	2,117
BLACKFORD	44,211	52,322	66,862	9	6,563	4	6,234	15	18,505	8	17,437	13	3,841	7	1,793	5	2,389	24	4,968	3	3,491
Hartford City	36,107	43,480	55,675	6	5,975	3	5,677	11	16,849	5	11,669	11	3,498	6	1,632	3	2,175	15	3,528	2	3,180
BOONE	147,818	182,580	228,387	12	15,052	2	11,520	20	40,968	20	41,105	30	43,582	23	9,807	19	8,175	54	22,304	10	9,248
Lebanon City	71,817	90,866	113,998	5	6,454	2	5,664	7	25,833	13	16,516	14	21,908	12	5,576	9	3,749	30	11,398	4	3,807
BROWN	17,167	26,376	33,787	2	3,432	2	1,704	13	3,596	2	4,854	4	1,752	3	570	3	645	15	7,421	3	1,445
CARROLL	45,937	51,938	66,372	10	7,914	6	3,348	9	11,451	9	24,130	9	5,019	8	893	3	1,530	30	5,210	5	3,085
CASS	157,041	192,505	245,562	18	15,459	7	28,490	34	47,095	21	60,327	24	17,086	24	9,487	21	13,460	73	23,092	10	12,605
Logansport	137,996	171,487	218,824	13	10,683	5	28,991	19	45,440	14	35,723	15	17,386	22	9,654	20	13,696	60	20,742	8	12,827
CLARK	457,803	693,279	876,894	31	66,691	15	162,575	66	144,225	42	194,235	64	85,651	48	46,797	21	23,966	113	73,953	18	25,682
Jeffersonville	139,193	171,571	217,513	9	9,687	4	23,464	22	43,644	19	51,962	21	25,398	13	8,237	4	4,218	49	22,238	9	10,623
CLAY	86,239	102,576	130,924	9	6,659	3	6,604	13	22,425	14	37,237	18	18,817	8	3,456	8	2,755	29	9,573	6	6,631
Brazil	56,341	70,204	89,816	8	5,271	2	5,228	6	23,533	8	9,583	11	15,335	5	2,736	4	2,006	21	7,509	5	5,249
CLINTON	98,326	132,481	169,045	10	6,933	3	8,500	22	41,201	16	41,796	14	11,398	21	7,888	12	7,456	52	16,332	8	9,023
Frankfort	82,198	94,471	120,736	4	4,639	3	7,099	10	32,939	14	27,963	11	7,625	19	6,710	10	4,989	29	10,196	5	6,036
CRAWFORD	17,171	25,734	32,968	1	3,351	6	3,178	8	9,061	2	4,736	6	4,611	3	556	1	630	11	2,116	0	1,409
DAVIESS	103,956	119,674	152,719	18	18,058	7	18,531	17	33,053	15	28,006	19	13,862	20	7,260	15	4,063	40	11,567	9	6,631
Washington	76,618	84,298	107,772	9	4,047	5	12,779	11	30,213	10	15,831	10	13,426	16	5,006	13	3,122	28	9,739	8	4,572
DEARBORN	102,376	166,004	211,779	12	10,558	7	17,871	21	51,075	15	44,242	23	17,095	11	3,979	12	8,138	41	18,106	7	14,598
DECATUR	81,169	100,327	128,057	12	6,803	5	10,624	12	27,380	11	29,736	21	17,506	13	3,790	9	3,556	32	10,565	3	5,473
Greensburg	65,374	82,977	106,026	8	4,369	4	10,878	9	28,002	10	19,471	14	17,002	11	2,482	8	2,936	19	8,880	2	3,584
DE KALB	104,219	161,689	206,279	14	18,335	6	10,404	20	55,431	17	53,003	20	14,064	16	6,529	13	5,738	49	20,540	7	8,817
Auburn	61,710	101,791	130,109	7	6,499	4	8,624	7	32,599	6	21,535	8	11,665	10	5,391	8	2,271	24	15,010	4	7,175
DELAWARE	571,499	697,780	882,632	41	58,612	15	103,306	74	162,306	56	182,610	76	89,697	67	33,599	64	51,656	192	93,847	29	38,984
Muncie	489,982	626,639	792,713	30	41,784	13	90,876	61	163,723	42	123,165	60	87,559	63	33,925	54	34,341	161	84,467	25	34,293
DUBOIS	177,612	626,639	348,008	16	17,093	7	18,405	25	55,602	14	144,521	29	22,827	28	13,836	23	17,218	67	30,290	9	8,915
Jasper	116,428	194,072	108,239	7	2,150	2	7,404	8	15,121	11	47,848	11	6,218	17	5,224	15	5,333	36	8,785	3	2,382
ELKHART	761,445	1,061,347	1,353,130	58	77,720	29	113,361	97	291,994	82	525,117	80	73,181	79	49,051	52	34,301	216	120,038	26	48,396
Elkhart	469,698	625,463	797,687	25	32,038	15	95,024	47	207,196	47	237,920	48	50,746	39	20,256	27	10,120	130	70,309	15	35,780
Goshen	132,798	199,016	254,270	12	10,702	6	8,427	19	53,717	18	79,869	13	19,042	14	16,047	13	6,585	35	20,177	5	9,642
FAYETTE	102,255	114,846	146,565	6	4,100	7	12,969	10	32,922	13	31,794	16	10,665	11	4,726	10	3,718	31	13,921	7	11,012
Connersville	98,681	112,327	143,365	6	3,294	6	12,885	9	32,707	13	24,929	16	10,818	11	4,794	10	3,025	30	13,829	7	11,148
New Albany	186,676	247,126	315,242	15	9,467	5	23,431	38	81,597	16	42,974	25	26,226	15	20,958	18	10,971	70	40,012	12	14,377
FOUNTAIN	68,719	72,206	92,209	12	6,984	7	3,155	12	22,231	16	33,403	16	3,651	10	1,430	7	1,694	39	10,581	6	4,636
FRANKLIN	33,946	44,553	56,958	5	5,679	2	2,873	13	21,095	10	8,535	8	4,526	2	960	2	1,089	16	4,910	2	2,434
FULTON	64,031	77,484	98,937	10	4,309	5	7,252	12	22,972	13	25,608	18	8,071	12	2,395	4	1,632	37	12,410	6	6,511
Rochester	49,828	57,776	73,942	4	1,051	4	6,029	6	19,008	9	12,465	14	7,591	10	1,991	2	1,357	24	10,008	4	5,413
GIBSON	131,876	130,051	165,948	18	16,397	10	15,037	28	38,759	20	42,606	19	8,884	18	6,133	12	4,298	42	13,721	9	7,891
Princeton	79,681	76,534	97,933	9	5,544	7	11,665	12	19,230	11	27,509	9	4,624	13	4,745	5	2,158	19	6,503	4	3,414
GRANT	316,652	433,874	553,250	33	37,792	11	65,492	52	109,460	40	129,826	48	41,508	44	32,154	35	25,110	139	56,721	21	25,344
Marion	265,714	361,815	461,476	21	25,751	8	60,322	31	94,683	33	98,356	28	33,040	37	29,557	28	15,875	99	44,146	16	20,285

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
GREENE	89,997	113,060	144,288	19	15,921	9	11,595	18	42,462	17	27,041	21	8,335	19	5,146	10	3,635	47	9,736	8	6,680
Bloomfield	17,438	17,199	22,514	2	2,410	1	1,638	4	6,428	2	4,094	3	1,619	6	1,296	2	550	8	825	3	1,440
Linton	39,046	53,046	68,051	6	3,740	4	9,785	6	19,079	6	8,986	7	6,491	10	3,471	4	1,247	16	4,881	2	3,146
HAMILTON	288,640	527,433	672,516	23	43,813	8	33,922	37	152,941	20	169,363	45	58,826	35	17,842	37	41,112	86	68,793	21	30,665
Noblesville	94,519	174,136	222,482	6	7,078	3	13,707	12	61,618	10	44,429	15	23,770	13	6,473	5	6,073	32	18,511	9	13,543
HANCOCK	153,022	178,913	228,235	12	9,530	7	13,609	23	41,988	11	66,592	37	32,516	14	5,093	14	5,436	40	20,942	10	10,560
Greenfield	108,790	131,290	167,661	8	7,419	5	10,596	10	32,689	5	43,406	17	29,394	6	2,419	6	2,652	22	11,586	6	8,065
HARRISON	69,610	104,216	133,014	8	13,607	8	8,932	13	36,986	12	22,503	14	9,156	5	2,186	7	6,963	30	10,975	3	4,773
HENDRICKS	194,139	283,212	361,192	16	17,883	9	12,973	25	104,280	21	71,725	30	38,401	17	7,049	22	11,621	66	34,783	11	16,651
HENRY	178,909	230,852	294,445	16	15,095	9	18,261	32	85,844	34	52,534	34	27,133	27	10,300	16	12,057	70	25,369	9	12,756
New Castle	119,842	151,828	193,880	8	9,281	5	16,213	16	52,781	20	32,301	19	16,683	21	9,539	13	8,558	43	17,493	6	9,453
HOWARD	439,575	607,622	774,738	26	46,856	14	100,350	61	137,024	39	206,631	52	61,050	58	41,307	40	31,300	142	79,873	19	33,114
Kokomo	404,032	572,815	730,396	24	46,028	12	98,577	53	139,609	35	159,448	40	62,203	55	39,600	35	22,944	129	76,309	17	29,868
HUNTINGTON	117,764	155,311	198,148	16	10,086	5	9,995	23	44,047	15	42,669	23	21,015	12	6,569	9	6,655	45	16,770	8	9,293
Huntington	83,001	118,767	151,682	9	5,651	4	8,387	13	42,824	9	23,786	14	12,505	10	5,511	7	5,583	33	13,580	7	7,798
JACKSON	157,763	194,188	247,707	21	25,948	8	14,826	24	54,282	19	53,790	31	28,429	16	12,685	16	6,498	49	22,985	9	10,361
Seymour	124,484	160,538	204,899	15	17,825	6	12,980	15	46,776	15	36,033	16	25,609	13	11,108	10	3,377	32	17,020	6	9,071
JASPER	102,080	106,933	136,478	13	10,284	6	10,078	18	26,309	19	29,997	23	16,638	16	4,979	7	2,047	32	11,145	9	8,146
Rensselaer	40,679	38,845	50,002	2	2,624	3	2,571	8	13,347	7	10,569	5	4,245	8	2,909	3	522	14	4,786	4	4,129
JAY	69,354	68,400	87,357	8	4,006	6	4,407	14	24,227	13	18,012	11	7,809	12	1,791	9	3,982	32	7,386	4	3,723
Portland	48,657	46,573	59,693	4	2,398	3	2,635	8	18,899	9	9,280	4	6,436	8	1,071	6	2,381	18	5,105	3	2,226
JEFFERSON	121,599	139,647	178,180	17	18,287	11	20,045	22	42,812	14	36,909	15	8,332	18	6,217	17	9,930	31	14,618	10	7,367
Madison	109,645	129,704	165,541	11	12,250	9	19,065	16	41,843	13	29,419	12	8,314	17	6,095	16	9,444	28	13,936	9	7,007
JENNINGS	53,168	69,629	88,924	8	6,852	3	4,485	10	24,818	10	14,283	10	9,597	5	907	5	1,490	18	7,747	4	4,228
JOHNSON	366,426	577,344	736,141	20	46,311	14	188,000	38	91,082	26	130,096	38	60,293	65	65,245	36	30,967	98	58,881	16	24,760
Edinburg	10,518	16,572	21,777	1	1,427	2	5,175	3	2,808	0	4,011	2	1,859	1	1,799	3	719	8	1,131	2	764
Franklin	62,452	90,076	115,413	3	3,530	2	12,793	7	34,676	9	23,665	10	16,779	9	4,445	6	1,784	23	10,704	5	1,888
KNOX	187,501	226,452	288,836	21	27,170	13	33,038	29	53,847	20	65,382	36	19,431	38	16,920	28	15,406	73	25,967	15	14,352
Bicknell	11,899	14,961	19,705	1	1,901	2	2,312	2	3,768	3	4,574	4	1,875	3	393	2	1,078	9	1,086	2	1,004
Vincennes	155,466	184,837	235,879	17	19,277	8	30,166	21	45,712	15	43,245	20	17,209	33	16,254	24	11,939	55	22,654	11	11,123
KOSCIUSKO	222,673	329,962	420,787	26	41,741	15	31,863	31	83,623	34	111,644	36	26,913	27	17,568	29	15,850	87	38,238	12	18,595
Warsaw	126,727	185,677	237,077	6	7,657	9	26,193	12	59,877	12	35,659	15	21,959	18	14,349	21	11,058	34	22,304	6	10,351
LAGRANGE	70,917	85,850	109,602	19	21,033	5	3,924	16	25,349	8	14,413	11	7,452	6	1,047	5	1,777	37	14,742	5	3,426
LAKE	2,333,445	2,751,798	3,323,509	115	164,971	52	402,800	252	700,729	175	682,048	269	273,128	260	161,984	148	147,824	707	346,522	113	142,011
East Chicago	94,520	90,139	109 510	8	7,811	4	12,134	18	20,746	6	14,610	15	7,798	12	3,513	6	3,596	53	15,227	11	9,025
Gary	371,236	292,365	353,702	28	13,285	8	25,953	54	87,917	32	55,853	63	35,077	37	12,382	27	9,127	142	30,602	25	20,671
Hammond	401,874	398,469	481,824	16	13,255	7	42,499	51	92,808	30	62,556	54	39,096	45	34,069	27	15,578	139	58,988	14	14,299
LA PORTE	442,833	561,132	715,474	30	41,968	15	90,552	58	149,151	45	154,771	64	65,101	67	34,284	42	30,777	163	86,842	18	34,138
La Porte	147,340	208,923	266,806	10	10,515	5	19,702	13	60,402	19	54,169	19	26,520	21	17,077	17	13,544	53	22,199	8	12,960
Michigan City	255,586	312,216	398,388	13	15,939	9	68,442	33	90,425	22	65,477	29	34,327	42	17,892	23	12,338	80	35,015	8	21,466
LAWRENCE	149,673	196,160	250,221	14	14,738	11	32,202	26	56,287	21	55,408	26	18,657	25	7,989	18	11,165	43	20,231	11	11,587
Bedford	107,035	145,566	185,855	7	5,712	7	27,354	13	47,773	14	17,636	17	17,387	23	6,786	16	9,484	30	16,133	8	9,842
MADISON	574,610	752,414	954,790	43	44,781	19	112,183	71	213,750	53	228,562	86	76,002	61	43,794	65	42,640	202	86,753	30	40,679
Anderson	409,083	533,080	676,656	25	23,695	9	71,076	41	176,309	33	135,086	44	47,834	41	33,699	46	27,793	129	65,884	18	25,526
Elwood	48,014	56,402	72,188	3	2,611	3	6,543	7	22,038	7	9,965	10	8,282	10	4,257	6	1,966	19	5,091	4	5,442
MARION	4,385,269	6,874,911	8,560,489	175	431,374	81	1,090,881	444	1,380,944	261	2,235,578	421	601,335	452	373,790	306	421,753	1,114	928,223	171	334,506
Indianapolis	4,138,613	6,592,144	8,201,244	161	302,659	77	1,049,454	411	1,310,459	246	1,670,870	384	563,923	433	359,804	289	328,639	1,027	858,600	158	321,496
MARSHALL	145,137	200,663	255,961	26	29,980	6	9,871	18	52,922	24	65,453	31	24,677	28	11,581	17	7,705	70	22,734	13	12,902
Plymouth	76,799	112,383	143,646	11	13,661	4	4,498	6	34,794	14	29,825	10	17,448	16	9,806	11	3,451	34	16,271	5	5,628
MARTIN	32,431	36,680	46,922	6	2,429	3	2,367	6	13,346	6	11,602	6	4,611	4	1,310	3	896	18	2,583	3	2,005

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

INDIANA RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
MIAMI	111,995	138,991	177,344	14	7,686	4	10,274	22	35,647	20	59,352	16	13,110	15	7,157	14	6,934	47	13,502	7	10,020
Peru	99,106	121,446	155,042	10	5,468	4	10,037	14	35,223	15	38,576	12	12,955	14	6,992	11	6,773	34	11,343	7	9,887
MONROE	435,496	617,044	782,226	27	43,560	14	100,618	57	152,536	38	160,679	46	49,148	78	47,977	53	38,654	129	90,231	18	28,090
Bloomington	387,110	570,260	722,968	18	41,166	13	102,275	45	156,569	31	116,619	32	50,297	77	45,341	48	30,072	112	81,054	15	26,546
MONTGOMERY	139,257	193,356	242,124	15	13,380	8	28,859	21	50,440	17	63,265	24	15,608	19	8,324	13	8,304	50	21,826	10	12,220
Crawfordsville	112,417	148,308	185,869	8	7,259	6	18,658	14	48,427	13	40,903	18	14,985	18	5,382	8	5,792	36	18,580	9	7,901
MORGAN	169,095	244,469	311,804	11	17,237	9	21,575	31	81,607	19	42,689	31	43,226	20	10,410	17	13,674	47	26,309	10	12,865
Martinsville	75,172	124,049	158,544	4	7,753	7	10,735	15	49,452	11	20,890	12	17,168	13	6,432	11	6,803	20	11,564	6	6,744
NEWTON	36,457	36,758	47,021	8	4,226	2	2,372	11	11,249	7	7,238	15	4,840	6	1,689	5	1,592	22	3,619	6	4,411
NOBLE	103,053	161,215	205,674	16	12,442	9	18,578	17	51,484	23	50,403	22	13,801	12	5,606	10	6,308	47	17,249	9	9,017
Kendallville	54,373	77,718	99,496	5	3,598	4	14,588	6	26,541	10	18,568	4	6,219	10	2,891	7	3,444	15	7,885	5	4,649
OHIO	8,767	10,085	13,019	2	1,199	0	594	5	4,919	0	1,694	4	2,237	2	199	1	224	6	796	1	505
ORANGE	48,593	54,084	69,108	9	4,506	4	3,486	15	22,236	5	8,348	10	6,746	8	1,023	8	1,813	23	4,853	6	3,032
OWEN	33,440	43,304	55,366	3	1,602	2	2,793	7	13,106	7	14,371	8	8,023	1	933	5	1,857	17	4,700	2	2,366
Spencer	28,022	38,768	49,636	3	1,359	1	2,143	4	10,054	6	11,026	7	8,616	1	715	2	1,425	9	4,033	2	1,815
PARKE	35,383	52,941	67,651	5	7,537	3	3,414	10	20,620	7	10,136	9	3,851	4	567	4	2,100	26	4,902	3	3,415
PERRY	65,273	68,809	87,879	8	5,630	8	11,843	12	24,961	10	11,840	11	3,199	15	4,790	7	4,096	24	7,340	4	3,647
PIKE	27,564	25,573	32,763	3	644	2	1,652	11	11,020	6	4,706	7	1,383	3	337	4	1,466	13	2,009	2	1,401
PORTER	414,190	569,168	725,718	26	25,049	15	59,677	45	166,246	40	149,051	64	68,543	46	20,609	34	28,065	155	69,234	33	54,953
Chesterton	53,106	101,262	129,662	4	4,704	3	9,392	5	24,756	8	40,786	7	10,696	8	3,003	4	4,420	19	9,003	4	8,257
Valparaiso	230,169	299,459	382,141	7	7,195	7	38,669	22	93,902	18	68,541	25	29,427	30	14,420	22	16,496	61	38,839	17	29,946
POSEY	66,075	74,034	94,539	10	5,098	7	5,816	13	19,318	13	31,909	16	7,656	8	1,953	8	4,475	34	8,041	5	4,206
PULASKI	40,701	44,194	56,500	6	6,155	3	2,850	6	8,630	11	18,922	9	3,072	5	1,328	4	1,250	17	3,573	3	4,024
PUTNAM	83,484	107,421	137,100	11	10,551	4	7,445	20	39,337	12	25,603	18	9,923	13	5,176	11	4,487	32	11,007	6	6,977
Greencastle	58,985	78,200	99,987	6	5,540	3	5,371	6	32,729	8	12,619	8	10,437	10	3,734	10	3,237	19	8,715	4	5,034
RANDOLPH	77,517	88,900	113,490	13	5,745	10	4,830	21	29,890	10	26,166	20	9,981	12	3,223	13	5,575	34	8,204	6	5,910
Union City	23,530	20,251	26,367	4	2,165	4	880	6	5,446	3	4,767	4	5,003	3	588	2	1,016	8	1,509	2	1,077
Winchester	37,956	49,692	63,731	4	910	4	2,149	7	16,519	6	21,526	6	3,951	4	2,351	6	2,930	13	3,490	2	2,629
RIPLEY	72,303	107,155	136,761	12	17,444	7	6,211	25	40,325	11	27,171	11	6,041	9	1,439	9	4,799	25	8,291	7	5,670
RUSH	59,732	61,749	78,879	9	6,132	3	5,155	12	18,214	11	25,603	11	6,102	7	753	4	3,814	19	4,206	2	3,372
Rushville	45,733	54,197	69,313	6	3,270	3	5,783	6	15,336	10	21,556	8	7,040	6	866	2	3,212	13	3,982	2	2,839
ST. JOSEPH	1,151,353	1,686,866	2,151,524	63	90,605	33	310,393	151	392,464	83	512,856	140	130,986	141	96,565	128	157,997	392	225,703	55	86,999
Mishawaka	380,395	677,323	864,295	16	25,287	10	168,481	38	156,289	21	141,270	32	45,774	57	57,175	45	73,180	103	81,234	14	34,263
South Bend	608,117	780,242	995,523	29	30,137	17	110,315	80	209,352	40	207,296	65	84,303	65	34,501	55	42,384	224	106,489	33	43,870
SCOTT	64,591	84,927	108,425	7	8,159	7	10,629	14	22,170	10	18,174	16	13,466	5	1,570	5	1,891	21	9,154	4	4,052
SHELBY	130,554	165,162	210,706	14	15,819	4	15,462	19	43,557	20	54,496	20	20,193	19	10,280	17	9,301	39	16,541	8	10,260
Shelbyville	116,057	146,823	187,384	7	12,010	4	15,142	15	43,668	16	36,858	14	20,244	16	7,810	16	7,068	32	13,890	7	10,251
SPENCER	49,827	57,425	73,367	11	5,389	5	1,330	15	21,809	11	22,419	12	5,109	5	542	5	2,775	29	5,877	3	2,208
STARKE	76,018	84,426	107,787	10	9,572	7	7,780	13	22,245	10	22,054	11	16,839	4	603	4	1,766	33	6,084	3	4,608
STEUBEN	113,802	151,973	193,893	12	17,022	5	9,897	21	38,214	16	28,663	19	31,529	16	6,808	9	4,933	48	19,635	5	5,042
SULLIVAN	51,266	86,963	111,021	6	6,157	3	5,600	15	29,282	6	26,074	17	11,807	8	1,872	5	2,121	23	5,488	2	4,743
Sullivan	27,899	51,906	66,534	5	5,374	2	3,091	4	16,163	4	14,392	7	9,983	6	1,035	4	1,171	11	2,840	2	2,618
SWITZERLAND	10,512	9,751	13,046	2	1,325	3	658	3	4,654	2	1,874	1	676	3	219	1	240	10	884	1	557
TIPPECANOE	592,064	851,336	1,076,142	33	70,704	14	166,827	60	182,854	45	262,025	51	70,269	66	43,175	44	49,696	168	120,822	24	44,813
Lafayette	417,877	615,532	778,255	25	55,891	11	128,204	34	124,139	31	166,884	30	48,012	54	34,129	33	29,931	102	69,346	18	32,154
West Lafayette	129,066	170,002	215,540	5	6,277	3	36,706	17	55,093	5	7,957	16	20,935	11	5,057	6	5,784	47	32,676	5	12,163
TIPTON	51,291	93,460	119,303	8	9,317	3	4,099	9	20,598	7	34,990	18	12,960	8	3,814	5	1,900	21	9,799	3	5,098
Tipton	41,275	85,183	108,796	6	6,346	2	2,792	5	33,663	6	23,837	14	14,739	7	4,338	3	1,293	16	9,300	3	3,473

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
UNION	16,045	20,449	26,231	2	2,665	1	1,324	5	7,936	3	3,769	4	1,361	4	724	1	500	5	1,408	1	1,122
VANDERBURGH	1,016,953	1,337,009	1,704,534	45	114,058	24	270,779	103	320,750	71	338,222	96	86,011	130	122,190	88	102,378	303	179,080	42	55,680
Evansville	968,339	1,285,284	1,638,616	38	76,389	23	274,154	99	324,749	63	256,583	88	87,083	126	120,923	86	103,654	282	166,104	41	56,354
VERMILLION	55,241	72,391	92,445	7	7,322	3	4,664	11	20,774	11	37,956	8	8,125	3	1,557	0	1,765	29	4,399	4	3,951
Clinton	38,298	55,438	70,951	3	6,685	2	4,257	7	19,719	6	21,772	6	7,417	2	1,421	0	1,612	16	2,698	2	3,606
VIGO	689,553	1,161,686	1,531,798	37	104,140	18	204,080	51	252,308	45	310,339	62	86,729	56	84,925	59	58,307	190	135,525	19	40,266
Terre Haute	543,119	1,058,840	1,396,244	28	95,181	13	162,731	40	230,604	34	283,642	41	93,507	49	92,877	49	44,011	155	117,830	15	36,804
WABASH	122,109	166,752	212,733	22	26,453	10	23,454	20	43,055	20	45,290	19	15,037	16	6,917	17	7,778	47	17,142	13	12,624
Wabash	70,722	99,450	127,142	11	12,738	5	11,294	12	29,886	14	22,261	9	11,523	10	4,794	11	5,016	28	12,293	8	7,691
WARREN	8,337	6,168	8,529	3	1,180	1	402	3	3,329	1	1,147	3	867	0	135	1	153	7	548	2	342
WARRICK	105,610	132,906	169,587	20	25,890	6	8,370	24	44,762	15	44,819	19	13,347	12	4,489	13	5,997	36	12,102	7	4,522
WASHINGTON	61,001	82,938	105,890	12	13,052	4	5,341	11	24,109	13	29,354	14	5,830	9	2,357	5	2,817	18	4,910	3	3,320
WAYNE	392,995	478,646	610,324	24	43,569	21	91,558	52	112,827	35	162,060	53	53,879	36	17,569	30	21,066	107	49,930	15	22,421
Richmond	331,447	424,684	541,592	19	31,107	15	92,360	37	104,781	28	121,977	32	48,421	31	18,092	28	21,351	84	44,857	13	22,724
WELLS	79,673	96,852	123,627	9	6,038	4	6,236	12	25,625	17	48,310	16	6,983	15	4,777	11	7,233	31	11,201	5	5,285
Bluffton	62,204	75,100	96,011	7	4,399	4	4,543	5	21,135	13	35,191	12	6,868	13	4,699	7	3,322	22	9,098	3	3,850
WHITE	88,349	106,505	135,932	10	13,932	4	6,856	16	30,847	18	37,552	15	8,514	10	3,478	8	2,597	51	14,314	6	5,435
Monticello	59,310	71,126	90,999	4	4,927	3	5,737	8	27,292	7	16,715	8	8,275	7	3,037	6	2,174	27	8,318	3	3,788
WHITLEY	85,456	108,355	138,290	8	11,163	6	4,994	16	38,378	16	35,237	11	12,072	11	1,454	11	3,194	38	11,483	6	7,705
Columbia City	56,241	79,991	102,265	5	6,513	5	5,176	7	36,152	8	10,272	9	12,513	9	1,506	6	2,444	23	8,430	3	6,186

IOWA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS........	12,646,359	15,081,608	19,985,728	1,307	1,533,165	540	2,252,517	2,179	4,143,711	1,442	4,781,237	2,020	1,430,558	1,899	941,881	1,299	930,499	5,480	1,823,229	718	611,186
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Cedar Rapids, IA	830,476	1,138,105	1,588,644	56	124,263	20	278,438	110	314,965	71	339,757	92	76,936	129	72,551	84	84,330	315	154,538	34	53,762
Davenport-Rock Island, IA Moline, IL	1,844,620	2,228,722	3,003,926	105	158,491	51	419,218	240	555,422	153	726,504	202	220,247	232	130,584	172	137,651	707	331,378	86	122,436
Des Moines, IA	2,015,817	2,724,824	3,687,728	117	212,990	59	411,494	267	761,955	146	854,537	213	232,835	292	182,963	183	203,032	718	359,565	88	89,111
Dubuque, IA	434,607	556,187	740,531	32	46,858	16	124,862	66	138,153	44	168,699	43	35,540	57	39,745	46	44,876	187	72,432	21	26,513
Iowa City, IA	369,809	527,147	693,602	28	57,458	12	81,260	65	140,796	28	134,350	40	44,261	72	37,256	55	42,347	156	83,465	17	20,239
Sioux City, IA-NE	584,663	706,871	930,745	43	76,436	16	99,868	73	189,255	42	205,291	87	60,461	79	50,364	59	46,876	242	81,842	23	27,271
Waterloo-Cedar Falls, IA	741,534	847,830	1,114,734	58	70,020	22	147,417	106	209,300	73	277,948	90	67,378	97	61,014	68	57,146	284	106,519	30	39,438
COUNTIES, Cities																					
ADAIR	34,767	28,300	35,276	11	2,724	3	3,979	10	8,706	6	5,496	10	6,427	4	191	3	428	22	3,710	5	841
ADAMS	12,284	14,025	16,437	4	1,931	1	1,855	3	3,337	4	2,438	5	551	3	255	2	365	7	720	2	480
ALLAMAKEE	55,473	59,251	76,122	12	8,414	5	3,862	14	19,825	10	23,202	10	4,668	12	2,940	6	1,220	37	5,132	2	2,221
APPANOOSE	57,114	61,283	78,803	10	6,169	7	8,131	13	20,278	12	13,517	8	5,130	10	4,000	5	2,128	22	5,766	3	1,540
Centerville	47,208	52,693	69,430	6	3,792	6	8,455	8	21,084	8	9,155	6	4,130	9	4,159	4	1,826	14	3,761	3	1,601
AUDUBON	27,662	28,430	35,447	5	2,030	3	3,999	7	7,592	4	11,259	7	3,295	5	931	3	2,218	19	2,287	4	962
BENTON	66,752	73,207	94,539	23	11,169	5	1,409	16	19,379	16	31,759	22	8,694	13	3,386	8	4,351	43	7,436	6	3,182
Vinton	31,011	29,423	38,843	6	3,122	3	792	3	10,236	7	8,436	8	4,730	7	1,903	5	2,184	15	3,383	3	1,936

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

IOWA RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
BLACK HAWK	667,051	759,156	999,783	48	56,740	19	141,336	91	177,974	60	252,841	84	59,488	83	54,356	62	53,048	243	96,897	26	35,095
Evansdale	10,271	10,251	13,643	2	624	1	1,413	2	1,904	1	2,776	3	1,963	2	597	1	582	9	1,573	1	375
Waterloo	422,355	451,727	593,935	26	29,768	12	90,451	47	114,763	42	91,567	48	36,032	48	32,447	40	27,651	144	58,367	16	21,743
BOONE	87,217	104,801	136,234	16	9,235	5	7,901	18	31,624	12	36,929	18	9,905	16	6,328	12	9,326	41	12,056	7	4,977
Boone	68,577	87,089	114,641	9	4,729	4	8,268	8	26,619	9	31,113	10	9,965	14	5,331	8	7,365	27	10,356	5	4,193
BREMER	74,483	88,674	114,951	21	13,281	7	6,081	14	31,326	16	25,107	22	7,890	21	6,658	11	4,098	41	9,623	6	4,342
BUCHANAN	68,201	80,827	104,596	14	11,745	4	11,798	12	25,372	12	28,793	17	8,103	8	2,550	4	1,102	44	8,516	4	3,619
BUENA VISTA	99,641	107,317	139,554	12	13,140	8	11,552	12	27,699	15	37,688	18	7,773	19	7,483	10	6,007	49	12,210	7	3,399
BUTLER	34,897	33,829	42,573	16	7,658	3	4,802	24	10,332	8	9,944	13	2,148	6	637	5	1,768	30	2,337	3	815
CALHOUN	40,080	38,668	48,959	14	4,793	2	5,522	18	12,791	9	13,049	9	3,677	5	1,649	8	3,078	25	2,809	3	1,550
CARROLL	122,844	128,885	168,017	16	15,435	6	12,209	26	23,997	16	48,049	22	18,460	19	8,960	10	4,037	57	12,393	5	2,021
Carroll	92,498	101,526	133,618	6	5,525	4	10,983	13	20,642	12	31,187	10	19,087	16	9,078	5	1,664	29	9,776	3	1,818
CASS	88,809	92,878	120,499	16	11,784	9	9,981	13	24,916	16	25,252	23	13,521	17	6,786	9	2,345	35	7,355	7	4,168
Atlantic	67,978	76,455	100,664	11	8,616	7	8,931	7	25,837	9	14,843	14	11,742	15	6,072	6	2,098	21	5,921	6	3,729
CEDAR	63,913	70,419	90,860	11	8,305	6	2,994	15	20,154	13	24,725	14	15,535	9	1,349	7	2,739	31	5,159	5	1,473
CERRO GORDO	290,564	369,520	485,582	33	36,329	10	63,152	29	102,488	27	103,195	41	36,506	52	30,817	29	19,589	110	40,298	13	13,398
Mason City	226,350	293,661	386,167	23	24,243	8	53,439	16	82,743	19	72,491	27	24,205	38	26,078	24	16,576	72	26,804	10	11,305
CHEROKEE	73,571	73,656	95,132	10	6,910	3	5,980	12	23,654	12	29,615	17	6,853	18	6,010	7	3,156	30	5,343	7	3,287
Cherokee	58,173	60,902	80,220	7	5,052	3	6,236	7	21,781	10	21,649	11	7,270	14	4,936	6	2,711	17	4,467	5	2,403
CHICKASAW	40,793	41,810	53,105	10	5,485	7	2,491	14	12,101	9	15,910	14	4,606	6	1,765	5	1,594	29	4,210	3	1,833
CLARKE	37,889	44,138	56,177	6	3,134	3	6,337	6	15,149	6	10,112	13	8,995	6	835	3	294	16	4,295	3	1,075
CLAY	107,661	111,528	145,111	19	9,673	5	13,192	14	26,636	10	39,214	17	8,830	35	10,650	19	6,453	41	11,730	5	3,737
Spencer	103,383	108,380	142,627	14	6,783	5	13,204	8	27,093	9	38,078	13	8,574	34	10,832	18	6,271	35	10,932	5	3,802
CLAYTON	61,601	63,473	81,694	19	15,799	3	895	19	16,933	13	26,751	26	5,845	6	1,569	7	2,860	42	5,220	5	2,409
CLINTON	273,558	292,279	383,648	26	18,275	9	39,137	41	83,733	35	115,725	38	21,442	26	18,554	38	23,349	119	33,606	11	11,706
Clinton	219,349	235,500	309,718	17	10,862	7	34,599	26	72,323	23	64,899	23	19,196	20	17,211	28	21,825	83	28,175	7	10,110
CRAWFORD	63,316	63,978	82,360	11	7,411	2	9,290	17	18,257	9	14,568	18	8,105	18	5,967	5	2,157	51	8,524	5	2,122
DALLAS	103,981	109,050	141,841	19	8,476	9	12,960	28	38,662	18	45,184	25	11,156	15	4,304	9	3,663	32	6,645	7	2,416
DAVIS	25,236	23,263	28,629	5	2,512	1	3,229	3	5,811	4	7,324	6	2,530	6	593	2	635	14	1,570	3	836
DECATUR	27,289	21,475	27,563	6	2,548	5	915	10	8,048	3	3,770	7	3,302	5	954	3	612	16	1,711	4	1,461
DELAWARE	59,222	57,331	73,588	11	12,030	4	8,300	16	17,367	7	17,202	12	4,795	17	3,769	4	1,436	34	5,185	8	3,058
DES MOINES	225,299	269,151	353,126	23	24,264	8	55,673	42	75,258	25	63,300	26	20,157	43	21,924	32	22,090	88	31,216	10	10,830
Burlington	162,671	192,945	253,782	10	14,723	5	33,683	27	74,441	14	32,302	17	17,025	22	12,673	20	12,127	71	26,126	8	6,571
DICKINSON	73,550	98,242	127,578	8	21,047	6	6,187	9	21,367	10	27,584	17	8,460	17	10,509	8	3,773	57	17,796	5	3,726
DUBUQUE	434,607	556,187	740,531	28	46,858	15	124,862	54	138,153	46	168,699	55	35,540	61	39,745	48	44,876	161	72,432	17	26,513
Dubuque	382,795	492,765	647,877	19	26,892	13	118,376	44	130,939	36	105,635	39	32,633	59	37,680	40	29,446	132	62,930	15	25,136
EMMET	54,437	54,372	69,683	13	9,533	3	5,174	8	16,146	6	19,464	9	3,868	14	4,645	5	2,042	24	4,545	3	1,820
Estherville	47,437	50,411	66,430	8	3,858	3	5,535	3	17,488	5	16,283	6	4,190	13	5,031	4	2,212	15	3,804	2	1,971
FAYETTE	91,981	99,830	129,674	16	14,872	7	10,123	24	28,265	18	40,596	23	8,794	24	6,744	12	5,758	42	8,437	8	3,007
Oelwein	40,246	44,324	58,429	4	1,823	4	6,934	5	17,036	6	9,876	8	4,170	18	5,555	7	3,413	16	3,870	4	1,710
FLOYD	74,873	72,137	93,127	12	7,594	7	9,310	15	22,757	9	20,176	20	6,651	20	5,811	9	2,779	32	6,808	5	2,308
Charles City	58,638	58,525	77,096	9	4,584	6	7,804	8	24,013	4	8,433	13	7,018	17	6,132	7	2,329	17	5,707	4	1,934
FRANKLIN	40,785	33,111	41,625	7	3,306	2	4,695	15	9,624	5	9,961	12	4,472	8	1,441	7	1,315	21	2,033	2	1,215
FREMONT	30,489	22,293	28,702	8	3,584	3	84	7	10,236	3	3,926	9	2,861	3	481	3	637	21	1,675	3	1,238
GREENE	40,576	45,754	58,310	13	6,747	4	6,129	10	10,769	6	18,225	9	2,635	13	3,235	3	1,206	24	4,083	4	2,365
GRUNDY	39,063	33,749	42,467	6	2,842	0	4,789	16	11,731	10	11,031	11	2,880	9	1,705	4	942	27	4,171	4	2,024
GUTHRIE	21,528	24,345	30,057	8	2,846	8	1,833	11	8,268	5	6,076	8	2,313	4	527	5	2,263	15	2,314	3	1,382
HAMILTON	63,049	74,084	95,697	14	6,394	3	10,795	15	25,020	10	12,831	17	11,362	13	5,733	8	2,895	39	8,956	4	3,256
Webster City	43,753	57,581	75,855	8	3,590	3	8,127	8	26,508	8	9,660	6	4,440	11	6,482	6	2,180	24	5,813	3	2,450
HANCOCK	28,750	31,382	39,343	11	4,824	4	606	15	10,288	8	8,903	7	1,387	7	2,537	7	2,584	21	3,086	6	1,924

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
HARDIN	99,810	89,172	115,608	21	16554.9	7	5,953	23	25,715	23	38,655	22	6,968	23	4,639	12	3,170	39	5,949	10	3,335
HARRISON	60,754	67,948	87,599	16	7095.3	4	1,379	17	13,863	10	42,721	18	6,717	6	1,763	5	2,993	28	6,296	7	4,257
HENRY	72,779	86,558	112,159	14	10067.6	7	8,599	11	24,796	15	36,950	17	9,284	10	3,903	6	4,392	24	7,275	5	3,991
Mt. Pleasant	56,089	72,567	95,553	6	5231.6	5	8,754	5	25,063	9	25,704	10	10,123	9	4,289	5	3,912	15	5,340	4	4,064
HOWARD	33,877	31,425	39,400	11	6886.1	5	1,541	12	10,580	6	7,682	7	920	7	1,328	5	1,457	26	2,101	2	1,149
HUMBOLDT	43,250	43,117	54,830	10	3836.8	2	5,836	8	14,361	11	14,146	11	2,833	10	2,660	6	2,062	32	4,437	4	1,915
IDA	29,133	35,474	44,743	8	10314.3	4	2,199	8	10,564	8	11,484	5	1,716	4	1,402	2	937	18	2,246	3	1,644
IOWA	64,071	80,397	104,028	6	5714.9	5	1,287	18	21,957	10	14,697	15	7,985	9	5,114	7	5,652	40	23,778	6	2,210
JACKSON	66,175	81,817	105,902	14	12648.2	4	6,863	19	29,508	12	21,021	19	6,062	18	4,493	12	4,385	46	7,873	5	3,529
JASPER	131,791	159,451	208,355	21	23294.7	10	12,031	25	45,637	22	53,018	22	20,041	22	10,226	18	7,507	56	15,871	11	8,317
Newton	97,912	124,182	163,398	10	10558.9	6	10,474	12	42,256	15	36,531	11	17,267	20	8,903	14	5,736	32	13,627	8	7,241
JEFFERSON	63,874	81,896	106,006	12	7113.5	5	7,656	11	25,098	8	32,528	7	5,690	14	5,709	5	1,995	24	7,424	2	3,092
Fairfield	59,995	77,993	102,685	10	6272.1	5	7,721	11	25,751	7	28,679	6	5,017	14	5,857	5	1,656	19	7,249	2	2,727
JOHNSON	369,809	527,147	693,602	24	57457.8	13	81,260	46	140,796	31	134,350	50	44,261	62	37,256	47	42,347	125	83,465	17	20,239
Iowa City	272,236	395,112	519,518	17	28785.2	10	65,637	33	117,660	17	68,378	28	28,760	58	32,268	34	22,957	88	59,221	10	17,065
JONES	58,214	67,456	86,950	10	5857.4	6	5,497	17	19,761	13	25,688	21	8,300	12	1,992	5	2,238	36	5,790	6	2,566
KEOKUK	30,701	32,452	40,755	9	5054.3	2	4,596	13	4,198	13	14,671	6	3,721	5	752	2	904	20	2,238	3	1,164
KOSSUTH	85,704	80,578	104,267	16	7480.4	6	8,060	15	19,900	13	34,234	15	5,761	17	4,174	12	5,000	48	8,289	6	2,134
LEE	178,698	216,270	283,339	26	23746.9	12	32,847	29	73,847	23	60,631	29	16,773	26	8,022	26	16,202	79	24,133	10	10,660
Fort Madison	68,660	63,192	83,230	7	5411.8	4	11,519	13	29,402	7	3,997	14	7,297	9	2,595	8	2,630	34	7,948	5	3,523
Keokuk	77,339	97,821	128,748	9	7997.9	7	16,067	10	37,052	11	18,912	8	7,527	16	4,883	13	4,331	31	11,894	4	6,383
LINN	830,476	1,138,105	1,588,644	57	124263.3	19	278,438	107	314,965	54	339,757	93	76,936	123	72,551	80	84,330	287	154,538	35	53,762
Cedar Rapids	694,573	933,987	1,227,836	34	72488.6	16	245,568	76	222,967	41	207,590	61	61,126	106	61,879	65	55,876	217	114,959	26	41,453
Marion	79,041	102,866	135,379	9	6565.5	1	8,813	8	58,853	7	13,001	9	7,361	8	3,179	9	4,856	26	14,751	6	7,146
LOUISA	31,959	30,536	38,227	5	3230.3	3	611	11	12,343	7	12,322	7	2,574	3	590	5	902	25	3,813	3	1,115
LUCAS	42,808	30,466	38,134	6	2539.3	1	4,301	7	7,741	5	5,656	5	5,237	11	2,249	6	1,269	12	1,816	4	1,238
LYON	30,727	29,699	37,122	13	7244.8	1	4,188	16	8,647	3	5,078	9	1,847	6	2,053	7	3,633	25	2,466	2	1,083
MADISON	44,280	50,922	65,130	13	12445.4	3	1,783	9	15,316	9	17,858	7	3,010	11	2,352	3	1,444	23	6,496	4	1,901
MAHASKA	87,903	103,279	134,225	16	9489.0	5	11,728	15	32,357	15	24,765	12	10,939	23	8,882	14	7,812	35	12,360	5	3,600
Oskaloosa	76,520	97,133	127,844	9	5096.3	5	12,547	11	33,647	13	23,434	10	10,352	21	8,404	13	7,392	26	11,930	4	3,406
MARION	88,019	115,239	150,009	16	9432.3	10	11,106	19	33,558	16	40,076	17	9,821	20	7,982	13	6,977	49	14,937	8	5,196
MARSHALL	185,019	211,442	276,967	22	26314.0	10	32,281	28	61,807	26	66,535	24	13,324	36	12,699	21	10,590	70	25,591	9	12,911
Marshalltown	175,112	198,914	261,628	16	19055.5	8	30,367	22	61,470	23	62,591	21	12,535	35	11,946	20	9,962	58	23,716	9	12,840
MILLS	37,538	40,793	51,763	2	2044.3	2	5,839	9	12,538	7	18,412	8	4,917	4	961	2	1,149	21	3,842	3	1,916
MITCHELL	36,296	38,799	49,131	12	10238.2	4	880	12	6,989	5	10,768	12	4,889	8	1,259	4	1,619	23	2,936	4	1,669
MONONA	44,203	41,511	52,710	10	3062.0	1	5,498	18	9,409	7	19,480	13	3,673	13	954	4	1,551	34	3,490	7	2,959
MONROE	25,394	29,828	37,292	4	3838.9	2	4,207	5	7,570	8	9,632	7	2,641	7	1,342	1	828	14	1,774	3	725
MONTGOMERY	56,864	56,868	72,977	12	5092.4	6	9,175	8	15,581	11	17,272	17	6,259	14	3,609	6	2,346	23	4,728	4	3,437
MUSCATINE	181,398	198,390	259,743	17	22626.2	7	17,299	28	63,741	21	46,098	28	23,355	29	13,155	24	11,128	74	22,391	7	10,094
Muscatine	140,961	172,609	227,052	11	11446.3	5	15,182	17	63,946	14	33,993	21	22,396	25	11,545	19	8,193	55	21,691	4	8,859
O BRIEN	74,502	83,771	108,481	18	9952.9	7	12,237	17	19,107	15	32,339	12	9,181	18	6,597	11	2,639	35	7,427	9	4,028
OSCEOLA	21,015	18,638	22,525	8	2346.4	2	2,541	8	4,555	2	3,081	7	2,446	7	933	2	500	18	1,619	1	657
PAGE	84,091	93,624	121,484	17	12920.2	9	15,033	9	13,461	15	22,085	16	9,488	27	9,035	13	5,641	31	6,010	5	4,275
Shenandoah	46,285	48,390	63,775	11	7600.6	5	8,350	2	6,761	4	11,094	6	5,277	16	4,538	9	2,591	12	1,947	3	2,147
PALO ALTO	41,380	38,962	49,346	10	7073.2	1	5,103	10	7,981	6	14,697	13	4,796	7	1,246	6	1,912	28	2,727	5	1,342
PLYMOUTH	95,229	110,506	143,763	18	11778.7	6	8,888	22	34,998	11	38,626	24	14,420	14	5,826	5	2,449	48	10,749	6	2,834
Le Mars	61,040	75,149	98,947	5	3167.0	4	5,278	7	34,100	4	22,932	10	10,594	12	3,460	2	1,454	22	8,449	3	1,683
POCAHONTAS	29,451	42,350	53,818	8	9217.8	3	6,070	10	11,860	6	13,628	9	2,769	6	1,050	7	1,463	23	4,262	3	1,569
POLK	1,822,184	2,474,264	3,361,208	102	195975.1	52	379,120	215	679,116	117	741,076	167	208,309	250	174,289	157	196,980	572	342,025	67	82,680
Des Moines	1,237,987	1,595,902	2,097,881	67	76908.1	35	243,673	141	425,679	79	376,406	106	126,583	162	111,908	105	98,063	388	208,122	46	49,052
POTTAWATTAMIE	417,413	511,777	673,318	25	34182.7	10	56,785	56	115,991	36	199,110	81	102,207	33	17,834	20	10,601	135	59,923	23	29,066
Council Bluffs	352,501	415,283	546,032	14	20706.0	9	47,527	34	108,374	28	136,842	46	97,040	29	14,927	14	7,766	101	46,952	16	26,042

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

IOWA RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
POWESHIEK	91,416	91,034	118,066	13	7,763	7	5,932	14	23,491	11	28,863	14	19,477	10	2,922	9	2,751	32	9,708	7	3,010
RINGGOLD	17,253	19,670	23,887	2	944	1	2,694	4	5,475	4	8,860	6	1,973	2	368	2	529	9	2,135	3	697
SAC	42,079	40,895	51,897	14	11,313	4	906	13	8,341	10	12,472	18	6,374	10	1,212	4	495	29	3,423	4	1,514
SCOTT	849,007	1,043,219	1,464,318	41	84,095	20	223,112	109	277,050	53	323,831	98	123,382	104	58,720	88	83,261	294	163,945	34	46,896
Bettendorf	152,791	182,552	240,121	4	15,292	5	40,568	22	58,361	10	27,928	19	24,256	17	10,105	17	8,883	38	23,011	6	8,832
Davenport	618,679	764,084	1,004,509	30	45,781	14	157,276	71	177,029	35	195,836	62	83,354	82	44,274	66	52,836	209	110,163	23	33,817
SHELBY	53,929	51,996	66,547	14	5,261	4	6,969	10	14,967	8	17,006	9	5,087	8	1,651	4	503	31	5,836	5	1,936
SIOUX	98,013	99,006	128,586	22	9,672	8	3,318	30	24,864	19	49,733	19	13,679	19	3,947	18	5,132	41	7,633	10	4,120
STORY	325,330	408,410	536,905	28	26,355	13	65,947	60	119,956	35	134,520	42	31,358	54	25,518	40	29,068	127	57,376	16	13,709
Ames	255,302	332,460	437,178	15	14,352	9	61,782	31	101,283	24	69,947	22	27,133	44	24,759	31	18,853	97	52,531	11	11,566
TAMA	53,137	52,479	67,185	17	7,818	4	7,578	20	18,036	10	12,297	10	7,792	8	1,528	7	2,938	35	5,484	2	1,961
TAYLOR	19,120	15,430	18,291	5	1,304	4	2,063	9	5,142	2	2,502	9	1,906	6	876	3	317	16	1,504	2	534
UNION	65,045	70,327	90,739	10	8,337	5	6,825	8	22,529	13	21,531	14	9,164	16	5,301	7	1,496	21	6,219	6	1,799
Creston	60,699	66,022	86,950	8	6,537	5	6,853	5	23,018	12	16,906	11	9,363	15	5,416	6	1,173	16	5,891	4	1,411
VAN BUREN	15,487	12,224	14,060	9	2,516	2	1,586	8	2,743	3	1,924	7	829	0	217	1	312	13	1,139	1	411
WAPELLO	179,733	187,473	245,336	16	20,454	5	26,399	22	60,742	28	50,398	27	20,502	21	10,799	22	9,525	61	17,629	7	8,490
Ottumwa	168,873	176,555	232,239	11	17,331	5	26,007	17	61,132	24	36,744	23	20,634	20	10,868	21	7,730	52	16,540	7	8,534
WARREN	89,652	141,510	184,679	13	8,539	4	19,414	15	44,176	12	68,277	18	13,371	10	4,370	7	2,390	37	10,895	5	4,015
WASHINGTON	76,640	87,469	113,361	14	9,419	7	9,701	15	24,618	9	30,457	16	4,728	15	6,752	7	4,363	35	9,563	7	2,924
Washington	52,056	59,078	77,823	6	3,565	5	8,215	7	21,461	5	13,554	8	4,695	13	5,717	5	3,695	15	5,708	4	1,673
WAYNE	21,879	19,060	23,082	8	2,802	2	2,603	10	5,162	4	3,247	11	4,250	2	356	2	512	14	1,437	1	674
WEBSTER	238,090	256,344	336,224	28	32,775	11	53,938	27	56,448	29	86,270	24	16,618	40	16,267	28	16,858	92	32,230	10	7,632
Fort Dodge	224,966	241,585	317,717	21	32,676	8	52,363	19	56,280	23	62,089	20	16,569	38	16,218	27	16,808	80	30,661	10	7,610
WINNEBAGO	48,576	49,802	63,652	15	5,244	5	3,962	16	13,128	10	24,162	11	5,591	7	1,440	10	1,406	28	4,914	5	2,375
WINNESHIEK	71,603	87,432	113,312	14	9,330	7	6,714	16	23,586	14	21,765	16	8,275	17	7,362	14	6,912	50	10,655	6	3,048
WOODBURY	531,241	650,745	856,713	43	71,473	22	96,632	67	176,438	37	190,925	70	51,158	86	49,751	47	42,235	185	72,103	19	24,999
Sioux City	503,349	623,080	819,168	31	52,441	16	97,406	52	177,851	32	149,906	60	51,568	85	39,062	44	33,162	157	66,273	17	25,199
WORTH	21,397	15,418	18,276	6	3,866	2	2,062	9	4,656	5	2,872	3	613	3	282	2	405	16	1,189	3	550
WRIGHT	56,087	54,650	70,050	14	7,592	5	1,899	15	19,924	17	19,081	11	4,751	16	2,079	11	2,863	34	4,832	5	2,004

KANSAS RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS........	11,443,517	14,149,752	18,636,614	995	1,301,132	404	2,260,015	1,766	3,601,999	1,300	4,746,551	1,576	1,223,082	1,429	887,782	1,214	934,274	4,186	1,649,840	551	500,595
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Lawrence, KS	282,294	383,320	508,073	27	35,360	10	38,977	39	100,833	31	129,519	34	33,162	52	24,433	39	24,454	124	62,158	13	12,155
Topeka, KS	808,334	1,063,253	1,433,067	45	113,945	19	161,576	99	291,305	83	320,998	93	79,959	102	46,241	65	58,445	300	148,902	32	53,291
Wichita, KS	2,253,226	2,794,603	3,684,203	162	304,580	59	415,386	290	660,373	212	982,901	251	200,429	271	183,013	221	198,454	863	359,708	82	81,344
COUNTIES, Cities																					
ALLEN	55,147	50,309	65,030	13	8,112	4	7,332	12	15,083	12	8,957	11	5,477	12	2,791	7	1,385	40	7,617	3	1,823
Iola	41,569	40,809	52,562	7	3,619	2	7,194	8	13,969	8	5,308	7	5,374	11	2,738	5	1,359	21	4,880	2	1,788

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
ANDERSON	19,775	20,810	25,699	2	2,418	2	2,694	7	6,731	2	5,352	7	2,693	7	1,169	2	573	14	2,117	2	669
ATCHISON	55,242	66,099	86,083	7	6,810	6	12,979	11	21,827	9	10,770	12	6,286	16	5,545	4	2,498	22	6,324	5	3,329
Atchison	50,952	62,414	81,228	6	6,300	6	13,214	9	20,193	7	9,964	9	5,815	15	5,680	4	2,093	17	5,655	4	3,080
BARBER	32,204	27,247	34,282	5	1,981	2	3,865	11	5,918	5	11,489	8	5,992	7	797	3	823	10	1,530	4	1,394
BARTON	204,187	180,365	237,441	18	16,335	9	31,055	33	44,446	22	67,354	31	17,873	37	10,597	31	14,793	53	16,061	11	6,006
Great Bend	178,853	158,027	207,911	14	11,362	7	29,154	18	38,061	15	47,492	22	16,448	32	9,914	26	10,517	34	13,158	7	5,637
BOURBON	62,506	74,394	97,143	8	7,761	2	10,952	11	19,222	5	27,695	8	6,080	11	3,276	5	3,341	28	9,923	4	3,445
Fort Scott	57,598	71,254	93,000	7	7,403	2	10,447	7	18,336	5	26,417	7	5,800	11	3,444	5	2,843	27	9,466	4	3,537
BROWN	35,741	35,559	45,364	8	4,471	4	7,574	14	9,990	6	12,222	11	4,454	6	732	3	1,088	12	1,847	5	1,059
Hiawatha	23,508	21,920	27,581	3	1,056	3	4,963	8	6,545	3	8,009	4	2,266	4	479	2	712	9	1,592	3	694
BUTLER	158,113	175,536	225,686	15	12,347	3	25,446	29	50,665	24	69,270	30	19,825	17	5,396	16	12,062	49	17,241	8	6,316
Augusta	51,122	55,347	70,475	2	3,733	1	7,421	6	15,319	7	20,629	6	6,999	4	970	8	6,649	12	4,412	2	1,910
El Dorado	78,881	85,144	108,955	7	2,873	2	17,562	9	25,461	12	26,075	10	11,305	11	4,436	6	2,899	24	9,335	3	3,232
CHASE	7,307	7,218	8,415	1	737	1	822	3	1,327	1	1,632	6	2,039	2	234	0	175	4	823	1	204
CHAUTAUQUA	11,273	7,949	9,390	2	898	2	1,001	6	2,459	2	1,988	4	1,303	2	286	0	212	5	454	3	318
CHEROKEE	58,199	53,127	68,787	9	5,798	7	5,922	22	20,668	14	18,922	11	3,567	7	943	4	1,650	24	3,921	5	2,274
Columbus	20,442	18,013	22,662	3	1,892	3	1,933	4	5,214	7	7,745	2	1,164	3	505	2	538	6	970	1	742
CHEYENNE	13,801	12,548	15,626	5	2,656	1	1,496	5	3,391	5	4,091	7	1,259	2	428	3	297	9	855	1	371
CLARK	8,622	8,949	10,828	2	1,095	0	1,220	4	2,431	3	1,144	4	887	2	350	3	259	7	503	1	304
CLAY	39,095	33,933	43,196	4	3,382	5	3,328	9	11,241	7	9,728	13	3,599	7	1,237	5	2,343	14	2,208	3	1,211
Clay Center	35,122	30,814	39,134	4	2,647	4	3,293	6	11,124	7	7,550	6	3,562	7	1,237	5	1,935	8	1,654	3	1,197
CLOUD	43,517	50,190	64,871	9	5,816	5	7,315	10	14,350	8	12,696	14	5,047	15	4,154	7	4,059	19	4,424	5	2,522
Concordia	34,547	42,942	55,359	5	2,362	4	6,590	5	12,927	4	11,436	10	4,953	13	3,742	6	3,657	12	3,379	4	2,272
COFFEY	26,692	27,412	34,502	5	968	2	3,889	6	5,427	5	8,059	12	6,235	2	1,114	4	906	14	2,296	3	1,226
COMANCHE	7,423	6,349	7,361	3	694	0	773	4	992	3	1,537	5	1,401	3	84	3	462	10	854	1	193
COWLEY	146,821	165,160	217,252	13	15,055	7	23,507	26	49,373	18	48,567	21	12,773	29	11,607	21	10,151	56	18,910	8	10,446
Arkansas City	75,509	86,758	113,648	7	8,144	4	9,487	12	26,605	9	17,570	12	8,574	16	6,740	11	5,235	27	10,504	3	6,059
Winfield	62,680	70,649	92,360	5	5,997	2	9,363	9	23,311	7	19,345	7	4,273	12	4,623	9	4,043	25	7,746	4	4,485
CRAWFORD	137,042	160,477	210,235	14	19,101	7	30,827	29	54,573	23	39,918	13	7,628	22	7,521	15	9,164	61	21,606	10	6,098
Pittsburg	104,459	133,291	174,451	8	13,336	5	30,497	12	48,276	17	16,278	10	7,548	17	7,441	12	5,968	42	17,815	7	5,351
DECATUR	20,253	13,244	16,240	2	1,526	3	1,702	5	3,389	8	5,622	8	1,083	2	487	5	472	10	724	2	423
DICKINSON	62,196	65,568	85,375	12	6,315	6	6,444	18	17,712	12	16,799	23	13,288	13	1,858	7	1,649	26	6,166	9	2,746
Abilene	34,127	43,138	55,827	2	3,513	4	3,585	9	13,468	8	11,770	13	7,396	7	1,394	4	918	13	5,117	5	1,773
DONIPHAN	20,926	22,227	27,588	5	2,790	2	3,111	8	6,612	1	6,180	7	1,365	0	889	1	662	15	1,646	2	774
DOUGLAS	282,294	383,320	508,073	27	35,360	10	36,977	39	100,833	31	129,519	34	33,162	52	24,433	39	24,454	124	62,158	13	12,155
Lawrence	271,176	371,404	492,248	24	23,829	8	36,320	31	99,153	26	118,569	30	32,802	41	22,367	34	22,386	102	60,321	9	11,128
EDWARDS	10,806	9,306	10,361	2	970	1	1,081	7	3,497	2	2,149	3	786	3	382	2	229	7	482	2	269
ELK	8,549	4,992	5,552	2	561	0	626	6	933	2	1,244	3	32	1	179	0	133	7	433	2	155
ELLIS	195,473	192,042	254,002	15	23,799	7	21,583	24	46,761	18	75,998	25	17,191	36	14,611	28	15,376	58	23,316	5	6,767
Hays	167,297	169,626	224,238	8	11,726	5	22,253	17	47,606	14	46,106	18	17,724	33	15,064	27	15,853	54	22,227	4	6,977
ELLSWORTH	22,703	20,751	26,249	4	1,144	2	2,959	6	6,260	5	5,879	9	5,221	4	242	2	630	14	1,498	2	735
FINNEY	172,042	203,196	266,779	17	28,597	5	27,690	15	53,441	16	85,975	15	9,600	34	17,632	15	13,903	36	15,505	3	1,099
Garden City	165,054	193,970	254,620	16	27,224	5	27,580	14	50,877	14	81,851	14	9,139	33	16,785	15	11,995	31	13,878	3	1,095
FORD	168,371	182,000	239,566	12	12,533	8	35,991	15	41,105	18	72,278	16	12,553	34	12,416	25	16,909	44	20,439	7	6,968
Dodge City	160,212	178,363	234,758	9	9,568	8	36,293	13	40,310	15	70,881	14	12,310	33	12,520	23	16,582	41	19,820	6	6,833
FRANKLIN	70,445	88,522	115,979	12	13,025	4	13,076	12	29,285	10	19,202	14	7,440	12	3,622	12	2,880	38	12,043	6	3,553
Ottawa	57,048	74,294	97,178	10	9,771	3	9,808	7	27,565	9	14,404	8	7,708	11	3,752	10	2,161	26	10,220	5	2,666
GEARY	140,668	153,450	201,236	4	8,158	6	30,524	16	38,408	22	49,679	19	12,976	17	5,506	14	15,523	62	30,245	4	2,493
Junction City	139,271	150,436	197,284	4	6,269	6	30,076	15	37,193	21	48,108	19	12,850	17	5,453	14	12,590	57	28,589	4	2,440
GOVE	11,404	13,478	16,657	2	1,684	0	1,879	3	3,739	5	3,731	5	1,994	0	537	4	908	4	365	2	467
GRAHAM	18,650	15,974	19,251	4	3,929	1	2,171	7	4,481	4	4,313	5	1,578	2	622	0	481	9	892	2	540
GRANT	34,588	33,686	42,867	4	3,944	2	4,395	6	8,377	4	15,360	6	2,099	7	1,760	3	1,295	10	2,361	4	1,144

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

KANSAS RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
GRAY	11,368	9,029	9,992	5	2,170	0	1,038	5	2,272	2	2,061	2	754	2	297	1	220	6	422	2	257
GREELEY	4,982	6,553	6,090	2	677	0	755	2	1,502	1	1,498	2	548	2	216	0	160	3	196	1	187
GREENWOOD	25,395	22,184	27,531	8	3,482	1	3,104	8	6,286	4	6,893	9	2,569	6	849	2	660	22	2,195	6	1,188
HAMILTON	7,039	5,447	6,368	1	645	1	718	0	1,430	2	1,426	2	522	1	205	1	153	4	550	2	178
HARPER	31,899	29,505	37,399	7	3,492	5	2,794	12	6,891	9	13,787	4	2,007	8	1,490	3	1,691	10	2,391	3	986
HARVEY	122,726	141,560	186,695	18	19,295	5	13,488	27	42,267	15	31,606	22	20,913	22	8,948	11	5,123	42	15,699	6	3,343
Newton	94,285	115,969	152,764	7	5,247	4	13,461	16	40,825	13	25,255	13	18,962	20	7,150	9	4,093	30	13,478	5	2,671
HASKELL	6,911	6,746	7,891	3	1,097	0	654	5	2,673	1	1,299	0	476	4	169	0	140	7	226	2	163
HODGEMAN	2,992	3,652	3,713	2	375	0	419	1	834	1	632	3	303	0	121	1	89	3	220	0	105
JACKSON	28,273	35,969	45,911	7	3,647	4	5,175	7	10,316	8	8,795	10	3,278	3	875	2	1,103	15	4,024	2	1,286
JEFFERSON	23,476	20,009	24,631	6	2,356	3	285	14	6,840	5	5,518	10	3,697	0	795	3	591	13	1,190	3	683
JEWELL	8,052	7,078	7,390	3	628	3	700	7	1,786	1	1,391	3	922	2	200	4	400	10	821	1	174
JOHNSON	1,710,478	2,778,223	3,719,939	79	180,472	37	565,917	166	573,196	94	995,451	122	198,566	210	241,808	163	242,344	337	301,483	46	84,780
Olathe	216,642	428,979	573,542	14	45,925	9	56,712	19	127,529	16	156,677	20	42,927	16	9,135	21	18,203	45	39,931	8	10,800
KEARNY	6,697	6,484	7,541	3	671	0	748	6	3,009	2	1,486	0	543	1	215	1	160	0	146	1	187
KINGMAN	23,128	26,260	32,966	8	2,896	1	3,717	7	7,934	4	7,385	7	2,357	3	1,064	3	791	9	2,285	2	924
KIOWA	14,700	13,740	16,273	2	1,646	2	1,834	5	3,654	4	3,200	6	2,036	3	525	1	381	7	1,300	2	455
LABETTE	102,632	100,633	132,127	16	11,743	4	14,898	19	27,044	17	42,257	14	9,024	13	4,640	11	5,076	40	8,721	8	4,054
Parsons	81,283	81,835	107,259	7	6,726	3	11,871	11	24,544	11	33,675	7	8,778	12	3,698	10	4,046	25	6,943	5	3,257
LANE	4,451	7,282	7,662	3	655	0	730	3	2,789	2	1,451	2	531	0	209	1	155	3	579	1	181
LEAVENWORTH	156,262	227,679	306,084	10	15,702	7	35,235	24	66,798	23	96,901	26	17,439	17	10,822	22	14,945	50	23,253	9	7,930
Leavenworth	131,854	186,719	250,839	4	7,663	6	31,437	19	60,627	16	60,658	21	15,560	15	9,655	18	9,807	40	19,308	6	7,076
LINCOLN	9,067	9,343	10,410	3	964	2	1,074	3	2,140	4	2,797	9	1,843	2	308	2	229	4	268	2	267
LINN	17,980	17,508	21,820	4	1,802	1	2,460	9	6,669	5	4,886	6	2,164	1	704	2	524	10	1,421	3	611
LOGAN	26,091	22,304	27,691	4	1,656	3	2,816	6	4,762	7	9,683	5	3,931	7	502	1	600	10	1,655	2	701
LYON	166,267	188,139	248,799	15	14,467	7	30,226	19	53,982	15	55,221	25	19,347	26	13,472	17	10,167	61	24,398	7	6,813
Emporia	160,311	183,979	243,275	14	12,230	7	30,505	15	54,570	14	46,616	21	19,557	25	13,619	16	8,583	53	22,459	7	6,829
MCPHERSON	108,085	129,355	170,422	20	11,507	4	17,241	26	34,595	13	58,675	14	6,679	15	5,608	17	6,538	53	19,027	6	2,029
McPherson	86,893	102,859	135,310	13	6,854	3	11,596	14	28,745	6	45,362	3	4,924	13	5,316	13	5,038	32	16,679	4	1,365
MARION	37,865	42,199	54,217	6	3,853	3	6,113	15	9,212	7	19,108	14	7,005	9	1,204	9	3,161	19	2,572	5	1,290
MARSHALL	45,991	48,509	62,630	9	3,868	2	7,061	17	13,898	14	17,691	13	3,765	7	2,417	5	6,607	26	3,469	4	2,030
MEADE	15,150	9,322	10,382	4	898	1	1,000	6	1,921	6	3,632	2	727	2	286	1	213	12	938	1	249
MIAMI	63,907	88,123	115,447	9	9,007	6	13,018	12	34,426	9	26,219	12	6,084	14	4,407	9	5,277	26	7,805	5	4,193
MITCHELL	40,754	41,707	53,561	6	2,590	3	6,039	9	9,262	5	15,154	14	10,007	6	1,990	4	1,286	16	3,259	4	1,501
Beloit	26,525	35,111	44,932	3	1,792	2	4,180	5	11,395	3	10,488	5	8,614	5	1,377	3	890	10	3,284	3	1,039
MONTGOMERY	201,771	209,286	276,994	21	20,753	9	30,821	30	54,804	20	64,860	30	13,900	36	12,905	24	11,967	63	19,529	14	7,085
Coffeyville	92,519	95,500	125,853	10	6,649	4	13,847	14	31,451	12	14,596	10	10,708	18	5,799	9	5,377	32	11,929	7	3,183
Independence	88,414	92,464	121,820	6	7,029	3	11,001	12	22,007	13	23,979	13	2,921	16	5,006	13	4,120	21	5,345	6	2,225
MORRIS	17,648	21,258	26,296	6	3,718	2	2,754	8	4,863	4	7,467	9	2,800	5	569	2	986	10	1,518	2	685
Council Grove	8,824	10,629	12,649	3	1,750	1	1,296	4	2,299	2	3,662	5	1,299	3	271	1	282	5	711	1	319
MORTON	13,850	11,377	13,122	1	1,327	2	1,480	6	3,716	3	2,939	4	863	2	424	1	314	7	654	1	368
NEMAHA	40,636	39,374	50,451	13	4,915	4	1,546	13	12,293	10	17,313	9	1,628	11	1,519	5	1,766	23	3,534	6	1,547
NEOSHO	85,307	85,864	112,436	9	11,654	4	12,677	15	18,181	14	39,950	14	6,371	13	3,943	16	9,212	29	7,255	5	2,538
Chanute	73,600	74,034	96,807	6	9,565	2	10,405	10	14,921	12	32,767	11	6,297	12	3,898	14	7,560	23	5,802	4	2,082
NESS	18,063	12,981	15,261	3	1,372	1	1,530	5	2,967	5	5,336	7	1,895	2	436	1	325	6	257	1	380
NORTON	30,535	30,036	38,000	4	2,434	3	2,529	8	7,567	10	12,120	7	4,609	7	1,863	6	1,799	14	1,726	2	1,065
Norton	29,057	28,582	36,112	3	1,976	3	2,513	4	7,407	9	9,839	7	4,601	7	1,860	6	1,471	8	1,496	2	865
OSAGE	40,420	42,748	54,949	10	5,342	2	5,793	12	12,707	10	16,057	11	4,765	1	1,657	4	1,239	21	3,238	5	1,408
OSBORNE	20,339	18,843	23,077	15	2,739	2	2,424	11	5,406	3	4,815	6	3,711	3	575	4	516	8	1,044	2	602
OTTAWA	18,337	20,463	25,263	4	2,181	2	2,430	7	4,261	6	10,816	4	1,626	2	696	1	517	8	869	2	604

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
PAWNEE	30,561	28,400	35,819	6	3,391	2	4,038	7	9,249	7	11,254	3	1,492	8	1,373	3	859	15	2,638	3	1,004
Larned	28,107	26,816	33,765	5	3,093	2	3,682	5	8,435	5	10,264	3	1,505	8	1,385	3	784	12	2,406	3	916
PHILLIPS	27,538	24,402	30,488	6	2,149	3	1,938	10	6,966	7	7,365	5	1,274	9	1,669	5	3,066	9	1,342	2	855
POTTAWATOMIE	35,752	38,64[illegible]	49,481	8	5,552	2	5,579	17	11,604	10	11,902	8	4,658	4	1,596	6	1,402	24	3,888	5	1,383
PRATT	69,824	63,635	82,798	9	8,134	5	8,811	12	15,074	10	26,663	11	6,554	10	2,768	7	2,461	26	8,138	5	2,207
Pratt	67,139	61,964	80,597	7	8,238	5	8,877	10	15,267	10	20,772	9	6,638	10	2,804	7	2,041	23	8,242	5	2,208
RAWLINS	9,619	9,029	10,620	6	705	2	1,197	3	2,385	4	2,986	4	870	4	159	1	255	5	248	1	297
RENO	309,722	383,309	509,018	26	33,500	14	50,681	44	101,412	33	147,768	34	18,073	34	30,894	41	36,225	103	52,166	11	17,648
Hutchinson	272,158	329,954	438,026	16	17,487	10	49,179	34	98,408	26	94,886	25	17,537	31	29,979	35	25,004	75	42,895	10	17,125
REPUBLIC	22,608	19,962	24,569	3	2,003	2	2,770	8	5,848	7	6,025	10	1,845	6	1,286	5	1,487	8	1,206	2	688
RICE	34,447	30,647	38,815	10	3,953	2	3,983	12	9,259	8	9,536	11	3,154	7	1,686	6	1,107	22	2,591	5	1,605
Lyons	23,045	21,150	26,477	7	2,083	1	2,650	4	6,654	6	6,344	3	2,524	6	1,122	4	736	11	2,006	3	1,068
RILEY	233,866	318,520	422,635	21	30,296	6	56,943	26	79,939	32	98,894	35	26,178	32	17,445	33	23,245	78	51,772	12	8,322
Manhattan	79,313	273,585	362,871	18	29,064	4	73,221	21	107,741	24	89,651	25	39,648	20	23,548	31	0	72	0	11	0
ROOKS	28,625	20,282	24,995	7	2,433	2	2,818	8	5,351	5	3,007	11	6,316	7	731	5	868	13	1,083	5	594
RUSH	8,873	6,053	6,024	4	1,301	2	623	6	1,239	2	1,237	3	452	3	178	0	132	12	405	1	155
RUSSELL	43,820	37,755	48,292	4	2,068	1	5,445	8	9,222	6	13,447	10	7,432	6	2,097	7	1,745	21	3,311	5	1,459
Russell	32,295	29,556	37,588	3	1,630	1	4,293	6	7,271	3	10,603	5	3,982	5	2,145	6	1,510	15	2,834	4	1,492
SALINE	302,298	366,414	486,492	17	23,772	6	50,284	35	88,658	38	146,341	36	41,978	46	29,737	37	29,722	84	39,388	11	9,895
Salina	294,621	357,210	474,247	15	23,549	6	49,813	34	87,827	37	112,644	32	41,585	45	29,459	35	29,444	80	35,932	11	9,784
SCOTT	29,664	26,295	33,012	4	1,913	2	3,722	4	7,413	5	8,512	6	5,163	7	968	4	1,790	14	2,022	1	925
SEDGWICK	2,095,113	2,619,067	3,458,517	108	292,233	50	389,940	251	609,708	147	913,631	183	180,604	254	177,617	192	186,391	628	342,468	70	75,028
Wichita	1,892,413	2,399,202	3,168,098	83	191,574	46	381,990	206	565,317	129	654,920	149	175,269	244	172,617	180	147,395	565	314,900	60	69,393
SEWARD	132,904	139,969	184,574	19	17,495	4	18,960	12	30,180	11	55,817	23	11,151	30	15,021	15	12,341	33	13,998	4	2,325
Liberal	128,368	135,444	179,207	17	15,985	4	18,926	12	30,126	10	50,999	22	10,188	29	14,995	15	11,276	32	13,767	4	2,310
SHAWNEE	808,334	1,063,253	1,433,067	45	113,945	20	161,576	102	291,305	74	320,998	81	79,959	98	46,241	73	58,445	271	148,902	30	53,291
Topeka	753,109	1,037,966	1,398,961	39	89,899	19	170,421	91	297,676	71	273,404	67	84,336	93	48,772	71	51,856	248	143,883	28	47,284
SHERIDAN	9,440	8,044	9,621	1	973	1	1,084	3	2,161	3	1,745	3	977	2	310	2	230	4	669	1	269
SHERMAN	50,025	53,797	69,681	8	5,451	3	8,559	5	7,825	9	27,756	7	5,533	7	2,752	8	3,994	17	5,459	4	2,220
Goodland	49,501	52,666	67,107	8	4,117	3	8,289	5	7,607	9	25,250	7	5,379	7	2,676	8	3,185	15	4,966	4	2,135
SMITH	20,083	17,859	21,765	3	1,060	3	2,454	7	5,090	7	4,969	8	2,702	4	370	5	789	9	953	2	610
STAFFORD	19,572	9,942	11,209	2	1,134	2	1,264	5	2,510	3	2,511	7	1,847	2	362	2	269	9	489	3	314
STANTON	4,795	5,431	6,242	1	630	0	703	3	1,401	3	1,399	1	512	1	203	0	149	0	137	1	176
STEVENS	14,785	13,126	15,978	3	1,616	2	1,801	4	4,878	2	3,580	2	1,309	3	337	3	615	7	1,112	2	448
SUMNER	79,523	86,692	113,540	14	6,219	5	9,618	29	39,253	13	16,980	13	10,078	13	2,939	9	4,640	29	7,488	9	7,988
Wellington	50,178	50,608	65,865	7	1,311	4	4,888	10	25,666	8	9,099	7	8,120	10	2,543	5	2,358	14	3,586	4	4,065
THOMAS	44,748	47,663	61,502	10	3,223	2	6,935	11	12,272	9	20,184	8	5,187	10	3,046	6	2,972	23	6,392	3	1,174
Colby	41,764	40,335	51,893	9	2,890	2	6,218	9	11,003	9	14,042	6	4,651	10	2,731	6	2,200	20	5,731	3	1,049
TREGO	17,013	16,558	20,030	3	2,026	1	2,258	4	4,299	4	3,999	4	1,640	3	646	1	480	7	1,229	2	561
WABAUNSEE	12,210	14,871	17,781	5	2,834	1	1,654	7	1,964	1	3,286	7	3,706	0	475	2	352	8	2,212	2	410
WALLACE	4,852	3,980	4,203	4	761	1	473	2	944	2	941	0	345	1	136	0	101	2	92	1	117
WASHINGTON	20,115	19,550	24,019	7	3,555	2	2,709	12	5,286	4	2,015	7	3,491	1	775	6	1,584	11	1,757	4	1,250
WICHITA	12,476	6,761	7,701	2	621	1	692	6	2,599	3	2,148	1	503	2	198	0	147	6	237	1	172
WILSON	25,668	32,834	41,731	6	5,191	4	4,705	10	9,066	3	9,347	8	3,812	8	1,213	4	1,000	10	2,052	4	2,437
WOODSON	9,872	8,358	9,830	1	995	1	1,109	3	2,208	3	1,546	4	1,703	1	317	2	236	8	1,071	0	275
WYANDOTTE	601,592	753,194	990,784	28	43,694	18	134,672	104	222,008	71	158,652	67	89,855	61	34,945	38	28,222	209	87,930	35	35,994
Kansas City	566,163	687,253	903,955	33	39,865	22	122,870	90	202,552	43	144,748	72	81,980	65	31,882	42	25,749	173	80,224	29	32,840

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

KENTUCKY RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS.........	14,572,388	18,940,911	25,358,629	1,261	1,576,665	806	3,142,995	3,172	5,430,144	1,736	5,550,250	2,058	1,799,003	1,883	1,070,077	1,537	1,084,623	4,539	2,236,102	1,016	921,100
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Lexington-																					
Fayette, KY	1,692,910	2,421,768	3,275,593	106	143,854	56	512,917	232	598,870	132	755,034	199	218,839	234	168,367	187	162,706	563	357,539	84	93,930
Owensboro, KY	437,853	545,223	726,946	35	55,909	18	105,269	82	142,697	55	152,860	52	33,888	67	34,258	64	37,134	146	74,998	32	27,146
Louisville, KY-IN	4,271,270	5,915,140	7,923,743	298	404,181	143	1,136,144	788	1,578,602	381	1,756,697	435	542,584	461	363,031	395	398,403	1,391	846,519	225	297,537
COUNTIES, Cities																					
ADAIR	31,465	42,445	55,593	4	4,868	3	4,720	9	13,240	6	9,538	7	4,747	10	2,748	5	1,076	9	3,494	4	1,876
ALLEN	40,873	48,626	63,885	7	7,381	2	5,425	10	17,074	9	19,564	9	4,086	3	1,503	2	1,480	10	2,363	4	3,300
ANDERSON	33,171	54,580	71,872	3	5,021	4	1,872	7	20,557	8	12,230	10	8,341	8	2,338	6	1,041	11	2,726	4	2,783
BALLARD	26,635	39,322	51,403	3	3,590	1	4,365	9	13,804	4	20,062	9	2,411	4	1,044	1	1,190	10	2,137	3	1,158
BARREN	135,984	175,652	234,297	16	23,210	11	31,235	30	50,252	13	39,558	21	13,163	28	10,747	16	10,683	46	21,904	12	9,627
Glasgow	110,776	141,070	188,418	12	18,606	8	25,039	19	42,909	10	29,661	15	12,685	25	10,357	15	6,563	25	11,855	11	7,717
BATH	14,288	18,209	23,079	0	1,612	2	1,960	4	6,160	6	3,039	8	2,268	5	360	2	534	5	642	3	1,379
BELL	148,825	180,816	241,225	16	18,740	8	25,842	26	56,871	14	44,131	25	14,822	23	13,427	23	11,583	30	17,388	11	8,754
Middlesborough	101,867	144,146	192,546	10	15,745	4	19,852	12	47,790	10	33,899	11	7,711	20	13,393	19	8,846	19	13,463	5	5,295
BOONE	371,544	600,924	804,824	19	39,070	9	179,249	48	119,898	13	131,398	37	98,900	56	37,212	18	18,503	72	82,203	10	22,061
BOURBON	52,066	75,475	99,904	4	4,698	3	3,381	14	29,724	9	22,762	8	7,765	6	3,563	6	2,039	20	7,222	5	5,802
BOYD	286,599	377,224	504,718	17	28,320	12	42,853	37	102,366	32	96,191	32	30,561	29	25,043	27	17,345	51	43,407	17	21,099
Ashland	230,223	322,238	431,447	11	10,477	10	45,041	18	78,812	23	71,554	18	21,514	25	15,167	23	13,865	42	40,772	14	21,693
BOYLE	125,747	179,806	239,870	13	18,927	10	42,148	21	50,006	17	63,752	18	10,130	14	7,121	20	8,272	25	16,400	8	8,335
Danville	99,111	145,117	193,845	10	14,091	5	34,070	16	40,423	13	48,644	13	10,188	13	5,756	16	5,507	24	13,256	7	6,738
BRACKEN	12,248	10,056	12,141	4	849	2	1,030	8	4,763	4	1,964	4	1,016	0	156	2	281	6	281	2	410
BREATHITT	47,434	63,942	84,432	5	6,266	6	10,717	7	16,160	8	20,806	12	6,806	3	1,088	5	1,955	12	3,993	3	2,847
BRECKINRIDGE	44,158	52,847	69,547	8	4,081	4	2,774	19	31,077	6	10,291	11	2,422	8	1,470	5	1,853	16	2,990	5	2,575
BULLITT	75,536	88,570	117,472	15	9,217	7	9,975	29	46,946	14	16,469	14	13,797	2	1,515	5	2,721	15	8,619	4	1,248
BUTLER	19,340	19,379	24,648	4	1,420	3	2,093	9	7,683	5	3,916	6	3,936	2	319	1	571	5	648	3	1,434
CALDWELL	54,188	80,377	106,481	10	9,289	4	9,040	13	24,518	6	21,575	10	3,238	11	5,439	5	5,528	14	6,908	6	3,633
CALLOWAY	169,351	176,012	234,780	12	9,747	7	15,157	18	32,010	28	110,701	16	9,435	32	12,296	20	10,878	38	15,947	11	6,873
Murray	140,924	165,459	221,089	11	8,374	6	16,933	13	27,502	24	95,107	15	10,541	31	10,564	19	9,346	35	17,138	10	7,679
CAMPBELL	285,173	374,773	501,430	15	21,503	11	42,573	78	127,027	27	84,388	35	34,877	27	28,905	25	19,789	135	56,504	15	29,328
CARLISLE	13,552	13,046	16,152	4	3,346	1	1,372	5	3,478	3	2,566	3	1,209	1	209	0	375	4	142	2	545
CARROLL	35,238	45,861	60,175	3	5,287	2	5,109	10	21,426	2	9,560	9	5,976	7	1,448	2	1,394	15	3,941	3	2,893
CARTER	78,702	81,218	107,609	11	11,109	7	10,029	13	29,750	9	15,745	15	7,712	9	3,165	10	8,742	14	6,473	5	3,611
CASEY	28,521	30,494	39,560	7	2,754	5	3,843	10	6,978	7	11,516	10	686	7	1,665	2	916	11	2,330	4	1,879
CHRISTIAN	236,030	299,103	399,914	14	26,433	13	43,758	54	72,936	26	118,969	34	20,504	43	18,347	20	14,965	58	28,707	17	14,506
Hopkinsville	182,951	236,784	316,827	12	19,231	9	31,834	34	69,531	21	86,553	27	19,757	40	13,348	16	9,847	46	21,399	15	10,554
CLARK	121,441	168,199	224,299	8	12,571	8	25,541	32	54,297	14	64,650	17	15,028	15	8,594	11	6,324	30	19,618	10	7,076
Winchester	110,270	158,520	211,779	7	11,851	7	24,077	29	51,184	13	60,944	16	14,167	14	8,863	10	5,268	26	18,493	9	6,671
CLAY	60,172	71,434	94,483	7	11,121	2	8,022	10	25,747	13	14,731	12	8,263	10	2,893	6	2,189	10	3,158	5	3,794
CLINTON	24,176	25,218	32,482	3	2,269	3	2,757	7	9,452	10	3,002	7	3,199	4	720	4	1,070	6	1,130	2	1,096
CRITTENDEN	24,025	21,086	26,938	3	1,036	4	1,706	6	9,858	4	4,279	5	1,317	4	476	2	624	6	1,249	2	909
CUMBERLAND	13,905	18,635	23,650	1	1,652	4	1,415	8	7,825	2	3,758	8	442	3	304	3	548	3	1,062	2	797
DAVIESS	437,853	545,223	726,946	34	55,909	18	105,269	83	142,697	50	152,860	47	33,888	65	34,258	47	37,134	139	74,998	28	27,146
Owensboro	379,847	474,713	633,251	28	40,226	16	87,270	62	141,760	44	126,724	36	33,779	64	28,401	45	30,785	114	63,103	26	22,504
EDMONSON	11,471	11,677	14,315	3	882	1	1,215	8	5,387	2	2,274	3	361	3	302	1	331	8	1,159	2	483
ELLIOTT	6,472	9,237	11,042	1	770	2	938	3	2,948	3	1,755	1	826	1	142	1	256	2	497	1	372
ESTILL	42,634	44,760	58,698	3	1,011	2	4,984	14	16,191	5	26,280	8	1,742	6	1,187	2	1,359	16	2,681	5	2,920

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
FAYETTE	1,331,034	1,902,811	2,586,233	53	101,164	34	456,654	139	416,042	70	593,849	130	158,986	168	145,631	123	145,321	314	301,521	53	66,835
Lexington	1,329,408	1,902,811	2,555,678	53	78,816	34	444,810	139	411,129	70	449,137	130	157,109	168	143,911	123	115,056	314	290,899	53	66,046
FLEMING	42,353	56,155	73,985	4	5,169	5	5,409	9	13,540	7	31,116	10	4,146	7	1,366	3	1,713	5	2,605	4	2,858
FLOYD	171,354	184,986	246,820	23	27,066	21	19,279	24	43,362	18	77,612	31	16,360	22	9,015	11	6,452	25	11,740	14	11,498
FRANKLIN	176,321	251,196	335,644	15	26,461	6	32,984	48	72,152	15	75,610	30	28,443	35	18,464	10	8,463	58	33,985	13	14,130
Frankfort	167,268	225,610	301,800	13	23,595	6	30,817	45	64,337	14	67,420	27	25,362	34	17,390	10	6,426	57	30,305	13	13,309
FULTON	41,390	47,265	62,059	3	4,336	4	5,269	13	18,724	7	8,479	11	4,049	8	1,643	7	1,937	9	1,338	4	2,895
Fulton	33,485	37,283	49,186	1	3,235	4	3,931	7	15,700	5	6,326	5	2,953	5	1,225	6	1,445	4	718	3	2,159
GALLATIN	15,486	10,783	13,116	3	916	3	648	7	3,438	0	2,084	6	2,853	1	169	0	304	10	1,149	1	442
GARRARD	18,143	23,921	30,742	3	2,148	4	1,604	7	7,928	4	4,883	7	1,695	4	940	4	1,684	10	2,071	3	1,542
GRANT	42,742	65,975	87,159	6	7,889	4	1,324	17	22,979	10	25,574	13	11,442	6	1,068	2	2,018	9	6,422	3	2,938
GRAVES	124,607	153,816	205,003	14	45,211	6	18,355	27	42,625	14	44,586	18	10,687	26	10,569	6	5,124	29	7,649	10	8,462
Mayfield	90,432	123,184	164,423	9	29,318	5	11,902	14	46,727	11	28,911	14	11,715	24	6,854	5	3,323	20	7,150	9	5,488
GRAYSON	59,957	67,029	88,573	10	10,276	8	9,337	15	19,390	8	12,627	15	6,583	15	2,786	6	2,378	20	5,296	8	5,119
GREEN	21,902	20,710	26,434	6	3,485	5	1,688	6	8,892	4	3,324	8	1,417	3	341	2	612	8	810	3	1,125
GREENUP	72,904	79,768	105,663	7	5,397	5	8,971	24	37,075	12	20,468	13	9,259	8	2,952	6	3,741	15	5,276	7	2,913
HANCOCK	10,680	13,953	17,369	1	1,061	0	1,289	9	9,065	2	2,412	2	1,135	0	195	0	352	4	480	2	511
HARDIN	331,210	522,402	699,483	26	54,251	13	72,069	43	113,739	52	222,429	54	70,886	41	28,499	36	32,524	70	56,643	13	13,842
Elizabethtown	173,187	312,274	418,170	9	22,628	6	41,306	17	85,143	24	123,248	22	45,139	21	13,991	17	16,197	35	35,301	9	9,167
HARLAN	136,071	139,684	186,044	10	11,437	16	24,960	36	55,335	18	26,567	25	9,541	16	3,407	14	9,381	29	10,525	9	6,387
Harlan	59,725	74,094	98,661	3	1,848	7	21,085	10	32,094	9	13,436	6	3,765	11	2,916	7	6,993	10	6,434	5	5,490
HARRISON	49,327	59,037	77,852	7	4,368	4	7,251	8	19,323	9	16,452	11	5,741	12	2,965	7	3,262	13	3,915	7	4,837
HART	33,282	41,835	54,774	6	5,053	6	1,934	13	16,114	5	8,703	13	4,873	7	1,380	2	1,270	6	664	5	2,597
HENDERSON	204,509	259,415	346,670	15	16,725	10	35,287	48	77,585	21	88,128	28	32,801	22	14,897	16	17,510	54	30,406	11	9,225
Henderson	199,331	256,715	343,497	15	13,406	10	35,359	40	78,940	21	68,568	28	33,374	22	15,157	15	16,177	52	28,090	11	9,382
HENRY	28,024	48,449	63,647	4	4,502	4	2,960	12	16,935	4	10,114	9	3,401	2	820	0	1,475	12	4,029	2	2,147
HICKMAN	7,778	8,554	10,126	3	974	1	860	4	2,702	3	1,854	1	757	2	131	0	234	4	937	1	341
HOPKINS	210,219	253,057	338,141	16	25,531	15	37,023	45	84,108	25	79,849	32	24,705	33	19,550	25	15,348	41	20,331	12	12,082
Madisonville	175,533	223,290	298,693	11	19,023	10	31,899	22	80,764	22	68,796	20	20,254	30	16,844	21	13,223	34	19,557	8	11,436
JACKSON	17,471	12,054	14,821	2	1,035	5	1,115	9	3,026	3	2,682	4	1,109	0	191	0	343	6	666	2	500
JEFFERSON	3,308,430	4,533,020	6,151,807	164	277,434	98	907,282	568	1,186,202	242	1,377,781	325	388,281	366	282,118	255	331,290	920	688,412	181	237,414
Louisville	1,368,906	1,754,924	2,352,421	70	63,842	34	142,495	317	639,550	105	305,208	150	230,693	152	112,745	106	113,436	514	319,032	98	121,826
JESSAMINE	77,041	119,451	160,901	8	10,585	4	13,662	18	39,170	11	46,227	12	14,934	7	2,693	4	3,728	19	12,293	6	4,671
JOHNSON	108,316	115,162	153,147	8	20,764	7	17,653	10	25,933	13	31,072	10	10,387	16	6,684	15	11,131	20	10,388	7	8,190
KENTON	520,207	654,229	887,336	28	31,959	12	75,337	119	223,717	33	122,511	75	87,200	27	14,852	34	43,255	187	98,181	32	41,784
Covington	238,707	289,309	387,415	11	11,673	7	21,518	53	83,605	20	78,158	29	42,684	10	5,720	12	16,595	107	49,590	13	17,707
KNOTT	44,407	34,149	44,463	5	2,613	5	6,388	14	10,480	3	1,594	8	4,516	3	573	5	1,137	8	961	1	1,499
KNOX	94,865	119,780	159,342	12	12,478	9	24,038	22	42,618	8	32,616	15	8,043	13	5,826	6	2,619	22	8,647	7	7,446
LARUE	27,763	28,128	36,385	6	2,272	4	3,696	13	11,536	4	6,677	5	2,080	6	469	3	1,252	6	1,292	3	1,174
LAUREL	162,741	184,214	245,784	13	19,183	7	15,105	35	51,510	24	86,335	32	21,965	13	7,655	19	11,983	25	13,707	8	6,747
LAWRENCE	36,856	43,312	56,756	4	3,199	2	4,820	10	15,149	3	2,165	6	4,820	4	1,690	3	859	6	3,066	4	4,403
LEE	20,538	22,424	28,733	1	2,008	5	1,749	5	7,916	3	6,034	3	2,424	1	371	0	666	4	1,291	2	969
LESLIE	23,505	21,554	27,566	2	1,926	8	4,099	7	7,872	1	4,379	9	2,514	2	356	2	638	8	674	2	929
LETCHER	77,107	86,114	114,177	12	14,086	15	12,967	22	30,920	8	7,138	14	11,130	7	1,471	6	5,938	13	4,032	11	4,875
LEWIS	19,590	20,990	26,809	4	1,853	1	2,276	8	8,931	3	2,312	7	3,187	4	322	2	621	6	1,039	1	904
LINCOLN	33,053	40,893	53,510	9	6,577	2	4,543	18	12,510	6	13,649	8	1,916	6	1,751	5	2,176	10	2,453	4	1,804
LIVINGSTON	16,502	16,562	20,869	2	1,458	0	1,771	16	8,983	5	809	4	214	2	270	1	483	16	3,975	3	1,032
LOGAN	68,693	79,889	105,826	11	7,359	5	8,985	21	33,910	15	22,546	10	5,165	10	3,308	9	3,601	24	5,783	9	5,790
LYON	12,742	9,239	11,045	2	772	1	937	6	4,342	3	1,755	4	869	0	143	2	256	4	427	2	372
MCCRACKEN	379,049	522,226	703,099	18	50,310	11	89,298	59	136,770	38	141,301	42	41,719	63	42,522	35	39,003	103	58,079	28	30,482
Paducah	313,685	451,457	608,128	16	42,934	9	76,206	45	113,603	34	109,487	34	44,139	55	37,611	34	33,285	91	50,330	24	26,013

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

KENTUCKY RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
MCCREARY	32,485	27,190	35,127	4	2,454	4	2,983	22	13,604	5	4,878	5	1,633	4	499	4	937	5	1,202	4	1,185
MCLEAN	22,211	14,422	17,998	8	1,772	2	1,529	9	4,803	4	2,860	9	2,080	0	232	2	416	11	853	3	634
MADISON	226,990	281,706	378,326	16	30,700	10	34,570	43	73,503	26	73,431	39	41,139	25	12,473	16	6,726	61	42,760	15	10,856
Richmond	160,002	211,136	283,746	13	23,067	6	24,716	18	50,377	16	52,225	21	32,601	22	11,017	10	3,998	42	29,052	8	8,431
MAGOFFIN	29,807	26,700	34,470	5	1,648	7	4,146	4	11,142	3	1,329	6	2,795	0	445	1	798	6	654	5	2,048
MARION	48,319	50,222	66,026	8	3,957	8	7,375	18	20,400	7	4,988	12	3,170	7	4,388	7	3,503	19	3,738	4	2,687
MARSHALL	91,691	109,427	145,453	13	26,566	7	13,063	21	29,355	12	30,294	16	11,766	11	2,799	11	3,663	27	10,366	6	3,820
MARTIN	47,191	48,385	63,561	6	2,996	4	5,396	9	17,128	5	29,089	5	1,971	5	978	3	1,472	7	1,347	5	1,622
MASON	87,529	106,907	142,072	8	7,947	4	15,177	12	37,919	12	23,098	10	10,757	18	12,005	9	5,476	24	10,493	7	6,396
Maysville	77,453	95,408	127,128	7	6,335	3	13,768	8	34,400	10	20,955	8	9,759	17	10,891	8	4,967	18	7,964	6	6,373
MEADE	33,760	60,357	79,623	6	3,952	3	6,415	13	16,838	8	31,541	8	5,251	4	1,355	3	1,752	15	5,985	2	2,549
MENIFEE	6,787	9,257	11,069	3	773	1	940	1	2,955	1	1,759	1	828	0	143	1	255	3	195	1	373
MERCER	53,198	67,361	89,019	7	7,320	5	3,627	15	27,586	11	14,334	14	6,376	6	2,432	5	3,890	18	6,661	6	3,816
METCALFE	20,839	20,732	26,463	2	1,850	2	2,247	8	7,375	4	4,204	7	1,920	5	436	3	514	8	827	3	1,017
MONROE	31,909	34,678	45,173	2	3,155	4	1,448	18	15,639	4	7,177	5	1,699	4	1,222	3	1,046	9	1,464	7	3,222
MONTGOMERY	96,069	112,844	150,037	9	13,603	5	12,602	16	34,678	19	31,955	17	7,639	10	9,184	12	5,327	20	10,849	7	5,352
MORGAN	40,234	42,049	55,061	4	7,710	2	4,674	9	10,047	4	19,327	7	3,248	3	1,108	7	3,037	6	967	2	1,856
MUHLENBERG	113,438	141,014	187,829	8	8,628	10	22,236	38	56,116	15	37,208	21	12,998	17	8,701	14	7,328	19	7,311	10	9,159
NELSON	90,754	114,880	152,768	7	5,724	9	16,894	28	39,525	15	24,842	18	10,757	17	4,166	10	5,538	26	11,285	7	5,349
NICHOLAS	14,388	9,459	11,340	2	792	2	963	6	3,027	3	1,802	5	611	4	387	1	263	4	353	3	793
OHIO	69,729	74,605	98,737	6	3,521	4	8,383	21	28,905	10	33,043	14	6,623	8	1,645	7	1,585	12	5,033	7	4,843
OLDHAM	73,763	116,255	154,613	9	15,901	5	13,126	15	42,890	10	50,945	15	11,840	2	1,992	2	3,582	10	7,463	7	5,551
OWEN	20,830	25,904	33,402	3	2,332	2	2,835	5	8,915	3	9,001	4	2,499	4	752	2	775	5	1,307	3	1,776
OWSLEY	7,193	5,667	6,253	0	436	0	531	4	1,669	1	994	0	468	0	80	1	144	2	281	2	211
PENDLETON	18,937	26,399	34,066	4	2,439	3	819	11	12,152	4	5,413	7	2,504	3	1,367	1	788	6	1,509	1	1,150
PERRY	136,516	154,423	205,818	12	15,811	11	16,190	27	48,161	13	43,124	22	12,367	20	11,475	13	7,078	36	12,583	6	6,274
PIKE	328,877	371,438	495,905	31	38,828	18	63,841	60	123,667	36	133,149	35	24,912	38	23,111	21	11,653	47	23,925	14	12,004
POWELL	20,480	25,613	33,011	1	2,306	4	2,803	8	8,262	2	5,244	8	3,122	2	426	1	764	13	2,921	2	1,114
PULASKI	215,259	286,979	383,649	21	34,329	11	48,332	36	93,665	33	82,081	35	17,701	37	17,202	29	14,588	44	27,405	12	10,604
Somerset	156,652	233,696	312,677	15	28,337	8	39,896	20	77,886	22	46,069	27	20,108	34	17,414	28	12,042	37	27,416	9	10,473
ROBERTSON	2,218	1,114	145	2	10	1	12	2	39	0	23	2	11	0	2	0	3	1	6	0	5
ROCKCASTLE	28,106	30,419	39,459	4	2,625	6	2,334	16	12,112	4	2,854	9	4,225	3	248	2	915	11	2,233	2	1,331
ROWAN	74,322	93,838	124,539	6	7,958	9	18,950	16	30,120	8	18,513	13	11,594	16	5,322	4	1,358	17	8,414	7	5,862
RUSSELL	40,080	53,831	70,868	5	6,198	7	6,197	13	17,776	9	17,804	7	3,578	10	1,826	4	1,642	12	2,675	7	3,378
SCOTT	54,473	79,266	104,990	8	4,652	4	8,914	14	31,977	8	13,263	14	10,665	8	3,101	6	2,995	19	10,937	5	5,355
SHELBY	79,063	104,408	138,719	6	7,996	5	10,180	19	35,464	11	38,965	13	7,685	12	4,194	6	2,727	20	12,671	4	4,679
SIMPSON	62,879	76,413	101,163	4	5,374	2	8,588	14	23,850	10	18,870	13	14,081	5	2,156	3	3,657	15	10,603	6	3,986
SPENCER	10,792	10,848	13,203	1	923	1	1,120	7	5,304	3	628	3	988	1	170	1	305	5	393	1	445
TAYLOR	82,992	104,171	135,249	13	12,099	4	11,483	19	31,610	16	26,907	12	7,308	22	8,353	12	4,009	24	11,167	6	5,010
TODD	17,365	16,959	21,402	2	1,494	3	910	7	8,795	5	1,535	4	1,281	4	386	2	495	7	763	4	1,183
TRIGG	22,952	27,908	36,090	4	3,381	2	3,064	11	9,573	5	7,623	5	2,717	3	369	4	836	10	2,022	3	1,399
TRIMBLE	4,694	4,344	4,478	1	314	0	380		1,196	0	712	3	335	0	58	0	103	2	201	1	150
UNION	55,826	70,837	91,561	9	6,151	8	15,093	20	30,204	7	9,269	10	3,504	9	2,478	7	2,373	15	4,325	6	3,179
WARREN	408,918	585,447	780,254	30	40,607	14	108,983	68	144,720	36	141,749	64	60,106	67	32,533	46	38,014	113	75,843	20	23,434
Bowling Green	388,197	547,281	729,768	25	28,926	12	101,744	58	143,051	35	106,885	56	59,414	65	30,372	43	29,548	110	72,598	19	21,877
WASHINGTON	16,268	22,089	28,284	3	2,426	3	2,401	6	5,192	1	4,493	6	2,722	4	1,230	4	1,503	5	1,272	4	2,344
WAYNE	43,386	43,618	57,166	6	5,909	5	5,957	18	17,279	6	7,333	7	2,944	9	2,795	5	1,640	7	2,074	4	3,143
WEBSTER	46,034	52,061	68,493	6	4,308	3	5,817	16	20,840	12	25,002	9	4,061	2	884	3	1,587	11	1,850	5	2,781

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
WHITLEY	183,888	192,293	256,972	15	20,403	11	20,300	29	41,813	22	60,556	33	42,515	18	7,953	16	9,318	35	16,604	13	6,064
Corbin	111,374	164,483	220,108	6	19,065	4	18,968	14	27,902	15	56,504	19	39,727	11	9,000	8	8,706	11	5,107	7	4,991
WOLFE	15,108	11,191	13,663	2	954	3	1,160	4	3,041	2	2,171	5	2,439	0	176	1	316	3	283	2	461
WOODFORD	56,855	76,566	99,266	6	10,185	3	4,766	15	27,661	5	14,283	13	11,461	9	4,786	3	2,299	18	5,946	6	4,191

LOUISIANA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS.........	19,986,261	21,630,111	29,908,342	1,374	2,146,574	742	3,535,960	3,938	6,588,341	1,777	7,136,287	1,934	1,553,611	2,589	1,659,598	1,562	1,664,514	5,293	2,787,443	1,106	1,090,745
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Alexandria, LA	620,019	746,214	1,035,516	49	962,011	30	148,660	142	204,908	52	257,872	54	50,329	111	67,724	58	39,933	155	69,258	27	37,216
Baton Rouge, LA	2,626,328	3,071,479	4,195,271	203	3,898,171	74	585,912	460	918,410	211	1,002,504	258	211,748	317	194,500	218	272,879	642	361,159	105	128,848
Houma- Thibodaux, LA	993,514	899,609	1,230,141	79	1,142,821	31	143,599	211	266,831	93	306,222	94	51,387	103	53,000	72	65,235	231	168,273	54	44,573
Lafayette, LA	1,361,064	1,257,845	1,718,511	68	1,596,757	35	241,381	236	304,244	74	425,484	100	86,519	167	108,415	83	98,163	293	179,910	62	43,457
Lake Charles, LA	902,896	896,643	1,224,745	76	1,137,808	33	144,093	151	286,423	75	275,197	61	58,964	92	63,556	75	69,253	193	91,765	45	48,681
Monroe, LA	686,169	901,263	1,231,050	64	1,143,665	23	173,294	138	231,089	88	315,504	51	38,076	128	93,463	89	76,324	216	107,428	54	46,002
New Orleans, LA	6,327,918	7,342,198	10,306,221	290	9,575,108	139	1,152,133	986	2,344,973	399	2,133,975	499	571,891	891	657,480	460	636,835	1,951	1,163,425	259	413,003
Shreveport, LA	1,750,158	1,997,653	2,764,529	100	2,568,291	48	365,891	264	520,974	145	708,621	194	167,105	246	164,693	157	165,784	444	238,686	79	77,965
COUNTIES, Cities																					
ACADIA	204,923	171,104	234,335	20	20,227	12	19,535	57	51,883	27	60,783	30	16,354	26	9,676	21	10,225	55	16,762	19	14,234
Crowley	108,443	106,156	145,541	9	8,491	5	18,842	16	29,163	12	33,797	13	9,527	18	7,296	11	4,253	25	8,303	9	10,913
ALLEN	69,285	58,459	80,606	13	4,724	15	13,414	20	19,624	13	21,867	13	3,764	13	3,607	7	1,483	15	2,675	8	3,614
ASCENSION	219,402	264,191	361,373	24	43,732	11	15,471	60	85,735	27	127,720	24	12,224	32	9,616	14	16,269	58	20,153	14	12,385
ASSUMPTION	51,787	43,602	60,603	5	4,066	4	5,240	27	15,849	11	16,559	7	1,850	4	963	5	2,838	21	2,153	4	2,325
AVOYELLES	117,235	106,490	148,884	13	8,793	20	19,511	53	39,749	23	48,175	6	1,553	14	2,690	11	4,823	26	5,357	22	10,488
BEAUREGARD	115,283	118,631	162,724	17	17,094	8	10,335	30	35,870	16	55,695	12	6,857	18	6,654	10	8,755	17	6,332	7	3,515
BIENVILLE	40,323	37,153	51,529	5	1,373	4	3,466	13	12,622	10	9,330	9	8,896	10	1,837	2	1,986	9	1,160	5	1,528
BOSSIER	360,769	425,648	586,061	19	71,199	14	78,227	57	111,408	32	159,001	43	35,100	44	23,248	18	12,917	109	58,992	14	12,021
CADDO	1,389,389	1,572,005	2,178,468	61	109,308	41	287,664	205	409,565	103	549,620	144	132,004	195	141,445	128	152,866	289	179,695	61	65,944
Shreveport	1,271,402	1,448,074	2,006,726	53	78,449	34	255,965	173	372,704	86	500,153	132	129,165	179	135,019	120	139,108	264	163,522	55	62,540
CALCASIEU	902,896	896,643	1,224,745	82	156,617	28	144,093	154	286,423	74	275,197	80	58,964	96	63,556	89	69,253	168	91,765	48	48,681
Lake Charles	621,583	629,843	860,317	55	73,899	17	117,636	76	167,503	45	165,497	42	40,156	72	53,271	64	44,009	115	72,050	31	36,108
Sulpher	153,755	155,140	211,909	11	27,340	4	20,172	27	66,880	14	26,188	21	13,547	14	10,103	16	9,430	24	9,167	9	8,739
CALDWELL	25,924	32,511	45,194	5	6,329	6	4,172	8	10,651	6	9,614	5	2,535	3	2,956	2	1,743	7	1,627	3	1,851
CAMERON	25,342	21,365	29,983	4	3,000	2	2,185	13	12,269	1	4,308	7	952	1	1,652	1	975	14	2,110	2	1,035
CATAHOULA	33,979	27,235	37,994	5	2,933	5	3,113	16	6,106	7	10,435	4	1,743	7	830	2	1,466	9	1,087	8	3,298
CLAIBORNE	49,905	50,461	69,691	3	3,858	9	10,361	18	17,522	10	18,683	10	2,651	13	2,449	3	1,840	8	2,392	7	2,629
CONCORDIA	77,127	58,497	80,658	7	4,653	8	8,986	29	23,112	9	21,506	8	4,042	8	2,974	7	3,535	26	5,351	6	2,382
DE SOTO	85,435	69,911	86,235	8	5,558	9	13,810	27	24,921	15	26,732	15	5,414	14	3,661	7	2,257	13	3,048	5	3,772

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

LOUISIANA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
E.BATON ROUGE	2,203,285	2,566,507	3,503,648	121	262,740	55	543,931	323	725,451	134	814,359	177	167,307	278	178,413	173	245,639	481	325,741	75	104,444
Baton Rouge	1,847,806	2,186,072	2,984,300	89	166,987	45	516,675	228	565,861	111	560,599	146	160,959	241	170,784	142	169,819	409	285,841	58	85,508
EAST CARROLL	24,942	26,194	36,573	2	2,823	5	1,993	10	9,368	5	5,134	8	3,995	8	1,702	2	1,409	6	1,128	3	2,597
EAST FELICIANA	27,426	27,687	38,610	6	3,036	4	1,311	16	10,500	3	6,583	10	4,493	3	2,525	2	1,489	11	2,306	3	1,565
EVANGELINE	108,249	93,977	129,078	11	21,268	12	11,803	44	30,951	19	27,353	11	4,715	15	4,396	11	7,198	22	3,465	17	8,155
FRANKLIN	104,182	81,806	112,468	9	10,433	11	12,965	28	45,964	15	27,213	5	911	8	3,135	5	1,591	13	2,550	8	2,822
GRANT	20,275	21,475	30,133	1	1,886	7	903	14	8,127	4	11,510	4	1,040	2	1,597	0	941	4	1,633	3	989
IBERIA	354,083	307,293	420,445	28	43,366	11	27,310	67	85,501	42	118,840	35	10,946	45	27,780	38	26,397	99	42,790	21	16,493
New Iberia	299,368	253,929	347,431	19	31,649	7	25,743	43	71,499	29	83,423	24	10,167	37	26,008	33	19,265	71	39,795	18	15,164
IBERVILLE	117,471	112,275	154,050	11	9,435	7	11,722	40	41,219	17	54,753	16	8,447	11	3,654	11	4,555	32	9,168	10	5,797
JACKSON	43,385	55,072	75,983	6	5,164	6	14,359	18	16,204	7	9,243	9	4,073	9	3,908	5	3,896	14	3,516	7	4,148
JEFFERSON	2,947,034	3,405,087	4,763,820	114	221,494	54	638,292	323	1,026,540	172	1,204,851	213	255,019	302	286,910	200	337,027	635	447,898	83	157,490
JEFFERSON DAVIS	142,412	137,780	188,857	13	12,143	11	20,300	22	44,400	17	43,373	23	21,783	16	4,807	5	1,545	42	15,459	12	10,774
Jennings	105,068	103,447	141,984	11	9,050	3	6,849	15	31,540	16	51,115	12	7,905	20	6,106	5	3,432	16	5,115	7	8,310
LAFAYETTE	1,246,796	1,157,037	1,580,111	55	152,456	23	225,783	170	262,601	78	395,554	97	81,150	179	107,071	102	95,739	237	169,517	46	38,407
Lafayette	1,103,733	1,047,662	1,430,743	38	149,852	22	221,927	129	253,463	63	290,875	81	76,174	166	107,775	91	74,232	207	166,622	37	34,959
LAFOURCHE	371,331	341,554	467,202	36	46,271	19	41,294	78	120,758	38	131,317	49	23,178	45	16,442	40	26,315	91	26,192	27	24,858
Thibodaux	157,894	171,157	234,121	11	16,630	7	25,707	25	46,462	15	65,694	18	20,620	21	9,884	16	10,592	47	17,593	8	14,158
LA SALLE	51,731	47,298	65,374	5	3,574	5	5,229	20	16,815	10	25,443	6	2,179	9	1,287	4	1,980	13	3,275	7	2,323
LINCOLN	162,494	187,296	256,433	12	15,408	9	24,118	31	51,228	13	72,331	26	13,125	32	21,290	22	8,765	51	25,981	11	7,439
Ruston	149,535	178,501	244,629	11	14,902	7	23,324	25	52,132	12	57,500	18	13,379	30	20,589	21	8,476	43	22,741	9	7,194
LIVINGSTON	155,566	182,546	249,950	17	18,131	5	24,335	64	77,606	30	56,674	16	18,486	18	6,244	14	7,874	29	11,210	11	10,023
MADISON	34,088	50,408	69,618	3	957	3	3,558	16	12,181	8	32,372	4	2,737	8	2,749	5	2,656	14	5,352	4	3,574
MOREHOUSE	109,592	116,762	160,173	10	10,738	9	22,801	32	31,693	16	62,248	15	6,252	11	4,964	9	2,426	21	6,485	11	5,345
Bastrop	86,260	93,030	127,817	5	3,827	8	17,370	21	32,195	13	47,424	9	5,675	10	3,782	8	1,848	16	5,693	8	4,072
NATCHITOCHES	136,802	152,504	208,951	14	18,932	9	21,926	29	47,311	13	49,014	20	13,016	21	8,660	13	9,285	33	13,240	10	7,831
ORLEANS	2,428,006	2,611,604	3,656,221	92	147,602	44	311,631	351	751,236	114	633,156	187	189,532	344	294,897	185	219,390	779	548,819	101	174,216
New Orleans	2,428,006	2,611,604	3,656,221	92	147,602	44	311,631	351	751,236	114	633,156	187	189,532	344	294,897	185	219,390	779	548,819	101	174,216
OUACHITA	686,189	901,263	1,231,050	58	95,720	29	173,294	107	231,089	72	315,504	53	38,076	111	93,463	78	76,324	170	107,428	42	46,002
Monroe	472,481	623,299	851,375	30	46,556	18	131,759	48	137,087	43	272,906	32	24,647	76	71,202	56	45,375	108	69,590	24	26,900
West Monroe	125,622	153,159	209,202	12	15,912	7	40,089	21	61,649	13	9,705	9	9,298	28	20,526	11	4,936	38	21,687	7	11,135
PLAQUEMINES	84,856	126,625	173,633	9	11,724	6	6,336	34	57,627	8	17,080	17	12,557	5	887	2	6,696	40	37,416	5	7,591
POINTE COUPEE	81,985	62,002	85,564	8	6,330	7	5,638	30	23,133	9	32,800	11	3,860	9	2,294	6	3,158	15	2,898	6	2,994
RAPIDES	620,019	746,214	1,035,516	49	79,939	30	148,660	142	204,906	52	257,872	54	50,329	111	67,724	58	39,933	155	69,258	27	37,216
Alexandria	481,320	582,316	808,076	28	46,624	13	126,137	70	144,395	30	181,407	35	41,290	64	65,838	42	32,123	101	55,607	16	25,804
Pineville	65,293	103,962	144,267	3	9,348	4	17,382	16	60,018	5	4,487	12	10,670	6	2,192	6	6,386	12	11,304	7	9,926
RED RIVER	32,706	31,855	44,299	6	4,108	5	3,495	15	13,038	2	7,552	8	3,746	6	1,018	3	1,260	10	2,341	3	1,814
RICHLAND	92,221	76,148	104,746	6	8,086	9	7,566	26	19,264	17	33,712	13	9,856	18	2,803	8	4,538	16	2,578	10	4,341
SABINE	90,232	78,920	108,529	6	1,677	10	11,546	20	30,433	12	49,514	9	1,652	8	2,918	4	2,120	11	2,893	4	2,063
ST. BERNARD	243,140	292,856	400,743	15	13,244	7	44,555	46	155,660	24	20,632	28	24,267	27	17,207	22	19,401	58	32,186	12	22,309
ST. CHARLES	86,378	94,525	129,826	5	5,829	8	13,019	32	43,700	11	21,757	13	9,889	10	3,727	8	4,046	33	8,570	5	4,446
ST. HELENA	7,708	4,648	7,169	2	553	1	620	4	2,085	3	1,223	0	0	0	0	0	0	1	470	1	294
ST. JAMES	56,834	52,066	71,881	6	8,947	4	3,394	26	23,475	9	13,593	8	2,378	8	1,971	10	9,441	16	3,679	5	2,730
ST. JOHN	115,542	142,123	194,784	10	12,208	5	32,930	28	75,569	8	7,525	16	7,316	13	7,195	8	6,971	22	15,221	8	12,771
ST. LANDRY	342,842	281,420	385,136	27	41,445	21	32,101	106	91,983	39	101,214	44	19,514	49	19,477	33	20,448	69	16,556	35	21,800
Eunice	95,897	84,544	115,702	7	9,867	4	7,542	25	34,301	16	22,400	12	7,575	20	6,253	9	4,530	14	3,128	10	8,379
Opelousas	158,830	134,319	183,822	9	7,848	9	21,608	28	33,179	15	47,419	25	12,857	24	12,658	18	11,179	31	10,426	14	11,258
ST. MARTIN	114,268	100,808	138,400	13	11,380	12	15,598	37	41,843	18	29,929	14	5,369	5	1,344	8	2,424	32	10,392	16	5,050

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
ST. MARY	341,196	226,739	310,261	32	32,605	12	22,509	73	76,890	38	72,530	33	14,245	36	13,219	31	13,886	93	43,405	15	10,935
Franklin	60,083	54,770	75,006	4	3,035	5	12,312	19	22,354	7	15,690	9	4,000	8	3,355	5	1,195	16	3,856	3	2,573
Morgan City	161,946	96,302	131,882	14	11,170	3	8,195	23	27,862	20	33,240	12	8,198	18	6,246	20	8,414	47	15,432	8	7,122
ST. TAMMANY	507,818	796,003	1,160,827	50	117,498	23	111,706	93	292,267	52	246,054	53	85,867	71	47,545	36	50,001	125	110,730	23	41,771
Slidell	269,317	418,462	610,252	22	39,121	9	63,435	34	147,020	25	112,163	26	60,584	41	29,076	18	25,589	55	67,297	11	21,675
TANGIPAHOA	424,361	486,387	664,859	28	63,756	21	78,008	96	144,396	41	203,222	51	42,568	66	24,430	35	22,602	97	46,445	20	20,684
Hammond	249,243	311,016	425,137	11	24,967	9	62,462	34	78,713	21	121,141	17	25,598	49	21,565	23	14,116	56	34,979	8	15,636
TENSAS	20,957	14,197	20,200	1	1,560	7	1,390	8	5,114	4	3,444	5	3,319	1	1,321	1	779	3	1,352	3	330
TERREBONNE	622,183	558,255	762,939	41	51,534	20	102,305	93	146,073	45	174,905	50	28,208	83	36,558	47	38,920	134	142,081	24	19,715
Houma	446,106	307,934	420,838	23	20,971	14	52,502	53	102,449	36	89,301	34	21,809	69	23,103	41	19,524	105	49,035	18	13,189
UNION	46,349	43,268	59,874	6	4,189	6	5,498	15	11,976	14	27,202	8	918	8	2,690	3	2,309	6	956	8	3,774
VERMILION	196,011	165,599	226,822	21	27,211	9	15,844	56	63,753	30	65,595	24	6,967	38	10,460	20	5,942	54	9,715	24	12,103
Abbeville	115,559	98,519	135,091	7	5,165	3	11,166	27	41,106	19	41,987	8	3,933	21	8,170	12	4,188	32	6,813	9	6,023
VERNON	128,394	153,170	209,860	10	31,573	7	19,472	41	50,019	18	50,353	15	4,884	13	5,271	10	5,058	48	24,217	5	4,356
Leesville	96,754	118,770	162,922	8	22,542	5	13,903	21	46,006	14	37,412	10	4,824	10	4,271	7	3,358	31	14,560	4	4,302
WASHINGTON	136,212	143,108	196,128	9	7,880	12	14,937	41	49,739	21	42,030	24	11,113	35	15,073	20	8,263	36	8,595	10	9,766
Bogalusa	75,869	85,450	117,258	6	4,957	6	8,951	21	34,007	10	14,380	12	6,991	20	9,402	11	5,199	21	6,222	6	7,638
WEBSTER	192,469	190,203	260,400	13	15,576	14	27,797	52	72,977	24	69,175	31	14,750	33	12,968	19	10,533	26	9,729	14	7,171
Minden	108,899	106,985	146,610	6	6,223	5	18,241	18	45,944	15	31,814	13	8,262	20	7,573	15	6,123	15	5,823	7	4,427
W.BATON ROUGE	48,075	58,235	80,300	4	6,614	3	2,175	22	29,619	3	3,751	14	13,731	3	227	0	3,007	16	4,056	4	1,995
WEST CARROLL	33,696	81,247	111,705	6	5,156	8	14,374	15	30,711	8	35,686	5	3,030	4	3,136	1	4,307	8	2,368	4	3,131
WEST FELICIANA	20,665	21,349	29,961	1	2,091	3	3,271	5	6,036	6	7,704	7	2,798	3	1,772	1	1,044	7	2,038	3	1,109
WINN	54,801	62,520	86,148	6	5,811	9	12,754	16	15,600	7	28,181	9	5,114	9	2,656	4	1,664	12	3,457	6	3,490

MAINE RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS........	5,331,613	8,651,022	11,287,386	605	812,032	411	994,588	1,418	2,424,453	736	2,518,527	673	547,685	686	434,948	541	349,746	2,149	897,986	261	337,327
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Bangor, ME	677,684	1,116,273	1,458,238	46	106,046	25	170,712	105	296,614	62	384,644	49	81,834	70	70,684	54	48,141	158	104,118	21	42,978
Lewistown-Auburn, ME	457,631	702,667	920,270	35	44,600	31	103,753	90	214,206	60	236,336	40	48,917	52	38,413	49	21,684	135	64,012	18	23,171
Portland, ME	1,502,470	2,634,346	3,422,823	98	231,720	66	332,067	199	668,277	92	667,663	97	130,150	173	143,015	134	105,613	438	275,824	45	88,360
COUNTIES, Cities																					
ANDROSCOGGIN	457,631	702,667	920,270	35	44,600	31	103,753	90	214,206	60	236,336	40	48,917	52	38,413	49	21,684	135	64,012	18	23,171
Auburn	185,744	335,882	441,508	8	17,261	7	44,105	24	89,652	18	159,430	14	21,473	22	21,825	13	5,954	34	21,224	6	10,123
Lewiston	196,135	247,219	325,151	10	9,410	19	51,361	48	92,813	20	60,678	24	25,786	24	9,862	26	5,567	69	29,165	11	5,950
AROOSTOOK	330,540	460,284	595,104	37	44,566	33	67,737	101	137,430	61	136,816	51	35,790	50	23,339	21	16,581	98	34,312	30	22,067
CUMBERLAND	1,502,470	2,634,346	3,422,823	98	231,720	66	332,067	199	668,277	92	667,663	97	130,150	173	143,015	134	105,613	438	275,824	45	88,360
Brunswick	165,272	267,559	351,845	10	23,155	7	33,854	28	67,166	10	66,914	14	13,309	13	14,590	12	11,021	39	28,017	6	9,078
Portland	447,710	592,760	778,621	26	32,599	14	35,809	91	197,898	26	139,067	36	48,806	46	41,125	43	26,353	136	88,252	22	17,168

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

MAINE RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
FRANKLIN	91,661	167,079	213,618	8	22,051	7	11,942	32	40,638	15	50,942	14	13,169	9	6,114	12	7,028	44	19,362	5	7,002
HANCOCK	208,286	330,062	427,990	28	44,750	24	35,814	74	104,224	33	84,931	24	18,118	24	18,606	20	11,747	96	40,821	10	13,027
KENNEBEC	550,386	860,757	1,125,529	34	73,389	34	127,740	116	225,534	65	303,754	79	55,996	40	48,232	35	43,426	142	83,060	23	29,783
Augusta	210,262	337,570	443,723	9	18,239	12	54,462	26	104,615	25	110,354	24	28,620	18	20,490	10	19,843	48	30,187	11	10,305
Waterville	178,457	280,128	368,340	7	8,448	9	55,106	26	69,606	21	92,134	15	13,832	14	24,980	15	9,845	39	35,093	6	8,413
KNOX	148,802	238,844	308,010	20	28,076	12	20,805	54	58,624	18	66,237	16	12,447	17	15,067	18	10,465	51	23,406	10	11,852
LINCOLN	114,967	185,989	238,490	18	41,285	9	3,627	38	45,367	18	43,930	21	15,124	15	8,639	12	6,640	48	20,552	8	6,117
OXFORD	176,929	209,116	268,909	20	30,914	19	17,571	55	63,645	24	69,522	32	15,178	19	4,748	15	5,701	58	15,702	16	11,762
PENOBSCOT	677,684	1,116,273	1,458,238	45	106,046	25	170,712	105	296,614	62	364,644	49	81,834	70	70,684	54	48,141	158	104,118	21	42,978
Bangor	360,139	623,842	819,411	17	32,935	15	141,675	48	136,179	22	189,054	28	63,100	56	61,918	27	24,636	81	69,884	10	21,995
PISCATAQUIS	66,220	85,148	114,082	7	6,438	9	6,413	25	29,431	7	23,454	11	5,899	3	1,510	3	2,687	20	4,347	5	3,930
SAGADAHOC	91,386	165,358	219,583	10	11,854	6	5,062	25	60,412	13	70,273	10	7,436	6	2,903	7	5,174	26	16,553	5	7,407
Bath	64,364	86,009	113,588	7	5,854	4	2,242	13	41,398	5	31,124	4	4,115	5	1,286	5	1,911	15	7,980	4	3,280
SOMERSET	158,676	231,802	306,977	22	24,399	14	13,856	63	84,496	26	57,781	25	16,009	10	6,308	13	12,833	55	18,581	14	13,843
WALDO	64,407	114,919	153,240	12	16,143	11	8,111	33	38,809	9	25,851	9	4,364	7	6,583	4	3,836	28	14,657	5	5,451
WASHINGTON	102,955	164,124	216,931	17	13,024	14	11,774	37	78,047	18	27,074	22	8,707	6	1,955	15	6,464	53	16,074	9	8,427
YORK	588,613	984,254	1,297,593	50	72,778	29	57,603	166	278,699	61	269,299	81	78,547	65	38,830	46	41,724	270	146,606	26	42,130
Biddeford	94,938	118,633	156,402	8	10,680	4	10,747	26	29,506	14	18,502	10	13,461	10	3,062	10	5,902	27	7,993	5	5,916
Saco	103,409	237,821	312,818	4	3,471	4	9,814	31	100,929	9	88,779	8	16,568	9	7,420	3	7,108	33	25,320	2	7,178

MARYLAND RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS........	20,982,781	32,009,372	40,693,064	1,003	1,939,243	558	4,879,325	3,359	8,108,654	1,523	9,564,559	1,846	2,629,618	3,010	2,069,793	2,070	2,219,059	6,670	3,770,465	833	1,410,287
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Baltimore, MD	9,995,716	15,212,963	19,080,707	486	914,921	260	2,280,071	1,710	3,809,600	768	4,352,541	831	1,178,795	1,609	935,105	988	962,360	3,531	1,906,274	448	637,559
Hagerstown, MD	567,974	769,603	978,254	37	78,962	25	120,050	101	169,757	54	190,875	59	60,884	55	45,418	59	46,970	197	60,194	19	34,662
Cumberland, MD-WV	423,361	564,574	728,222	36	41,695	30	110,763	98	142,328	53	107,405	71	64,706	74	32,902	61	50,961	184	53,840	32	35,424
COUNTIES, Cities																					
ALLEGANY	373,640	496,315	641,721	22	37,689	23	110,755	81	133,759	30	107,384	57	45,604	59	32,893	41	32,684	115	53,828	26	29,418
Cumberland	167,565	204,831	266,022	14	20,524	6	31,013	36	68,740	15	40,093	25	29,814	23	13,545	15	12,302	48	13,815	12	11,179
ANNE ARUNDEL	1,890,118	3,282,614	4,229,867	88	231,298	41	533,253	248	797,337	150	1,178,635	180	278,795	163	148,678	143	198,661	406	414,599	49	106,095
Annapolis	372,209	610,856	788,950	18	34,959	8	61,089	45	89,896	50	243,971	28	48,403	53	36,788	37	30,846	90	85,345	10	25,405
BALTIMORE	3,897,717	6,059,425	7,482,758	155	398,957	76	1,182,841	476	1,493,770	194	1,681,734	306	422,759	504	389,112	291	422,006	850	632,194	136	231,741
Baltimore(Ind. City)	2,644,296	3,091,571	3,814,558	112	109,366	63	209,853	576	746,208	148	613,251	205	199,135	418	249,299	181	194,513	1,255	543,863	166	190,671
CALVERT	88,174	169,535	218,171	6	8,267	7	7,692	19	67,420	11	30,370	17	20,604	6	1,286	8	4,084	36	27,643	2	8,697
CAROLINE	53,994	119,353	153,414	8	15,150	7	4,484	26	53,810	10	31,152	12	9,562	6	1,287	7	4,641	17	6,966	5	7,777
CARROLL	380,448	609,893	785,175	28	44,808	12	41,074	62	193,294	39	244,109	43	56,969	28	22,522	31	23,314	94	59,695	20	32,407
Westminster	97,964	184,216	238,710	8	19,386	2	16,248	17	58,866	10	14,561	12	35,742	10	14,100	13	10,332	31	29,300	7	13,680
CECIL	252,751	395,737	509,366	17	31,978	8	20,898	44	89,107	29	118,068	31	67,641	15	11,982	11	10,969	84	43,624	7	11,293

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
CHARLES	247,806	529,095	681,116	16	57,521	6	25,362	28	177,750	19	142,235	31	62,579	14	13,375	22	24,347	71	60,328	6	27,150
DORCHESTER	137,110	156,853	201,709	9	8,270	4	6,391	37	39,794	11	27,636	17	12,069	13	6,241	10	5,252	38	9,786	8	8,179
Cambridge	93,881	95,961	124,266	5	4,383	3	2,967	22	33,006	8	12,628	13	10,923	11	5,648	9	3,831	26	7,554	6	3,797
FREDERICK	550,978	929,259	1,216,483	32	93,944	22	159,318	82	252,637	46	273,228	63	99,522	60	40,469	44	53,229	148	105,125	19	28,735
Frederick	379,718	651,291	839,246	19	32,016	14	130,421	47	225,079	27	139,814	35	64,350	55	36,247	31	30,280	89	65,258	13	23,523
GARRETT	105,084	149,112	191,740	8	26,127	7	16,152	18	37,605	18	67,980	12	11,610	11	3,206	10	6,747	29	10,484	7	8,889
HARFORD	591,155	994,610	1,273,137	37	62,583	19	121,076	77	274,460	59	338,707	77	109,893	49	46,548	37	40,727	135	112,418	30	45,987
HOWARD	521,773	1,044,707	1,327,903	26	57,643	7	156,075	61	256,731	25	265,966	46	97,097	76	75,980	43	78,493	123	126,289	14	26,949
KENT	70,121	105,703	138,356	9	9,121	4	9,800	22	42,318	12	26,095	8	5,531	10	3,662	7	2,288	31	16,152	3	5,515
MONTGOMERY	3,711,219	5,761,046	7,438,923	112	291,259	49	1,008,407	344	1,353,393	122	1,927,463	243	446,362	361	491,551	269	565,023	594	598,680	95	249,938
Rockville	471,981	677,402	874,770	18	46,564	5	56,161	36	180,304	22	199,763	24	85,706	43	37,659	51	83,881	79	80,062	8	19,705
PRINCE GEORGES	3,743,799	5,500,002	7,043,829	90	216,558	68	934,408	413	1,430,842	209	1,775,995	319	491,709	357	352,887	244	385,376	614	588,042	103	280,780
QUEEN ANNES	80,211	130,143	167,310	6	10,265	3	5,896	25	47,800	16	30,138	15	14,147	1	986	6	4,665	21	19,217	3	3,709
ST. MARYS	182,388	318,830	407,796	12	25,025	5	18,273	38	101,383	28	88,250	26	25,915	17	18,644	20	22,691	74	43,696	5	14,709
SOMERSET	42,338	57,364	76,101	5	3,252	5	2,645	28	30,015	7	7,798	6	3,699	3	448	4	1,750	12	5,136	4	3,033
TALBOT	176,037	283,809	382,693	21	37,074	9	6,623	34	73,089	22	86,578	18	17,290	34	27,656	20	19,211	42	35,251	7	14,264
Easton	133,466	185,679	238,056	14	20,068	5	4,398	17	51,761	18	58,016	10	14,865	29	22,162	18	12,759	22	13,747	6	9,473
WASHINGTON	567,974	769,603	978,254	37	78,982	25	120,050	101	109,757	54	190,875	59	60,884	55	45,418	59	46,970	197	60,194	19	34,662
Hagerstown	294,032	381,217	485,692	14	36,871	10	47,013	30	89,937	23	90,991	30	36,285	33	22,946	28	17,164	95	32,565	9	20,169
WICOMICO	416,229	613,527	787,333	16	53,156	14	124,403	64	128,046	36	202,657	41	39,171	56	48,429	35	45,215	70	63,955	10	20,004
Salisbury	363,426	541,447	695,095	14	39,657	10	116,491	42	128,237	28	143,098	27	38,888	56	45,350	34	42,339	60	56,732	7	18,731
WORCESTER	267,421	441,167	565,353	18	30,970	14	23,501	88	118,186	20	106,256	31	29,071	64	35,231	17	26,182	161	133,303	14	19,687

MASSACHUSETTS RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	28,815,549	44,818,481	56,436,735	1,663	2,866,985	805	5,929,120	4,632	10,431,335	2,055	11,800,595	2,738	3,069,194	3,893	3,355,817	2,725	2,728,382	10,649	6,040,283	1,371	1,841,202
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Boston-Lawrence-Salem-Lowell-Brockton, MA	18,725,278	28,824,174	36,235,424	897	1,766,588	424	3,822,522	2,804	6,296,104	1,071	7,694,540	1,610	1,948,257	2,341	2,298,206	1,675	1,858,296	6,412	4,049,576	826	1,198,067
New Bedford-Fall River-Attleboro, MA	2,294,407	3,582,877	4,563,511	151	164,483	73	444,123	417	1,066,098	226	906,565	241	216,986	332	244,560	210	209,976	854	378,714	116	131,924
Pittsfield, MA	711,175	1,054,183	1,320,654	64	90,753	51	120,629	133	269,265	62	258,772	78	76,317	108	66,245	79	45,120	301	117,892	36	39,251
Springfield, MA	2,630,857	3,960,698	4,964,744	161	284,960	83	562,144	383	1,017,518	223	984,678	271	297,510	348	261,141	250	219,904	929	479,696	141	159,365
Worcester, MA	2,857,989	4,732,420	5,954,321	121	268,770	48	741,273	307	1,105,340	176	1,276,518	201	345,503	271	292,866	155	265,646	719	543,678	98	210,921
COUNTIES, Cities																					
BARNSTABLE	1,186,854	2,024,335	2,579,266	84	222602.3	43	206,136	217	477,751	69	435,321	139	142,514	145	157,201	97	107,672	534	365,559	56	77,420
BERKSHIRE	711,175	1,054,163	1,320,654	64	90753.4	51	120,629	133	269,265	62	258,772	78	76,317	108	66,245	79	45,120	301	117,892	36	39,251
North Adams	102,080	141,113	177,514	7	11534.8	9	15,993	11	54,896	10	28,194	10	11,229	15	10,070	7	3,973	23	10,973	7	6,188
Pittsfield	323,985	452,590	76,782	19	3550.2	17	10,493	38	17,378	34	13,694	27	5,332	37	4,600	30	3,012	93	5,457	15	2,425

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MASSACHUSETTS RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
BRISTOL	2,294,407	3,582,877	4,563,511	107	164482.9	62	444,123	384	1,068,098	188	986,565	236	216,986	257	244,550	172	209,976	674	378,714	125	131,924
Attleboro	256,321	347,042	442,833	8	9290.7	2	91,180	22	54,191	15	58,471	18	24,110	13	11,456	14	8,617	35	29,717	7	8,375
Fall River	366,642	532,741	679,254	16	22100.0	12	51,271	97	176,295	31	124,412	38	51,644	58	52,757	44	46,950	124	54,375	30	27,022
New Bedford	383,799	471,592	601,403	24	24393.1	14	35,887	87	141,872	35	86,328	45	54,004	50	31,861	34	31,106	170	54,919	29	24,875
North Attleboro	91,776	176,285	225,435	4	8104.4	2	21,793	15	52,677	8	50,240	9	10,877	10	12,076	7	10,441	27	18,589	5	6,609
Taunton	159,206	236,891	302,595	7	6314.5	6	30,432	34	87,255	16	42,354	28	27,954	23	13,875	17	14,464	57	19,520	9	11,221
DUKES	81,641	133,851	168,678	11	22999.7	3	1,375	24	41,354	11	23,071	6	7,152	24	12,157	7	3,325	51	24,478	6	4,161
ESSEX	3,472,701	5,081,592	6,359,451	172	282595.6	90	728,498	510	1,037,698	245	1,413,765	288	349,677	430	389,327	281	275,103	1,198	715,801	148	184,340
Beverly	185,759	272,150	341,425	10	14006.1	5	20,691	33	86,572	16	58,300	18	31,116	17	14,303	11	3,744	46	31,939	12	12,601
Gloucester	133,314	187,039	234,962	5	10677.2	5	4,521	27	54,598	9	46,567	17	19,995	9	6,528	8	7,072	69	30,964	8	11,443
Haverhill	232,624	366,571	459,535	13	16475.0	7	22,010	27	91,913	13	103,908	30	57,370	22	21,446	20	27,115	66	41,206	11	14,164
Lawrence	242,700	313,414	393,042	11	24027.9	6	43,683	45	42,271	32	109,193	38	40,998	28	21,004	32	17,378	91	30,367	19	17,190
Lynn	411,235	539,589	675,959	12	7623.7	9	6,764	62	112,328	28	292,099	36	54,654	21	21,418	30	24,836	118	46,944	19	23,002
Newburyport	87,105	135,889	170,980	6	3751.7	2	21,617	18	50,513	8	14,478	9	14,956	17	13,071	12	4,005	33	21,691	5	3,676
Peabody	319,840	558,966	700,197	10	11707.1	8	205,108	34	92,857	15	54,933	33	67,943	35	51,860	19	21,761	66	46,328	11	13,882
Salem	273,895	314,102	393,902	12	21051.5	6	32,595	33	89,037	15	47,136	19	19,230	34	19,284	22	17,549	90	35,823	9	8,344
FRANKLIN	257,028	393,901	504,492	25	26455.4	10	29,730	49	107,616	28	109,514	47	27,125	20	12,020	21	14,738	106	54,412	17	15,591
Greenfield	12,851	266,775	340,641	1	17959.7	1	19,972	2	72,753	1	75,597	2	18,824	1	8,398	1	10,177	5	36,668	1	10,526
HAMPDEN	2,141,454	3,195,105	3,996,478	125	222704.0	75	507,001	328	788,007	160	821,333	225	228,464	266	219,493	191	189,129	662	362,629	135	127,092
Holyoke	280,627	450,574	564,160	13	7843.3	13	146,292	34	83,339	16	59,772	21	29,054	72	70,703	31	28,871	79	37,290	18	17,078
Springfield	859,390	1,175,553	1,470,292	33	60559.2	27	189,207	116	311,346	58	243,139	70	110,587	97	89,670	79	60,743	237	134,163	52	41,375
Westfield	181,791	282,895	354,582	14	18633.3	10	48,610	26	101,259	16	61,799	18	26,193	14	8,129	11	6,010	51	31,071	10	13,644
HAMPSHIRE	488,603	765,593	968,266	42	62255.7	18	55,143	95	229,510	50	163,346	65	69,046	73	41,648	50	30,775	200	117,067	31	32,273
Northampton	173,576	298,255	377,041	11	14314.0	7	21,947	29	83,641	15	77,597	20	37,520	24	16,439	20	9,264	60	44,184	11	13,416
MIDDLESEX	6,905,601	10,713,720	13,416,459	333	719720.3	135	1,497,769	1,028	2,370,168	377	2,957,751	621	772,881	816	794,418	661	778,047	2,176	1,322,480	307	459,066
Framingham	483,392	807,966	1,012,564	22	54373.2	10	113,766	69	181,156	22	213,417	51	59,086	48	60,616	36	58,627	122	98,610	22	34,606
Hudson	69,056	133,121	167,665	3	9123.2	1	18,272	10	29,345	3	35,516	7	9,645	7	9,898	5	9,550	17	16,549	3	5,684
Lowell	389,014	540,239	677,372	15	23275.8	12	89,943	57	113,686	28	182,477	44	60,257	23	16,067	33	26,723	139	53,914	28	28,901
Malden	200,585	289,911	363,964	10	14715.7	5	15,818	40	114,292	10	84,600	22	22,947	19	10,582	11	11,362	60	30,479	11	9,283
Marlborough	143,787	241,132	302,894	7	8304.0	2	32,705	21	74,765	12	54,240	17	27,537	11	14,916	9	3,434	50	35,857	8	13,052
Medford	287,289	452,699	567,773	9	27536.2	5	41,179	39	112,794	14	98,244	23	38,705	38	60,401	20	12,488	40	31,273	13	28,261
Melrose	71,132	93,038	117,482	6	4399.5	1	13,266	15	38,131	6	13,512	12	10,392	4	642	5	6,891	14	7,500	6	7,301
Wakefield	138,112	163,331	205,488	6	10994.6	3	22,947	20	36,371	6	44,798	15	12,118	14	12,297	10	12,254	35	20,067	6	7,232
Waltham	342,016	465,676	584,020	12	38949.9	9	37,145	39	87,746	12	56,343	33	61,827	22	11,691	34	50,668	103	75,943	14	31,189
Woburn	280,225	468,743	587,860	9	6434.1	5	38,532	23	95,808	14	206,872	25	52,855	26	22,094	16	12,780	37	35,453	6	15,676
NANTUCKET	71,120	112,042	145,645	4	19373.7	3	1,187	15	28,269	4	31,615	2	7,830	16	11,421	7	3,706	44	26,278	2	4,502
NORFOLK	3,307,388	5,342,101	6,797,968	158	340280.1	69	646,867	435	1,201,363	178	1,549,710	311	385,452	364	483,553	300	369,805	908	611,112	144	224,435
Dedham	241,439	459,774	585,816	11	28830.2	4	55,858	28	104,102	12	133,353	23	33,124	22	41,487	18	32,352	55	52,130	11	19,260
Quincy	434,002	605,107	770,674	12	19694.6	8	32,138	52	190,241	23	97,760	40	87,476	28	26,890	32	26,731	128	68,988	25	43,267
PLYMOUTH	1,902,986	3,418,511	4,354,250	123	239350.8	59	389,275	318	807,567	179	1,067,710	219	250,796	261	239,765	206	177,379	657	427,470	85	131,331
Brockton	595,400	825,798	1,052,357	19	30583.9	17	134,134	73	217,258	32	153,710	49	69,012	66	61,144	39	30,099	126	96,264	19	45,254
SUFFOLK	3,136,602	4,268,250	5,307,297	111	184641.1	71	560,113	513	679,308	92	505,604	171	189,452	470	391,143	227	257,982	1,473	972,713	142	198,895
Boston	2,771,361	3,837,095	4,769,485	91	133360.1	46	498,193	430	782,190	64	327,241	168	164,072	362	375,403	178	186,517	1,164	909,069	132	170,208
Chelsea	137,297	158,088	197,460	4	6503.4	5	27,404	25	23,411	8	25,870	11	6,074	20	8,694	11	9,431	48	15,264	10	10,227
WORCESTER	2,857,989	4,732,420	5,954,321	170	268770.5	102	741,273	435	1,105,340	251	1,276,518	322	345,503	304	292,866	212	265,046	938	543,678	186	210,921
Athol	45,728	60,342	76,883	3	3537.7	2	9,458	7	14,213	4	16,141	5	4,421	5	3,717	3	3,570	15	6,987	3	2,757
Clinton	34,296	46,344	59,280	2	2632.2	1	7,398	5	11,018	3	12,667	4	3,561	4	2,844	3	2,556	11	5,413	2	2,098

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
Fitchburg	188,610	363,902	458,629	14	21731.3	15	58,541	29	80,763	28	100,812	18	27,286	21	23,129	13	20,979	59	34,948	15	18,866
Gardner	100,601	166,207	210,015	5	8395.7	5	27,264	15	53,007	9	25,642	12	16,636	9	8,104	12	12,354	35	14,804	7	6,836
Leominster	174,777	308,370	388,794	12	4929.9	8	38,030	25	32,188	17	22,219	14	18,283	24	18,866	16	10,755	56	17,874	10	6,377
Milford	151,473	237,946	300,231	9	13436.4	5	36,947	23	56,038	13	63,900	17	17,068	16	14,529	11	13,222	50	28,255	10	10,561
Southbridge	91,456	114,017	144,383	5	6460.5	3	17,744	14	26,683	8	20,949	10	8,305	10	7,066	7	6,310	30	13,231	6	5,212
Worcester	866,900	1,469,056	1,848,431	31	45563.7	23	180,653	122	340,211	62	417,079	85	135,822	106	131,134	59	82,249	276	171,119	47	61,976

MICHIGAN RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	39,139,528	56,697,319	73,339,838	2,900	4,152,560	1,052	9,340,024	7,422	14,068,387	3,520	18,119,844	4,164	5,007,742	5,159	4,019,217	3,471	3,775,720	14,475	7,186,804	1,921	2,801,532
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Ann Arbor, MI	1,320,397	1,988,679	2,588,963	65	147,686	28	397,993	204	397,387	183	611,902	103	186,615	170	131,206	125	167,250	426	271,647	43	87,099
Battle Creek, MI	556,419	866,258	1,130,283	53	53,101	18	180,742	110	206,787	57	250,423	75	102,969	84	41,571	62	41,487	240	124,356	28	44,373
Benton Harbor, MI	670,296	957,732	1,248,998	52	78,240	21	171,881	138	244,320	71	252,754	92	133,325	93	53,901	57	33,632	297	124,696	38	41,416
Detroit, MI	19,390,074	27,984,886	35,860,214	1,046	1,692,459	355	4,208,216	3,306	6,852,945	1,356	9,273,611	1,744	2,365,398	2,448	2,225,251	1,459	1,918,985	6,394	3,532,030	933	1,644,841
Flint, MI	2,043,964	2,935,186	3,816,067	142	204,555	48	664,692	365	667,458	167	1,011,964	199	234,244	247	171,861	152	197,596	691	383,492	96	152,086
Grand Rapids, MI	2,947,982	4,604,668	6,026,053	135	364,660	221	802,524	419	947,380	279	1,564,340	274	351,915	368	344,181	319	395,800	919	570,850	110	139,490
Jackson, MI	593,765	824,054	1,066,802	54	66,364	19	219,125	101	182,363	56	186,163	68	79,610	49	45,905	54	45,136	222	100,508	26	38,923
Kalamazoo, MI	1,109,713	1,514,410	1,981,940	67	111,402	28	385,847	165	288,427	74	429,846	92	122,553	151	115,293	100	145,561	357	207,066	39	50,283
Lansing-East Lansing, MI	1,889,941	2,828,032	3,705,773	128	173,905	44	644,751	305	649,125	155	906,589	280	240,115	179	193,931	623	204,479	67	364,753	126	83,893
Muskegon, MI	589,446	837,603	1,093,094	43	62,952	17	210,672	137	218,825	84	221,537	68	78,815	71	31,476	59	31,524	277	110,566	36	34,448
Saginaw-Bay City-Midland, MI	1,850,590	2,525,150	3,257,534	127	169,156	47	464,824	385	632,453	173	780,541	167	239,317	267	184,355	195	179,284	580	328,630	82	106,659
COUNTIES, Cities																					
ALCONA	20,833	32,011	43,595	6	4,295	3	1,265	10	6,264	6	19,456	6	2,505	3	1,153	1	1,156	28	4,061	2	1,262
ALGER	23,609	25,900	34,517	4	1,551	2	4,103	13	11,404	1	4,921	10	4,570	2	887	2	889	24	3,493	2	971
ALLEGAN	230,000	386,471	503,614	36	49,428	10	10,178	54	121,677	38	150,461	41	48,532	20	9,735	15	11,879	97	45,256	16	18,543
ALPENA	137,039	187,632	245,561	16	15,599	6	26,374	33	56,698	18	50,667	17	18,045	28	16,099	18	12,500	46	18,036	7	7,728
Alpena	95,842	122,513	160,807	9	7,868	4	14,338	23	43,242	12	27,544	13	17,327	27	8,752	16	6,795	36	14,774	6	7,189
ANTRIM	40,119	63,32[illegible]	83,08[illegible]	12	10,161	1	10,001	18	27,726	9	13,032	6	957	4	2,163	2	2,164	35	9,670	6	3,058
ARENAC	55,649	74,875	98,207	6	4,787	2	11,836	15	17,995	7	31,392	15	10,228	3	1,154	4	3,304	31	9,799	2	2,801
BARAGA	27,460	31,685	41,895	5	2,460	4	4,124	8	13,152	3	5,674	6	4,653	2	1,206	1	1,207	15	2,643	2	1,321
BARRY	92,102	143,560	188,364	12	22,982	5	1,577	22	57,643	14	31,424	19	17,428	12	7,797	4	2,272	43	19,063	9	6,582
BAY	480,208	697,139	907,800	33	44,353	12	88,915	107	205,872	45	238,469	56	63,768	68	61,602	51	40,503	182	88,549	25	33,527
Bay City	224,981	285,011	372,426	13	9,578	7	46,582	50	70,464	17	82,120	26	43,129	47	42,787	25	12,276	90	30,081	14	13,280
BENZIE	36,549	48,878	64,338	5	7,255	2	8,102	11	16,422	7	15,766	6	3,361	7	1,135	7	1,894	17	4,511	4	2,675
BERRIEN	670,296	957,732	1,248,998	52	78,240	21	171,881	138	244,320	71	252,754	92	133,325	93	53,901	57	33,632	297	124,696	38	41,416
Benton Harbor	166,185	228,168	297,397	7	5,958	5	59,070	13	25,250	17	72,431	23	48,037	10	10,481	14	7,684	39	24,903	4	4,119
Niles	93,157	141,137	184,333	9	19,342	2	11,448	20	55,034	12	34,978	14	19,699	14	5,211	6	3,355	42	19,841	6	7,779
St. Joseph	55,156	78,949	103,542	6	3,585	1	11,250	16	19,003	5	7,149	11	17,697	19	14,455	6	2,338	37	17,868	4	2,661

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MICHIGAN RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
BRANCH	134,614	158,975	208,369	24	26,013	7	11,890	22	38,634	17	56,914	22	20,077	20	9,969	8	4,946	50	15,533	9	10,094
Coldwater	101,992	113,604	149,323	12	13,131	5	11,109	14	23,141	12	38,659	14	18,757	16	8,568	5	2,996	23	8,413	6	6,616
CALHOUN	556,419	866,258	1,130,283	53	53,101	18	180,742	110	206,787	57	250,423	75	102,969	84	41,571	62	41,487	240	124,356	28	44,373
Albion	39,133	68,917	90,519	4	2,310	1	9,717	8	13,517	7	18,052	9	15,366	7	5,175	5	2,230	17	12,539	4	7,073
Battle Creek	195,377	386,628	503,312	18	21,003	6	81,473	27	93,213	14	112,882	18	46,416	20	18,737	19	18,701	80	52,806	8	20,002
Marshall	56,309	65,496	86,074	6	3,274	2	12,141	8	13,891	6	12,768	9	16,353	12	3,776	6	2,969	26	11,807	4	3,420
CASS	93,131	139,327	181,839	16	13,504	4	6,376	32	41,217	16	66,383	18	12,723	9	4,700	7	3,676	50	18,421	8	6,651
Dowagiac	44,087	62,541	82,052	7	4,158	3	5,992	9	20,063	5	20,085	10	11,731	7	3,105	4	2,429	14	5,647	3	3,434
CHARLEVOIX	75,374	102,972	134,658	9	14,933	4	2,434	19	39,204	17	30,019	11	10,089	11	3,985	13	6,317	44	14,197	10	6,311
CHEBOYGAN	31,968	142,253	185,637	2	16,597	1	2,706	8	60,364	7	31,265	5	21,110	7	4,427	6	8,438	21	22,492	4	10,273
Cheboygan	107,966	86,451	113,321	16	10,110	9	5,424	33	28,987	19	22,499	25	9,696	16	6,439	7	2,010	83	14,517	8	2,700
CHIPPEWA	104,760	168,752	220,027	17	17,261	5	25,908	32	45,948	13	36,951	17	14,331	18	12,008	11	7,737	71	26,465	4	5,403
Sault Ste.Marie	77,259	134,554	175,795	9	9,698	3	20,655	17	36,038	9	29,461	10	15,573	16	9,574	10	6,169	35	21,253	3	4,307
CLARE	93,491	137,894	179,979	14	17,592	5	1,365	23	57,267	15	38,261	16	10,472	7	5,745	4	4,448	47	14,764	7	8,100
CLINTON	151,303	222,849	290,234	18	41,254	5	33,624	29	68,899	22	76,211	18	20,122	12	6,375	14	6,113	46	16,267	8	6,856
CRAWFORD	39,621	60,114	79,036	8	9,041	3	6,420	7	18,418	5	12,620	10	7,294	3	2,275	2	2,279	20	9,604	5	2,438
DELTA	173,480	229,737	299,173	22	22,673	7	34,846	54	70,312	18	73,697	27	25,983	23	13,694	17	13,483	72	21,275	8	5,250
Escanaba	132,380	193,783	252,474	10	8,062	6	33,273	25	62,489	15	49,253	18	25,361	20	13,075	15	12,128	41	17,176	6	5,013
DICKINSON	113,443	167,600	218,532	11	24,475	6	29,102	21	47,446	17	38,633	18	11,659	24	13,513	12	13,976	44	16,681	5	6,146
Iron Mountain	52,134	92,287	120,881	3	3,271	2	10,793	11	35,886	7	17,021	10	9,871	12	4,866	9	9,398	22	13,156	2	2,280
Kingsford	40,111	49,795	65,673	3	8,883	2	10,562	5	10,914	4	7,567	2	2,550	9	6,940	1	4,408	9	2,931	2	2,231
EATON	463,840	679,584	883,986	30	32,215	11	219,168	54	146,014	30	188,483	49	63,348	72	58,855	31	29,953	109	72,368	14	12,971
EMMET	149,420	225,362	293,496	18	28,185	9	12,817	27	56,555	11	64,544	25	16,956	45	28,008	20	23,432	55	36,605	8	7,341
Petoskey	111,042	163,271	213,047	9	12,761	6	12,204	17	50,603	7	32,254	15	15,175	36	25,869	19	21,402	27	19,623	5	5,755
GENESEE	2,043,964	2,935,186	3,816,067	142	204,555	48	664,692	365	667,458	167	1,011,964	199	234,244	247	171,861	152	197,596	691	383,492	96	152,086
Flint	858,255	1,238,109	1,607,597	54	69,699	15	179,792	150	357,034	56	300,241	73	148,667	108	84,105	76	106,403	303	175,726	51	61,167
GLADWIN	57,340	76,693	101,584	7	6,051	6	4,103	16	33,980	11	21,743	11	6,289	6	1,323	5	4,818	29	9,054	6	2,500
GOGEBIC	74,306	90,164	119,066	11	7,411	9	16,004	17	26,789	7	22,783	12	7,951	15	8,013	6	5,867	51	8,747	7	3,181
Ironwood	49,169	59,595	79,162	5	829	7	10,676	8	19,282	5	15,198	6	6,103	12	5,345	5	3,914	31	6,477	4	2,285
GRAND TRAVERSE	383,502	633,344	824,006	32	63,883	12	135,432	62	137,464	31	197,911	46	52,154	61	50,576	45	43,313	107	86,169	11	9,798
Traverse City	293,574	471,025	613,222	22	51,671	10	109,540	38	112,017	19	104,254	37	55,435	51	40,316	32	26,385	79	62,062	9	7,924
GRATIOT	145,926	169,420	221,925	10	10,125	8	23,018	24	51,359	25	53,355	20	19,898	25	7,484	13	5,222	47	18,283	9	6,977
Alma	73,615	90,662	119,320	5	4,898	4	14,648	8	30,126	11	14,155	7	14,255	16	4,763	8	2,433	20	10,959	4	5,071
HILLSDALE	116,421	170,531	223,367	21	20,361	5	16,686	26	56,715	18	60,357	20	13,935	14	7,966	16	7,900	48	17,686	7	8,938
Hillsdale	74,633	96,470	126,697	8	4,786	4	12,821	8	36,489	12	27,530	9	8,042	12	6,121	8	3,672	16	10,517	6	6,867
HOUGHTON	124,060	172,056	225,346	16	22,782	8	19,837	33	63,195	20	38,659	20	11,442	17	11,801	9	7,057	68	17,906	9	8,271
Houghton	38,084	57,959	76,626	3	3,230	4	15,165	4	18,906	4	2,658	4	5,563	11	9,329	3	2,112	15	7,652	2	2,474
HURON	134,626	172,791	226,300	26	21,857	9	14,437	34	51,930	17	51,288	17	14,237	18	11,259	16	6,811	69	19,530	11	10,256
Bad Axe	52,021	58,697	77,587	4	2,749	4	9,528	2	16,148	5	15,949	3	8,196	10	6,364	4	2,248	12	5,539	2	3,189
INGHAM	1,274,798	1,925,599	2,531,553	63	100,435	20	391,959	176	434,212	72	641,896	119	156,644	140	128,700	98	168,414	340	276,118	55	64,066
East Lansing	126,289	221,084	290,654	4	5,952	1	23,230	16	45,052	5	38,535	10	31,500	18	44,796	13	16,494	53	70,670	3	3,797
Lansing	745,087	1,015,790	1,332,844	33	50,165	11	193,870	104	221,036	46	357,295	60	98,388	53	65,516	55	85,731	184	140,558	29	32,308
IONIA	161,887	203,835	266,589	20	28,348	8	35,504	40	58,346	18	56,395	23	22,504	18	8,073	14	6,619	63	20,377	10	7,657
Ionia	50,195	63,139	83,314	9	6,532	1	8,179	14	19,189	10	17,594	8	8,432	13	7,011	7	1,763	20	6,968	3	1,764
IOSCO	101,376	146,957	192,772	16	23,134	5	3,060	27	44,815	15	53,148	20	15,914	16	6,586	9	6,444	59	21,444	4	8,009
IRON	41,928	74,277	98,448	8	5,153	4	4,203	12	33,483	10	13,864	11	8,796	14	5,424	4	2,259	28	7,352	4	6,217
ISABELLA	195,101	269,007	351,169	21	43,635	6	28,459	28	65,883	19	74,651	21	23,488	32	25,936	15	14,809	66	37,209	8	12,575
Mt. Pleasant	155,638	208,531	272,597	11	10,642	5	27,518	16	59,226	14	42,307	15	22,711	29	25,078	14	14,318	50	30,674	6	12,160
JACKSON	593,765	824,054	1,066,802	54	66,364	19	219,125	101	182,363	56	186,163	66	79,610	49	45,905	54	45,136	222	100,508	26	38,923
Jackson	242,093	326,804	422,156	18	23,723	9	54,468	28	62,096	20	57,675	34	57,117	19	27,183	25	23,055	99	48,165	15	15,673

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
KALAMAZOO	1,109,713	1,514,410	1,981,940	67	111,402	28	385,847	165	288,427	74	429,846	92	122,553	151	115,293	100	145,561	357	207,666	39	50,283
Kalamazoo	457,562	579,496	756,782	22	43,212	7	22,272	48	117,640	29	180,286	39	68,757	49	54,369	46	36,075	157	100,020	15	24,685
KALKASKA	46,154	64,880	86,253	5	7,724	3	11,487	7	19,237	5	13,774	7	11,188	1	2,483	3	778	17	7,957	1	2,718
KENT	2,334,642	3,658,294	4,791,796	113	291,869	43	638,151	256	726,957	168	1,246,382	201	269,226	235	286,681	195	342,754	552	464,068	79	113,994
Grand Rapids	873,016	1,274,684	1,667,008	35	67,597	16	130,949	114	243,049	48	399,272	84	103,911	91	90,866	88	133,019	277	194,100	39	55,218
KEWEENAW	3,594	4,697	6,185	1	356	0	0	4	1,708	0	0	1	369	0	0	1	280	11	1,352	0	0
LAKE	16,428	24,000	33,199	2	1,784	1	4,143	9	9,714	1	4,966	3	1,851	1	895	1	896	21	6,310	1	979
LAPEER	197,916	351,205	457,846	18	38,976	7	27,738	54	106,540	30	158,405	13	23,110	24	20,016	7	9,644	59	33,008	10	24,517
LEELANAU	36,782	55,435	73,995	6	9,631	2	8,140	19	25,685	3	9,760	9	3,450	6	1,933	2	1,763	24	8,007	3	1,926
LENAWEE	326,283	449,152	584,962	36	30,298	14	96,946	72	127,287	42	147,440	38	38,439	41	22,645	26	17,821	137	56,290	18	19,282
Adrian	166,383	233,795	305,060	11	9,015	8	85,479	23	42,252	17	59,070	18	26,767	17	15,655	12	6,627	53	27,062	8	10,713
LIVINGSTON	308,903	454,196	591,508	26	30,023	12	80,384	48	131,006	28	152,804	31	48,631	23	12,052	23	19,761	85	50,742	14	27,238
LUCE	24,231	31,846	43,381	1	2,351	2	5,460	5	12,265	5	9,662	3	3,759	2	1,179	2	1,181	13	4,063	2	1,293
MACKINAC	49,225	67,709	89,924	8	6,941	1	11,976	28	23,224	6	6,109	18	15,172	8	2,553	2	2,593	51	14,258	3	2,834
MACOMB	3,578,552	5,419,875	7,073,639	158	399,889	51	872,616	424	1,371,767	224	2,026,347	297	498,605	305	321,475	201	362,177	865	642,832	131	325,978
Mount Clemens	118,141	252,670	330,749	6	9,447	2	45,123	18	50,414	12	79,728	16	44,682	15	12,655	11	10,818	53	32,171	9	15,607
MANISTEE	81,595	110,574	145,555	9	11,576	5	10,924	21	38,337	15	28,018	22	11,198	13	7,503	13	5,256	45	12,713	5	6,327
Manistee	48,122	78,158	103,311	4	3,852	4	9,232	9	24,247	7	16,607	12	11,937	10	9,023	9	2,781	25	8,366	3	5,348
MARQUETTE	254,327	385,197	501,961	29	30,921	9	38,321	62	115,751	29	111,444	34	39,942	37	25,857	24	26,432	107	53,395	9	12,311
Marquette	133,759	227,063	296,411	9	8,780	3	19,879	27	80,740	13	37,386	13	28,544	26	21,561	20	21,497	53	40,539	3	6,322
MASON	93,533	126,926	166,776	13	17,912	5	10,330	30	42,102	10	27,833	16	8,751	18	9,580	13	5,708	45	19,280	6	7,683
Ludington	47,189	59,270	78,493	7	7,771	2	4,695	18	16,324	3	12,653	11	8,215	13	6,386	10	2,760	23	6,801	5	3,492
MECOSTA	126,962	175,669	230,035	11	12,918	10	19,921	31	57,422	18	44,294	21	19,167	11	14,493	13	7,127	50	26,616	7	6,426
Big Rapids	79,192	107,926	141,827	4	3,630	3	11,711	11	41,375	9	17,583	13	18,111	10	8,520	10	4,097	30	18,566	5	3,777
MENOMINEE	62,540	73,650	97,634	10	4,463	4	13,003	15	22,682	9	16,547	9	4,677	4	2,648	4	1,514	39	12,174	2	3,078
Menominee	50,677	59,162	78,781	4	1,993	3	10,128	7	21,937	8	12,890	6	3,643	3	2,062	3	1,179	20	9,427	1	2,398
MIDLAND	289,628	322,367	420,420	25	36,302	7	29,735	56	95,653	22	92,359	34	32,618	49	23,952	29	14,171	79	43,232	14	20,013
Midland	97,219	257,894	344,744	17	24,537	6	26,555	41	80,258	19	81,264	24	27,639	48	22,251	27	13,562	64	32,387	12	18,956
MISSAUKEE	25,698	42,683	57,445	2	3,293	3	7,649	10	15,600	3	9,173	6	3,400	1	1,653	1	1,658	18	4,859	2	1,810
MONROE	385,660	511,662	666,087	27	34,630	8	45,129	65	157,724	38	199,213	53	52,622	19	17,174	23	20,401	138	62,381	18	20,777
Monroe	191,089	252,866	329,777	9	8,360	3	24,211	31	88,633	14	59,053	24	39,936	15	9,213	16	12,942	66	36,999	9	15,260
MONTCALM	183,829	250,403	327,025	22	37,904	10	43,552	35	68,655	30	83,238	27	25,781	9	6,530	13	13,971	69	20,422	10	9,349
Greenville	73,678	93,283	122,315	4	1,928	3	22,296	7	35,147	9	24,383	7	10,731	8	3,343	6	2,770	19	7,909	3	4,786
MONTMORENCY	24,757	29,951	39,774	7	6,472	2	4,705	9	10,787	1	5,641	5	1,800	1	1,017	1	1,020	23	4,254	3	2,093
MUSKEGON	589,446	837,603	1,093,094	43	62,952	17	210,672	137	218,825	84	221,537	68	78,815	71	31,476	59	31,524	277	110,566	36	34,448
Muskegon	203,073	283,529	369,373	13	22,103	3	46,782	35	76,426	15	67,669	26	32,486	29	16,880	26	14,747	84	34,028	9	16,228
Muskegon Hghts	90,050	132,257	172,822	2	16,748	3	56,046	10	9,632	11	17,102	3	18,777	6	6,294	6	6,074	22	11,103	4	2,124
NEWAYGO	90,053	132,600	174,140	16	18,546	9	10,642	22	49,327	13	34,226	7	5,977	8	4,331	7	5,320	42	15,134	10	6,849
OAKLAND	5,975,958	9,245,723	12,008,895	245	516,359	75	1,438,019	733	2,006,523	326	3,259,569	438	729,692	803	990,759	463	740,130	1,359	1,167,057	226	515,135
Pontiac	378,906	411,890	535,529	12	12,424	5	91,071	40	83,179	34	97,750	42	71,691	42	36,434	20	17,392	87	43,127	17	20,157
Royal Oak	370,649	521,121	677,289	14	22,333	5	93,536	34	101,333	24	159,015	29	78,877	24	18,603	43	63,641	76	50,468	11	16,629
OCEANA	53,770	77,797	103,016	11	14,843	7	3,267	26	36,801	14	21,914	7	1,972	5	2,966	1	2,971	35	11,210	5	3,247
OGEMAW	79,365	95,328	125,768	12	13,898	5	9,130	19	30,916	11	20,193	16	11,937	8	3,412	4	2,983	38	12,430	6	4,199
ONTONAGON	33,360	41,435	54,795	7	4,467	4	6,593	11	13,287	5	14,579	11	5,684	3	949	1	1,427	24	3,686	4	1,384
OSCEOLA	56,654	65,266	86,754	16	13,138	4	10,868	18	25,781	7	15,870	11	5,013	6	1,016	1	2,353	31	5,231	4	3,143
OSCODA	23,881	26,118	34,916	7	6,484	1	4,386	8	10,573	5	1,959	5	3,751	2	948	5	980	19	3,051	2	1,038
OTSEGO	83,843	119,337	156,927	13	16,789	3	20,900	10	32,203	13	29,772	11	13,472	14	7,685	12	6,496	35	18,485	4	3,906
OTTAWA	613,340	946,374	1,234,257	42	72,791	20	164,374	95	220,422	76	317,958	68	82,689	67	57,500	61	53,046	151	106,782	28	25,496
Grand Haven	115,795	184,497	240,466	5	9,328	4	42,661	16	26,654	17	52,789	14	22,735	14	13,253	10	9,529	36	25,320	5	3,628
Holland	188,047	322,748	420,075	14	20,379	5	53,508	31	71,751	23	115,804	20	26,917	29	18,718	29	17,269	52	44,070	12	8,300
PRESQUE ISLE	39,040	53,824	71,904	7	9,330	2	9,575	11	20,495	9	14,341	7	6,421	3	721	3	2,947	23	5,561	4	2,266

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

MICHIGAN RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
ROSCOMMON	86,186	126,739	166,533	14	17,921	7	3,917	25	46,308	15	36,008	18	14,571	9	3,851	7	2,261	59	16,161	5	5,899
SAGINAW	1,080,754	1,505,644	1,929,314	60	88,502	22	346,174	203	330,927	80	444,879	100	142,930	126	99,401	73	124,610	272	198,004	49	53,120
Saginaw	257,618	332,171	425,563	16	17,731	5	61,280	91	85,773	21	96,913	35	52,287	33	21,399	14	10,576	110	42,680	24	19,088
ST. CLAIR	479,550	682,207	888,421	43	59,874	13	83,858	94	215,773	80	175,978	41	37,548	59	52,634	34	36,041	173	87,761	24	32,066
Port Huron	243,688	372,189	484,700	11	22,168	7	62,419	37	92,744	25	73,383	14	23,659	33	39,355	25	26,827	81	50,505	8	11,835
ST. JOSEPH	206,003	265,567	346,705	18	18,844	10	20,095	40	90,239	31	90,454	27	35,533	28	13,880	22	10,557	67	23,986	14	11,627
Sturgis	94,639	123,899	162,368	6	4,174	3	16,681	10	33,370	11	30,688	10	24,792	19	9,935	11	5,695	22	10,248	5	5,441
Three Rivers	59,809	70,461	92,760	4	5,884	1	3,645	11	31,021	11	17,688	9	10,989	8	2,701	5	1,335	18	7,223	4	4,476
SANILAC	115,718	166,704	218,400	24	30,721	7	7,919	33	60,600	25	54,499	10	6,840	13	5,353	14	8,643	44	12,898	10	9,330
SCHOOLCRAFT	30,505	41,950	55,218	4	4,541	3	7,354	10	13,679	3	8,818	8	3,868	7	3,191	2	1,595	18	5,426	3	2,514
SHIAWASSEE	219,929	325,548	424,548	25	35,661	12	32,594	53	95,633	24	110,403	33	36,046	25	17,505	19	16,231	75	31,789	13	17,430
Owosso	96,286	173,042	226,229	12	14,834	3	9,893	26	36,921	12	61,284	14	32,038	16	13,103	9	10,656	28	19,786	6	7,522
TUSCOLA	163,162	207,091	270,814	28	33,131	8	10,210	46	69,249	28	73,253	33	21,913	19	6,762	8	5,290	69	16,652	11	8,982
VAN BUREN	207,595	292,936	382,224	26	28,754	8	16,122	51	114,082	31	105,525	31	34,198	14	6,103	14	8,289	92	32,055	12	11,680
South Haven	60,272	74,179	97,569	5	6,440	5	4,161	11	29,445	9	25,590	5	9,972	6	1,575	7	2,140	22	8,672	4	3,014
WASHTENAW	1,320,397	1,988,679	2,588,963	65	147,686	28	397,993	204	397,387	83	611,902	103	186,615	170	131,206	125	167,250	426	271,647	43	87,099
Ann Arbor	666,337	1,070,035	1,387,079	23	64,918	9	216,452	65	218,711	29	197,233	41	89,508	114	116,002	56	86,832	166	154,247	19	48,120
Ypsilanti	88,806	98,944	129,450	4	4,692	1	9,124	13	29,483	8	16,041	15	22,708	8	3,828	6	10,370	53	21,442	6	7,400
WAYNE	8,463,535	11,320,018	14,173,818	369	612,709	138	1,660,472	1,585	2,863,613	464	3,301,296	890	975,189	873	811,139	508	730,831	2,867	1,488,250	435	699,130
Detroit	2,884,011	3,094,548	3,887,994	129	123,617	55	203,700	784	958,142	172	705,920	415	345,816	247	150,652	157	124,368	1,301	467,593	232	200,074
WEXFORD	122,804	193,252	252,854	10	14,935	5	16,463	24	52,986	23	64,207	14	19,149	24	15,952	9	11,527	51	25,579	7	9,088
Cadillac	89,903	148,073	194,123	6	7,042	3	14,034	14	42,345	16	33,873	9	20,786	21	13,599	8	9,827	36	21,951	5	7,747

MINNESOTA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
STATE TOTALS..........	19,599,240	27,329,799	35,856,053	1,876	2,736,943	591	4,216,759	3,022	6,201,745	1,699	8,200,942	2,289	2,486,215	2,604	1,604,799	1,885	1,680,426	6,773	3,284,415	853	996,054
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Rochester, MN	573,084	823,309	1,076,436	40	83,386	15	165,348	42	172,099	40	275,093	57	67,971	79	59,193	48	53,538	145	91,313	17	37,026
St. Cloud, MN	1,036,982	1,893,981	2,467,968	93	185,953	22	177,861	122	286,698	89	410,868	94	113,020	96	69,613	71	69,318	302	148,575	31	55,903
Duluth, MN-WI	1,185,822	1,397,306	1,843,981	107	156,540	42	244,183	183	354,138	104	300,870	170	132,476	164	79,434	116	76,571	531	189,756	54	52,005
Minneapolis-St. Paul, MN-WI	11,433,732	16,762,012	22,029,259	687	1,395,329	226	3,058,620	1,462	3,689,064	730	5,315,351	1,005	1,523,934	1,435	1,020,704	1,104	1,125,847	3,415	2,150,250	377	574,545
COUNTIES, Cities																					
AITKIN	46,430	46,710	61,104	7	4,660	5	3,110	12	12,483	8	13,356	8	5,827	8	1,067	3	729	24	7,757	3	2,494
ANOKA	773,474	1,315,224	1,735,806	53	141,267	16	350,200	99	277,510	60	361,398	92	147,056	59	57,683	42	53,422	174	158,910	19	39,123
BECKER	99,545	135,574	178,073	18	19,195	5	11,221	25	34,962	8	39,478	18	14,371	10	12,272	9	7,484	33	13,297	7	5,601
BELTRAMI	156,716	210,924	277,254	20	28,466	11	20,983	31	49,600	27	65,608	20	18,673	25	20,353	18	11,902	47	28,755	7	5,813
Bemidji	127,958	178,669	234,990	11	14,545	7	20,680	20	50,205	19	37,980	12	19,936	23	19,644	16	11,488	38	24,593	6	5,611
BENTON	75,533	86,358	113,292	10	18,416	2	8,165	17	26,422	10	13,267	13	11,126	4	1,440	4	2,974	30	14,563	4	2,008
BIG STONE	29,998	30,257	39,448	9	3,802	2	2,843	9	7,000	4	5,899	6	4,475	6	2,119	1	565	15	2,761	4	903

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
BLUE EARTH	292,385	410,469	536,029	29	40,224	8	64,390	35	102,719	22	83,145	32	34,852	45	36,088	42	30,519	78	49,133	12	21,419
Mankato	103,405	327,156	430,501	14	39,010	7	54,288	23	99,000	15	173,035	21	64,411	44	82,265	33	61,380	61	111,367	10	45,031
BROWN	117,593	136,524	175,444	29	18,750	7	12,513	19	39,587	18	39,573	18	9,828	24	11,997	22	7,964	57	16,710	10	5,797
New Ulm	82,529	98,478	129,595	8	7,867	4	11,352	7	35,020	12	21,139	11	9,001	18	10,159	17	5,699	33	12,914	5	4,140
CARLTON	122,202	143,390	184,482	16	13,392	6	9,355	28	50,154	17	35,712	26	22,295	9	5,448	10	4,361	49	12,656	5	6,273
CARVER	98,442	145,154	190,683	17	19,046	4	3,091	22	38,638	7	48,127	22	22,088	8	2,960	10	5,412	43	17,466	10	4,974
CASS	68,004	86,703	113,746	25	18,179	6	1,491	20	28,609	13	20,446	17	13,704	8	3,340	2	1,630	33	9,263	4	1,932
CHIPPEWA	53,966	71,696	93,993	15	12,416	4	7,624	13	16,049	10	19,586	11	8,337	9	4,908	8	4,457	25	8,424	4	3,593
CHISAGO	88,704	121,542	159,603	16	13,030	2	11,502	27	34,812	12	51,934	17	18,500	8	2,262	6	2,898	36	10,075	6	3,587
CLAY	187,883	240,062	315,607	17	31,669	4	22,745	29	73,666	17	56,708	22	24,168	21	13,408	18	23,284	67	36,324	11	10,884
Moorhead	147,249	189,616	249,471	9	18,908	3	13,579	15	70,168	11	34,654	16	23,174	17	12,745	15	16,809	41	28,729	6	9,941
CLEARWATER	22,752	24,683	32,111	9	3,438	4	2,313	8	6,737	5	4,634	7	4,734	1	408	3	459	12	1,672	3	735
COOK	21,913	25,397	33,051	2	2,520	5	2.885	6	6,497	3	5,012	4	6,056	3	420	1	474	10	2,920	1	757
COTTONWOOD	56,341	51,310	67,159	13	7,273	4	4,060	13	12,396	8	18,365	10	7,339	11	1,750	11	3,881	16	4,114	6	2,213
CROW WING	219,243	328,938	432,591	36	45,587	12	44,032	40	84,490	36	98,376	32	26,096	35	13,789	24	19,922	107	42,863	13	9,563
Brainerd	129,591	202,346	266,447	14	15,659	8	27,463	15	62,155	22	61,357	14	20,881	20	8,600	17	11,486	39	21,477	8	7,509
DAKOTA	994,043	1,680,751	2,201,058	61	204,688	23	158,624	124	388,203	62	505,975	92	164,204	125	105,941	80	104,457	231	185,776	29	59,798
DODGE	32,109	37,575	49,080	10	8,675	3	2,782	10	13,172	7	8,469	6	3,021	4	624	2	703	15	4,383	4	1,123
DOUGLAS	130,624	181,115	238,017	30	28,802	7	11,024	35	48,002	16	40,583	24	19,660	30	17,171	16	16,745	49	19,377	9	7,158
FARIBAULT	72,852	58,158	76,173	21	9,903	3	1,026	18	13,090	13	18,712	17	4,090	15	3,039	12	1,772	31	4,813	8	2,619
FILLMORE	82,690	79,266	103,957	23	14,771	6	1,069	24	26,469	18	33,685	14	6,383	11	1,585	5	2,800	34	4,543	9	2,369
FREEBORN	167,873	207,393	272,606	18	16,571	6	21,982	24	48,703	22	84,109	24	27,038	18	8,943	15	13,561	55	20,813	6	10,339
Albert Lea	144,324	169,451	222,894	10	12,271	5	16,278	11	45,978	18	56,920	17	25,526	17	6,622	12	10,042	39	14,866	5	9,761
GOODHUE	165,494	210,303	276,436	27	33,413	7	9,537	40	70,414	24	71,764	24	16,125	30	14,174	14	9,914	72	24,053	11	9,670
Red Wing	85,156	122,651	161,587	8	9,410	4	9,442	19	50,986	9	26,258	12	13,997	22	13,570	7	7,353	31	14,269	4	6,177
GRANT	18,903	22,471	29,199	11	4,786	1	2,104	10	3,873	9	13,131	3	635	1	371	3	419	9	2,038	4	1,443
HENNEPIN	5,860,914	8,300,928	10,904,970	240	601,769	73	1,614,841	602	1,715,753	241	2,694,172	424	648,633	620	573,789	503	691,448	1,218	1,097,751	158	278,215
Minneapolis	1,763,798	2,316,000	3,044,121	83	156,390	21	405,039	288	486,585	79	333,870	148	193,925	177	168,535	181	157,827	593	404,610	71	121,852
HOUSTON	43,211	43,713	57,160	15	6,455	2	4,119	18	18,368	5	5,978	11	7,344	5	452	1	819	30	4,697	4	1,057
HUBBARD	52,779	70,177	91,993	13	17,091	5	6,631	9	17,578	8	19,204	11	6,366	4	2,198	3	1,318	23	5,158	3	3,286
ISANTI	60,325	98,497	129,270	12	8,915	4	9,317	10	28,083	11	32,202	11	11,439	6	3,860	8	4,798	21	8,182	4	6,187
ITASCA	167,671	203,955	268,081	28	27,964	5	19,320	29	55,715	19	61,756	26	28,623	14	9,255	9	3,875	48	19,877	8	9,710
JACKSON	38,024	56,420	73,885	10	7,286	2	5,326	8	9,378	5	24,370	8	12,012	6	1,701	8	2,644	21	6,885	3	2,561
KANABEC	38,913	54,865	71,839	6	9,670	2	5,178	9	18,764	5	15,280	6	6,692	4	2,119	5	1,676	18	7,228	2	1,644
KANDIYOHI	179,740	214,868	282,445	25	24,490	9	30,293	26	45,623	22	68,735	32	18,357	35	18,713	16	15,950	48	21,943	7	7,389
Wilmar	142,288	173,619	228,392	14	13,709	7	27,944	11	42,154	14	43,827	16	17,382	33	17,262	14	14,714	26	16,032	5	6,816
KITTSON	21,278	24,460	31,817	8	4,612	2	2,293	10	7,929	4	4,824	11	5,545	4	161	3	686	10	1,744	2	728
KOOCHICHING	70,698	77,015	100,994	11	7,076	6	9,471	13	19,886	9	17,293	13	9,534	11	4,482	3	1,446	34	10,035	5	4,591
International Falls	56,056	66,210	86,948	7	4,829	3	9,691	7	19,959	7	12,628	8	10,134	10	4,765	3	1,057	20	7,338	4	3,354
LAC QUI PARLE	30,777	24,662	32,083	8	4,331	4	875	9	5,824	6	5,849	5	2,457	6	879	3	1,711	16	2,264	4	974
LAKE	48,188	57,103	74,784	6	4,871	2	5,390	8	11,597	7	33,521	9	7,464	5	991	1	1,072	20	5,424	2	1,713
LAKE OF WOODS	15,116	17,403	22,529	4	2,590	2	1,624	4	5,190	1	3,415	7	4,640	2	286	0	323	8	1,947	2	516
LE SUEUR	67,653	63,852	83,668	14	7,520	4	1,611	22	14,283	11	17,756	12	10,063	8	2,477	11	3,096	39	11,219	8	3,726
LINCOLN	17,278	20,461	26,554	9	7,942	4	360	14	5,308	6	6,979	5	1,882	1	338	1	380	15	1,580	4	1,186
LYON	109,183	145,290	189,983	17	20,018	6	17,115	20	38,516	14	39,652	17	10,696	30	15,050	14	7,776	31	15,148	8	4,812
Marshall	86,931	119,674	157,366	9	12,994	5	15,080	9	34,958	9	25,028	10	10,895	25	14,234	8	5,117	19	13,298	4	3,737
MCLEOD	136,461	195,909	257,490	19	13,006	8	13,064	24	30,038	16	42,621	24	13,526	24	7,986	15	6,329	47	12,548	9	4,077
MAHNOMEN	13,341	14,098	18,178	5	18,927	2	8,724	4	27,884	3	18,357	4	8,765	3	1,988	1	1,736	6	9,244	1	2,765
MARSHALL	23,951	34,692	45,286	13	2,466	4	292	15	3,193	6	6,561	9	1,845	1	225	4	241	21	1,915	2	404
MARTIN	109,411	108,675	142,667	21	4,175	5	4,414	17	9,085	17	11,057	12	1,665	23	2,748	20	3,071	39	3,769	7	1,572
Fairmont	89,356	88,291	116,072	9	4,933	4	13,818	10	27,509	10	19,665	7	5,211	22	8,604	15	6,283	26	10,453	4	4,276

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

MINNESOTA RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
MEEKER	64,883	76,002	99,660	16	18,870	4	5,058	16	16,707	9	23,801	14	10,398	9	2,561	10	3,476	32	10,386	7	2,614
MILLE LACS	69,559	70,669	92,641	17	9,690	4	6,676	18	24,773	11	7,965	13	12,013	8	2,976	9	4,349	15	4,974	7	2,036
MORRISON	94,175	105,284	138,203	24	17,605	5	9,959	23	28,858	11	22,646	18	15,152	9	5,794	7	3,257	53	11,239	4	5,969
Little Falls	57,766	63,476	83,672	8	4,853	2	5,966	7	20,312	6	12,759	7	14,741	7	3,470	5	1,951	19	5,427	3	3,575
MOWER	168,409	189,258	248,735	25	21,599	7	18,626	34	44,566	20	58,177	25	18,943	29	11,259	18	12,195	73	23,960	9	11,145
Austin	135,909	165,826	218,048	12	13,061	6	19,992	24	48,608	17	43,213	18	20,661	27	8,362	15	9,058	51	18,495	7	8,278
MURRAY	33,301	28,410	37,017	12	4,925	5	1,816	6	5,147	6	7,393	9	2,002	7	804	5	1,313	12	2,340	5	4,973
NICOLLET	71,895	88,836	116,553	13	12,098	6	1,024	15	26,057	12	35,325	13	9,394	6	2,738	4	3,725	40	16,882	3	2,668
North Mankato	16,508	19,303	26,014	5	2,609	1	221	3	5,621	2	7,620	3	1,560	1	591	1	804	9	4,513	1	576
NOBLES	105,862	111,127	145,894	21	18,478	3	10,515	18	25,028	17	34,578	14	9,342	24	12,611	13	10,519	31	11,982	9	5,869
Worthington	90,746	98,944	129,996	13	11,291	3	9,025	8	25,578	15	29,678	9	9,547	22	10,824	12	9,028	21	10,720	8	5,038
NORMAN	21,076	25,975	33,812	13	6,838	1	2,437	10	7,520	8	11,043	3	736	6	952	1	484	11	1,912	4	1,522
OLMSTED	573,084	823,309	1,076,436	40	83,386	15	165,348	42	172,099	40	275,093	57	67,971	79	59,193	48	53,538	145	91,313	17	37,026
Rochester	491,559	781,999	1,028,124	25	84,466	12	167,490	36	187,945	38	181,361	37	71,764	67	64,620	43	46,512	97	91,472	14	37,506
OTTER TAIL	184,525	228,161	299,942	41	28,022	9	21,432	47	50,974	25	80,022	28	22,939	36	15,302	24	15,170	76	24,132	18	10,442
Fergus Falls	106,875	142,600	187,793	12	9,023	5	15,935	17	41,123	14	45,572	5	9,229	29	15,797	17	9,302	27	13,465	10	4,922
PENNINGTON	71,562	77,845	102,086	11	11,343	3	7,357	15	18,053	13	22,975	12	9,079	12	8,482	8	3,657	22	7,202	3	3,479
PINE	70,844	94,959	124,613	14	9,972	6	3,363	15	17,357	9	29,935	20	18,747	4	1,132	5	1,527	35	19,293	3	2,664
PIPESTONE	44,939	43,486	56,861	13	11,917	4	4,097	15	11,314	7	11,048	8	3,824	8	2,291	9	3,440	18	3,944	4	2,158
POLK	124,108	136,178	178,868	28	30,158	4	12,891	30	42,164	24	36,884	22	13,168	16	4,873	11	6,231	57	20,595	11	6,635
Crookston	51,559	45,400	60,218	8	5,213	2	4,890	8	14,475	9	14,026	8	7,011	9	2,556	4	1,332	10	5,241	4	1,900
E. Grand Forks	38,864	52,526	69,532	6	10,073	1	6,410	3	20,964	4	4,429	5	5,085	1	1,944	3	3,301	16	10,240	2	3,299
POPE	29,430	36,117	47,161	9	6,428	1	3,399	8	10,160	6	11,071	7	2,937	7	606	2	674	23	5,701	3	2,262
RAMSEY	2,619,655	3,716,235	4,885,296	102	223,381	43	805,722	300	761,858	108	1,178,903	218	309,887	260	222,011	200	229,428	683	487,881	85	124,179
St. Paul	1,314,314	1,715,901	2,255,001	47	78,870	26	386,391	186	403,501	57	286,429	120	160,603	112	74,940	94	67,202	456	253,875	54	63,455
RED LAKE	13,241	11,933	15,329	4	1,932	1	1,105	8	2,576	5	6,425	1	333	2	195	1	220	11	1,273	1	351
REDWOOD	66,790	67,026	87,846	19	10,409	3	6,330	18	16,227	6	22,121	13	6,808	10	4,473	9	5,797	27	7,178	4	2,575
RENVILLE	56,911	57,367	75,132	24	16,258	5	1,115	23	14,617	12	22,252	7	3,368	4	1,046	7	1,599	34	4,754	7	2,229
RICE	179,198	237,073	311,673	23	26,086	9	15,869	26	65,602	27	68,123	30	26,786	26	15,534	20	14,043	72	35,698	9	10,998
Faribault	87,345	147,883	194,748	11	9,134	6	12,542	13	46,891	15	32,714	14	21,833	15	9,986	12	8,247	35	18,077	6	8,691
ROCK	41,217	32,599	42,531	7	2,690	4	3,065	12	8,627	8	16,419	7	3,505	7	2,484	3	609	14	3,178	5	926
ROSEAU	40,067	54,766	71,708	11	5,853	4	2,508	14	16,615	10	24,517	5	4,485	8	3,441	6	4,155	14	3,515	4	2,851
ST. LOUIS	997,917	1,163,278	1,527,926	98	121,358	41	218,168	167	298,452	84	248,678	122	109,744	138	66,407	95	69,365	353	140,557	49	43,520
Duluth	510,959	646,239	850,803	37	40,476	14	158,349	75	161,261	27	89,348	55	62,791	65	42,042	51	39,236	160	83,429	22	25,673
Hibbing	113,964	113,988	150,794	10	13,200	6	22,280	17	38,007	13	19,198	11	9,679	28	8,230	12	3,922	31	10,111	7	6,050
Virginia	130,198	134,025	177,147	11	11,016	5	20,905	15	37,624	8	21,924	15	16,918	28	10,423	16	6,835	41	13,776	6	4,791
SCOTT	154 537	221,079	290,620	16	23,153	5	20,944	21	53,429	23	81,970	32	41,956	11	7,601	6	2,714	60	30,386	8	6,674
SHERBURNE	76,547	157,139	206,458	16	18,668	1	14,879	14	45,720	7	73,487	14	23,839	3	2,627	3	2,171	24	16,294	2	4,725
SIBLEY	36,867	33,967	44,331	12	4,368	2	3,194	18	10,691	4	11,205	13	3,442	4	786	5	1,391	23	3,474	6	1,169
STEARNS	884,902	1,650,484	2,148,218	65	148,869	17	154,817	90	214,556	54	324,094	58	78,056	72	65,546	50	64,173	167	117,717	20	49,170
St. Cloud	689,908	1,358,428	1,784,017	13	52,382	8	153,442	38	151,044	25	184,484	21	65,403	53	64,963	32	63,603	70	74,510	10	48,734
STEELE	126,796	172,760	227,020	16	18,979	6	14,661	18	36,019	19	61,916	13	13,152	19	10,722	22	15,713	39	18,708	5	8,285
Owatonna	110,218	158,924	208,909	11	13,522	5	15,143	13	37,204	13	39,470	10	13,585	16	11,075	17	16,229	31	17,413	4	8,557
STEVENS	42,093	51,274	67,112	8	7,609	3	4,838	10	13,632	6	20,594	4	2,020	9	3,185	7	3,428	18	6,887	2	1,536
SWIFT	43,481	35,996	47,002	11	6,752	5	2,282	14	8,777	9	5,826	10	4,165	7	863	3	237	23	2,944	5	2,339
TODD	62,335	64,625	84,685	16	10,657	7	3,110	21	18,409	11	22,770	13	7,232	7	1,883	6	889	35	4,772	7	3,133
TRAVERSE	16,946	16,175	20,912	8	2,783	1	1,507	6	3,970	3	3,170	6	1,344	6	900	3	567	7	999	3	1,106
WABASHA	60,086	73,386	96,217	15	12,492	3	1,684	18	16,986	9	40,511	15	4,910	8	2,144	13	2,843	33	7,661	4	4,450
WADENA	63,431	73,818	96,786	16	19,380	3	6,975	15	22,468	6	14,454	11	6,955	13	5,017	8	3,504	20	5,336	6	3,851
WASECA	50,753	65,628	86,005	11	13,022	3	4,533	20	23,505	8	14,673	8	6,380	6	2,076	11	4,808	19	6,195	5	4,262

METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
WASHINGTON	411,134	618,182	810,555	38	102,961	5	58,416	46	244,944	39	132,950	45	66,895	48	31,901	25	17,313	126	86,592	16	27,706
Stillwater	104,170	196,118	258,624	5	13,554	1	24,840	10	103,219	7	28,814	10	15,676	10	11,079	6	6,191	22	23,484	2	11,013
WATONWAN	41,925	40,044	52,330	15	5,863	6	2,965	11	10,491	9	20,764	9	1,857	9	2,557	8	1,883	19	4,082	3	1,331
WILKIN	28,748	29,263	38,139	8	2,154	2	2,748	6	7,663	7	8,717	5	1,888	3	485	3	1,253	18	5,398	2	873
Breckinridge	9,147	25,709	33,614	6	1,230	0	1,568	5	4,373	6	4,973	4	1,076	2	276	2	2,792	14	12,852	1	499
WINONA	196,482	277,425	364,787	23	31,381	8	33,253	30	79,076	16	74,785	25	21,109	34	16,242	18	14,643	79	38,150	8	9,804
Winona	134,930	169,194	222,816	13	15,163	5	17,826	18	53,207	13	40,362	16	18,240	29	13,147	16	7,850	58	25,768	6	5,255
WRIGHT	222,361	313,425	409,414	35	35,317	7	2,973	44	91,206	33	118,939	42	55,055	22	6,874	16	7,953	69	34,539	16	13,937
YELLOW MEDICINE	36,544	44 246	57,861	14	9,131	2	4,169	14	12,604	4	8,071	12	6,172	8	2,970	6	3,073	26	4,376	6	3,309

MISSISSIPPI RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
STATE TOTALS..........	9,044,004	11,357,667	14,934,125	867	968,545	692	1,959,924	2,603	3,372,292	1,481	3,769,717	1,374	773,696	1,541	698,153	1,062	641,490	2,752	1,020,864	754	544,994
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Biloxi-Gulfport, MS	810,869	1,015,597	1,324,200	79	81,556	38	203,099	160	261,336	125	357,145	105	61,330	99	54,361	91	55,274	314	157,183	52	47,256
Jackson, MS	1,671,893	2,404,100	3,138,923	114	169,337	78	443,103	331	616,086	178	840,690	220	210,437	272	139,599	182	153,241	468	244,197	91	107,680
Pascagoula, Ms	414,105	482,475	626,549	42	29,931	27	100,048	86	169,829	77	130,702	55	29,721	66	26,698	39	21,281	138	53,685	23	21,511
COUNTIES, Cities																					
ADAMS	218,039	232,439	297,940	16	18,789	14	46,753	47	54,667	26	101,575	18	9,995	35	20,034	26	12,689	50	18,561	16	10,682
Natchez	204,744	221,879	290,074	12	18,422	13	45,841	37	53,623	25	99,591	14	9,800	34	19,643	23	10,370	48	18,198	15	10,473
ALCORN	131,034	164,773	216,129	11	16,793	7	22,546	22	42,017	24	49,855	22	12,208	25	11,765	16	6,058	45	16,222	14	7,919
Corinth	120,105	152,912	201,932	10	13,536	6	22,616	16	42,235	20	36,498	19	12,245	24	11,826	15	6,078	42	15,519	13	7,944
AMITE	23,290	25,368	34,864	6	3,455	6	1,940	13	10,769	10	9,436	5	1,366	3	507	1	651	8	1,674	4	1,049
ATTALA	56,145	67,402	89,630	7	6,528	4	12,652	19	18,064	9	16,007	9	3,721	14	5 611	10	5,654	12	3,802	6	4,373
BENTON	6,902	6,951	9,147	1	714	1	931	6	3,586	2	1,501	4	583	0	0	1	171	4	441	2	331
BOLIVAR	117,150	141,594	186,600	7	9,037	14	19,884	52	44,628	20	44,741	21	6,354	25	10,305	14	8,702	29	9,369	12	7,397
Cleveland	89,058	112,415	148,090	4	6,427	8	17,211	17	34,765	13	33,907	12	5,794	20	9,276	11	6,190	19	8,388	8	5,261
CALHOUN	36,155	39,855	53,739	6	6,082	8	4,931	18	14,050	12	11,037	9	2,680	11	3,161	6	1,979	7	1,833	7	1,639
CARROLL	11,465	10,258	14,262	1	1,112	0	1,452	9	2,811	1	2,342	2	908	1	406	1	266	1	348	2	517
CHICKASAW	54,635	71,132	94,490	4	3,327	13	8,235	21	22,883	8	24,824	9	3,980	10	2,250	13	13,221	9	2,285	8	3,660
CHOCTAW	15,412	18,916	26,280	3	2,049	4	1,809	5	8,502	2	4,312	7	2,212	4	940	3	1,132	3	641	4	1,413
CLAIBORNE	21,632	19,709	27,490	4	3,459	4	1,446	10	9,221	5	2,342	6	2,527	3	781	2	513	5	672	3	1,174
CLARKE	40,531	28,580	39,049	3	3,045	8	3,148	15	11,426	7	6,185	6	1,660	3	1,110	5	1,910	8	694	6	1,337
CLAY	56,541	71,327	94,744	5	2,657	4	12,824	20	29,029	12	21,058	10	4,821	12	3,495	7	3,877	13	4,773	5	3,673
West Point	50,376	69,057	91,758	3	2,756	4	13,676	15	27,757	11	17,524	9	5,001	11	3,810	7	3,390	12	4,952	5	3,977
COAHOMA	132,418	142,352	187,284	8	10,451	9	16,261	44	51,720	17	45,652	18	9,985	29	13,629	14	6,897	28	9,126	8	5,187
Clarksdale	126,570	136,502	179,624	7	9,149	7	14,235	34	51,731	16	39,965	14	9,986	28	11,930	13	6,038	26	7,989	8	5,183
COPIAH	67,942	90,346	119,525	9	4,516	11	9,935	29	29,287	12	35,187	16	9,653	13	2,380	10	4,920	14	4,171	8	6,258
COVINGTON	40,491	43,291	59,148	4	6,681	7	3,755	12	13,603	5	17,109	10	6,907	7	2,752	4	1,437	8	1,179	8	2,678
DE SOTO	137,581	218,198	286,105	11	33,285	8	24,656	49	100,262	23	84,093	14	9,268	16	9,143	7	4,633	28	15,199	8	7,711

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

MISSISSIPPI RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																		
METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
FORREST	393,328	495,269	652,253	31	62,062	24	107,986	72	115,287	56	161,348	27	26,983	49	36,874	47	41,803	104	59,140	26	23,148
Hattiesburg	150,202	441,497	581,535	24	0	17	0	50	0	41	231,917	23	59,582	46	71,710	43	63,645	88	107,587	22	36,067
FRANKLIN	11,588	14,875	21,053	1	1,643	1	2,143	5	4,651	6	5,807	3	77	1	597	3	393	2	515	4	763
GEORGE	40,930	41,018	55,254	7	2,837	6	7,482	14	18,179	15	13,062	6	2,409	3	1,571	5	649	12	2,939	5	1,671
GREENE	10,142	18,305	25,661	4	2,000	2	2,612	6	6,456	6	5,873	2	1,633	1	729	1	480	3	408	4	2,455
GRENADA	107,454	133,416	175,641	6	4,103	8	19,707	22	29,526	14	83,676	12	8,937	25	7,976	10	3,782	23	8,713	10	4,292
Grenada	101,490	132,382	174,287	4	4,258	7	20,454	19	30,645	14	67,304	10	9,276	24	8,279	10	3,197	20	8,707	10	4,455
HANCOCK	84,366	102,290	135,087	8	8,349	7	14,080	23	42,591	12	32,676	10	6,793	11	3,839	6	2,526	32	9,541	8	4,071
HARRISON	726,503	913,307	1,189,114	60	73,207	34	189,019	147	218,744	97	324,469	68	54,536	88	50,522	67	52,748	245	147,642	46	43,185
Biloxi	256,611	341,049	448,673	13	16,111	11	73,841	43	69,032	28	126,755	20	16,459	40	19,736	27	16,895	101	71,122	14	16,870
Gulfport	334,802	387,493	509,651	27	15,881	15	44,983	60	97,430	46	148,487	28	30,980	37	22,004	32	23,256	103	56,477	21	18,564
HINDS	1,366,267	1,816,977	2,346,561	54	104,292	44	378,019	226	409,503	112	681,962	144	142,358	193	119,727	133	111,035	284	190,101	71	82,668
Jackson	1,253,668	1,688,943	2,200,601	48	97,983	35	355,152	185	372,568	95	640,707	122	133,746	182	112,485	125	104,318	260	177,265	58	74,099
HOLMES	55,048	43,590	58,605	8	3,497	8	2,391	37	24,234	13	9,808	12	4,362	9	1,326	6	729	10	1,095	8	2,408
HUMPHREYS	34,249	35,524	48,096	4	6,214	5	2,751	16	14,825	5	9,375	7	2,675	4	1,366	8	2,825	10	1,745	4	1,640
ISSAQUENA	714	900	1,167	0	0	0	0	4	698	1	298	0	0	0	0	0	0	0	0	0	0
ITAWAMBA	40,687	40,078	54,029	5	1,683	4	5,499	19	12,703	7	16,691	8	2,094	8	1,364	4	1,384	13	1,750	4	1,669
JACKSON	414,105	482,475	626,549	37	29,931	26	100,048	101	169,829	69	130,702	37	29,721	69	26,698	35	21,281	103	53,685	23	21,511
Moss Point	28,536	35,805	47,327	3	2,051	3	6,856	15	19,508	6	7,312	4	1,794	3	1,830	1	1,457	7	1,113	3	2,375
Pascagoula	212,446	224,064	291,453	16	14,568	7	31,857	36	72,289	34	73,553	18	16,518	29	12,196	22	10,395	46	24,418	9	9,106
JASPER	34,585	37,823	51,091	2	3,985	5	2,972	14	11,538	13	16,905	6	3,054	2	1,452	2	956	5	1,249	5	2,494
JEFFERSON	10,092	8,249	10,938	1	853	2	1,114	7	3,356	5	2,263	2	697	2	310	0	0	3	147	3	681
JEFFERSON DAVIS	27,886	40,010	53,941	3	4,208	5	5,684	14	16,071	8	11,284	2	3,436	5	1,370	1	1,007	7	1,641	3	1,953
JONES	268,880	296,032	387,517	16	20,823	16	53,688	73	78,744	24	99,791	33	15,718	46	26,102	28	25,836	58	25,619	23	16,336
Laurel	229,285	263,033	344,420	10	14,760	11	52,962	51	80,546	21	70,735	23	15,484	41	26,334	23	20,743	43	22,184	18	15,224
KEMPER	14,868	15,832	22,439	1	1,750	4	1,376	11	6,355	2	3,683	4	1,430	0	637	2	420	4	462	2	812
LAFAYETTE	90,795	127,847	168,385	12	13,446	6	16,402	22	39,679	12	34,685	12	9,340	21	12,781	13	6,089	32	13,698	10	5,785
Oxford	84,934	122,488	161,365	8	7,087	6	16,486	21	40,334	12	27,204	8	9,494	20	12,992	12	6,189	28	13,924	10	5,881
LAMAR	45,109	52,768	70,564	7	5,263	9	7,180	18	23,598	7	12,966	9	1,819	3	413	0	1,318	7	1,407	7	3,426
LAUDERDALE	381,278	478,478	625,229	22	49,387	19	98,892	80	114,404	39	167,955	48	31,447	49	26,558	42	29,322	88	48,721	19	26,806
Meridian	349,840	453,614	592,785	19	38,374	18	94,878	59	118,065	38	161,138	39	23,848	48	25,480	41	28,132	78	43,689	18	25,718
LAWRENCE	30,747	28,824	39,366	3	2,903	3	3,788	14	9,854	9	12,999	7	2,118	1	1,058	5	1,621	6	783	4	2,273
LEAKE	48,852	62,062	82,673	8	6,465	12	15,508	13	17,588	15	19,688	8	2,758	10	2,874	4	2,674	9	2,492	7	3,927
LEE	339,290	453,081	592,139	27	42,072	19	87,987	75	99,161	41	169,065	47	42,016	56	31,768	45	24,033	71	31,206	16	16,024
Tupelo	285,458	401,675	525,057	20	31,481	15	88,893	46	92,000	31	112,659	32	42,846	51	32,087	38	16,477	60	29,963	14	16,190
LEFLORE	155,793	188,410	247,294	13	15,339	8	29,897	45	55,821	22	56,058	24	12,911	28	12,421	18	14,986	62	21,323	9	7,944
Greenwood	142,831	175,290	230,136	12	13,735	8	26,771	34	54,128	21	50,198	20	12,653	26	11,122	17	12,236	59	19,094	8	7,113
LINCOLN	123,592	147,241	193,654	13	18,719	11	23,399	23	41,775	15	52,104	13	6,249	29	11,740	12	6,664	21	8,346	9	10,758
Brookhaven	114,169	140,986	185,466	11	16,180	10	23,798	16	43,440	14	45,038	12	5,402	28	12,208	11	5,558	19	7,214	9	11,109
LOWNDES	260,967	331,822	434,148	18	21,652	9	52,134	58	96,319	38	86,332	24	22,466	48	31,892	33	24,131	67	29,095	14	12,514
Columbus	243,843	309,587	405,116	14	16,608	9	51,078	46	96,323	36	74,207	21	19,311	46	31,893	31	20,742	60	26,341	13	12,446
MADISON	106,723	281,318	381,379	9	20,875	12	24,362	46	99,355	14	106,111	18	36,077	11	10,489	11	12,607	30	22,622	9	9,297
MARION	97,456	97,438	128,765	10	11,591	10	13,746	27	40,165	14	22,165	12	2,784	19	8,071	14	4,772	18	5,491	9	5,141
MARSHALL	52,751	56,101	74,906	6	4,094	6	9,609	27	20,578	9	13,744	12	5,002	5	1,049	3	768	14	3,057	5	2,282
MONROE	102,497	120,017	158,183	12	14,973	9	20,252	44	39,822	23	45,721	12	3,106	27	7,458	13	6,089	30	6,357	14	7,453
MONTGOMERY	38,785	41,003	55,235	5	3,222	8	9,268	13	15,967	8	9,555	9	2,378	7	1,589	5	1,963	8	1,766	5	2,351
NESHOBA	73,288	102,239	135,020	7	10,529	9	19,528	26	36,906	17	27,280	9	7,225	14	3,837	7	2,524	19	4,625	7	4,320
NEWTON	47,017	66,499	88,454	3	9,692	6	5,890	26	27,201	13	27,133	9	3,607	6	2,610	4	1,923	10	2,937	6	2,165
NOXUBEE	23,231	23,271	32,131	4	2,276	6	2,872	19	12,011	7	4,728	8	2,173	5	539	5	1,925	1	784	5	2,550

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
OKTIBBEHA	115,075	142,416	187,368	9	12,439	7	19,822	22	42,138	20	40,385	20	14,077	30	12,619	19	9,070	10	15,425	10	4,807
Starkville	108,189	138,722	182,531	8	12,757	6	20,328	17	43,213	17	31,608	19	14,437	29	12,941	18	7,560	29	15,818	8	4,930
PANOLA	78,628	106,310	140,324	10	8,466	8	16,042	28	38,527	17	42,155	11	3,662	17	5,548	6	3,514	27	5,462	10	5,797
PEARL RIVER	115,848	141,789	186,551	12	17,071	8	20,054	26	42,871	24	54,184	10	4,339	15	5,750	12	10,033	31	12,190	10	11,865
Picayune	85,884	115,812	152,537	6	14,749	4	15,049	18	41,101	17	36,916	4	3,748	13	4,968	10	7,962	14	9,763	7	10,250
PERRY	17,811	18,146	25,454	0	1,984	4	3,319	13	11,987	3	1,648	2	1,621	2	722	2	476	3	174	4	901
PIKE	164,508	200,195	262,649	13	20,268	10	25,675	28	51,793	23	62,531	20	11,240	30	16,573	16	15,583	44	25,381	14	13,045
McComb	141,687	171,720	225,418	8	12,674	7	23,556	13	48,822	19	43,545	15	11,184	27	15,649	15	13,826	34	23,541	12	11,576
PONTOTOC	43,891	47,844	64,148	8	2,961	4	6,528	18	21,869	11	6,274	10	2,577	6	3,448	3	1,621	11	2,398	6	2,156
PRENTISS	65,717	95,593	126,361	6	6,573	5	12,860	18	34,844	13	38,581	9	2,799	15	3,070	12	3,069	15	6,208	9	5,006
QUITMAN	27,600	21,902	30,348	4	2,366	7	3,088	19	9,858	7	4,262	7	626	4	1,213	5	730	7	689	4	1,123
RANKIN	198,903	305,805	410,982	22	44,170	15	40,723	49	107,228	25	52,617	30	32,003	19	9,382	17	29,599	53	31,474	13	15,715
SCOTT	78,696	92,701	122,593	12	9,083	9	13,020	31	31,349	21	32,647	14	7,396	10	2,632	14	4,800	18	5,196	10	4,604
SHARKEY	17,353	14,001	20,053	2	1,564	4	1,677	13	7,149	3	3,290	3	1,172	5	393	1	375	5	694	2	726
SIMPSON	66,220	85,882	113,708	7	6,461	9	13,691	25	28,603	12	33,772	9	4,897	12	6,514	6	2,431	14	5,664	8	5,771
SMITH	27,719	27,949	38,226	3	3,631	3	3,890	12	10,855	9	12,427	5	1,343	5	962	2	715	5	279	5	905
STONE	31,464	39,362	53,097	7	7,444	4	1,975	9	11,504	10	15,790	7	4,719	3	1,510	2	993	7	2,930	4	2,221
SUNFLOWER	77,167	111,937	147,656	5	2,657	11	17,947	42	39,975	15	36,234	13	7,368	21	6,582	9	2,388	18	6,318	11	5,362
TALLAHATCHIE	23,630	24,486	33,714	4	2,031	2	3,431	17	10,212	8	7,037	6	977	3	529	1	629	8	657	5	2,209
TATE	74,115	101,439	133,978	5	3,084	3	13,633	25	41,592	11	34,836	8	12,691	12	4,559	5	1,171	14	10,135	4	2,140
TIPPAH	57,966	67,930	90,318	9	9,900	4	9,191	18	21,999	14	23,443	9	4,092	9	2,138	6	3,246	12	2,239	5	2,735
TISHOMINGO	50,340	50,179	67,190	10	6,139	6	6,838	23	23,026	15	8,913	10	2,240	10	1,870	8	4,378	13	1,708	5	2,644
TUNICA	22,281	23,371	32,262	2	2,516	2	3,283	12	5,904	4	5,295	5	1,987	2	918	2	602	8	1,681	2	1,169
UNION	55,719	74,542	98,933	6	6,243	4	14,623	10	19,802	14	15,763	12	7,706	14	5,519	8	3,830	21	6,414	5	3,551
WALTHALL	31,549	41,954	56,474	4	4,131	6	6,149	12	10,979	10	19,676	5	3,341	6	1,979	1	1,058	8	2,326	4	2,064
WARREN	220,650	297,186	389,020	15	18,162	11	56,217	60	98,548	24	89,779	24	17,055	37	16,996	19	14,366	51	34,421	11	15,188
Vicksburg	203,173	275,488	360,683	13	14,308	10	55,534	50	99,382	21	70,730	19	17,200	35	17,140	18	11,636	48	32,946	10	15,229
WASHINGTON	283,826	345,330	451,748	20	25,845	18	79,575	78	94,700	44	112,296	33	12,760	52	30,542	37	23,458	52	25,150	18	12,813
Greenville	244,845	302,194	395,431	14	14,885	14	73,430	53	75,349	32	79,260	27	11,976	46	28,206	30	16,140	47	23,174	12	10,763
WAYNE	57,692	65,285	86,872	7	7,052	6	6,681	12	22,737	12	15,145	9	6,969	16	4,423	7	6,027	15	3,699	7	3,624
WEBSTER	23,650	27,205	37,257	6	4,022	3	3,791	10	8,599	11	11,213	9	1,735	4	1,057	3	697	7	1,095	4	1,645
WILKINSON	21,418	23,327	32,204	2	2,512	4	3,975	13	11,310	4	5,285	6	2,405	9	1,574	2	602	6	992	5	1,422
WINSTON	47,292	61,648	82,133	7	5,364	4	8,358	22	19,626	11	23,456	8	2,892	12	3,792	9	4,757	13	2,463	11	4,778
YALOBUSHA	44,542	39,083	52,733	4	3,728	8	3,771	19	25,167	9	4,848	11	2,008	3	518	6	1,747	3	1,696	6	1,121
YAZOO	75,508	75,990	100,820	8	4,763	6	9,656	27	27,526	11	20,716	17	5,775	23	6,943	9	3,551	16	3,616	6	4,116

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

MISSOURI RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS.........	21,655,411	30,175,565	39,090,530	1,805	2,442,386	825	5,086,502	3,571	7,689,728	2,601	9,411,023	3,119	2,675,674	2,904	1,750,558	2,332	1,752,255	8,319	3,847,206	1,024	1,208,058
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Columbia, MO	449,299	730,914	961,701	46	67,842	17	125,534	64	195,517	52	222,463	68	52,686	95	61,618	68	45,742	162	99,696	15	34,512
Joplin, MO	621,749	857,101	1,121,680	52	64,140	26	135,337	119	219,478	91	296,952	81	71,100	88	58,962	62	47,001	228	13,323	24	27,865
Springfield, MO	1,085,862	1,716,120	2,234,805	95	149,319	32	269,643	177	418,413	138	568,246	113	100,051	169	75,277	136	132,334	387	193,514	35	52,061
St. Joseph, MO	436,287	537,114	708,350	29	33,669	19	85,467	54	152,363	45	185,063	51	39,465	41	33,000	36	20,353	144	61,738	20	16,502
St. Louis, MO-IL	10,854,288	15,261,662	19,691,034	674	866,287	254	2,400,496	1,441	3,111,684	984	4,257,079	1,241	1,138,354	1,438	1,583,458	1,114	798,072	4,090	2,478,742	478	566,376
Kansas City, MO-KS	7,199,672	10,288,439	13,515,748	454	689,424	196	1,884,250	979	2,372,170	622	3,397,712	735	853,755	850	679,410	760	626,481	2,409	498,307	300	387,172
COUNTIES, Cities																					
ADAIR	119,052	157,544	201,192	14	16,467	5	21,547	12	43,054	16	45,411	16	13,187	27	11,623	10	10,259	42	22,720	2	4,687
Kirksville	116,862	154,646	198,571	14	13,109	5	21,458	12	43,194	16	35,046	12	13,229	27	11,661	10	8,375	40	2,025	2	4,702
ANDREW	32,797	33,703	43,651	8	4,243	2	4,846	6	8,261	6	14,813	4	5,566	4	346	2	1,154	6	2,040	2	937
ATCHISON	28,784	22,781	29,316	9	2,675	2	3,537	7	7,378	5	3,748	8	6,914	5	324	3	843	11	6,288	3	416
AUDRAIN	95,976	115,315	149,736	17	15,842	6	17,559	18	39,338	18	29,027	14	8,325	18	10,240	10	9,101	31	7,873	7	5,032
Mexico	74,397	89,388	116,369	9	11,913	4	13,206	11	29,583	12	17,686	9	7,156	14	7,701	7	6,845	20	12,583	6	3,784
BARRY	89,188	99,700	130,268	11	12,928	3	15,717	23	31,394	20	27,184	12	11,281	17	3,619	5	2,611	39	5,033	7	3,155
Monett	43,064	48,140	63,329	4	4,863	2	9,497	8	18,969	6	3,600	5	6,816	11	2,577	3	1,578	15	3,049	3	1,906
BARTON	30,741	36,477	47,292	5	4,418	8	8,529	9	8,784	6	8,786	8	4,244	8	752	2	1,359	11	3,415	4	1,216
BATES	43,875	52,002	67,667	11	8,910	6	4,591	17	16,420	6	21,140	5	1,894	11	2,712	6	2,239	24	5,828	4	1,333
BENTON	34,866	44,569	57,912	5	3,573	4	6,988	9	12,144	6	14,871	10	2,354	2	1,951	4	1,323	21	985	1	1,350
BOLLINGER	17,716	25,646	33,077	3	2,587	3	190	8	7,081	3	6,278	4	3,256	1	1,115	1	950	7	86,268	1	770
BOONE	449,299	730,914	961,701	46	67,842	17	125,534	64	195,517	52	222,463	68	52,686	95	61,618	68	45,742	162	99,696	15	34,512
Columbia	412,315	670,749	880,022	29	48,908	13	112,277	39	189,059	27	198,972	42	51,186	67	55,111	41	35,775	112	72,955	18	30,867
BUCHANAN	436,287	537,114	708,350	29	33,669	19	85,467	54	152,363	45	185,063	51	39,465	41	33,000	36	20,353	144	61,738	20	16,502
St. Joseph	424,459	522,553	685,266	28	31,173	20	79,129	61	149,856	41	171,341	46	36,538	46	32,457	32	18,844	130	21,962	18	15,278
BUTLER	192,174	233,176	305,448	16	23,823	7	37,126	36	60,311	31	89,599	26	14,388	30	16,448	23	14,554	62	17,907	11	9,486
Poplar Bluff	173,951	211,065	276,726	10	22,959	7	35,779	26	60,255	27	65,155	19	14,374	28	15,851	20	11,061	50	2,233	10	9,453
CALDWELL	18,841	13,342	16,928	6	1,392	2	2,043	6	3,838	6	4,909	5	1,380	1	570	1	487	13	0	1	394
CALLAWAY	95,792	133,658	174,836	12	25,334	4	21,094	18	36,410	7	23,575	22	20,495	12	4,988	8	5,518	34	8,500	5	3,777
Fulton	57,423	80,122	105,184	6	6,076	3	14,764	9	30,630	6	16,501	8	7,731	10	3,492	6	3,862	21	42,168	3	2,644
CAMDEN	108,031	193,778	253,740	15	27,847	4	30,615	27	60,702	18	57,463	19	12,180	15	5,960	11	10,416	62	49,654	3	3,010
CAPE GIRARDEAU	324,974	511,436	658,497	23	38,112	14	103,241	45	130,525	35	147,474	47	40,991	62	36,744	44	43,011	91	48,196	17	14,873
Cape Girardeau	273,134	429,851	555,311	14	20,472	11	82,428	29	110,693	29	117,743	31	35,345	53	34,959	34	34,340	71	3,491	12	11,146
CARROLL	32,240	30,749	39,774	8	4,420	5	3,102	11	9,523	5	5,261	7	2,964	8	2,151	3	1,164	16	1,936	4	1,328
Carrollton	26,575	25,346	33,063	6	3,301	4	2,317	6	9,261	3	3,929	5	2,214	7	2,137	3	953	10	2,628	4	1,320
CARTER	10,064	10,159	12,751	2	667	2	1,450	5	2,216	0	2,281	4	2,634	1	405	0	346	10	15,454	1	279
CASS	166,814	255,152	334,290	14	18,211	9	44,847	31	84,323	22	85,038	30	28,128	12	2,047	17	7,704	56	3,217	10	10,217
CEDAR	46,650	38,032	49,333	6	2,489	7	5,953	8	12,307	6	15,538	8	4,393	8	494	6	904	13	1,763	5	1,298
CHARITON	27,850	20,831	26,757	9	1,999	2	3,228	10	6,803	7	4,835	7	2,025	6	594	1	769	14	4,185	1	624
CHRISTIAN	66,782	110,431	144,352	5	3,296	3	17,417	11	41,522	8	58,435	8	6,513	5	4,862	6	2,127	21	2,441	3	3,362
CLARK	22,349	24,972	32,192	4	4,719	3	3,885	7	5,936	4	5,090	6	3,749	1	1,085	1	925	11	101,859	1	750
CLAY	806,215	1,142,385	1,489,251	39	97,402	24	265,685	77	259,185	68	426,914	79	106,303	92	55,642	55	56,132	185	0	27	40,903
Excelsior Spring	57,186	81,031	106,452	4	2,742	5	14,529	10	40,503	7	23,345	7	5,812	5	2,105	5	3,042	20	5,324	3	3,010
CLINTON	44,370	62,473	81,410	7	5,515	3	9,822	16	21,467	11	13,846	8	6,151	8	1,866	3	1,139	16	43,860	5	1,961
COLE	341,235	594,241	779,326	20	37,431	14	104,670	29	119,640	24	218,269	27	27,227	53	42,918	37	41,629	82	52,914	9	18,153
Jefferson City	327,457	570,247	752,077	17	26,807	12	100,086	23	120,832	23	208,710	21	26,033	52	41,039	34	39,806	76	6,895	9	17,359
COOPER	49,415	59,911	78,047	6	2,816	7	5,305	8	16,460	9	21,853	7	7,092	8	2,366	7	3,283	20	4,219	5	3,084
Boonville	38,438	46,602	61,009	5	2,126	4	4,004	4	12,424	7	16,493	3	5,353	7	2,417	6	2,478	16	0	4	3,086
CRAWFORD	65,055	79,039	103,152	7	8,952	6	12,445	16	18,309	12	16,225	16	19,850	6	1,071	3	1,676	23	651	5	1,716

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
DADE	13,499	13,882	17,637	3	1,368	3	272	7	4,780	4	3,348	8	2,709	2	595	3	507	3	2,208	3	411
DALLAS	35,840	39,061	50,683	5	4,891	1	6,116	9	19,881	8	8,079	9	3,772	1	1,707	3	1,457	8	1,016	1	1,180
DAVIESS	14,365	22,041	28,345	6	1,945	2	3,421	4	4,938	3	6,803	8	4,047	2	956	1	813	9	5,590	3	660
DE KALB	14,678	18,053	23,111	3	1,280	1	2,789	7	4,160	3	4,385	6	2,739	0	779	1	663	13	3,792	0	537
DENT	46,669	51,081	66,459	8	8,143	6	8,018	10	17,355	7	9,621	6	2,739	5	2,238	8	3,588	13	2,094	2	1,548
DOUGLAS	23,815	42,925	55,754	5	8,680	4	15,011	5	9,586	7	6,384	6	3,717	5	600	2	1,603	11	10,969	2	1,298
DUNKLIN	135,196	143,669	187,975	12	14,999	18	26,938	31	39,213	29	45,972	26	11,512	22	5,865	19	9,507	44	3,991	11	5,571
Kennet	67,938	72,196	94,881	4	7,845	9	16,154	11	26,346	14	14,916	5	2,576	13	4,183	10	5,003	15	40,509	5	2,778
FRANKLIN	296,741	414,802	534,585	34	52,854	15	39,260	62	124,866	45	135,975	55	51,364	33	17,699	33	17,762	106	4,918	19	14,544
GASCONADE	45,649	59,540	77,561	6	5,712	8	9,252	10	15,995	11	18,245	13	3,386	7	844	9	3,642	23	1,078	2	1,807
GENTRY	23,646	26,012	33,557	7	6,078	3	3,769	8	7,861	6	9,667	7	838	8	1,149	3	691	10	148,059	3	727
GREENE	1,019,080	1,605,689	2,090,453	71	146,023	28	252,226	121	376,891	90	509,812	93	93,538	167	70,416	121	130,206	302	191,073	34	48,698
Springfield	945,207	1,489,293	1,939,772	59	101,794	27	231,306	103	365,021	78	467,531	81	85,781	163	64,575	114	119,408	278	7,017	29	47,592
GRUNDY	42,441	44,128	57,333	9	4,253	7	7,551	14	15,508	3	10,882	8	1,927	11	3,121	3	850	19	5,218	2	1,335
Trenton	40,103	41,697	54,199	9	3,369	6	7,220	12	14,827	3	10,404	6	1,842	11	3,082	3	691	16	2,285	2	1,276
HARRISON	48,528	68,794	89,706	6	4,156	4	10,823	8	16,543	5	17,028	12	13,043	10	2,294	3	2,577	7	9,815	2	2,091
HENRY	74,474	102,386	133,794	15	11,273	10	15,799	19	32,789	19	17,446	18	7,696	19	7,449	12	7,014	34	9,576	7	7,729
Clinton	57,512	79,067	103,622	10	6,251	6	12,891	10	28,726	9	9,611	6	5,681	15	6,078	10	5,723	23	0	5	6,306
HICKORY	7,988	8,741	10,890	2	605	0	1,314	4	2,443	1	2,067	5	1,070	1	367	1	312	11	887	2	253
HOLT	22,262	22,244	28,612	4	2,195	3	2,992	9	3,367	5	9,799	7	5,776	0	835	1	713	10	1,655	1	578
HOWARD	21,000	21,601	27,768	4	1,706	3	852	7	7,371	7	3,051	9	2,964	2	935	2	798	7	11,435	3	1,312
HOWELL	123,894	157,153	205,672	12	14,503	13	24,610	25	49,888	28	51,457	18	10,191	27	6,695	12	7,648	43	8,337	11	6,428
West Plains	85,803	108,837	142,575	6	6,608	6	22,771	15	35,622	16	26,427	10	7,382	21	5,478	11	6,544	30	2,203	7	4,200
IRON	31,212	36,012	46,681	6	3,778	5	2,271	13	13,901	8	12,590	9	2,451	2	1,572	3	1,894	11	634,162	2	1,088
JACKSON	3,424,679	4,625,848	6,013,315	173	272,949	71	763,413	410	999,097	234	1,526,873	304	353,481	386	318,914	256	259,489	979	59,064	123	183,414
Blue Springs	135,706	183,303	238,077	9	17,248	3	22,405	16	50,014	17	60,263	14	13,666	7	4,762	11	7,715	43	50,443	6	4,764
Independence	517,057	698,409	907,295	32	40,230	12	128,820	70	178,195	59	259,383	47	52,290	84	6,947	51	5,653	151	342,096	20	29,535
Kansas City	1,822,589	2,461,842	3,191,474	86	105,908	37	390,109	265	435,271	108	511,198	190	181,233	263	219,075	163	121,619	665	76,576	75	89,895
JASPER	487,940	694,692	911,162	38	49,234	19	109,936	74	166,680	64	240,929	51	50,597	68	54,373	48	39,805	146	9,076	21	25,238
Carthage	67,481	96,074	126,594	7	4,637	3	13,588	11	38,426	16	18,258	10	10,924	9	10,250	7	1,591	22	58,334	5	1,610
Joplin	355,501	506,135	666,170	21	33,238	14	93,683	41	112,525	38	162,651	27	34,036	50	36,708	32	26,872	91	56,663	10	21,508
JEFFERSON	429,029	674,012	884,021	36	52,999	11	97,441	75	245,567	64	173,597	73	91,479	33	19,194	35	25,799	103	10,652	20	18,719
Crystal City	57,894	90,952	119,876	2	5,916	2	10,877	5	26,918	14	30,754	6	7,729	10	5,502	5	1,452	17	2,439	2	2,089
Festus	50,151	78,788	103,929	2	5,512	1	10,136	7	30,717	3	18,055	6	9,997	7	3,100	7	5,316	7	27,750	3	1,947
JOHNSON	104,373	144,349	188,868	10	14,131	7	72,788	20	42,538	14	44,117	31	11,694	13	3,752	13	6,694	40	20,175	6	5,602
Warrensburg	75,065	103,816	135,958	4	4,007	3	18,284	9	30,771	9	28,352	15	9,977	12	3,010	12	5,371	24	692	4	4,495
KNOX	11,292	9,283	11,601	3	1,239	5	940	4	2,139	3	2,202	3	877	2	391	2	332	6	10,355	2	270
LACLEDE	112,281	145,361	190,196	12	18,025	7	22,949	19	34,676	15	34,033	25	22,785	17	5,536	10	4,664	36	10,942	6	2,676
Lebanon	101,980	132,025	172,987	11	14,156	5	18,022	13	35,000	14	26,727	20	22,998	16	5,587	8	3,663	31	11,097	6	2,668
LAFAYETTE	86,076	98,259	128,377	14	9,016	11	10,998	25	32,514	21	34,962	18	7,627	10	2,658	13	4,048	47	3,655	11	3,997
Lexington	24,102	27,513	36,466	3	2,240	4	2,733	4	10,884	5	8,114	2	1,895	5	1,618	3	1,005	17	10,421	2	993
LAWRENCE	80,331	101,693	132,884	13	12,285	6	16,033	26	36,177	13	43,091	15	5,087	10	2,322	10	4,212	33	2,156	7	3,079
LEWIS	33,513	28,458	36,767	6	3,834	3	4,437	10	7,346	8	12,934	9	2,419	3	1,239	2	1,057	13	4,622	1	856
LINCOLN	63,608	102,077	133,388	9	9,253	5	16,093	19	34,193	13	38,674	19	10,424	7	1,056	4	2,918	21	5,237	4	4,240
LINN	58,515	63,170	82,325	12	6,312	7	11,855	13	18,707	9	14,707	13	7,648	13	1,572	9	4,060	22	3,423	4	2,762
Brookfield	40,902	44,156	57,879	5	1,573	3	9,082	7	14,331	5	6,710	8	6,552	10	1,204	6	2,865	14	6,933	2	2,116
LIVINGSTON	75,419	86,944	113,527	9	11,727	7	13,699	12	24,387	12	24,373	17	10,316	18	5,076	12	6,073	26	6,749	3	2,645
Chillicothe	71,495	82,420	107,843	8	11,190	5	13,071	11	23,271	11	23,256	13	10,320	17	5,078	12	4,941	24	1,988	3	2,524
MCDONALD	40,197	49,065	63,813	8	6,997	3	7,899	11	15,968	8	8,611	12	3,692	2	2,150	1	1,833	16	4,749	4	1,486
MACON	45,213	64,021	83,442	12	10,077	4	6,740	12	20,878	8	18,755	12	4,738	9	3,112	6	2,761	22	5,183	4	2,456
Macon	36,334	54,244	71,449	6	4,755	3	6,694	4	20,954	5	13,716	7	3,414	8	3,288	5	2,743	17	5,038	3	2,440
MADISON	30,499	41,122	53,388	6	3,321	3	6,442	11	13,091	4	5,259	9	5,892	5	612	3	2,013	17	1,363	2	1,243

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

MISSOURI RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
MARIES	11,908	14,943	19,029	2	1,056	3	2,296	5	4,378	6	3,612	6	1,439	1	641	1	547	6	989	0	0
MARION	136,916	167,932	219,819	11	20,364	8	23,107	22	54,690	19	55,552	27	28,525	22	7,706	15	8,529	58	17,831	5	5,862
Hannibal	54,218	66,500	87,515	8	16,565	7	21,897	14	34,234	13	30,329	14	16,537	19	5,521	13	8,116	44	13,529	4	4,996
MERCER	9,885	6,178	7,526	5	683	0	853	5	2,223	2	1,343	3	1,076	1	238	2	204	9	8,229	2	165
MILLER	77,586	118,635	155,119	10	13,562	5	18,716	17	28,798	10	35,635	14	7,525	15	3,471	11	5,324	44	1,750	2	3,615
MISSISSIPPI	49,699	69,035	90,022	9	7,291	6	12,596	19	16,618	12	23,566	15	11,427	6	2,398	3	1,307	17	3,126	6	2,778
MONITEAU	38,191	45,920	59,685	8	4,242	1	6,749	9	12,147	14	25,390	7	2,173	9	1,900	5	1,062	12	1,435	3	957
MONROE	21,931	26,817	34,613	7	4,664	3	4,176	11	10,525	3	6,569	10	3,197	7	839	4	1,118	13	4,447	2	807
MONTGOMERY	33,149	61,775	80,494	5	4,456	3	2,791	14	19,902	12	15,129	16	12,495	1	2,711	3	2,311	13	9,475	2	1,875
MORGAN	50,083	75,031	97,892	6	11,593	4	11,812	12	23,250	9	20,703	9	8,052	7	3,298	3	3,384	31	4,335	4	2,282
NEW MADRID	72,796	68,254	88,997	11	4,518	4	10,738	23	15,782	8	8,163	18	19,005	24	6,548	9	3,925	21	16,447	8	3,402
NEWTON	133,809	162,409	210,518	10	14,906	6	25,401	27	52,798	25	56,023	22	20,502	10	4,589	12	7,196	42	4,247	5	2,627
Neosho	78,580	95,375	124,011	8	10,483	3	17,865	8	29,609	16	35,764	7	9,477	9	3,227	7	4,149	24	9,827	3	1,848
NODAWAY	71,977	83,526	109,041	17	8,873	7	9,249	13	26,032	14	20,050	14	9,578	16	6,055	6	2,465	30	9,845	5	2,040
Maryville	54,702	63,479	83,177	12	4,100	5	6,672	6	26,076	11	14,463	4	3,045	15	4,368	5	2,009	22	0	4	2,038
OREGON	29,474	36,844	47,773	4	6,799	7	834	7	11,343	6	9,067	8	3,818	4	936	2	1,374	9	1,714	2	1,113
OSAGE	28,335	46,648	60,641	7	4,407	3	6,387	7	6,804	5	30,757	6	2,963	1	1,783	3	1,521	12	1,433	2	1,233
OZARK	17,624	21,799	28,028	4	3,448	3	238	7	6,356	6	8,235	4	2,121	3	943	1	805	6	3,063	1	653
PEMISCOT	56,722	73,439	95,802	7	4,768	5	10,850	23	27,980	13	10,494	13	11,160	11	1,919	9	3,133	20	10,947	4	2,482
PERRY	55,578	81,626	106,547	9	8,847	6	12,857	8	13,332	8	15,541	16	13,213	4	1,048	9	3,257	23	27,278	4	2,915
PETTIS	165,780	211,224	274,585	27	28,509	9	31,529	22	53,065	28	83,064	23	13,689	18	11,617	22	11,545	58	21,789	7	7,523
Sedalia	154,835	197,279	256,485	24	21,104	9	31,231	19	53,460	24	59,432	20	13,790	17	11,702	19	8,199	49	27,691	7	7,491
PHELPS	170,215	217,372	282,653	13	27,131	4	27,897	20	54,336	24	69,394	29	20,334	26	15,502	18	8,822	47	22,094	6	5,333
Rolla	142,224	181,626	236,246	7	16,011	3	24,896	11	44,522	17	49,520	18	17,074	22	13,881	15	7,872	39	4,509	4	4,760
PIKE	55,806	56,294	73,300	10	5,254	7	8,834	17	18,676	9	12,444	16	8,575	10	2,440	5	1,147	22	36,563	4	2,869
PLATTE	130,509	254,124	332,941	14	34,681	3	40,171	23	82,111	9	36,603	26	33,494	7	5,612	11	6,214	53	8,271	11	12,739
POLK	63,354	79,328	103,531	8	6,279	9	14,816	13	21,082	12	31,972	9	7,833	11	2,856	4	1,428	17	14,508	4	2,656
PULASKI	92,950	125,643	164,317	12	10,798	4	19,826	15	28,006	23	41,481	20	12,145	11	2,356	7	3,790	48	2,624	5	3,175
Waynesville	28,936	39,114	51,459	3	1,723	1	5,505	5	5,356	8	15,667	8	10,282	6	1,392	1	1,052	13	957	2	882
PUTNAM	15,513	10,971	13,816	3	777	3	1,667	5	4,036	4	2,844	3	1,045	6	377	0	397	8	356	1	322
RALLS	11,625	14,924	19,005	1	1,053	1	2,293	8	6,266	4	3,608	4	1,157	1	640	2	546	6	9,265	0	444
RANDOLPH	108,278	119,796	156,643	18	14,565	3	18,900	13	32,064	15	44,511	15	8,504	17	6,928	14	6,265	30	8,772	7	2,985
Moberly	99,518	110,104	144,206	14	12,228	3	15,869	9	32,128	14	37,373	9	8,520	16	6,942	13	5,260	26	5,606	7	2,978
RAY	53,140	65,452	85,320	7	8,290	2	10,294	6	16,511	8	10,100	12	12,777	11	2,555	6	2,106	20	3,628	6	3,004
Richmond	39,785	49,003	63,989	4	6,142	2	7,626	2	12,233	6	7,482	6	9,466	10	2,562	5	1,560	14	512	4	2,226
REYNOLDS	17,078	13,385	16,985	3	942	2	2,050	10	5,552	5	3,512	3	1,285	0	573	1	488	6	977	2	396
RIPLEY	31,452	46,632	60,620	3	3,362	3	7,316	12	17,707	6	15,205	4	4,109	5	442	1	1,742	8	0	3	1,744
ST. CHARLES	664,725	1,198,225	1,572,021	52	131,735	18	180,221	74	310,921	60	383,580	93	170,381	61	63,451	64	61,720	144	2,880	22	31,052
ST. CLAIR	24,952	25,992	33,531	5	2,327	2	4,046	7	5,191	7	9,022	7	5,102	1	1,129	2	963	10	8,136	1	781
STE. GENEVIEVE	41,869	47,184	61,022	4	1,800	4	2,114	14	12,471	8	15,546	12	8,077	1	2,055	8	2,051	23	15,769	3	1,590
ST. FRANCOIS	172,754	218,393	286,046	17	19,619	9	34,514	33	61,146	28	64,803	37	27,379	15	6,770	15	12,199	48	4,766	12	7,961
Flat River	41,415	52,356	69,113	4	5,665	3	10,162	5	15,277	6	7,546	8	4,415	6	3,847	7	4,997	9	863,642	3	2,742
ST. LOUIS	5,451,674	7,806,883	10,068,794	264	482,668	102	1,553,025	544	1,878,039	376	2,552,133	517	620,749	765	576,119	585	596,087	1,629	1,011,251	216	368,166
SALINE	91,828	102,632	134,116	13	9,634	10	20,128	22	26,348	14	28,471	20	7,733	16	4,631	9	4,491	34	7,506	6	10,116
Marshall	69,434	77,603	101,718	8	5,604	6	19,408	10	20,723	9	15,158	8	5,941	13	3,855	8	3,739	25	959	5	8,421
SCHUYLER	12,720	12,486	15,805	2	876	0	1,907	5	2,160	2	2,999	8	2,268	3	532	1	455	5	1,496	0	367
SCOTLAND	16,734	17,612	22,532	3	2,527	3	1,225	4	4,155	2	4,277	8	2,639	5	1,669	2	647	7	19,504	1	525
SCOTT	163,739	233,869	306,358	22	35,221	10	46,081	40	62,147	16	72,689	30	16,790	17	6,338	16	12,162	59	20,729	13	7,200
Sikeston	126,871	181,210	237,477	12	19,410	7	37,668	20	50,801	14	59,418	11	11,035	15	5,182	12	9,941	38	824	7	5,735
SHANNON	9,807	10,017	12,564	2	697	1	1,515	7	5,186	5	748	2	950	1	424	0	362	6	1,245	1	292

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
SHELBY	16,028	21,357	27,448	4	1,523	3	1,530	7	7,159	1	5,210	9	3,469	3	1,002	1	789	8	13,216	2	640
STODDARD	96,246	139,509	179,819	16	11,827	10	18,519	28	31,417	18	64,945	24	12,489	15	4,118	10	5,665	41	9,239	7	5,240
Dexter	70,802	102,628	132,836	6	4,784	5	15,554	15	24,543	12	44,384	11	11,721	13	3,458	7	3,872	24	5,763	3	4,401
STONE	31,175	50,595	65,499	7	10,609	6	1,730	12	18,673	9	11,159	6	2,670	7	845	4	1,068	24	390	2	1,525
SULLIVAN	11,338	11,665	14,405	4	1,340	4	755	4	3,336	3	2,734	6	839	3	122	3	404	8	32,138	1	336
TANEY	101,256	146,390	191,224	10	15,008	9	23,071	21	36,138	20	25,898	18	8,898	16	4,616	7	3,979	75	5,582	9	5,540
TEXAS	71,986	85,566	111,361	11	15,371	8	8,233	18	23,712	16	35,930	15	5,819	11	1,250	6	1,198	28	8,267	5	2,374
VERNON	55,087	78,243	102,785	5	6,679	4	12,402	11	15,949	8	25,445	13	5,541	15	3,638	11	7,103	34	8,452	2	2,395
Nevada	50,783	72,130	94,364	4	5,941	4	11,031	10	14,187	8	22,634	9	5,548	14	3,643	10	6,319	25	10,034	2	2,130
WARREN	36,832	59,902	78,714	6	8,200	3	9,498	10	20,532	7	14,005	7	6,132	2	2,649	3	2,050	18	3,691	2	1,833
WASHINGTON	42,857	48,951	63,341	4	5,330	6	8,971	9	15,388	12	12,406	14	4,756	1	2,133	2	1,820	12	1,784	3	1,286
WAYNE	23,759	32,084	41,204	5	4,718	4	1,843	9	12,747	4	9,860	6	974	6	555	2	1,183	13	5,284	2	960
WEBSTER	46,489	71,919	93,485	10	4,806	4	11,281	10	19,061	7	15,156	14	12,645	10	1,562	3	1,572	19	848	3	2,441
WORTH	7,021	7,101	8,415	5	807	1	1,015	5	2,361	3	1,598	4	690	1	283	2	242	4	1,651	1	196
WRIGHT	33,570	53,301	69,050	7	3,640	8	13,595	10	18,407	8	10,417	6	1,362	6	1,304	2	1,984	24	5,746	3	1,610
ST. LOUIS CITY (Ind. City)	1,698,226	2,124,035	2,631,834	76	145,882	28	272,859	285	552,208	130	460,302	194	204,021	206	108,865	124	96,446	969	524,048	87	133,590

MONTANA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS.........	3,955,199	4,345,449	5,732,657	444	474,206	164	612,441	706	1,180,954	495	1,354,945	548	361,916	571	273,207	411	295,744	2,114	603,134	178	191,681
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Billings, MT	782,708	884,100	1,155,754	49	114,604	18	156,099	100	203,695	60	297,546	67	55,709	87	56,819	72	72,781	285	114,469	17	38,631
Great Falls, MT	452,936	503,356	655,448	23	38,716	15	64,076	55	111,492	50	183,787	45	34,030	54	33,648	49	46,365	200	67,586	10	26,394
COUNTIES, Cities																					
BEAVERHEAD	36,284	34,181	46,266	7	4,146	1	8,316	8	9,391	6	11,458	5	2,042	8	2,174	4	631	23	4,480	2	1,315
BIG HORN	39,248	35,883	48,494	5	1,232	3	8,546	11	10,443	8	12,721	12	6,938	6	1,711	1	648	17	3,401	3	429
BLAINE	19,668	19,984	27,682	7	2,425	4	4,566	6	6,386	6	7,828	4	1,027	8	1,101	1	345	16	1,899	2	721
BROADWATER	10,483	8,875	13,141	2	675	1	2,318	3	3,350	1	1,877	4	1,862	0	181	0	176	12	1,681	1	366
CARBON	24,763	19,657	27,254	5	1,332	4	4,765	10	9,101	2	3,856	5	1,253	6	556	0	361	26	3,915	3	753
CARTER	4,005	2,422	4,694	1	275	1	944	1	1,222	1	765	1	311	1	74	0	72	6	411	1	149
CASCADE	452,936	503,356	655,448	23	38,716	15	98,578	55	131,492	50	176,895	45	36,337	54	33,648	49	46,365	200	67,586	10	26,394
Great Falls	384,799	462,050	606,284	22	38,125	12	84,896	47	122,341	45	132,562	40	34,362	52	32,976	46	45,817	166	62,135	10	26,394
CHOUTEAU	13,739	13,955	19,791	5	2,643	2	3,774	8	4,823	3	3,056	5	1,664	1	295	1	287	17	1,716	3	545
CUSTER	75,326	76,321	101,426	11	14,546	2	18,314	8	19,626	6	12,276	8	9,369	18	5,317	9	3,049	26	10,877	3	2,982
Miles City	73,491	74,487	99,011	11	12,729	2	13,113	8	19,611	6	10,447	8	9,361	18	5,312	8	2,183	24	7,788	3	2,979
DANIELS	8,371	5,821	9,144	3	926	2	1,729	3	2,238	3	1,399	0	568	3	333	0	130	9	1,088	2	274
DAWSON	77,787	51,025	68,314	11	6,572	2	11,844	8	10,990	9	14,340	13	7,978	11	4,188	8	2,582	23	4,720	4	1,684
DEER LODGE	37,413	38,868	52,401	6	3,387	3	699	11	15,102	10	16,397	5	1,423	7	2,095	3	1,011	29	6,651	3	1,668
DEER LODGE	37,413	38,868	52,401	6	3,387	3	699	11	15,102	10	16,397	5	1,423	7	2,095	3	1,011	29	6,651	3	1,668

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

MONTANA RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
FALLON	19,848	11,441	16,500	6	1,432	3	1,324	6	5,729	4	4,014	1	1,091	4	259	2	251	9	1,351	3	763
FERGUS	49,874	48,190	64,603	7	4,495	1	10,911	11	14,649	11	14,322	7	2,603	13	4,500	6	2,865	28	5,156	3	1,872
FLATHEAD	271,075	359,038	470,041	31	41,983	6	15,632	50	129,770	41	104,035	22	16,055	35	22,238	32	24,003	134	52,753	11	15,839
Kalispell	169,955	227,158	298,655	21	20,627	4	10,386	27	95,507	28	58,717	12	10,207	21	16,437	19	13,976	51	25,450	6	13,369
GALLATIN	272,682	334,781	436,789	31	48,815	10	31,681	36	72,363	27	93,552	30	31,781	45	20,490	36	32,939	119	47,068	13	14,350
Bozeman	219,574	268,037	352,280	19	28,895	7	31,691	22	63,745	21	59,342	26	28,506	41	20,028	33	25,709	67	33,316	8	12,684
GARFIELD	2,747	4,012	6,776	1	397	1	1,364	1	1,763	0	1,103	0	447	0	105	0	102	4	1,049	1	215
GLACIER	49,454	47,109	63,188	8	8,862	7	3,589	14	13,323	8	14,208	14	5,825	13	4,539	5	1,571	30	5,334	2	2,009
GOLDEN VALLEY	969	1,500	2,324	0	0	0	0	2	775	0	0	0	0	0	0	0	0	4	1,549	0	0
GRANITE	7,333	6,547	10,094	1	591	2	2,031	4	1,780	1	1,643	5	1,961	1	158	0	153	10	1,131	1	321
HILL	93,629	89,854	119,140	8	12,726	5	11,739	10	24,069	13	25,952	8	8,579	21	8,431	7	3,948	44	11,057	3	7,183
Havre	85,151	84,934	112,668	5	7,307	4	10,105	10	24,069	10	18,096	6	6,450	21	8,431	7	3,948	39	10,102	3	7,183
JEFFERSON	8,439	13,241	18,856	2	1,023	2	3,508	7	8,268	1	2,840	5	1,363	2	274	1	287	10	2,476	2	564
JUDITH BASIN	4,495	2,732	3,614	2	0	1	683	2	886	2	554	5	348	0	0	2	516	6	1,084	0	0
LAKE	63,474	78,626	104,443	13	8,776	3	2,582	22	30,313	11	23,406	10	6,439	12	4,285	6	2,247	47	11,665	5	3,285
LEWIS AND CLARK	247,977	288,495	377,202	19	30,312	8	21,019	41	89,654	24	93,731	25	17,238	26	27,062	32	21,594	118	45,561	10	12,510
Helena	223,765	268,074	352,383	16	25,738	6	17,847	32	90,845	21	79,584	15	17,938	24	28,159	30	18,219	95	41,445	9	12,935
LIBERTY	7,286	6,307	9,898	0	580	2	1,992	3	2,836	2	1,612	1	665	1	155	1	151	4	666	2	315
LINCOLN	54,368	66,981	89,200	6	3,020	4	3,378	15	29,482	16	15,535	7	6,291	10	3,334	4	1,361	40	8,794	5	2,451
MC CONE	10,652	6,024	8,458	2	496	1	1,702	1	2,203	1	1,378	2	559	0	0	1	128	3	292	0	269
MADISON	14,986	14,061	19,929	5	2,495	4	3,507	4	4,539	2	2,839	6	1,577	2	274	1	266	31	2,882	4	554
MEAGHER	7,119	5,322	7,634	3	281	2	1,536	4	2,373	2	1,243	2	504	0	0	0	0	7	746	1	243
MINERAL	10,637	11,543	16,634	2	904	2	3,110	5	3,970	2	2,516	5	1,862	0	0	1	235	10	2,470	1	492
MISSOULA	430,909	543,209	710,114	29	36,487	10	72,325	62	130,869	36	169,604	48	52,765	58	35,612	44	41,132	168	71,957	11	20,233
Missoula	366,281	459,537	602,953	23	35,414	8	70,199	48	121,117	28	124,239	37	41,957	57	34,759	41	32,689	141	65,192	10	20,016
MUSSELSHELL	12,835	12,624	18,049	4	1,000	2	3,431	3	4,441	1	2,776	3	2,241	1	287	1	259	10	2,187	1	542
PARK	53,904	59,349	79,210	7	4,738	2	14,402	15	17,864	11	13,300	18	6,321	10	3,350	6	1,513	42	10,856	6	2,903
PETROLEUM	767	477	676	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	298	0	0
PHILLIPS	21,996	19,593	27,302	4	3,064	2	4,911	8	4,844	5	5,058	5	2,757	5	1,452	2	372	16	2,702	2	777
PONDERA	27,831	25,078	34,350	3	1,617	2	5,551	6	6,035	6	14,112	3	786	6	1,406	2	421	22	1,824	2	877
POWDER RIVER	5,520	3,057	4,105	1	241	1	826	1	1,069	1	668	1	272	2	66	0	0	6	508	1	130
POWELL	23,426	22,867	31,456	4	2,077	2	5,687	4	7,360	5	6,594	5	2,951	2	443	1	431	17	3,312	3	1,028
PRAIRIE	3,686	1,457	1,960	2	265	0	0	1	326	1	319	0	0	0	0	0	0	4	426	1	325
RAVALLI	53,781	69,379	90,721	13	8,986	4	2,314	14	22,587	9	16,486	7	8,208	7	5,307	12	1,984	53	11,110	5	2,844
Hamilton	27,783	46,883	60,663	6	4,031	3	1,565	5	15,268	6	11,143	4	6,510	7	5,307	8	1,718	21	5,200	2	1,922
RICHLAND	88,363	52,229	68,273	12	9,384	5	4,467	10	13,605	8	19,419	13	4,712	14	3,016	6	2,976	34	8,085	3	2,172
ROOSEVELT	57,212	50,178	65,588	9	4,941	2	11,375	12	9,312	6	18,460	9	7,872	8	2,536	1	862	31	5,941	4	1,012
ROSEBUD	40,656	35,672	46,800	5	2,997	2	7,664	8	13,045	6	11,694	4	1,909	3	598	1	581	19	4,570	1	1,212
SANDERS	17,204	18,826	26,167	4	2,303	2	5,264	11	9,878	5	925	3	1,728	1	410	2	400	19	3,148	3	1,506
SHERIDAN	24,663	22,559	31,053	8	4,266	3	4,717	9	6,010	2	3,817	4	1,549	9	1,957	4	2,307	21	4,131	2	746
SILVER BOW	182,373	201,666	262,253	16	16,985	7	21,153	34	62,422	17	52,486	27	18,223	24	8,246	21	18,325	101	31,703	9	12,244
Butte-Silver Bow	182,373	201,666	261,253	16	16,920	7	21,073	34	62,184	17	52,288	27	18,153	24	8,215	21	18,255	100	31,582	9	12,197
STILLWATER	19,115	25,179	33,336	6	3,926	2	6,706	5	1,415	3	5,430	6	9,422	2	523	1	509	13	2,173	4	944
SWEET GRASS	11,390	12,947	17,325	4	2,458	1	2,971	3	3,847	1	2,405	4	2,741	2	232	1	226	7	1,110	2	409
TETON	16,547	14,776	19,719	4	2,042	1	3,968	8	4,254	4	3,212	3	1,259	3	310	1	301	14	1,408	2	628
TOOLE	21,612	18,344	24,389	4	1,581	1	4,456	7	4,985	2	3,607	8	2,570	6	1,224	1	339	29	3,703	2	706
TREASURE	661	735	969	1	55	1	195	1	319	0	0	1	186	0	0	0	0	2	327	0	0
VALLEY	48,700	38,658	53,159	8	5,805	5	2,700	13	10,258	5	11,424	14	7,362	6	1,321	3	1,668	29	4,674	6	1,165

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furnin.		Eat/Drink		Drugs	
WHEATLAND	6,530	4,948	7,145	3	376	1	1,360	5	1,844	2	1,101	3	986	2	107	1	103	2	699	1	215
WIBAUX	5,721	1,200	1,606	1	94	1	323	1	418	1	262	2	106	0	0	0	0	5	671	1	191
YELLOWSTONE	782,708	884,100	1,155,754	49	114,604	18	156,099	100	203,695	60	297,546	67	55,709	87	56,819	72	72,781	285	114,469	17	38,631
Billings	701,163	809,459	1,060,503	36	75,596	16	145,675	81	191,269	53	277,674	53	48,525	76	51,568	69	68,562	245	108,250	14	36,052

NEBRASKA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS.........	6,993,214	8,484,779	11,118,539	768	863,784	276	1,296,706	1,222	2,025,542	841	2,674,656	1,163	769,349	977	540,057	666	646,145	3,207	1,094,923	416	317,190
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Lincoln, NE	923,287	1,262,687	1,662,986	69	122,909	20	231,304	114	291,804	86	377,505	119	97,381	134	89,701	98	81,499	346	187,960	43	51,055
Omaha, NE-IO	2,919,090	3,831,614	4,349,626	171	332,401	63	655,198	353	928,187	227	1,209,318	369	353,169	354	232,646	229	364,071	1,141	534,085	120	161,837
COUNTIES, Cities																					
ADAMS	151,288	171,899	229,354	14	20,158	8	44,880	16	27,972	27	64,081	19	11,691	27	15,303	13	8,641	49	22,740	9	5,327
Hastings	144,955	166,215	216,969	12	19,021	8	44,015	14	26,394	24	60,465	17	11,031	26	15,128	13	7,028	40	20,102	9	5,265
ANTELOPE	28,943	27,743	36,281	9	4,318	2	1,586	7	4,244	5	16,633	10	4,078	4	568	5	632	19	2,217	3	906
ARTHUR	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
BANNER	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
BLAINE	1,770	1,257	2,588	0	0	0	0	1	713	2	1,453	0	0	0	0	0	0	1	599	0	0
BOONE	28,256	30,456	39,820	8	5,393	2	1,741	13	7,749	5	14,297	6	2,206	7	624	4	569	20	2,591	3	1,223
BOX BUTTE	53,126	51,433	67,188	7	4,870	2	2,937	11	19,840	10	15,556	7	2,653	13	3,802	9	1,677	18	5,858	7	2,680
Alliance	50,466	49,034	64,101	5	4,827	2	2,911	8	19,663	10	11,918	5	2.630	13	3,768	9	1,387	17	5,806	6	2,656
BOYD	5,889	5,365	7,009	4	1,112	2	307	6	1,947	2	1,093	4	597	2	110	1	290	10	493	0	216
BROWN	16,549	12,804	16,791	5	1,935	2	668	5	3,991	4	5,096	2	1,613	5	329	3	442	15	1,409	2	468
BUFFALO	190,260	223,501	295,677	24	22,531	8	23,755	25	55,327	24	79,807	33	22,661	27	18,341	25	15,853	73	35,316	6	4,354
Kearney	171,159	202,144	263,900	17	15,597	6	20,520	14	54,161	22	68,942	22	22,395	25	15,844	23	13,695	52	30,991	4	3,761
BURT	26,497	23,709	31,018	8	3,048	4	980	9	6,402	2	4,843	12	3,796	6	1,183	3	1,288	17	2,299	4	1,346
BUTLER	17,996	20,060	25,757	8	3,424	1	1,126	8	4,843	5	4,020	5	3,825	1	403	5	521	13	1,738	2	791
CASS	45,647	43,769	57,189	10	4,795	4	2,418	15	12,188	13	17,766	13	7,324	4	360	3	2,375	37	6,081	6	875
CEDAR	23,981	21,857	28,602	11	7,107	3	1,250	16	4,948	7	5,045	8	3,497	4	395	4	554	25	2,107	5	676
CHASE	21,408	19,289	25,251	3	1,076	1	1,009	7	6,680	6	10,818	5	1,089	5	503	3	957	8	1,151	3	708
CHERRY	31,172	31,317	40,944	6	2,654	3	1,790	8	8,615	7	9,944	8	3,471	7	1,853	4	1,776	12	2,225	2	1,258
CHEYENNE	80,571	167,432	221,614	5	6,893	4	9,689	11	26,041	11	31,805	17	10,009	8	5,965	4	2,955	22	8,916	4	6,803
CLAY	17,455	20,255	27,232	9	2,834	1	1,115	11	5,226	5	10,265	6	2,121	1	400	3	1,060	18	2,063	1	784
COLFAX	29,028	29,015	38,661	9	4,215	4	1,690	13	9,132	4	9,763	5	2,956	7	710	1	1,606	22	4,843	1	1,188
CUMING	39,685	43,142	57,092	8	4,117	4	928	14	11,482	6	20,980	10	7,027	10	2,583	6	803	24	3,799	3	1,752
CUSTER	52,379	47,406	62,655	14	5,616	6	5,889	14	10,729	11	16,996	13	5,456	10	2,513	8	1,470	24	3,131	6	2,628
DAKOTA	53,422	56,126	74,031	8	4,963	1	3,237	9	12,817	8	14,366	15	9,303	4	613	8	4,640	29	9,739	3	2,272
DAWES	43,559	48,679	64,316	8	4,552	3	2,812	9	14,976	11	19,106	6	2,743	10	3,517	2	2,668	25	6,775	5	1,785
DAWSON	107,769	100,769	130,525	19	14,155	8	7,770	17	22,530	18	31,901	16	14,408	20	4,845	10	4,087	42	9,255	9	4,046
DEUEL	20,270	16,296	21,347	3	1,034	0	829	3	3,328	2	2,961	6	8,174	2	298	1	787	10	2,284	1	582

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NEBRASKA RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS - COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
DIXON	8,933	9,695	12,335	5	1,743	1	539	10	2,438	3	1,926	3	831	2	194	1	511	16	1,634	2	379
DODGE	179,084	222,423	290,270	22	19,980	9	28,285	28	55,297	22	97,627	21	15,661	28	10,071	18	9,376	77	28,993	11	9,162
Fremont	159,931	205,626	268,425	16	14,369	8	29,096	17	55,743	18	68,076	16	16,111	27	10,360	14	7,056	57	25,985	7	9,425
DOUGLAS	2,200,852	2,914,405	3,817,427	99	268,891	35	501,417	253	712,165	144	879,048	220	198,165	231	197,669	155	343,564	725	424,340	85	120,655
Omaha	1,987,853	2,783,921	3,641,781	85	211,243	33	536,254	219	711,791	128	606,638	190	202,684	212	197,341	138	288,116	644	391,884	77	125,716
DUNDY	7,547	5,619	6,417	1	813	1	281	4	1,126	3	1,002	2	678	3	325	0	266	2	481	2	197
FILLMORE	23,938	16,995	21,658	7	3,774	3	947	9	3,221	4	3,282	6	1,439	8	1,051	3	899	22	2,086	4	665
FRANKLIN	11,712	10,062	12,613	2	1,598	1	552	5	2,871	3	2,651	2	1,332	2	198	1	523	11	1,094	2	387
FRONTIER	7,695	6,270	7,666	2	972	0	335	4	1,196	2	1,196	1	810	0	120	0	318	3	267	1	235
FURNAS	20,675	19,712	25,203	6	1,765	3	417	7	5,671	10	10,252	8	1,132	3	395	4	934	16	1,644	4	1,012
GAGE	101,343	109,163	141,905	16	10,470	5	11,232	22	26,503	16	40,574	27	11,300	22	9,079	9	4,535	44	11,001	10	3,821
Beatrice	82,453	95,076	124,245	10	6,366	3	9,920	14	28,054	10	28,814	15	11,961	20	9,610	8	4,006	29	9,550	8	3,375
GARDEN	6,004	6,062	7,395	3	928	1	324	3	1,443	0	1,154	4	781	0	116	0	307	5	867	1	226
GARFIELD	10,282	11,205	14,105	3	2,408	0	616	4	3,058	2	2,203	3	3,284	2	222	1	587	3	163	1	433
GOSPER	2,818	928	1,326	0	0	0	0	2	289	0	0	0	0	0	0	0	0	3	278	1	297
GRANT	2,606	1,778	2,329	2	295	1	102	2	409	0	363	0	246	0	37	1	96	3	206	0	0
GREELEY	9,676	5,271	6,063	5	1,116	2	265	7	631	2	946	4	640	1	95	0	252	6	209	1	186
HALL	296,700	363,592	474,460	29	40,598	7	96,636	26	53,200	36	117,725	40	28,911	50	31,879	28	24,746	102	46,154	10	7,713
Grand Island	265,240	324,915	424,900	23	27,756	7	96,158	23	53,349	32	79,129	27	25,659	48	31,968	27	24,815	87	39,712	9	7,735
HAMILTON	26,511	25,618	33,432	7	3,475	6	2,789	6	5,866	6	10,140	8	3,486	3	523	3	1,389	9	1,881	5	2,078
HARLAN	14,766	12,437	16,235	6	2,569	1	709	8	2,515	4	4,981	7	1,205	6	624	2	674	13	1,356	1	499
HAYES	2,810	2,150	2,897	1	368	0	0	3	599	0	0	2	439	0	0	0	0	2	413	0	0
HITCHCOCK	5,390	6,523	8,520	1	1,078	0	372	6	2,001	2	1,330	0	900	0	134	0	353	10	639	1	261
HOLT	50,729	57,093	75,615	12	7,922	4	3,306	17	15,743	9	20,008	12	7,403	10	3,095	6	2,123	23	3,641	5	1,576
HOOKER	2,751	2,956	3,948	0	0	1	173	2	692	3	616	1	417	2	339	0	0	3	477	0	0
HOWARD	16,181	13,962	17,401	5	2,024	2	761	8	3,135	3	3,816	6	2,101	2	273	2	722	16	1,281	2	534
JEFFERSON	39,533	40,542	52,079	9	3,602	5	6,427	11	9,504	8	14,275	8	4,256	9	2,283	4	3,355	21	3,034	3	1,677
JOHNSON	14,473	11,563	15,165	4	1,783	4	662	4	1,342	2	2,368	7	3,646	3	236	1	630	10	1,071	2	466
KEARNEY	18,969	18,691	24,465	8	7,143	1	1,070	6	4,292	3	3,819	2	2,584	3	170	3	1,015	13	2,824	2	752
KEITH	67,742	70,466	92,013	9	9,146	6	5,214	6	16,145	9	26,489	19	17,441	13	2,868	4	3,819	22	5,940	3	1,122
KEYA PAHA	2,136	2,270	3,041	0	385	0	133	2	534	0	475	2	321	0	0	0	0	4	229	0	0
KIMBALL	24,344	20,517	26,853	2	3,402	2	1,174	5	6,198	5	7,465	8	1,753	3	420	2	1,114	11	2,357	2	824
KNOX	26,930	25,330	33,956	13	5,297	3	645	15	6,391	8	8,790	10	3,060	5	636	2	1,410	28	3,555	6	479
LANCASTER	923,287	1,262,687	1,662,986	69	122,909	29	231,304	111	291,804	71	377,505	119	97,381	115	89,701	92	81,499	290	187,960	48	51,055
Lincoln	896,014	1,229,546	1,619,365	66	95,082	28	230,174	103	290,378	70	339,758	106	96,905	113	89,263	91	73,350	272	175,865	47	45,949
LINCOLN	189,656	189,488	247,301	17	16,264	11	35,450	26	36,822	18	61,441	30	23,352	31	12,779	21	11,368	57	20,268	10	8,296
North Platte	179,832	176,258	231,209	15	13,886	8	37,922	19	43,354	17	47,554	19	17,016	24	9,740	20	9,849	52	24,350	9	11,355
LOGAN	810	1,298	2,808	1	355	1	123	1	496	0	436	1	298	0	44	0	117	2	212	0	86
LOUP	618	837	2,086	1	263	0	92	1	367	0	329	0	222	0	32	0	84	1	156	0	62
MCPHERSON	0	0	0	0	0	0	0	1	0	0	0	2	0	0	0	0	0	0	0	0	0
MADISON	173,104	212,340	275,680	20	20,568	6	31,753	28	55,745	21	56,194	23	17,570	41	19,353	23	23,785	60	21,040	8	8,659
Norfolk	143,164	194,026	251,989	12	13,318	5	29,827	18	60,418	15	38,427	16	19,043	40	18,179	21	22,341	43	20,063	5	8,133
MERRICK	26,422	28,023	36,646	8	4,620	1	1,602	9	8,133	5	3,807	10	9,567	3	605	4	421	19	2,393	2	1,125
MORRILL	14,162	10,838	14,549	3	1,612	4	1,266	7	2,279	5	5,451	2	1,344	2	199	1	528	10	752	1	391
NANCE	7,079	6,320	8,655	4	1,596	1	378	5	2,845	2	1,351	5	621	3	166	1	359	12	991	2	266
NEMAHA	26,638	22,990	30,403	7	3,101	4	1,330	7	5,415	6	8,147	8	2,910	8	824	4	331	19	3,176	2	934
NUCKOLLS	24,481	26,159	34,538	4	4,375	3	1,510	8	7,661	3	5,392	7	4,442	7	1,788	4	1,434	13	1,786	2	1,060

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
OTOE	67,612	66,307	86,917	12	5,033	6	7,291	18	20,194	12	28,457	16	7,674	12	3,816	4	1,489	33	5,697	5	2,225
Nebraska City	51,731	51,919	68,665	7	2,782	4	5,205	10	18,971	8	20,314	11	7,651	10	2,724	3	1,063	23	4,768	3	1,589
PAWNEE	10,353	6,552	8,957	4	1,134	0	391	6	1,684	2	1,399	6	1,082	2	140	2	372	6	391	1	275
PERKINS	8,408	7,158	9,748	6	1,234	1	426	2	1,711	2	1,521	1	1,030	1	153	0	405	6	355	1	299
PHELPS	51,714	46,068	59,689	8	8,898	4	2,610	7	10,820	7	17,307	6	4,105	10	3,001	8	3,115	15	2,935	4	2,071
Holdrege	49,596	44,350	57,981	7	9,027	4	2,648	6	10,976	7	13,371	5	4,164	10	3,045	8	2,599	12	2,596	4	2,101
PIERCE	24,357	22,916	30,307	6	2,565	1	1,325	10	3,944	7	9,494	11	6,849	3	183	4	581	19	2,694	3	289
PLATTE	128,042	161,036	209,682	16	15,888	6	21,896	24	41,178	14	48,430	17	10,488	27	15,383	17	9,268	63	22,650	5	4,058
Columbus	118,106	150,351	196,302	11	10,364	5	19,921	17	41,511	13	44,063	15	9,542	26	15,507	15	8,432	47	20,750	5	4,090
POLK	15,076	10,237	13,765	5	1,056	2	602	6	1,884	3	1,056	7	2,342	2	215	0	572	11	813	1	423
RED WILLOW	78,331	88,768	115,397	8	6,884	6	11,815	11	20,719	15	39,564	11	5,157	19	9,694	9	5,789	25	10,271	4	2,530
McCook	74,361	86,767	113,307	6	7,119	5	12,219	8	21,429	14	31,216	9	5,333	18	10,026	7	5,988	20	9,811	4	2,617
RICHARDSON	40,707	41,231	53,378	7	3,541	5	2,334	11	11,784	7	15,149	6	3,135	13	2,790	8	2,371	22	3,651	5	1,764
Falls City	31,815	36,642	47,993	6	3,216	3	2,120	6	10,701	6	13,755	3	2,847	11	2,533	6	2,154	14	2,838	4	1,602
ROCK	7,462	5,909	8,164	3	1,644	1	356	2	1,433	2	1,275	3	1,197	1	128	0	339	8	653	1	251
SALINE	43,401	65,941	86,336	9	5,195	6	9,168	13	15,947	7	9,763	10	8,546	4	1,350	2	3,584	31	8,038	5	3,826
SARPY	254,411	348,640	457,297	16	21,577	10	93,721	35	87,108	22	106,588	42	46,673	19	14,771	12	7,280	86	41,887	11	9,817
SAUNDERS	50,019	58,963	76,512	10	4,647	4	3,061	16	18,467	10	12,425	13	7,527	5	1,198	3	3,175	37	5,503	4	1,293
SCOTTS BLUFF	205,899	232,314	301,197	25	27,761	10	27,105	30	68,893	20	77,004	27	19,540	36	17,736	23	13,397	73	23,783	10	4,773
Scotts Bluff	155,991	189,638	246,459	13	15,786	6	24,805	16	65,093	13	58,049	11	15,529	27	16,329	19	12,260	37	14,556	5	2,727
SEWARD	50,661	52,962	68,683	8	5,450	5	6,534	10	11,565	8	16,062	13	8,601	6	2,195	6	4,214	25	6,129	6	2,059
SHERIDAN	33,577	23,374	30,081	7	2,066	2	1,315	13	6,902	4	5,656	7	2,236	9	2,165	2	1,249	17	2,373	4	1,103
SHERMAN	7,514	6,744	9,208	3	1,100	1	402	8	1,458	1	1,438	6	1,343	3	102	1	382	7	671	1	283
SIOUX	2,447	2,402	3,234	2	411	2	141	1	567	1	504	1	342	1	208	0	0	1	242	0	0
STANTON	5,359	4,525	6,404	3	811	1	281	2	1,123	1	1,000	1	676	0	100	0	266	10	1,723	1	299
THAYER	30,264	26,350	33,963	8	898	2	1,484	14	6,298	8	5,970	7	9,411	2	532	0	1,410	17	2,078	2	1,043
THOMAS	3,284	2,384	2,917	1	369	0	0	3	1,365	1	0	1	308	0	0	0	0	2	219	0	0
THURSTON	19,629	12,607	16,034	2	2,032	1	700	6	2,419	2	2,504	1	1,604	2	251	1	665	10	627	2	493
VALLEY	19,170	19,504	25,032	7	4,144	4	1,094	7	5,363	4	5,086	6	1,245	5	605	1	1,040	11	1,301	3	1,064
WASHINGTON	46,414	56,792	74,902	12	7,751	2	3,275	14	12,923	7	24,572	14	6,123	12	2,373	5	2,625	33	7,935	4	2,299
WAYNE	34,236	37,704	48,776	4	6,178	3	2,133	11	8,989	6	15,786	9	2,127	7	1,367	5	1,187	20	5,295	2	1,497
WEBSTER	10,371	8,334	10,459	4	1,706	0	0	3	1,835	4	1,632	5	1,192	5	542	4	595	11	883	3	321
WHEELER	859	434	657	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	389	0	0
YORK	67,330	80,766	107,457	10	13,800	7	8,648	6	21,130	10	29,845	12	6,079	13	5,299	9	1,682	28	10,577	7	2,601
York	59,790	72,386	94,619	8	13,544	6	8,487	5	20,738	7	21,877	8	3,661	12	5,201	8	1,374	19	8,112	6	2,553

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

NEVADA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS.........	5,343,074	7,320,982	9,988,278	285	620,155	101	1,145,669	745	1,991,542	472	2,325,726	441	690,224	624	480,266	395	478,552	1,905	1,066,284	142	335,412
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Las Vegas, NV	3,064,241	4,370,337	5,985,010	5	350,093	1	725,097	12	1,185,391	16	1,431,499	10	364,477	8	322,277	1	322,036	26	668,823	1	210,927
Reno, NV	1,506,102	1,983,496	2,686,092	76	169,383	19	373,807	194	494,249	124	634,380	105	173,364	158	118,852	115	120,034	460	258,164	38	77,453
COUNTIES, Cities																					
CHURCHILL	67,210	87,811	120,380	7	6,708	1	4,170	15	34,586	16	38,705	11	10,902	9	4,735	2	1,553	27	9,654	1	1,147
Fallon	63,150	82,776	112,160	5	6,469	1	4,021	12	33,899	16	29,452	10	10,514	8	4,567	1	1,498	26	9,311	1	1,106
CLARK	3,064,241	4,370,337	5,985,010	120	350,093	48	725,097	423	1,185,391	233	1,431,499	211	364,477	383	322,277	220	322,036	1,068	668,823	74	210,927
Las Vegas	1,249,531	1,883,237	2,581,538	51	163,181	20	245,492	160	532,749	98	469,335	103	283,185	170	146,401	98	119,693	454	264,535	38	94,390
DOUGLAS	85,233	106,886	146,819	11	11,105	1	5,087	18	35,432	10	9,468	9	21,045	13	11,886	9	6,122	48	27,848	4	2,967
ELKO	115,884	131,358	179,883	9	9,012	3	6,232	12	35,665	19	40,356	29	28,537	15	4,638	4	3,977	47	17,428	3	9,146
Elko	89,384	105,624	143,967	8	6,447	2	4,458	7	36,845	16	28,870	18	21,656	14	3,318	4	3,331	28	11,631	3	9,606
ESMERALDA	3,284	2,918	3,945	0	0	1	515	2	738	0	0	2	771	0	0	0	0	3	948	0	0
EUREKA	2,839	2,744	3,713	0	0	0	0	1	695	0	0	2	851	0	0	1	841	5	1,326	0	0
HUMBOLDT	75,438	73,282	99,245	8	10,402	1	3,439	10	23,466	8	11,017	16	21,539	10	3,448	3	1,333	27	10,621	1	945
LANDER	15,403	12,569	17,659	6	1,785	1	612	4	4,804	2	845	6	2,619	1	142	1	228	11	2,801	1	169
LINCOLN	8,516	6,519	8,864	1	301	3	1,671	4	1,723	1	425	6	1,641	0	0	1	114	10	1,144	1	84
LYON	45,458	56,835	76,526	7	6,741	3	1,615	14	24,029	11	12,853	7	5,879	4	613	3	986	21	5,917	3	1,416
MINERAL	21,832	25,723	34,329	2	1,168	3	2,473	2	6,428	4	4,785	6	3,729	3	459	1	443	9	1,949	1	327
NYE	40,398	47,287	63,576	9	8,337	3	2,203	10	17,771	6	10,340	11	7,978	1	510	1	821	31	5,084	2	606
PERSHING	27,823	21,832	30,091	1	1,023	3	563	3	5,634	4	2,058	10	11,558	1	242	1	388	11	2,491	1	287
STOREY	4,428	5,391	7,254	0	0	0	0	1	1,358	0	0	1	1,416	0	0	0	0	12	3,435	0	0
WASHOE	1,506,102	1,983,496	2,686,092	76	169,383	19	373,807	194	494,249	124	634,380	105	173,364	158	118,852	115	120,034	460	258,164	38	77,453
Reno	1,074,268	1,472,199	1,957,345	42	89,948	13	276,615	131	347,485	80	423,940	75	125,489	128	98,994	78	82,605	298	181,221	25	46,540
WHITE PINE	42,072	44,574	56,579	4	5,672	2	1,960	9	15,455	5	10,800	12	4,780	7	2,485	3	1,486	18	4,988	4	1,626
Ely	34,352	35,174	45,148	4	4,094	1	1,415	5	11,156	4	8,100	9	4,426	6	2,301	3	1,172	13	3,850	2	1,174
CARSON CITY	216,913	341,420	468,314	22	38,426	6	16,225	27	104,118	24	118,175	15	29,138	18	9,910	20	18,190	86	42,762	6	28,312

NEW HAMPSHIRE RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS.........	5,057,434	9,425,658	13,026,114	528	968,540	296	1,251,515	1,102	2,579,950	542	2,815,387	534	615,731	827	552,773	706	546,384	1,888	986,069	238	306,448
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Manchester-Nashua, NH	1,683,090	3,100,742	4,025,705	105	259,780	66	589,796	276	747,614	124	951,849	138	204,501	263	203,471	197	213,510	530	318,242	72	101,773
Portsmouth-Dover-Rochester, NH-ME	1,629,826	3,126,066	4,105,467	170	319,090	93	318,852	306	864,300	156	971,463	148	205,659	239	190,496	225	192,555	563	343,289	63	109,206

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
COUNTIES, Cities																					
BELKNAP	296,207	535,602	701,855	27	62,529	14	38,258	54	159,210	32	205,067	34	31,601	32	24,389	31	28,948	93	58,136	12	15,242
Laconia	168,254	289,142	379,006	12	23,555	6	11,351	25	86,522	19	111,252	18	28,678	24	19,820	18	15,304	50	31,594	7	8,284
CARROLL	203,014	404,570	530,210	19	60,396	20	28,328	47	111,404	21	66,350	32	26,565	30	32,092	25	23,061	102	58,861	10	9,596
CHESHIRE	281,553	597,970	783,553	28	66,480	13	67,614	59	155,287	21	186,480	27	24,793	32	27,696	20	21,016	71	58,818	10	13,921
Keene	194,294	388,481	509,134	14	32,020	6	51,234	28	103,611	14	114,245	15	23,996	29	26,608	17	13,059	29	32,354	6	11,604
COOS	161,844	258,904	339,395	21	23,866	9	24,981	37	77,726	19	77,277	31	19,134	26	10,227	9	9,214	50	21,434	12	9,422
GRAFTON	420,591	681,869	893,771	45	75,413	24	72,922	91	244,235	46	151,867	55	47,508	40	34,927	36	40,376	125	66,795	17	15,891
Hanover	83,292	189,978	249,106	7	19,235	3	20,548	7	68,823	5	46,314	9	20,126	5	5,739	9	11,432	12	11,317	2	4,477
Lebanon	102,783	260,860	341,958	8	26,464	4	28,272	8	94,690	6	63,722	11	27,690	6	7,895	10	15,729	14	15,571	2	6,160
HILLSBOROUGH	1,683,090	3,100,742	4,026,705	105	259,780	66	589,796	276	747,614	124	951,849	138	204,501	263	203,471	197	213,510	530	318,242	72	101,773
Manchester	678,617	1,078,838	1,413,464	29	43,846	17	237,762	85	219,280	41	310,156	61	104,072	86	90,418	43	64,815	140	122,091	23	36,798
Nashua	509,239	1,142,563	1,496,940	18	65,255	15	244,768	50	257,497	28	348,552	33	108,922	42	84,440	52	67,918	83	104,998	16	33,576
MERRIMACK	519,883	1,007,064	1,319,444	47	119,019	25	127,031	99	305,897	38	332,378	63	71,381	48	38,427	39	34,657	122	103,337	21	32,793
Concord	284,115	534,679	700,645	17	32,904	10	76,129	47	158,256	19	165,349	30	64,079	29	27,702	26	21,249	63	62,123	9	17,410
ROCKINGHAM	1,239,540	2,439,435	3,205,770	134	257,780	74	272,807	211	655,503	126	741,989	107	155,087	210	150,791	185	160,960	419	273,433	44	83,170
Portsmouth	332,045	551,215	722,307	21	54,114	5	30,560	31	94,338	23	167,244	22	72,003	35	42,329	21	24,033	86	74,977	8	11,251
STRAFFORD	390,286	686,633	899,697	36	61,310	19	46,044	95	208,797	30	229,475	41	50,572	29	39,706	40	31,596	144	69,855	19	26,038
Dover	147,887	267,144	350,189	10	22,997	3	17,271	23	78,318	11	64,467	17	29,189	9	14,170	17	19,933	38	35,794	9	10,215
SULLIVAN	157,633	248,460	325,714	14	44,496	9	21,992	42	73,486	29	77,723	22	16,190	22	15,437	18	11,993	35	15,293	13	13,844
Claremont	98,735	132,583	173,922	8	20,383	5	11,835	23	44,505	17	33,344	11	14,301	17	12,170	11	5,876	21	8,340	7	5,734

NEW JERSEY RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS..........	36,306,776	54,778,648	70,348,525	1,870	3,257,718	852	7,138,640	6,353	14,705,736	2,489	15,533,855	3,791	4,124,643	5,678	4,255,082	3,544	4,038,199	12,395	6,251,887	1,642	1,932,327
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Atlantic City, NJ	1,749,648	2,692,882	3,451,418	103	178,239	75	306,047	423	713,113	121	610,156	157	172,985	371	171,645	166	139,460	985	485,406	82	95,377
Bergen-Passaic, NJ	7,264,844	10,910,835	14,066,534	328	608,380	138	1,622,643	1,076	2,680,424	437	2,909,931	768	773,036	1,074	1,020,767	676	917,217	2,080	1,215,273	320	386,693
Jersey City, NJ	1,913,702	2,683,692	3,464,460	87	127,282	83	155,832	512	872,345	114	576,244	200	197,944	574	309,615	194	177,862	905	271,849	138	112,795
Middlesex-Somerset-Hunterdon, NJ	4,700,901	7,311,675	9,426,036	252	464,810	107	1,032,005	744	2,006,675	285	1,835,867	499	611,226	631	596,005	479	678,457	1,487	768,887	171	235,534
Monmouth-Ocean, NJ	4,494,485	7,350,995	9,450,280	262	513,074	94	929,510	821	2,071,715	380	2,538,478	440	545,950	672	450,552	464	437,176	1,620	884,585	193	255,229
Newark, NJ	8,429,136	11,912,081	11,753,862	416	547,221	171	1,118,230	1,424	2,673,857	573	2,367,732	948	699,544	1,257	697,514	840	677,296	2,908	1,014,863	392	328,822
Trenton, NJ	1,521,404	2,341,681	3,021,051	72	119,967	33	381,474	235	618,568	92	554,870	156	179,190	267	179,203	144	164,726	552	266,437	64	88,897
Vineland-Millville-Bridgeton, NJ	602,035	900,225	1,152,235	34	47,910	20	118,902	128	285,017	74	261,107	55	65,113	81	57,073	51	42,467	196	73,821	20	36,332
COUNTIES, Cities																					
ATLANTIC	1,171,502	1,840,826	2,361,633	52	113,289	31	239,443	184	447,978	60	379,262	104	124,520	168	130,143	76	107,527	430	285,439	42	63,053
Atlantic City	314,761	415,617	533,891	5	2,103	9	21,131	51	51,654	5	133,931	11	18,312	58	33,629	14	5,722	154	82,205	9	13,497

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

NEW JERSEY RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
BERGEN	5,161,032	7,686,862	9,901,612	208	431,767	86	1,056,400	703	2,000,506	293	2,193,583	622	583,654	644	735,020	432	662,483	1,156	842,787	213	297,462
Hackensack	385,862	575,552	742,127	9	29,211	6	101,483	37	102,969	20	134,145	32	24,393	95	96,722	35	29,834	74	55,049	11	6,407
BURLINGTON	1,710,255	2,871,909	3,698,410	79	137,761	40	517,902	259	644,213	121	1,130,445	196	237,136	176	159,376	101	149,778	377	352,058	57	73,602
Burlington	165,247	263,794	340,517	3	5,569	4	60,607	17	29,896	10	139,691	7	20,825	26	17,483	13	11,632	34	18,303	4	6,170
CAMDEN	2,301,518	3,273,362	4,228,955	102	192,196	41	471,233	348	804,769	133	950,003	232	233,704	300	243,488	191	253,501	551	375,003	110	130,182
Camden	152,979	156,186	202,627	5	20,324	7	6,938	34	49,284	5	3,984	16	13,970	14	5,157	8	3,362	95	23,449	19	15,368
Cherry Hill	713,471	1,077,834	1,393,082	32	63,276	13	155,932	108	262,759	41	314,011	72	77,339	93	81,461	59	84,582	171	123,615	34	43,400
CAPE MAY	578,146	852,056	1,089,785	44	64,950	42	66,604	174	265,135	38	230,894	71	48,465	99	41,502	38	31,933	393	199,966	32	32,325
CUMBERLAND	602,035	900,225	1,152,235	33	47,910	17	118,902	112	285,017	62	261,107	74	65,113	80	57,073	44	42,467	157	73,821	19	36,332
Bridgeton	115,451	163,285	209,722	6	12,423	1	21,519	20	40,974	16	47,253	12	10,909	16	9,876	7	3,144	33	18,043	7	10,361
Millville	105,383	170,819	219,358	8	5,768	1	14,741	20	54,771	12	77,703	13	12,313	9	6,677	9	5,041	34	11,682	3	4,887
Vineland	334,285	515,753	660,513	16	18,872	12	77,154	52	185,885	32	82,111	36	42,993	54	41,410	24	22,928	73	40,252	7	21,948
ESSEX	3,354,818	4,235,378	5,476,187	129	207,792	73	594,675	550	1,167,276	181	963,516	376	268,408	560	415,029	294	363,003	1,048	502,598	177	175,938
Newark	708,408	796,674	1,030,791	33	24,422	27	120,967	184	186,854	43	54,224	92	57,484	139	75,364	77	68,500	468	140,067	59	44,994
GLOUCESTER	1,008,764	1,587,859	2,003,458	57	88,600	21	334,730	179	403,985	83	496,132	103	111,075	109	85,567	57	58,061	214	128,995	40	50,277
Woodbury	150,008	221,816	280,637	5	13,382	3	39,338	15	59,315	13	94,790	11	12,426	9	4,815	12	10,984	20	12,349	5	4,324
HUDSON	1,913,702	2,683,692	3,464,460	96	127,282	69	155,832	466	872,345	98	576,244	226	197,944	431	309,615	180	177,862	837	271,849	123	112,795
Jersey City	714,318	1,032,112	1,332,932	31	36,124	26	65,355	167	322,157	32	262,038	70	87,185	154	104,623	57	45,587	303	97,313	42	41,221
Union City	203,824	205,157	265,664	13	7,043	13	16,326	68	47,853	14	49,245	22	11,359	53	25,677	29	10,935	104	14,678	20	9,202
HUNTERDON	470,691	786,916	1,036,883	28	82,656	20	42,064	73	216,536	34	169,915	59	80,312	55	70,664	46	65,200	138	81,847	17	20,193
MERCER	1,521,404	2,341,681	3,021,051	66	119,967	31	381,474	236	618,568	85	554,870	158	179,190	220	179,203	124	164,726	439	266,437	60	88,897
Trenton	243,902	237,769	307,548	12	15,956	8	18,930	57	28,002	15	8,273	33	37,915	50	15,569	29	27,277	155	40,117	16	10,240
MIDDLESEX	3,036,217	4,602,469	5,911,834	126	268,752	52	775,676	446	1,243,954	160	965,142	357	385,213	351	419,832	221	468,715	810	479,452	106	157,090
New Brunswick	178,437	197,794	254,915	6	8,145	3	63,471	24	14,826	12	41,362	19	22,537	21	9,582	14	8,045	77	20,755	9	4,986
Perth Amboy	153,001	187,726	241,984	6	4,790	3	23,326	26	64,682	18	54,536	15	21,438	25	11,768	19	12,304	75	20,279	10	6,366
MONMOUTH	2,681,107	4,342,245	5,564,389	116	270,927	52	564,341	419	1,208,749	181	1,394,898	287	338,546	359	280,667	221	284,153	819	550,984	108	150,068
Asbury Park	78,898	107,506	138,630	1	7,063	2	14,712	17	16,752	5	37,712	9	14,479	16	5,988	10	5,631	48	18,797	2	3,913
Middletown	183,582	346,812	445,241	11	26,952	6	52,436	35	156,086	12	37,260	17	35,743	16	9,265	22	24,842	45	32,480	9	21,765
Red Bank	193,321	249,282	320,281	11	9,245	3	25,550	24	36,462	15	151,710	13	16,356	29	19,458	15	14,990	43	19,074	5	3,844
Shrewsbury	107,245	193,932	249,363	4	14,353	1	29,898	4	55,209	7	76,550	4	5,785	8	14,870	6	5,182	8	11,963	2	7,951
MORRIS	2,266,146	3,591,563	4,591,147	113	236,906	39	446,977	329	1,090,678	156	1,029,314	282	261,500	252	229,422	178	268,821	561	392,544	75	103,171
Dover	65,779	107,567	138,366	3	9,073	2	17,081	11	5,838	11	49,937	8	5,902	7	8,711	10	6,523	32	10,942	3	3,951
Morristown	221,754	353,853	453,136	11	17,540	3	49,552	25	106,965	17	106,614	16	20,898	23	18,963	17	16,043	56	51,315	5	6,042
OCEAN	1,813,378	3,008,750	3,885,891	103	242,146	39	365,169	328	862,965	160	1,143,580	174	207,404	157	169,885	127	153,023	520	333,600	71	105,161
Brick Twp.	272,007	457,905	592,151	15	36,803	6	54,744	49	131,334	24	174,440	26	31,113	24	24,733	19	22,684	78	50,927	11	15,592
Point Pleasant	70,551	107,619	139,849	7	4,565	1	14,307	14	33,503	11	28,096	8	12,819	3	6,656	6	5,247	27	18,667	3	4,120
Toms River	22,283	33,991	44,778	0	2,790	1,024	4,208	1,494	9,944	3,336	13,178	610	3,013	487	1,958	447	1,763	984	3,844	301	1,212
PASSAIC	2,103,812	3,223,973	4,164,923	91	176,612	42	566,243	310	679,916	109	716,348	234	189,382	277	285,747	154	254,734	656	372,486	90	89,232
Clifton	384,183	568,147	734,698	28	46,191	4	69,527	57	175,756	15	124,926	59	58,602	27	42,593	19	12,109	123	82,410	15	13,810
Passaic	145,397	168,320	218,288	6	4,206	2	37,173	27	17,994	8	47,028	10	5,314	43	20,689	19	8,663	62	14,543	9	7,332
Paterson	330,492	347,124	449,228	18	15,436	11	25,032	68	106,691	30	75,388	47	28,277	58	19,809	29	23,039	149	27,347	29	15,767
SALEM	199,586	313,749	391,881	13	19,981	9	20,225	42	79,689	36	99,996	44	44,178	21	14,392	21	19,813	61	33,867	14	12,990
Salem	32,583	33,021	42,039	1	1,801	2	1,823	10	16,570	7	6,238	5	1,160	7	2,339	5	1,786	16	4,043	4	2,064
SOMERSET	1,193,993	1,922,290	2,477,319	61	113,401	20	214,266	148	546,186	81	700,810	140	145,701	112	105,509	99	144,542	295	207,568	36	58,251
Bridgewater	113,429	179,826	232,553	6	10,704	2	20,181	14	52,482	8	67,210	13	13,681	11	10,088	9	13,648	28	19,454	3	5,539
Somerville	186,317	293,202	378,612	7	9,132	2	25,798	25	96,947	15	99,687	22	35,265	31	23,544	24	31,182	38	17,665	7	10,384
SUSSEX	425,870	694,563	887,612	40	49,632	11	40,606	73	244,749	36	205,103	76	67,602	48	29,192	35	24,739	150	66,875	18	24,836
Newton	133,330	230,662	295,366	7	5,968	3	21,302	13	80,218	11	97,847	14	18,119	15	7,316	9	6,228	22	16,761	4	7,955
UNION	2,382,302	3,390,577	4,239,945	101	212,297	47	129,906	391	851,367	157	1,202,893	284	253,561	301	269,886	210	322,384	732	380,865	120	125,596
Elizabeth	386,764	497,296	622,631	15	29,447	14	10,926	92	155,309	27	103,441	44	53,165	71	71,337	35	34,076	180	55,523	30	21,617
WARREN	410,496	627,703	798,916	29	52,869	10	36,972	51	171,154	33	169,799	60	102,034	33	23,871	23	20,734	138	52,847	16	24,876
Phillipsburg	149,226	183,404	234,058	8	13,034	3	7,881	21	63,266	11	28,449	19	57,110	9	4,670	9	3,808	42	17,567	5	7,648

NEW MEXICO RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS..........	6,318,724	7,919,592	10,231,894	402	755,668	275	1,145,646	1,023	2,069,843	653	2,543,654	783	625,146	770	488,035	558	469,904	1,956	992,546	224	252,122
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Albuquerque, NM	2,295,888	3,296,917	4,225,757	95	273,637	47	642,841	277	796,577	186	1,092,253	200	219,013	240	193,451	182	227,952	611	457,776	53	107,990
Las Cruces, NM	402,747	515,581	663,413	20	39,296	15	71,969	67	122,105	40	171,300	49	55,758	57	30,302	37	30,747	123	63,047	14	16,864
Santa Fe, NM	516,721	708,125	923,884	31	76,955	17	65,104	72	171,425	41	214,426	44	40,053	70	58,773	60	41,519	173	96,471	20	36,426
COUNTIES, Cities																					
BERNALILLO	2,295,888	3,296,917	4,225,757	95	273,637	47	642,841	277	796,577	186	1,092,253	200	219,013	240	193,451	182	227,952	611	457,776	53	107,990
Albuquerque	2,149,926	3,087,314	3,963,114	83	200,214	44	461,405	245	766,596	171	863,004	181	216,827	232	191,351	172	208,248	570	421,232	47	100,215
CATRON	3,742	2,545	3,958	0	0	1	602	2	663	1	1,022	2	358	0	0	1	214	1	119	1	176
CHAVES	288,958	266,148	338,901	26	39,814	7	23,968	47	64,323	35	84,931	31	25,447	38	15,830	32	15,244	76	28,318	10	5,700
Roswell	276,284	254,474	324,060	22	29,353	7	23,930	41	64,219	34	64,863	27	25,406	37	15,804	31	12,360	71	26,804	10	5,691
CIBOLA	76,663	76,547	100,510	4	2,595	10	12,382	22	25,870	8	10,141	13	5,058	4	1,829	7	3,026	27	8,251	4	2,839
Grants	53,729	53,648	70,608	3	2,439	5	8,289	14	13,335	6	9,527	8	3,106	4	1,911	7	3,160	21	7,421	4	2,965
Milan	15,705	15,681	21,032	1	532	1	2,035	5	14,858	2	2,087	4	3,146	0	0	0	0	4	1,827	0	0
COLFAX	72,401	71,646	94,154	8	8,301	9	6,188	17	18,867	12	16,351	22	10,845	12	5,649	3	1,406	41	9,690	5	2,386
Raton	57,461	56,862	74,840	4	5,102	5	5,254	10	18,040	9	10,049	17	10,805	11	3,472	3	1,148	[illegible]	7,818	3	1,467
CURRY	199,193	256,130	331,001	14	30,849	5	30,398	38	56,223	33	112,446	16	9,503	39	19,291	37	19,723	46	25,454	8	8,061
Clovis	187,277	240,808	310,293	13	29,019	5	30,184	32	52,889	31	105,778	14	8,940	38	18,146	36	15,951	44	23,945	7	7,583
DE BACA	6,768	7,030	10,354	2	242	1	1,420	4	3,111	2	2,412	5	302	2	427	1	504	6	938	1	239
DONA ANA	402,747	515,581	663,413	20	39,296	15	71,969	67	122,105	40	171,300	49	55,758	57	30,302	37	30,747	123	63,047	14	16,864
Las Cruces	356,425	456,281	587,174	18	33,967	14	62,208	53	124,614	36	148,069	35	39,846	53	30,024	36	26,577	103	53,117	13	14,578
EDDY	254,769	244,350	318,133	19	24,448	11	27,061	50	60,291	30	87,936	18	19,387	33	18,978	27	13,673	67	19,745	14	7,134
Artesia	91,277	87,544	114,335	5	6,296	3	11,988	17	24,110	12	24,992	8	8,588	10	7,681	5	1,542	16	6,312	5	1,812
Carlsbad	158,350	151,874	197,944	14	12,974	8	15,576	30	44,643	18	42,855	10	11,159	23	11,579	22	9,624	44	12,078	9	5,251
GRANT	94,359	129,252	168,863	13	11,683	8	10,549	20	50,907	16	39,056	11	7,670	11	9,569	9	4,317	41	9,783	4	5,506
Silver City	80,409	110,143	143,980	8	8,008	6	8,970	11	44,686	14	33,208	7	7,283	10	8,136	8	3,513	26	7,108	3	4,681
GUADALUPE	31,727	25,342	34,102	1	696	2	4,094	5	2,689	2	6,957	20	10,312	2	1,232	1	1,452	15	2,912	2	688
HARDING	2,772	2,613	4,625	0	0	1	721	1	795	2	1,226	1	189	1	216	1	257	2	143	0	0
HIDALGO	28,560	25,691	34,555	4	915	1	4,594	7	5,722	4	3,782	13	10,870	1	1,382	2	1,629	12	1,672	1	772
LEA	346,692	272,291	346,868	29	38,693	9	17,821	61	76,369	38	97,115	48	17,172	59	22,543	30	14,794	93	26,008	16	7,248
Hobbs	260,978	204,971	261,247	17	22,748	6	13,994	35	57,365	28	63,095	27	12,874	38	17,135	24	13,468	57	19,240	10	4,940
Lovington	56,717	44,545	57,210	6	4,350	2	3,399	16	15,957	7	9,910	11	3,487	12	4,815	4	872	20	4,224	4	1,720
LINCOLN	80,087	83,398	109,395	8	16,367	4	16,170	25	23,976	7	21,661	11	3,138	14	3,710	6	2,613	36	12,978	3	402
LOS ALAMOS	53,728	68,127	89,590	3	2,255	3	8,381	13	25,998	5	2,971	9	8,111	7	5,076	4	1,930	18	7,523	5	2,399
Los Alamos	62,536	79,295	104,186	2	2,753	2	10,229	11	31,729	4	3,626	7	9,899	6	6,195	3	2,356	15	9,181	4	3,867
LUNA	64,216	80,566	105,722	6	6,506	2	15,642	9	28,622	13	18,551	16	13,388	13	3,705	3	5,546	18	4,944	2	2,628
Deming	57,500	72,140	94,723	4	5,831	1	14,019	8	25,654	11	16,627	15	11,999	12	3,320	3	4,970	15	4,431	2	2,356
MCKINLEY	280,703	323,283	416,068	10	25,720	17	38,813	46	92,177	24	65,976	51	48,824	29	14,469	21	15,604	77	40,533	7	7,523
Gallup	239,438	275,758	354,985	9	20,488	11	30,917	31	73,423	21	48,798	34	48,145	25	11,321	20	12,429	69	37,198	6	7,419
MORA	4,822	2,599	4,607	0	0	1	699	2	771	1	1,188	1	183	1	210	1	247	2	139	0	0
OTERO	185,005	224,980	293,012	14	25,818	9	21,070	36	50,344	30	86,733	22	14,177	26	15,558	25	15,830	62	27,990	5	6,334
QUAY	58,202	55,578	73,315	2	1,844	5	6,660	10	16,400	8	12,386	14	9,580	9	1,885	2	3,846	31	10,110	3	1,203
RIO ARRIBA	78,399	99,559	130,354	8	15,091	9	9,460	9	32,192	7	30,907	16	8,302	3	5,474	1	6,452	29	9,191	3	787
ROOSEVELT	56,579	74,638	98,443	7	4,620	5	4,941	14	22,757	6	34,870	2	3,813	12	5,037	6	1,728	23	11,170	6	3,987
Portales	50,557	66,694	88,025	6	4,078	4	4,362	11	20,089	5	30,782	1	3,366	11	5,051	6	1,401	22	9,861	6	3,997
SANDOVAL	50,767	79,249	104,014	5	3,030	6	12,432	28	26,507	2	21,123	15	11,454	1	3,742	1	4,409	38	9,256	3	2,090

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

NEW MEXICO RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
SAN JUAN	436,909	481,658	622,787	31	58,168	29	48,668	49	133,343	42	177,296	47	39,299	50	30,427	30	19,299	95	50,264	12	9,990
Farmington	345,413	380,791	494,940	21	34,653	18	43,645	30	105,162	32	120,161	21	27,055	44	28,575	27	18,123	74	42,390	8	9,381
SAN MIGUEL	72,190	85,631	112,291	7	13,496	7	11,417	18	28,314	10	14,785	14	7,405	11	4,720	6	2,332	31	10,109	5	2,883
Las Vegas	68,337	81,061	106,327	7	10,538	7	11,170	15	27,497	9	14,358	12	7,191	11	4,618	6	1,891	28	9,492	5	2,821
SANTA FE	462,993	639,998	834,294	28	74,699	14	56,723	59	145,427	36	211,456	35	31,942	63	53,697	56	39,589	155	88,948	15	34,028
Santa Fe	435,670	602,229	784,151	26	74,748	13	56,760	51	145,897	30	154,431	28	32,045	61	53,732	51	39,615	135	80,087	13	34,051
SIERRA	27,596	37,793	50,250	5	4,108	6	3,963	9	13,536	7	6,108	6	3,470	1	2,246	3	2,646	22	8,560	3	1,253
SOCORRO	43,693	41,685	55,298	4	2,507	8	3,703	8	13,281	8	20,496	16	2,979	7	1,239	1	2,901	14	4,900	3	598
TAOS	90,649	121,407	158,689	12	11,745	9	10,857	19	37,948	9	19,777	15	7,729	14	8,023	6	1,809	59	20,996	3	2,224
TORRANCE	27,390	32,736	43,692	1	1,102	1	6,477	7	5,596	4	11,006	10	8,139	1	1,950	1	2,297	12	2,410	2	1,087
UNION	16,696	14,560	20,119	5	1,826	2	2,998	2	3,303	3	1,504	8	3,295	3	767	3	944	12	2,357	2	504
VALENCIA	199,524	180,064	234,761	12	15,253	13	11,963	42	76,838	24	57,935	26	8,234	9	5,220	16	4,946	61	15,809	10	6,436
Alamagordo	172,986	210,364	274,012	12	25,201	8	20,566	29	49,616	27	64,849	18	13,916	24	15,186	24	15,452	50	23,056	5	6,182

NEW YORK RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS.........	72,266,689	103,212,226	134,715,137	4,502	6,166,378	2,305	14,186,493	16,367	29,036,383	4,815	24,610,490	5,982	5,775,551	12,580	9,108,865	7,461	7,865,452	30,357	13,368,788	4,368	4,722,428
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Albany-Schenectady-Troy, NY	3,106,316	5,796,561	7,660,602	252	387,141	131	767,812	699	1,731,395	300	1,684,278	359	440,549	523	420,685	362	364,251	1,647	633,521	184	263,425
Binghamton, NY	1,164,910	1,643,093	2,125,603	83	100,233	35	232,869	176	495,468	112	489,611	114	135,304	155	103,100	106	104,640	461	176,856	61	91,110
Buffalo, NY	4,147,981	5,648,349	7,299,420	266	272,641	100	795,043	753	1,796,424	313	1,575,738	353	363,202	566	409,040	411	343,915	1,946	725,776	239	315,505
Elmira, NY	436,952	583,718	756,947	25	35,863	20	134,986	84	150,631	36	174,043	43	43,999	61	40,169	43	31,630	174	60,714	21	31,131
Glens Falls, NY	146,834	830,824	1,153,020	45	64,204	23	38,693	126	264,723	66	261,604	66	75,003	79	51,221	50	34,383	342	106,328	29	45,422
Jamestown-Dunkirk, NY	557,824	719,792	931,942	61	64,902	33	101,912	113	231,152	67	220,096	68	51,960	74	33,349	45	38,269	269	91,855	35	33,484
Nassau-Suffolk, NY	14,136,906	21,586,286	28,362,825	872	1,530,740	273	2,943,756	2,738	5,821,118	865	5,655,689	1,336	1,350,667	2,136	1,671,481	1,430	1,815,533	4,659	2,185,848	707	778,408
New York, NY	30,340,789	41,294,969	53,685,817	1,438	1,729,152	1,051	5,918,815	8,344	10,842,394	1,150	6,879,499	1,899	1,523,913	6,585	4,804,002	3,262	3,747,668	12,932	6,548,151	2,226	1,765,444
Niagara Falls, NY	854,220	1,181,418	1,535,606	60	63,355	36	203,449	158	386,222	83	340,931	79	60,656	152	79,396	93	53,658	485	149,671	54	68,942
Orange, NY	1,238,717	1,962,515	2,530,118	104	170,132	52	294,461	240	615,126	115	537,206	122	161,329	173	124,056	129	121,042	514	162,429	56	69,536
Poughkeepsie, NY	1,114,542	1,740,237	2,254,551	79	129,914	37	238,487	214	543,058	89	488,532	107	114,908	206	120,284	112	89,862	446	162,638	59	66,152
Rochester, NY	4,326,406	6,301,163	8,217,124	277	427,607	113	876,390	649	1,782,232	380	2,160,509	359	465,596	540	373,376	404	413,984	1,605	761,166	167	333,878
Syracuse, NY	2,765,490	4,011,283	5,177,430	215	266,021	75	503,429	481	1,244,350	266	1,247,125	250	261,979	393	295,928	255	261,445	1,248	471,646	119	246,201
Utica-Rome, NY	1,284,075	1,712,763	2,215,200	101	110,509	43	224,070	246	515,464	143	450,857	123	128,681	186	135,746	142	92,348	581	182,690	78	115,108
COUNTIES, Cities																					
ALBANY	1,704,538	2,596,280	3,408,647	71	121,063	41	383,492	231	603,090	75	833,162	137	150,936	184	254,271	119	206,203	560	301,994	56	95,380
Albany	481,886	951,368	1,260,799	18	15,488	10	55,032	86	303,299	23	314,850	36	73,410	73	88,390	33	52,348	264	150,712	24	35,786
ALLEGANY	129,068	152,924	202,935	16	8,739	7	12,148	44	64,147	23	57,484	18	9,181	16	4,855	15	5,049	56	16,558	10	7,957
Wellsville	59,275	65,512	87,254	6	2,967	2	4,452	10	23,509	9	27,360	5	6,383	12	3,484	9	2,806	14	5,746	3	4,385
BRONX	2,132,854	2,665,040	3,428,051	123	101,482	97	207,812	855	1,040,760	124	489,302	184	118,966	452	242,506	250	228,319	800	241,316	214	131,758

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1992 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
BROOME	1,039,034	1,453,837	1,875,944	52	85,978	29	219,612	156	416,308	77	433,698	99	113,574	133	101,408	92	101,364	365	165,175	45	84,031
Binghamton	348,027	453,054	584,976	12	17,039	6	28,775	56	153,256	26	132,097	28	43,209	38	23,420	29	34,433	147	59,461	14	30,966
CATTARAUGUS	291,434	376,160	490,022	35	40,425	20	60,904	57	119,771	39	110,277	33	19,852	55	29,264	30	17,966	163	48,071	20	19,082
Olean	151,744	203,640	265,536	8	16,036	8	45,708	21	64,809	13	46,765	10	9,721	37	21,508	14	9,935	64	24,507	6	8,226
Salamanca	32,961	33,744	44,463	2	4,578	3	4,567	6	13,563	4	6,416	5	3,334	5	2,106	5	925	15	4,047	2	2,161
CAYUGA	279,967	356,089	464,210	19	25,903	11	46,124	51	110,623	32	125,526	33	35,097	41	24,472	16	9,640	109	32,398	11	18,357
Auburn	208,286	278,660	363,392	9	10,742	7	40,485	32	101,381	15	70,139	22	34,523	35	23,913	13	7,435	69	27,003	9	16,111
CHAUTAUQUA	557,824	719,792	931,942	61	64,902	33	101,912	113	231,152	67	220,096	68	51,960	74	33,349	45	38,269	269	91,855	35	33,484
Dunkirk	71,785	104,445	135,703	8	3,591	7	18,503	24	37,566	7	10,297	10	9,655	11	11,290	8	3,815	29	14,282	5	7,467
Fredonia	53,826	55,202	71,985	5	5,296	2	8,150	7	18,859	6	14,684	7	5,205	3	457	4	1,555	25	9,558	3	2,732
Jamestown	187,897	272,446	353,091	9	7,547	6	34,283	32	85,303	16	89,410	16	20,742	30	14,467	18	13,989	87	29,661	12	15,444
CHEMUNG	436,952	583,718	756,947	22	35,863	20	134,986	84	150,631	34	174,043	39	43,999	57	40,169	44	31,630	149	60,714	14	31,131
Elmira	180,788	241,491	314,483	9	10,090	6	10,574	35	90,778	12	74,892	15	23,511	19	13,577	19	13,012	78	27,575	8	18,839
CHENANGO	159,761	226,420	297,452	13	12,781	9	21,834	37	79,406	30	81,742	15	11,909	19	8,950	14	7,185	78	19,040	9	13,995
Norwich	74,593	101,481	133,624	4	4,912	1	8,690	7	31,604	14	32,411	6	10,250	12	7,647	7	3,237	28	9,546	3	9,163
CLINTON	338,640	492,906	640,161	26	35,735	14	62,033	55	123,102	42	148,293	28	33,802	35	39,250	29	23,265	114	56,319	18	23,064
Plattsburgh	164,258	291,104	378,298	12	22,605	6	32,972	24	48,012	24	95,244	13	32,056	18	14,352	18	13,952	77	56,192	9	12,260
COLUMBIA	207,008	290,107	379,356	25	44,942	7	18,735	47	99,817	19	69,971	21	28,988	21	7,266	18	11,258	75	24,203	10	9,712
Hudson	106,993	143,687	188,171	11	9,225	4	8,998	17	67,918	11	33,538	8	9,611	17	5,201	13	6,476	24	8,453	5	7,797
CORTLAND	184,522	288,698	377,544	21	29,882	5	17,760	35	88,377	33	101,079	16	17,511	21	19,337	21	15,948	86	43,548	11	24,183
Cortland	149,281	221,471	289,757	13	18,259	4	15,815	20	78,334	21	49,207	14	15,661	16	14,806	18	14,264	59	35,491	8	21,489
DELAWARE	179,533	276,115	361,362	25	28,951	11	22,699	40	100,369	24	67,162	26	19,358	23	8,198	13	6,564	73	24,040	17	15,886
DUTCHESS	1,114,542	1,740,237	2,254,551	63	129,914	23	238,487	185	543,058	82	488,532	115	114,908	142	120,284	87	89,862	339	162,638	50	66,152
Beacon	33,336	48,552	63,441	1	3,508	0	6,440	11	15,009	5	15,072	6	5,870	4	1,664	2	2,426	12	1,340	4	3,993
Poughkeepsie	268,933	485,255	629,069	7	19,375	1	75,181	39	111,656	24	133,140	29	43,538	42	57,142	21	28,330	83	46,581	10	19,327
ERIE	4,147,681	5,648,349	7,321,642	228	294,863	97	817,265	770	1,818,646	290	1,597,960	387	385,424	485	431,262	352	366,137	1,735	747,998	230	337,727
Buffalo	1,061,008	1,289,181	1,671,522	55	42,880	21	93,772	297	555,092	71	190,432	103	105,194	124	101,011	90	60,382	680	220,332	85	94,971
Tonawanda	118,603	180,974	235,124	5	5,180	2	25,912	18	92,516	9	31,084	9	19,721	7	3,630	5	3,560	42	27,749	4	9,147
ESSEX	128,788	208,886	274,903	14	22,446	9	15,775	34	77,011	14	39,510	30	16,792	26	9,158	5	1,948	91	29,815	13	7,485
FRANKLIN	162,442	218,448	287,200	17	30,024	10	17,728	35	72,034	18	40,625	19	6,880	22	8,931	12	6,366	78	17,545	12	16,828
Malone	62,080	95,363	125,689	6	10,104	1	9,086	8	20,874	7	19,781	3	2,934	10	6,561	5	3,262	24	7,865	5	8,625
Saranac Lake	34,174	50,108	66,306	4	4,918	1	4,058	8	16,490	3	9,300	6	4,177	7	2,044	4	1,799	14	4,017	3	2,579
Tupper Lake	22,748	27,406	36,517	5	3,127	2	1,846	6	12,998	3	4,232	5	596	3	931	1	662	18	2,935	2	1,753
FULTON	189,030	266,656	349,197	19	24,923	7	23,273	32	80,904	30	92,465	19	18,926	28	23,657	9	9,882	72	20,951	11	23,915
Gloversville	88,896	115,497	151,563	7	5,344	4	14,203	16	39,671	12	22,023	9	7,691	15	15,322	5	4,532	29	7,909	5	11,940
Johnstown	69,582	101,907	133,794	6	9,071	1	8,625	8	30,787	8	29,510	5	11,249	10	7,796	3	3,762	23	9,181	4	9,101
GENESEE	208,472	306,076	399,892	24	34,031	10	28,650	41	94,813	26	87,948	27	29,115	22	20,283	24	23,866	94	40,950	9	18,098
Batavia	117,120	184,121	240,778	9	11,868	5	24,642	20	61,174	11	32,548	12	23,970	17	19,809	16	12,662	42	24,166	3	5,983
GREENE	175,626	251,064	329,145	19	22,807	7	24,159	46	92,963	21	71,163	24	30,159	16	8,580	8	6,969	99	22,288	10	10,001
Catskill	76,584	108,300	142,297	5	6,065	4	10,569	14	44,198	7	25,171	7	20,321	10	6,138	2	3,049	23	4,759	4	4,502
HAMILTON	14,055	19,017	30,726	4	5,224	4	2,206	7	8,034	7	3,390	3	1,533	1	1,782	2	375	31	4,865	0	1,784
HERKIMER	207,607	300,706	392,986	14	21,658	11	52,576	50	98,317	28	59,637	25	24,766	32	15,019	27	16,311	100	30,063	14	21,770
Herkimer	65,301	99,898	130,925	3	6,419	4	15,584	12	36,867	6	19,290	7	4,917	11	8,070	10	5,359	25	12,482	4	6,268
Ilion	31,967	42,575	56,117	1	2,689	1	6,530	9	20,572	7	7,737	4	3,700	6	2,694	7	1,669	7	1,250	2	2,703
Little Falls	28,666	50,012	65,822	2	4,014	2	9,744	8	18,221	4	6,714	5	4,590	8	4,255	5	2,206	12	2,246	3	4,034
JEFFERSON	377,197	674,559	873,771	34	57,000	22	94,408	79	183,911	48	201,968	42	53,738	43	42,598	32	33,015	194	70,945	16	48,769
Watertown	217,224	442,359	573,189	14	27,408	11	86,247	36	127,524	21	81,446	21	38,899	29	44,365	24	24,702	88	48,135	10	41,079
KINGS	4,988,562	6,284,831	8,244,830	282	325,460	224	763,787	1,861	2,121,909	232	1,063,662	433	262,444	1,249	637,284	648	572,552	1,752	557,925	445	308,083
LEWIS	54,413	71,784	98,586	7	2,537	5	7,237	15	27,705	12	22,435	11	7,012	4	1,749	5	2,191	43	9,025	4	5,723
LIVINGSTON	192,013	272,714	356,988	19	27,855	9	18,895	36	94,082	30	75,617	29	33,456	20	6,978	18	6,491	101	33,942	10	10,128
MADISON	203,404	292,489	382,419	19	23,537	7	18,494	41	99,067	35	96,907	23	16,089	20	9,372	19	9,763	111	44,243	14	24,074
Oneida	84,575	122,496	160,482	5	3,527	3	12,838	9	43,072	14	44,813	5	7,063	10	4,215	11	5,881	21	8,578	4	12,672

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

NEW YORK RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
MONROE	3,332,460	4,851,300	6,327,480	151	292,063	54	663,407	454	1,370,022	196	1,738,097	296	345,829	310	283,933	248	360,961	968	604,530	115	259,179
Rochester	929,593	1,213,626	1,583,331	46	86,393	8	196,239	194	324,429	56	298,327	109	124,857	77	60,732	75	91,046	464	201,385	46	78,804
MONTGOMERY	191,869	247,319	324,329	17	12,248	7	29,060	41	75,935	22	50,850	33	39,533	25	13,708	18	8,491	82	19,556	15	18,518
Amsterdam	112,362	155,094	203,594	9	5,585	3	18,005	23	56,185	10	20,319	19	24,496	19	14,512	13	5,262	42	12,792	8	11,474
NASSAU	8,230,516	12,082,109	15,575,057	353	576,693	135	1,671,587	1,323	2,944,001	356	2,967,511	816	728,951	1,101	997,372	682	1,152,067	2,115	1,241,939	347	401,387
Garden City	187,143	500,653	645,924	5	4,618	4	76,324	23	55,115	2	135,496	8	16,818	37	146,611	11	27,062	46	45,943	6	5,818
Hempstead	342,346	477,489	616,065	4	10,548	5	66,621	29	81,763	22	221,252	19	16,209	28	29,650	19	43,958	50	23,380	12	7,359
NEW YORK	10,856,507	15,324,282	19,765,157	238	319,332	263	2,647,465	1,974	2,441,293	84	925,685	111	113,035	2,425	2,611,315	1,033	1,712,241	4,945	3,813,563	463	622,070
NIAGARA	854,220	1,181,418	1,535,606	56	63,355	34	203,449	152	386,222	84	340,931	85	60,656	126	79,396	79	53,658	403	149,671	55	68,942
Lockport	79,137	124,815	161,674	9	6,373	2	20,464	21	44,388	13	19,489	9	14,962	13	7,502	9	6,370	58	23,410	8	5,706
Niagra Falls	264,310	333,358	430,875	14	19,110	15	49,654	50	130,976	14	43,060	35	30,725	43	30,213	24	9,309	169	57,946	19	20,872
N. Tonawanda	127,762	139,720	180,915	9	6,443	4	17,461	32	67,983	12	32,158	14	6,624	8	2,350	13	6,743	47	11,501	8	11,322
ONEIDA	1,076,468	1,412,057	1,822,214	65	88,852	36	171,494	157	417,147	74	391,220	112	103,914	165	120,727	95	76,037	393	152,627	60	93,338
Rome	198,938	258,768	334,385	11	12,101	10	41,467	29	89,080	17	51,128	25	26,095	17	14,205	15	8,733	79	27,399	10	20,041
Utica	331,053	342,878	442,893	15	8,105	9	33,618	61	124,779	12	43,281	34	40,690	74	44,345	37	14,537	146	41,189	23	26,465
ONONDAGA	2,190,477	3,198,821	4,120,041	135	199,182	45	435,428	319	962,850	160	1,002,079	194	208,686	286	272,090	180	233,574	761	374,491	85	183,748
Syracuse	584,339	969,098	1,248,573	36	31,584	11	80,043	143	353,108	59	330,146	70	91,030	81	63,406	83	106,165	351	140,794	30	52,296
ONTARIO	442,424	690,931	894,826	29	47,820	11	147,272	62	162,130	47	180,770	45	44,164	72	64,852	29	29,801	152	80,690	15	32,592
Canandaigua	95,516	208,592	270,535	6	15,564	1	23,267	14	87,088	15	65,473	10	21,254	14	10,922	9	6,349	41	12,749	5	11,321
Geneva	64,266	100,364	130,456	7	3,865	2	22,358	12	24,615	7	9,200	8	11,345	16	13,788	10	6,410	36	12,251	4	10,724
ORANGE	1,238,717	1,962,515	2,530,118	66	170,132	37	294,461	175	615,126	101	537,206	128	161,329	147	124,056	96	121,042	399	162,429	49	69,536
Middletown	251,314	217,175	280,480	7	10,708	5	42,046	21	87,834	12	27,922	21	24,097	17	6,967	19	19,864	56	14,223	6	7,580
Newburgh	250,537	221,487	286,038	6	1,983	5	10,315	34	84,770	16	75,089	28	26,575	41	22,785	25	11,452	86	20,175	9	4,848
Port Jervis	58,301	99,550	128,869	5	4,752	2	18,483	8	29,394	11	23,157	4	7,961	10	7,166	7	6,537	18	6,637	5	7,533
ORLEANS	105,754	135,131	180,052	16	14,311	5	13,217	27	54,636	14	34,689	8	6,787	13	6,062	8	6,707	41	15,168	9	10,652
Medina	45,437	59,967	80,210	6	5,479	3	6,460	10	26,703	6	10,040	3	3,318	8	5,678	2	3,278	14	4,968	4	4,886
OSWEGO	371,609	519,973	674,970	27	43,301	17	49,506	72	182,433	40	148,140	50	37,205	26	14,465	25	18,109	147	52,912	14	38,379
Fulton	106,244	126,877	165,117	5	3,637	3	14,313	15	48,663	11	33,192	10	11,715	8	2,721	9	5,685	28	7,922	4	11,097
Oswego	118,050	157,456	204,778	3	8,451	6	14,414	20	61,932	9	29,005	14	14,694	12	8,541	9	6,081	54	24,128	3	11,174
OTSEGO	224,020	378,697	493,285	24	49,122	12	41,934	44	115,609	36	139,140	18	14,116	21	13,676	15	7,369	102	45,332	14	22,108
Oneonta	92,926	191,268	249,417	8	13,977	3	23,595	12	65,049	12	35,252	10	13,977	15	14,465	11	5,666	46	29,881	8	22,305
PUTNAM	272,769	408,964	532,209	23	47,296	5	28,279	62	122,684	28	138,504	40	34,065	18	10,147	26	16,712	99	29,693	17	20,992
QUEENS	5,111,766	6,674,766	8,641,643	259	295,441	163	716,755	1,577	2,213,037	227	1,563,303	528	374,208	845	500,690	511	464,256	1,931	920,807	361	320,963
RENSSELAER	454,996	689,413	892,874	27	43,315	8	45,924	113	285,658	47	181,851	64	59,594	32	22,284	28	26,984	206	70,407	37	46,292
Troy	186,170	289,427	375,165	11	10,101	3	9,380	56	128,397	11	51,808	20	29,968	21	13,950	18	17,437	108	43,045	16	31,624
RICHMOND	1,084,079	1,627,327	2,170,151	60	107,730	25	259,439	256	552,682	58	402,833	101	73,985	165	141,151	105	105,613	315	144,142	60	68,267
ROCKLAND	1,114,627	1,545,262	2,003,808	57	113,304	18	233,042	195	442,539	60	488,812	134	105,596	140	104,586	91	86,164	344	187,904	66	69,634
Nyack	48,235	76,458	99,674	4	2,363	1	7,304	10	3,450	11	47,536	7	7,994	2	3,279	5	2,236	28	15,050	5	5,060
ST. LAWRENCE	355,522	546,884	761,019	31	59,441	16	50,723	84	182,553	60	184,028	30	17,307	40	28,163	37	28,465	181	64,598	15	46,758
Ogdensburg	55,160	95,839	133,823	5	13,175	2	12,084	11	25,007	6	18,157	6	2,785	10	6,820	6	4,831	32	15,536	2	11,138
SARATOGA	579,287	1,019,594	1,387,121	41	103,488	23	132,856	99	340,566	44	285,664	60	89,676	73	49,605	41	45,517	229	130,397	23	42,723
Saratoga Springs	153,787	279,352	374,972	11	16,490	7	29,166	22	98,228	12	78,597	8	13,476	22	18,626	13	9,994	78	49,422	8	15,975
SCHENECTADY	705,031	992,891	1,318,486	42	84,220	20	152,322	121	333,183	52	261,588	70	70,652	85	72,238	56	68,086	224	88,879	39	50,510
Schenectady	368,720	420,979	566,179	19	28,318	9	51,216	64	161,418	31	99,966	39	54,575	37	27,151	28	26,341	142	44,923	23	25,103
SCHOHARIE	90,312	121,710	162,792	10	11,185	5	11,949	19	45,658	8	30,705	17	7,884	10	4,028	7	4,169	32	9,671	3	10,003
SCHUYLER	42,267	75,024	98,638	5	10,069	2	7,239	11	26,731	11	31,715	7	4,284	5	1,430	3	1,277	25	7,509	3	6,060
SENECA	102,041	145,373	193,224	8	15,417	2	1[illegible],184	16	54,116	12	52,667	12	12,672	11	3,036	9	6,581	52	15,347	8	11,720
STEUBEN	346,403	479,756	664,402	28	52,788	15	60,418	67	158,578	53	139,343	51	40,736	48	29,348	35	22,404	156	57,476	25	34,444
Corning	70,629	102,306	142,118	4	7,294	3	8,348	17	41,398	7	19,252	8	9,393	12	10,211	11	6,313	43	21,060	6	9,332
Hornell	68,669	108,198	150,271	1	8,428	4	15,433	11	40,322	11	25,322	7	9,446	19	14,931	8	3,579	29	13,014	6	8,801

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
SUFFOLK	5,906,390	9,504,177	12,787,768	401	954,047	119	1,272,169	1,101	2,877,117	418	2,688,178	624	621,717	683	674,109	479	663,466	1,793	943,909	267	377,021
SULLIVAN	285,933	414,913	539,860	23	49,367	14	39,627	51	133,807	31	106,556	43	26,680	20	7,485	16	6,749	158	44,155	20	14,704
TIOGA	125,876	189,256	249,658	10	14,255	6	13,257	30	79,160	14	55,912	21	21,730	5	1,692	9	3,276	42	11,681	8	7,079
Waverly	20,154	24,694	33,058	1	924	1	859	8	20,475	3	3,423	4	1,409	2	109	4	1,386	8	1,317	2	458
TOMPKINS	357,234	522,785	678,586	25	49,007	9	64,246	65	153,835	34	146,973	37	38,785	50	31,288	41	36,866	166	73,120	17	26,509
Ithaca	249,886	378,738	491,763	16	37,633	6	49,334	42	88,272	21	112,860	23	29,783	44	24,026	35	27,148	113	57,843	12	20,355
ULSTER	681,558	1,048,451	1,354,607	45	63,798	23	132,307	115	309,850	57	258,650	79	84,245	72	49,010	48	33,029	278	119,454	33	36,536
Kingston	267,515	425,458	550,025	13	18,272	5	49,419	41	159,742	20	99,225	21	28,340	38	32,820	26	14,941	68	40,263	8	15,217
WARREN	376,120	611,237	864,355	29	53,968	16	17,505	70	175,294	43	218,106	44	59,195	65	46,666	37	31,125	229	83,697	18	31,458
Glens Falls	219,200	341,772	483,547	14	30,191	10	9,793	23	98,065	21	122,015	13	33,115	21	26,106	17	17,412	77	46,823	8	17,599
WASHINGTON	146,834	219,587	288,665	12	10,238	3	21,188	49	89,429	18	43,497	23	15,809	13	4,556	8	3,259	90	22,632	14	13,964
WAYNE	253,755	351,087	457,778	34	45,558	12	33,600	41	101,363	42	131,336	35	35,360	24	11,550	20	10,024	99	26,836	16	21,327
WESTCHESTER	4,779,625	6,764,497	8,899,968	216	419,107	103	1,062,236	842	1,907,490	219	1,807,397	495	441,615	625	556,324	426	561,812	1,231	652,801	226	223,678
Mamaroneck	136,996	207,985	274,181	6	10,289	2	17,405	27	78,512	14	75,484	24	28,578	19	6,953	14	8,335	31	19,955	7	5,884
Mount Vernon	245,145	396,171	521,760	9	5,872	5	7,365	56	114,203	10	75,357	25	38,165	34	16,462	22	14,112	69	16,729	13	20,368
New Rochelle	370,498	532,662	701,328	12	20,509	9	86,481	93	112,873	20	189,402	34	29,690	50	43,604	37	43,274	119	52,668	19	16,511
North Tarrytown	38,882	44,551	59,167	1	387	0	976	8	3,625	4	43,604	6	4,077	3	515	1	519	17	3,823	1	208
Ossining	73,407	111,505	147,252	6	10,251	2	16,579	16	27,115	6	28,404	16	13,356	10	3,729	8	10,080	26	14,003	5	2,883
Peekskill	177,415	212,463	280,073	7	7,295	7	51,078	26	88,590	10	27,067	14	17,336	17	10,406	14	11,249	45	13,524	4	4,475
Port Chester	182,311	217,665	286,916	10	14,013	8	33,453	29	67,438	13	26,822	26	24,996	24	14,994	16	14,644	48	19,059	13	13,341
Tarrytown	59,608	94,367	124,705	3	1,935	1	11,810	11	41,793	2	20,231	4	4,406	5	6,331	3	341	27	17,821	5	5,501
White Plains	757,255	982,927	1,293,700	22	40,134	15	399,868	55	181,746	21	156,017	38	41,186	112	128,830	68	74,377	136	84,864	18	18,401
Yonkers	805,147	1,077,856	1,418,589	27	48,082	19	212,232	156	392,624	39	172,762	77	87,654	105	98,991	73	85,921	197	84,718	45	39,858
WYOMING	114,306	161,573	209,942	14	17,277	4	8,397	23	58,156	29	60,239	19	10,504	16	5,137	12	7,846	57	19,445	6	8,218
YATES	59,650	79,244	103,036	8	10,725	3	7,564	12	25,487	13	22,661	7	8,675	9	2,461	6	1,331	37	12,892	5	4,562
New York City	24,173,768	32,576,246	42,273,723	962	1,124,044	772	4,652,248	6,523	8,208,559	725	4,309,362	1,357	904,604	5,136	4,214,873	2,547	3,117,575	9,743	5,811,892	1,543	1,445,724

NORTH CAROLINA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS.........	25,005,089	39,051,791	50,386,198	2,540	3,778,170	1,480	5,115,207	5,60	10,874,744	3,610	12,297,053	3,547	2,564,600	4,277	2,664,242	3,666	2,887,743	9,313	4,332,609	1,739	1,716,302
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Asheville, NC	848,523	1,176,729	1,497,937	69	116,244	34	180,424	141	291,101	106	367,598	114	91,005	121	65,569	102	56,068	285	134,252	47	57,384
Burlington, NC	517,969	799,641	1,026,857	46	58,423	25	91,452	104	203,671	67	277,205	71	68,560	116	90,108	78	60,878	178	83,226	35	35,745
Fayetteville, NC	974,013	1,519,686	1,971,182	75	125,431	49	298,161	172	378,330	139	507,150	123	109,907	147	79,739	118	176,580	346	185,794	43	41,808
Greensboro-Winston-Salem-High Point, NC	3,934,099	6,236,612	7,894,313	339	459,063	162	862,225	661	1,518,798	452	1,939,384	509	430,764	642	434,374	573	512,392	1,410	744,914	233	262,013
Hickory, NC	840,858	1,369,503	1,775,450	96	159,563	42	155,959	188	395,984	143	397,651	119	58,872	156	99,745	144	90,563	351	153,973	74	70,465
Jacksonville, NC	415,439	651,671	845,028	41	65,020	30	116,834	76	166,067	77	265,068	54	26,569	63	23,432	60	71,040	204	82,355	17	20,232
Raleigh-Durham, NC	2,792,602	4,914,771	6,502,254	227	378,106	116	810,928	269	1,311,544	315	1,571,316	508	326,037	428	358,130	1,139	394,528	175	632,666		225,942
Wilmington, NC	615,501	947,902	1,209,278	50	94,627	26	171,417	116	228,666	74	264,964	64	42,096	133	74,686	118	67,728	271	114,176	34	35,820
Charlotte- Gastonia-Rock Hill, NC-SC	4,720,304	7,515,889	9,675,963	384	622,075	174	966,211	841	2,156,939	556	2,582,661	539	493,291	720	555,957	623	535,976	1,626	831,079	281	304,771

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

NORTH CAROLINA RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
COUNTIES, Cities																					
ALAMANCE	517,969	799,641	1,026,857	36	58,423	26	91,452	98	203,671	56	277,205	57	68,560	99	90,108	71	60,878	113	83,226	30	35,745
Burlington	362,016	583,693	749,688	24	35,971	13	87,166	41	131,135	37	185,081	32	49,100	80	80,392	55	38,345	78	61,321	19	25,308
ALEXANDER	53,772	89,158	115,230	15	17,939	4	4,295	14	31,265	11	22,624	8	2,816	5	3,021	7	4,969	19	9,835	6	5,126
ALLEGHANY	25,973	38,377	49,738	5	11,974	4	1,940	9	9,590	7	9,092	5	3,763	6	971	1	1,861	10	2,652	3	2,569
ANSON	63,554	81,423	104,595	8	8,468	8	4,179	24	29,727	14	24,629	9	7,428	12	3,738	6	6,405	19	6,459	7	4,691
ASHE	73,097	109,111	141,117	10	15,581	8	9,845	18	29,283	9	37,768	12	4,530	14	5,365	0	0	0	0	0	0
AVERY	49,490	71,326	91,495	9	22,568	6	6,107	20	24,856	5	12,376	8	1,637	11	3,015	0	0	0	0	0	0
BEAUFORT	169,038	217,474	281,706	17	33,628	14	26,640	44	72,925	25	70,080	18	10,626	36	10,287	22	10,602	32	16,097	10	10,800
Washington	120,371	145,453	188,608	8	23,988	7	19,003	22	41,549	18	43,000	9	10,485	30	9,099	16	6,890	22	11,947	6	8,187
BERTIE	39,359	51,028	66,492	5	4,947	5	1,708	30	21,111	8	20,740	9	2,254	5	836	5	2,066	7	2,299	5	1,931
BLADEN	72,451	95,959	124,054	12	7,681	9	8,406	25	37,455	15	29,555	14	6,184	10	4,181	6	3,723	14	4,312	9	5,679
BRUNSWICK	117,246	196,256	254,178	11	27,844	11	16,439	40	89,235	15	55,693	24	10,434	9	3,569	9	3,893	60	31,551	9	8,312
BUNCOMBE	848,523	1,176,729	1,497,937	56	116,244	31	180,424	134	291,101	92	367,598	91	91,005	106	65,569	83	56,068	207	134,252	37	57,384
Asheville	599,405	856,452	1,090,377	32	78,639	19	133,197	77	202,078	60	271,377	52	67,185	91	48,407	62	39,956	151	105,084	24	42,364
BURKE	195,246	343,809	445,611	24	50,169	7	26,615	62	127,954	30	62,295	19	12,989	37	24,737	23	16,474	49	38,828	18	20,209
Morganton	133,814	235,879	305,902	13	26,847	4	18,753	32	98,009	18	39,555	10	9,153	24	19,432	11	7,526	31	26,351	11	14,240
CABARRUS	394,622	598,831	776,474	33	53,370	15	86,872	73	176,336	42	220,529	41	29,970	66	43,334	47	46,379	76	51,807	22	26,709
Concord	173,236	265,689	344,900	16	24,208	3	2,581	34	91,686	16	106,146	17	17,530	24	15,747	23	13,552	39	24,157	10	12,145
Kannaplis	132,198	202,750	263,383	11	18,107	5	31,049	24	61,917	14	74,610	14	10,248	22	15,053	16	15,985	25	17,386	7	9,310
CALDWELL	235,554	362,982	470,486	27	30,358	12	33,006	64	119,612	36	138,334	23	12,133	29	13,998	30	43,375	64	27,069	19	18,755
Lenoir	174,317	254,431	329,952	15	12,791	10	27,847	39	94,514	26	83,196	10	10,236	25	11,268	16	16,734	46	19,336	15	13,510
CAMDEN	10,701	7,229	9,568	1	743	1	201	4	1,859	2	2,096	3	724	0	0	2	358	4	500	1	281
CARTERET	197,370	331,635	429,817	24	66,689	12	39,372	57	81,570	26	81,998	35	26,579	23	10,748	25	26,471	69	49,336	8	13,576
CASWELL	19,886	23,589	30,679	2	2,382	7	2,708	17	10,880	7	7,199	3	515	1	1,344	1	1,149	4	292	2	900
CATAWBA	591,840	936,536	1,214,608	42	91,455	24	125,049	108	236,764	66	312,732	52	43,067	99	71,986	72	69,119	152	105,310	37	45,130
Hickory	329,027	605,912	786,031	17	42,645	13	92,055	47	152,848	36	142,706	27	38,341	60	59,712	40	53,005	87	80,758	18	28,354
Newton	44,525	63,050	82,500	5	6,162	2	8,426	14	30,055	5	4,478	7	4,654	11	5,625	11	2,997	14	5,190	6	6,239
CHATHAM	88,367	124,888	161,586	13	7,058	14	9,439	24	44,001	20	45,829	16	10,942	17	6,126	15	4,997	28	11,101	6	4,134
CHEROKEE	68,383	118,209	152,921	9	15,757	8	11,257	19	44,225	9	13,058	11	5,502	19	7,129	7	12,159	18	10,944	5	5,627
CHOWAN	46,863	66,066	84,671	3	4,989	6	11,044	11	24,959	8	16,905	8	5,201	6	2,729	4	2,730	10	4,544	3	3,376
CLAY	21,421	22,700	29,625	4	6,265	3	760	5	4,106	4	6,491	7	2,192	1	1,297	3	1,235	1	633	2	869
CLEVELAND	284,386	471,361	611,096	19	30,913	24	56,759	75	164,765	48	137,840	48	33,051	37	24,833	40	29,092	82	53,962	26	27,386
Shelby	145,250	280,794	364,295	8	19,368	14	30,870	25	96,521	22	70,849	24	20,707	28	21,935	26	16,271	46	35,106	15	19,779
COLUMBUS	186,004	241,650	313,072	27	42,036	20	23,835	47	69,597	32	76,177	31	11,947	37	19,471	21	11,061	39	16,622	16	13,794
CRAVEN	319,197	474,282	614,886	16	52,225	17	71,722	84	147,801	35	183,577	37	23,509	48	19,588	42	35,220	68	46,156	16	15,404
New Bern	170,029	300,265	389,506	7	39,669	10	64,247	43	112,267	14	50,352	21	12,045	36	20,891	25	16,402	40	25,207	13	11,701
CUMBERLAND	974,013	1,519,688	1,971,182	58	125,431	38	298,161	162	378,330	106	507,150	108	109,907	114	79,739	104	176,580	278	185,794	31	41,808
Fayetteville	637,784	1,043,822	1,354,117	25	57,361	26	270,066	67	234,592	55	296,555	55	90,654	89	76,992	56	65,105	188	126,112	23	34,331
CURRITUCK	22,700	60,532	77,491	2	5,207	2	1,409	12	28,096	2	14,705	8	12,570	1	2,941	4	2,275	12	4,448	2	1,967
DARE	114,929	242,265	313,870	16	46,465	8	16,640	46	86,580	8	22,999	14	8,666	22	13,895	8	11,509	79	61,616	3	2,996
DAVIDSON	350,674	519,707	673,819	33	48,030	12	36,923	79	148,223	63	159,038	52	42,313	52	32,867	49	40,641	112	54,101	29	26,449
Lexington	180,606	265,403	344,440	12	25,115	5	20,309	31	84,446	25	57,237	19	25,811	34	27,732	20	12,588	43	21,513	15	15,091
Thomasville	108,647	178,373	231,751	11	8,655	5	12,828	25	58,692	21	54,318	16	19,574	11	4,972	16	12,607	30	20,322	12	9,189
DAVIE	59,720	88,575	114,474	7	10,804	7	3,237	17	26,773	9	17,564	14	11,371	7	2,410	6	15,926	16	6,540	3	4,689
DUPLIN	116,750	152,097	196,887	16	9,321	17	10,345	48	58,328	28	42,886	22	9,762	23	8,022	18	11,300	28	11,991	14	7,281
DURHAM	747,552	1,207,761	1,550,685	34	78,044	19	213,722	133	306,802	49	368,831	81	89,207	121	81,744	85	92,437	185	142,126	30	59,504
Durham	643,070	1,039,230	1,344,604	23	53,214	17	165,344	116	315,208	41	300,817	77	91,651	108	78,728	67	54,661	161	122,284	27	46,097
EDGECOMBE	162,170	189,030	244,803	11	12,416	12	22,553	66	70,097	20	49,183	24	12,958	20	8,195	22	14,590	36	13,534	13	9,886
FORSYTH	1,350,769	2,123,449	2,701,577	66	153,729	40	318,521	188	506,063	101	741,885	146	134,143	196	165,939	136	153,257	333	266,352	45	91,322
Winston-Salem	1,086,781	1,702,341	2,168,148	48	87,174	34	304,887	125	464,090	73	462,851	100	123,451	174	156,802	111	100,387	263	216,319	32	69,494

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
FRANKLIN	62,736	100,261	129,661	8	19,720	7	8,619	45	38,427	12	20,614	16	6,040	9	3,942	10	2,454	24	8,611	7	6,635
GASTON	633,365	996,534	1,272,157	45	85,461	35	178,717	142	325,954	75	291,776	72	48,656	84	48,862	69	50,906	144	99,534	36	52,386
Gastonia	404,869	671,948	857,986	20	28,626	19	155,470	65	195,092	43	168,006	47	43,865	66	44,287	38	31,091	73	63,455	18	32,259
GATES	13,975	24,088	30,108	2	2,338	3	925	10	8,973	3	6,599	6	1,898	0	0	0	0	4	645	2	882
GRAHAM	13,300	16,838	20,703	4	4,344	3	433	8	6,736	3	509	9	747	4	663	3	775	7	1,310	2	608
GRANVILLE	84,831	135,985	175,983	6	10,628	9	12,871	34	51,935	14	37,092	20	5,767	18	10,482	12	5,051	21	9,831	11	13,901
GREENE	18,486	29,993	37,770	5	2,023	4	2,425	7	8,028	4	8,276	6	3,078	3	1,654	5	2,161	8	2,150	1	1,107
GUILFORD	1,763,785	2,911,827	3,636,948	101	171,845	57	449,750	258	663,099	111	855,279	175	203,518	228	192,447	190	273,725	438	358,843	82	108,394
Greensboro	1,010,697	2,008,043	2,513,569	55	96,149	38	360,335	154	487,569	66	462,671	114	192,012	164	153,979	111	134,339	299	256,034	50	68,013
High Point	293,490	484,522	607,099	31	24,676	15	75,905	64	149,968	34	136,020	39	46,254	48	27,714	63	64,249	102	55,181	22	23,763
HALIFAX	218,653	281,353	364,582	19	21,140	21	44,400	71	80,398	33	59,430	48	35,986	37	16,222	25	31,560	57	25,717	20	13,007
Roanoke Rapids	132,059	180,801	234,503	9	12,210	10	41,071	22	54,570	20	33,893	16	20,413	26	13,276	15	11,558	32	17,735	12	10,241
HARNETT	174,155	239,494	310,274	19	42,120	20	26,829	45	76,984	28	42,311	31	24,045	27	8,391	25	13,944	47	25,158	15	16,311
Dunn	93,772	137,512	178,431	10	31,830	10	24,770	18	42,912	12	20,337	9	8,673	21	6,596	13	4,543	21	17,920	5	9,714
HAYWOOD	203,813	299,758	388,460	17	37,971	12	15,532	36	83,492	29	110,940	40	32,603	25	12,014	30	14,433	61	28,580	16	15,977
HENDERSON	304,431	490,168	635,496	21	80,473	12	32,205	44	126,075	40	205,683	26	26,285	31	57,408	41	22,536	61	46,837	18	21,797
Hendersonville	206,484	353,436	458,373	14	43,348	8	29,972	27	112,556	24	74,153	16	21,240	23	57,057	32	16,563	43	40,408	15	19,120
HERTFORD	88,195	130,310	168,620	12	16,957	10	20,412	32	43,761	12	29,967	10	8,478	16	4,160	12	10,963	18	14,879	7	7,077
HOKE	29,746	46,774	59,642	6	4,368	5	5,806	16	22,618	6	10,259	5	797	5	1,258	3	2,232	12	3,785	5	3,134
HYDE	9,982	20,327	25,230	1	1,678	3	1,981	10	7,862	1	4,736	7	1,977	1	946	4	808	10	3,344	1	634
IREDELL	314,923	507,423	657,882	38	65,376	20	57,093	70	163,106	51	147,996	47	27,182	47	35,510	36	32,558	97	58,878	24	28,988
Statesville	167,248	302,444	392,383	14	21,271	10	42,152	33	102,112	30	78,554	23	22,743	28	26,567	15	16,108	45	32,153	13	16,794
JACKSON	83,465	114,403	147,983	12	11,618	11	12,451	24	40,450	17	31,576	15	4,651	16	5,874	12	5,681	48	14,897	7	8,144
JOHNSTON	278,545	429,977	557,405	27	41,205	20	23,372	68	117,635	49	110,039	52	68,947	33	25,134	36	43,794	80	38,072	22	19,394
JONES	16,874	18,246	22,530	1	1,748	4	2,854	7	2,659	9	5,833	5	968	0	986	2	843	9	631	2	660
LEE	188,006	341,263	442,308	15	43,708	9	29,834	47	121,598	30	120,317	22	12,741	41	27,030	20	15,877	45	31,939	8	14,662
Sanford	162,041	310,602	402,549	12	38,672	8	26,398	39	126,640	23	91,180	14	13,269	39	23,915	17	12,696	38	30,739	7	12,972
LENOIR	255,014	369,668	479,161	20	39,666	15	55,497	73	103,938	31	115,480	28	16,768	41	31,596	34	27,266	56	33,808	19	17,448
LINCOLN	126,081	214,681	278,082	20	31,405	8	20,822	32	74,435	23	63,146	16	9,447	19	6,623	18	11,225	38	19,764	14	12,845
MCDOWELL	113,277	158,138	204,722	12	15,366	8	14,507	34	52,394	25	50,881	12	13,267	18	9,997	10	6,279	31	15,758	8	8,441
Marion	59,250	93,732	121,607	6	5,070	4	9,941	16	33,615	14	27,576	6	5,989	16	6,851	6	5,219	11	9,338	7	5,784
MACON	95,202	129,585	167,680	11	44,820	9	15,058	22	35,705	13	12,695	13	6,693	18	7,475	12	7,117	38	13,320	10	6,911
MADISON	27,169	33,400	42,291	3	3,282	3	1,460	7	8,219	5	9,396	7	3,063	3	1,851	2	1,582	6	2,247	5	2,156
MARTIN	80,292	119,285	154,317	6	3,177	9	18,991	28	40,016	14	26,912	14	6,314	15	6,751	9	6,955	29	15,974	5	5,021
MECKLENBURG	2,501,701	4,144,727	5,293,030	124	319,333	59	525,134	337	976,894	165	1,526,288	239	300,753	301	348,100	214	345,123	636	508,064	93	142,838
Charlotte	2,231,107	3,590,831	4,592,347	103	211,104	48	466,759	275	826,418	145	1,115,235	204	279,651	257	308,506	191	253,540	557	438,751	79	124,487
MITCHELL	46,435	66,641	85,417	9	7,630	3	1,988	5	15,906	11	31,275	9	2,891	12	4,482	7	6,169	12	6,444	7	4,097
MONTGOMERY	56,408	85,888	110,388	7	8,288	7	4,218	19	29,031	10	21,732	11	4,577	9	2,896	7	4,785	23	8,427	7	5,550
MOORE	197,191	345,045	447,215	16	27,428	11	21,699	51	120,310	29	123,199	22	16,033	43	24,821	24	18,446	62	35,361	18	16,196
NASH	359,205	560,557	726,818	22	56,449	25	84,226	109	149,436	49	152,399	46	35,273	56	51,091	41	33,179	99	79,360	17	23,287
Rocky Mount	264,284	413,625	536,439	13	34,875	10	72,806	52	115,408	30	82,470	26	32,457	45	44,163	25	17,970	70	61,811	12	20,223
NEW HANOVER	615,501	947,902	1,209,278	37	94,627	22	171,417	107	228,666	61	264,964	48	42,096	108	74,686	69	67,728	175	114,176	31	35,820
Wilmington	471,264	654,061	834,569	29	42,392	13	121,310	70	160,656	40	187,512	35	39,472	95	52,854	55	47,930	118	70,472	28	25,349
NORTHAMPTON	34,906	48,086	61,344	9	10,401	2	1,287	30	19,274	3	13,442	7	2,630	2	2,686	1	2,297	9	3,775	4	1,804
ONSLOW	415,430	661,671	845,028	24	65,020	23	116,834	86	166,067	67	265,068	41	26,569	38	23,432	45	71,040	155	82,355	11	20,232
Jacksonville	310,863	421,514	546,795	10	29,369	18	96,307	54	105,297	41	125,950	21	23,103	33	20,114	36	42,216	98	50,069	8	11,288
ORANGE	295,381	514,005	666,422	20	55,204	11	39,712	70	182,357	22	84,300	26	31,117	48	31,245	36	33,535	110	89,390	15	22,792
Chapel Hill	87,201	323,759	420,992	8	21,486	5	41,535	30	131,013	11	57,047	15	39,042	42	27,785	21	22,443	78	86,949	6	21,474
PAMLICO	26,773	29,028	36,518	1	2,834	1	765	15	9,453	6	14,665	3	1,436	1	1,598	2	1,366	9	2,438	1	1,070
PASQUOTANK	154,257	251,186	325,444	20	56,644	6	35,338	31	52,177	23	83,989	27	18,096	24	14,824	19	20,205	39	22,579	7	13,324
Elizabeth City	50,832	251,186	325,344	16	60,668	4	63,565	28	101,685	18	0	22	45,618	15	27,828	16	25,980	35	20,198	7	13,324

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

NORTH CAROLINA RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																			
METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
PENDER	49,239	62,331	79,825	9	9,256	6	2,568	27	31,732	7	8,661	8	4,443	2	3,494	2	2,988	19	3,347	3	2,745
PERQUIMANS	20,038	26,725	33,531	6	1,757	3	704	6	5,950	6	12,926	8	1,371	5	1,214	2	1,256	9	3,028	1	983
PERSON	97,577	144,989	187,665	10	8,728	9	10,698	30	47,377	14	53,043	12	6,752	17	10,725	14	9,140	21	10,420	9	9,046
PITT	429,177	727,254	943,088	29	67,396	32	91,302	95	179,281	43	260,953	51	43,857	71	71,313	50	57,155	113	89,890	18	23,416
Greenville	333,628	609,602	790,563	20	48,090	10	70,992	53	156,591	29	178,120	33	41,971	62	67,354	34	41,141	91	80,740	12	17,801
POLK	34,096	45,612	58,134	5	1,213	5	1,583	12	14,003	3	12,737	9	5,208	5	1,420	3	1,754	16	4,437	5	3,313
RANDOLPH	267,388	412,528	534,767	31	51,128	19	48,913	71	117,347	45	107,093	44	28,295	38	36,472	39	19,466	73	40,808	19	20,861
Asheboro	172,940	232,348	301,485	12	15,777	12	38,987	29	68,220	29	51,942	20	14,616	27	29,057	23	8,216	43	25,881	12	14,074
RICHMOND	161,088	225,977	292,738	13	27,884	14	27,988	57	72,804	25	68,425	24	11,165	30	12,859	29	18,248	41	21,837	11	13,402
Rockingham	120,715	164,435	213,156	9	16,884	7	23,204	34	54,773	18	43,683	15	9,086	18	8,262	21	12,968	26	16,770	7	10,300
ROBESON	344,182	502,582	651,602	28	70,142	24	34,003	86	137,245	57	120,719	48	50,552	56	45,694	39	41,327	77	42,221	23	21,700
Lumberton	190,655	321,829	417,474	14	28,064	8	25,508	27	89,528	29	55,172	21	41,032	34	43,504	26	29,940	43	34,255	8	12,757
ROCKINGHAM	292,761	410,920	532,680	35	39,105	23	44,476	70	152,710	43	73,278	32	22,052	62	34,075	46	45,645	73	42,466	27	24,932
Eden	122,073	161,103	209,280	14	10,572	8	16,117	26	67,029	15	26,076	8	6,243	29	17,597	16	21,965	31	15,323	10	9,211
Reidsville	104,657	160,547	208,561	11	14,083	6	20,304	20	67,626	20	18,917	10	13,399	20	12,690	20	10,933	24	15,671	10	11,508
ROWAN	408,330	493,523	639,849	22	33,436	14	35,450	66	222,059	39	129,235	43	29,840	44	39,508	41	24,109	92	39,721	24	20,163
Salisbury	243,675	343,344	445,313	9	12,766	8	38,373	26	115,300	25	104,648	22	31,535	36	44,667	25	12,083	59	34,844	16	16,656
Spencer	11,114	12,134	15,788	0	682	2	723	3	5.177	2	2,635	2	608	1	805	5	2,584	3	810	1	411
RUTHERFORD	205,959	292,171	378,617	20	34,360	14	28,137	41	87,021	54	106,875	23	13,399	29	13,501	27	20,601	58	25,229	18	16,612
Forest City	93,300	145,178	188,480	8	18,834	7	23,519	11	35,882	25	29,652	7	9,444	22	11,164	11	12,319	26	17,807	9	9,104
SAMPSON	141,373	184,951	239,511	19	20,144	16	22,769	41	56,825	28	52,598	22	13,297	24	10,767	20	15,508	44	12,250	12	10,541
Clinton	96,202	131,122	169,961	10	11,916	9	20,660	18	42,585	17	32,640	12	13,610	18	9,344	10	9,653	18	8,172	8	8,875
SCOTLAND	125,554	162,070	209,826	9	18,125	10	23,195	46	66,526	13	43,776	15	9,480	14	5,849	15	9,370	31	16,585	11	5,558
STANLY	161,804	263,451	341,356	14	27,490	14	21,616	49	79,769	39	83,600	25	23,384	26	20,072	27	14,756	54	23,634	12	15,716
STOKES	57,851	78,923	101,352	10	11,266	2	2,126	17	21,511	16	27,107	10	4,955	6	2,842	7	4,955	24	8,763	6	4,958
SURRY	288,216	415,282	538,340	31	43,970	17	36,498	58	104,130	49	125,086	36	26,081	54	35,284	33	26,358	66	28,907	26	23,130
Mount Airy	130,400	244,840	317,657	17	27,041	8	23,951	20	64,037	22	62,622	15	14,702	28	21,699	22	15,634	27	16,713	13	16,587
SWAIN	44,286	55,700	71,222	4	4,089	4	1,493	13	19,504	8	7,598	9	3,721	5	1,926	6	1,706	36	11,034	5	1,993
TRANSYLVANIA	80,186	109,652	143,145	10	10,825	7	10,502	18	41,016	14	26,516	11	10,306	7	4,745	8	4,299	20	10,487	4	6,584
TYRRELL	6,876	10,160	13,054	4	3,298	1	274	4	2,536	4	1,319	2	[illegible]	2	571	0	489	2	278	0	384
UNION	233,660	376,650	488,219	19	51,303	12	49,812	61	127,014	34	129,297	26	14,522	52	29,913	20	15,947	46	27,345	13	14,760
Monroe	176,726	317,331	411,369	11	20,459	9	55,365	39	115,312	22	94,231	15	16,375	44	33,247	12	7,761	32	25,176	9	11,187
VANCE	147,545	257,318	333,399	18	29,338	10	34,609	43	75,212	30	75,847	30	18,478	28	16,919	17	18,139	33	23,194	8	11,465
Henderson	124,183	222,138	287,839	16	27,311	8	32,217	28	76,925	25	41,792	23	18,181	25	17,590	16	16,886	27	17,866	7	10,672
WAKE	1,686,933	3,092,724	4,155,486	98	225,138	66	548,875	263	783,958	134	1,077,570	150	199,671	214	241,199	171	266,102	419	392,539	80	136,931
Raleigh	1,152,685	2,196,830	2,959,476	40	78,235	28	428,943	131	489,829	75	735,563	92	166,293	146	202,508	108	121,608	298	306,806	43	83,179
WARREN	30,429	29,408	38,126	6	1,880	9	1,835	23	12,712	9	4,896	13	2,424	3	1,669	5	3,429	6	1,309	5	1,588
WASHINGTON	35,960	52,138	67,616	4	2,446	7	5,424	17	21,070	5	12,951	7	2,830	6	2,254	7	3,932	10	4,762	4	3,038
WATAUGA	171,522	253,665	328,660	14	35,181	12	18,338	30	65,427	17	71,135	17	14,599	31	22,357	25	19,677	64	36,406	9	11,443
WAYNE	382,467	526,772	682,985	30	47,595	27	82,795	82	126,902	59	191,068	55	35,282	63	28,391	53	37,249	90	47,975	18	19,563
Goldsboro	254,858	349,312	453,099	13	16,980	15	68,601	44	72,007	36	107,000	32	29,618	51	25,582	37	25,008	61	33,156	11	15,914
WILKES	197,689	281,066	364,209	29	55,902	9	25,748	43	72,723	30	86,271	30	18,991	32	16,565	16	6,577	54	22,845	10	13,345
WILSON	290,641	434,242	562,938	27	46,726	16	68,923	81	111,928	38	143,844	33	27,837	56	26,149	34	25,516	68	45,399	14	20,026
Wilson	246,406	373,471	484,181	17	18,817	14	24,984	52	66,146	32	59,182	24	18,025	55	9,478	27	11,422	51	22,821	12	7,259
YADKIN	83,912	101,603	131,376	15	12,260	6	2,755	24	35,782	19	31,418	9	6,169	9	1,397	10	4,422	27	9,508	4	5,339
YANCEY	37,283	63,518	82,696	6	11,342	3	4,748	11	24,657	10	15,488	9	4,785	4	874	1	3,095	10	4,815	3	4,871

NORTH DAKOTA RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS.........	3,366,973	3,729,639	4,895,664	423	415,421	131	514,410	516	708,473	354	1,533,380	471	345,035	484	242,724	326	239,329	1,441	416,303	188	133,509
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Bismarck, ND	485,128	580,598	756,832	42	50,034	15	108,371	53	114,735	47	225,340	50	52,951	71	38,336	54	38,675	140	68,977	22	24,281
Grand Forks, ND	386,000	518,882	684,400	29	43,054	10	74,148	35	83,616	35	216,164	39	38,429	71	41,466	34	48,043	126	55,143	13	10,967
Fargo-Moorhead, ND-MN	844,103	1,069,130	1,394,887	60	92,045	19	139,674	87	191,429	46	407,625	79	109,097	104	62,747	79	69,930	267	139,506	26	31,955
COUNTIES, Cities																					
ADAMS	14,992	15,980	21,401	3	1,777	1	2,319	3	4,192	3	2,961	2	1,701	3	1,013	1	297	7	1,875	2	699
BARNES	62,803	65,578	84,832	15	7,712	3	5,384	8	13,931	6	28,159	10	8,786	12	5,007	4	2,628	30	5,984	3	3,104
Valley City	56,343	61,225	79,252	10	4,016	3	5,538	5	14,329	6	22,386	9	9,038	11	5,150	4	2,196	20	5,066	3	3,192
BENSON	6,805	6,866	9,766	4	724	1	899	8	2,147	1	2,367	5	1,469	2	133	1	116	12	1,275	3	147
BILLINGS	1,419	1,016	2,099	0	138	0	179	2	325	0	472	2	131	0	25	0	0	4	644	0	54
BOTTINEAU	34,211	36,448	48,113	12	7,225	2	4,841	8	6,349	4	13,052	9	4,548	6	2,268	3	2,122	24	3,984	4	1,319
BOWMAN	19,755	17,835	23,978	6	2,438	2	2,597	5	5,064	2	6,838	6	1,193	3	382	2	333	13	2,738	2	782
BURKE	11,987	7,009	9,895	4	822	2	1,072	4	1,306	4	2,511	5	786	1	158	1	137	17	1,120	1	322
BURLEIGH	379,360	457,175	595,499	28	27,318	10	107,286	36	88,096	25	163,720	28	36,284	68	34,975	43	34,093	83	54,317	14	22,346
Bismarck	373,355	450,722	587,104	26	26,995	10	107,248	33	88,065	25	125,211	26	36,271	67	34,963	42	34,081	76	52,224	14	22,243
CASS	656,220	829,068	1,079,280	33	50,376	11	116,929	59	117,764	38	350,917	47	84,929	67	49,338	48	46,647	145	103,183	16	21,070
Fargo	597,005	783,344	1,019,800	20	41,041	10	115,654	39	115,039	33	263,205	34	83,921	63	48,275	43	49,120	110	94,983	13	20,177
CAVALIER	23,678	28,519	37,311	6	4,411	1	4,042	8	7,637	2	10,641	4	1,637	6	2,035	4	2,226	19	2,744	4	1,582
DICKEY	23,057	23,341	30,575	7	3,833	3	850	5	6,308	5	8,455	5	965	8	1,485	3	423	18	3,392	5	1,836
DIVIDE	10,789	9,790	12,947	6	2,306	2	1,283	3	2,320	3	2,914	3	940	3	723	1	368	11	1,040	2	385
DUNN	10,423	11,708	15,443	2	1,061	0	1,673	4	3,788	4	4,403	4	1,226	0	246	0	0	11	1,364	1	503
EDDY	12,036	9,199	12,179	4	931	1	1,319	5	2,113	2	3,474	3	967	3	194	1	169	8	617	1	397
EMMONS	16,618	13,651	17,970	7	2,458	1	1,843	8	3,755	3	4,851	4	1,346	4	857	1	236	8	949	1	555
FOSTER	24,468	22,665	29,696	5	4,770	1	2,730	5	4,937	8	9,582	7	2,367	5	946	2	349	14	1,487	2	821
GOLDEN VALLEY	17,391	14,221	18,712	3	1,331	1	2,027	3	2,262	3	5,337	3	3,328	2	299	2	259	8	1,414	1	609
GRAND FORKS	386,000	518,882	684,400	29	43,054	10	74,148	35	83,616	35	216,164	39	38,429	71	41,466	34	48,043	126	55,143	13	10,967
Grand Forks	362,258	483,099	637,256	20	30,637	11	73,145	24	82,485	28	151,971	21	37,909	66	40,905	32	47,393	79	49,553	8	9,540
GRANT	9,781	7,794	11,142	4	1,941	0	1,207	7	2,027	2	3,178	3	322	1	178	1	289	7	771	2	363
GRIGGS	7,600	9,330	13,140	4	1,747	1	1,238	5	3,799	1	3,257	2	907	2	182	0	0	8	822	1	373
HETTINGER	12,790	9,629	13,529	2	920	1	1,201	4	2,644	6	5 576	1	881	2	177	0	0	12	939	2	361
KIDDER	4,600	4,909	7,369	2	614	0	801	5	867	1	2,108	5	1,987	0	0	2	426	6	398	1	241
LA MOURE	12,216	10,584	14,771	6	4,075	3	192	5	3,296	3	3,749	5	631	2	235	0	0	14	1,522	2	482
LOGAN	10,682	8,786	12,432	3	823	0	1,128	5	1,723	3	5,864	3	1,157	2	166	0	0	8	488	1	339
MCHENRY	15,275	12,219	16,898	8	3,244	0	1,831	12	2,809	5	3,730	6	2,025	2	269	0	0	16	1,583	2	550
MCINTOSH	14,401	15,932	21,728	7	2,681	1	2,355	7	5,751	5	6.197	5	774	2	346	2	300	17	1,791	1	708
MCKENZIE	25,528	14,719	20,150	5	2,407	0	1,858	9	4,599	2	4,889	7	1,821	4	655	2	238	19	2,117	3	500
MCLEAN	35,510	28,960	38,676	11	5,645	4	302	10	9,378	6	5,590	7	4,626	2	617	4	875	24	3,301	4	1,068
MERCER	36,042	39,877	52,877	10	11,494	1	5,000	9	10,296	4	11,882	3	2,315	4	757	3	639	22	5,764	3	2,085
MORTON	105,768	123,423	161,333	21	22,716	5	1,085	20	26,640	13	61,620	15	16,668	11	3,362	10	4,581	37	14,660	4	1,935
MOUNTRAIL	26,968	30,751	40,780	12	6,185	3	821	10	9,640	7	13,007	6	1,856	6	1,146	2	566	21	3,940	6	2,358
NELSON	23,575	18,319	24,608	7	8,072	5	652	5	3,273	4	4,154	5	1,461	2	392	1	341	20	1,844	2	803
OLIVER	1,463	1,668	2,947	2	217	0	284	1	512	0	746	1	208	0	0	0	0	3	672	0	85

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

NORTH DAKOTA RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
PEMBINA	35,115	46,005	60,962	10	6,247	3	663	11	12,845	12	23,575	9	3,595	4	1,442	3	847	20	5,529	4	2,121
PIERCE	31,002	25,179	33,870	6	3,927	3	1,639	6	5,441	7	14,299	5	2,161	5	1,975	2	470	15	2,537	3	921
RAMSEY	82,159	94,923	124,598	9	11,517	4	13,499	11	19,566	10	38,606	7	6,368	16	9,069	8	5,165	35	10,720	6	6,108
Devil's Lake	76,081	89,314	117,281	8	11,366	3	13,321	7	19,308	9	29,959	7	6,443	15	9,178	8	4,214	24	10,178	4	6,028
RANSOM	19,664	16,865	23,055	9	3,918	2	2,363	4	4,453	4	4,442	4	918	9	1,623	3	303	18	2,765	3	1,119
RENVILLE	9,313	10,886	15,277	4	1,767	0	1,654	4	2,971	2	4,358	2	1,214	3	243	1	213	9	613	1	499
RICHLAND	67,387	83,656	109,941	14	10,822	6	9,416	18	18,592	9	28,463	13	6,891	15	5,561	8	9,604	33	6,416	5	2,230
Wahpeton	50,608	70,332	92,554	6	5,470	4	9,808	6	16,855	6	19,726	8	6,648	13	5,791	7	10,003	7	3,487	3	2,323
ROLETTE	32,473	32,719	43,679	9	3,740	2	4,226	10	11,366	4	12,213	8	4,811	4	1,483	3	540	16	1,845	3	1,273
SARGENT	9,798	8,658	12,379	4	1,301	2	1,341	6	2,320	2	3,529	4	904	2	198	1	172	14	1,560	1	404
SHERIDAN	3,745	2,760	4,706	3	391	0	509	2	922	1	1,342	3	322	0	75	1	65	6	289	1	153
SIOUX	4,027	4,591	7,088	1	589	1	768	1	1,388	2	2,022	2	562	1	114	0	0	4	433	0	231
SLOPE	962	69	89	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	57	0	0
STARK	205,761	165,885	216,571	24	24,883	4	11,182	28	30,774	31	81,646	17	14,069	29	11,366	26	11,360	40	14,344	8	6,118
Dickinson	177,060	154,721	202,048	18	20,063	4	11,875	21	32,683	28	55,741	12	14,941	27	12,071	22	10,232	30	14,370	7	6,498
STEELE	6,471	5,295	7,789	2	647	3	844	3	1,525	1	2,221	2	618	0	126	1	108	7	510	0	253
STUTSMAN	126,793	141,053	184,392	15	13,784	3	19,977	17	29,437	18	56,708	14	14,751	25	13,838	18	8,592	44	17,726	6	6,009
Jamestown	120,531	136,795	178,849	13	13,024	3	18,876	14	29,858	17	53,581	13	13,939	24	13,075	16	8,117	33	16,939	5	5,678
TOWNER	13,327	9,636	13,436	4	2,740	1	1,332	7	2,241	2	3,504	2	976	2	197	1	170	13	1,204	2	402
TRAILL	29,633	36,459	48,329	14	5,723	2	4,471	8	5,013	5	19,042	9	3,381	4	658	4	842	22	4,548	4	2,236
WALSH	66,351	68,505	90,017	11	10,440	7	7,501	12	15,563	11	33,772	14	7,268	9	4,387	9	2,891	33	5,189	6	2,211
WARD	353,573	397,992	512,855	34	45,944	7	69,861	38	65,550	30	167,317	31	33,501	59	28,494	40	37,318	102	41,257	8	13,748
Minot	338,377	385,900	497,297	27	34,619	7	70,419	28	66,073	26	125,029	28	33,768	56	26,513	37	37,616	81	36,948	7	13,858
WELLS	26,527	30,077	39,903	6	3,385	2	4,323	8	7,916	5	14,518	5	470	6	2,406	3	553	13	3,563	3	1,301
WILLIAMS	188,661	122,575	160,230	21	18,191	8	7,461	20	27,428	15	49,435	22	13,585	21	9,274	23	12,813	48	11,334	8	6,364
Williston	162,251	111,102	145,305	10	9,248	5	7,847	14	28,460	12	36,077	14	14,289	20	9,754	22	13,476	31	10,046	7	6,694

OHIO RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS.........	46,315,071	63,190,793	80,241,411	3,017	3,966,101	1,454	10,791,987	8,129	17,084,686	4,271	17,804,180	5,362	6,180,357	5,366	3,247,856	4,294	3,748,601	18,220	8,179,952	2,133	2,806,348
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Akron, OH	2,874,499	3,821,294	4,899,961	162	327,883	80	597,449	459	1,092,512	254	1,052,066	335	384,232	317	180,895	276	182,727	1,131	533,385	117	162,734
Canton, OH	1,794,045	2,302,443	2,973,669	122	175,453	56	274,361	321	666,122	181	660,195	212	222,327	205	145,900	171	131,479	718	293,409	71	90,613
Cleveland, OH	8,688,076	11,330,674	14,109,822	425	552,500	188	1,959,823	1,566	2,947,709	581	2,964,186	871	1,006,061	1,107	703,767	819	718,449	3,216	1,424,449	345	621,078
Columbus, OH	5,960,488	8,922,502	11,093,564	343	504,927	148	1,477,723	826	2,175,177	443	2,676,559	590	838,788	635	448,570	516	615,098	2,249	1,216,033	269	323,175
Dayton-Springfield, OH	4,178,696	5,876,922	7,578,743	235	322,507	117	1,052,752	601	1,562,754	337	1,694,944	412	569,149	459	312,361	348	395,499	1,505	788,072	191	216,327
Hamilton-Middletown, OH	924,712	1,347,970	1,733,605	56	65,968	27	199,579	199	427,028	118	425,840	110	134,656	63	39,204	82	62,527	401	185,343	50	60,413
Lima, OH	718,055	1,016,135	1,312,466	49	66,656	28	221,642	107	247,892	91	269,857	104	131,064	107	47,745	81	49,367	291	125,149	38	40,058
Lorain-Elyria, OH	1,038,532	1,406,063	1,815,563	64	72,390	37	246,382	164	423,220	93	447,960	137	152,560	79	59,380	90	69,767	415	160,069	43	69,757

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
Mansfield, OH	601,620	830,931	1,068,208	43	60,979	23	192,315	83	197,031	58	252,817	63	93,204	75	43,417	49	36,368	246	95,273	20	28,985
Toledo, OH	3,054,037	4,018,044	5,183,667	165	184,272	96	830,239	444	1,036,694	242	1,127,353	278	420,621	393	197,135	269	250,295	1,161	559,714	139	199,046
Youngstown-Warren, OH	2,240,739	2,963,851	3,831,991	132	174,231	68	606,509	427	795,021	252	755,458	246	310,103	275	158,414	204	180,535	874	361,467	113	128,489
Cincinnati, OH-KY-IN	6,506,565	9,268,026	11,835,303	381	546,892	157	1,806,703	1,229	2,421,038	469	2,460,481	633	854,299	731	486,910	571	583,321	2,446	1,331,850	285	432,728
Steubenville-Weirton, OH-WV	558,505	669,620	853,079	33	62,509	24	128,021	140	217,414	62	172,763	89	60,703	64	32,863	52	35,000	263	71,973	39	32,804
COUNTIES, Cities																					
ADAMS	64,506	85,613	111,473	12	9,275	7	6,985	17	27,286	10	40,197	15	7,484	6	645	6	1,720	24	4,290	5	5,331
ALLEN	559,553	800,805	1,035,801	33	54,091	23	203,073	80	184,829	44	213,807	70	96,359	74	40,003	45	36,570	185	98,154	23	31,191
Delphos	23,879	31,172	40,658	3	1,719	2	6,452	8	5,873	2	6,794	6	9,410	8	1,974	5	1,821	13	3,233	2	991
Lima	200,715	244,386	315,654	12	14,742	4	18,518	37	88,384	14	59,045	29	49,205	19	11,048	15	9,581	96	27,106	14	17,250
ASHLAND	159,255	200,457	257,465	11	11,558	9	16,103	34	65,821	18	62,980	30	26,126	22	8,769	18	9,542	60	25,985	8	9,091
Ashland	116,868	149,229	191,412	3	8,289	6	11,549	19	49,908	12	35,888	19	25,001	14	7,487	13	5,871	36	18,785	5	6,520
ASHTABULA	389,949	488,124	628,819	27	26,777	21	73,525	79	159,468	50	144,405	67	66,248	34	19,214	27	17,652	151	51,042	20	16,663
Ashtabula	120,153	151,765	195,666	11	10,813	7	22,080	31	40,649	13	37,133	21	24,923	17	7,670	11	6,582	56	18,875	7	7,064
Conneaut	52,174	66,935	86,551	5	1,992	4	8,612	16	32,009	8	15,213	7	7,480	7	3,809	5	629	23	7,234	3	3,329
ATHENS	190,830	233,397	299,987	13	15,402	15	27,289	37	75,175	31	59,567	29	21,036	20	7,780	19	13,781	77	31,316	7	7,626
Athens	138,305	172,316	221,229	11	11,443	6	23,322	15	49,155	22	39,962	13	19,702	15	6,244	12	9,242	52	25,536	4	5,666
AUGLAIZE	158,502	215,330	276,664	16	12,565	6	18,569	29	63,062	30	56,050	32	34,705	22	7,743	20	12,797	62	26,995	8	8,867
St. Marys	45,797	73,160	94,129	2	3,476	2	5,138	6	28,004	11	16,959	10	9,208	10	4,312	8	4,498	19	7,956	2	2,453
Wapakoneta	63,216	81,530	104,846	6	3,951	2	5,801	8	22,167	5	11,591	10	23,329	8	3,500	6	3,106	24	11,593	3	2,770
BELMONT	375,616	446,809	575,484	25	20,153	19	134,004	63	135,668	32	81,072	59	42,204	70	29,603	28	16,603	114	44,414	20	16,767
Bellaire	35,635	36,971	47,993	4	573	1	3,525	8	18,370	8	10,074	4	5,066	5	904	5	1,703	16	3,889	3	1,579
Martins Ferry	47,653	47,467	61,490	4	3,496	2	9,128	8	22,909	5	9,156	8	5,148	4	2,180	2	1,222	12	1,782	4	1,234
BROWN	64,298	80,130	102,133	11	6,404	5	1,804	25	33,491	10	13,709	18	10,171	4	943	5	937	46	10,743	5	2,778
BUTLER	924,712	1,347,970	1,733,605	48	65,968	25	199,579	172	427,028	83	425,840	123	134,656	69	39,204	79	62,527	342	185,343	43	60,413
Hamilton	284,585	371,404	479,476	15	19,165	9	57,984	64	144,788	28	50,905	40	52,204	30	17,061	34	20,241	120	55,579	17	18,720
Middletown	209,243	263,953	340,890	8	11,309	8	69,714	32	90,855	20	42,158	22	30,268	19	9,695	16	11,569	75	35,975	9	9,758
CARROLL	68,175	92,091	119,836	7	6,292	4	11,012	15	24,031	13	44,977	9	7,737	7	3,212	7	3,079	34	7,512	2	3,636
CHAMPAIGN	95,822	130,907	167,681	14	13,483	5	9,549	22	55,678	9	25,961	20	17,183	13	4,705	10	4,385	38	11,115	6	6,230
Urbana	72,161	106,138	135,635	7	5,885	4	7,286	11	49,970	8	19,806	14	16,689	11	3,589	8	3,345	23	9,897	5	4,753
CLARK	573,587	822,915	1,065,702	35	46,913	16	180,522	73	233,353	41	224,024	69	87,871	58	38,973	43	36,364	182	99,861	29	33,040
Springfield	321,124	449,466	585,233	23	22,152	8	52,817	40	147,543	27	100,211	39	79,422	25	9,507	30	20,577	129	70,983	23	23,456
CLERMONT	496,926	758,649	980,306	37	49,816	13	159,860	98	226,875	44	267,770	61	62,287	45	21,850	36	42,088	111	70,389	20	24,948
CLINTON	138,985	199,405	258,369	17	12,760	5	12,243	23	65,407	21	78,580	28	23,457	10	7,009	13	10,131	43	18,882	6	7,610
Wilmington	84,751	130,771	169,268	9	7,258	3	8,672	11	44,975	12	38,551	15	20,410	8	4,965	10	7,175	25	15,091	4	5,390
COLUMBIANA	407,265	475,639	614,964	39	47,437	21	57,439	91	161,696	61	160,889	69	47,510	44	19,262	41	22,765	158	43,351	23	21,060
East Liverpool	90,003	103,148	133,609	9	6,332	6	23,326	23	26,458	11	21,820	17	14,623	14	7,784	9	5,184	32	9,238	7	5,303
Lisbon	23,271	21,469	28,169	3	1,272	1	1,689	7	14,404	5	2,502	6	3,808	3	374	1	670	15	1,489	2	619
Salem	90,714	117,096	151,615	5	5,064	9	21,943	17	34,271	10	31,059	13	13,523	17	8,195	14	3,924	33	12,033	4	6,285
COSHOCTON	105,309	133,306	173,041	12	14,958	7	16,160	28	48,365	12	25,267	18	12,119	12	7,879	13	5,791	42	16,376	6	6,855
Coshocton	92,617	117,720	152,421	9	11,108	4	15,666	18	48,775	8	12,757	14	12,223	11	7,945	11	4,325	36	14,754	6	6,852
CRAWFORD	158,414	201,709	261,343	16	15,404	5	17,883	33	68,570	28	51,369	27	21,062	27	9,468	16	7,813	73	24,963	13	12,040
Bucyrus	67,959	80,517	104,395	7	3,831	3	7,659	12	29,827	12	12,944	10	9,611	12	3,961	9	3,347	31	9,658	6	5,097
Galion	64,800	80,241	104,038	6	5,285	1	6,863	14	29,846	10	16,486	11	8,954	11	3,846	4	2,106	26	9,203	4	4,620
CUYAHOGA	6,905,708	8,879,681	10,909,086	255	369,935	147	1,559,701	1,235	2,232,336	369	2,136,819	748	742,666	845	605,630	577	616,391	2,288	1,155,994	262	512,277
Cleveland	1,904,866	2,026,658	2,487,566	69	51,351	44	297,308	532	572,834	136	264,194	244	191,987	150	83,000	155	107,405	1,010	330,220	90	151,528
DARKE	169,982	289,964	371,982	20	40,664	9	27,734	31	78,493	23	118,938	20	26,453	27	15,703	17	11,061	74	31,100	6	10,513
Greenville	108,478	179,765	230,475	9	10,191	6	25,482	14	60,129	10	42,961	12	25,012	23	14,638	9	6,716	40	19,372	4	9,940
DEFIANCE	155,517	225,834	289,196	18	15,640	8	31,298	28	63,679	23	66,950	20	27,487	23	9,678	17	11,558	56	21,996	8	8,644
Defiance	115,922	159,944	204,598	8	9,496	5	19,002	21	53,857	14	35,837	14	22,637	17	8,762	15	7,018	37	16,121	6	5,248

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

OHIO RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
DELAWARE	171,780	263,519	337,844	17	17,909	5	31,131	19	74,412	19	97,147	33	40,199	14	8,385	9	5,376	57	31,591	7	11,491
Delaware	123,753	165,197	211,646	7	7,413	3	17,775	13	60,341	14	55,469	20	23,865	12	4,788	8	3,070	35	21,115	6	6,560
ERIE	386,651	510,026	656,064	22	33,989	13	111,783	49	118,434	40	146,532	46	47,857	52	31,727	31	26,221	156	75,523	12	20,187
Sandusky	250,944	372,693	479,165	11	28,572	8	91,030	25	82,135	17	69,698	28	37,210	41	31,844	26	22,821	96	49,892	9	16,969
FAIRFIELD	319,084	426,579	548,341	24	27,554	13	50,554	50	137,280	30	123,334	44	47,199	30	23,489	30	23,635	131	56,967	15	16,706
Lancaster	243,019	316,479	406,560	12	11,933	10	38,131	31	110,246	20	64,921	27	33,163	26	22,059	25	17,701	85	42,277	10	13,449
FAYETTE	112,471	158,997	202,915	8	9,414	3	12,804	22	47,441	17	25,018	16	38,526	13	10,357	9	4,289	41	18,210	7	7,511
Washington	80,942	126,432	161,050	7	8,343	3	11,346	19	42,041	15	22,170	6	15,681	11	11,446	8	3,824	30	13,758	6	6,656
FRANKLIN	4,693,056	7,134,422	8,792,865	175	361,297	84	1,256,262	569	1,643,631	233	2,148,910	468	597,277	380	366,653	298	527,705	1,405	993,209	184	248,115
Columbus	3,128,280	4,705,131	5,790,781	104	263,700	52	25,751	382	1,011,149	145	1,437,406	302	380,981	247	7,515	194	393,249	977	20,360	115	161,179
FULTON	149,486	206,935	262,331	18	20,600	11	14,852	23	56,893	24	87,315	23	20,816	15	3,835	28	17,749	51	16,389	8	10,272
GALLIA	128,868	168,409	212,597	11	11,747	5	19,572	23	47,347	17	42,821	23	19,585	22	10,946	18	10,633	35	16,860	6	8,419
Gallipolis	94,508	121,899	153,647	7	7,890	3	13,147	14	31,802	14	28,762	15	21,327	20	7,352	15	7,393	22	12,200	5	8,275
GEAUGA	225,003	300,057	382,543	20	31,754	12	23,257	54	103,298	28	79,810	33	27,049	13	5,086	18	8,524	79	29,415	16	18,581
Chardon	63,234	88,213	112,636	5	4,323	4	6,730	9	37,455	7	26,026	4	4,773	3	1,128	7	2,467	14	8,878	3	4,859
GREENE	462,941	656,199	842,293	32	26,711	16	61,088	66	193,346	43	306,791	65	79,756	39	22,226	29	17,634	142	69,857	20	18,558
Beaver Creek	70,364	141,895	182,383	5	4,614	1	7,523	10	55,565	5	37,779	13	23,672	5	1,747	6	3,408	24	12,188	4	2,285
Fairborn	172,540	240,778	309,165	6	6,675	6	27,036	16	44,620	15	117,893	22	22,855	11	6,275	7	3,932	50	28,706	6	6,067
Xenia	147,163	206,185	264,812	9	2,802	5	21,320	22	54,624	17	82,627	15	16,553	18	11,552	12	5,827	35	20,782	7	6,709
GUERNSEY	153,835	194,359	246,096	12	10,242	6	31,357	31	56,241	13	37,718	31	28,429	19	10,349	15	7,958	66	29,397	5	5,650
Cambridge	107,798	135,854	171,805	9	7,516	5	21,156	22	41,408	7	25,448	15	18,404	15	6,982	12	5,134	39	22,882	4	3,812
HAMILTON	4,411,909	6,187,075	7,773,065	197	354,735	90	1,243,486	777	1,502,226	227	1,717,514	459	482,383	459	365,350	319	427,410	1,409	926,722	202	272,927
Cincinnati	1,792,454	2,351,188	2,949,611	68	96,513	31	421,264	362	590,775	87	498,213	199	293,026	200	161,887	115	109,604	702	404,005	95	116,089
HANCOCK	308,205	457,531	591,088	28	35,246	9	80,663	49	116,856	36	161,355	37	42,094	31	15,593	31	25,188	96	64,782	15	18,586
Findlay	249,944	331,325	428,167	19	16,966	8	70,960	34	86,839	27	70,220	29	38,088	26	11,832	24	21,615	76	49,042	12	15,950
HARDIN	83,498	112,591	145,543	14	8,579	5	10,080	25	46,874	13	21,489	15	11,611	13	4,904	8	5,796	44	14,566	6	6,940
Kenton	52,810	72,492	93,870	5	3,366	4	6,742	10	30,252	8	11,015	10	10,537	9	4,193	4	3,877	20	6,929	4	4,642
HARRISON	37,175	39,538	51,086	10	4,415	4	4,441	18	14,805	6	16,061	14	3,083	3	334	5	1,234	26	2,504	3	1,653
HENRY	101,815	119,980	151,944	19	14,121	6	14,021	25	34,562	13	38,290	21	12,660	8	2,067	8	4,851	38	10,676	6	5,801
Napoleon	65,128	90,132	114,257	7	3,272	3	9,480	11	26,840	8	29,744	9	14,450	7	1,398	5	3,280	19	9,952	5	3,922
HIGHLAND	99,239	139,349	176,948	16	9,236	5	11,832	32	54,379	21	34,706	19	9,329	15	5,439	9	4,731	40	14,277	10	11,493
Greenfield	22,073	23,157	29,784	4	1,023	2	1,311	8	14,670	4	1,707	7	2,572	3	603	1	524	11	1,573	4	2,371
HOCKING	75,324	103,011	130,039	6	6,295	5	12,203	14	28,428	12	28,408	15	11,510	7	4,903	4	2,050	22	9,216	3	4,512
Logan	68,074	86,703	109,524	4	4,770	4	9,248	9	26,453	10	21,527	10	10,711	7	4,563	3	1,554	16	7,088	3	4,185
HOLMES	75,342	105,356	133,066	9	41,278	7	3,373	24	27,981	5	27,254	15	8,399	4	1,024	9	6,053	22	10,511	4	4,056
HURON	201,220	307,255	393,701	22	22,798	6	36,329	40	94,050	38	114,800	39	27,269	20	9,226	20	19,561	88	36,485	9	16,462
Bellevue	28,966	45,994	59,320	1	2,587	2	4,122	2	10,671	7	25,215	4	5,350	2	1,005	2	2,219	15	4,140	2	1,868
Norwalk	95,196	165,547	212,333	9	14,413	2	17,505	16	61,215	16	48,005	13	17,620	13	6,279	11	8,653	27	17,594	3	9,968
JACKSON	98,552	129,664	164,446	8	7,693	11	16,097	19	38,475	15	30,601	24	17,116	9	2,286	11	4,806	45	11,801	9	13,074
JEFFERSON	347,769	431,122	553,603	25	44,274	11	84,416	78	127,196	39	129,965	54	44,459	46	23,425	36	23,459	140	39,965	21	18,943
Steubenville	195,245	256,082	329,019	6	13,075	8	69,878	36	57,365	19	54,458	20	23,983	38	22,458	23	19,417	56	24,466	12	15,084
KNOX	153,685	191,493	244,262	11	9,880	11	26,343	36	62,880	23	54,665	27	17,253	21	11,227	17	7,252	58	23,309	8	10,293
Mount Vernon	120,966	156,590	199,823	8	7,939	7	26,738	21	52,857	17	36,060	14	17,839	20	9,022	13	5,280	39	16,560	5	8,737
LAKE	1,115,462	1,569,021	1,989,080	67	101,282	27	318,176	161	411,733	79	546,964	131	130,678	96	71,604	85	67,700	309	174,545	34	48,937
Willoughby	155,926	228,630	290,651	13	11,706	2	19,835	15	60,496	17	108,881	19	28,759	4	4,372	11	7,542	36	25,849	6	6,275
LAWRENCE	161,935	204,745	261,369	15	9,321	5	24,118	36	67,652	25	43,289	32	31,090	16	12,050	15	15,843	57	20,802	10	16,320
Ironton	80,673	104,183	133,219	10	6,894	2	6,008	13	42,169	12	19,192	14	18,917	9	7,094	6	3,947	33	11,354	6	12,280
LICKING	448,538	658,188	846,726	35	56,171	17	88,954	74	187,073	47	174,919	60	83,680	47	37,215	32	45,623	178	87,357	20	26,229
Newark	266,857	329,031	423,509	11	14,885	11	64,057	47	125,381	22	55,613	27	43,357	32	27,134	21	9,743	97	36,566	11	15,032

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
LOGAN	121,328	172,097	219,223	17	14,074	8	20,231	29	47,426	23	55,585	27	14,315	23	10,673	10	5,694	58	17,818	11	9,937
Bellefontaine	78,673	118,324	150,867	6	4,315	3	17,053	11	32,017	14	33,172	10	14,894	18	8,997	6	3,296	23	10,980	5	6,355
LORAIN	1,038,532	1,406,063	1,815,563	58	72,390	29	246,382	161	423,220	90	447,960	145	152,560	84	59,380	79	69,767	361	160,089	35	69,757
Elyria	321,973	484,849	626,353	9	15,119	10	168,913	37	98,490	16	94,154	37	54,960	41	33,504	24	27,089	78	50,030	8	21,576
Lorain	244,221	240,016	310,295	8	6,327	5	32,108	43	89,891	26	53,306	40	29,743	13	12,591	18	10,025	100	28,679	12	15,114
LUCAS	2,411,988	3,215,823	4,155,812	97	141,900	49	717,440	310	823,408	146	904,649	218	299,521	252	169,806	171	190,645	800	467,375	112	157,956
Toledo	1,655,127	2,018,609	2,606,309	69	70,944	37	524,155	241	578,800	98	224,212	160	220,382	213	134,153	130	81,136	626	315,604	89	111,268
MADISON	106,682	159,243	206,023	10	7,813	3	19,012	22	47,850	15	54,486	18	30,036	10	1,855	7	3,736	41	17,002	9	8,021
London	56,496	78,636	101,965	5	2,261	2	9,653	7	23,840	10	27,666	8	17,471	7	942	4	1,177	17	6,582	5	4,142
MAHONING	1,246,041	1,616,519	2,092,245	59	75,826	37	317,761	225	443,607	114	403,744	155	185,797	130	83,256	101	112,148	440	185,000	66	71,276
Youngstown	355,554	461,269	595,913	18	15,020	9	49,403	94	232,242	58	145,829	51	22,458	37	23,527	33	13,556	198	60,024	28	8,616
MARION	274,642	364,141	470,530	17	29,488	14	80,793	45	97,719	24	109,039	29	30,391	36	19,480	25	17,345	96	42,199	10	14,156
Marion	170,478	259,452	335,385	9	16,976	8	35,633	30	61,710	15	67,924	22	34,937	26	17,874	21	16,322	71	35,619	8	13,321
MEDINA	441,903	641,915	829,112	28	49,529	12	58,689	70	200,341	45	200,592	72	105,688	34	21,446	30	25,834	129	64,496	16	41,283
Medina	127,935	204,703	264,708	8	11,249	5	19,133	13	71,367	13	37,586	22	43,023	11	7,296	12	7,521	37	25,594	4	10,673
MEIGS	63,073	72,782	94,391	12	8,805	5	4,197	19	28,513	11	17,366	10	5,408	13	1,697	6	8,577	26	5,877	6	5,232
Middleport	13,768	19,330	25,402	4	3,910	1	803	3	5,455	4	3,322	3	4,327	5	950	3	1,641	7	1,755	2	1,001
Pomeroy	36,809	42,490	55,294	3	3,566	3	1,700	8	24,560	5	9,832	2	1,934	6	687	1	3,474	13	3,636	3	2,119
MERCER	119,374	181,441	234,679	19	22,831	11	27,562	26	53,647	21	47,968	20	17,169	16	8,373	20	9,400	63	23,356	10	7,292
Celina	69,900	106,290	137,665	5	12,716	5	15,350	11	34,279	11	23,036	9	14,311	12	6,938	8	2,111	28	14,124	6	4,709
MIAMI	364,952	535,570	691,830	23	27,402	15	70,003	53	148,447	43	161,515	48	50,728	44	31,247	26	22,262	112	50,502	18	19,659
Piqua	141,886	246,042	318,074	8	12,439	6	30,323	17	63,801	19	69,363	17	16,665	19	18,667	10	9,747	44	24,243	5	7,341
Troy	106,965	166,023	214,776	8	7,853	5	18,719	16	54,517	14	36,410	18	23,092	18	10,135	8	3,415	35	17,142	8	8,423
MONROE	38,898	38,668	50,326	6	2,167	4	2,915	12	17,338	6	13,645	10	3,113	6	2,495	3	1,365	16	1,656	2	1,535
MONTGOMERY	2,777,216	3,862,238	4,978,919	120	221,481	62	741,139	351	987,608	161	1,002,612	284	350,793	308	219,916	186	319,238	916	567,851	107	145,070
Dayton	798,876	1,046,124	1,350,580	32	56,824	14	169,748	131	246,628	45	260,769	94	139,123	75	42,437	51	75,938	344	148,483	42	44,707
MORGAN	28,686	26,276	34,079	3	2,262	2	3,145	7	9,973	6	7,774	7	2,986	2	453	1	925	15	2,278	2	1,038
MORROW	51,486	76,573	99,303	3	1,468	5	3,876	10	24,211	9	19,197	15	19,819	3	1,322	3	1,514	22	8,574	3	2,882
MUSKINGUM	343,258	482,554	623,644	28	47,879	16	86,066	61	136,850	36	129,996	48	43,611	48	23,526	34	23,006	140	62,174	20	20,723
Zanesville	240,482	364,553	471,253	14	12,437	12	69,232	37	94,444	29	104,570	29	46,390	46	18,924	26	17,235	94	48,939	17	19,011
NOBLE	33,269	33,641	43,531	4	3,482	1	4,018	7	10,764	6	16,559	7	3,493	3	579	2	1,181	17	1,974	2	1,326
OTTAWA	172,970	205,141	265,274	22	13,413	8	8,574	33	58,331	23	63,731	35	32,940	10	2,897	10	6,553	92	40,609	7	6,158
Oak Harbor	17,498	30,718	40,108	4	3,698	1	1,577	4	10,738	3	9,185	7	3,990	1	533	2	1,206	9	2,144	2	1,134
Port Clinton	78,232	82,559	107,031	8	4,316	2	4,191	12	30,012	8	14,930	13	11,184	7	1,416	6	4,341	31	17,332	3	3,631
PAULDING	41,327	46,681	59,848	10	4,592	1	5,067	15	14,576	8	14,659	13	5,809	5	644	6	4,611	24	4,431	7	2,468
PERRY	60,965	75,369	97,749	8	5,419	5	5,329	18	31,180	11	24,392	16	7,824	4	1,126	5	1,622	38	7,124	4	3,245
PICKAWAY	139,699	163,814	211,924	14	26,826	6	12,335	32	48,079	18	43,404	24	26,899	12	5,688	16	6,063	54	18,013	7	7,869
Circleville	89,913	116,796	151,228	6	6,315	3	9,503	21	47,445	13	16,843	15	29,861	11	4,383	11	4,670	31	13,246	6	6,062
PIKE	71,305	87,419	113,305	9	13,536	3	10,455	15	28,939	12	21,064	15	12,255	7	3,459	6	2,396	27	8,368	6	6,178
PORTAGE	443,106	618,241	793,643	38	63,128	12	57,372	88	184,305	51	220,530	85	76,838	23	10,438	27	18,005	149	85,906	17	21,267
Kent	151,132	257,415	332,755	5	28,157	4	25,590	25	64,595	12	98,144	22	29,123	9	6,882	7	5,301	53	44,549	3	5,502
Ravenna	88,053	97,251	125,997	8	9,162	3	5,441	12	40,879	9	16,377	16	17,949	6	1,755	6	1,757	26	9,435	7	6,539
PREBLE	84,984	121,455	157,242	15	21,899	4	2,044	22	43,927	13	23,520	25	21,480	7	1,585	8	2,409	54	17,720	7	5,337
PUTNAM	85,203	133,944	173,364	16	19,544	4	14,957	21	42,753	16	42,661	15	11,205	8	2,511	11	5,680	48	16,288	8	9,095
RICHLAND	601,620	830,931	1,068,208	37	60,979	21	192,315	83	197,031	53	252,817	72	93,204	76	43,417	52	36,368	210	95,273	18	28,985
Mansfield	354,491	441,822	570,809	14	10,152	12	71,886	51	114,279	30	133,070	38	62,095	41	24,346	34	19,720	134	52,564	11	15,444
Shelby	46,236	68,373	88,718	5	4,745	1	11,511	6	26,489	8	24,892	6	4,936	8	1,997	7	2,373	16	4,801	2	1,735
ROSS	236,590	331,201	428,007	22	25,261	7	72,634	54	98,758	28	68,732	36	33,538	25	14,119	19	17,247	99	42,810	12	15,428
Chillicothe	213,114	306,894	396,628	18	21,354	7	73,594	37	93,014	25	51,364	23	34,859	24	11,935	18	14,579	74	38,925	10	13,042
SANDUSKY	233,859	292,622	378,204	20	18,712	11	25,699	43	95,915	33	90,173	39	38,006	25	10,295	18	14,216	98	33,133	14	14,906
Fremont	122,293	157,858	204,235	9	12,743	7	17,501	19	60,209	14	17,415	17	24,290	19	7,010	11	7,616	57	18,800	7	9,622

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

OHIO RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
SCIOTO	332,006	392,667	507,354	25	24,590	11	75,086	61	112,332	40	116,156	61	36,084	37	19,883	32	27,355	106	44,473	14	14,392
Portsmouth	206,987	220,085	284,565	13	14,866	8	45,395	23	68,499	20	38,238	33	29,960	30	13,630	26	16,430	64	26,177	9	8,998
SENECA	204,613	276,241	357,058	25	30,552	8	29,341	43	86,740	21	49,554	38	34,759	33	16,847	34	16,653	92	30,716	8	13,868
Fostoria	43,997	68,536	88,928	6	2,791	1	5,333	10	24,905	4	8,816	10	15,165	8	4,883	11	3,780	19	6,126	2	2,783
Tiffin	133,662	157,614	203,920	13	11,094	5	22,113	23	55,655	14	22,593	16	18,956	24	9,021	18	7,090	51	16,767	5	7,426
SHELBY	123,878	164,907	213,335	15	13,892	3	19,686	21	58,645	19	46,428	26	19,232	16	5,884	12	5,883	62	24,714	7	7,362
Sidney	82,034	119,202	154,334	7	10,538	3	14,935	9	45,784	13	12,335	17	20,494	13	6,271	10	4,463	35	18,860	6	7,846
STARK	1,725,870	2,210,352	2,853,833	107	169,161	40	263,348	285	642,091	156	615,218	224	214,590	187	142,687	144	128,400	570	285,897	66	86,977
Alliance	104,055	133,265	172,488	11	0	7	16,763	27	56,469	21	31,062	19	22,066	16	10,717	14	8,651	56	19,468	6	7,292
Canton	481,335	593,469	766,573	24	30,732	11	96,194	83	154,543	40	156,394	64	86,999	60	41,328	39	23,829	181	67,157	21	25,027
Massillon	180,823	270,425	349,550	14	10,111	6	24,166	35	116,533	17	78,130	23	37,104	14	15,733	11	7,581	60	21,042	7	11,115
SUMMIT	2,431,393	3,203,053	4,106,318	118	264,755	59	540,077	377	908,207	186	831,536	307	307,393	262	170,457	184	164,721	798	447,479	103	141,467
Akron	1,118,942	1,494,583	1,929,835	47	100,683	26	354,950	167	416,019	84	281,764	120	153,926	133	82,250	90	65,818	415	214,244	49	64,401
TRUMBULL	994,698	1,347,332	1,739,747	63	98,405	28	288,748	186	351,415	94	351,714	118	124,306	116	75,158	81	68,388	349	176,467	49	57,213
Niles	219,997	318,263	411,305	3	15,689	10	166,188	28	58,421	13	29,641	10	21,957	51	34,612	16	14,239	57	37,283	5	9,695
Warren	320,935	452,617	584,745	19	16,819	5	19,980	65	150,748	33	150,895	40	64,418	32	20,422	32	23,677	123	68,507	20	25,270
TUSCARAWAS	350,914	464,677	600,313	28	35,434	20	65,664	65	128,145	52	150,460	62	47,398	44	23,351	32	29,841	130	52,297	19	18,190
Dover	83,804	142,854	184,867	5	11,811	4	19,053	16	44,985	12	35,520	11	14,720	12	6,821	7	9,188	19	18,179	5	5,616
New Philadelphia	138,158	163,500	211,519	4	2,972	7	37,816	16	53,926	11	36,845	19	17,331	19	14,399	15	4,947	38	18,362	6	5,522
UNION	81,649	116,737	149,840	10	7,357	5	19,475	14	36,851	11	34,358	12	13,498	13	5,285	5	2,960	30	11,894	4	4,745
Marysville	59,269	89,864	115,452	7	5,441	3	19,107	9	32,598	4	10,836	10	13,242	12	5,186	3	2,904	17	8,317	3	4,655
VAN WERT	100,355	130,632	168,938	12	9,162	6	15,590	24	39,212	16	55,806	15	15,898	13	4,344	8	3,309	46	14,747	5	7,058
Van Wert	79,122	112,620	145,707	7	9,678	3	10,366	15	34,200	13	42,249	14	16,795	11	4,590	7	3,496	32	12,621	4	7,683
VINTON	15,983	18,871	24,582	4	5,850	1	2,270	6	5,592	5	5,083	2	1,658	0	327	2	667	13	1,523	1	749
WARREN	318,430	526,372	676,562	31	39,251	10	88,327	61	170,219	28	92,657	52	71,556	31	14,763	28	24,138	108	79,744	17	27,081
WASHINGTON	269,143	313,918	402,302	20	22,974	12	39,196	43	89,384	34	79,292	53	47,183	16	11,606	20	16,238	93	37,501	8	24,318
Marietta	159,769	178,569	229,041	7	7,415	7	31,891	19	52,336	16	24,799	22	25,767	14	7,523	11	8,071	51	26,630	5	15,764
WAYNE	354,929	486,267	624,790	34	60,657	13	57,522	66	156,090	35	174,682	59	47,229	30	12,844	27	26,508	110	49,893	12	15,789
Wooster	189,866	263,249	338,449	11	14,481	6	33,933	21	95,250	15	73,511	28	37,757	18	10,620	18	11,073	48	29,006	7	11,034
WILLIAMS	128,629	174,891	222,830	23	15,451	9	17,162	23	50,167	20	42,603	29	27,467	18	9,438	9	2,408	59	20,405	8	7,242
Bryan	72,182	104,767	133,666	6	4,612	4	11,362	11	31,574	11	24,619	11	17,723	16	6,248	1	1,594	21	10,954	4	4,794
WOOD	492,563	595,286	765,525	30	21,773	23	97,948	62	156,393	39	135,389	65	100,284	59	23,495	48	41,902	139	75,949	25	30,819
Bowling Green	141,762	182,597	235,130	10	6,295	7	25,559	18	53,310	13	43,571	17	31,207	15	6,958	16	7,354	39	27,082	10	8,612
WYANDOT	71,308	92,072	119,311	11	12,700	4	11,010	20	24,679	11	30,030	20	12,267	12	2,829	7	6,585	42	11,598	6	3,703
Upper Sandusky	39,639	54,409	70,691	6	7,004	2	6,072	11	17,492	5	9,816	9	8,991	8	2,450	4	3,633	24	8,022	3	2,042

OKLAHOMA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS.........	16,070,649	16,073,348	21,475,981	1,039	1,550,558	543	3,792,559	2,674	4,381,950	1,641	6,296,555	1,589	987,564	2,025	1,232,798	1,360	1,165,033	4,256	1,919,182	756	445,209
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Enid, OK	382,498	339,584	445,984	21	33,011	9	88,666	62	87,430	35	132,736	38	19,649	60	33,575	38	30,172	105	42,374	16	16,686
Lawton, OK	498,181	547,741	723,294	24	40,287	13	159,976	97	154,143	48	211,425	38	16,692	63	36,320	44	45,280	143	69,436	15	11,099

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
Oklahoma City, OK	5,980,216	6,151,986	8,184,475	38	605,752	23	1,276,649	100	1,481,842	61	2,496,159	67	312,617	88	509,056	44	509,354	125	834,513	36	150,505
Tulsa, OK	3,801,929	4,127,205	5,558,445	38	367,863	23	1,050,290	72	1,109,606	51	1,662,966	45	264,295	49	349,515	32	348,447	145	531,364	32	101,259
COUNTIES, Cities																					
ADAIR	34,530	31,014	42,719	6	1,983	1	1,696	14	12,228	4	11,043	5	1,180	4	977	2	599	15	2,479	3	1,066
ALFALFA	26,669	16,861	23,467	3	853	1	86,650	14	10,916	3	1,098	9	2,551	2	433	2	330	8	931	3	994
ATOKA	44,435	46,293	62,813	3	4,055	4	87,193	16	15,844	7	15,031	10	4,673	6	1,431	3	882	14	2,661	3	2,027
BEAVER	12,482	12,359	17,546	2	1,133	0	1,204	7	5,681	3	2,291	3	1,006	4	790	0	245	10	1,718	2	542
BECKHAM	188,014	106,406	142,871	12	13,570	10	89,955	32	31,827	17	31,793	21	10,854	22	7,966	15	5,985	33	10,300	10	3,087
Elk City	132,216	84,090	112,637	6	7,617	5	98,613	17	28,112	11	20,084	12	8,138	18	6,842	11	4,487	19	8,246	6	2,314
BLAINE	61,606	33,020	45,357	8	4,336	5	892	20	10,357	11	11,182	12	3,584	10	1,565	6	843	22	2,654	7	1,341
BRYAN	113,528	112,754	151,220	10	7,744	7	8,530	20	31,238	15	45,244	11	3,970	17	8,473	14	7,621	42	12,398	9	5,345
Durant	98,187	103,513	138,497	5	3,553	5	7,139	11	33,270	13	40,333	10	3,539	16	9,025	13	6,516	31	10,310	8	5,629
CADDO	134,372	92,891	125,097	15	6,342	11	25,283	41	31,137	17	45,891	16	4,897	18	3,772	9	5,097	37	5,674	10	2,579
Anadarko	59,229	45,680	61,496	3	4,206	4	21,111	11	21,993	5	10,396	5	2,474	11	2,802	5	3,057	11	2,374	4	1,122
CANADIAN	313,828	293,445	388,856	15	23,015	7	47,555	32	68,147	27	177,612	26	14,956	18	10,159	16	10,891	58	23,944	10	3,915
El Reno	105,812	94,464	126,449	6	8,098	3	27,892	12	29,071	12	34,231	14	7,306	11	3,764	8	6,050	25	10,998	4	2,361
CARTER	234,936	226,721	301,104	20	18,814	9	11,116	54	62,391	34	76,421	37	13,870	42	23,901	28	13,198	66	24,124	15	6,414
Ardmore	207,818	204,020	272,317	16	12,234	6	12,831	41	54,448	31	68,795	25	12,778	37	21,516	24	10,104	53	21,123	12	4,913
CHEROKEE	98,058	117,022	156,833	8	11,355	4	2,124	30	45,906	13	29,899	15	9,480	10	5,514	11	4,106	32	9,714	8	3,864
Tahlequah	81,279	91,752	122,838	5	7,438	2	2,925	24	43,583	9	19,586	12	9,079	9	6,238	10	3,133	19	6,826	7	2,532
CHOCTAW	47,539	46,909	63,623	4	1,224	4	36,559	13	15,023	8	16,692	9	2,931	7	2,028	6	1,742	14	2,908	2	1,963
Hugo	35,158	43,890	59,113	3	1,209	3	42,697	6	7,521	7	16,091	7	3,259	6	2,461	5	1,766	12	3,233	2	2,182
CIMARRON	13,690	13,284	18,762	3	878	2	7,176	4	4,472	6	5,346	4	1,360	2	347	1	263	9	1,626	1	578
CLEVELAND	803,272	793,679	1,046,740	32	53,258	17	135,456	75	155,563	49	437,416	51	36,845	103	67,362	56	36,490	176	88,442	27	16,555
Norman	613,056	541,175	721,218	15	21,970	14	19,471	40	89,242	37	292,266	36	28,761	76	49,687	44	19,593	128	62,008	15	10,947
COAL	9,405	10,010	14,457	4	3,472	4	18,083	4	3,701	1	3,153	2	885	0	225	0	170	5	481	1	377
COMANCHE	498,181	547,741	723,294	24	40,287	13	159,977	97	154,143	48	211,425	38	16,692	63	36,320	44	45,280	143	69,436	15	11,099
Lawton	472,060	514,545	685,762	21	35,910	13	1,774	75	152,939	46	188,454	35	16,562	57	34,660	43	40,360	129	65,474	13	9,893
COTTON	23,118	15,721	21,968	1	1,419	4	910	5	4,161	3	5,680	4	796	2	406	2	309	4	491	3	678
CRAIG	69,637	65,769	88,427	9	6,505	4	0	14	14,409	9	30,588	15	9,794	6	2,681	7	2,116	19	6,765	2	2,728
Vinita	50,354	45,691	61,511	5	2,413	3	1,398	8	13,373	7	22,250	10	3,452	5	2,488	6	1,539	8	3,706	2	1,984
CREEK	223,091	172,613	229,943	16	9,814	10	4,842	54	72,441	39	68,882	31	10,902	25	6,291	17	7,624	60	15,237	16	4,543
Sapulpa	134,515	102,066	136,571	7	3,037	5	5,576	26	47,458	17	35,674	10	6,239	10	4,567	10	4,402	28	8,287	8	2,565
CUSTER	218,516	157,186	209,655	19	18,957	8	15,136	36	43,011	25	59,923	33	10,421	40	11,685	21	11,772	46	20,342	9	3,737
Clinton	101,528	71,242	95,530	9	8,040	3	14,697	14	22,915	14	26,026	16	4,717	18	6,001	10	4,992	18	6,989	4	1,964
Weatherford	102,208	76,740	102,851	8	8,749	2	2,188	13	20,913	9	28,021	11	5,869	20	5,904	9	5,206	22	11,041	4	1,748
DELAWARE	84,050	84,777	114,426	11	14,824	4	1,772	18	29,971	12	16,504	12	5,318	7	4,449	9	5,576	24	5,957	4	2,033
DEWEY	16,431	11,479	16,389	1	958	1	22,305	14	6,272	1	3,837	5	965	1	274	0	208	13	1,051	0	457
ELLIS	22,364	12,996	18,384	6	2,271	1	2,809	7	3,353	4	4,752	6	1,021	2	339	1	258	7	925	2	567
GARFIELD	382,498	339,584	445,984	21	33,011	9	88,666	62	87,430	35	132,736	38	19,649	60	33,575	38	30,172	105	42,374	16	16,686
Enid	365,292	327,816	437,144	19	31,132	8	77,630	50	86,285	32	125,179	33	18,530	58	34,287	37	28,454	102	41,820	15	15,736
GARVIN	123,904	100,368	133,881	10	8,752	9	6,541	37	37,041	21	39,108	19	9,382	19	6,805	11	5,445	35	7,587	8	3,675
Pauls Valley	54,811	57,279	76,940	3	4,712	4	5,926	10	24,249	7	13,442	5	9,264	8	4,865	6	2,989	9	2,958	3	1,912
GRADY	168,423	157,812	208,827	12	12,757	4	1,884	32	46,374	20	63,059	28	11,863	25	10,612	13	7,493	40	14,699	11	6,998
Chickasha	129,234	114,535	153,173	6	6,232	3	17,162	16	34,950	15	45,604	16	10,034	23	7,674	12	5,419	32	12,673	7	5,294
GRANT	20,484	13,137	17,692	6	709	1	5,330	9	3,618	5	7,757	4	1,049	2	285	3	363	9	892	3	524
GREER	16,107	12,343	16,640	1	956	2	0	6	4,799	2	3,828	7	1,074	8	858	3	689	11	818	4	1,244
HARMON	10,146	8,613	11,695	1	755	2	9,580	6	3,544	2	3,024	3	848	1	217	1	164	2	262	2	361
HARPER	13,255	10,165	13,752	2	888	2	1,878	5	3,959	8	4,114	3	1,291	3	300	1	193	7	951	3	425

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

OKLAHOMA RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
HASKELL	39,353	37,395	50,488	6	4,876	6	10,128	12	12,426	7	16,059	4	2,978	4	1,526	2	707	7	975	5	998
HUGHES	43,643	35,257	47,654	3	2,238	5	17,879	18	12,105	13	14,652	8	754	8	1,406	3	884	15	2,010	7	1,625
Holdenville	34,187	26,749	36,291	4	1,257	3	8,240	9	8,848	9	10,376	5	667	7	1,345	3	695	8	1,017	4	1,437
JACKSON	146,176	150,421	200,756	14	24,392	9	8,290	24	33,024	19	72,045	13	4,837	31	14,047	16	9,900	42	15,368	7	4,955
Altus	136,041	141,424	188,974	11	14,810	9	4,702	19	33,377	18	69,103	12	4,889	29	13,473	17	9,496	38	14,537	7	4,985
JEFFERSON	20,822	16,977	23,442	5	1,419	2	2,981	10	5,747	3	6,059	7	1,073	6	838	2	329	11	2,127	4	1,021
JOHNSTON	13,546	16,069	22,257	2	1,309	0	17,537	12	9,071	2	5,234	2	1,469	2	375	1	283	6	672	2	626
KAY	268,981	258,750	345,933	16	20,140	8	5,840	39	71,115	37	96,880	37	26,667	48	20,868	26	16,123	72	27,428	16	10,958
Blackwell	43,672	30,869	41,776	2	2,333	1	6,928	7	12,106	7	10,546	2	2,496	4	1,556	3	698	14	2,958	3	2,017
Ponca City	184,312	183,858	245,472	9	10,497	5	54,035	23	49,302	20	67,163	23	19,987	39	18,352	19	11,178	41	17,868	9	7,571
KINGFISHER	78,268	56,175	75,222	8	6,289	2	39,962	17	14,207	12	28,610	11	7,322	8	2,208	4	1,055	17	3,279	6	1,729
KIOWA	47,637	36,706	49,821	5	3,229	5	0	17	13,935	10	17,100	8	1,737	10	2,268	8	1,630	11	1,494	6	1,837
Hobart	33,050	29,146	39,482	3	2,451	2	5,125	5	11,397	7	12,981	6	1,319	6	2,387	6	1,238	8	1,313	4	1,395
LATIMER	21,441	20,672	28,263	4	3,476	4	4,327	9	11,538	4	2,382	4	989	3	522	0	397	4	1,021	4	804
LE FLORE	109,136	109,449	148,047	11	16,841	11	2,796	41	43,508	28	39,575	10	2,698	9	2,735	10	4,773	33	6,383	10	3,303
LINCOLN	85,097	66,389	88,548	9	12,778	8	1,480	27	22,521	13	16,771	19	6,851	9	2,097	6	3,778	39	7,341	5	1,778
LOGAN	82,178	75,560	101,514	8	4,704	4	11,130	17	28,768	18	35,016	20	4,888	10	3,248	3	920	28	7,467	6	3,130
Guthrie	61,172	67,163	90,100	5	2,581	3	107,685	9	30,453	14	29,369	8	5,096	8	2,724	3	884	15	5,147	5	2,624
LOVE	14,845	23,162	31,511	1	1,809	2	658,026	11	9,144	3	7,238	7	3,863	3	517	1	392	10	3,193	2	862
MCCLAIN	84,805	83,743	115,328	4	7,397	5	17,466	19	32,316	13	39,747	14	5,635	6	3,435	5	2,193	25	8,242	6	2,313
MCCURTAIN	114,048	128,711	173,997	12	13,090	7	5,924	36	43,150	22	38,826	12	6,679	11	6,058	11	6,456	32	8,777	10	5,490
Idabell	56,031	61,667	82,782	3	4,539	3	7,449	13	22,935	8	14,186	6	4,545	7	4,177	8	2,948	14	4,659	5	2,026
MCINTOSH	65,561	66,079	88,144	9	9,264	4	9,016	16	19,277	9	28,023	11	5,042	6	2,285	4	2,465	18	5,976	5	1,926
MAJOR	48,014	38,432	52,073	6	3,244	4	4,028	10	7,373	8	21,880	9	5,842	6	1,313	1	671	15	2,690	2	1,476
MARSHALL	40,653	38,134	51,684	7	3,824	4	17,340	14	14,182	8	18,718	4	1,553	3	954	2	724	15	3,322	2	1,594
MAYES	113,265	133,514	180,263	13	13,839	8	16,211	29	50,861	20	34,568	10	10,248	22	6,536	13	8,001	41	11,139	8	2,970
Pryor	75,282	93,661	125,380	4	4,836	6	6,891	14	29,528	11	15,449	5	2,113	18	4,807	9	4,573	22	5,713	4	1,553
MURRAY	57,287	54,562	73,118	5	4,721	3	46,951	12	17,031	7	31,320	6	1,607	10	975	4	1,037	15	3,066	5	1,509
MUSKOGEE	315,636	326,439	431,651	24	25,690	8	14,261	64	93,171	40	126,253	27	20,231	45	31,274	29	19,100	87	36,039	17	8,337
Muskogee	285,337	296,446	395,376	18	18,150	7	32,988	47	85,298	35	97,085	22	20,489	43	31,674	27	19,344	70	33,860	14	7,558
NOBLE	47,077	38,731	52,463	7	4,424	2	32,302	11	12,585	4	9,855	15	5,889	4	1,157	2	735	17	3,827	4	1,546
Perry	41,624	31,918	43,173	6	3,055	2	20,630	8	11,625	4	7,038	12	5,439	4	1,068	2	508	14	3,134	3	1,067
NOWATA	28,995	24,236	32,913	6	4,178	3	23,615	8	6,587	7	8,706	5	1,001	3	681	2	462	11	2,432	4	854
OKFUSKEE	23,871	24,826	33,682	6	4,316	3	44,516	10	10,799	3	4,145	7	2,211	3	843	1	472	11	1,217	2	1,038
OKLAHOMA	4,235,447	4,382,632	5,844,188	182	460,078	76	714,574	432	1,023,218	286	1,699,983	292	235,734	477	384,395	310	409,555	998	616,816	138	108,819
Edmond	235,132	232,819	310,661	14	30,341	6	16,656	21	61,907	15	92,371	16	12,012	24	15,657	11	5,407	53	25,209	10	5,665
Midwest City	353,827	517,837	690,145	7	22,691	11	144,488	28	168,724	25	102,979	17	35,086	42	47,280	15	11,935	85	62,275	14	11,829
Oklahoma-City	3,184,559	3,079,750	4,101,180	137	322,897	48	502,556	315	609,241	193	1,193,100	218	151,501	367	269,780	232	287,438	730	432,900	84	72,427
OKMULGEE	144,071	128,128	170,099	13	9,180	7	22,186	32	45,080	23	38,767	21	8,003	24	9,370	11	5,905	36	10,365	6	3,483
Henryetta	52,264	41,182	55,507	5	2,737	3	18,457	6	13,444	6	11,561	13	4,994	13	3,221	5	1,761	13	3,388	3	1,039
Okmulgee	71,973	64,274	86,253	5	3,764	2	10,495	17	29,553	15	16,621	6	2,643	9	5,886	5	2,644	19	5,974	3	1,468
OSAGE	71,690	68,250	90,976	11	8,692	4	7,946	21	27,175	21	22,870	16	6,120	13	5,646	3	1,070	31	5,836	8	3,723
Pawhuska	26,634	21,164	28,855	4	3,250	2	1,377	6	10,377	4	1,606	9	3,895	7	2,400	1	414	10	1,442	3	1,442
OTTAWA	132,414	137,182	181,912	14	11,834	4	16,647	42	46,929	18	34,801	21	16,982	23	11,570	9	5,652	44	11,616	10	5,636
Miami	110,341	120,235	160,762	8	7,640	3	27,496	24	45,480	13	25,939	17	17,624	19	11,321	7	4,278	32	11,029	7	5,142
PAWNEE	50,256	66,269	88,392	6	4,115	3	25,068	14	22,845	12	22,043	7	6,855	4	2,216	5	2,537	16	5,678	6	3,542
PAYNE	280,804	269,736	354,856	21	32,531	12	8,142	48	83,008	37	74,817	34	16,361	50	21,101	36	14,547	93	37,344	15	8,457
Cushing	61,627	54,554	73,311	7	5,498	5	7,058	8	20,549	12	11,538	11	3,324	11	3,259	6	1,359	16	5,149	6	2,481
Stillwater	197,498	201,724	269,260	12	22,934	5	4,389	29	65,640	20	52,746	19	13,631	38	14,876	28	10,256	66	30,170	9	5,962

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
PITTSBURG	153,809	171,593	226,807	12	15,274	9	3,348	42	51,563	24	59,890	22	8,318	29	5,938	18	8,460	50	16,826	8	4,591
McAlester	123,525	143,351	191,539	6	7,545	7	0	27	46,434	19	40,612	16	8,091	28	6,024	15	8,583	29	12,840	6	4,658
PONTOTOC	165,640	150,390	199,144	13	13,164	6	442,011	30	44,165	17	53,203	16	6,624	35	14,080	20	9,503	40	14,567	9	4,225
Ada	149,811	139,582	186,521	11	12,112	5	46,480	17	41,368	13	48,949	15	6,095	33	14,572	18	8,744	33	14,007	8	3,887
POTTAWATOMIE	276,333	268,631	353,412	26	40,028	13	350,468	38	87,835	26	72,572	34	12,823	36	14,896	24	14,917	111	44,110	19	8,589
Shawnee	233,946	229,066	305,664	21	29,505	10	10,530	24	76,231	21	53,236	21	10,850	30	14,412	21	10,736	88	34,683	16	8,297
PUSHMATAHA	27,441	35,327	48,022	3	1,485	4	38,691	14	15,124	8	13,581	5	2,559	1	886	3	1,199	11	2,474	2	1,481
ROGER MILLS	17,929	8,622	11,495	0	742	2	4,248	9	3,444	5	2,971	3	834	2	213	0	161	8	615	1	355
ROGERS	156,349	160,887	214,564	17	21,977	4	6,903	42	57,040	18	58,164	14	14,877	19	7,043	13	3,845	44	16,612	5	2,154
Claremore	118,817	134,581	179,863	8	12,583	3	7,056	19	55,865	13	47,607	5	4,298	15	7,484	8	2,456	27	13,133	1	2,242
SEMINOLE	103,085	82,133	110,089	8	4,461	7	22,588	37	34,568	18	29,986	16	6,784	16	5,312	11	4,038	29	6,637	11	2,504
Seminole	69,972	53,976	72,542	3	1,916	4	20,544	16	22,954	8	19,739	7	4,341	11	4,295	7	2,659	16	4,471	5	1,607
Wewoka	18,678	16,941	23,232	1	746	2	0	8	9,901	8	4,458	5	1,135	4	1,005	3	675	9	1,614	4	1,001
SEQUOYAH	84,792	106,480	141,855	8	9,567	5	29,105	33	40,959	12	33,047	11	13,912	5	2,621	4	4,704	31	6,865	7	1,756
STEPHENS	227,575	216,823	288,143	17	24,675	11	59,120	34	63,981	27	96,762	17	10,279	34	15,456	23	12,624	52	20,433	14	8,643
Duncan	179,375	178,895	238,864	13	17,820	6	0	16	50,929	20	84,677	13	7,277	28	13,525	20	8,595	30	16,290	9	7,151
TEXAS	79,421	68,875	91,792	8	8,541	3	18,834	18	21,913	11	13,095	15	7,763	12	5,731	11	4,324	33	8,186	5	3,039
Guymon	64,792	56,511	75,917	4	3,802	3	0	8	19,340	6	8,999	10	7,093	11	5,254	10	3,964	25	7,074	4	2,786
TILLMAN	32,296	24,287	32,979	5	930	7	6,767	11	8,050	5	8,392	9	2,853	7	1,600	5	1,399	19	2,089	5	1,162
Frederick	25,944	19,629	26,811	4	740	5	0	6	7,233	4	6,517	5	2,189	6	1,571	4	1,143	11	1,450	4	892
TULSA	3,286,504	3,660,547	4,936,345	140	320,733	69	1,012,825	407	922,355	244	1,505,466	220	229,173	361	328,222	282	329,970	787	487,318	104	89,400
Broken Arrow	186,728	207,980	277,589	12	19,240	6	0	30	46,205	17	83,757	13	14,097	17	7,966	19	19,794	46	26,093	12	4,819
Tulsa	2,685,506	2,996,008	4,039,501	95	196,776	48	0	310	759,370	194	967,469	171	188,761	311	306,207	239	241,158	663	428,824	74	75,689
WAGONER	64,295	64,908	86,616	9	6,647	3	17,772	28	30,595	15	7,582	7	3,223	7	2,312	7	5,939	30	6,361	6	1,439
WASHINGTON	267,825	286,937	377,296	18	32,155	5	77,413	37	81,707	27	89,814	23	18,550	34	22,075	31	21,676	66	35,591	10	8,059
Bartlesville	248,203	272,722	363,789	16	32,103	5	0	25	78,670	24	71,207	18	18,579	32	22,039	27	16,596	61	34,967	9	8,047
WASHITA	56,561	22,300	30,387	8	3,316	2	6,235	16	8,703	9	8,600	9	2,450	6	895	5	820	19	1,965	3	385
WOODS	59,117	46,465	62,554	6	3,903	5	12,835	14	14,635	7	19,835	10	1,707	6	2,505	12	4,141	21	5,179	4	1,888
Alva	53,414	42,003	56,601	3	3,496	3	0	10	13,914	6	17,767	9	1,529	6	2,244	11	3,708	15	4,404	2	1,691
WOODWARD	180,091	122,583	162,864	12	14,151	5	33,416	14	33,661	16	44,563	18	8,608	25	9,512	19	8,440	40	12,377	6	2,801
Woodward	172,822	117,893	157,644	11	13,384	4	0	11	31,836	14	42,147	14	8,594	24	8,996	18	7,982	33	11,703	6	2,796

OREGON RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS.........	12,634,032	16,821,047	23,394,083	972	1,297,352	392	3,366,276	2,626	4,445,299	1,376	5,340,460	1,352	1,370,286	1,294	1,056,165	1,329	1,131,300	5,440	2,503,336	439	682,770
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Eugene-Springfield, OR	1,237,952	1,677,980	2,351,007	84	135,007	34	332,643	316	466,138	142	562,416	116	128,048	116	99,749	136	136,070	514	246,485	41	68,688
Medford	661,061	1,048,588	1,491,394	65	80,174	26	211,662	125	255,248	73	359,821	88	80,268	84	59,306	85	69,724	266	131,020	20	35,041
~~Portland, OR~~	6,060,275	8,160,720	11,371,212	310	493,218	131	2,024,997	1,041	1,949,222	513	2,534,690	469	617,648	578	545,914	598	603,972	2,272	1,258,053	149	209,034
Salem, OR	1,034,814	1,389,570	1,931,020	96	122,957	40	326,209	191	355,115	121	442,328	116	116,445	95	90,491	113	98,494	459	203,903	46	61,495

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OREGON RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
COUNTIES, Cities																					
BAKER	59,963	59,730	83,108	5	2,596	5	4,311	18	22,393	13	20,207	6	5,230	10	3,594	7	1,857	34	9,624	3	4,109
Baker	50,904	53,704	74,774	5	2,173	4	3,990	13	23,218	12	16,512	5	4,840	9	3,326	6	1,583	20	6,830	3	3,803
BENTON	250,508	295,516	405,418	22	16,207	6	49,995	50	93,774	29	76,199	29	19,176	42	19,257	30	19,267	99	52,591	8	16,400
Corvallis	231,053	276,877	379,879	18	10,432	4	45,873	41	92,232	27	69,917	20	18,381	40	17,669	27	17,679	79	46,060	7	15,048
CLACKAMAS	970,994	1,475,248	2,085,065	71	119,528	24	348,087	214	550,898	86	399,106	95	119,263	105	60,225	85	79,902	278	168,466	32	41,559
Oregon City	136,038	165,028	226,195	4	3,225	4	57,626	21	61,351	10	31,510	9	14,677	14	4,835	15	7,381	30	16,881	4	5,289
CLATSOP	151,192	199,840	274,633	17	17,988	9	6,681	40	68,953	16	46,139	17	11,608	27	15,837	14	10,324	100	42,636	9	18,576
Astoria	77,011	95,221	131,121	5	4,575	2	2,736	16	33,204	11	28,343	8	6,424	14	9,282	7	5,210	36	16,682	3	7,604
COLUMBIA	89,641	108,783	150,162	11	7,457	6	2,259	33	49,480	16	21,411	14	9,016	12	4,915	12	10,404	57	16,794	8	12,359
COOS	267,951	343,913	471,575	29	42,678	9	32,834	65	108,537	33	102,110	40	28,033	33	22,794	31	21,671	125	42,561	15	22,500
Coos Bay	126,231	173,542	238,210	15	24,140	2	15,668	16	52,504	21	65,631	11	10,413	10	9,730	14	8,655	46	16,830	4	7,372
North Bend	83,566	91,540	125,888	5	5,108	3	8,584	15	26,599	4	26,695	18	11,650	18	9,434	11	4,441	33	10,118	4	5,882
CROOK	34,084	41,571	57,785	5	3,355	2	3,595	14	21,788	5	8,438	7	1,981	7	4,217	2	1,001	17	4,200	3	2,858
CURRY	67,253	95,858	132,494	13	17,420	6	4,349	20	34,988	12	24,709	16	9,724	9	2,508	10	5,043	45	16,080	5	6,910
DESCHUTES	315,139	492,520	674,715	44	65,104	9	59,244	54	148,596	38	138,262	48	42,727	55	37,977	34	19,265	127	65,976	16	36,630
Bend	204,637	305,794	419,104	23	29,407	3	33,453	31	91,449	20	78,354	26	32,912	33	22,704	23	11,313	73	41,611	10	22,901
DOUGLAS	351,045	469,160	642,783	24	27,851	20	56,682	105	149,157	42	165,929	68	53,059	40	22,038	35	21,717	172	62,550	22	27,338
Roseburg	222,756	301,799	413,665	11	11,449	8	47,500	39	83,316	24	100,898	23	34,995	31	17,680	27	15,399	73	35,098	10	21,286
GILLIAM	4,784	5,206	8,076	2	832	1	502	3	757	2	1,528	5	1,586	0	0	0	0	5	1,468	2	399
GRANT	21,022	28,742	40,749	4	1,690	1	2,534	8	13,128	4	9,229	6	1,517	4	1,900	3	706	13	2,206	3	2,451
HARNEY	26,163	35,494	49,979	7	5,149	4	1,766	5	12,585	6	10,707	12	5,349	5	727	1	866	17	4,711	1	2,472
HO[illegible] RIVER	70,969	88,189	122,011	12	12,639	3	7,304	14	34,487	13	28,709	10	5,383	6	2,643	6	3,526	27	13,582	3	2,707
JA[illegible]ON	661,061	1,046,588	1,491,394	58	80,174	24	211,662	113	255,248	59	359,821	76	80,268	65	59,306	67	69,724	222	131,020	22	35,041
Ashland	63,165	75,282	105,168	6	3,178	4	8,279	15	38,052	1	14,260	11	8,593	12	2,182	10	2,769	44	13,076	4	4,798
Medford	462,468	593,226	825,286	21	25,906	12	147,114	53	88,920	45	181,463	41	50,999	49	41,482	51	34,303	106	63,024	10	17,668
JEFFERSON	47,818	52,030	72,583	6	4,923	2	4,516	10	21,525	9	22,904	11	5,141	4	1,849	2	1,258	20	7,596	3	2,682
JOSEPHINE	285,788	340,126	466,399	33	38,478	5	35,511	63	91,500	38	131,381	45	41,205	28	20,815	28	18,451	99	39,211	8	17,941
Grants Pass	240,020	302,219	414,474	17	15,146	5	37,129	41	84,614	31	100,469	31	43,412	27	21,931	25	19,439	70	30,603	7	18,902
KLAMATH	262,355	308,829	423,617	21	29,445	9	47,565	60	93,829	32	98,395	45	22,983	33	21,405	35	18,456	113	40,852	8	20,948
Klamath Falls	192,759	223,332	306,480	9	16,725	7	45,764	35	59,674	24	60,453	22	16,804	27	13,509	30	13,506	67	25,932	7	20,155
LAKE	29,636	34,587	48,739	5	6,616	1	3,033	11	13,154	5	13,101	8	3,027	4	657	3	1,846	16	4,275	3	2,290
LANE	1,237,952	1,677,980	2,351,007	79	135,007	30	332,643	312	466,138	129	562,416	139	128,048	130	99,749	138	136,070	427	246,465	42	68,688
Eugene	748,775	1,060,932	1,486,649	29	90,139	16	237,663	162	311,218	62	256,345	57	69,603	98	80,379	101	89,215	241	157,206	17	45,815
LINCOLN	164,264	241,041	330,953	21	39,414	6	11,127	53	66,447	21	48,641	33	27,141	17	7,345	16	6,612	116	61,354	13	20,978
LINN	361,782	437,001	598,823	35	38,041	14	73,598	69	109,691	49	154,823	57	56,915	30	18,253	33	22,748	135	55,986	18	26,379
Albany	82,749	99,954	137,353	18	7,224	5	37,654	28	30,479	27	41,262	25	29,034	11	7,545	24	7,896	73	40,946	5	5,293
MALHEUR	137,741	159,698	219,761	14	17,284	12	23,002	25	45,631	22	54,795	17	11,972	22	10,299	11	6,364	45	21,818	7	8,890
Ontario	114,537	127,077	174,973	9	10,535	7	20,313	13	35,770	18	36,753	11	10,713	19	9,179	10	4,903	34	17,461	5	7,925
MARION	945,907	1,273,719	1,771,196	83	105,485	28	321,164	156	294,307	92	428,584	109	104,249	98	88,429	95	94,397	330	183,937	32	56,766
Salem	608,783	848,629	1,180,246	37	39,651	15	242,587	75	215,032	51	246,006	57	63,785	82	66,794	66	67,482	186	117,849	17	42,877
MORROW	17,921	16,467	23,469	5	2,144	1	1,461	11	4,654	4	4,321	7	3,591	4	674	3	407	11	2,926	2	1,161
MULTNOMAH	3,334,473	4,055,587	5,619,723	125	178,172	70	1,061,678	440	802,648	217	1,097,693	312	316,192	289	294,092	299	337,885	1,178	700,795	80	81,111
Portland	2,303,997	2,723,899	3,742,661	78	98,224	46	709,833	301	551,018	145	506,011	209	221,538	186	222,115	222	198,954	869	453,650	63	69,852
POLK	88,907	115,851	159,824	21	17,472	6	5,045	21	60,808	14	13,744	23	12,195	10	2,062	13	4,098	50	19,967	9	4,729
SHERMAN	8,307	8,303	12,309	1	1,022	1	618	3	901	2	1,881	6	3,578	0	0	0	0	8	3,001	1	491
TILLAMOOK	80,427	83,368	115,421	16	12,152	4	2,841	33	33,835	7	22,525	15	6,240	11	4,182	10	3,407	59	13,015	7	3,162
UMATILLA	290,892	316,573	434,203	27	27,373	7	17,214	51	105,136	48	125,998	40	30,598	37	18,528	31	12,885	116	39,778	13	23,206
Pendleton	110,066	124,179	170,625	8	5,392	3	11,473	15	36,655	21	41,599	13	15,852	19	10,892	12	3,996	47	17,201	3	9,419

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																		
METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
UNION	91,688	101,734	140,526	13	9,855	3	2,855	21	32,147	13	35,382	15	10,473	15	6,026	15	6,815	39	14,010	9	12,644
La Grande	81,028	89,901	124,239	9	6,737	3	2,809	14	31,434	8	25,358	9	10,301	13	5,897	14	5,486	29	11,500	7	12,374
WALLOWA	26,806	29,108	41,249	8	3,396	1	2,432	8	11,189	9	14,488	7	1,403	7	1,226	3	865	16	2,577	5	1,611
WASCO	121,283	147,931	203,676	10	14,450	3	12,672	21	30,885	14	58,193	14	9,219	16	11,039	16	7,281	40	22,006	6	10,072
The Dalles	117,532	144,059	198,358	8	14,492	2	12,708	17	30,974	14	45,092	12	9,245	16	11,071	16	5,886	32	20,284	5	10,101
WASHINGTON	1,545,155	2,350,263	3,267,791	74	168,419	30	600,138	190	496,844	93	903,153	112	161,306	149	179,153	144	172,643	333	335,965	31	63,020
WHEELER	3,508	2,871	4,236	1	437	2	264	3	397	1	802	0	0	0	0	0	0	5	489	1	349
YAMHILL	209,653	279,622	398,634	20	27,100	6	15,094	53	98,832	30	134,738	28	20,888	30	12,444	21	13,541	87	32,827	16	23,344

PENNSYLVANIA RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																		
METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS..........	50,775,600	71,216,605	91,052,267	3,348	4,757,568	1,639	11,062,979	9,005	18,874,397	4,570	20,130,180	5,192	5,145,690	7,036	4,698,285	4,769	4,207,698	19,327	7,891,926	2,817	2,968,072
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Altoona, PA	610,467	850,938	1,103,325	43	68,443	24	160,386	110	244,881	70	270,643	63	51,974	77	62,278	59	60,496	230	77,711	31	38,861
Beaver, PA	751,924	846,149	1,097,107	50	45,390	29	202,800	145	286,498	73	172,150	81	68,778	86	43,924	49	46,238	272	78,429	42	40,288
Erie, PA	1,184,298	1,571,906	2,029,223	80	95,176	45	243,408	221	433,317	132	452,990	141	167,646	155	97,109	105	104,697	500	183,702	65	71,879
Harrisburg-Lebanon-Carlisle, PA	2,892,765	4,304,010	5,521,161	150	278,133	76	575,857	432	1,152,070	255	1,209,898	322	384,608	338	202,812	287	239,452	932	447,245	114	168,044
Johnstown, PA	937,393	1,139,402	1,472,302	87	112,024	39	182,901	182	333,184	131	342,007	141	87,960	100	52,032	90	67,889	379	99,517	61	47,314
Lancaster, PA	1,677,169	2,682,419	3,481,208	115	243,825	50	369,990	378	740,635	190	769,582	141	155,821	219	152,347	203	207,649	590	307,440	70	99,996
Pittsburgh, PA	9,901,282	12,462,067	15,556,452	552	736,566	270	2,276,973	1,552	3,245,480	799	3,584,810	923	914,856	1,262	770,676	862	748,142	3,622	1,483,924	545	519,037
Reading, PA	1,509,148	2,171,771	2,818,214	85	97,325	39	333,572	263	524,649	126	659,189	135	136,845	224	307,643	154	137,049	580	241,958	50	62,631
Scranton-Wilkes Barre, PA	2,985,140	4,423,476	5,728,758	254	297,069	116	751,745	631	1,241,320	328	1,111,572	386	309,687	480	288,779	294	208,981	1,277	492,464	199	216,248
Sharon, PA	506,626	615,782	791,911	33	47,362	20	107,460	88	173,944	63	214,823	64	48,270	64	36,848	46	38,248	229	71,720	32	21,842
State College, PA	492,096	697,040	903,513	31	89,334	21	96,074	80	182,633	47	187,188	53	47,704	80	40,653	55	44,693	198	91,896	25	29,303
Williamsport, PA	516,292	754,659	970,844	38	53,329	23	123,049	96	227,784	63	234,594	50	37,550	76	62,713	46	46,452	225	69,325	28	31,781
York, PA	1,579,679	2,564,852	3,327,085	123	228,427	54	399,983	335	716,458	198	760,373	162	180,823	235	129,475	196	162,869	608	280,700	70	83,934
Allentown-Bethlehem, PA-NJ	3,008,001	4,424,875	5,724,489	220	257,609	80	650,295	504	1,179,628	248	1,280,103	308	356,567	383	250,377	264	234,003	902	475,297	130	164,836
Philadelphia, PA-NJ	20,903,587	31,052,913	39,610,503	1,111	1,823,367	526	4,818,664	3,586	7,720,384	1,281	9,018,358	1,791	2,066,778	3,191	2,290,286	1,924	1,924,626	6,230	3,554,647	1,169	1,228,986
COUNTIES, Cities																					
ADAMS	188,911	263,389	340,487	17	26,094	4	9,801	43	82,691	31	63,885	33	26,313	16	5,340	24	12,696	103	49,490	6	8,190
Gettysburg	95,668	136,891	177,334	7	11,826	2	4,442	18	48,225	16	27,000	17	18,283	11	4,139	13	6,710	48	27,161	3	3,712
ALLEGHENY	6,841,666	8,606,172	10,615,615	302	390,100	150	1,601,169	1,023	2,176,200	392	2,395,144	675	579,257	784	572,136	505	522,777	2,170	1,114,672	368	365,708
Brackenridge	4,859	3,138	4,647	1	181	0	743	3	1,011	1	1,112	2	270	0	266	1	243	3	236	1	170
Clairton	47,769	33,030	41,516	3	2,054	4	5,745	17	13,427	6	3,822	5	6,469	3	589	2	1,875	19	2,998	2	1,312
Duquesne	34,804	40,604	60,725	2	2,860	2	11,741	4	13,128	3	1,749	3	4,247	4	3,105	5	3,023	22	9,172	3	5,109
McKeesport	143,008	132,524	164,232	8	6,680	4	11,007	35	43,214	12	45,281	13	16,015	12	7,694	12	7,651	59	14,909	8	5,603
Pittsburgh	2,120,985	2,538,851	3,132,192	61	49,576	26	372,762	333	690,892	82	490,389	181	218,139	282	229,991	147	118,871	855	427,239	130	129,676
Tarentum	36,352	25,036	31,656	4	3,910	1	2,618	12	5,759	8	10,110	3	947	2	935	7	1,655	12	1,822	4	2,433

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PENNSYLVANIA RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
ARMSTRONG	247,594	291,717	377,266	28	26,722	9	23,054	63	106,998	40	84,561	55	30,094	35	9,733	28	14,400	101	27,118	21	16,029
Kittanning	68,170	71,366	92,882	6	2,506	2	7,331	12	26,640	14	20,216	9	5,561	15	3,095	7	3,147	18	6,149	7	5,977
BEAVER	751,924	846,149	1,097,107	44	45,390	29	202,800	158	286,498	59	172,150	96	68,778	104	43,924	66	46,238	237	78,429	44	40,288
Aliquippa	70,106	102,754	133,912	3	3,267	2	14,598	17	52,055	6	14,803	10	16,093	9	4,421	5	1,917	35	8,046	8	8,699
Ambridge	40,927	58,848	77,025	7	9,217	1	11,538	13	21,731	4	4,776	7	7,455	9	2,616	11	4,625	22	5,484	3	2,294
Beaver	45,462	49,415	64,803	3	1,498	2	10,401	10	21,807	4	8,830	6	5,771	5	663	5	2,372	12	3,970	4	3,033
Rochester	38,079	21,295	28,368	2	1,056	1	4,717	6	5,042	1	4,004	6	4,632	3	1,022	4	1,430	18	2,362	1	937
BEDFORD	170,079	261,056	337,458	15	17,388	9	6,055	33	59,121	20	75,638	37	54,989	18	4,931	18	10,023	71	46,275	11	11,032
Bedford	43,505	91,178	118,368	2	5,729	2	1,993	6	40,380	6	14,293	6	7,252	10	4,397	8	6,430	12	10,975	7	9,490
BERKS	1,509,148	2,171,771	2,818,214	68	97,325	38	333,572	263	524,649	112	659,189	158	136,845	198	307,643	127	137,049	496	241,958	41	62,631
Reading	362,737	475,796	618,027	13	6,075	9	18,800	70	88,421	25	128,830	38	47,814	89	99,455	43	39,732	180	64,325	11	12,648
BLAIR	610,467	850,938	1,103,325	43	68,443	21	160,386	102	244,881	72	270,643	64	51,974	73	62,278	56	60,496	188	77,711	30	38,861
Altoona	312,099	457,757	593,886	20	24,160	7	60,194	51	140,617	35	132,958	35	48,510	28	29,158	31	33,667	119	48,188	16	20,791
Tyrone	30,223	29,295	38,734	4	1,867	3	3,627	10	13,969	1	6,615	5	1,248	6	2,566	2	1,479	8	3,915	3	1,774
BRADFORD	207,220	320,003	413,991	23	34,369	8	26,161	43	95,561	32	124,158	28	21,949	29	15,007	18	12,863	75	22,865	20	23,270
Athens	29,553	37,292	48,931	3	1,427	1	1,085	2	3,965	5	27,564	3	10,544	1	623	1	534	6	659	2	966
Sayre	68,335	110,254	143,146	2	8,875	3	6,754	8	44,236	8	32,059	4	5,639	12	7,282	6	2,433	20	9,382	7	16,728
Towanda	19,712	35,322	46,388	3	1,547	0	3,045	6	11,118	1	14,447	5	2,611	9	1,745	4	1,496	10	3,271	6	2,708
BUCKS	2,660,873	4,214,249	5,459,880	134	361,770	58	641,794	349	1,053,106	189	1,630,742	256	282,500	264	219,080	174	215,769	565	412,025	92	121,577
Bristol	72,800	101,506	132,267	7	10,178	1	16,417	4	26,940	5	41,717	10	7,985	5	3,679	3	3,849	16	6,102	4	2,059
Doyleston	90,205	118,536	154,328	7	3,696	2	13,955	13	47,845	2	35,458	9	13,398	13	8,026	11	6,094	22	11,875	3	2,644
BUTLER	576,311	794,416	1,025,875	45	62,238	21	124,380	91	210,546	72	252,626	74	82,801	63	38,260	48	53,201	188	94,311	30	32,332
Butler	130,069	185,390	240,000	14	23,428	5	15,373	32	39,762	22	32,483	16	26,330	27	21,461	18	15,066	48	22,815	9	13,016
CAMBRIA	681,438	817,787	1,056,218	52	80,324	30	154,212	124	239,614	73	205,917	101	63,475	78	44,884	62	44,543	223	67,258	31	35,418
Johnstown	211,595	219,347	283,868	14	21,449	6	18,755	40	87,647	13	54,669	20	17,435	19	9,783	18	10,248	86	18,544	10	11,596
CAMERON	19,871	24,955	30,919	1	1,026	3	2,459	5	3,373	3	2,936	7	2,703	3	798	2	466	13	1,608	3	929
CARBON	153,894	214,155	276,565	15	18,448	7	8,727	48	86,565	23	59,356	28	16,242	11	6,060	19	11,006	50	15,850	16	10,398
Jim Thorpe	14,662	18,131	24,126	3	976	2	449	6	8,275	1	3,057	5	3,732	1	299	2	567	9	2,132	1	536
Lansford	13,888	14,380	19,295	1	785	1	371	5	7,670	3	3,906	2	490	2	248	3	2,170	2	673	3	624
Lehighton	71,463	99,837	129,347	7	4,908	3	2,837	18	49,593	9	25,613	8	7,169	5	3,771	10	3,814	17	7,095	5	5,376
CENTRE	492,096	697,040	903,513	34	89,334	20	96,074	75	182,633	45	187,188	64	47,704	75	40,653	51	44,693	136	91,896	24	29,303
Bellefonte	54,883	66,187	86,496	6	4,911	2	8,611	10	24,794	9	13,962	8	6,659	6	1,340	7	6,138	18	4,022	5	5,639
State College	292,893	390,681	506,748	9	18,305	11	69,537	34	97,889	24	110,690	22	25,765	51	29,575	30	17,843	69	61,929	10	14,037
CHESTER	1,287,982	2,145,902	2,786,885	89	192,788	30	190,404	192	571,640	119	757,423	161	161,834	132	89,746	119	145,502	349	231,658	54	87,493
Coatesville	32,567	43,080	56,709	1	2,272	3	4,595	11	8,170	2	8,925	9	10,695	9	6,456	4	3,990	19	3,984	3	3,397
Phoenixville	74,446	116,652	152,231	10	12,864	3	628	13	32,728	7	38,464	15	17,232	10	2,915	11	7,738	25	13,968	6	14,462
West Chester	121,472	220,720	287,346	4	22,671	1	22,390	19	59,511	7	48,508	14	32,306	14	11,296	14	12,233	42	27,972	4	8,314
CLARION	163,762	180,112	232,365	18	18,342	5	15,815	38	47,497	24	49,289	39	23,671	27	13,736	13	7,519	63	22,025	12	8,984
CLEARFIELD	400,302	498,734	646,045	31	53,507	16	68,082	53	134,823	46	179,830	61	55,459	40	23,259	26	27,126	97	33,408	20	17,488
Clearfield	128,937	139,943	181,837	6	3,253	10	33,279	12	43,966	14	30,962	17	23,744	14	6,146	9	5,614	27	8,468	10	6,368
Curwensville	19,195	19,995	26,647	3	2,407	1	3,064	3	3,987	4	8,091	2	2,496	1	1,046	1	1,220	4	1,160	2	787
Du Bois	146,925	154,063	200,105	8	14,562	4	20,776	12	37,979	15	54,709	19	20,385	17	10,718	9	7,059	28	12,390	6	5,337
CLINTON	168,229	239,859	309,937	7	10,287	11	17,253	30	58,733	21	65,938	25	41,635	24	21,027	19	10,179	52	16,409	9	8,970
Lock Haven	88,822	146,163	189,170	4	5,355	6	11,496	16	55,331	11	42,428	8	9,962	18	10,945	9	6,689	31	9,903	5	6,084
COLUMBIA	220,961	331,670	429,139	21	31,961	11	48,015	51	104,815	30	84,387	31	23,441	36	17,793	22	15,597	80	37,548	13	15,470
Berwick	79,350	98,564	128,075	5	5,249	5	13,490	17	38,177	12	28,385	6	5,072	16	6,422	6	2,194	23	5,721	5	5,624
Bloomsburg	89,276	172,043	222,976	5	8,085	5	41,036	17	44,135	10	25,698	13	22,283	19	9,670	11	10,677	26	18,887	6	8,406
CRAWFORD	336,682	408,457	528,834	40	45,469	16	54,410	60	117,621	46	120,063	49	34,194	43	22,002	26	17,715	148	51,018	16	15,532
Meadville	171,045	187,241	242,844	17	11,947	7	20,391	22	58,974	18	43,503	19	22,131	27	16,053	14	5,594	75	26,687	6	8,067
Titusville	73,418	86,147	112,149	6	7,375	4	12,690	10	27,430	10	23,602	10	9,940	11	2,285	5	4,144	23	8,486	2	3,621

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
CUMBERLAND	1,105,560	1,662,228	2,126,165	54	106,305	23	165,196	133	438,324	67	388,421	128	154,339	108	71,027	87	104,097	226	170,531	43	67,422
Carlisle	254,721	333,003	426,567	12	9,793	7	38,752	29	134,940	22	45,284	37	67,263	33	11,989	16	9,058	63	29,182	9	13,215
DAUPHIN	1,175,790	1,711,994	2,190,778	44	113,290	30	270,455	210	461,307	72	484,421	135	158,044	144	101,221	87	85,700	375	204,861	47	72,662
Harrisburg	312,084	509,625	652,695	6	37,254	7	55,713	55	142,695	11	126,510	36	62,485	51	41,569	18	18,086	161	69,252	12	20,601
DELAWARE	2,582,339	3,733,106	4,814,867	112	210,313	51	700,638	404	1,002,172	159	1,066,186	252	250,088	302	280,287	186	209,642	695	382,614	119	148,088
Chester	114,028	117,077	151,756	6	7,896	4	2,411	23	20,806	11	27,499	14	15,006	14	4,063	5	3,652	56	11,822	9	4,882
ELK	114,635	135,745	174,762	11	11,330	6	13,365	27	48,617	17	42,867	19	8,468	22	5,196	14	7,413	41	8,234	11	9,123
Ridgeway	17,585	14,720	19,644	2	520	1	613	7	7,071	1	1,967	5	2,766	8	1,038	2	341	11	1,357	3	1,598
St. Marys	73,968	91,913	118,582	5	8,030	4	9,472	13	32,680	12	27,437	9	4,227	11	91,613	9	5,254	15	4,665	5	5,531
ERIE	1,184,298	1,571,906	2,029,223	72	95,176	41	243,408	187	433,317	118	452,990	159	167,646	150	97,109	96	104,697	383	183,702	53	71,879
Corry	35,522	54,269	70,808	3	2,879	4	12,817	6	21,243	5	7,250	6	7,490	8	1,644	3	931	13	5,900	4	5,232
Erie	503,784	632,660	817,185	21	26,671	16	45,361	92	267,657	42	121,447	63	84,982	54	29,047	44	40,774	178	75,987	28	38,543
FAYETTE	612,476	795,470	1,021,145	46	66,472	29	156,872	112	241,655	69	204,378	77	56,100	68	45,273	52	36,313	184	67,186	37	39,449
Brownsville	20,168	20,297	26,812	5	743	1	4,671	3	3,563	5	7,014	2	1,670	4	761	2	1,081	16	2,934	2	1,174
Connellsville	83,735	82,895	107,108	7	4,896	7	16,833	14	18,841	13	22,551	12	8,678	15	3,957	12	5,025	27	7,413	6	6,822
Uniontown	255,729	358,621	460,789	12	29,432	10	110,798	38	67,294	20	67,320	23	32,589	36	35,501	19	15,925	58	30,664	11	12,835
FOREST	13,552	11,971	14,061	5	3,984	3	1,093	4	3,517	4	2,139	5	483	1	363	0	211	10	1,557	0	423
FRANKLIN	444,892	629,761	816,162	35	57,079	15	89,751	80	180,145	56	190,487	52	40,681	62	45,987	46	25,274	140	66,334	23	32,695
Chambersburg	253,930	351,809	456,283	15	23,513	7	68,119	34	110,618	26	84,227	22	28,014	32	26,298	22	9,644	69	31,881	10	16,018
Waynesboro	89,763	116,376	151,455	7	6,058	5	14,073	15	38,102	15	24,911	8	4,044	23	15,197	12	4,064	28	13,290	7	8,709
FULTON	27,998	45,629	57,761	3	2,074	3	2,286	10	17,113	7	17,773	8	4,482	1	1,492	3	834	15	5,371	2	1,738
GREENE	122,181	143,356	184,643	12	8,976	6	18,294	23	48,933	25	53,280	20	13,038	13	3,549	8	4,779	44	10,016	7	5,677
HUNTINGDON	120,480	155,003	199,765	18	15,605	8	15,521	26	50,624	18	31,992	17	8,388	13	6,936	8	4,420	45	14,976	5	5,605
Huntingdon	78,394	87,000	112,465	9	8,675	5	8,705	10	29,916	8	11,746	7	6,104	10	5,173	5	2,479	27	10,034	3	3,144
Mt. Union	22,549	23,413	30,834	3	682	1	1,853	4	12,594	5	6,137	4	1,076	2	746	1	528	7	961	2	669
INDIANA	334,527	456,293	590,942	23	36,004	17	101,296	49	87,767	39	167,202	52	40,148	45	24,798	35	25,385	91	46,860	17	16,571
Indiana	178,344	249,740	323,788	9	8,950	5	23,090	19	54,366	25	95,411	20	26,874	39	23,279	25	14,700	48	35,065	8	9,490
JEFFERSON	172,179	205,511	265,342	25	15,049	13	16,210	34	57,000	28	57,920	30	38,626	27	8,583	18	9,374	53	14,247	11	8,915
Punxsutawney	56,375	67,274	87,382	4	1,567	2	5,594	14	33,192	7	11,616	6	3,545	16	5,853	9	4,005	12	3,435	4	4,340
JUNIATA	50,601	68,356	87,268	6	5,551	6	4,421	15	20,085	7	32,256	7	7,743	3	474	7	1,314	18	4,943	4	2,625
LACKAWANNA	945,589	1,373,408	1,781,668	58	86,999	31	258,982	168	381,087	89	345,599	92	92,421	123	110,887	70	58,609	321	143,872	56	80,365
Carbondale	50,162	76,260	99,663	5	4,737	2	14,100	9	29,246	7	17,335	2	4,474	14	3,814	2	3,192	17	4,555	3	5,405
Scranton	419,808	637,443	827,346	22	31,960	12	142,737	74	172,677	39	153,991	33	41,804	65	52,697	33	17,773	136	62,143	21	33,159
LANCASTER	1,677,169	2,682,419	3,481,208	79	243,825	54	369,990	357	740,635	163	769,582	170	155,821	185	152,347	161	207,649	468	307,440	61	99,996
Columbia	39,632	67,146	87,899	3	6,193	2	9,397	11	35,869	5	4,072	8	8,929	6	2,054	3	1,535	18	6,292	3	2,540
Lancaster	387,663	563,916	732,456	5	19,622	14	203,445	57	82,254	24	128,338	27	40,739	87	67,624	42	43,079	104	51,069	10	11,734
LAWRENCE	395,477	470,032	608,780	35	29,669	20	62,981	85	153,713	49	131,898	56	52,015	62	22,568	39	22,417	141	41,960	26	22,290
Ellwood City	76,186	85,977	111,991	10	5,859	2	9,290	15	36,498	10	26,625	12	7,672	14	4,783	6	1,570	25	6,189	5	3,287
New Castle	205,659	249,597	323,639	15	18,773	10	28,110	40	72,590	26	62,449	26	40,115	35	12,380	22	10,488	69	20,979	17	13,925
LEBANON	512,984	782,098	1,013,947	26	53,636	14	125,423	90	210,857	56	274,793	62	59,435	54	30,071	39	44,926	142	61,430	14	23,082
Lebanon	177,389	292,004	379,054	9	10,235	3	59,433	44	76,103	15	63,072	28	35,007	31	15,878	19	17,098	61	25,227	9	15,261
LEHIGH	1,635,127	2,401,324	3,116,252	60	116,817	36	485,397	210	556,549	102	683,629	153	150,089	180	137,895	116	157,463	409	279,411	43	77,211
Allentown	640,414	932,828	1,211,027	21	42,357	11	102,291	94	229,801	43	271,710	57	84,858	70	47,608	46	43,401	200	133,050	22	33,393
LUZERNE	1,349,645	1,896,485	2,460,799	93	110,778	52	326,814	237	529,862	111	471,000	163	115,020	191	128,656	111	109,137	458	213,654	82	89,183
Hazleton	182,977	210,418	273,720	12	7,764	8	48,557	31	69,594	19	47,251	14	11,080	19	5,419	20	11,396	48	18,333	10	10,756
Pittston	57,405	81,520	106,521	6	10,400	2	11,671	8	40,619	3	3,457	6	8,657	15	7,535	6	2,430	19	5,469	2	3,186
West Hazleton	18,713	27,686	36,690	1	1,966	2	5,800	4	4,990	3	8,039	5	2,041	4	1,871	3	844	6	2,719	3	1,912
Wilkes-Barre	335,029	499,321	648,470	15	24,887	13	160,839	51	134,930	13	28,190	18	26,508	76	67,106	28	38,883	106	55,999	15	19,620
LYCOMING	516,292	754,659	970,844	29	53,329	19	123,049	98	227,784	61	234,594	55	37,550	92	62,713	43	46,452	189	69,325	29	31,781
Jersey Shore	35,904	51,948	67,553	4	2,232	2	5,151	7	20,945	10	20,825	4	5,741	3	2,282	1	1,944	14	2,356	3	2,551
Williamsport	190,533	309,791	398,994	12	27,813	6	47,198	33	64,777	20	81,349	21	23,440	32	26,392	16	25,191	79	24,250	12	13,627

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

PENNSYLVANIA RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
MCKEAN	175,073	206,424	264,482	10	15,688	16	26,806	24	65,612	31	66,149	41	14,370	28	8,555	20	8,640	77	20,173	19	12,003
Bradford	98,248	119,686	153,675	7	7,193	7	23,409	8	36,714	14	32,157	17	9,772	16	6,624	11	3,817	32	11,405	8	7,062
Kane	28,199	33,932	44,125	3	1,965	3	2,971	5	17,276	2	7,370	7	2,873	5	1,684	4	1,680	11	2,248	4	2,525
MERCER	506,626	615,782	791,911	29	47,362	20	107,460	105	173,944	65	214,823	83	48,270	72	36,848	50	38,248	187	71,720	28	21,842
Farrell	13,262	8,246	11,371	1	331	1	750	7	4,383	1	1,499	4	2,340	1	257	1	267	14	1,172	2	152
Greenvile	70,246	78,348	101,436	4	5,906	4	13,401	11	25,687	9	16,753	12	13,787	17	6,107	12	4,770	26	8,557	6	2,552
Sharon	92,748	162,900	210,065	5	11,463	4	15,899	32	48,260	8	51,849	13	12,749	16	22,355	12	13,815	29	16,514	6	6,152
Sharpsville	9,818	24,408	32,135	3	1,858	0	4,218	2	6,826	3	8,432	3	1,895	1	1,447	1	1,499	13	3,874	1	856
MIFFLIN	163,584	239,574	307,193	14	29,266	10	30,512	35	68,240	23	49,563	21	19,398	16	10,009	15	10,091	67	22,907	10	21,018
Lewistown	97,247	123,637	158,909	6	6,693	6	15,213	20	38,340	16	24,207	15	17,643	11	6,031	7	3,566	34	10,661	7	10,478
MONROE	379,523	707,182	909,673	28	54,520	16	106,476	62	187,673	38	180,412	59	68,205	47	29,221	33	22,453	149	87,870	18	26,796
East Stroudsburg	78,414	119,329	154,143	6	9,512	3	19,584	13	34,520	12	24,323	11	13,061	6	3,907	3	1,807	32	15,638	6	4,929
Stroudsburg	171,360	313,403	403,574	10	9,083	7	70,810	22	72,366	16	86,455	12	16,634	37	23,383	19	12,850	43	30,758	5	12,595
MONTGOMERY	3,960,817	6,268,464	7,979,207	185	345,156	86	1,209,125	488	1,411,735	233	1,824,225	369	392,678	592	543,461	307	389,134	915	632,688	165	239,188
Jenkintown	109,970	165,504	211,429	3	240	2	38,175	10	19,857	5	61,298	7	6,109	28	17,182	15	15,976	17	7,556	2	8,038
Lansdale	115,564	176,843	225,861	9	15,442	2	26,896	18	55,370	12	30,161	17	21,300	11	10,902	9	8,041	31	17,563	5	10,729
Norristown	206,888	212,172	270,827	10	5,671	6	33,438	31	92,875	17	49,762	18	21,103	16	4,634	14	13,957	61	13,324	13	10,518
Pottstown	210,861	303,482	387,045	11	17,779	7	46,445	26	78,512	18	63,748	26	22,357	36	22,753	16	11,090	58	32,214	9	17,055
MONTOUR	62,847	69,416	88,644	4	2,942	4	2,459	9	9,667	11	42,951	9	3,485	9	2,287	8	1,336	24	8,486	4	2,665
Danville	54,457	58,939	75,382	1	2,574	3	2,151	6	8,455	8	37,569	3	3,049	8	2,000	6	1,169	16	5,251	4	2,331
NORTRAMPTON	808,484	1,181,693	1,532,757	49	69,455	23	119,199	147	365,359	76	367,319	106	88,202	101	82,550	70	44,800	305	127,188	41	52,350
Bangor	32,380	41,534	54,623	6	3,720	2	5,810	6	15,242	6	8,905	4	4,385	4	595	4	1,036	11	1,577	3	2,551
Bethlehem	174,427	216,482	281,430	6	11,839	7	20,320	33	79,229	12	50,691	28	28,952	17	8,192	18	8,342	73	26,377	11	8,923
Easton	132,688	221,061	287,367	6	5,982	3	15,408	19	98,762	8	8,472	13	28,917	29	41,578	16	14,216	66	24,271	7	9,068
Wilson	54,321	59,307	77,664	4	3,268	1	6,706	6	20,552	3	20,662	4	2,725	4	1,464	3	641	18	5,482	6	3,839
NORTHUMBERLAND	331,220	456,404	591,086	36	49,130	19	44,465	78	139,523	47	141,889	51	31,320	44	18,408	31	25,074	122	31,689	26	29,605
Milton	37,416	52,530	68,719	7	7,492	1	3,820	8	24,713	4	13,178	5	2,883	6	1,673	2	2,329	11	2,143	4	2,750
Mount Carmel	31,156	29,301	38,675	5	2,272	2	916	12	17,721	3	3,159	5	4,002	6	2,566	3	558	11	1,656	5	3,968
Shamokin	75,258	101,373	131,892	4	6,431	7	15,725	9	38,576	13	18,948	9	10,197	17	6,472	11	7,570	24	6,574	8	6,450
Sunbury	103,177	141,251	183,470	6	8,897	5	20,536	19	40,394	12	41,495	10	9,595	11	3,778	10	4,954	29	7,578	3	12,046
PERRY	98,431	147,690	190,270	6	4,901	3	14,783	21	41,583	12	62,264	14	12,789	4	494	7	4,729	41	10,423	6	4,877
PHILADELPHIA	5,391,039	6,958,062	8,638,842	256	294,783	148	752,838	1,074	1,828,763	210	1,163,203	448	397,763	976	669,281	467	503,238	2,564	1,039,607	432	378,579
Philadelphia	5,391,039	6,958,062	8,638,842	256	232,872	148	741,861	1,076	1,824,770	210	897,178	449	396,895	977	667,820	468	405,495	2,568	1,011,641	433	375,851
PIKE	47,513	81,540	104,385	5	16,258	2	8,110	13	19,812	5	14,743	16	11,744	2	2,693	4	1,971	37	15,548	2	3,141
POTTER	44,679	60,838	77,507	8	8,785	3	669	20	22,854	10	20,229	13	4,716	4	2,067	6	3,216	24	3,656	6	3,606
SCHUYLKILL	547,326	708,231	918,043	42	37,402	25	128,913	125	240,335	58	139,925	76	38,048	76	34,277	54	41,852	188	57,114	42	39,437
Ashland	16,734	21,849	29,075	2	1,145	1	3,801	5	7,357	3	4,283	2	1,165	4	1,936	3	575	9	2,419	3	1,208
Mahanoy City	15,630	14,704	19,821	3	1,695	2	2,322	8	4,494	2	2,616	5	1,727	1	604	1	782	7	334	4	2,117
Pottsville	139,683	197,827	256,993	5	8,224	5	57,393	20	72,084	10	26,681	10	8,629	19	9,757	11	8,906	41	18,748	7	15,766
Shenandoah	23,504	43,125	56,630	6	2,775	1	3,947	10	23,103	2	4,446	2	1,209	5	4,026	7	5,715	14	1,814	5	4,092
SNYDER	175,048	260,750	337,061	13	14,700	8	68,300	28	[illegible]	19	88,288	16	9,817	24	16,567	14	13,528	52	30,204	5	10,136
SOMERSET	255,955	321,615	416,084	31	31,700	12	28,690	55	93,570	51	136,089	31	24,485	16	7,148	25	23,346	106	32,260	14	11,897
Somerset	97,950	134,859	174,923	7	4,658	3	10,732	13	52,350	11	36,727	10	22,382	12	6,179	5	1,732	23	15,844	6	9,039
SULLIVAN	16,644	22,480	27,705	3	919	1	2,152	4	5,058	2	6,209	4	2,818	1	715	0	418	10	1,638	3	1,248
SUSQUEHANNA	94,791	130,334	167,736	12	7,459	5	1,888	24	37,764	17	45,190	29	17,775	3	1,208	5	3,973	41	11,129	9	5,377
TIOGA	114,500	159,139	205,135	26	29,925	10	14,860	29	45,190	29	50,284	30	16,267	11	2,382	9	4,992	58	16,355	14	8,077
UNION	105,782	143,719	185,115	11	12,111	5	10,410	28	47,030	12	31,160	16	6,690	15	5,880	10	5,155	41	23,698	7	9,313
Lewisburg	75,236	84,890	109,659	5	4,896	2	5,680	16	27,087	9	17,052	8	4,819	11	4,165	8	2,812	30	17,718	6	5,081

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
VENANGO	225,605	289,598	374,515	21	20,240	12	51,449	39	83,606	31	78,373	40	26,084	33	19,066	29	16,021	74	30,029	11	12,068
Franklin	74,647	95,556	124,096	9	6,483	2	13,908	10	26,294	10	31,512	12	7,052	10	7,342	8	5,049	26	13,038	3	3,263
Oil City	60,839	65,729	85,603	4	1,715	4	3,962	11	26,387	6	12,566	12	7,606	14	6,629	10	3,884	30	8,579	6	6,774
WARREN	398,616	578,559	749,685	14	24,883	7	58,246	26	81,751	21	92,712	28	20,020	25	19,341	11	11,293	68	22,221	10	11,826
Warren	251,788	376,733	488,434	9	18,076	5	42,314	13	33,546	12	39,952	10	11,289	19	14,051	9	8,203	36	15,184	7	9,866
WASHINGTON	812,766	1,040,665	1,329,329	62	80,041	21	152,394	154	289,346	95	372,770	120	96,816	96	50,836	66	47,943	254	103,790	43	38,509
Charleroi	70,450	89,693	115,282	3	1,342	3	15,968	16	29,557	10	26,395	8	6,663	20	11,382	9	3,949	16	8,425	4	1,448
Donora	14,213	12,398	16,605	1	728	1	1,386	10	5,591	2	3,390	2	880	2	463	1	436	13	1,296	3	1,554
Washington	268,149	362,189	463,161	16	19,440	7	70,497	38	86,903	28	94,071	34	53,320	28	15,642	20	14,497	78	44,749	13	15,641
WAYNE	160,966	267,207	345,444	16	31,257	12	18,533	29	72,402	22	57,758	33	29,851	11	10,447	15	15,817	61	18,492	11	12,284
Honesdale	90,804	151,811	196,596	9	16,313	7	16,131	14	44,652	16	39,855	11	8,342	10	5,186	10	10,776	20	7,813	6	8,514
WESTMORELAND	1,634,374	2,019,760	2,590,363	120	199,953	57	366,538	286	538,279	156	612,519	212	182,682	204	102,431	140	141,108	477	198,276	93	75,371
Arnold	11,277	7,493	10,384	2	671	0	1,230	7	2,646	1	2,055	3	1,365	1	344	1	473	10	755	2	253
Greensburg	242,594	374,196	480,543	18	21,768	10	109,155	35	102,965	11	21,756	24	28,651	49	34,382	35	37,752	71	36,338	15	15,606
Irwin	53,273	68,773	88,953	1	4,905	1	8,990	8	24,422	4	15,025	11	18,849	4	1,176	2	3,461	12	5,872	2	1,849
Latrobe	112,078	137,621	177,224	13	12,290	6	16,959	21	41,320	15	31,210	15	19,954	20	6,617	12	9,828	37	15,312	7	8,142
Monessen	30,532	24,622	32,345	4	2,387	1	2,681	9	9,865	5	5,441	7	4,281	3	1,990	4	1,218	15	1,757	4	1,424
New Kensington	137,782	147,366	189,719	6	4,529	3	22,903	21	46,515	12	42,674	12	21,657	17	14,360	8	10,062	38	9,361	8	6,654
WYOMING	89,422	114,731	147,478	9	12,810	4	11,458	22	37,882	14	30,174	13	10,601	5	2,221	8	3,186	30	9,520	3	4,435
YOBK	1,390,768	2,301,463	2,986,598	94	202,333	49	390,181	266	633,767	155	696,468	149	154,509	160	124,135	138	150,173	403	231,210	55	75,744
Hanover	255,328	599,509	778,555	11	30,863	9	91,078	31	155,152	20	142,628	13	34,044	40	44,632	23	32,694	51	43,912	7	17,494
York	185,593	265,549	345,289	18	26,921	7	14,636	52	70,707	16	77,024	21	30,233	33	28,427	32	21,571	102	25,795	10	13,377

RHODE ISLAND RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS.........	4,162,611	6,214,612	8,076,327	306	419,054	122	872,691	835	1,567,313	400	1,560,887	487	477,661	627	439,952	418	331,652	1,925	781,652	229	331,061
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Providence-Pawtucket-Woonsocket, RI	3,791,923	5,711,171	7,301,960	282	372,198	111	824,934	767	1,446,025	367	1,356,275	451	441,553	544	408,174	380	312,084	1,697	672,565	213	302,322
COUNTIES, Cities																					
BRISTOL	141,752	203,309	260,565	15	14,927	2	46,047	43	52,906	19	56,858	20	19,110	14	9,872	15	5,738	72	31,981	9	10,097
KENT	916,117	1,458,048	1,860,052	61	56,412	24	377,260	134	307,714	85	363,353	93	94,240	148	104,395	67	65,487	309	150,308	37	65,268
West Warwick	110,951	186,273	240,678	4	6,433	1	16,740	19	61,971	9	76,089	16	21,272	4	2,683	7	5,753	37	20,686	6	3,958
NEWPORT	370,888	603,491	774,367	27	46,855	11	47,757	68	121,288	42	204,612	36	36,108	83	31,779	38	19,569	228	109,087	16	28,739
Newport	133,921	203,628	263,308	7	5,686	6	13,694	27	40,913	10	23,637	9	13,530	37	22,395	16	5,688	98	67,723	11	11,936
PROVIDENCE	2,271,040	3,293,961	4,210,853	173	195,497	69	352,536	489	882,783	217	755,183	281	264,449	310	251,778	242	201,315	1,057	389,257	145	198,924
Central Falls	35,717	47,960	62,016	5	4,464	0	3,578	14	16,473	7	4,813	8	4,598	3	2,556	5	2,824	33	11,044	4	3,906
Pawtucket	299,146	446,050	574,450	18	17,429	3	65,988	52	126,749	26	71,952	30	40,849	22	39,676	27	16,647	97	30,956	17	25,498
Providence	599,787	801,350	1,012,915	30	51,216	13	84,134	161	211,727	40	139,587	66	68,354	90	67,370	77	55,446	304	110,662	36	34,599
Woonsocket	211,190	259,036	334,955	13	14,226	7	37,590	36	77,430	17	53,709	22	19,662	20	15,722	24	13,331	68	21,999	11	14,832
WASHINGTON	463,014	755,853	970,490	33	105,362	16	49,092	101	202,621	46	180,882	57	63,754	72	42,128	56	39,544	259	101,019	22	28,032
Westerly	172,241	230,447	297,987	12	32,254	4	15,076	32	62,184	16	54,754	23	19,193	20	12,802	17	11,953	73	31,818	7	8,736

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

SOUTH CAROLINA RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS........	12,498,005	16,949,588	25,430,905	993	1,832,488	621	2,567,627	2,616	5,654,959	1,434	5,780,632	1,667	1,633,408	1,963	1,345,163	1,454	1,405,717	4,512	2,259,722	863	832,981
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Anderson, SC	539,700	809,791	1,088,027	43	92,540	29	122,048	120	246,755	63	243,914	76	68,142	86	49,645	71	63,195	138	79,617	42	40,267
Charleston, SC	1,917,608	2,944,307	3,956,774	120	253,402	62	434,154	323	874,833	185	1,031,584	192	222,483	275	211,382	194	231,921	454	409,365	86	102,107
Columbia, SC	1,780,735	2,834,952	3,810,977	113	245,603	59	481,858	297	718,946	132	911,965	194	278,865	240	194,567	179	192,928	474	368,763	83	106,776
Florence, SC	511,175	772,169	1,037,418	46	93,538	27	129,887	118	203,701	66	252,283	75	74,177	103	56,676	50	52,725	122	68,672	29	32,026
Greenville-Spartanburg, SC	2,556,383	3,876,957	5,211,380	181	361,383	98	599,016	441	1,133,482	253	1,139,438	333	352,872	344	274,106	302	288,778	695	441,349	161	171,352
COUNTIES, Cities																					
ABBEVILLE	38,117	41,379	54,355	5	2,792	5	4,168	17	22,566	10	6,053	6	921	9	1,495	6	731	11	3,424	6	3,688
AIKEN	356,210	558,977	750,631	30	51,302	19	77,389	81	194,833	43	163,826	49	52,396	45	42,912	36	[illegible]	91	48,724	26	33,964
Aiken	145,896	233,698	313,825	12	20,307	8	38,860	22	76,754	20	47,705	17	26,242	27	19,379	16	7,466	45	26,267	11	17,912
ALLENDALE	26,407	25,544	33,053	6	2,423	1	391	10	12,905	5	7,096	8	1,849	4	867	5	1,283	5	1,248	3	852
ANDERSON	539,700	809,791	1,088,027	43	92,540	29	122,048	120	246,755	63	243,914	76	68,142	86	49,645	71	63,195	138	79,617	42	40,267
Anderson	328,128	462,732	621,722	20	42,589	11	76,919	51	129,322	33	106,427	42	56,410	68	38,453	41	24,909	85	50,922	24	23,268
BAMBERG	42,110	49,321	65,038	5	4,953	7	4,084	18	22,246	8	9,227	8	1,975	10	4,446	7	3,616	13	4,404	6	4,110
BARNWELL	44,695	72,569	96,312	9	6,664	3	3,364	18	39,091	9	14,412	7	1,930	7	5,740	12	4,765	14	5,186	7	5,222
BEAUFORT	348,986	574,329	771,282	25	62,981	12	36,306	63	171,496	35	168,013	24	32,752	85	47,839	54	73,761	111	96,116	9	16,128
Beaufort	107,534	127,346	171,016	6	14,168	4	8,168	17	38,582	12	43,456	8	7,369	22	10,763	14	16,594	25	13,465	5	3,629
BERKELEY	175,115	277,143	371,506	17	17,183	7	26,209	48	115,875	29	78,776	36	29,668	12	6,996	19	14,493	37	27,581	11	13,985
CALHOUN	17,036	19,308	24,665	2	1,878	1	293	2	8,271	4	4,553	4	749	3	1,850	4	987	4	570	3	592
CHARLESTON	1,543,221	2,362,946	3,177,341	82	213,630	44	382,245	230	635,953	132	847,359	123	162,714	242	192,921	153	200,711	385	354,198	61	70,534
Charleston	594,474	983,828	1,322,907	17	49,453	22	141,400	93	286,063	41	325,572	44	88,271	143	99,968	71	90,283	195	164,789	24	24,444
CHEROKEE	136,073	208,936	279,753	18	20,133	6	28,735	43	80,921	18	38,760	26	19,060	19	20,907	18	10,526	48	22,906	7	11,672
CHESTER	80,031	97,764	130,204	7	6,415	8	8,671	31	39,284	11	25,777	16	9,598	14	6,407	11	4,001	26	8,931	8	7,923
CHESTERFIELD	99,651	134,848	180,090	13	16,348	15	12,555	33	49,024	22	28,365	14	9,622	21	9,063	12	6,671	34	7,466	13	9,654
CLARENDON	73,906	99,894	133,069	8	8,152	8	6,291	31	24,796	14	31,298	21	21,785	15	6,695	8	5,075	21	7,846	9	5,337
COLLETON	100,850	143,552	191,798	7	10,508	4	9,943	27	46,682	16	19,578	22	27,452	19	11,313	10	13,586	24	13,609	11	8,825
DARLINGTON	177,541	231,680	310,349	18	22,543	17	23,911	50	68,883	41	76,845	39	21,514	23	12,222	18	11,222	49	19,861	16	15,718
DILLON	100,562	121,871	162,633	8	8,013	7	9,987	24	34,031	19	24,961	14	17,068	20	8,878	12	7,495	22	13,062	10	6,360
DORCHESTER	199,272	304,218	407,927	21	22,590	11	25,700	45	[illegible]	24	105,449	33	30,101	21	11,465	22	16,717	32	27,586	14	17,587
EDGEFIELD	42,370	76,846	102,065	5	5,567	2	1,139	17	21,319	9	50,990	14	4,066	10	3,864	4	3,898	9	2,323	4	2,797
FAIRFIELD	42,068	60,784	80,458	4	6,125	7	5,975	20	23,015	6	12,599	9	6,486	6	3,018	5	1,628	16	3,775	7	4,591
FLORENCE	511,175	772,169	1,037,418	46	93,538	27	129,887	118	203,701	66	252,283	75	74,177	103	56,676	50	52,725	122	68,672	29	32,026
Florence	340,722	517,422	695,162	22	25,208	13	97,476	56	143,116	30	142,482	47	69,498	75	42,640	39	30,686	90	56,701	18	22,439
GEORGETOWN	180,751	254,678	341,286	20	27,024	11	19,622	39	88,890	25	88,120	18	14,197	35	18,938	28	20,212	61	41,075	13	9,841
GREENVILLE	1,462,243	2,202,480	2,961,401	98	208,242	48	402,866	219	583,165	135	659,481	176	190,143	203	155,407	186	182,505	364	245,078	81	83,802
Greenville	720,181	1,127,968	1,516,679	34	43,467	26	300,278	80	220,812	41	336,162	73	108,317	127	89,588	96	101,097	166	122,662	32	36,169
GREENWOOD	249,218	364,197	488,611	21	38,692	13	50,496	58	103,898	37	83,733	27	17,859	47	26,266	30	26,903	55	33,255	17	17,856
Greenwood	215,203	282,323	378,768	18	25,169	11	45,407	39	86,183	25	44,928	21	16,059	41	22,015	26	14,986	46	26,242	13	13,215
HAMPTON	60,484	77,254	102,614	8	10,032	3	4,800	20	27,928	14	21,710	17	9,617	16	7,145	8	4,338	9	2,769	4	3,311
HORRY	769,330	1,321,734	1,776,696	56	164,771	37	168,392	131	359,158	65	358,064	55	44,550	146	119,416	77	139,266	319	274,136	27	50,966
Myrtle Beach	380,319	644,378	866,183	18	56,118	13	118,145	54	179,428	19	75,803	16	22,321	97	65,070	39	30,660	196	177,034	11	22,165
JASPER	54,514	59,840	79,169	4	6,030	2	937	13	12,817	8	7,409	13	20,578	5	2,150	6	4,010	15	6,196	4	1,225
KERSHAW	142,276	230,936	309,348	19	20,549	9	28,375	32	74,503	22	64,143	31	28,786	16	7,808	18	12,298	45	19,932	13	10,636
LANCASTER	178,096	223,332	299,119	13	16,810	11	26,055	54	76,012	25	39,729	28	18,713	25	12,215	25	28,632	43	17,534	10	11,220
LAURENS	136,189	184,611	247,031	11	11,234	16	26,810	32	69,926	29	56,762	29	16,553	20	7,091	15	7,831	32	11,354	15	11,788

TOTAL RETAIL SALES (THOUSANDS) · NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
LEE	36,911	40,094	52,626	5	3,393	6	2,278	16	11,046	11	13,232	8	7,281	8	2,153	5	2,942	10	3,110	1	1,260
LEXINGTON	491,103	822,899	1,105,391	43	84,400	17	60,454	114	305,937	51	221,792	61	88,465	43	39,855	48	37,797	150	106,094	31	38,533
MCCORMICK	10,830	9,634	11,651	0	886	1	138	13	3,906	2	2,150	5	1,180	1	306	4	546	4	268	2	278
MARION	98,951	127,236	169,850	7	5,097	10	10,363	27	49,340	18	31,217	16	9,276	29	11,104	15	9,366	20	8,051	11	10,778
MARLBORO	67,304	78,094	103,744	7	4,302	8	5,594	30	33,158	14	23,115	13	2,951	13	5,678	10	3,360	17	5,935	9	4,236
NEWBERRY	106,022	140,150	187,222	14	11,680	10	16,058	32	48,130	16	37,583	24	13,798	24	10,414	16	11,466	24	11,698	10	7,425
OCONEE	148,571	233,656	313,007	18	17,255	11	20,473	33	76,540	23	77,194	20	24,570	25	11,367	22	14,571	45	17,473	12	14,576
ORANGEBURG	275,566	414,164	555,827	29	53,718	26	45,596	53	104,947	38	135,919	56	45,434	51	29,050	38	28,695	78	40,139	19	20,551
Orangeburg	183,774	290,571	389,960	15	23,238	12	43,142	18	79,526	25	86,812	23	27,488	37	28,340	24	13,435	47	29,948	9	15,335
PICKENS	270,229	361,298	484,712	29	53,344	15	34,753	56	117,892	32	107,749	43	30,891	31	20,667	30	18,181	92	53,104	20	22,236
RICHLAND	1,289,632	2,012,253	2,705,586	70	161,203	42	421,404	183	413,009	81	690,173	133	190,399	197	154,712	131	155,131	324	262,668	52	68,243
Columbia	617,168	950,908	1,278,549	32	76,342	21	123,364	97	265,755	39	255,167	63	100,645	98	72,083	78	97,885	174	126,215	31	42,064
SALUDA	32,713	45,426	59,799	9	7,430	4	1,893	16	19,469	5	11,634	8	4,131	7	2,211	6	3,065	11	1,422	3	3,010
SPARTANBURG	825,911	1,313,179	1,765,188	54	99,798	35	161,398	166	432,425	86	372,209	114	131,838	110	97,943	86	88,092	219	143,167	60	65,314
Spartanburg	430,660	614,655	826,225	15	21,661	13	86,164	46	159,779	40	171,950	48	71,670	77	75,928	43	38,305	108	72,489	32	36,467
SUMTER	316,877	492,767	661,565	27	85,807	15	54,645	71	125,084	30	177,293	49	42,920	56	43,548	32	34,101	65	41,656	15	15,628
Sumter	245,685	409,666	549,997	17	77,687	10	57,025	52	125,412	19	74,404	37	46,699	50	47,382	31	30,874	51	37,097	14	14,148
UNION	87,325	104,680	139,508	11	10,372	5	9,038	22	40,968	14	17,154	19	15,360	20	6,697	11	5,198	24	7,437	11	8,499
Union	67,447	88,831	118,386	9	7,740	4	9,786	12	34,165	9	12,220	12	16,925	17	4,998	9	3,880	16	6,445	9	6,343
WILLIAMSBURG	88,698	100,384	133,729	9	6,379	10	6,495	45	36,911	12	30,541	27	9,795	18	8,098	15	9,368	17	4,223	8	4,865
YORK	422,565	690,943	928,152	32	47,767	17	69,403	95	254,246	57	222,391	53	60,100	63	39,618	46	42,286	97	84,844	25	35,071
Rock Hill	259,394	416,886	560,008	24	33,489	9	60,110	42	149,197	31	69,908	33	47,316	48	34,243	34	25,018	56	55,144	14	21,996

SOUTH DAKOTA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) · NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS.........	2,989,152	3,682,280	4,985,268	434	413,398	146	441,763	616	885,059	348	1,196,472	556	393,587	450	234,529	321	226,435	1,503	458,827	187	178,513
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Rapid City, SD	472,704	654,915	878,770	30	70,807	5	115,834	9	144,942	8	229,053	6	54,712	4	40,629	4	54,012	9	86,343	3	22,398
Sioux Falls, SD	697,262	963,185	1,311,242	54	89,570	4	166,539	9	196,644	4	341,267	7	90,372	6	70,809	4	72,542	20	118,976	3	64,066
COUNTIES, Cities																					
AURORA	4,963	6,293	8,761	4	1,189	2	289	5	1,254	1	1,657	1	713	0	75	2	117	8	1,150	0	319
BEADLE	89,818	93,848	126,490	15	8,356	4	10,067	10	21,452	17	29,791	17	11,226	22	10,010	14	7,245	38	11,790	2	4,590
Huron	81,191	88,654	117,938	10	4,536	3	9,798	8	20,877	16	28,987	12	10,927	21	10,344	13	6,090	28	9,919	2	4,468
BENNETT	12,676	14,943	21,226	3	1,455	1	701	4	4,624	3	3,846	3	1,727	3	533	1	284	4	896	1	770
BON HOMME	22,343	20,818	28,986	8	2,413	1	959	13	6,734	5	4,911	8	3,681	6	520	2	386	19	1,939	3	1,052
BROOKINGS	105,921	104,729	140,893	15	12,315	6	6,778	19	34,833	14	24,252	18	11,713	29	9,222	12	4,843	45	15,029	7	4,517
Brookings	98,672	98,078	130,245	10	7,359	5	6,106	14	31,378	12	21,844	15	11,634	28	9.160	12	3,916	40	14,092	7	4,487
BROWN	203,409	261,102	347,875	19	27,369	6	39,086	22	58,585	22	90,333	21	22,989	29	19,809	28	20,788	75	34,803	12	12,612
Aberdeen	181,414	238,437	313,659	11	11,043	6	39,581	15	59,391	17	58,957	18	23,304	27	20,081	27	21,074	60	31,750	11	12,786
BRULE	28,769	35,861	48,955	6	2,947	1	1,618	6	3,331	3	17,366	11	9,698	4	1,081	2	653	16	3,032	4	1,777
BUFFALO	1,331	1,500	1,895	0	0	0	0	2	1,895	0	0	0	0	0	0	0	0	0	0	0	0

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

SOUTH DAKOTA RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
BUTTE	39,170	37,285	50,836	5	4,863	4	2,747	9	11,098	8	16,174	10	4,054	10	1,940	2	677	19	4,039	3	1,406
Belle Fourche	35,895	34,912	47,089	4	4,868	3	2,750	7	11,111	8	12,546	7	4,058	9	1,943	2	678	15	3,539	3	1,407
CAMPBELL	5,471	6,407	8,711	2	807	0	287	3	1,757	1	1,554	1	708	1	74	0	116	3	451	0	316
CHARLES MIX	23,631	23,790	32,911	8	4,066	2	1,088	10	8,926	6	6,240	10	2,377	3	282	3	848	18	2,858	4	731
CLARK	10,152	9,050	13,442	5	1,989	0	445	6	1,345	1	2,429	4	868	2	116	2	179	10	1,191	2	488
CLAY	35,571	47,977	64,959	5	3,893	3	2,148	7	13,579	3	11,838	9	4,545	6	2,411	7	2,173	28	9,938	4	3,061
CODINGTON	129,132	170,963	228,563	8	19,477	5	16,164	17	43,704	11	48,104	18	19,860	30	17,353	16	11,552	40	14,902	5	7,531
Watertown	127,333	169,130	223,173	8	19,227	5	15,957	16	43,143	11	36,571	16	19,605	30	17,130	16	9,321	35	13,942	5	7,434
CORSON	5,268	4,781	6,563	3	608	1	217	3	1,548	0	1,163	2	534	1	57	1	87	9	647	1	238
CUSTER	17,787	20,189	27,111	3	1,222	1	896	5	6,628	1	4,921	5	3,615	1	232	1	361	18	4,017	2	983
DAVISON	114,351	132,625	177,817	14	21,861	4	5,878	11	29,423	18	35,648	20	14,676	22	13,008	14	8,496	45	22,376	4	2,093
Mitchell	111,297	129,446	171,291	11	14,623	4	5,804	11	29,053	18	27,088	19	14,491	22	12,844	14	6,852	43	22,094	4	2,066
DAY	22,252	22,634	30,445	7	1,175	3	1,006	8	5,182	6	7,600	4	5,030	3	826	3	526	18	2,129	3	1,105
DEUEL	8,579	12,345	16,855	2	1,562	2	556	5	3,401	2	3,021	5	618	2	144	2	224	10	1,901	2	612
DEWEY	13,126	15,328	20,795	2	1,927	2	688	6	6,469	1	3,753	6	2,143	1	177	1	276	6	1,922	1	754
DOUGLAS	7,390	8,085	11,228	4	1,041	1	372	7	2,183	2	2,009	1	914	2	95	1	149	6	1,062	1	408
EDMUNDS	15,041	11,621	15,898	6	1,140	0	525	6	2,711	3	5,401	2	1,294	2	136	1	212	7	761	3	383
FALL RIVER	29,816	33,016	44,258	5	4,840	4	1,463	9	10,467	4	1,995	7	3,345	6	1,096	4	1,628	20	4,366	3	1,606
FAULK	5,551	6,262	8,720	3	808	1	288	4	903	1	1,554	0	709	1	74	0	116	4	547	2	317
GRANT	31,925	40,819	54,565	7	4,483	1	1,803	6	7,378	5	19,699	8	6,711	5	2,007	6	3,679	14	3,518	2	1,980
GREGORY	18,542	12,616	17,213	10	2,213	1	569	8	3,835	4	3,123	4	935	2	147	3	626	11	1,202	3	625
HAAKON	12,342	11,491	15,727	3	1,730	1	520	3	3,173	2	2,847	3	1,280	3	396	3	210	10	1,280	1	670
HAMLIN	11,265	7,040	9,748	6	1,183	0	322	7	1,192	0	1,758	5	793	0	84	0	130	9	697	1	353
HAND	14,696	15,703	21,290	3	2,179	1	704	5	6,387	4	3,003	2	1,733	3	701	1	283	8	1,568	2	773
HANSON	3,490	5,747	8,040	2	745	0	268	3	1,621	1	1,470	3	654	0	69	2	108	4	822	0	290
HARDING	3,136	3,963	5,683	2	526	0	188	2	1,146	0	987	1	463	0	49	0	76	2	264	1	205
HUGHES	79,767	104,775	140,954	6	7,874	6	9,990	7	28,439	10	42,018	11	8,642	18	9,220	10	6,736	20	10,704	3	5,117
Pierre	77,855	102,258	135,757	5	7,742	5	9,825	7	27,967	10	31,832	9	8,498	17	9,067	10	5,415	20	10,287	3	5,032
HUTCHINSON	26,361	26,419	35,244	11	6,288	2	1,165	12	6,993	4	4,104	7	2,290	4	788	1	469	17	2,140	5	1,279
HYDE	5,005	6,756	9,164	2	849	0	303	3	2,452	1	1,613	1	745	2	78	1	121	1	426	1	333
JACKSON	12,133	10,659	14,419	3	1,335	0	477	3	1,027	0	2,605	5	6,248	1	123	0	192	3	691	0	523
JERAULD	10,070	10,618	14,365	3	1,019	1	475	3	2,899	2	2,589	3	1,170	0	123	0	191	5	771	2	521
JONES	13,658	14,114	18,983	1	1,760	0	627	4	3,024	3	3,433	5	5,290	0	162	1	252	3	880	0	688
KINGSBURY	15,665	24,591	32,821	5	2,905	2	1,086	13	8,570	3	2,478	3	2,672	2	279	5	2,314	13	2,872	3	1,439
LAKE	38,984	52,583	71,043	7	6,638	2	2,028	6	12,374	5	27,868	9	3,295	9	2,857	5	2,860	23	6,039	3	1,945
Madison	35,435	45,829	61,876	6	5,637	2	1,722	3	10,506	4	23,653	8	2,798	8	2,726	5	2,588	20	5,127	3	1,856
LAWRENCE	72,818	96,493	129,991	9	7,201	6	4,854	17	32,664	9	32,458	18	10,638	13	6,392	10	3,902	51	17,795	6	3,171
Deadwood	14,542	27,784	36,961	3	2,048	2	1,380	9	9,287	6	9,229	7	3,025	4	1,817	3	1,109	10	5,060	2	902
Lead	9,660	10,224	13,583	1	661	2	446	5	3,031	1	2,931	4	2,771	1	587	1	359	9	1,481	2	291
LINCOLN	28,295	31,624	42,215	14	5,357	4	750	14	10,397	5	2,850	11	4,007	5	714	2	562	16	3,980	6	1,738
LYMAN	12,123	15,819	21,339	3	2,685	0	705	3	4,305	0	3,853	4	1,376	0	182	0	286	11	1,863	2	774
MCCOOK	17,386	18,755	25,217	6	3,931	1	835	12	2,870	4	7,000	8	4,970	0	216	1	337	13	1,862	1	915
MCPHERSON	7,132	8,213	11,293	3	1,381	1	374	6	2,382	1	2,014	5	947	3	444	2	149	8	1,192	3	657
MARSHALL	13,995	8,001	11,013	6	1,105	2	364	5	1,778	4	2,117	9	1,086	2	94	1	147	12	1,062	3	400
MEADE	45,560	56,104	74,650	9	9,133	3	2,467	11	15,978	7	20,899	8	7,920	6	2,149	2	993	30	7,541	4	2,852
MELLETTE	797	797	4,443	0	0	2	698	1	909	0	0	1	805	1	0	0	0	1	644	1	644
MINER	8,617	9,027	12,368	3	3,116	1	408	7	1,523	1	2,223	2	1,006	0	105	0	164	14	1,576	1	449
MINNEHAHA	697,262	963,185	1,311,242	54	88,570	14	166,539	84	196,644	41	341,267	60	90,372	81	70,809	66	72,542	201	118,976	20	64,066
Sioux Falls	628,804	857,625	1,151,644	42	63,899	11	161,677	57	190,923	39	241,490	53	87,782	92	68,549	56	48,026	157	107,373	21	61,267

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
MOODY	10,898	12,828	17,388	4	2,131	2	575	6	3,533	2	3,140	4	1,415	4	514	1	231	14	1,750	1	631
PENNINGTON	472,704	654,915	878,770	30	70,807	15	115,834	47	144,942	41	229,053	47	54,712	70	40,629	45	54,012	138	86,343	9	22,398
Rapid City	412,806	612,031	809,598	22	46,966	11	115,735	39	148,087	38	175,641	41	56,470	68	41,191	34	54,759	113	75,359	12	22,707
PERKINS	16,636	15,062	21,383	7	3,092	1	707	5	5,123	3	3,880	3	2,086	5	1,115	1	284	6	983	3	776
POTTER	11,172	9,228	12,633	4	1,286	1	418	6	2,863	3	2,282	6	2,162	1	108	1	168	10	722	2	459
ROBERTS	26,558	24,335	33,631	11	6,076	3	4,332	11	4,776	3	6,120	7	3,592	1	287	3	884	24	3,841	3	1,012
SANBORN	4,910	4,947	6,783	2	628	0	225	1	1,368	2	1,200	2	553	1	58	0	91	5	636	0	247
SHANNON	6,887	7,176	10,967	0	0	0	0	5	5,433	0	0	2	3,276	0	0	0	0	2	1,758	0	0
SPINK	25,233	23,733	32,836	5	2,062	2	1,085	7	6,503	8	9,326	5	4,346	4	1,135	4	273	20	3,541	2	1,191
STANLEY	8,480	12,801	18,396	1	1,705	0	609	3	3,711	0	3,312	1	1,498	0	157	0	246	6	2,844	0	668
SULLY	10,243	13,092	18,781	1	1,297	0	463	2	2,825	3	10,384	3	413	0	119	0	186	5	968	1	509
TODD	11,260	9,140	13,561	3	917	1	449	3	2,737	1	2,447	6	3,304	0	116	0	180	3	348	0	492
TRIPP	29,474	39,999	54,421	6	5,130	5	5,165	9	10,025	8	15,757	6	6,423	4	2,247	4	3,038	9	2,510	3	800
TURNER	17,198	20,995	29,220	6	3,627	3	966	8	5,013	5	8,402	4	1,458	2	249	1	390	15	2,325	5	1,392
UNION	19,642	15,817	22,380	4	1,596	1	739	9	4,616	3	1,727	10	4,455	1	192	4	298	17	2,584	2	813
WALWORTH	39,504	38,067	51,869	7	5,407	1	1,714	12	7,860	7	14,309	9	4,904	10	3,192	6	1,450	17	4,469	3	2,021
YANKTON	123,996	119,782	160,818	12	14,723	8	15,561	12	30,859	14	24,592	14	5,568	21	6,919	14	5,384	44	10,904	5	4,975
Yankton	117,495	114,757	152,071	10	13,939	8	14,732	10	29,214	12	23,405	13	5,271	20	6,900	14	4,379	36	9,944	5	4,961
ZIEBACH	1,815	2,999	4,210	1	388	0	138	1	849	0	709	0	342	0	35	0	57	2	195	1	154

TENNESSEE RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS.........	19,604,644	28,532,933	35,968,738	1,537	1,988,841	953	4,397,243	4,214	7,442,793	2,435	9,015,264	2,491	2,410,197	2,943	1,716,691	2,244	1,765,651	6,209	3,107,508	1,228	1,161,757
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Jackson, TN	400,985	589,142	747,966	32	59,932	20	142,715	74	128,396	51	160,584	56	43,791	62	42,049	49	34,163	107	59,102	20	20,677
Knoxville, TN	2,880,814	4,216,793	5,275,263	216	329,768	104	592,858	599	1,056,330	307	1,175,143	345	349,845	446	257,300	334	271,942	948	581,297	167	156,686
Nashville, TN	4,212,811	6,893,335	8,693,987	274	404,611	139	1,124,978	740	1,686,480	440	2,271,797	445	646,134	628	380,397	481	423,395	1,371	839,652	240	251,476
Memphis, TN-AR-MS	4,308,708	6,280,063	7,907,005	215	324,910	181	1,017,855	765	1,568,134	427	2,050,921	434	608,821	623	447,047	405	443,517	1,159	638,886	160	263,990
Chattanooga, TN-GA	1,869,737	2,661,888	3,281,162	139	158,295	80	396,783	287	725,213	195	793,607	271	251,456	287	162,266	216	166,894	614	266,655	102	87,840
Clarksville-Hopkinsville, TN-KY	591,134	881,628	1,139,494	51	84,849	28	157,950	110	213,155	76	359,173	69	51,779	103	37,450	74	47,885	232	104,961	38	34,466
Johnson City-Kingsport-Bristol, TN-VA	1,787,685	2,256,191	2,904,571	133	178,794	81	378,064	327	627,087	219	812,571	203	136,232	235	129,848	207	131,417	515	227,722	123	93,489
COUNTIES, Cities																					
ANDERSON	300,662	400,905	506,076	28	32,069	22	47,771	61	121,367	29	133,909	31	25,514	28	12,901	21	19,841	61	26,345	19	17,131
Oak Ridge	87,430	254,592	321,627	12	14,044	9	70,451	29	98,956	15	78,493	13	18,907	21	14,133	13	16,398	32	0	8	10,242
BEDFORD	88,257	121,605	155,447	5	7,977	5	14,674	20	35,151	20	38,571	17	12,550	15	5,116	15	8,069	18	9,068	7	6,521
Shelbyville	84,560	118,130	151,025	5	7,905	5	14,541	17	34,834	20	29,892	17	12,699	15	5,070	15	6,582	16	8,985	7	6,598
BENTON	48,718	50,389	65,194	6	3,473	4	6,154	17	22,404	10	11,239	11	5,951	10	1,624	7	1,604	15	3,421	3	2,205
BLEDSOE	15,088	15,851	20,747	5	4,207	2	1,958	8	4,776	4	6,330	1	1,045	1	373	2	796	3	469	2	702

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

TENNESSEE RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
BLOUNT	378,532	607,203	770,855	25	45,730	11	88,604	72	150,449	37	302,229	29	30,245	26	12,551	33	33,356	69	46,526	17	22,622
Alcoa	214,854	321,300	408,214	8	12,963	6	48,970	13	70,313	17	186,104	6	3,377	14	5,968	9	8,345	27	30,347	3	9,895
Maryville	128,223	244,136	310,339	11	26,263	3	35,265	29	83,443	14	43,502	16	26,384	9	6,869	21	19,517	21	12,769	12	13,152
BRADLEY	292,841	419,759	533,304	28	46,416	13	59,801	64	120,517	35	148,509	35	27,981	36	27,735	35	19,829	65	42,105	16	17,993
Cleveland	266,133	362,906	461,163	23	21,095	12	55,851	56	113,755	32	106,462	27	26,411	34	26,179	33	18,716	61	39,742	15	16,983
CAMPBELL	121,573	139,871	178,596	11	7,058	11	11,889	26	43,491	18	45,389	30	17,122	14	6,205	14	5,937	38	16,167	9	6,448
CANNON	21,516	20,794	27,688	5	2,003	3	1,287	9	8,500	2	7,326	3	1,396	5	438	3	1,062	5	686	3	937
CARROLL	79,785	101,390	129,829	18	10,948	6	12,657	32	32,234	10	34,126	19	4,075	24	3,901	8	7,247	31	5,386	12	5,898
CARTER	114,585	153,386	195,724	11	18,038	10	25,063	36	53,182	22	35,687	13	6,719	14	6,089	15	8,334	32	15,312	13	9,791
Elizabethton	95,491	136,974	174,854	7	13,861	6	25,457	19	52,132	18	27,420	9	7,271	13	4,679	14	6,403	25	14,237	12	7,523
CHEATHAM	44,836	52,401	67,744	4	3,160	4	6,394	12	17,314	5	13,475	7	14,054	2	1,219	2	2,599	11	2,280	5	2,294
CHESTER	30,026	34,596	45,179	3	2,318	5	1,999	8	10,094	4	11,954	5	1,815	8	2,088	7	3,052	8	2,634	4	1,498
CLAIBORNE	51,287	48,632	62,967	5	6,980	5	5,131	26	16,257	12	5,392	14	2,452	6	955	13	5,319	23	4,923	4	2,322
CLAY	10,015	10,168	13,545	2	695	2	1,279	3	3,912	1	3,584	3	683	1	243	0	519	8	901	2	459
COCKE	91,080	127,290	162,652	9	12,058	6	16,560	23	37,034	16	27,914	14	12,746	17	9,273	10	8,109	23	11,727	8	5,370
COFFEE	180,493	257,230	327,328	18	20,580	15	49,409	34	64,511	20	77,686	27	20,351	34	9,506	23	14,643	52	26,931	17	12,309
CROCKETT	31,342	46,070	59,720	4	2,476	6	1,920	12	14,920	5	15,801	7	2,882	6	1,741	4	1,939	9	1,513	6	2,191
CUMBERLAND	123,066	168,771	215,222	7	15,100	8	19,697	31	43,086	21	54,412	22	22,564	16	7,792	10	4,050	37	16,822	9	8,013
DAVIDSON	2,912,982	4,673,218	5,851,045	118	230,422	75	895,474	382	1,008,014	180	1,524,656	277	386,087	355	265,303	236	318,357	726	640,261	127	159,063
Nashville	2,761,132	4,397,418	5,487,544	112	172,315	70	779,365	368	968,417	171	1,143,780	264	359,814	322	239,303	224	305,426	692	595,300	118	144,874
DECATUR	32,245	45,296	58,080	2	2,981	3	5,098	8	12,362	6	18,536	12	7,074	4	784	6	1,467	11	2,123	3	1,966
DEKALB	35,749	40,544	52,717	3	1,590	6	4,363	17	14,421	7	12,213	8	3,893	7	1,226	4	2,140	12	2,460	4	2,123
DICKSON	113,733	177,479	228,258	8	12,270	5	21,548	30	53,363	15	57,302	20	16,847	23	10,504	12	12,517	31	13,361	7	6,514
DYER	136,686	243,101	305,080	13	23,885	6	28,391	28	56,029	23	87,355	21	17,468	31	20,699	22	17,518	35	19,277	11	9,979
Dyersburg	121,604	233,886	293,541	11	23,294	6	29,817	18	49,992	20	85,191	18	17,035	29	20,185	18	10,309	28	18,843	9	9,731
FAYETTE	35,369	44,226	57,384	4	1,289	5	5,417	22	19,818	11	10,963	9	2,987	5	955	4	938	7	2,611	3	1,912
FENTRESS	41,635	37,326	48,639	3	6,966	3	2,606	11	10,833	8	3,487	10	3,988	9	7,337	6	1,166	9	1,708	2	1,647
FRANKLIN	98,920	130,560	166,796	13	21,258	6	17,237	28	38,118	16	40,554	13	8,358	5	3,104	13	5,358	25	10,675	12	5,951
GIBSON	161,344	210,336	267,898	20	15,795	18	29,783	51	65,094	30	77,597	35	16,480	46	10,620	21	8,332	49	12,110	19	13,310
Milan	43,135	49,898	63,393	2	3,523	6	6,644	11	20,625	9	11,830	7	4,131	13	1,680	5	1,046	15	4,072	6	4,589
GILES	89,734	107,534	137,615	8	5,809	6	11,923	26	26,495	15	21,702	18	17,233	16	5,394	8	7,340	28	7,008	10	6,492
GRAINGER	18,379	24,895	32,209	0	1,653	3	3,041	10	4,920	3	8,524	5	3,375	1	578	1	1,236	8	1,857	2	1,000
GREENE	205,265	246,460	313,679	21	20,959	15	31,752	45	69,149	30	69,734	23	28,320	28	12,308	18	11,959	46	20,190	11	11,082
Greeneville	180,203	227,557	289,672	17	17,457	12	31,330	27	72,716	26	54,342	16	28,708	26	13,068	17	10,119	39	20,028	10	9,230
GRUNDY	34,606	35,282	45,373	4	6,415	4	1,005	11	8,640	4	3,532	9	9,244	0	816	4	657	9	2,832	6	1,940
HAMBLEN	246,837	328,771	417,993	17	44,430	11	48,939	58	96,056	34	112,132	26	18,637	35	21,430	27	12,726	50	27,936	17	11,930
Morristown	231,253	316,326	402,196	14	46,041	11	49,335	37	92,313	29	86,600	25	19,313	33	22,207	24	10,049	43	27,140	16	12,363
HAMILTON	1,456,406	2,110,102	2,577,831	89	118,991	57	345,669	173	494,895	129	691,242	199	180,759	167	132,799	144	139,674	392	230,358	72	67,402
Chattanooga	1,185,600	1,735,866	2,104,228	55	68,533	46	303,393	125	392,812	108	507,578	136	143,435	135	118,163	107	82,073	286	165,223	51	57,756
HANCOCK	10,702	7,920	10,696	3	549	1	1,010	3	2,232	2	2,830	3	781	3	193	2	410	4	1,089	4	361
HARDEMAN	63,866	95,871	122,834	11	16,598	7	8,537	35	32,340	13	29,268	12	7,346	11	1,644	5	2,508	14	3,366	9	3,562
HARDIN	72,934	99,367	127,265	10	10,896	8	21,253	16	21,190	19	33,393	8	4,942	17	3,955	9	5,002	27	7,600	8	3,871
HAWKINS	95,685	116,120	148,4[illegible]	11	10,697	10	9,564	33	48,716	12	32,234	14	6,045	11	3,316	7	1,859	22	7,626	11	7,402
HAYWOOD	53,005	76,206	97,912	7	5,797	4	9,242	17	24,735	7	12,160	12	15,264	14	3,558	9	4,009	16	4,978	7	4,094
HENDERSON	64,868	92,548	118,623	11	11,591	5	11,274	21	20,610	12	30,077	12	8,192	12	4,089	8	5,785	20	6,795	7	3,802
HENRY	105,346	140,750	179,710	8	10,525	9	20,968	28	40,133	15	36,365	16	10,848	27	10,870	10	6,988	36	12,787	8	7,485
Paris	94,367	128,792	164,500	6	9,005	5	17,941	21	40,803	14	31,115	14	9,282	25	11,076	9	5,744	20	9,423	7	7,627
HICKMAN	26,893	25,817	33,377	4	1,712	3	746	12	10,727	5	2,605	10	3,667	3	283	3	569	13	807	2	1,130
HOUSTON	12,665	12,327	16,281	1	835	1	1,537	7	6,262	3	855	3	955	1	293	2	625	6	639	5	4,027
HUMPHREYS	53,668	64,025	82,475	6	3,621	5	7,786	21	23,484	8	22,082	12	7,091	6	1,021	5	1,331	20	5,380	4	2,113

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
JACKSON	14,105	24,813	32,105	2	1,645	1	3,031	6	6,797	3	1,103	5	1,722	0	578	3	1,375	8	1,278	2	1,088
JEFFERSON	72,882	112,205	143,535	10	9,167	8	9,992	17	46,487	5	11,021	21	14,682	13	3,124	10	4,612	16	9,448	10	8,394
JOHNSON	26,212	30,837	40,415	4	2,074	4	2,721	12	14,404	7	3,220	6	3,258	4	964	3	782	7	2,824	3	1,367
KNOX	1,666,396	2,710,025	3,357,907	113	205,287	55	424,748	273	632,460	137	678,726	193	237,850	244	210,206	178	197,231	438	408,747	78	95,986
Knoxville	1,471,098	2,185,306	2,700,618	80	138,583	44	390,962	206	475,362	96	444,836	134	218,721	191	179,168	156	141,181	356	355,513	61	79,323
LAKE	13,939	12,352	16,313	4	757	2	1,391	10	4,751	3	3,901	6	1,103	3	285	2	565	9	1,632	4	1,130
LAUDERDALE	49,225	67,183	86,477	6	5,444	5	8,163	17	16,373	13	18,925	13	7,160	14	4,338	7	3,405	19	2,978	5	3,569
LAWRENCE	115,744	152,179	194,194	9	13,494	10	18,013	22	34,430	33	53,544	19	12,654	19	8,417	19	14,304	31	8,186	11	8,257
LEWIS	23,682	24,072	31,242	5	2,064	7	2,141	10	7,825	7	8,083	6	2,097	4	421	5	507	5	668	3	1,508
LINCOLN	78,924	112,091	143,390	12	6,162	5	13,535	26	40,915	15	17,624	12	11,365	16	6,056	10	4,462	23	7,651	6	6,555
LOUDON	96,018	135,146	172,808	8	13,639	6	11,232	29	42,223	21	53,781	17	14,771	15	5,138	10	8,715	26	10,656	9	6,605
MCMINN	164,195	198,526	252,931	9	13,366	6	18,436	35	91,011	24	35,566	32	11,625	30	14,781	21	8,778	46	17,855	11	9,888
Athens	133,323	156,972	200,131	7	8,772	4	12,099	18	80,879	18	23,876	16	6,995	24	12,443	13	5,350	26	12,492	6	7,177
MCNAIRY	57,609	63,284	81,536	10	3,227	4	7,697	14	17,923	16	19,658	10	3,849	11	1,834	7	2,630	17	3,269	7	2,906
MACON	38,242	42,661	55,400	7	6,051	6	3,729	15	17,728	5	5,907	8	3,167	4	997	3	1,325	8	1,088	4	2,200
MADISON	400,985	589,142	747,966	27	59,932	18	142,715	73	128,396	39	160,584	51	43,791	59	42,049	42	34,163	96	59,102	22	20,677
Jackson	377,051	568,969	722,378	26	55,757	17	132,772	66	130,589	38	149,395	43	44,538	57	42,767	38	23,620	91	56,803	21	19,237
MARION	73,074	100,295	128,441	8	6,591	8	10,197	14	31,065	15	27,450	17	12,556	11	2,311	4	4,928	14	6,024	8	5,159
MARSHALL	69,807	104,082	133,240	5	4,605	7	11,808	22	33,645	13	45,665	11	6,554	14	3,395	6	6,699	17	5,815	8	5,884
MAURY	194,004	298,439	379,552	23	23,139	12	43,611	55	89,038	24	70,880	35	21,749	39	22,099	32	20,686	55	29,727	19	15,489
Columbia	171,279	271,279	345,072	17	15,467	9	37,684	37	83,529	22	61,248	26	21,466	36	21,665	24	15,178	45	23,628	15	14,073
MEIGS	13,726	8,148	10,481	0	538	2	990	10	3,603	5	1,247	2	529	1	188	2	403	6	431	1	355
MONROE	92,258	115,840	148,141	12	15,417	9	11,762	29	28,083	19	34,116	17	12,594	15	7,738	10	4,380	33	13,331	7	4,156
MONTGOMERY	355,104	582,525	739,550	22	58,416	15	114,192	61	140,219	42	240,204	36	31,275	36	19,102	42	32,919	116	76,254	15	19,960
Clarksville	334,264	551,694	700,472	19	55,646	14	108,776	42	131,849	41	228,811	34	29,791	35	18,799	39	31,359	103	68,744	13	19,013
MOORE	4,981	3,022	4,061	1	175	1	322	7	1,734	1	902	3	247	0	0	0	0	4	171	1	115
MORGAN	15,193	16,848	24,718	2	1,267	2	2,333	12	8,733	5	6,539	3	1,246	3	135	1	949	2	1,287	2	836
OBION	129,875	170,454	217,355	17	19,823	8	21,968	26	43,823	26	57,148	18	12,497	33	12,009	17	5,875	34	18,607	9	6,964
South Fulton	7,742	10,708	13,612	1	1,141	0	1,265	1	2,522	3	1,254	4	719	3	691	2	339	6	4,206	1	400
Union City	105,055	139,813	178,404	11	17,501	7	19,395	14	38,690	16	40,137	8	11,033	27	10,603	12	5,186	20	13,254	5	6,148
OVERTON	40,155	38,245	48,989	5	7,587	5	4,078	14	13,584	6	4,437	8	2,377	10	1,201	[illegible]	2,908	10	1,903	5	2,589
PERRY	9,415	12,930	16,307	2	837	0	1,539	6	6,639	4	689	3	609	1	295	2	627	7	792	2	552
PICKETT	10,373	7,747	9,739	1	499	2	919	2	2,062	3	2,577	6	1,177	1	175	1	374	2	507	2	329
POLK	21,863	22,450	28,372	3	1,192	5	2,268	9	10,463	6	2,575	3	1,430	3	277	3	1,089	8	1,203	5	1,044
PUTNAM	207,514	332,107	425,221	20	27,522	9	42,557	44	99,086	25	57,397	35	35,258	44	33,568	20	15,796	61	36,929	12	16,332
Cookeville	185,624	311,068	395,516	15	19,012	8	34,525	31	97,306	22	46,563	28	35,216	42	33,334	19	12,815	52	35,333	9	15,727
RHEA	62,640	90,367	118,859	9	8,531	7	6,087	15	39,938	15	22,990	8	7,434	19	5,987	6	2,784	21	8,163	7	4,999
ROANE	162,610	191,053	247,474	14	13,434	13	18,912	38	68,179	24	85,498	19	9,837	22	9,349	16	10,398	38	16,197	15	10,503
Harriman	71,207	98,769	126,187	6	9,078	5	12,760	11	21,447	8	44,020	8	5,057	13	4,722	6	7,027	17	12,124	5	5,246
ROBERTSON	107,633	168,990	218,499	5	4,951	4	20,626	29	50,417	15	53,579	23	32,943	16	3,933	8	8,382	23	10,896	10	7,984
RUTHERFORD	351,096	609,552	778,832	24	54,021	16	73,588	46	177,013	36	168,470	59	66,485	64	45,915	40	35,149	74	66,662	22	23,540
Murfreesboro	271,938	488,853	620,737	17	35,485	10	59,487	43	117,420	29	118,152	45	58,833	56	44,244	33	28,413	56	57,534	14	18,567
SCOTT	51,624	46,182	59,862	3	2,030	4	5,650	19	19,043	11	8,429	11	2,523	9	1,142	1	2,296	10	2,295	4	3,106
SEQUATCHIE	22,118	30,811	40,382	1	2,071	4	1,736	7	17,225	4	7,178	6	3,180	2	728	2	1,550	8	1,554	3	1,199
SEVIER	229,382	348,358	446,816	13	34,338	9	17,015	70	96,120	15	36,006	31	37,278	54	17,618	27	14,981	121	87,443	10	10,856
Sevierville	77,108	130,021	165,700	7	11,564	6	5,731	17	40,258	9	25,780	13	22,901	22	9,063	7	3,910	13	10,220	4	3,656
SHELBY	3,816,663	5,635,313	7,050,529	151	256,763	125	950,215	604	1,368,881	273	1,845,071	369	486,700	530	424,244	324	425,132	850	597,036	138	241,032
Memphis	3,363,383	4,811,298	6,011,991	118	163,155	105	770,602	521	912,560	241	1,277,340	327	409,328	421	330,799	286	306,682	751	513,513	119	203,368
SMITH	37,446	58,623	75,629	5	4,975	8	3,598	13	18,161	6	11,873	9	5,935	6	2,522	5	2,902	10	2,537	7	3,016
STEWART	16,497	18,403	24,058	2	1,235	3	2,271	7	6,847	4	6,365	1	1,212	1	433	3	1,494	8	1,758	3	884

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

TENNESSEE RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
SULLIVAN	751,148	974,339	1,246,133	39	63,738	22	179,503	116	231,524	80	423,874	75	56,767	92	64,910	56	56,290	140	99,655	37	41,606
Bristol	214,673	299,712	380,709	7	6,149	4	40,915	25	82,429	27	128,254	16	23,493	26	15,051	14	17,274	49	30,238	12	13,360
Kingsport	467,618	590,761	749,758	20	45,543	16	128,261	67	147,782	42	179,273	38	32,697	62	46,380	35	23,176	78	69,261	21	28,123
SUMMER	275,722	436,571	559,610	26	53,569	13	44,534	64	142,341	38	153,882	32	31,827	37	18,065	26	17,465	54	35,534	22	22,453
TIPTON	86,674	105,303	134,788	10	13,403	10	15,530	34	31,819	21	33,362	13	8,014	13	3,909	7	2,784	16	6,195	7	3,580
TROUSDALE	16,671	22,351	29,061	2	1,492	2	2,745	10	11,235	2	7,688	6	1,157	2	524	2	1,116	2	1,513	3	1,399
UNICOI	32,237	41,216	53,569	5	3,136	5	6,970	7	14,476	11	11,021	6	2,006	5	980	6	2,376	17	6,564	4	1,825
UNION	14,581	13,202	17,866	3	1,525	1	1,686	12	4,507	2	4,728	2	900	1	321	1	685	2	930	1	605
VAN BUREN	2,770	439	698	0	36	0	66	4	148	0	0	0	0	0	0	0	0	1	262	0	0
WARREN	112,529	150,310	191,826	15	15,359	7	17,533	30	46,947	19	37,175	11	7,449	28	12,525	12	8,428	32	11,825	9	7,021
WASHINGTON	419,713	528,121	675,633	30	46,386	14	92,415	74	157,822	43	171,956	46	30,231	57	25,604	40	33,823	105	57,206	21	19,929
Johnson City	375,269	473,397	601,212	20	31,012	13	89,974	49	153,823	33	119,765	32	29,512	52	23,230	38	32,943	90	52,070	16	17,474
WAYNE	28,477	34,738	45,359	5	6,237	3	691	20	16,858	4	12,002	6	863	4	837	2	1,741	8	1,008	4	2,054
WEAKLEY	88,554	116,716	149,251	14	11,727	7	14,089	35	38,936	15	29,092	15	6,980	19	5,220	9	7,776	34	11,076	13	6,331
WHITE	53,526	83,931	107,702	7	5,918	5	7,170	19	22,038	13	46,174	9	5,349	9	1,977	5	1,910	12	4,128	5	3,361
WILLIAMSON	234,074	488,610	625,560	13	19,995	10	36,906	53	154,424	15	224,426	31	44,909	34	22,590	22	18,847	45	45,310	13	19,943
WILSON	172,735	286,514	366,440	16	26,223	11	25,908	54	85,595	17	76,008	30	52,981	33	12,868	16	10,078	45	25,348	11	9,685
Lebanon	134,128	245,177	311,957	12	19,839	8	20,418	31	73,210	14	47,051	24	56,561	28	11,981	14	7,942	35	19,978	8	8,787

TEXAS RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS.........	82,271,771	97,174,840	128,125,090	4,554	8,386,107	2,398	14,523,361	13,771	26,024,053	8,066	35,747,958	8,568	6,923,073	10,591	7,241,381	7,025	6,911,306	24,609	11,720,100	3,208	3,114,720
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Abilene, TX	804,342	769,437	1,002,139	33	54,752	20	159,048	86	148,523	75	238,845	124	94,029	107	50,632	63	45,935	182	101,918	25	25,417
Amarillo, TX	1,220,497	1,509,444	1,965,395	61	165,108	30	198,960	163	368,430	105	625,377	105	71,549	169	128,987	137	118,140	380	176,815	46	30,459
Austin, TX	3,399,672	4,851,517	6,442,204	192	565,044	71	705,733	599	1,254,375	308	1,745,695	348	314,422	470	366,130	363	403,120	1,375	713,609	145	127,488
Beaumont-Port Arthur, TX	2,093,311	2,187,628	2,849,431	107	175,609	54	327,218	323	566,994	169	781,471	224	170,050	229	182,892	165	148,075	493	235,297	93	81,137
Brazoria, TX	795,628	873,588	1,137,620	47	106,173	23	113,073	162	318,548	85	295,078	63	48,973	98	52,228	55	46,798	232	78,368	32	30,446
Brownsville-Harlingen, TX	1,025,512	1,095,276	1,425,440	54	101,793	46	180,172	203	334,716	114	304,264	93	42,975	215	114,457	103	96,081	333	118,628	41	28,019
Bryan-College Station, TX	591,693	649,274	845,829	32	77,715	13	119,294	74	183,811	46	183,928	50	42,325	81	51,353	53	35,336	177	93,641	18	12,784
Corpus Christi, TX	1,844,288	1,933,641	2,517,196	78	148,443	47	262,312	302	569,911	177	690,947	175	167,440	211	121,499	130	144,986	589	234,662	61	47,108
Dallas, TX	13,066,550	18,374,961	24,615,863	632	1,208,064	282	2,718,901	1,769	4,474,745	1,113	7,085,441	1,216	1,444,163	1,852	1,397,307	1,170	1,436,821	3,973	2,470,914	370	616,390
El Paso, TX	2,120,722	2,832,012	3,773,791	127	209,347	77	580,748	327	721,087	227	934,297	183	184,294	330	253,705	202	250,686	771	359,642	73	80,971
Ft. Worth-Arlington, TX	6,122,691	8,491,464	11,357,785	317	657,003	155	1,387,420	990	2,250,430	619	3,351,455	614	584,153	777	572,822	538	546,002	1,908	1,071,612	197	263,033
Galveston-Texas City, TX	1,042,954	1,189,784	1,548,932	66	116,125	32	139,426	195	395,338	93	409,808	79	82,712	141	92,576	88	50,725	335	149,126	40	44,149
Houston, TX	18,823,229	20,025,555	26,062,066	667	1,607,799	277	3,016,188	2,432	5,150,193	1,273	7,328,795	1,306	1,424,448	1,912	1,529,355	1,219	1,476,264	4,401	2,524,501	526	697,612
Kileen-Temple, TX	892,169	1,097,755	1,430,464	69	78,146	33	195,953	195	301,009	143	421,757	109	64,584	116	61,302	107	77,476	332	136,774	36	27,249

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
Laredo, TX	701,337	688,452	896,703	28	51,177	26	141,658	112	190,058	69	118,134	59	24,800	129	118,517	50	94,810	128	52,208	18	16,572
Longview-Marshall, TX	1,064,402	1,108,887	1,444,945	70	97,013	32	165,705	166	299,031	120	448,910	174	59,365	146	84,129	112	87,466	299	114,931	52	37,235
Lubbock, TX	1,344,799	1,587,078	2,094,232	56	155,199	25	261,764	159	371,214	107	697,695	123	62,713	176	114,880	125	143,662	373	186,480	41	33,187
McAllen-Edinburg-Mission, TX	1,352,119	1,495,048	1,946,024	77	167,834	51	279,401	246	408,965	153	428,209	104	53,421	214	199,516	128	125,114	358	134,030	61	45,742
Midland, TX	713,358	704,379	923,343	29	97,865	14	116,823	97	176,498	38	213,195	64	57,818	95	48,514	60	62,146	167	73,453	18	17,325
Odessa, TX	993,340	775,285	1,017,127	32	92,642	22	140,072	128	188,414	63	312,651	59	29,660	103	52,427	66	67,433	198	96,907	23	15,214
San Angelo, TX	571,448	579,953	755,656	32	62,561	10	97,582	88	148,081	68	228,886	54	21,115	94	42,136	62	43,653	145	66,551	20	14,046
San Antonio, Tx	5,533,729	7,336,073	9,688,503	241	589,103	126	1,157,499	907	2,066,950	499	2,449,130	569	598,236	743	519,559	537	566,925	2,096	1,017,698	197	178,511
Sherman-Denison, TX	488,622	604,142	787,121	45	68,889	21	100,747	81	152,453	60	237,802	60	32,845	70	40,075	46	36,876	146	56,911	33	27,262
Tyler, TX	801,304	990,600	1,289,831	60	105,162	25	186,908	98	229,126	89	355,463	93	74,430	122	83,325	93	69,375	208	89,766	39	36,647
Victoria, TX	492,936	479,857	625,449	22	53,630	13	80,532	80	122,047	55	164,879	45	38,902	60	35,420	50	31,421	127	46,671	18	10,801
Waco, TX	943,336	1,096,878	1,437,160	53	103,566	32	188,787	152	295,580	102	386,342	112	68,437	123	67,368	85	70,184	313	130,590	36	30,269
Wichita Falls, TX	750,305	795,550	1,036,107	42	79,924	24	82,135	105	172,220	84	369,886	83	45,147	99	47,240	67	32,047	220	82,865	30	25,919
Texarkana, TX-AR	430,569	523,579	682,324	40	48,866	26	104,293	88	112,953	69	214,644	72	35,484	86	39,767	58	34,230	159	48,986	28	16,180
COUNTIES, Cities																					
ANDERSON	178,100	191,013	249,717	18	24,098	9	14,931	42	60,954	31	69,844	18	8,684	26	13,273	15	10,306	46	14,268	12	7,829
Palestine	138,763	160,083	209,389	12	12,367	5	13,717	28	63,724	27	54,555	15	6,782	25	10,367	13	8,983	36	12,835	10	6,115
ANDREWS	61,362	56,031	74,131	3	5,363	3	3,088	13	18,760	9	29,636	9	3,951	11	3,480	4	907	16	5,741	4	2,222
ANGELINA	342,133	375,717	489,983	26	40,633	14	58,261	55	115,211	42	129,011	46	25,625	52	25,781	37	25,824	61	33,599	18	16,489
Lufkin	308,045	339,117	442,316	22	24,522	12	56,157	36	104,958	35	97,520	38	24,806	48	24,695	28	16,724	54	31,377	16	15,893
ARANSAS	68,176	78,669	103,578	5	18,507	3	8,211	20	34,667	9	8,491	13	9,131	7	1,565	11	5,144	20	10,561	4	1,773
ARCHER	21,545	12,868	17,984	0	1,301	1	1,426	11	4,433	4	6,420	4	717	3	800	0	556	6	656	1	450
ARMSTRONG	6,515	2,985	5,128	0	371	0	406	2	1,019	2	1,831	3	235	1	228	0	158	2	137	1	128
ATASCOSA	85,879	100,209	131,598	12	18,296	6	6,581	38	43,567	-17	26,000	19	8,917	6	6,176	4	1,970	23	6,934	6	2,631
AUSTIN	82,913	89,464	117,621	7	12,490	11	9,652	25	27,365	13	36,319	15	9,921	11	3,586	9	2,614	35	7,318	7	4,274
BAILEY	28,305	24,930	33,674	3	1,678	1	2,522	8	5,353	8	14,489	3	1,459	9	2,289	3	1,230	12	2,176	2	795
BANDERA	18,169	25,403	34,289	4	4,159	2	2,487	13	11,940	3	8,077	1	1,439	2	1,396	2	970	7	1,321	2	785
BASTROP	80,548	106,148	139,323	12	7,964	7	5,940	31	48,928	10	29,724	21	13,103	8	2,931	7	2,878	36	11,735	8	3,779
BAYLOR	29,092	17,189	23,604	2	1,592	3	1,744	6	3,876	8	7,424	5	4,765	7	773	2	681	7	1,017	2	550
BEE	105,311	111,692	146,535	11	12,100	4	9,550	30	37,620	13	35,358	17	9,582	18	11,649	12	7,115	40	10,711	7	4,273
BELL	786,685	975,748	1,270,511	44	74,101	35	173,856	149	254,685	119	383,516	100	57,981	111	59,347	71	64,531	206	124,142	26	23,485
Belton	45,551	63,390	83,162	4	4,767	2	10,572	16	28,991	7	14,965	9	6,098	4	1,372	3	546	17	6,492	2	1,293
Killeen	346,321	451,736	588,558	14	23,145	16	86,778	59	106,610	67	166,970	35	29,566	47	27,709	32	29,946	80	53,402	10	10,611
Temple	327,528	396,173	516,248	15	17,671	12	76,351	46	108,436	34	111,122	36	22,878	57	29,856	33	21,319	81	49,018	13	11,530
BEXAR	5,197,814	6,800,273	8,989,037	186	511,689	132	1,120,777	718	1,883,879	391	2,266,897	586	562,011	549	487,389	421	536,276	1,501	960,123	181	162,115
San Antonio	4,533,613	5,895,396	7,793,001	154	338,447	109	953,868	640	1,638,472	346	1,618,817	517	521,452	457	419,609	351	365,708	1,333	830,372	169	144,926
BLANCO	14,940	10,628	15,070	4	1,848	0	915	6	3,432	2	4,120	9	1,039	2	513	3	357	15	1,804	2	288
BORDEN	136	350	721	0	52	0	60	1	143	0	259	1	32	0	32	0	20	0	24	0	16
BOSQUE	41,322	40,958	54,523	6	6,063	6	2,165	15	10,938	6	16,311	11	4,548	6	824	1	1,686	12	2,140	5	2,298
BOWIE	430,569	523,579	682,324	28	48,866	16	104,293	79	112,953	56	214,644	41	35,484	71	39,767	46	34,230	93	48,986	21	16,180
Texarkana	331,687	405,984	529,224	18	30,518	12	97,042	42	84,163	42	139,778	24	20,861	54	35,965	39	25,973	58	36,431	14	12,340
BRAZORIA	795,628	873,588	1,137,620	50	106,173	28	113,073	164	318,548	84	295,078	72	48,973	104	52,228	56	46,798	206	78,368	36	30,446
Angleton	94,222	113,402	148,256	7	10,230	5	12,111	16	48,373	11	32,564	14	10,949	16	7,271	3	1,937	22	6,563	7	6,461
Clute	94,835	73,597	96,451	5	4,186	3	10,103	14	30,638	15	19,462	9	4,627	9	2,487	11	4,689	27	8,695	3	4,003
Freeport	85,911	76,999	100,878	3	8,465	2	9,016	21	32,975	17	27,513	5	3,476	6	3,539	6	2,020	31	6,516	4	2,589
Lake Jackson	109,388	166,401	217,233	4	2,831	5	67,947	18	48,551	3	25,259	9	7,412	40	27,607	13	7,146	30	20,108	5	4,253
BRAZOS	591,693	649,274	845,829	30	77,715	16	119,294	87	183,811	43	183,928	42	42,325	81	51,353	45	35,336	161	93,641	15	12,784
Bryan	354,019	344,793	449,485	23	46,735	9	36,791	52	89,537	34	110,609	28	22,925	30	18,969	33	21,250	83	40,404	11	5,684
College Station	229,142	302,175	394,009	5	15,750	7	79,442	25	94,664	9	17,380	14	19,849	51	31,553	11	7,452	75	52,625	4	7,043
BREWSTER	35,228	38,912	51,862	3	3,400	6	3,830	11	15,152	5	14,114	9	1,735	7	4,577	2	1,603	18	3,711	5	2,615
BRISCOE	5,277	3,892	5,641	4	585	0	389	5	1,781	3	1,754	1	226	1	219	0	151	2	131	1	123

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

TEXAS RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
BROOKS	34,622	35,080	46,877	4	3,843	2	3,716	13	14,165	6	13,674	2	2,151	4	2,446	5	1,983	13	3,538	3	1,172
BROWN	164,096	162,237	212,285	10	17,620	8	23,861	41	47,501	20	46,564	22	7,410	29	11,678	24	8,156	48	16,581	12	7,914
Brownwood	138,872	137,001	179,367	7	14,450	5	19,568	29	47,163	14	33,806	18	6,078	21	9,265	20	6,688	39	14,512	9	6,490
BURLESON	48,358	33,956	45,415	3	3,285	5	1,751	24	11,808	6	15,030	10	4,240	8	1,254	3	1,241	16	2,904	3	779
BURNET	99,661	121,001	158,644	13	24,870	9	25,658	24	29,919	12	28,909	11	7,240	13	2,609	11	8,953	30	11,270	8	4,129
CALDWELL	81,602	84,137	110,691	9	5,261	7	9,261	18	29,938	15	34,497	11	8,813	15	3,539	4	3,423	29	7,827	5	2,497
CALHOUN	93,846	72,236	95,210	10	10,099	6	7,547	21	27,366	17	19,251	14	6,133	8	4,479	5	3,042	34	6,077	5	2,705
Port Lavaca	81,473	62,336	82,253	8	8,904	5	6,654	16	25,915	13	13,603	10	5,407	7	4,490	5	2,452	23	4,569	5	2,682
CALLAHAN	27,339	26,375	35,554	0	2,414	6	2,645	15	10,555	6	10,674	9	1,848	2	1,485	0	1,033	8	2,129	5	991
CAMERON	1,025,512	1,095,276	1,425,440	55	101,793	40	180,172	207	334,716	108	304,264	81	42,975	206	114,457	108	96,081	309	118,628	42	28,019
Brownsville	524,297	510,812	665,148	18	20,918	25	101,539	81	167,882	50	95,553	26	17,433	132	71,757	62	44,525	138	43,799	21	14,211
Harlingen	341,308	391,079	509,395	23	37,189	10	53,262	52	110,100	33	104,300	35	20,918	47	28,240	27	23,684	91	49,624	9	7,399
CAMP	37,601	50,150	66,858	4	7,310	4	1,700	9	9,507	10	23,424	9	3,554	4	2,974	5	5,315	15	4,476	3	2,617
CARSON	15,244	17,187	23,065	1	1,379	0	1,511	10	5,663	2	6,805	7	3,594	1	848	0	590	8	1,044	1	477
CASS	89,597	106,373	140,417	12	8,984	8	15,927	32	44,764	12	29,222	14	3,265	16	6,942	11	5,267	21	6,426	9	4,615
CASTRO	29,195	24,592	33,419	4	1,578	1	2,650	10	9,668	8	10,069	2	1,533	5	1,596	2	1,033	7	1,087	2	836
CHAMBERS	64,803	61,581	81,814	9	5,125	4	1,870	28	24,551	8	25,308	13	11,431	7	1,309	3	1,018	12	2,879	6	2,835
CHEROKEE	152,878	161,894	213,057	12	16,311	10	20,760	27	42,065	25	73,941	26	10,906	20	19,817	6	3,646	28	9,710	9	5,087
Jacksonville	102,425	101,706	134,096	7	3,165	6	17,184	15	31,311	12	24,942	16	7,538	14	16,404	5	2,774	20	7,817	5	3,354
CHILDRESS	27,220	29,433	39,753	5	2,876	1	3,151	10	13,640	6	9,690	7	896	10	2,243	1	1,231	12	3,201	6	1,431
CLAY	32,398	25,260	34,293	3	1,266	1	2,494	6	5,760	5	11,234	9	7,911	3	453	1	974	10	1,699	2	787
COCHRAN	12,192	8,447	12,296	1	834	1	912	4	2,179	3	5,879	0	528	1	512	2	356	3	194	2	288
COKE	13,867	11,283	16,007	1	905	1	990	4	2,735	5	8,412	1	573	3	557	0	386	2	334	0	313
COLEMAN	33,724	29,766	40,189	5	3,421	4	1,505	12	12,347	8	9,394	6	2,578	6	2,100	1	1,243	11	1,604	6	1,462
COLLIN	767,651	1,542,815	2,084,120	62	133,119	25	284,226	138	478,117	82	478,093	95	118,256	164	119,760	109	144,069	311	180,238	35	62,607
McKinney	118,898	224,900	304,376	7	11,386	1	24,312	19	40,185	14	152,574	6	6,623	24	14,632	11	12,515	25	11,018	13	12,306
Plano	249,010	632,544	1,264,003	22	45,194	18	21,736	67	96,450	42	77,689	51	82,600	125	54,794	72	23,967	190	45,943	14	36,947
COLLINGSWORTH	16,813	9,239	13,263	3	960	2	1,051	6	2,847	3	4,735	2	609	2	591	2	410	4	349	2	332
COLORADO	100,979	96,855	127,235	13	12,534	9	3,252	30	32,145	15	41,784	22	9,706	12	3,541	11	3,674	37	9,482	10	4,140
COMAL	170,568	298,356	389,350	17	46,284	8	21,947	49	111,676	17	99,334	23	16,653	23	17,546	15	12,121	50	33,301	8	7,928
New Brounfels	64,554	260,589	340,150	15	6,823	7	3,235	39	16,462	12	175,575	16	44,263	22	2,589	14	1,787	41	71,894	6	1,170
COMANCHE	43,429	48,876	64,823	5	2,003	6	5,725	16	19,279	12	17,555	14	2,333	9	2,002	7	1,285	9	2,691	4	1,860
CONCHO	12,190	11,566	16,290	4	1,179	2	1,291	5	2,291	2	5,814	3	747	0	725	0	503	2	435	1	407
COOKE	148,774	162,650	212,822	15	22,665	6	16,871	21	46,790	23	52,540	23	13,943	26	9,035	16	7,148	39	14,833	8	5,162
Gainesville	111,918	129,643	169,769	8	18,897	5	14,067	12	43,151	14	24,236	17	14,991	23	9,382	12	4,299	31	12,219	7	4,304
CORYELL	105,484	122,007	159,953	6	4,045	11	22,096	31	46,324	20	38,241	17	6,602	8	1,955	13	12,945	27	12,632	6	3,764
COTTLE	10,603	11,627	16,369	3	1,198	1	1,197	3	4,152	3	5,393	3	1,328	1	672	1	469	3	764	2	377
CRANE	23,252	16,870	23,189	1	1,485	2	1,626	6	8,017	4	7,329	5	418	4	1,120	2	635	5	885	1	513
CROCKETT	32,746	19,614	26,759	3	1,695	1	1,858	7	4,702	3	8,368	9	6,545	3	423	2	725	7	518	2	586
CROSBY	16,938	14,279	19,819	3	1,434	2	1,571	10	6,872	9	6,898	7	1,305	3	276	1	613	6	207	5	360
CULBERSON	26,405	25,809	34,817	2	2,519	1	2,760	5	4,298	3	5,400	13	12,666	4	393	1	1,076	11	2,034	1	871
DALLAM	32,599	29,976	40,238	4	2,218	2	3,191	8	7,998	11	14,365	9	4,316	6	1,791	0	1,245	14	4,048	3	1,006
Dalhart	31,302	27,849	37,430	3	2,057	2	2,958	8	7,416	10	13,319	8	4,002	6	1,660	0	1,155	13	3,753	3	933
DALLAS	11,097,280	14,808,061	19,838,447	360	903,083	207	2,144,726	1,155	3,305,272	748	5,909,353	912	1,154,638	1,273	1,189,461	765	1,215,160	2,353	2,099,896	281	468,401
Carrollton	208,187	405,032	543,272	10	52,409	5	61,574	20	66,092	17	169,653	15	29,149	19	29,217	19	16,786	33	34,463	4	13,447
Dallas	6,182,444	8,593,809	11,513,457	198	335,137	108	1,265,804	698	1,836,922	401	2,368,783	553	702,387	842	892,505	477	644,535	1,599	1,151,340	162	250,845
Garland	905,055	1,588,699	2,128,983	38	162,269	15	104,945	74	388,786	83	294,213	67	130,119	56	49,362	46	66,734	130	412,620	20	38,383
Grand Prairie	239,620	378,490	507,714	9	25,915	7	18,537	44	108,038	33	169,580	29	22,984	18	12,474	11	6,467	68	58,087	10	13,441
Irving	749,625	1,331,210	1,784,036	21	40,143	15	178,512	80	308,408	63	725,077	59	78,193	60	48,765	41	49,103	129	108,128	20	40,326
Richardson	608,197	820,806	1,100,268	26	36,548	11	137,056	48	179,326	39	352,150	40	47,728	86	51,051	62	72,414	96	63,178	14	18,749
DAWSON	72,727	65,117	85,950	6	4,775	3	6,815	18	23,850	9	25,859	13	2,477	17	5,801	8	3,587	20	5,807	8	3,911

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
DEAF SMITH	68,736	76,192	100,356	4	5,125	4	7,955	21	28,966	18	27,095	9	3,267	20	6,953	12	4,472	16	8,214	4	2,199
Hereford	65,615	70,328	92,684	2	4,361	4	6,769	20	27,701	17	23,057	8	2,780	19	6,649	12	3,504	15	6,990	4	2,103
DELTA	9,648	9,219	13,237	1	958	2	1,050	6	4,325	1	4,725	1	607	0	589	1	410	3	138	1	331
DENTON	720,614	1,292,029	1,735,839	46	91,075	27	205,711	116	457,307	62	439,970	65	89,921	89	59.779	55	47,730	152	126,088	28	57,753
Denton	370,172	570,937	767,425	18	27,892	15	116,424	45	176,958	26	160,080	33	57,874	57	36,922	29	17,194	80	63,097	16	34,499
Lewisville	190,367	377,780	508,018	14	24,169	5	63,843	26	143,256	23	114,119	16	26,605	20	13,052	13	15,550	41	38,198	6	13,522
DE WITT	79,459	68,946	90,931	11	8,656	8	6,944	20	20,237	13	26,782	10	8,419	18	4,106	8	2,006	39	5,236	9	4,234
DICKENS	14,915	9,544	13,751	1	995	1	1,089	8	4,089	3	4,908	4	631	1	612	0	426	6	625	1	344
DIMMIT	28,473	27,927	37,838	2	2,739	3	2,999	13	13,880	3	3,156	6	1,843	6	1,020	2	1,171	9	2,131	2	948
DONLEY	28,087	16,346	22,663	2	1,640	1	1,797	5	3,923	4	8,091	6	993	1	1,008	2	701	7	668	2	567
DUVAL	26,677	20,344	27,902	3	2,020	1	2,211	21	9,887	7	4,946	8	2,671	5	829	3	437	10	1,507	3	479
EASTLAND	76,136	78,554	104,177	5	5,311	6	2,623	23	26,217	16	28,272	16	9,300	19	4,957	5	2,115	27	8,302	11	4,465
ECTOR	993,340	775,285	1,017,127	47	92,642	23	140,072	137	188,414	80	312,651	55	29,660	125	52,427	76	67,433	188	96,907	22	15,214
Odessa	922,762	703,609	923,153	37	52,683	21	131,306	116	183,382	77	293,084	50	28,868	99	42,763	71	51,411	167	81,880	21	14,262
EDWARDS	4,378	5,343	7,580	2	549	1	600	2	1,507	0	2,705	1	348	1	338	0	236	5	365	1	189
ELLIS	230,468	340,292	443,901	23	36,103	9	40,933	69	115,142	33	107,842	43	35,796	32	16,180	17	12,031	51	31,076	14	14,229
Ennis	67,827	88,701	116,200	5	3,747	4	13,462	23	39,277	11	12,736	12	12,086	12	5,164	5	3,548	18	9,975	5	4,679
Waxahachie	93,616	136,146	177,998	7	6,160	3	19,271	19	56,271	15	35,654	11	10,060	15	9,322	6	4,518	20	13,800	6	6,382
EL PASO	2,120,722	2,832,012	3,773,791	83	209,347	82	580,748	334	721,087	184	934,297	179	184,294	320	253,705	194	250,686	664	359,642	73	80,971
El Paso	2,058,895	2,764,812	3,684,260	76	157,187	79	542,981	311	713,101	177	873,537	166	184,027	317	237,206	190	234,384	644	346,229	70	75,704
ERATH	107,394	141,319	185,074	10	19,157	7	15,969	24	41,908	16	58,663	17	5,931	26	9,224	11	3,871	29	15,764	10	7,401
Stephenville	94,962	124,130	162,644	8	17,091	5	14,248	19	37,391	12	42,019	13	4,649	24	8,230	10	3,453	24	14,024	7	6,603
FALLS	56,771	43,375	57,668	8	3,693	10	6,868	22	15,218	11	7,822	10	4,238	10	6,800	6	1,177	15	2,114	7	3,542
Martin	40,007	34,115	45,498	2	1,467	6	5,216	13	11,649	10	3,108	7	4,262	7	2,702	4	467	11	1,592	5	1,407
FANNIN	87,661	90,327	118,743	8	6,378	4	8,833	28	24,834	13	57,213	19	2,547	14	1,773	8	2,482	18	4,084	7	4,664
Bonham	67,811	71,464	94,085	5	3,450	3	7,085	11	18,767	8	45,890	10	2,633	13	1,423	5	1,990	9	3,210	6	3,741
FAYETTE	106,000	109,359	143,500	9	10,276	14	7,384	38	32,000	18	30,721	24	13,493	17	4,147	8	3,325	47	18,328	8	3,772
FISHER	13,385	10,914	15,442	3	1,045	1	1,146	6	3,787	4	4,860	2	663	2	642	1	447	6	1,046	5	1,034
FLOYD	25,336	28,104	37,803	4	2,029	3	2,996	7	6,805	7	15,696	5	4,580	5	1,310	1	1,170	13	1,624	4	1,125
FOARD	5,845	2,740	4,143	1	300	0	329	2	824	2	1,479	2	190	1	184	0	128	3	110	1	104
FORT BEND	495,179	694,709	904,932	37	131,953	9	27,039	80	242,894	53	303,143	54	54,422	40	38,125	32	28,170	94	49,001	20	24,113
Richmond-	26,442	22,439	29,874	1	5,655	1	1,046	11	7,391	4	1,514	2	1,663	2	1,634	10	2,884	14	5,913	3	933
Rosenberg	229,553	239,540	312,462	14	24,852	5	12,946	27	81,387	25	118,380	21	13,214	21	16,849	11	10,124	29	11,659	5	11,545
FRANKLIN	21,584	23,243	31,480	2	2,129	1	2,332	8	7,770	2	10,505	5	2,438	2	1,310	2	911	8	804	3	1,707
FREESTONE	53,732	50,459	66,882	5	2,124	7	3,147	16	19,581	11	13,966	11	9,288	7	785	5	1,485	14	6,083	5	1,721
FRIO	33,911	35,947	48,005	8	3,979	2	3,806	15	15,372	6	11,751	7	1,890	7	1,534	2	1,484	11	3,322	3	1,665
GAINES	45,838	39,358	52,442	1	3,179	2	3,483	19	13,092	11	19,142	8	2,016	8	1,440	8	2,358	16	3,499	4	1,610
GALVESTON	1,042,954	1,189,784	1,548,932	60	116,125	26	139,426	211	395,338	88	409,808	89	82,712	130	92,576	69	50,725	295	149,126	38	44,149
Galveston	370,984	364,562	475,071	16	16,699	8	52,793	74	118,071	22	72,478	35	26,005	49	30,687	26	14,531	143	65,276	11	10,748
League City	69,293	92,941	121,610	3	9,669	1	11,263	14	37,271	8	20,639	9	11,160	4	3,424	6	2,262	9	7,492	5	5,651
Texas City	237,588	232,380	303,062	13	14,661	5	21,982	36	74,358	23	91,528	16	17,396	31	21,169	18	9,437	48	19,428	10	9,760
GARZA	19,688	16,344	22,505	4	1,459	1	1,784	9	7,941	4	1,124	10	3,742	3	1,002	2	695	8	1,247	2	563
GILLESPIE	78,647	87,980	115,690	5	21,278	7	5,633	22	28,227	10	26,708	11	6,364	11	3,150	14	5,511	34	8,910	4	2,401
GLASSCOCK	815	912	1,765	0	128	0	141	1	348	0	630	0	82	0	77	0	53	1	46	0	44
GOLIAD	15,749	14,219	19,741	2	1,208	1	1,322	9	6,773	4	5,957	1	765	1	743	1	517	6	1,051	1	418
GONZALES	70,748	64,495	85,141	7	6,645	8	10,801	26	22,301	10	18,822	14	5,375	12	3,524	5	3,806	25	5,023	9	2,992
Gonzales	54,227	49,067	64,933	5	4,374	5	10,183	20	21,025	7	12,388	7	3,302	8	2,462	3	2,504	13	2,403	6	1,969
GRAY	160,057	120,993	158,634	18	8,189	6	16,075	38	41,071	18	37,530	15	5,104	34	13,597	18	8,479	40	11,257	7	3,212
Pampa	153,159	115,632	151,635	16	7,670	6	15,825	34	38,467	17	35,150	12	5,098	33	12,735	17	7,941	37	10,556	6	3,009
GRAYSON	488,622	604,142	787,121	45	68,889	19	100,747	68	152,453	61	237,802	49	32,845	68	40,075	47	36,876	111	56,911	21	27,262
Denison	156,591	158,923	207,547	16	8,159	4	27,852	20	48,377	22	51,631	15	11,782	22	11,265	11	3,889	39	15,246	7	11,978
Sherman	267,343	365,766	476,810	21	38,335	11	70,086	25	90,603	25	99,247	20	19,884	38	27,396	29	25,970	50	36,603	7	9,643

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

TEXAS RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
GREGG	838,132	884,965	1,152,445	51	60,931	26	143,516	123	244,160	84	364,521	74	35,685	119	69,365	84	56,179	202	94,482	40	29,177
Kilgore	130,503	126,447	165,233	6	10,432	3	18,498	23	29,983	12	65,693	10	3,925	19	8,645	9	3,269	30	12,179	6	4,572
Longview	640,392	659,260	858,698	38	53,769	21	101,856	79	188,195	61	258,705	51	27,591	92	55,977	68	39,872	142	67,055	28	20,707
GRIMES	59,449	53,260	70,526	7	12,193	5	9,813	16	12,240	9	24,184	10	2,900	5	1,423	3	820	25	3,450	5	1,371
GUADALUPE	165,347	237,444	310,115	25	31,130	7	14,775	49	71,395	20	82,898	34	19,573	13	14,625	14	18,528	61	24,274	8	8,467
Seguin	121,245	167,634	219,135	16	16,830	6	12,150	32	49,461	17	51,862	25	17,391	11	12,501	12	14,830	41	14,104	7	6,778
HALE	150,732	167,331	218,911	16	11,294	13	28,956	37	48,590	26	71,550	15	3,780	24	13,129	19	10,108	44	15,895	12	7,444
Plainview	37,774	151,760	198,602	11	7,647	10	27,570	28	46,092	22	51,664	11	3,607	21	12,467	17	9,624	39	15,400	9	6,162
HALL	16,651	11,366	15,390	2	1,113	2	1,220	7	7,031	3	1,862	4	272	5	488	1	475	6	884	4	654
HAMILTON	26,306	23,817	31,560	6	1,964	2	2,502	17	8,366	8	4,832	7	1,882	4	901	5	1,385	11	1,611	5	1,640
HANSFORD	30,133	25,399	33,618	4	2,177	2	2,307	6	6,646	4	13,779	1	1,335	8	2,064	4	1,233	5	1,668	2	728
HARDEMAN	17,333	15,630	20,910	4	982	3	1,657	5	8,071	4	1,113	6	1,174	7	1,450	1	646	5	2,314	1	523
HARDIN	166,045	160,997	210,672	9	18,312	10	16,701	53	53,371	25	89,463	19	7,782	15	4,961	6	3,299	32	7,240	14	8,108
HARRIS	17,342,296	18,288,538	23,791,229	575	1,297,978	221	2,898,502	2,108	4,591,792	998	6,621,721	1,260	1,289,503	1,605	1,455,648	1,157	1,411,383	3,409	2,394,380	447	635,570
Baytown	400,849	422,720	550,560	19	38,227	7	44,646	67	140,410	39	144,077	35	33,975	31	24,089	27	15,814	92	39,707	15	14,193
Houston	12,989,253	13,680,164	17,796,446	373	628,197	155	2,185,273	1,550	3,809,137	690	3,708,110	949	1,061,183	1,241	1,289,939	868	916,815	2,580	2,099,184	326	545,217
Pasadena	715,784	588,884	766,713	33	32,179	11	133,198	88	166,325	46	149,338	57	51,403	70	31,461	51	29,748	141	63,899	18	19,480
HARRISON	226,270	223,902	292,500	13	16,082	11	22,187	41	54,871	27	84,389	37	23,679	31	14,765	20	31,287	44	20,449	13	8,058
Marshall	184,608	194,920	254,724	8	10,582	8	23,834	27	56,131	22	64,760	26	25,437	30	15,860	15	13,369	33	15,912	11	8,656
HARTLEY	12,370	10,863	14,735	1	1,067	0	1,168	3	2,929	2	5,260	1	676	1	656	2	456	2	393	0	368
HASKELL	31,059	30,082	39,710	5	2,253	6	2,239	10	8,376	7	16,480	8	961	12	3,941	3	843	10	1,928	4	1,584
HAYS	167,730	268,872	350,997	14	40,323	7	20,954	40	76,214	16	75.574	38	30,131	20	15,862	13	10,328	75	53,111	10	4,556
San Marcos	144,658	221,659	289,460	8	25,766	4	13,390	34	70,098	15	54,142	28	29,730	19	15,537	12	6,600	64	47,069	9	2,910
HEMPHILL	26,469	15,842	21,852	4	4,315	0	1,607	5	4,080	5	4,795	5	2,763	4	886	3	627	8	1,227	2	507
HENDERSON	165,223	213,442	278,893	14	19,905	11	23,406	29	67,872	18	76,765	22	24,446	25	11,858	15	4,991	39	13,424	14	11,941
Athens	96,886	122,787	160,722	8	6,479	4	12,396	11	35,945	12	39,519	15	24,351	18	10,952	9	2,697	17	8,580	8	6,940
HIDALGO	1,352,119	1,495,048	1,946,024	71	167,834	53	279,401	261	408,965	162	428,209	104	53,421	238	199.516	121	125,114	318	134,030	50	45,742
Edinburg	129,659	141,030	184,174	3	6,536	5	15,284	32	59,766	13	41,904	14	9,844	16	10,550	9	8,537	40	13,526	8	5,510
McAllen	712,371	759,397	988,794	27	62,008	22	156,222	76	149,032	57	169,072	31	24,695	145	139,913	74	70,814	130	71,766	18	22,336
HILL	109,706	123,584	162,004	17	11,145	7	12,383	29	37,228	18	41,975	24	17,718	12	2,808	9	2,767	25	10,493	11	4,917
Hillsboro	63,524	70,666	92,920	10	5,103	3	7,614	11	22,892	9	22,699	13	11,218	8	2,190	4	596	12	5,036	5	2,933
HOCKLEY	90,500	95,501	125,474	8	7,629	5	9,417	20	33,930	19	47,111	9	2,366	11	4,693	8	1,629	28	8,771	4	3,654
HOOD	97,599	158,902	207,947	6	20,383	5	16,485	23	43,254	10	79,982	10	6,896	11	6,916	6	6,433	22	16,878	6	4,510
HOPKINS	120,208	149,464	195,670	12	12,407	7	15,572	18	40,436	14	70,309	11	10,869	25	10,587	10	4,310	37	19,575	6	5,917
Sulphur Springs	112,421	143,261	187,577	10	12,710	6	15,952	11	41,425	13	55,185	11	11,135	24	10,845	10	3,577	29	16,235	6	6,043
HOUSTON	74,092	76,212	100,382	5	2,776	4	7,957	15	23,394	16	41,547	14	2,711	9	4,693	5	3,510	16	5,094	6	3,254
HOWARD	227,242	173,509	226,948	11	9,549	8	27,023	40	49,463	28	70,128	24	12,709	36	12,469	20	8,919	58	18,269	11	5,060
Big Spring	218,675	161,376	211,124	9	9,240	8	25,744	38	47,861	27	51,910	22	12,297	35	12,065	19	5,417	52	16,348	11	4,874
HUDSPETH	4,819	4,711	6,707	1	405	1	444	4	1,743	1	1,999	3	1,068	1	249	0	175	3	148	0	140
HUNT	252,562	301,828	303,867	25	31,756	11	36,247	50	97,710	39	89,552	32	17,791	41	19,012	25	18,312	81	31,516	14	11,703
Greenville	164,916	202,959	265,067	10	21,318	7	24,333	29	67,070	22	51,621	20	16,773	33	12,762	19	12,293	40	17,336	8	8,052
HUTCHINSON	129,576	106,191	139,379	11	10,746	4	11,049	30	39,458	14	36,143	12	3,134	26	11,399	16	4,896	38	10,982	10	5,019
Borger	115,639	96,975	127,341	9	9,538	4	9,806	22	38,693	12	32,079	11	2,781	25	10,117	15	4,345	32	9,710	8	4,455
IRION	2,273	2,165	4,061	1	292	0	322	2	808	0	1,440	0	185	0	182	0	125	0	108	0	103
JACK	24,843	20,107	27,400	6	2,419	2	2,173	7	6,858	6	7,049	6	1,438	8	765	3	848	9	3,334	2	685
JACKSON	52,454	49,878	66,127	4	4,687	5	2,656	25	20,868	15	26,724	11	2,964	11	1,909	5	1,653	20	2,899	6	1,612
JASPER	147,485	152,359	199,435	16	32,228	10	19,375	38	47,432	28	58,923	20	11,420	16	5,230	10	7,191	31	8,541	12	5,482
JEFF DAVIS	3,161	4,624	6,594	1	369	0	404	4	2,787	0	1,821	1	236	0	227	0	158	2	137	0	126
JEFFERSON	1,538,129	1,660,270	2,160,947	70	126,243	34	272,640	246	393,031	132	556,188	146	123,522	178	153,022	133	126,756	339	200,869	64	57,781
Beaumont	952,310	1,023,506	1,332,414	45	75,389	21	194,142	129	196,351	75	261,788	81	78,073	112	95,228	80	77,317	202	132,436	30	29,780
Port Arthur	333,255	361,856	471,499	11	13,975	8	51,148	59	106,129	30	112,364	31	24,600	44	30,938	29	17,550	75	33,499	12	12,512

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
JIM HOGG	27,089	18,300	25,050	3	1,813	1	1,986	10	5,008	7	6,940	7	2,838	3	338	2	776	8	1,084	2	627
JIM WELLS	190,663	148,734	194,720	17	16,668	9	12,640	46	51,088	28	63,142	25	9,712	21	9,389	14	7,384	48	12,990	8	3,916
Alice	168,217	148,734	194,720	9	11,079	8	14,083	28	53,186	22	49,855	19	10,454	19	10,460	12	8,226	38	12,676	6	4,363
JOHNSON	293,534	404,748	527,747	21	50,107	9	50,373	59	133,623	42	163,998	33	18,756	44	26,118	18	10,469	71	33,436	15	20,202
Cleburne	143,421	212,027	276,777	12	18,661	6	34,772	26	66,876	27	81,952	13	8,163	32	18,030	12	7,227	34	17,216	9	8,247
JONES	63,275	51,767	68,974	2	4,459	6	4,886	21	12,774	13	27,822	15	5,362	7	3,643	3	1,906	15	2,563	7	2,111
KARNES	62,232	41,699	55,801	8	5,034	5	2,155	29	14,829	9	20,846	16	3,533	7	1,076	7	1,579	26	3,656	5	1,052
KAUFMAN	184,628	272,730	358,068	19	24,595	11	30,980	49	89,127	28	94,674	31	29,269	25	10,847	16	13,022	55	22,335	15	9,636
Terrell	93,624	120,393	158,437	6	5,034	4	15,641	20	41,571	13	40,650	12	13,391	10	6,590	8	4,182	22	9,020	7	5,400
KENDALL	47,981	97,211	128,430	8	7,351	5	2,951	12	30,142	8	58,704	8	10,584	5	2,619	2	3,973	27	8,308	4	3,214
KENEDY	1,942	1,350	2,345	0	170	1	186	1	466	0	838	0	107	0	105	0	73	0	63	0	57
KENT	3,537	1,640	2,724	0	197	1	215	1	541	1	972	2	125	0	121	0	85	0	73	0	68
KERR	158,510	188,934	247,769	12	32,793	10	23,435	32	61,087	14	46,368	21	13,148	25	11,973	13	10,503	53	20,465	7	5,898
Kerrville	139,322	173,373	228,028	7	29,531	7	21,104	27	64,331	10	32,829	17	11,840	23	12,755	12	9,458	48	20,041	7	6,152
KIMBLE	26,513	20,527	27,435	1	1,985	2	2,175	7	5,377	4	6,396	8	5,851	1	1,221	1	848	11	1,977	1	686
KING	1,200	1,020	1,913	0	139	0	152	0	379	0	682	1	89	0	85	0	60	0	50	0	48
KINNEY	3,350	3,803	5,554	1	401	1	441	3	1,105	2	1,984	3	164	0	248	0	172	4	480	0	138
KLEBERG	154,450	149,091	195,641	7	14,281	8	13,054	35	60,339	15	47,493	20	8,073	20	10,039	11	8,150	50	20,677	9	3,304
KNOX	14,240	11,661	15,835	5	637	2	1,255	9	6,485	4	1,018	9	1,490	5	858	0	490	4	615	3	1,448
LAMAR	204,226	236,501	310,003	15	36,218	9	42,121	35	60,834	28	75,932	14	9,528	34	16,941	22	15,355	49	23,618	12	9,725
Paris	189,466	224,867	295,419	14	33,208	8	38,620	27	62,429	27	69,621	12	8,736	33	17,385	21	14,078	45	21,655	11	8,917
LAMB	55,671	44,986	59,436	15	3,880	4	4,711	18	17,313	9	16,008	8	3,738	15	4,032	6	1,705	18	3,014	5	2,428
LAMPASAS	42,613	48,087	63,493	4	3,621	5	6,418	9	13,773	10	22,896	10	5,114	7	2,537	5	1,595	16	3,726	4	1,949
LA SALLE	13,439	15,357	20,671	1	1,377	5	3,150	7	4,389	3	6,791	5	1,294	2	847	0	589	4	727	1	475
LAVACA	80,827	76,737	100,977	15	13,702	7	2,951	31	31,183	15	27,747	14	5,341	12	2,672	13	5,085	24	3,021	9	3,727
LEE	67,117	54,944	72,464	8	6,161	5	1,499	20	18,467	6	14,924	13	8,133	10	2,008	7	6,084	19	5,843	4	1,364
LEON	33,857	44,959	59,400	5	5,580	3	4,217	18	11,669	3	18,993	17	6,457	6	1,775	1	1,645	15	4,833	3	1,260
LIBERTY	254,463	217,114	284,638	22	20,596	13	22,564	64	78,046	34	101,615	30	13,909	27	7,382	11	4,652	47	15,560	17	9,729
LIMESTONE	72,009	86,810	114,156	5	9,601	5	9,048	31	35,427	10	22,850	13	6,250	13	5,231	10	4,653	19	4,524	5	3,059
Mexia	53,700	59,817	79,326	3	6,579	3	6,200	15	26,650	6	12,128	8	4,920	9	4,576	6	3,188	12	2,875	2	2,096
LIPSCOMB	11,104	8,050	11,111	2	659	2	720	6	2,357	2	3,245	4	1,753	2	405	1	281	7	908	1	228
LIVE OAK	41,434	50,305	66,395	4	4,805	2	5,263	18	16,121	7	21,699	14	9,984	6	1,341	3	286	14	4,034	3	1,145
LLANO	40,591	42,141	55,713	7	5,524	5	4,417	17	14,581	7	12,989	7	2,604	5	1,175	3	1,724	16	3,465	4	1,493
LOVING	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
LUBBOCK	1,344,799	1,587,078	2,094,232	54	155,199	26	261,764	161	371,214	105	697,695	103	62,713	162	114,880	132	143,662	289	186,480	43	33,187
Lubbock	1,237,481	1,492,696	1,969,730	46	113,663	24	261,546	134	364,757	93	473,012	92	60,395	155	114,251	129	118,727	269	182,272	38	32,496
LYNN	14,141	11,751	16,531	2	987	2	1,082	10	4,555	7	6,450	2	626	2	607	2	422	7	634	2	341
MCCULLOCH	37,979	49,663	65,847	4	2,699	3	4,281	12	20,170	8	19,539	8	2,103	13	3,201	5	5,047	10	4,125	5	1,016
MCLENNAN	943,336	1,096,878	1,437,160	48	103,566	36	188,787	165	295,580	93	386,342	116	68,437	123	67,366	84	70,184	245	130,590	36	30,269
Waco	753,075	853,529	1,118,465	25	68,365	22	173,216	96	218,068	67	227,112	72	52,927	103	60,134	67	46,595	194	110,840	24	23,635
MCMULLEN	1,392	1,144	2,076	0	150	0	165	2	412	0	743	1	95	1	92	0	65	1	56	0	52
MADISON	46,563	44,465	59,085	4	3,106	5	1,652	9	12,177	4	21,092	11	7,620	6	1,991	3	1,827	9	5,580	4	1,947
MARION	24,648	24,643	33,301	3	1,440	2	2,640	8	6,619	4	10,262	8	4,719	2	1,483	2	1,030	10	2,380	3	833
MARTIN	19,132	22,038	29,912	1	1,619	0	1,776	3	4,448	4	13,895	4	3,739	1	996	0	692	3	692	1	561
MASON	11,405	15,094	20,879	3	2,408	2	1,438	7	4,687	4	6,481	5	1,503	2	807	1	562	7	1,492	1	453
MATAGORDA	170,412	176,362	230,659	16	16,903	9	9,442	45	64,857	23	63,446	28	10,483	25	15,818	12	7,997	53	19,500	9	5,502
Bay City	140,391	139,056	182,008	10	9,215	6	8,164	24	57,964	16	39,104	21	9,220	20	14,248	10	6,915	36	14,416	8	4,757
MAVERICK	142,835	120,813	158,400	10	11,757	11	15,343	29	38,861	16	20,401	18	7,001	50	28,777	12	7,696	27	5,563	6	4,303
MEDINA	90,923	130,271	171,782	7	7,449	6	7,166	24	37,647	18	90,893	10	2,555	12	2,789	4	4,808	21	7,327	7	2,558
MENARD	7,133	3,701	6,090	3	395	0	433	7	2,063	2	1,950	1	250	2	243	0	170	1	146	1	137
MIDLAND	713,358	704,379	923,343	32	97,865	17	116,823	80	176,498	42	213,195	57	57,818	92	48,514	66	62,146	140	73,453	13	17,325
Midland	675,433	682,400	894,552	27	89,072	16	117,800	72	181,944	41	194,039	54	52,623	91	44,154	63	56,563	136	72,971	12	17,663

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

TEXAS RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
MILAM	63,616	80,681	106,864	9	8,994	10	12,086	21	23,068	14	30,197	16	8,171	15	3,613	6	2,868	19	4,634	6	3,129
MILLS	14,084	13,307	18,665	5	4,361	3	1,290	4	3,233	2	5,808	4	747	1	724	2	503	4	659	1	406
MITCHELL	40,257	39,202	52,564	2	3,804	2	4,167	9	14,006	6	11,389	11	5,669	6	4,287	5	1,625	13	3,237	4	3,018
MONTAGUE	71,318	67,225	89,249	9	7,470	5	12,683	19	19,407	14	30,389	12	2,193	13	1,530	10	2,975	20	4,589	7	3,645
MONTGOMERY	548,860	646,699	847,834	42	140,381	12	49,578	96	216,516	47	218,981	48	54,580	44	26,810	37	28,847	107	57,426	26	25,421
Conroe	373,072	446,640	585,759	18	84,684	8	44,519	37	141,333	29	159,753	23	36,767	35	26,031	23	18,298	50	33,061	15	15,009
MOORE	84,379	84,310	110,916	8	4,834	3	8,793	20	28,032	15	30,583	12	10,380	13	5,776	9	5,630	21	7,360	4	3,352
MORRIS	52,391	33,093	44,293	4	1,339	3	3,512	23	12,547	13	12,466	9	5,053	9	1,820	5	1,963	13	2,064	7	1,718
MOTLEY	4,196	3,590	5,249	2	379	1	416	3	1,043	3	1,873	1	240	0	233	0	162	2	140	1	132
NACOGDOCHES	219,676	284,943	371,903	23	39,637	8	25,733	41	82,677	34	95,674	26	13,240	34	27,913	19	18,554	49	24,806	15	13,961
Nacogdoches	204,365	262,837	343,102	19	27,286	7	25,424	34	81,686	29	70,409	21	13,082	33	27,608	18	14,902	46	23,004	14	13,793
NAVARRO	193,956	211,459	276,314	10	14,811	6	18,640	33	50,303	29	76,369	31	19,665	31	12,257	15	10,323	42	18,073	11	7,087
Corsicana	180,784	200,541	262,081	8	12,862	6	18,692	24	51,300	26	66,319	24	20,055	28	10,643	14	8,508	35	16,964	10	6,154
NEWTON	25,932	23,354	30,958	2	2,240	3	1,050	16	10,162	4	7,645	7	2,339	3	519	1	958	7	857	3	1,168
NOLAN	97,899	76,588	100,871	8	3,845	6	7,473	17	21,881	14	24,458	14	11,374	13	3,996	13	2,433	25	6,556	9	5,251
Sweetwater	83,042	72,125	95,032	7	3,683	5	8,179	16	20,959	12	20,800	10	10,895	12	3,828	12	2,189	21	6,440	8	5,029
NUECES	1,608,875	1,720,116	2,238,795	58	139,188	37	247,715	258	479,913	138	607,825	156	142,848	180	109,598	128	139,475	435	219,430	47	39,620
Corpus Christi	1,497,256	1,616,402	2,103,848	55	135,706	32	239,580	215	445,185	129	441,489	132	132,872	166	105,859	125	135,986	403	205,768	41	35,864
OCHILTREE	59,830	43,577	57,930	4	4,693	3	4,592	11	13,785	5	18,730	6	1,905	11	4,455	7	1,317	10	3,804	4	2,055
OLDHAM	6,959	5,726	8,027	0	513	0	563	2	1,411	0	2,533	4	1,242	1	316	0	219	4	654	1	177
ORANGE	389,137	366,361	477,812	28	31,054	12	37,877	86	120,593	40	135,800	44	38,746	35	24,909	25	18,019	76	27,188	19	15,248
Orange	220,995	195,573	255,379	13	11,356	6	21,119	40	64,645	27	67,256	22	17,936	17	12,428	12	8,486	40	15,425	8	5,456
PALO PINTO	131,377	124,304	162,941	8	15,855	4	12,917	42	39,050	19	48,590	23	13,521	16	5,144	10	5,531	46	10,415	7	4,076
Mineral Wells	49,188	104,132	136,607	6	9,516	2	7,752	27	23,439	17	29,164	13	18,263	9	11,800	6	10,033	34	19,487	6	2,448
PANOLA	74,234	79,992	105,299	5	7,250	5	6,107	15	25,781	16	36,749	13	7,676	15	3,710	5	2,194	18	5,660	6	4,058
PARKER	198,011	296,947	387,517	19	28,652	6	19,494	33	94,192	20	124,929	32	39,763	20	12,991	9	5,825	40	25,088	9	10,145
Weatherford	126,297	182,915	238,961	11	15,014	5	9,962	19	57,437	19	63,841	20	40,938	16	10,240	8	2,977	29	17,868	8	5,185
PARMER	19,690	26,161	35,275	6	2,638	2	2,324	10	10,540	6	12,386	1	1,345	3	1,306	1	906	9	1,521	3	543
PECOS	86,106	67,721	89,337	9	8,063	5	4,715	21	23,843	13	19,072	22	10,205	13	4,338	9	3,085	28	6,117	6	1,711
POLK	107,793	134,300	175,944	10	31,682	7	21,955	23	41,909	15	47,328	16	7,051	7	2,438	10	5,548	25	8,994	5	3,748
POTTER	859,003	928,577	1,209,151	40	100,102	15	139,817	104	202,351	72	372,621	69	57,044	95	85,470	75	63,920	219	122,894	29	21,171
Amarillo	850,970	1,430,566	1,862,458	39	155,502	14	217,198	103	314,340	72	443,625	65	88,614	94	132,773	74	99,296	214	190,909	29	32,889
PRESIDIO	20,868	22,117	29,415	8	3,592	5	2,331	8	4,522	4	3,519	9	1,819	4	1,678	3	1,236	14	1,226	2	735
RAINS	12,284	16,854	22,569	2	1,467	0	1,607	5	8,163	1	7,234	3	393	1	902	2	628	2	540	1	507
RANDALL	361,494	580,867	756,245	19	65,005	10	59,143	50	166,078	33	252,756	33	14,506	58	43,517	43	54,220	50	53,922	8	9,288
REAGAN	17,340	18,718	24,993	2	1,681	3	1,842	5	5,985	1	8,294	6	2,336	0	1,035	0	718	4	1,269	1	582
REAL	4,975	6,213	8,727	2	632	0	602	5	2,530	4	845	2	401	1	389	0	271	3	764	3	218
RED RIVER	66,108	44,390	58,386	6	2,760	3	4,628	16	9,578	5	4,714	5	795	7	2,599	3	846	8	1,557	5	1,307
REEVES	72,160	55,325	72,612	4	2,932	5	4,816	17	20,095	11	26,178	15	3,321	12	5,245	5	2,025	21	4,340	4	2,462
Pecos	68,871	53,619	70,975	4	2,358	4	4,873	14	20,334	11	20,529	13	3,360	12	5,307	5	1,679	18	4,391	4	2,492
REFUGIO	44,747	34,790	45,900	2	3,049	2	3,340	14	9,123	7	12,544	14	7,671	8	2,036	2	1,303	20	3,282	4	1,056
ROBERTS	2,592	1,806	2,993	1	216	0	237	1	594	0	1,069	1	137	0	133	2	93	1	79	0	75
ROBERTSON	49,404	47,792	62,813	8	4,163	7	7,492	23	16,942	13	21,521	14	2,393	7	1,631	3	1,944	16	2,835	7	2,030
ROCKWALL	65,909	119,034	155,486	7	20,089	2	12,326	19	29,780	11	55,500	7	16,282	6	1,280	2	4,809	19	11,280	4	3,764
RUNNELS	50,712	31,844	42,068	9	2,383	5	2,341	18	12,267	8	12,749	7	1,930	8	2,006	3	700	16	1,970	5	1,008
RUSK	139,047	126,805	165,594	15	10,833	11	18,868	36	33,761	28	53,166	30	9,957	26	7,475	14	9,506	32	9,500	17	5,893
Henderson	108,615	100,008	131,214	11	9,495	7	16,536	17	23,851	19	36,881	22	9,997	20	6,853	12	8,331	24	7,604	11	4,935
SABINE	30,385	30,640	40,502	2	2,930	1	3,210	13	9,636	7	11,324	8	2,009	4	368	2	1,252	7	1,258	4	1,408
SAN AUGUSTINE	25,401	26,411	35,000	5	2,561	4	1,230	6	7,199	5	13,551	4	1,046	7	3,664	3	1,953	8	1,522	3	875
SAN JACINTO	16,696	25,138	33,345	3	2,073	1	2,269	14	10,086	5	10,221	5	2,511	0	1,273	0	885	8	1,645	2	715

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
SAN PATRICIO	235,413	213,525	278,401	15	9,255	16	14,597	53	89,998	32	83,123	50	24,592	31	11,902	19	5,510	77	15,232	21	7,489
SAN SABA	17,837	20,343	27,107	2	1,961	3	686	9	8,223	4	9,677	3	617	4	1,206	3	839	4	408	1	679
SCHLEICHER	5,963	4,193	6,099	1	349	3	479	5	2,409	1	1,723	0	221	1	215	0	148	2	129	0	122
SCURRY	89,080	84,356	110,376	3	3,974	4	8,750	22	26,497	21	32,901	16	5,657	18	6,839	16	5,624	26	10,164	7	4,246
Snyder	85,798	82,280	108,261	3	3,177	4	8,889	18	26,917	20	25,655	15	5,746	18	6,948	15	5,713	24	10,325	7	4,309
SHACKELFORD	14,065	9,232	12,654	2	855	2	937	5	3,517	4	3,473	4	1,309	2	525	1	365	5	745	1	296
SHELBY	92,089	83,373	109,097	13	9,008	9	12,339	27	28,403	9	22,512	18	6,536	11	3,745	5	4,555	13	2,930	9	4,801
SHERMAN	7,836	7,301	10,142	2	734	1	804	3	2,016	4	3,621	3	465	2	451	1	313	2	272	1	253
SMITH	801,304	990,600	1,289,831	53	105,162	24	186,908	84	229,126	80	355,463	100	74,430	114	83,325	72	69,375	148	89,766	37	36,647
Tyler	717,762	914,064	1,190,227	34	65,600	19	188,600	58	233,004	64	267,764	71	75,858	106	86,085	64	56,109	128	83,679	31	32,856
SOMERVELL	10,372	13,834	19,240	1	1,058	1	1,160	5	7,289	2	5,224	3	671	0	651	1	453	7	1,403	2	366
STARR	73,602	78,781	103,724	9	7,968	8	5,524	31	40,424	15	17,796	16	5,840	10	5,032	5	6,128	22	4,079	4	938
STEPHENS	51,591	47,405	62,910	3	1,545	3	1,553	11	16,176	14	22,693	6	958	10	3,453	4	1,434	20	4,364	6	5,426
STERLING	3,647	3,917	5,674	0	410	0	450	4	1,128	0	2,026	2	260	0	252	0	175	0	152	0	142
STONEWALL	6,839	4,876	6,921	1	416	0	455	4	1,778	1	2,049	2	264	1	255	0	177	3	1,038	1	143
SUTTON	26,728	15,921	21,289	1	1,398	2	1,532	4	4,635	3	6,899	6	1,757	6	667	2	598	10	2,254	1	483
SWISHER	32,452	26,906	35,578	6	2,033	6	1,451	10	9,972	5	8,982	5	1,849	3	1,583	2	1,100	12	2,114	6	3,933
TARRANT	5,631,146	7,789,769	10,442,521	227	578,244	126	1,317,553	735	2,022,615	449	3,062,528	462	525,634	625	533,713	411	529,707	1,380	1,013,088	167	232,685
Arlington	1,190,333	1,898,897	2,546,057	38	87,021	23	327,079	122	492,556	74	682,072	71	109,513	132	154,800	76	75,587	259	269,102	25	42,692
Euless	89,610	122,667	165,096	5	20,380	2	16,930	18	53,496	8	3,936	11	13,567	8	3,672	7	3,181	38	25,578	3	3,470
Fort Worth	2,719,074	3,189,960	4,276,672	94	152,010	57	473,926	354	701,649	210	1,049,436	246	241,647	309	206,251	213	206,870	730	418,759	86	96,042
Haltom City	166,332	211,390	284,025	19	45,718	7	14,838	24	70,590	33	31,499	7	6,461	14	10,077	13	17,693	31	13,912	8	15,656
Hurst	400,868	562,821	755,104	13	30,056	15	237,162	30	114,028	20	106,081	15	17,407	70	68,745	40	41,248	54	37,737	5	5,377
TAYLOR	804,342	769,437	1,002,139	36	54,752	23	159,048	106	148,523	71	238,845	79	94,029	115	50,632	74	45,935	169	101,918	27	25,417
Abilene	377,107	711,990	927,368	33	50,199	21	145,248	93	130,335	67	225,436	71	84,525	110	48,441	73	45,324	154	92,891	26	24,481
TERRELL	6,670	3,861	5,667	0	355	1	388	1	973	2	1,748	4	1,178	0	218	0	152	4	250	0	123
TERRY	67,250	58,671	76,965	7	4,621	5	5,030	18	19,520	10	29,173	8	3,131	12	4,628	6	1,655	13	4,370	6	3,703
THROCKMORTON	5,542	3,306	4,945	0	358	0	392	4	1,173	2	1,766	2	227	1	220	0	153	2	131	1	124
TITUS	143,396	151,035	197,713	9	17,185	5	15,673	20	32,434	15	52,511	21	16,976	23	10,042	14	8,602	38	12,420	12	8,681
Mount Pleasant	130,872	142,242	186,241	8	15,644	5	14,268	15	33,441	14	47,802	18	15,453	22	9,142	13	7,191	33	11,038	11	8,927
TOM GREEN	571,448	579,953	755,656	31	62,561	16	97,582	93	148,081	54	228,886	41	21,115	88	42,136	62	43,653	140	66,551	22	14,046
San Angelo	559,591	556,070	724,564	29	57,987	16	94,161	86	144,654	52	212,150	40	19,571	87	41,161	61	34,619	137	63,267	22	13,702
TRAVIS	2,933,316	4,075,812	5,430,667	114	486,677	55	635,111	386	990,435	183	1,482,360	216	239,327	343	321,563	269	371,402	827	613,483	98	106,601
Austin	2,720,633	3,838,671	5,114,736	88	321,894	51	618,465	336	964,475	169	1,443,506	198	233,055	312	313,134	248	361,667	761	575,841	88	103,806
TRINITY	36,139	38,933	51,889	6	2,524	3	4,114	13	13,599	5	19,027	6	3,861	4	2,310	2	1,605	11	1,791	3	1,580
TYLER	48,722	54,271	71,841	6	2,662	4	10,219	18	21,575	7	24,356	11	2,403	3	3,197	4	1,245	11	2,160	5	2,715
UPSHUR	85,713	95,358	125,288	7	9,712	4	9,931	17	21,739	11	42,051	15	6,364	13	3,205	6	1,069	23	5,943	6	4,623
UPTON	13,524	9,734	13,907	3	1,693	3	804	9	4,198	1	3,618	8	1,262	0	451	1	313	9	619	1	254
UVALDE	95,428	127,038	166,497	8	18,299	4	12,737	25	49,159	20	31,682	23	7,470	18	12,188	10	5,597	30	12,162	7	4,773
VAL VERDE	170,732	162,463	212,579	12	18,115	8	15,148	33	52,455	27	64,208	18	8,085	41	16,694	17	7,268	54	16,946	5	2,583
Del Rio	168,423	159,901	209,237	12	14,190	8	14,894	30	52,121	25	63,799	16	8,034	41	16,588	17	5,874	52	16,838	5	2,567
VAN ZANDT	99,490	127,898	167,616	16	20,659	11	3,423	22	36,432	18	59,507	27	11,566	17	5,148	5	1,828	27	6,414	13	11,922
VICTORIA	492,936	479,857	625,449	22	53,630	14	80,532	80	122,047	40	164,879	43	38,902	66	35,420	46	31,421	112	46,671	15	10,801
Victoria	480,830	469,281	611,679	21	48,905	13	73,438	70	122,010	39	150,354	36	38,890	65	35,410	45	25,514	101	41,775	15	10,789
WALKER	201,309	239,243	312,455	16	33,185	6	25,343	35	65,447	20	82,542	21	21,898	25	11,927	12	9,144	60	40,943	8	8,199
Huntsville	189,983	228,473	298,420	15	33,700	6	25,275	26	66,461	17	62,394	19	22,238	24	12,113	12	7,494	55	39,979	8	8,267
WALLER	182,431	178,495	233,433	9	16,890	4	18,505	23	20,946	6	83,335	16	12,034	7	1,390	4	3,212	21	8,134	5	2,779
WARD	63,774	44,194	58,733	2	4,250	4	5,257	18	16,251	3	15,963	14	4,513	11	2,540	5	2,892	19	4,090	5	1,441
WASHINGTON	144,213	142,956	187,204	14	20,132	4	14,840	38	50,488	11	53,436	17	7,630	23	11,570	20	7,543	30	8,608	11	6,618
Brenham	134,314	135,191	177,072	10	14,909	4	13,426	27	51,139	10	48,343	14	7,728	22	10,467	19	6,824	22	7,228	11	6,696
WEBB	701,337	688,452	896,793	34	51,177	33	141,658	116	190,058	59	118,134	48	24,800	159	118,517	55	94,810	116	52,208	22	16,572
Laredo	690,756	683,225	889,989	32	51,214	32	141,762	112	190,198	58	91,145	46	24,818	155	118,605	54	77,373	113	52,246	22	16,584

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

TEXAS RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
WHARTON	207,045	191,798	250,738	16	14,670	10	17,887	49	60,504	35	92,106	26	10,689	33	13,600	24	11,953	55	17,407	13	7,037
WHEELER	35,365	26,886	36,218	6	3,483	3	2,871	9	10,269	7	8,928	6	2,686	4	1,295	3	1,064	11	2,941	3	1,110
WICHITA	750,305	795,550	1,036,107	38	79,924	25	82,135	108	172,220	82	369,886	63	45,147	108	47,240	80	32,047	182	82,865	28	25,919
Wichita Falls	328,592	683,247	889,940	20	70,796	10	102,002	88	189,227	67	228,182	52	53,683	60	0	46	39,875	162	88,405	13	24,611
WILBARGER	72,988	73,797	97,241	7	4,315	5	7,708	15	23,484	13	23,550	17	7,170	16	5,761	7	3,688	19	8,419	4	4,094
Vernon	70,971	71,428	94,141	7	3,373	5	7,616	14	23,201	13	17,953	13	7,083	16	5,692	7	2,974	18	8,318	4	4,045
WILLACY	44,972	47,562	63,114	7	3,728	3	2,511	21	18,768	9	22,245	12	3,434	5	1,777	4	4,139	12	2,161	3	1,579
WILLIAMSON	298,626	506,833	660,540	24	38,043	10	49,667	71	187,727	44	187,760	59	44,964	29	28,706	29	21,389	103	47,015	22	16,331
Taylor	65,319	87,600	114,717	5	8,200	2	10,705	12	34,294	11	24,232	15	13,532	7	2,070	9	2,021	23	6,616	6	3,417
WILSON	53,957	67,871	89,532	5	5,715	6	4,450	23	28,601	9	31,832	9	4,031	7	4,181	1	2,770	16	2,563	3	1,432
WINKLER	49,414	30,159	40 476	2	2,928	3	2,378	13	6,063	7	14,564	6	1,857	9	1,835	8	2,524	16	2,207	2	1,013
WISE	112,448	184,110	240,738	6	8,450	12	19,084	28	49,284	16	85,943	16	22,189	16	4,859	3	1,342	18	4,684	8	4,128
WOOD	94,076	118,595	155,515	9	12,913	8	14,038	23	40,435	21	43,955	16	5,630	16	5,853	13	3,858	23	7,280	7	5,635
YOAKUM	30,478	32,028	42,907	6	5,366	3	2,203	10	14,322	10	13,464	4	1,057	4	2,943	3	810	6	1,286	2	1,074
YOUNG	91,641	91,194	119,871	6	5,026	8	16,939	16	30,096	14	29,903	13	4,285	17	4,601	10	4,879	25	7,499	6	2,589
ZAPATA	14,808	12,530	17,244	3	414	1	1,368	15	5,954	4	1,708	6	1,830	1	767	1	533	10	1,241	2	431
ZAVALA	22,215	19,746	26,931	2	1,645	1	1,801	10	8,359	2	8,115	9	1,269	6	1,364	3	703	12	1,760	3	569

UTAH RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS.........	6,327,012	8,378,777	11,138,483	398	795,507	192	1,275,508	877	2,341,092	686	2,723,192	849	754,666	788	508,894	656	678,050	2,160	901,477	214	279,737
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Provo-Orem, UT	771,604	961,223	1,300,942	53	101,027	26	165,397	90	277,945	99	312,627	112	89,895	104	62,376	71	75,557	243	87,905	33	41,075
Salt Lake City-Ogden, UT	4,220,819	5,960,882	7,866,079	208	525,216	83	936,388	521	1,606,208	389	1,998,087	432	460,412	521	395,363	448	531,878	1,360	647,214	120	183,054
COUNTIES, Cities																					
BEAVER	14,543	16,649	23,533	2	998	2	2,680	6	4,473	2	1,428	12	5,910	4	701	2	341	10	3,344	1	719
BOX ELDER	108,517	127,270	171,231	11	8,253	4	18,382	25	38,238	19	51,055	24	14,505	15	4,361	10	6,798	40	16,144	6	4,934
CACHE	213,991	259,873	347,759	18	31,137	9	47,028	32	74,657	23	68,287	28	20,929	33	12,166	29	20,562	56	22,893	12	9,580
Logan	179,865	221,136	294,645	10	15,833	7	41,199	18	68,228	20	51,679	20	20,612	30	10,658	24	15,497	42	20,314	8	8,420
CARBON	115,958	91,095	123,209	8	7,356	8	9,585	14	38,099	16	26,742	14	9,954	20	3,272	11	5,505	30	8,659	4	3,765
DAGGETT	3,170	2,333	3,097	0	0	1	352	2	466	1	188	3	316	0	0	0	0	1	177	0	0
DAVIS	506,448	740,790	986,667	26	61,714	13	96,702	69	227,923	39	340,894	56	64,946	55	31,616	40	73,553	85	52,102	15	10,879
DUCHESNE	61,339	45,795	62,074	3	2,634	4	4,470	12	15,801	12	18,005	11	6,967	5	463	3	899	19	2,227	3	2,802
EMERY	27,415	20,309	28,392	5	3,651	1	245	9	5,686	2	1,725	11	7,180	4	530	1	411	14	2,686	2	867
GARFIELD	7,549	9,872	14,537	2	618	2	1,654	6	3,265	3	1,428	7	1,327	0	0	1	210	5	1,960	1	445
GRAND	52,533	29,260	40,274	2	1,709	3	1,409	9	9,768	8	3,703	14	5,384	6	599	1	583	18	3,051	2	1,231
IRON	112,630	110,172	148,533	9	14,166	8	9,318	14	28,403	19	41,011	19	18,600	17	4,311	9	6,395	32	11,812	5	1,965
JUAB	20,211	22,627	31,469	2	1,335	3	3,581	3	4,739	7	8,236	8	6,259	1	168	2	455	12	3,591	2	961

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
KANE	16,451	16,497	23,331	3	1,555	3	2,655	4	3,513	1	1,416	13	6,616	1	124	1	337	11	3,599	2	714
MILLARD	29,028	36,223	49,517	6	5,219	3	944	5	14,792	5	6,557	18	6,490	2	265	2	716	16	2,895	3	1,265
MORGAN	7,295	7,237	11,039	1	342	1	919	2	1,219	4	5,973	2	823	0	0	1	117	5	804	1	247
PIUTE	1,118	1,560	1,988	0	0	1	227	2	298	1	121	1	201	0	0	0	0	1	114	0	0
RICH	4,005	3,984	5,301	1	271	1	543	1	720	1	289	4	2,319	0	0	0	0	5	721	1	259
SALT LAKE	3,037,190	4,259,049	5,599,863	135	367,911	57	694,046	367	1,118,300	219	1,312,239	295	331,535	314	308,511	262	395,950	740	497,537	83	139,320
Salt Lake City	1,257,670	1,702,480	2,230,452	46	114,477	19	206,302	156	340,400	90	401,035	123	129,957	160	158,182	114	158,738	374	257,151	35	58,878
SAN JUAN	26,099	18,956	26,596	2	1,128	3	3,761	11	5,025	5	1,614	10	5,369	1	142	1	385	10	1,524	2	812
SANPETE	25,681	41,242	56,030	3	2,939	5	2,586	14	15,993	7	8,720	11	4,205	5	1,796	4	2,901	16	2,850	6	2,414
SEVIER	67,563	76,633	104,011	8	8,176	6	5,900	9	21,268	10	25,368	25	14,687	18	5,374	5	2,536	24	6,660	6	2,188
SUMMIT	54,204	97,056	131,122	5	13,719	7	14,925	13	38,126	8	13,611	12	7,245	5	1,092	4	617	44	27,154	2	4,005
TOOELE	73,697	87,275	118,138	7	8,709	4	13,446	14	39,242	11	18,288	10	15,628	4	1,782	3	3,395	26	10,018	3	2,778
UINTAH	135,511	84,875	114,952	13	22,058	10	9,250	14	24,242	15	29,564	19	8,757	10	2,767	7	4,099	28	6,413	2	3,512
UTAH	771,604	961,223	1,300,942	53	101,027	26	165,397	90	277,945	99	312,627	112	89,895	104	62,376	71	75,557	243	87,905	33	41,075
Provo	271,081	310,013	418,773	13	26,608	5	36,083	28	83,493	40	108,166	45	41,029	21	10,902	20	28,286	59	29,317	13	16,110
WASATCH	29,853	27,297	37,668	3	2,167	3	1,317	5	9,405	5	6,569	11	6,523	2	201	1	545	20	5,165	1	1,151
WASHINGTON	123,591	220,075	294,427	14	30,862	5	18,177	26	59,010	16	72,381	29	27,836	17	11,041	11	12,810	36	21,429	5	8,995
St. George	103,817	200,409	267,207	11	26,363	4	15,527	16	56,156	14	61,829	19	29,712	15	9,431	10	10,942	24	18,779	5	7,684
WAYNE	2,637	2,507	3,234	1	263	1	369	2	488	1	197	1	329	0	0	0	0	4	467	0	0
WEBER	677,181	961,043	1,279,548	42	95,591	18	145,641	68	259,985	68	344,954	70	63,931	95	55,236	68	62,374	186	97,575	22	32,855
Ogden	505,933	666,385	885,502	32	62,109	13	115,898	44	163,097	45	198,300	47	43,868	82	41,702	46	31,766	129	61,250	11	14,952

VERMONT RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS.........	2,600,585	4,043,351	5,119,140	339	430,424	175	341,068	767	1,059,427	325	1,200,067	369	290,020	420	203,066	331	184,314	1,140	436,206	149	134,129
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Burlington, VT	682,379	1,087,603	1,406,219	73	114,288	23	134,701	148	268,726	61	351,228	67	55,999	122	77,317	96	72,113	239	134,902	34	34,233
COUNTIES, Cities																					
ADDISON	113,957	171,541	221,595	12	18,812	10	11,495	40	56,453	17	46,678	22	15,041	12	9,472	9	3,066	39	16,276	8	7,261
BENNINGTON	256,230	392,065	482,221	17	31,295	13	25,544	49	77,851	21	70,876	22	17,588	31	18,063	21	16,026	73	32,639	9	10,428
CALEDONIA	123,848	168,677	208,015	17	19,118	9	17,220	30	47,752	16	51,493	19	11,325	14	7,922	14	6,327	32	12,539	10	5,336
CHITTENDEN	672,730	1,073,549	1,388,432	50	112,842	19	133,172	125	265,590	46	346,237	59	55,291	95	76,340	79	72,113	174	134,190	28	34,233
Burlington	220,546	335,976	422,117	11	26,369	5	59,916	46	68,390	11	29,915	20	19,043	53	49,120	32	18,868	78	55,745	9	10,511
ESSEX	6,324	8,240	10,518	1	854	1	1,009	3	1,857	1	2,952	4	420	1	578	0	0	10	2,090	0	0
FRANKLIN	152,858	233,001	295,712	15	20,388	8	17,087	51	73,714	22	84,534	22	22,331	20	10,177	12	8,588	50	14,336	7	8,940
St. Albans	100,199	157,089	198,532	5	3,298	3	4,204	17	23,620	13	25,895	13	11,520	16	8,839	9	3,442	20	4,331	4	2,199
GRAND ISLE	9,649	14,054	17,788	1	1,446	5	1,528	6	3,136	2	4,991	1	708	1	977	0	0	6	712	0	0
LAMOILLE	89,739	129,573	164,474	12	23,026	6	7,852	33	37,562	13	18,170	14	9,290	12	4,424	6	3,797	48	18,700	9	5,540
ORANGE	72,824	109,095	138,879	15	29,435	11	5,510	28	32,691	6	15,240	14	9,522	6	7,637	6	1,004	30	8,592	6	4,043

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

VERMONT RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
ORLEANS	82,821	137,775	174,725	8	14,200	10	16,759	28	46,473	13	49,030	16	10,369	6	1,988	8	3,816	31	10,692	7	5,646
Newport	35,344	60,696	78,053	2	5,845	1	6,897	11	23,464	4	14,224	5	8,129	5	818	7	1,570	18	6,597	4	4,026
RUTLAND	315,013	493,099	618,834	33	47,431	24	41,069	89	120,309	48	168,037	44	26,843	40	27,065	30	21,714	121	53,474	19	16,784
Rutland	191,662	299,682	376,755	15	24,578	7	34,986	38	74,649	17	68,044	21	23,502	36	23,759	21	14,106	59	31,498	11	12,520
WASHINGTON	261,564	406,669	520,808	31	37,888	16	36,129	67	109,845	38	139,069	36	27,247	31	12,229	38	28,604	101	47,510	14	15,232
Barre	97,146	136,103	172,302	9	10,013	5	27,307	14	44,108	8	16,339	8	10,215	13	4,711	16	10,601	25	13,832	7	7,889
Montpelier	69,003	115,145	146,107	8	9,247	2	7,188	17	23,732	12	55,587	8	12,944	10	4,584	9	4,059	21	10,376	1	3,290
WINDHAM	214,718	362,194	449,554	24	36,156	11	15,125	52	101,920	14	62,795	45	48,189	30	18,164	20	12,844	100	48,736	12	12,654
Bellows Falls	32,143	42,285	53,070	3	1,450	2	1,929	7	16,121	3	8,011	8	6,559	7	2,317	1	1,638	13	1,569	3	1,614
WINDSOR	228,310	343,819	427,587	30	37,531	12	11,548	61	84,275	29	139,944	41	35,858	19	8,028	12	6,413	93	35,720	13	8,034

VIRGINIA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS.........	24,785,798	38,960,210	51,583,619	1,530	2,746,903	1,063	5,810,176	4,937	9,975,608	2,600	11,952,802	2,740	3,204,244	3,481	2,407,205	2,973	2,856,679	8,019	4,384,796	1,269	1,771,355
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Charlottesville, VA	597,451	918,548	1,213,329	28	69,171	25	136,609	135	238,065	45	238,621	57	62,324	108	49,790	82	77,411	194	104,751	19	43,965
Danville, VA	394,769	567,437	751,310	24	42,488	32	68,037	118	160,378	56	184,746	63	34,855	53	8,756	48	30,703	143	62,772	28	33,378
Lynchburg, VA	666,943	883,584	1,165,024	45	69,415	31	172,772	141	226,449	72	231,477	84	71,329	91	48,118	76	62,082	211	93,131	40	42,097
Norfolk-Virginia Beach Newport News, VA	5,387,913	8,636,623	11,460,098	282	596,162	157	1,353,101	1,017	2,087,995	565	2,771,846	479	655,154	860	586,332	632	649,924	1,933	1,107,550	236	294,861
Richmond-Petersburg, VA	3,824,238	5,945,616	7,877,924	182	360,371	102	997,423	627	1,541,357	376	1,677,060	392	526,288	523	373,297	394	378,271	1,231	640,970	194	291,944
Roanoke, VA	1,104,421	1,786,884	2,364,721	96	108,856	48	271,342	212	462,500	119	544,329	135	129,539	198	106,692	143	129,614	402	203,823	68	88,544
COUNTIES, Cities																					
ACCOMACK	102,321	138,570	182,832	6	5,582	11	12,698	40	53,197	11	19,846	17	7,331	12	5,319	11	5,668	36	14,975	6	6,556
ALBEMARLE	154,192	185,021	245,278	9	12,300	8	52,598	40	41,650	5	57,596	17	14,709	37	6,451	15	8,462	31	19,798	5	8,493
ALLEGHANY	743	9,317	12,330	0	0	2	1,036	6	4,226	1	667	1	769	1	769	2	1,272	5	1,939	0	0
AMELIA	16,454	17,035	22,365	1	1,116	3	1,308	7	4,981	3	5,017	5	4,928	1	585	1	1,497	4	454	2	771
AMHERST	90,081	102,523	134,938	6	6,579	5	7,703	32	41,031	12	29,449	16	13,224	5	3,449	4	8,820	25	9,437	5	4,542
APPOMATTOX	37,339	40,709	53,953	2	2,672	3	3,131	8	11,942	6	18,510	6	4,597	1	1,401	2	3,584	11	3,339	2	1,845
ARLINGTON	832,535	1,151,487	1,552,094	19	70,945	10	108,356	99	269,323	36	332,205	66	95,513	45	31,649	73	95,133	211	175,714	31	76,253
AUGUSTA	143,151	176,699	234,458	17	33,076	6	5,206	34	37,318	17	95,947	25	19,000	10	3,607	5	1,622	34	14,196	4	2,184
BATH	9,245	12,962	17,069	0	858	4	814	5	4,411	1	4,021	4	1,155	4	1,757	4	1,437	6	345	1	593
BEDFORD	18,293	29,683	39,618	6	10,611	0	2,360	16	11,030	5	3,236	4	2,714	0	1,057	4	2,004	10	2,488	4	1,845
BLAND	6,259	14,596	19,194	1	990	0	1,158	5	4,102	3	4,634	5	1,709	1	519	1	1,327	3	549	1	686
BOTETOURT	50,158	66,172	87,675	5	4,186	2	5,040	21	11,111	5	20,151	17	5,793	4	949	3	1,679	16	4,060	5	2,972
BRUNSWICK	28,679	38,747	51,402	3	2,745	7	2,020	24	17,094	8	13,937	5	1,705	5	2,306	1	3,394	5	1,144	2	1,749
BUCHANAN	103,931	107,829	141,837	6	7,015	13	15,760	15	19,220	15	24,380	17	7,165	18	4,705	10	9,461	18	7,539	9	7,192
BUCKINGHAM	17,364	27,898	37,297	0	1,858	6	3,581	8	10,610	5	5,796	7	4,926	1	975	0	2,495	9	1,737	1	1,283
CAMPBELL	95,679	162,725	214,238	13	20,240	7	8,871	30	60,002	17	50,513	24	12,321	6	3,144	12	9,349	26	14,001	7	13,399

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
CAROLINE	35,983	40,660	53,890	4	755	1	3,077	18	14,616	9	11,275	15	8,560	1	1,378	3	3,522	10	4,768	4	1,294
CARROLL	44,966	52,460	69,232	4	3,515	7	6,739	13	14,381	10	9,302	12	5,446	7	4,804	5	1,736	18	3,795	4	3,534
CHARLES CITY	2,163	2,982	4,094	0	222	0	258	2	839	1	1,034	2	296	0	0	0	0	1	545	0	152
CHARLOTTE	17,311	17,356	23,282	2	1,161	5	1,124	17	7,270	4	5,441	6	1,652	4	536	2	1,559	7	781	3	996
CHESTERFIELD	689,965	1,263,063	1,698,021	44	128,329	17	283,390	96	378,702	48	265,876	61	94,265	87	88,612	58	74,629	114	104,806	26	66,703
CLARKE	22,987	19,615	26,220	3	1,330	3	1,556	8	6,522	1	6,222	9	2,868	4	260	5	556	14	2,406	2	918
CRAIG	4,513	3,354	4,577	0	249	0	291	4	1,724	2	1,164	1	335	0	0	1	334	3	374	1	172
CULPEPER	78,514	139,133	183,564	10	8,617	7	22,443	23	50,516	11	29,581	12	11,551	11	5,436	9	10,196	15	10,084	4	9,225
Culpeper	68,711	125,954	165,403	7	8,223	5	21,418	14	52,152	6	12,633	11	11,022	10	5,611	8	9,730	13	9,623	4	9,502
CUMBERLAND	14,436	23,958	31,866	3	1,587	1	1,859	8	11,278	1	7,433	4	2,824	2	833	4	2,460	3	610	1	1,096
DICKENSON	55,766	51,079	67,436	3	3,245	9	3,366	15	18,232	10	18,780	9	2,579	5	472	7	1,709	15	2,698	4	1,797
DINWIDDIE	23,651	19,899	26,589	3	1,112	0	1,302	16	8,094	3	5,205	7	3,408	1	584	2	1,491	6	2,753	2	767
ESSEX	55,319	78,851	104,160	5	5,051	3	5,915	12	25,432	10	15,161	6	3,181	10	4,371	4	5,419	11	10,608	3	3,489
FAIRFAX	3,329,480	5,782,789	7,582,072	97	300,455	43	1,049,889	305	1,295,018	129	1,744,203	272	489,978	348	546,105	293	562,415	555	659,441	79	276,989
FAUQUIER	124,736	232,112	306,505	15	21,181	4	3,295	36	81,410	11	48,271	19	26,368	14	8,854	9	4,689	34	29,402	7	13,450
FLOYD	23,922	30,158	40,235	3	2,565	6	1,352	10	8,167	7	16,284	3	2,454	1	955	5	3,568	5	862	2	1,258
FLUVANNA	17,770	15,251	20,546	3	1,037	0	1,214	10	6,294	5	4,247	4	1,395	1	543	2	1,391	1	2,568	1	716
FRANKLIN	71,930	111,196	146,215	6	10,261	11	4,735	32	44,750	13	24,229	10	5,470	8	7,563	11	5,565	19	9,181	8	8,016
FREDERICK	71,319	113,023	148,590	5	25,272	3	7,933	26	28,735	10	42,681	13	13,629	3	3,551	8	4,616	19	6,017	1	4,679
GILES	69,622	81,811	108,009	4	8,992	8	6,448	25	36,571	9	30,014	8	2,985	5	1,534	8	4,003	12	2,647	6	4,644
GLOUCESTER	82,227	132,096	174,415	11	11,689	4	13,562	18	59,364	11	34,385	7	4,442	6	2,220	7	5,011	20	8,451	4	7,381
GOOCHLAND	23,024	40,322	53,450	1	2,569	2	3,007	9	9,751	7	12,028	7	9,030	1	1,348	4	3,444	7	6,362	1	1,773
GRAYSON	21,577	16,979	22,792	1	1,173	3	1,373	11	7,170	6	4,918	5	345	1	615	4	1,573	9	781	3	809
GREENE	15,787	17,179	24,052	1	1,223	4	1,432	10	6,703	3	5,727	2	1,646	1	641	2	1,640	5	3,028	1	844
GREENSVILLE	2,128	5,316	7,128	1	383	0	450	2	1,307	2	1,799	1	520	1	200	1	513	2	953	1	263
HALIFAX	20,589	43,791	57,961	5	7,456	3	2,553	10	12,306	4	4,788	8	6,913	1	1,543	1	3,950	11	1,786	2	2,034
HANOVER	207,866	333,479	445,482	13	21,566	5	9,804	41	94,279	20	48,844	43	102,457	9	11,556	13	9,186	48	34,936	12	15,216
HENRICO	1,063,072	1,585,845	2,120,181	28	66,587	27	362,936	117	403,566	70	480,546	85	113,123	111	115,835	85	110,531	220	168,051	38	82,919
HENRY	125,501	168,055	223,219	14	21,318	7	5,404	41	55,235	15	40,737	36	19,347	12	6,801	13	5,745	31	15,721	7	9,771
HIGHLAND	4,414	5,021	6,[illegible]45	1	353	1	413	1	1,339	1	1,650	3	474	0	0	2	473	2	874	1	244
ISLE OF WIGHT	50,710	75,058	99,229	10	6,605	6	4,118	18	36,243	5	20,264	10	4,286	4	1,430	5	1,342	22	7,568	3	4,646
JAMES CITY	85,944	158,999	209,393	3	10,535	10	12,336	18	35,763	2	49,326	5	14,163	6	5,526	5	14,125	11	15,669	1	7,273
KING AND QUEEN	4,913	4,700	6,327	1	334	1	392	5	2,139	2	1,567	1	451	0	0	1	448	3	186	1	231
KING GEORGE	15,705	27,664	36,992	2	1,790	1	2,096	8	8,695	4	9,594	6	3,632	1	1,140	1	2,402	5	2,602	2	1,235
KING WILLIAM	38,767	59,106	78,488	2	3,840	3	1,298	11	21,510	6	23,406	8	9,494	3	2,012	6	4,227	6	1,351	4	2,721
LANCASTER	48,035	71,901	95,124	4	9,392	8	3,453	14	27,049	12	25,280	14	3,540	10	3,456	7	5,654	14	3,243	4	2,861
LEE	46,963	72,598	96,030	8	8,939	9	7,255	28	30,892	11	14,928	8	4,569	7	1,947	6	1,764	18	4,242	4	3,739
LOUDOUN	260,928	543,920	719,094	22	72,078	9	40,776	43	223,067	27	122,625	33	40,475	33	25,382	25	33,796	49	44,504	11	24,042
LOUISA	35,531	36,057	47,905	5	3,980	5	2,437	18	18,436	6	5,621	11	5,834	1	1,251	4	943	11	1,821	3	1,665
LUNENBERG	26,465	34,476	45,849	3	2,262	9	3,217	13	14,695	9	6,363	7	3,840	5	905	5	1,391	7	1,171	2	1,562
MADISON	23,210	32,361	43,099	3	2,128	3	2,491	13	15,581	3	9,961	8	4,100	1	1,116	2	2,852	7	1,435	1	1,469
MATHEWS	18,677	19,527	25,605	3	2,555	2	1,483	10	9,767	6	3,102	4	1,955	3	664	3	895	6	746	2	874
MECKLENBURG	113,490	149,407	196,922	13	9,971	16	11,715	33	48,718	23	40,799	22	16,099	20	9,190	14	6,696	25	10,127	10	7,753
MIDDLESEX	21,762	31,655	42,181	6	4,948	5	1,292	14	14,063	6	3,255	3	2,172	3	454	3	1,958	9	2,408	3	1,439
MONTGOMERY	260,493	446,607	581,171	17	34,296	17	69,228	47	111,788	35	145,253	31	43,527	29	18,974	31	23,510	72	55,276	13	15,491
Christiansburg	112,012	211,428	279,612	7	16,251	7	32,803	20	52,970	15	66,828	13	20,624	12	8,991	13	11,139	31	26,193	6	7,341
NELSON	30,216	50,738	66,993	2	3,335	5	647	18	8,789	4	15,618	7	4,563	2	1,749	2	4,472	7	2,369	2	2,303
NEW KENT	17,892	22,648	30,163	2	1,498	1	1,752	9	8,388	4	7,006	8	4,651	1	785	1	2,007	7	2,075	1	1,033
NORTHAMPTON	44,471	46,947	62,064	6	4,711	7	3,566	14	21,825	9	4,034	14	3,774	5	936	3	845	15	3,488	4	3,736
NORTHUMBERLAND	28,325	31,608	42,120	5	3,843	4	2,402	16	14,350	5	3,149	5	1,728	1	1,075	2	2,751	7	1,367	2	1,416

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

VIRGINIA RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
NOTTOWAY	47,855	73,678	97,435	4	4,702	6	3,432	19	24,431	10	22,770	11	5,230	8	3,734	7	7,980	10	6,381	6	5,054
ORANGE	60,355	86,953	114,695	4	6,538	10	5,814	11	24,119	15	31,967	12	13,093	4	2,754	3	7,541	9	5,125	5	6,670
PAGE	57,636	127,788	167,788	3	8,074	6	9,690	22	42,460	9	24,600	10	7,846	2	4,236	8	5,327	25	25,614	5	9,843
PATRICK	28,352	46,623	61,643	1	3,081	9	9,868	16	16,896	4	7,478	5	2,870	2	1,617	5	4,133	7	1,859	5	3,035
PITTSYLVANIA	90,161	89,480	117,980	7	16,162	17	5,089	49	28,796	12	20,563	20	5,713	10	2,290	8	1,957	39	9,628	3	4,662
POWHATAN	18,249	29,487	39,363	1	1,521	1	1,781	10	8,675	5	15,760	3	2,048	0	799	1	2,039	2	3,767	1	1,050
PRINCE EDWARD	75,420	114,604	150,646	10	11,630	8	17,318	18	33,041	8	32,684	10	6,109	9	3,626	11	11,439	25	13,772	5	5,038
PRINCE GEORGE	36,557	34,164	45,444	1	2,310	2	2,706	7	8,076	4	10,819	8	4,490	1	1,212	1	3,099	4	5,723	2	1,596
PRINCE WILLIAM	858,012	1,247,971	1,678,283	30	117,176	18	110,309	115	288,708	67	491,444	80	133,048	55	53,216	70	81,320	157	132,384	21	42,612
Woodbridge	377,525	549,107	725,837	13	51,577	8	48,555	51	127,076	29	216,237	35	58,565	24	23,425	31	35,794	69	58,272	9	18,757
PULASKI	96,925	131,953	174,229	7	13,654	4	13,683	25	48,587	9	34,179	14	14,477	13	4,185	7	4,827	28	8,709	9	7,695
Pulaski	63,346	76,398	100,971	3	7,645	3	7,661	15	25,571	6	21,487	7	9,607	12	2,343	8	3,458	19	4,810	7	4,309
RAPPAHANNOCK	6,566	11,700	15,429	1	775	2	907	9	3,241	2	3,626	4	1,294	1	405	2	1,037	4	1,651	1	533
RICHMOND	25,814	46,633	61,656	2	3,040	5	3,022	12	24,783	8	8,538	3	4,093	5	1,822	6	4,883	5	7,530	1	2,099
ROANOKE	236,306	319,016	419,496	19	17,764	6	23,314	52	102,794	14	93,222	27	36,644	43	29,459	28	29,456	53	34,280	12	15,400
ROCKBRIDGE	65,331	62,468	82,860	7	7,274	2	4,890	18	9,495	9	11,682	23	27,870	2	2,189	4	5,599	14	3,965	2	2,882
ROCKINGHAM	99,364	113,988	149,845	16	29,721	8	7,120	40	31,165	17	31,536	23	6,357	13	3,721	16	4,110	43	10,589	7	3,784
RUSSELL	63,097	86,561	114,185	6	10,168	6	5,634	24	34,064	11	22,132	10	5,637	5	1,814	11	8,190	15	6,460	5	4,175
SCOTT	82,229	88,850	117,161	9	5,831	5	1,754	30	33,118	9	40,371	10	8,438	5	1,321	5	3,538	16	3,455	6	3,109
SHENANDOAH	96,948	155,420	204,740	9	13,342	7	3,338	41	53,111	14	31,630	30	30,767	10	5,967	10	4,927	27	13,313	7	4,816
SMYTH	104,479	144,183	190,130	9	21,312	10	14,285	21	41,168	21	35,559	18	9,472	13	7,118	12	5,698	29	11,479	10	7,675
SOUTHAMPTON	32,456	33,568	44,669	5	1,491	6	1,035	21	8,849	6	14,816	10	5,332	1	1,191	4	1,748	12	22,546	2	1,567
SPOTSYLVANIA	164,556	199,167	263,671	3	12,519	8	64,270	27	45,295	13	67,880	16	15,773	26	9,452	5	6,915	29	16,332	3	2,924
STAFFORD	98,836	235,980	311,534	13	36,369	3	16,583	28	88,479	7	42,970	13	34,037	1	7,426	4	18,989	22	30,461	1	9,779
SURRY	6,810	8,812	11,674	1	470	1	551	4	4,458	2	2,197	1	631	1	247	1	630	3	1,162	1	324
SUSSEX	38,562	45,831	60,613	2	2,935	5	1,646	17	17,730	5	9,795	8	2,494	2	1,540	5	3,937	9	5,532	4	2,139
TAZEWELL	246,762	331,118	442,412	20	37,728	20	35,502	62	126,379	28	116,269	23	15,453	31	10,211	21	15,131	41	18,588	21	17,560
Bluefield	28,885	38,525	51,114	2	2,278	1	2,144	10	27,990	2	7,021	3	2,353	3	616	4	1,208	6	2,355	3	1,060
WARREN	81,095	140,416	185,232	9	11,702	4	10,449	31	56,866	8	27,457	16	14,893	12	7,704	9	6,192	31	13,504	3	6,160
WASHINGTON	105,343	148,021	195,120	13	17,329	7	12,832	22	51,397	7	30,337	15	12,036	18	6,242	9	11,871	27	18,059	8	4,098
WESTMORELAND	34,846	48,611	64,227	2	2,918	4	2,584	17	20,101	7	17,126	5	2,723	2	1,531	2	3,911	16	5,129	3	2,111
WISE	159,118	216,205	285,823	13	24,459	12	18,000	42	88,322	27	50,491	19	17,811	16	6,800	15	5,722	30	14,231	9	9,029
WYTHE	115,208	134,552	177,608	4	5,314	9	9,972	19	32,225	14	33,375	19	33,394	12	6,624	7	4,597	30	13,309	8	6,318
YORK	96,419	123,764	162,556	6	8,214	3	9,618	26	22,927	14	11,620	15	14,809	8	4,307	12	7,800	35	27,970	5	5,671
(Independent Cities)																					
Alexandria	790,334	1,226,381	1,650,046	21	41,143	10	242,846	72	209,571	39	505,155	52	66,274	63	55,452	60	85,522	173	167,840	21	43,837
Bedford City	61,051	90,070	118,747	6	7,297	8	12,400	26	36,179	12	20,461	13	6,308	5	1,930	4	2,732	20	5,653	5	3,501
Bristol	186,745	206,138	272,734	9	13,639	9	49,964	37	36,853	19	67,092	16	13,990	32	21,386	24	13,326	45	19,845	5	5,730
Buena Vista	21,480	33,127	44,095	2	2,123	5	2,296	8	11,021	1	9,947	7	4,843	2	1,113	2	2,849	10	3,770	4	2,715
Charlottesville	409,702	701,097	923,453	15	54,612	11	81,366	74	183,418	32	171,051	36	44,574	42	42,155	49	65,917	101	79,358	13	33,912
Chesapeake	424,507	791,710	1,041,266	24	103,069	9	123,856	79	245,549	40	292,324	38	106,387	47	28,097	28	30,080	91	73,989	14	28,816
Clifton Forge	22,124	24,748	32,893	4	979	4	2,415	3	5,740	3	7,917	4	2,275	3	3,454	4	618	9	1,367	3	2,887
Colonial Heights	70,372	106,703	140,373	2	7,088	3	8,301	10	21,406	9	33,197	14	14,755	7	9,236	6	9,507	25	14,306	3	4,896
Covington	85,064	125,802	165,205	10	15,176	8	16,249	13	30,499	9	44,875	9	9,867	14	57,201	9	7,225	22	11,594	5	6,429
Danville	304,608	477,957	633,330	15	26,326	13	62,948	60	131,582	45	164,183	38	29,142	38	6,466	30	28,746	79	53,144	18	28,716
Emporia	62,594	88,610	116,849	6	2,989	3	5,473	14	23,607	11	21,220	14	17,183	11	5,819	10	7,152	20	10,277	6	3,859
Fairfax City	467,619	706,903	931,001	17	49,618	7	167,202	29	104,943	23	319,920	30	44,338	40	33,853	41	75,546	69	76,377	11	32,300
Falls Church	190,410	258,526	340,848	6	5,039	3	60,486	13	30,103	6	134,587	14	11,419	13	29,066	21	15,561	23	20,165	6	9,974
Franklin	44,567	76,732	101,405	8	5,227	7	12,097	12	19,780	7	14,339	4	3,166	13	8,672	10	7,618	9	8,061	6	9,262

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
Fredericksburg	227,952	443,280	588,243	13	36,757	7	57,994	30	82,936	17	98,005	24	49,208	39	24,878	24	39,211	64	61,765	10	30,865
Galax	66,161	103,445	136,137	6	6,888	5	15,639	10	30,456	17	25,520	6	8,445	12	6,208	9	9,263	20	12,086	4	5,002
Hampton	723,726	1,156,149	1,558,191	15	22,274	13	186,664	99	220,809	49	254,149	47	49,936	96	76,535	57	68,843	144	99,022	18	22,443
Harrisonburg	210,220	363,605	484,651	14	16,841	10	87,536	28	92,549	25	82,371	17	25,191	27	19,041	32	34,558	57	45,985	7	18,125
Hopewell	100,120	142,128	187,458	5	16,736	5	22,785	20	42,794	7	21,048	9	11,884	15	12,667	13	9,360	25	15,749	7	12,431
Lexington	56,342	84,417	111,397	6	6,150	5	8,238	11	26,254	6	17,005	9	9,735	8	2,630	9	4,987	27	15,498	4	4,543
Lynchburg	481,183	618,336	815,848	25	42,596	14	156,197	86	125,416	37	151,515	37	45,784	75	41,525	46	43,913	106	69,693	23	24,156
Manassas	189,337	511,021	676,319	9	58,518	7	5,852	30	140,882	32	278,719	12	27,769	14	8,008	32	30,937	57	31,967	8	18,732
Manassas Park	11,731	7,245	9,636	0	0	2	1,420	4	2,757	1	696	1	696	0	0	1	731	3	2,089	1	835
Martinsville	146,273	228,982	302,436	7	5,879	10	49,010	21	57,212	20	59,987	12	10,815	28	13,926	21	17,069	27	21,131	7	12,303
Newport News	692,040	1,046,597	1,414,911	32	109,192	17	174,466	122	233,753	65	432,153	54	81,027	86	68,119	63	43,186	199	114,775	23	31,035
Norfolk	1,210,315	1,725,677	2,303,064	38	85,785	35	296,198	187	372,084	101	572,289	90	116,697	156	158,946	121	156,237	412	261,475	42	57,205
Norton	72,796	62,549	82,965	9	10,029	4	8,860	9	12,752	5	25,516	4	2,630	11	3,890	2	5,038	11	4,344	5	3,694
Petersburg	265,741	438,727	582,323	14	26,871	10	118,562	39	67,538	35	163,327	31	39,816	41	20,523	24	32,459	72	39,601	17	22,415
Poquoson	17,882	22,021	28,848	1	834	1	4,167	7	9,107	2	2,182	1	1,079	1	1,128	1	5,469	6	1,579	1	1,310
Portsmouth	416,078	584,274	771,561	14	34,351	17	74,890	75	142,339	49	184,709	35	33,031	67	46,600	32	29,209	112	49,440	18	22,593
Radford	63,163	102,330	134,667	6	6,802	2	7,963	17	24,489	7	43,116	4	9,155	14	7,940	11	9,476	17	8,104	5	6,700
Richmond	1,305,566	1,926,169	2,504,984	39	83,961	19	180,839	222	489,250	102	612,369	116	126,064	159	101,026	117	120,224	423	242,296	54	80,993
Roanoke	641,354	1,023,287	1,353,650	33	58,952	25	207,286	131	239,502	59	274,119	62	65,734	83	65,728	59	77,151	159	133,539	35	45,128
Salem	174,603	378,409	503,899	11	27,955	5	36,702	25	109,093	22	158,838	15	21,367	16	10,556	15	21,328	46	31,944	12	25,044
South Boston	85,925	98,026	129,091	8	10,761	10	19,455	18	28,780	13	21,047	12	6,839	15	3,981	21	9,365	21	8,230	11	5,943
Stauton	137,831	210,020	277,782	15	15,456	12	48,422	18	65,347	13	36,103	14	16,339	20	10,094	17	15,933	38	21,851	9	13,984
Suffolk	202,959	243,371	321,144	16	19,192	8	22,476	30	86,970	21	89,874	20	20,908	20	10,067	16	15,340	35	17,271	12	13,253
Virginia Beach	1,263,086	2,349,352	3,076,580	51	182,548	30	411,453	191	574,158	93	780,099	110	189,806	193	155,855	121	247,811	390	357,314	43	85,759
Waynesboro	106,843	165,124	217,357	8	12,576	6	23,703	15	43,420	19	53,160	12	15,448	14	8,250	14	12,439	27	18,179	7	10,118
Williamsburg	172,730	302,613	398,170	5	8,480	3	23,416	36	85,174	10	68,755	13	22,848	21	28,936	18	28,611	53	80,595	8	12,122
Winchester	211,040	406,204	540,037	10	23,602	11	75,379	39	97,201	23	128,108	19	18,607	40	28,108	26	31,884	74	52,360	13	33,379

WASHINGTON RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS.........	20,007,660	27,249,801	37,920,277	1,463	2,603,282	466	4,202,899	3,822	8,171,977	2,092	7,934,288	2,003	2,150,925	2,103	1,792,110	2,146	1,930,460	8,094	4,332,279	869	1,499,022
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Bellingham, WA	539,403	751,041	1,091,497	51	106,380	15	126,873	116	236,269	71	211,265	66	58,415	67	41,857	68	60,862	249	132,203	24	38,867
Bremerton, WA	566,598	814,896	1,126,472	46	104,038	16	101,773	121	263,174	66	230,626	52	60,646	94	32,911	78	60,609	225	122,774	34	74,768
Olympia, WA	588,942	836,207	1,146,139	49	85,900	13	150,680	132	274,355	72	209,014	61	65,211	63	41,112	60	61,860	235	122,564	20	43,359
Richland-Kennewick-Pasco, WA	718,353	825,045	1,132,023	45	69,933	19	143,515	110	259,522	81	213,595	57	67,983	65	42,039	55	39,567	225	103,762	31	63,963
Seattle, WA	9,140,333	12,995,816	18,130,269	483	1,087,127	151	2,003,195	1,541	3,607,928	762	3,747,657	739	987,838	907	1,030,470	1,004	1,023,264	3,406	2,209,288	345	685,241
Spokane, WA	1,653,724	2,266,942	3,182,347	115	183,919	35	408,074	260	676,037	170	740,498	157	166,107	164	144,235	154	174,099	640	338,263	58	115,736
Tacoma, WA	2,121,085	3,034,492	4,194,831	156	343,762	36	523,144	367	819,853	225	996,049	216	270,875	181	160,837	222	208,236	790	442,324	84	140,322
Vancouver, WA	685,927	968,017	1,336,111	60	76,074	11	219,915	172	315,727	69	243,310	68	69,865	66	51,326	62	55,918	315	161,407	26	55,030
Yakima, WA	758,566	905,343	1,254,545	50	82,365	23	147,718	144	293,025	107	288,950	95	73,977	91	63,979	64	45,131	276	121,840	36	44,785

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WASHINGTON RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
COUNTIES, Cities																					
ADAMS	46,489	40,386	55,356	8	4,550	1	2,855	13	14,544	10	7,647	12	4,629	4	1,463	6	1,563	29	6,507	6	2,927
ASOTIN	47,610	55,462	76,034	4	9,288	0	3,923	15	26,750	9	4,949	6	5,060	2	656	6	5,237	23	10,365	4	5,484
Clarkston	41,628	52,640	72,188	3	8,996	0	3,800	13	25,910	8	4,120	5	4,900	2	636	6	4,614	19	9,077	4	5,917
BENTON	514,913	568,461	777,359	28	51,588	15	103,703	88	193,697	51	146,676	51	44,821	67	35,520	58	27,170	152	71,707	26	46,665
Kennewick	304,741	362,907	496,426	14	29,324	9	75,576	33	114,827	32	57,698	22	25,508	41	27,848	24	17,378	73	38,099	11	31,308
Richland	155,165	161,051	220,552	6	7,577	3	22,615	33	64,368	11	19,953	21	17,627	14	4,318	23	10,043	50	23,913	11	14,047
CHELAN	257,776	331,457	456,294	25	43,850	12	43,337	48	93,169	39	109,258	41	24,709	40	16,880	29	20,374	105	45,276	15	22,299
Wenatchee	178,388	238,913	329,019	12	15,046	8	39,100	21	53,851	29	76,439	26	22,003	30	15,980	22	18,383	61	31,969	8	19,147
CLALLAM	228,661	286,410	395,895	31	29,405	16	35,785	49	94,519	36	86,966	26	21,629	23	12,058	18	13,343	78	42,096	12	22,542
Port Angelos	136,407	195,907	270,936	17	12,257	5	21,637	27	55,251	21	44,036	15	17,127	14	11,085	14	10,757	43	30,176	6	20,530
CLARK	685,927	968,017	1,336,111	46	76,074	13	219,915	163	315,727	63	243,310	74	69,865	66	51,326	53	55,918	252	161,407	23	55,030
Vancouver	234,119	284,353	392,793	12	21,645	3	49,211	44	80,658	29	103,349	23	28,660	12	3,787	19	17,073	85	55,132	7	13,689
COLUMBIA	11,755	8,640	11,907	4	930	2	614	6	3,610	2	2,247	3	1,955	0	103	2	416	9	1,487	2	366
COWLITZ	382,755	439,435	607,436	27	34,792	15	85,687	81	155,422	44	139,631	40	37,493	22	11,722	32	19,547	137	66,863	13	22,215
Kelso	50,786	66,806	92,723	5	6,156	1	6,240	21	39,686	4	2,870	8	11,165	2	853	5	4,553	37	14,592	3	1,722
Longview	270,188	308,877	427,096	16	18,199	12	78,419	40	90,720	35	94,778	20	27,101	19	10,727	23	11,858	72	40,160	7	15,164
DOUGLAS	76,796	112,474	155,447	8	12,133	1	8,021	16	54,962	5	14,945	7	3,476	9	9,724	10	3,539	37	16,968	5	8,793
FERRY	9,073	16,746	23,113	1	1,128	0	1,123	8	10,460	3	4,106	2	1,051	3	651	1	760	9	2,008	1	669
FRANKLIN	203,440	256,584	354,664	9	18,345	6	39,811	21	65,825	25	66,919	20	23,162	9	6,519	12	12,396	67	32,056	10	17,297
Pasco	175,083	186,036	257,271	6	13,146	5	28,530	12	43,359	23	47,958	16	19,067	6	4,450	11	8,884	54	21,914	8	12,396
GARFIELD	3,107	2,384	4,220	3	611	0	191	2	1,785	1	700	2	180	0	32	2	130	3	267	1	113
GRANT	192,561	237,972	329,896	34	44,060	8	8,155	42	89,167	33	66,325	26	18,777	31	14,938	15	9,115	88	35,972	11	18,512
Moses Lake	105,559	140,642	195,151	11	18,408	2	6,068	18	51,376	16	36,311	11	14,001	18	11,928	9	3,448	38	20,159	4	13,774
GRAYS HARBOR	289,227	302,875	419,617	31	36,922	8	21,288	65	130,007	25	66,217	48	22,645	45	14,476	30	21,955	140	47,275	18	20,473
Aberdeen	162,796	182,584	253,137	19	21,720	2	15,315	19	78,056	14	30,583	22	13,283	32	12,218	22	14,321	48	22,635	8	14,728
ISLAND	122,705	180,876	250,967	18	26,633	5	12,951	30	69,230	21	53,589	17	13,114	14	5,204	20	16,459	59	31,239	7	9,162
JEFFERSON	61,855	68,873	96,134	14	11,164	4	4,960	16	26,167	7	6,001	12	8,321	9	2,649	8	2,302	44	11,405	2	2,953
KING	7,553,166	10,495,484	14,673,858	315	855,835	121	1,581,040	993	2,858,974	519	2,996,876	641	772,402	628	878,246	718	826,910	2,164	1,851,416	269	571,530
Auburn	248,718	361,174	505,390	11	23,953	3	2,820	22	100,770	29	218,684	23	38,531	8	4,891	13	20,167	43	31,616	7	20,650
Bellevue	803,820	1,280,758	1,791,032	28	130,668	8	171,930	81	258,910	45	364,666	53	117,841	104	222,041	91	98,839	159	165,210	18	60,157
Kent	256,358	412,801	577,568	19	61,750	6	23,156	29	95,619	26	130,716	30	58,114	15	14,899	24	12,432	85	67,875	9	27,480
Renton	422,357	605,877	847,502	15	49,395	5	78,745	42	145,950	31	255,975	31	59,852	22	23,299	35	32,007	81	87,072	9	36,797
Seattle	3,076,876	3,898,598	5,450,954	102	176,821	46	566,193	429	1,065,305	197	758,057	237	342,409	247	424,056	285	245,755	1,102	809,856	123	187,085
KITSAP	566,598	814,896	1,126,472	45	104,038	12	101,773	105	263,174	63	230,626	64	60,646	65	32,911	72	60,609	181	122,774	36	74,768
Bremerton	306,656	328,325	454,125	11	16,606	5	62,780	43	85,399	37	91,357	25	26,597	23	15,669	40	25,616	96	49,804	15	33,936
KITTITAS	118,754	136,439	188,576	11	9,499	9	13,565	22	43,182	13	29,484	29	28,854	16	6,980	8	4,059	65	27,281	5	2,165
Ellensburg	96,722	106,887	147,628	5	3,347	7	8,848	15	35,942	11	19,231	20	28,455	11	6,461	7	3,171	40	17,228	4	1,413
KLICKITAT	36,871	37,048	51,179	8	5,305	3	552	15	13,192	9	11,350	12	5,479	5	1,010	1	1,790	24	4,821	5	2,147
LEWIS	259,079	308,512	426,449	26	33,701	10	49,013	62	105,948	30	72,805	40	35,726	26	11,652	24	14,497	104	42,371	14	18,138
Centralia	93,842	108,816	150,701	12	11,007	1	9,287	18	51,625	12	20,871	10	13,707	7	2,632	8	3,384	44	20,053	5	6,730
Chehalis	108,359	133,747	185,127	7	8,967	5	41,204	14	34,836	12	28,047	9	13,350	17	9,057	13	7,812	21	10,921	4	6,875
LINCOLN	23,448	22,955	31,696	4	3,976	2	1,636	15	11,081	7	6,026	9	1,797	4	274	1	1,108	18	2,777	5	1,752
MASON	102,054	122,000	168,616	14	15,883	6	7,531	23	59,284	10	20,744	22	14,634	8	3,167	13	6,209	51	17,043	5	3,856
OKANOGAN	117,811	141,520	195,600	20	15,076	6	10,094	29	52,299	18	24,005	22	12,364	19	7,660	8	5,817	68	19,724	12	8,037
PACIFIC	54,997	62,013	85,690	10	11,492	4	6,271	23	24,865	6	5,063	15	5,605	5	2,361	5	1,203	46	13,281	7	3,682
PEND OREILLE	23,426	24,929	34,425	2	1,784	2	1,776	8	17,150	2	6,496	8	2,287	1	297	0	1,203	14	2,157	2	1,057
PIERCE	2,121,085	3,034,492	4,194,831	126	343,762	34	523,144	326	819,853	206	996,049	242	270,875	158	160,837	200	208,236	616	442,324	78	140,322
Tacoma	1,045,780	1,409,881	1,949,234	30	62,029	15	380,282	110	306,895	96	399,118	99	175,614	84	102,574	89	88,261	293	198,906	38	58,953

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
SAN JUAN	31,193	43,802	60,515	8	12,182	2	2,777	13	18,100	1	10,155	4	2,690	5	1,408	1	1,882	26	6,642	2	1,654
SKAGIT	357,017	439,532	607,571	41	51,521	8	18,557	76	154,930	51	166,413	45	31,447	54	33,590	35	22,405	132	66,201	17	29,815
Mount Vernon	177,979	222,598	307,919	14	16,333	3	12,139	27	68,888	20	78,553	11	12,369	33	22,757	19	11,993	45	29,496	8	18,572
SKAMANIA	8,334	9,054	12,960	3	672	2	669	8	5,453	1	2,446	3	627	0	0	0	0	8	1,484	1	398
SNOHOMISH	1,587,167	2,500,332	3,456,411	117	231,292	34	422,155	253	748,954	146	750,781	172	215,436	166	152,224	161	196,354	453	357,872	55	113,711
Everett	484,613	664,433	918,825	25	37,628	11	151,467	87	172,223	59	164,980	42	66,041	54	30,763	48	38,202	157	105,414	14	40,090
SPOKANE	1,653 724	2,266,942	3,182,347	93	183,919	36	408,074	251	676,037	167	740,498	172	166,107	147	144,235	169	174,099	516	338,263	65	115,736
Spokane	1,071,683	1,527,812	2,144,897	37	66,576	23	323,755	148	485,641	89	353,198	105	145,984	102	119,605	108	106,334	325	224,649	45	84,671
STEVENS	84,921	86,699	119,816	20	17,040	9	3,595	23	34,251	12	23,157	17	9,204	14	5,393	11	4,679	49	12,316	5	3,455
THURSTON	588,942	836,207	1,146,139	43	85,909	16	150,680	110	274,355	60	209,014	54	65,211	67	41,112	55	61,860	193	122,564	19	43,359
Olympia	326,254	495,677	679,576	18	29,135	9	103,332	51	129,348	37	142,799	29	46,804	42	28,404	39	43,651	104	64,365	10	17,677
WAHKIAKUM	5,347	4,791	8,750	1	997	3	1,072	4	4,207	0	456	1	427	0	0	0	0	5	992	0	0
WALLA WALLA	191,487	212,294	290,974	17	18,805	7	30,260	25	61,253	23	72,908	19	10,357	24	15,591	23	15,028	68	28,295	12	18,109
Walla Walla	176,584	198,536	272,146	13	13,302	7	29,375	16	58,173	21	66,631	14	10,149	23	15,167	20	13,735	56	25,124	9	16,770
WHATCOM	539,403	751,041	1,091,497	50	106,380	19	126,873	97	236,269	62	211,265	62	58,415	55	41,857	67	60,862	207	132,203	20	38,867
Bellingham	380,299	506,591	736,379	23	51,230	10	102,033	46	170,044	44	105,194	38	44,972	42	28,918	53	45,827	136	84,401	14	30,956
WHITMAN	89,620	116,424	160,908	12	10,376	4	1,756	29	51,098	14	39,236	15	5,470	10	3,406	16	6,292	44	14,743	14	6,178
Pullman	58,120	86,640	119,857	3	3,414	2	1,470	13	44,767	7	21,568	8	5,150	5	2,220	13	4,674	25	11,854	4	4,734
YAKIMA	758,566	905,343	1,254,545	58	82,365	25	147,718	126	293,025	86	288,950	89	73,977	88	63,979	68	45,131	259	121,840	38	44,785
Sunnyside	78,331	86,144	119,773	8	6,065	4	7,006	11	36,734	9	24,068	9	10,912	11	4,851	8	4,451	25	10,869	4	2,309
Yakima	440,758	542,362	751,736	20	37,094	11	104,681	43	153,280	36	151,378	43	48,753	43	38,608	45	26,941	127	75,631	19	25,457

WEST VIRGINIA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS.........	7,521,088	9,029,979	11,338,369	584	834,884	532	1,546,688	1,619	2,662,738	860	2,574,755	1,013	718,077	876	483,491	726	505,327	2,436	820,211	450	406,459
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Charleston, WV	1,326,599	1,680,266	2,076,350	76	144,758	44	287,611	207	452,912	97	577,158	130	138,254	144	97,405	109	86,666	400	158,457	58	72,160
Huntington-Ashland, WV-KY-OH	1,228,969	1,638,331	2,051,598	96	123,776	72	246,708	245	437,946	158	386,516	178	140,334	162	109,224	126	97,001	410	169,948	83	73,275
Parkersburg-Marietta, WV	749,921	955,883	1,204,838	52	73,088	41	159,020	117	251,603	83	245,340	84	86,909	80	38,457	64	56,346	236	103,536	27	46,859
Wheeling, WV-OH	800,346	923,230	1,177,859	44	55,473	44	199,070	145	270,466	76	215,309	106	85,796	105	50,970	79	61,951	281	100,213	42	36,864
COUNTIES, Cities																					
BARBOUR	35,555	43,938	56,034	6	8,482	5	1,986	12	15,726	5	13,053	9	2,934	4	1,349	3	766	14	3,902	3	2,001
BERKELEY	181,272	287,738	360,814	16	20,293	7	32,243	40	100,165	21	64,886	25	33,454	26	24,240	14	6,363	58	22,444	8	13,862
Martinsburg	111,732	194,664	244,246	9	14,422	6	23,429	22	79,286	12	27,921	11	18,183	21	17,614	11	4,212	34	17,961	6	10,072
BOONE	99,133	104,670	131,957	9	15,733	14	16,352	23	39,746	9	19,994	22	8,522	7	3,096	9	5,319	15	6,922	7	6,598
BRAXTON	57,276	83,717	105,763	6	16,736	10	10,578	14	25,803	11	22,227	11	11,225	4	862	2	1,444	19	4,798	4	3,677
BROOKE	75,491	93,912	118,508	3	6,933	5	16,579	22	30,799	10	15,834	19	13,652	10	3,372	7	6,348	37	13,531	6	5,5[illegible]
CABELL	646,738	799,639	993,465	31	64,749	25	148,329	89	181,875	45	198,687	65	55,033	95	63,086	53	50,879	168	89,974	35	29,577
Huntington	413,020	475,953	591,500	21	38,162	15	53,291	56	107,193	30	117,102	47	32,436	47	33,731	38	29,870	135	61,125	26	17,432

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

WEST VIRGINIA RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
CALHOUN	16,638	17,309	22,744	3	2,139	5	1,759	7	4,598	5	3,723	5	516	1	761	1	310	1	135	3	1,573
CLAY	19,061	15,662	20,686	2	1,292	4	1,477	8	7,361	1	4,280	5	1,633	1	693	2	282	3	123	2	719
DODDRIDGE	7,860	5,990	7,998	2	500	2	1,194	2	1,617	1	1,656	3	1,002	2	267	1	108	3	277	1	278
FAYETTE	189,828	197,719	248,279	19	17,105	15	24,249	46	53,215	17	79,044	31	14,801	31	8,416	23	15,548	48	13,550	15	13,543
GILMER	15,515	17,051	21,825	3	1,345	3	995	7	7,260	4	5,463	2	657	1	730	1	298	9	1,525	2	759
GRANT	26,628	33,751	43,299	5	6,445	4	1,687	11	14,462	5	12,636	7	2,181	2	1,450	4	591	7	1,905	1	1,506
GREENBRIER	160,044	180,849	227,190	15	10,739	14	22,202	39	71,124	23	57,867	26	15,200	23	6,989	9	2,317	40	12,657	14	10,008
Lewisburg	23,318	32,107	40,699	2	1,644	4	3,398	1	10,882	3	8,855	3	3,371	7	3,799	1	355	5	2,660	4	2,968
White Sulphur	18,886	19,843	25,323	5	1,615	1	2,053	4	6,578	3	5,352	4	3,389	7	2,694	1	215	6	829	2	926
HAMPSHIRE	36,163	40,656	51,931	4	6,469	4	1,639	13	14,078	8	10,762	7	4,076	3	1,807	2	707	10	2,001	3	1,804
HANCOCK	135,245	144,586	181,857	11	11,356	4	27,154	35	59,681	15	27,089	22	12,673	12	6,094	9	5,230	62	18,573	12	8,369
Weirton	107,163	120,886	151,869	8	9,073	3	21,694	23	54,209	12	21,642	12	12,113	10	4,869	6	4,178	41	12,901	7	6,686
HARDY	29,913	32,032	41,150	5	2,570	4	6,145	11	12,963	2	8,514	10	3,828	2	1,376	2	561	11	2,144	3	1,765
HARRISON	310,493	478,292	599,030	19	46,835	13	87,380	83	143,736	38	140,053	36	35,969	29	18,287	25	20,491	84	46,386	20	25,583
Clarksburg	129,320	218,999	274,523	7	13,317	5	41,850	20	55,203	12	36,027	17	23,782	24	16,888	9	7,325	43	25,302	9	15,385
JACKSON	78,772	100,042	126,171	10	8,409	7	9,171	23	43,417	8	8,782	19	15,196	11	3,757	10	3,315	22	9,908	6	4,385
JEFFERSON	73,570	118,431	149,160	10	11,372	3	22,270	24	44,091	6	14,136	15	8,461	7	4,486	8	6,260	39	26,333	4	4,682
KANAWHA	1,198,033	1,504,685	1,856,633	57	125,238	38	277,206	174	402,316	78	507,182	123	108,748	118	95,079	84	83,225	278	144,083	47	64,524
Charleston	626,090	755,194	932,056	23	41,479	17	180,021	65	164,440	38	193,571	49	65,470	65	62,343	39	29,141	150	82,587	22	26,194
LEWIS	66,109	68,563	86,818	7	4,334	4	12,270	13	21,005	13	20,284	16	4,568	9	4,634	11	5,942	23	6,597	5	2,842
LINCOLN	31,436	33,689	43,222	5	2,548	9	3,337	14	12,818	6	5,748	13	4,379	1	1,445	5	1,650	12	1,671	3	1,502
LOGAN	199,461	215,518	270,530	12	18,044	24	40,041	37	62,127	24	60,668	33	17,386	26	11,784	13	13,431	51	15,072	14	13,034
Logan	94,997	79,544	100,128	5	4,557	9	12,609	7	24,435	13	23,861	7	3,752	19	7,091	7	5,723	14	4,457	8	6,185
MCDOWELL	115,635	120,982	152,349	7	6,518	17	10,555	37	49,613	10	32,856	19	8,973	17	6,191	19	6,915	27	6,864	9	5,640
Welch	56,108	67,669	85,660	3	1,840	6	7,541	10	35.855	3	16,003	2	2,533	13	6,203	8	3,659	12	4,063	3	3,381
MARION	310,234	317,496	397,753	17	27,013	19	83,209	69	94,102	36	82,625	35	23,130	39	19,971	30	22,972	72	20,934	16	13,168
Fairmont	225,872	209,495	262,602	9	9,391	12	43,728	48	77,253	24	40,822	25	20,492	36	17,604	25	10,770	52	16,277	11	10,108
MARSHALL	134,102	166,445	209,183	12	12,378	8	35,241	28	64,989	17	37,585	13	8,512	15	8,887	11	7,878	40	13,313	9	7,872
Moundsville	77,996	93,945	118,261	5	1,653	4	19,747	18	39,291	12	21,061	6	5,868	11	6,462	6	3,504	25	8,766	6	4,411
MASON	66,900	71,121	90,016	10	10,085	2	13,440	24	28,021	3	16,625	13	3,553	8	1,266	6	1,406	21	5,144	5	5,485
Point Pleasant	34,717	46,416	58,902	5	5,178	1	6,592	13	22,130	2	9,136	7	4,574	6	621	3	690	15	5,466	4	2,690
MERCER	363,737	404,313	510,195	21	36,109	26	96,670	66	100,749	37	132,870	36	25,549	57	23,825	37	31,804	74	35,154	22	17,415
Bluefield	141,118	155,187	196,101	7	12,601	12	37,158	19	24,836	15	43,513	5	8,571	35	14,589	19	17,170	29	13,824	9	7,845
MINERAL	49,721	68,259	86,438	4	4,003	8	8,563	21	19,090	9	18,264	12	6,003	10	2,963	10	3,738	26	7,888	7	3,776
Keyser	30,762	41,293	52,486	3	2,234	2	4,778	9	14,689	5	9,355	6	4,241	8	1,654	9	2,085	11	4,543	5	2,107
MINGO	150,699	128,618	161,895	12	18,124	15	15,118	28	28,186	11	43,918	25	10,068	26	12,121	12	14,702	28	5,195	7	7,081
Williamson	65,236	57,730	72,911	4	4,964	5	6,975	4	3,105	4	20,713	9	7,342	17	10,154	8	10,163	11	2,596	6	3,339
MONONGALIA	299,723	411,785	521,853	18	45,897	10	73,005	51	119,043	26	92,666	42	34,731	45	26,182	35	35,231	98	37,727	15	18,821
Morgantown	211,902	291,615	369,692	8	31,980	6	46,316	40	82,944	15	64,567	24	30,640	39	24,773	22	17,290	54	26,485	12	13,114
MONROE	12,440	15,517	20,504	3	1,282	5	1,425	8	4,136	5	3,456	4	1,092	3	687	3	363	4	268	4	2,372
MORGAN	19,668	26,999	34,858	4	4,075	4	5,204	8	9,054	6	5,381	5	3,380	1	1,165	2	477	13	1,894	1	1,210
NICHOLAS	103,319	135,451	170,437	7	16,878	13	26,516	18	46,189	11	33,143	22	8,260	10	3,751	9	3,903	19	7,429	6	5,916
OHIO	290,628	309,976	394,579	10	22,995	11	29,934	54	70,026	21	96,841	32	35,138	24	13,361	35	37,529	92	42,561	13	12,256
Wheeling	117,095	258,498	329,125	9	1,898	6	2,470	49	144,363	16	7,991	24	54,561	14	27,509	33	3,096	79	72,511	12	1,011
PENDLETON	15,183	18,010	23,621	1	1,474	3	986	4	4,775	7	6,143	2	711	4	1,098	1	321	5	811	1	822
PLEASANTS	17,444	26,891	37,223	3	2,152	3	5,145	6	10,133	6	11,276	4	1,619	2	1,151	1	470	6	2,215	2	1,198
POCAHONTAS	31,691	32,615	41,879	4	2,191	7	1,850	13	9,636	6	13,426	10	2,992	1	1,401	2	570	18	5,688	2	1,454
PRESTON	78,290	92,567	116,826	11	7,917	8	16,169	19	28,341	18	43,636	15	4,998	6	2,054	5	1,672	19	4,023	3	2,175
PUTNAM	128,566	175,581	220,604	14	19,589	5	10,493	22	50,794	14	70,[illegible]39	23	29,582	7	2,354	7	3,467	29	14,438	7	7,667

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
RALEIGH	418,734	464,642	589,919	25	48,355	22	109,235	77	128,653	28	133,640	49	30,995	47	30,132	40	32,768	68	39,329	19	19,086
Beckley	299,592	301,023	382,341	16	21,829	13	74,072	37	71,548	21	78,643	21	21,907	42	26,914	33	20,787	51	31,344	14	12,591
RANDOLPH	121,183	138,893	174,740	10	17,804	9	18,632	21	40,013	14	44,373	25	9,348	17	7,804	8	5,692	40	12,982	5	6,401
Elkins	83,661	102,419	128,969	8	13,170	3	13,782	12	31,164	10	25,251	12	7,914	14	8,296	6	4,210	22	9,485	4	6,805
RITCHIE	26,128	36,049	46,271	4	1,110	5	1,842	15	16,225	7	15,420	5	2,798	2	1,547	2	631	9	2,458	2	1,608
ROANE	54,052	56,551	71,901	4	9,607	5	6,095	14	20,683	12	20,927	7	3,179	8	2,011	2	926	10	2,090	4	2,786
SUMMERS	34,610	35,217	45,231	4	3,283	5	5,694	14	14,873	3	9,359	8	3,217	7	1,973	4	1,355	8	1,561	3	1,573
TAYLOR	37,256	42,975	54,930	6	6,012	3	8,201	13	13,769	8	10,562	8	4,032	4	677	6	2,128	14	4,350	3	1,909
TUCKER	27,496	23,331	30,372	4	1,429	5	1,634	5	7,717	2	6,284	8	2,265	1	1,017	1	414	10	2,576	2	1,056
TYLER	19,516	22,526	29,366	3	3,296	2	4,385	8	7,364	5	7,152	6	2,458	3	982	2	401	10	1,514	3	1,021
UPSHUR	88,492	103,690	130,831	9	14,762	4	18,506	19	31,205	13	32,787	14	6,020	13	4,558	4	1,692	22	10,314	4	4,447
WAYNE	107,190	96,737	122,139	7	7,389	8	18,235	23	29,464	19	20,026	18	9,880	19	4,857	6	2,549	24	7,397	4	1,579
WEBSTER	29,790	27,191	35,198	5	2,382	6	1,857	9	9,300	3	5,346	7	5,535	2	1,178	1	481	5	516	4	977
WETZEL	92,274	111,908	141,104	10	12,097	6	21,068	19	41,565	9	28,571	13	6,962	12	6,403	13	5,802	22	10,282	8	5,815
WIRT	5,306	6,290	8,308	1	519	1	1,241	2	1,679	1	1,719	5	1,257	1	278	0	0	5	646	1	288
WOOD	480,778	641,965	802,980	24	50,142	17	119,890	76	162,309	47	166,140	35	39,748	58	26,866	41	40,130	117	66,072	20	22,554
Parkersburg	331,202	416,698	521,368	14	21,206	11	53,051	47	129,525	34	119,003	23	30,731	27	9,444	21	16,322	83	43,777	15	18,003
WYOMING	100,069	78,949	99,802	9	8,353	15	10,410	35	31,063	14	26,931	18	5,968	11	1,565	9	3,643	16	1,869	5	2,911

WISCONSIN RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS.........	20,557,263	27,802,534	37,844,179	1,805	2,352,985	740	4,529,038	3,108	7,380,744	1,844	8,211,188	2,702	2,579,713	2,383	1,493,203	1,879	1,925,634	9,499	4,065,993	961	1,002,209
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Appleton-Oshkosh-Neenah, WI	1,287,214	1,899,576	2,591,728	100	158,679	41	354,076	161	471,313	157	568,519	149	170,247	193	108,168	149	141,896	641	269,435	51	54,661
Eau Claire, WI	646,064	839,545	1,126,997	43	96,160	27	137,025	84	181,169	68	304,925	85	74,824	100	44,040	67	51,173	308	111,419	23	23,990
Green Bay, WI	875,583	1,327,182	1,833,066	63	108,011	29	361,809	106	264,729	75	424.690	88	115,590	145	89,371	95	113,510	394	203,348	26	31,008
Janesville-Beloit, WI	623,390	850,789	1,143,874	43	58,411	19	113,864	74	231,134	51	204,729	83	98,384	88	45,982	64	44,468	301	115,782	29	33,382
Kenosha, WI	454,807	572,066	757,697	30	29,922	10	86,845	66	186,998	43	112,346	70	68,689	65	22,994	59	30,903	271	92,770	17	21,466
La Crosse, WI	511,608	670,488	910,361	26	59,818	14	142,151	61	160,203	44	202,600	51	52,609	76	45,613	53	60,076	252	104,494	18	24,632
Madison, WI	1,783,865	2,531,159	3,445,257	102	158,343	37	407,952	208	553,943	104	779,832	188	220,986	258	159,706	160	374,802	775	409,275	70	83,053
Milwaukee, WI	6,483,257	8,751,405	11,997,084	357	527,693	138	1,587,963	755	2,415,025	391	2,659,220	657	771,503	782	502,968	620	633,678	2,725	1,289,897	314	365,025
Racine, WI	736,356	1,041,456	1,420,946	53	83,246	21	179,052	122	306,776	82	311,842	83	96,146	89	59,693	80	71,424	355	142,825	33	42,466
Sheboygan, WI	385,038	530,362	713,796	35	57,574	14	115,388	58	154,170	39	151,710	52	44,024	39	19,061	37	26,632	204	71,056	22	22,127
Wausau, WI	453,278	638,237	858,586	54	77,805	13	124,775	64	165,807	48	198,127	56	59,258	68	38,713	45	41,562	217	68,630	17	12,659
COUNTIES, Cities																					
ADAMS	23,618	25,479	36,140	3	1,784	3	2,464	8	10,472	4	7,904	6	3,163	3	299	2	592	16	3,802	2	913
ASHLAND	74,941	94,120	128,270	13	11,473	4	10,129	13	20,989	8	25,460	20	9,255	11	6,810	6	3,253	39	11,400	6	3,288
Ashland	59,702	79,064	107,911	6	2,685	3	9,157	6	20,370	5	18,281	13	9,965	10	6,157	5	2,778	25	9,927	4	2,973

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

WISCONSIN RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
BARRON	174,189	208,760	282,141	25	27,164	12	27,945	46	47,578	39	79,294	29	21,546	22	10,338	20	8,762	102	27,443	12	8,905
BAYFIELD	29,369	35,860	50,074	7	6,244	4	1,782	11	13,171	3	6,155	8	3,515	4	423	1	820	52	10,317	3	1,591
BROWN	875,583	1,327,182	1,833,066	63	106,011	29	361,809	106	264,729	75	424,690	88	115,590	145	89,371	95	113,510	394	203,348	26	31,008
Green Bay	528,522	801,967	1,097,173	33	64,046	18	215,239	59	160,508	31	168,115	53	93,107	94	69,140	55	69,236	227	136,232	20	24,427
BUFFALO	31,656	32,613	45,715	7	3,764	1	4,550	18	11,018	5	8,641	8	3,543	1	408	5	750	36	6,531	3	1,538
BURNETT	38,141	49,635	68,062	8	11,967	6	2,765	11	14,527	8	15,610	8	4,981	2	608	2	1,117	41	8,098	3	1,721
CALUMET	87,175	123,890	168,228	13	12,683	6	16,745	26	37,774	11	41,375	13	8,756	11	3,060	8	4,853	56	19,367	5	4,253
CHIPPEWA	202,325	314,650	424,266	29	39,302	8	19,650	34	65,678	32	145,419	27	27,571	16	9,142	13	9,965	108	33,682	9	9,170
Chippewa Falls	108,208	163,897	221,474	8	9,709	4	15,868	12	40,517	9	45,420	11	21,922	12	8,467	7	4,933	40	17,533	5	5,338
CLARK	74,721	84,874	115,860	20	14,843	11	5,538	23	30,345	15	30,736	16	5,394	8	908	10	3,569	62	10,516	7	4,047
COLUMBIA	187,806	240,571	324,837	25	33,114	10	8,787	40	61,486	21	71,212	46	34,273	30	11,815	17	8,215	147	42,504	13	8,884
Portage	74,416	102,052	138,374	6	13,212	4	7,175	8	24,531	7	26,926	22	13,674	17	8,268	6	5,055	37	16,727	5	5,035
CRAWFORD	58,127	80,624	110,156	8	9,088	6	8,237	17	26,174	8	35,652	8	4,882	7	4,750	5	3,642	45	11,851	3	2,404
DANE	1,783,865	2,531,159	3,445,257	102	158,343	37	407,952	208	553,943	104	779,832	188	220,986	258	159,706	160	374,802	775	409,275	70	83,053
Madison	1,065,123	1,595,905	2,166,311	42	66,477	28	354,133	138	366,227	51	321,572	89	137,224	163	156,923	81	97,132	395	292,800	43	61,639
DODGE	230,844	278,899	376,281	33	42,603	13	53,474	39	75,687	34	71,364	35	23,418	43	18,181	20	10,530	134	32,904	13	7,839
Beaver Dam	113,125	149,753	202,505	11	9,439	6	32,869	7	37,253	16	38,444	12	16,335	29	15,354	11	6,414	40	16,821	5	4,819
DOOR	119,594	158,922	215,248	18	23,354	6	15,270	32	47,979	12	35,819	19	16,060	22	5,791	11	6,331	79	35,943	5	3,567
DOUGLAS	187,905	234,028	316,055	22	35,182	7	26,014	37	55,686	16	52,193	27	22,732	27	13,027	12	7,206	134	49,200	9	8,485
Superior	165,022	211,569	285,820	15	21,840	6	26,394	28	57,156	15	41,462	20	23,065	25	13,371	11	7,312	92	38,582	8	8,694
DUNN	106,969	129,023	175,117	14	10,960	6	17,070	20	37,336	11	37,228	25	18,644	14	6,342	11	4,130	70	20,435	6	5,652
EAU CLAIRE	443,739	524,895	702,731	18	56,858	13	117,375	58	115,491	32	159,506	55	47,252	50	34,899	52	41,209	156	77,737	16	14,820
Eau Claire	397,071	469,692	628,930	15	44,830	10	115,270	45	113,516	21	125,763	46	46,542	46	34,295	46	29,855	118	61,292	14	11,685
FLORENCE	6,686	9,847	15,159	1	658	0	1,330	2	5,763	2	1,642	1	438	0	118	0	219	17	3,892	1	337
FOND DU LAC	379,939	480,952	647,477	27	31,099	14	86,367	63	144,078	46	148,808	45	34,060	50	26,636	44	33,118	161	65,291	16	21,600
Fond du Lac	267,548	357,026	480,901	13	14,481	9	74,917	32	114,593	22	82,037	31	28,908	38	23,338	28	16,097	83	46,072	11	18,053
FOREST	15,316	19,920	28,679	4	3,688	3	1,152	9	8,750	3	1,151	10	3,283	1	257	1	470	23	2,610	2	725
GRANT	176,843	201,278	272,098	38	30,426	11	14,382	33	61,613	28	69,101	44	22,027	24	7,883	22	10,440	111	27,464	15	6,491
GREEN	200,956	301,389	406,467	18	17,717	8	13,350	33	67,727	22	87,232	19	13,261	24	10,263	11	10,282	67	27,079	8	8,574
Monroe	161,456	250,486	337,986	6	9,090	6	12,896	17	60,327	12	43,165	11	11,507	19	9,791	7	4,664	34	17,423	5	6,307
GREEN LAKE	91,927	76,021	103,978	16	7,542	7	10,350	19	20,730	12	20,473	15	7,642	8	3,541	6	2,687	48	9,601	5	1,649
IOWA	137,098	381,059	513,401	12	25,062	3	51,105	16	50,150	11	68,724	13	10,439	13	5,319	5	10,157	33	22,916	5	12,982
IRON	31,304	33,134	46,415	8	6,800	2	4,620	5	11,939	4	5,704	12	6,394	0	414	1	762	22	4,652	2	1,174
JACKSON	72,256	70,831	97,012	13	11,290	4	1,133	18	22,778	14	21,597	14	14,613	10	935	4	1,053	45	9,197	2	2,453
JEFFERSON	221,624	299,532	403,975	27	25,737	12	51,152	32	93,470	27	54,213	36	38,911	33	15,581	23	17,004	145	51,776	12	10,441
Fort Atkinson	54,509	86,010	116,713	6	7,817	2	10,556	6	35,874	8	10,279	8	10,863	9	6,380	5	3,001	22	15,474	3	2,155
Waterton	92,216	124,633	168,675	5	5,155	6	25,436	8	38,055	6	26,960	10	13,628	12	8,321	9	3,419	43	13,649	4	5,193
JUNEAU	82,872	86,539	118,095	18	13,797	9	3,965	22	18,566	8	25,624	25	22,304	6	1,308	5	1,983	57	12,760	6	2,888
KENOSHA	454,807	572,066	757,697	30	29,922	10	86,845	66	186,998	43	112,346	70	68,689	65	22,994	59	30,903	271	92,770	17	21,466
Kenosha	342,674	411,150	544,846	19	13,477	9	72,232	59	150,435	22	65,992	48	64,377	36	20,924	41	21,957	178	64,998	19	18,134
KEWAUNEE	53,085	62,352	85,631	7	8,326	4	1,415	16	20,887	9	21,145	8	6,558	6	1,364	12	5,543	38	9,074	4	1,576
LA CROSSE	511,606	670,488	910,361	26	59,818	14	142,151	61	160,203	44	202,600	51	52,609	76	45,613	53	60,076	252	104,494	18	24,632
La Crosse	418,865	546,215	741,814	18	40,480	12	131,421	46	116,937	32	122,984	43	44,406	80	42,063	55	46,874	183	84,042	13	18,354
LAFAYETTE	34,307	38,178	53,185	10	7,271	3	5,293	10	11,128	9	12,049	8	1,736	6	1,295	5	872	35	5,493	3	1,345
LANGLADE	105,989	105,129	143,047	9	10,419	4	9,755	16	29,976	11	35,455	19	20,490	12	4,986	5	1,382	46	10,873	4	3,210
Antigo	90,288	97,572	132,836	6	6,223	4	10,476	13	32,814	7	20,810	15	22,430	11	5,456	4	826	25	8,284	4	3,482
LINCOLN	87,341	116,811	158,726	12	10,463	8	7,467	17	49,780	10	14,096	19	14,869	14	4,277	11	4,802	62	17,660	8	5,595
Merrill	47,881	69,669	95,072	6	6,101	6	4,354	11	29,021	5	8,218	11	7,205	8	3,484	7	3,493	19	9,759	5	4,478

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
MANITOWOC	287,121	331,607	447,026	28	28,985	16	79,222	52	86,577	35	93,656	52	35,506	39	10,623	30	18,877	168	44,385	11	11,899
Manitowoc	190,307	220,346	297,375	14	14,404	11	68,743	27	54,179	17	46,133	26	22,163	32	7,588	19	9,912	95	25,394	6	8,307
Two Rivers	50,449	58,955	79,397	3	3,020	2	7,505	8	20,512	12	13,402	12	11,215	5	2,612	6	3,163	33	8,935	3	1,239
MARATHON	453,278	638,237	858,586	54	77,805	13	124,775	64	165,607	48	196,127	56	59,258	68	38,713	45	41,562	217	68,630	17	12,659
Wausau	276,940	382,192	514,543	16	37,741	10	93,866	24	100,808	22	89,883	30	39,547	42	33,646	19	17,364	89	36,415	13	9,524
MARINETTE	156,768	186,386	252,110	22	20,800	8	25,429	32	54,545	15	48,451	28	16,729	21	12,158	14	7,954	96	24,999	7	7,626
Marinette	90,226	107,088	145,275	9	10,169	3	23,652	11	26,665	7	23,687	10	12,235	17	11,876	6	4,449	37	9,730	4	5,390
MARQUETTE	22,732	29,572	41,634	7	4,378	3	634	11	11,008	4	7,604	5	3,587	2	373	2	682	44	8,811	3	1,052
MENOMINEE	3,267	3,328	5,560	0	0	1	927	1	927	0	0	1	927	2	1,669	0	0	6	1,834	0	0
MILWAUKEE	4,540,875	5,839,616	7,978,361	200	283,451	80	1,104,973	522	1,544,447	228	1,519,543	431	492,385	470	374,443	393	480,364	1,750	944,651	209	257,495
Milwaukee	2,481,860	2,987,441	4,082,072	104	129,069	42	449,481	348	910,946	126	483,727	254	263,264	273	182,473	229	214,136	1,193	563,573	123	149,366
MONROE	133,553	167,037	226,140	25	24,508	7	15,592	20	45,476	13	38,537	34	31,979	17	6,078	12	5,272	85	29,756	7	6,270
OCONTO	68,370	89,183	121,644	14	17,189	7	2,918	27	26,209	12	26,541	15	14,792	3	1,086	5	1,690	63	13,234	4	2,602
ONEIDA	180,038	215,106	290,658	22	29,509	11	25,534	24	61,880	27	68,173	28	16,715	24	13,845	19	9,010	99	32,659	10	5,383
Rhinelander	87,757	122,053	165,355	7	7,405	7	24,408	4	18,859	12	40,912	16	14,924	15	12,790	10	4,794	37	16,798	6	3,828
OUTAGAMIE	634,770	915,802	1,239,623	51	91,199	22	219,485	67	214,642	64	320,848	62	66,086	77	43,571	62	81,711	228	114,164	18	20,475
Appleton	288,883	354,173	480,019	13	32,573	11	78,391	33	76,661	21	114,593	29	36,444	55	27,013	44	29,183	108	43,658	10	10,622
OZAUKEE	269,938	371,054	499,972	20	33,495	5	46,005	38	101,515	28	171,331	41	35,683	22	10,104	29	17,207	109	43,725	14	15,909
PEPIN	23,186	30,432	42,788	6	7,386	1	4,260	5	7,337	4	11,200	3	1,184	3	1,148	6	1,920	18	6,110	4	1,081
PIERCE	93,158	123,243	167,359	21	12,766	2	16,659	30	34,313	17	37,606	24	17,692	7	2,868	12	6,779	83	26,206	10	8,055
POLK	111,928	136,869	185,648	24	19,228	6	4,242	27	40,432	19	35,553	28	16,157	13	3,841	10	5,359	83	23,099	9	6,959
PORTAGE	243,124	327,560	441,594	28	31,919	8	42,950	29	77,181	19	78,935	26	19,248	29	23,750	22	18,802	110	52,438	9	9,574
Stevens Point	201,390	265,090	357,567	14	9,755	5	38,656	20	69,955	14	52,350	17	14,394	27	22,660	13	7,689	83	41,188	7	9,135
PRICE	52,952	56,761	78,127	15	7,874	4	2,255	15	22,444	10	14,689	13	6,016	12	2,081	5	2,086	31	5,907	4	2,466
RACINE	736,356	1,041,456	1,420,946	53	83,246	21	179,052	122	306,776	82	311,842	83	96,146	89	59,693	80	71,424	355	142,825	33	42,466
Racine	422,165	570,426	778,732	22	26,327	14	133,087	80	213,233	30	68,584	43	58,129	69	47,565	49	35,201	174	68,699	18	31,565
RICHLAND	61,965	74,250	101,601	12	10,083	3	4,073	17	23,779	11	28,763	9	5,694	9	5,505	7	3,003	29	7,085	4	2,942
ROCK	623,390	850,789	1,143,874	43	58,411	19	113,864	74	231,134	51	204,729	83	98,364	88	45,982	64	44,468	301	115,782	29	33,382
Beloit	220,919	289,684	390,136	10	12,604	7	34,718	27	85,185	14	55,540	29	48,170	27	14,427	18	7,502	86	35,856	11	12,659
Janesville	328,786	451,398	607,368	17	17,734	12	73,875	36	119,612	22	87,473	35	40,246	52	28,769	29	22,950	103	59,498	14	15,405
RUSK	44,247	45,224	62,642	11	13,572	3	2,941	8	13,310	4	7,700	14	6,279	8	2,266	6	1,078	22	3,150	2	1,583
ST. CROIX	150,143	230,995	311,984	18	21,804	11	22,990	22	54,629	18	88,782	33	38,221	15	5,822	16	6,004	82	32,693	8	10,164
SAUK	196,977	267,384	360,826	32	39,845	9	18,030	45	110,134	22	51,364	36	20,572	22	13,759	16	11,318	122	47,089	15	11,803
Baraboo	64,369	100,550	136,313	12	14,898	3	7,587	10	42,993	10	14,994	10	10,846	12	8,463	7	6,192	28	11,184	4	3,601
SAWYER	55,389	76,756	104,964	12	14,969	4	1,735	16	25,825	4	14,226	10	11,113	6	1,876	4	1,864	47	10,554	4	2,655
SHAWANO	115,580	135,297	183,538	25	24,293	8	15,566	35	40,561	23	39,080	20	11,524	12	4,684	9	5,142	86	18,486	8	5,972
SHEBOYGAN	385,038	530,362	713,796	35	57,574	14	115,388	58	154,170	39	151,710	52	44,024	39	19,061	37	26,632	204	71,056	22	22,127
Sheboygan	262,418	332,658	448,086	12	16,214	8	86,765	30	109,112	20	68,950	29	30,777	33	15,045	16	14,283	117	43,062	12	16,672
TAYLOR	45,890	56,980	78,421	9	6,621	2	7,805	16	13,081	9	24,060	8	7,411	8	2,114	4	4,023	29	5,857	4	2,280
TREMPEALEAU	87,500	107,907	146,775	20	16,453	10	3,346	31	29,707	17	45,480	18	10,424	8	1,119	4	3,620	68	14,775	6	2,051
VERNON	63,337	76,269	104,311	15	8,780	4	1,380	26	30,300	10	13,317	16	9,633	15	6,377	12	5,714	40	10,607	4	3,685
VILAS	81,167	113,577	154,386	17	12,779	6	3,744	27	47,052	14	21,465	21	11,176	10	3,445	7	1,621	80	18,835	7	3,560
WALWORTH	313,589	389,330	524,502	30	37,083	15	20,090	46	114,962	34	120,142	58	38,351	3	16,693	23	9,942	193	85,099	14	13,311
WASHBURN	54,792	95,000	129,451	6	12,573	3	3,067	17	38,013	8	24,317	10	8,754	4	1,155	5	2,918	59	15,609	2	3,273
WASHINGTON	291,099	422,367	568,844	27	46,799	11	56,625	41	139,763	22	85,264	39	41,606	29	22,436	42	28,541	144	61,537	16	17,060
West Bend	149,424	237,094	319,757	9	4,161	6	30,952	16	50,556	11	24,878	16	15,862	19	9,456	25	8,725	52	14,670	8	6,926
WAUKESHA	1,381,345	2,118,368	2,949,907	104	163,949	31	380,360	134	629,301	82	883,082	153	201,829	110	95,985	103	107,567	391	239,984	50	74,562
Waukesha	335,282	635,519	885,684	18	34,711	8	98,616	24	176,974	23	271,346	32	67,791	22	18,222	26	19,597	99	64,097	13	21,619
WAUPACA	166,229	202,834	274,187	25	16,075	14	26,270	37	58,765	35	71,765	26	17,949	23	7,866	17	10,455	105	31,033	8	6,318
WAUSHARA	58,949	64,541	88,569	13	8,238	7	3,884	14	15,995	13	22,144	17	8,868	4	890	1	1,452	35	5,500	2	2,238

WISCONSIN RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
WINNEBAGO	565,269	859,884	1,183,878	35	54,798	15	117,847	75	218,897	51	206,296	74	95,404	67	61,547	62	55,331	269	135,905	29	29,933
Menasha	59,255	90,138	124,997	5	6,108	3	11,658	9	29,040	5	23,356	3	8,626	2	5,758	5	5,639	34	10,697	3	2,238
Neenah	102,988	152,613	210,938	7	10,220	2	10,145	13	52,418	7	31,360	18	33,047	18	15,957	9	6,247	48	17,760	8	11,240
Oshkosh	319,804	441,682	608,580	13	18,095	7	80,634	34	110,220	26	72,246	35	46,089	40	38,141	31	20,525	137	70,655	14	13,529
WOOD	409,429	580,461	781,039	41	47,773	16	115,711	48	135,409	46	194,817	42	32,543	57	39,905	36	29,433	144	59,960	12	13,063
Marshfield	81,683	115,805	156,621	14	11,667	6	45,317	12	40,204	15	0	15	10,770	27	15,553	12	9,413	47	18,101	4	5,317
Wisconsin Rapids	151,102	233,104	314,251	16	12,213	6	45,764	21	70,536	21	69,053	19	23,825	27	17,520	21	9,456	65	23,939	6	4,302

WYOMING RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS.........	2,818,525	2,521,899	3,143,942	214	274,616	118	228,621	268	612,620	268	723,077	415	283,918	327	152,418	213	137,563	989	313,201	88	103,055
METRO AREAS (MSAs/PMSAs/CMSAs)																					
Casper, WY	502,022	437,312	547,153	19	45,166	10	48,562	35	107,456	38	172,176	43	27,776	49	32,110	42	31,790	125	48,251	7	18,576
Cheyenne, WY	392,658	473,984	588,808	27	36,921	12	63,696	29	84,606	38	141,239	41	51,353	44	32,396	33	35,780	123	56,215	9	17,256
COUNTIES, Cities																					
ALBANY	153,847	158,667	195,729	17	12,013	4	5,562	16	37,381	17	40,677	31	23,437	21	9,432	19	9,978	54	26,533	6	7,950
Laramie	137,105	146,433	179,795	16	4,985	4	2,304	15	15,511	16	16,878	27	14,363	19	7,460	18	6,110	49	18,937	6	6,137
BIG HORN	29,753	22,173	28,519	9	1,679	6	1,086	7	6,891	5	4,108	11	2,353	6	831	5	1,514	23	3,243	5	929
CAMPBELL	187,943	153,797	192,805	17	27,327	3	11,456	14	43,142	15	40,730	13	11,513	23	8,814	17	9,565	41	18,462	4	8,791
Gillette	179,158	147,518	184,061	16	12,027	3	8,280	13	18,988	15	23,536	11	5,067	22	6,716	16	4,210	39	8,126	4	6,552
CARBON	120,705	87,473	108,777	13	6,545	6	4,854	16	22,341	12	17,221	34	21,480	14	4,200	6	1,810	41	8,077	6	4,644
Rawlins	75,084	60,411	74,511	6	2,675	4	2,111	8	15,860	8	10,844	19	12,493	10	3,383	4	788	21	4,620	3	2,020
CONVERSE	69,702	46,167	58,343	8	5,650	3	1,655	11	13,623	6	14,475	11	6,836	7	1,469	7	1,685	26	6,572	3	1,410
CROOK	14,571	13,554	17,537	4	1,485	3	497	7	3,224	1	2,836	7	3,862	2	425	0	179	13	2,700	2	366
FREMONT	196,973	150,865	197,166	24	21,209	10	13,508	24	40,449	25	49,043	28	14,747	26	9,830	21	7,132	69	17,346	7	7,760
Riverton	111,377	94,667	116,231	12	10,739	4	7,485	9	26,028	16	25,104	9	10,600	15	6,836	14	4,025	26	8,754	2	4,533
GOSHEN	47,049	44,011	56,710	9	6,932	2	1,560	7	13,600	6	7,342	11	6,378	11	2,847	3	433	22	4,977	3	2,339
HOT SPRINGS	33,091	21,764	28,547	6	3,413	3	597	5	9,618	3	4,448	6	2,271	5	1,287	1	293	13	2,601	2	594
JOHNSON	38,987	23,835	31,076	7	3,381	2	881	5	5,010	3	5,029	15	5,871	4	1,052	3	579	20	3,510	3	645
LARAMIE	392,658	473,984	588,808	27	36,921	12	63,696	29	84,606	38	141,239	41	51,353	44	32,396	33	35,780	123	56,215	9	17,256
Cheyenne	345,307	420,392	521,445	26	27,524	9	62,362	34	82,835	29	101,129	33	41,114	48	32,503	39	35,031	98	52,828	10	17,314
LINCOLN	66,496	50,076	62,228	7	3,295	4	915	7	12,645	9	18,112	15	8,674	13	2,062	2	639	39	7,676	5	1,917
NATRONA	502,022	437,312	547,153	19	45,166	10	48,562	35	107,456	38	172,176	43	27,776	49	32,110	42	31,790	125	48,251	7	18,576
Casper	465,485	407,704	505,447	16	29,349	9	45,621	31	104,746	34	161,752	36	27,130	48	31,310	41	25,037	111	39,792	7	18,097
NIOBRARA	17,228	12,215	15,456	1	910	3	439	2	3,735	1	2,500	8	3,323	3	375	1	158	8	1,860	1	321
PARK	136,292	124,759	153,748	13	12,625	18	19,373	13	33,759	13	36,102	24	10,952	25	8,363	16	4,843	48	12,551	6	3,707
PLATTE	40,453	34,294	43,043	6	3,379	4	2,465	9	11,400	8	9,495	12	5,018	8	1,327	2	441	19	3,818	2	895

METRO AREAS COUNTIES Cities	1982 U.S. Census	1987 U.S. Census	E&P 1992 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1987) and 1992 ESTIMATE OF SALES (THOUSANDS)																	
SHERIDAN	140,755	139,595	171,863	15	14,946	5	11,949	13	30,067	17	43,494	16	9,900	21	8,939	17	9,715	48	16,752	9	8,512
Sheridan	125,295	127,426	156,577	12	12,772	5	11,803	8	25,695	14	37,170	11	9,848	19	8,893	15	8,302	35	14,524	8	8,468
SUBLETTE	24,063	16,985	22,157	3	1,305	1	629	7	8,194	3	3,585	10	3,300	4	539	4	642	17	2,113	2	461
SWEETWATER	249,082	223,505	277,919	21	29,745	10	25,560	25	62,897	22	55,959	45	26,659	26	11,392	18	10,883	68	25,637	6	7,652
Rock Springs	184,891	168,499	209,270	13	16,685	7	20,453	17	46,323	16	40,495	30	22,664	22	9,385	15	7,876	40	18,530	4	5,537
TETON	114,374	116,195	144,994	6	13,607	5	4,941	12	22,889	6	10,972	18	11,987	20	8,002	11	5,802	55	22,345	5	4,600
UINTA	149,226	88,621	110,922	10	15,726	3	3,147	16	21,242	8	15,602	19	21,857	10	2,706	3	1,387	26	16,357	3	1,502
WASHAKIE	53,918	42,818	53,699	7	5,150	3	4,209	4	9,469	7	21,825	4	1,571	10	2,670	7	2,196	16	2,917	3	1,005
Worland	51,807	41,946	52,279	7	4,304	3	4,240	3	9,538	7	17,606	3	1,583	10	2,689	7	1,853	9	2,259	3	1,012
WESTON	39,337	30,214	37,741	5	2,218	3	1,070	6	8,982	5	6,105	4	2,800	6	1,366	3	319	17	2,688	4	1,223

CANADA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS PROVINCES Cities	E&P 1971 estimate	E&P 1991 estimate	E&P 1992 estimate	Gen. Mdse.	Apparel	Furniture	Groceries	Bldg. Matls.	Restaurants	Autos	Gasoline Fuel Oil	Drugs
	TOTAL RETAIL SALES (THOUSANDS)			1992 ESTIMATE OF SALES (THOUSANDS)								
TOTALS.........	195,483,561	203,448,337	207,984,015	24,843,589	12,340,335	5,997,968	46,116,401	1,747,947	27,448,457	49,189,530	14,454,520	7,950,637
METRO AREAS (MSAs/PMSAs/CMSAs)												
Calgary	6,760,418	7,178,899	7,335,416	1,244,650	551,655	432,089	1,408,280	8,828	403,318	1,785,958	312,838	246,702
Chicoutimi Jonquiere	1,053,909	1,098,801	1,122,758	111,956	95,629	62,251	304,466	6,962	87,685	253,793	89,846	38,214
Edmonton	7,646,074	7,984,239	8,158,315	1,561,433	541,659	392,501	1,472,527	20,676	383,044	2,005,238	304,706	329,388
Halifax	2,449,551	2,562,687	2,618,560	304,082	164,186	57,335	544,534	14,792	343,160	611,723	154,396	150,232
Hamilton	4,096,774	4,280,663	4,373,992	580,245	193,697	95,468	983,096	28,673	584,743	1,103,866	279,312	171,697
Kitchener	1,022,619	1,082,441	1,106,041	298,267	69,776	24,911	80,652	4,622	147,354	345,131	68,748	2,825
London	2,936,449	3,101,635	3,169,258	404,522	152.905	61,607	640,677	14,885	513,275	772,429	202,037	122,502
Montreal	24,774,068	25,466,992	26,022,235	2,386,569	1,751,238	1,018,469	6,874,196	320,881	3,365,856	5,349,265	1,935,341	2,195,885
Oshawa	64,497	54,900	56,097	2,345	2,786	472	12,359	802	7,191	11,967	9,866	3,093
Ottawa-Hull	5,214,226	5,477,241	5,596,659	699,005	264,213	108,313	1,225,055	43,041	1,017,334	1,217,235	316,057	202,312
Quebec	6,524,471	6,819,141	6,967,815	627,388	527,629	283,556	1,695,165	76,322	827,443	1,629,097	473,879	240,191
Regina	1,580,312	1,661,943	1,698,177	225,238	74,456	34,967	313,776	12,267	165,457	285,933	45,852	61,028
St. Catharenes-Niagra	641,611	667,190	681,736	183,100	71,065	9,606	136,861	6,713	19,309	174,453	33,534	2,102
Saint John	777,023	799,767	817,204	117,344	43,603	15,688	193,721	2,649	96,614	194,157	54,456	26,018
St. John's	1,447,995	1,528,175	1,561,493	166,670	115,590	48,028	384,366	16,068	70,059	441,824	108,697	83,268
Saskatoon	1,362,047	1,459,406	1,491,225	250,741	114,893	32,424	288,010	7,624	230,708	267,046	47,630	74,041
Sudbury	1,224,549	1,246,372	1,273,546	129,394	68,038	26,325	298,424	6,722	187,781	331,971	76,420	41,367
Thunder Bay	1,066,606	1,113,096	1,137,365	156,076	40,014	14,474	250,290	4,003	221,027	239,249	62,372	47,104
Toronto	29,092,948	29,785,360	30,434,755	3,267,278	1,469,031	564,064	5,730,916	165,221	5,492,413	7,130,893	1,645,186	1,194,595
Trois-Riveres	596,498	621,165	634,708	55,006	58,023	20,335	166,164	21,012	65,103	164,938	8,317	30,211
Vancouver	11,835,426	12,627,361	12,902,669	1,808,434	528,083	349,955	2,756,950	77,423	2,188,263	2,261,322	852,389	433,462
Victoria	642,808	659,164	673,538	130,785	33,935	25,671	127,109	2,341	101,936	95,628	33,479	20,759
Windsor	2,217,118	2,293,507	2,343,511	293,029	124,044	61,211	472,092	12,225	373,556	592,951	137,808	94,219
Winnepeg	5,017,142	5,285,152	5,400,381	912,365	258,517	196,973	1,413,988	18,335	555,512	984,056	416,265	176,843

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

CANADA RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS PROVINCES Cities	TOTAL RETAIL SALES (THOUSANDS)			1992 ESTIMATE OF SALES (THOUSANDS)								
	E&P 1971 estimate	E&P 1991 estimate	E&P 1992 estimate	Gen. Mdse.	Apparel	Furniture	Groceries	Bldg. Matls.	Restaurants	Autos	Gasoline Fuel Oil	Drugs
PROVINCES, Cities												
ALBERTA	19,981,611	20,763,110	20,572,605	3,431,010	1,412,722	926,498	3,785,398	82,381	1,307,957	5,364,775	920,566	861,509
Calgary	6,554,320	6,851,461	6,788,598	1,153,440	511,228	400,425	1,305,077	8,181	373,761	1,655,078	289,912	228,623
Edmonton	8,309,769	9,051,911	8,968,859	1,718,907	596,286	432,086	1,621,035	22,762	421,675	2,207,471	335,435	362,608
Fort McMurray	652,472	728,459	721,775	32,720	9,422	2,708	35,515	806	58,451	26,676	4,331	8,493
Grande Prairie	309,886	329,282	326,261	66,704	18,237	10,504	45,228	2,387	21,678	86,324	18,079	19,766
Lethbridge	606,090	621,241	615,541	87,112	60,181	42,082	115,336	2,353	31,621	159,724	18,123	25,005
Medicine Hat	355,226	369,728	366,336	44,192	35,431	25,238	73,101	2,316	13,516	97,694	14,830	17,338
Red Deer	617,680	660,334	654,275	90,049	38,064	25,361	76,119	3,137	27,645	261,920	12,755	23,268
BRITISH COLUMBIA	21,917,455	22,599,304	22,643,250	3,178,001	928,013	614,984	4,844,849	136,056	3,845,484	3,973,871	1,497,922	761,732
Cranbrook	348,466	361,617	362,320	29,051	22,775	11,694	76,065	3,606	39,454	70,562	29,728	25,702
Dawson Creek	289,417	296,091	297,000	32,079	10,766	3,240	63,843	6,887	45,754	90,229	19,729	11,094
Fort St. John	281,046	307,256	308,532	46,770	10,420	4,490	46,942	7,331	63,339	78,113	17,043	15,349
Kamloops	123,921	127,335	128,197	10,216	7,714	3,617	18,658	404	42,525	22,606	5,231	2,874
Kelowna	81,061	73,196	74.025	6,123	5,392	3,112	14,603	425	10,673	12,917	4,478	5,060
Kimberley	97,072	98,299	99,744	11,367	5,247	4,772	30,968	1,461	7,502	13,641	5,753	5,762
Nanaimo	0	0	0									
Nelson	227,959	227,885	228,328	24,941	14,897	8,611	54,195	2,361	21,640	34,927	15,465	16,613
Penticton	0	0	0									
Port Alberni	356,435	356,632	357,726	88,485	16,610	16,442	62,444	6,162	32,925	63,519	14,898	12,915
Prince George	890,360	920,076	923,898	158,099	33,164	34,411	141,768	2,809	122,660	241,770	44,165	15,127
Prince Rupert	35,497	36,460	36,716	3,826	2,754	1,049	8,183	84	7,466	4,237	1,225	2,504
Terrace	150,206	153,164	154,898	34,032	6,335	1,954	32,845	2,571	27,605	27,660	6,051	6,270
Trail	201,914	200,311	203,257	33,445	11,674	5,896	38,993	1,055	16,571	49,455	11,468	10,406
Vancouver	5,369,773	5,729,077	5,740,217	805,645	235,258	155,903	1,228,202	34,491	974,856	1,007,403	379,733	193,104
Vernon	72,075	74,546	75,024	9,968	3,412	2,327	12,834	528	9,297	19,170	0	4,375
Victoria	428,078	432,748	435,855	103,893	27,350	20,083	51,552	1,041	70,175	67,573	13,249	13,418
MANITOBA	7,414,612	7,755,098	8,394,953	1,262,048	373,702	273,124	1,933,836	52,283	791,391	1,562,446	658,749	259,624
Brandon	325,851	344,101	366,937	60,514	25,327	16,936	61,632	1,672	27,530	94,651	18,644	10,070
Dauphin	113,334	117,592	125,294	20,529	8,912	3,369	20,580	320	11,449	29,909	11,077	3,140
Flin Flon	56,741	58,642	62,480	20,611	6,514	0	14,041	0	7,584	0	0	0
Portage La Prairie	135,229	142,794	152,354	11,552	10,143	6,212	36,999	930	16,541	32,780	13,056	3,991
Roblin	6,982	7,266	7,665	677	563	77	1,633	376	308	2,598	803	104
Swan River	74,594	78,136	84,583	19,914	4,818	1,912	10,982	646	6,611	16,720	9,714	1,871
Thompson	138,119	135,987	147,207	17,018	4,281	1,826	38,160	338	20,529	23,882	11,195	5,113
Winnipeg	3,100,608	3,243,773	3,461,409	742,010	207,325	143,963	647,782	13,408	342,945	579,907	190,771	102,805
NEW BRUNSWICK	4,506,242	4,680,137	4,740,512	691,529	226,293	125,388	1,009,782	29,592	506,774	1,122,093	440,157	194,878
Fredericton	511,141	521,916	528,649	102,406	36,796	11,364	79,138	2,224	24,491	149,103	32,775	24,589
Moncton	681,085	697,909	706,912	129,875	49,402	21,694	137,211	836	76,230	146,993	38,565	35,634
Saint John	718,631	726,715	736,090	109,178	40,280	14,112	169,864	2,018	88,151	182,896	43,851	22,835
NEWFOUNDLAND	3,378,980	3,495,756	3,505,650	540,773	213,526	96,884	983,917	48,472	204,392	705,461	314,011	162,545
Corner Brook	241,673	246,166	246,862	28,165	14,672	9,102	65,699	0	14,891	59,111	26,046	9,702
St. John's	1,096,058	1,134,939	1,138,151	146,847	105,691	41,787	282,875	13,442	53,804	268,053	56,064	67,873
NOVA SCOTIA	7,004,892	7,270,383	7,330,215	942,452	346,329	166,267	1,700,399	87,520	784,794	1,621,835	596,815	373,783
Amherst	138,451	140,294	141,949	17,912	6,940	2,538	35,266	2,395	8,573	34,688	14,918	7,408
Halifax	1,444,727	1,478,960	1,492,363	209,820	112,466	34,291	277,713	7,820	218,727	325,803	74,240	81,472

	TOTAL RETAIL SALES (THOUSANDS)			1992 ESTIMATE OF SALES (THOUSANDS)								
METRO AREAS PROVINCES Cities	E&P 1971 estimate	E&P 1991 estimate	E&P 1992 estimate	Gen. Mdse.	Apparel	Furniture	Groceries	Bldg. Matls.	Restaurants	Autos	Gasoline Fuel Oil	Drugs
New Glasgow	236,763	242,950	247,047	29,239	19,167	6,333	52,287	7,378	14,11.	63,701	23,695	11,791
Sydney	404,302	412,381	417,351	58,684	31,315	13,135	106,583	1,680	27,246	112,450	18,151	12,570
Truro	247,888	254,176	259,694	35,267	12,231	9,067	42,138	3,672	17,550	69,025	26,919	16,449
ONTARIO	77,571,677	81,444,293	82,967,200	8,872,160	3,858,068	1,597,255	16,923,131	596,503	13,563,109	21,552,802	5,503,813	3,146,263
Barrie	626,713	637,517	644,867	56,527	21,025	11,132	108,425	7,308	77,151	253,753	35,881	19,963
Belleville	471,588	487,083	492,175	37,327	26,333	12,863	91,095	3,501	67,382	170,395	20,444	19,919
Brampton	1,062,379	1,197,914	1,213,679	85,293	56,961	22,296	294,913	7,404	101,500	393,903	115,325	51,943
Brantford	638,599	675,616	683,538	56,867	46,265	19,661	165,750	3,734	87,081	198,516	35,060	23,221
Brockville	264,924	274,667	276,570	27,831	12,187	4,158	52,075	2,534	47,992	64,321	23,971	16,421
Cambridge	0	0	0	0	0	0	0	0	0	0	0	0
Chatham	658,197	693,815	702,011	101,223	43,439	20,159	136,401	3,526	106,537	170,564	35,317	29,185
Cobourg	167,208	173,163	173,542	20,995	10,955	4,635	44,121	2,056	30,393	30,315	7,727	8,100
Cornwall	385,579	399,902	403,685	47,807	20,797	8,997	90,324	1,616	59,153	102,949	22,377	12,218
Fort Frances	115,679	118,187	117,739	6,422	6,730	2,228	24,293	1,129	23,549	30,393	7,928	6,501
Guelph	645,760	680,033	688,022	68,610	37,759	13,333	164,282	2,705	77,281	198,485	39,492	28,378
Hamilton	2,679,959	2,763,011	2,802,276	437,039	130,952	74,651	578,149	17,611	363,842	676,773	163,119	158,493
Ingersoll	105,376	110,409	109,845	2,797	1,919	1,681	14,840	642	29,611	40,534	8,577	4,307
Kenora	223,771	226,923	228,108	6,043	6,300	1,260	24,790	1,129	137,339	22,102	10,218	7,943
Kingson	583,615	593,686	600,379	61,556	44,941	16,351	129,511	2,657	99,721	127,130	36,570	25,884
Kirkland Lake	0	0	0	0	0	0	0	0	0	0	0	0
Kitchner	653,207	688,787	696,908	172,119	38,740	14,426	88,152	2,676	74,202	196,467	34,038	15,401
Lindsay	1,688,601	1,771,481	1,795,858	41,018	29,189	13,735	134,227	7,876	61,375	186,548	50,984	36,436
London	0	0	0	0	0	0	0	0	0	0	0	0
Niagra Falls	623,439	650,795	658,345	40,128	23,536	10,926	116,951	2,409	226,822	121,940	34,369	31,364
North Bay	568,557	588,129	594,738	75,765	24,557	12,824	119,419	4,411	100,603	156,636	40,371	10,658
Orillia	285,323	294,061	296,254	31,834	12,249	5,851	64,290	3,994	42,580	68,422	20,835	18,193
Oshawa	862,585	918,457	930,026	172,289	45,311	21,088	192,624	10,149	111,859	219,227	41,776	40,228
Ottawa	3,221,981	3,309,529	3,357,001	436,940	202,600	70,124	590,878	11,606	648,997	817,608	139,625	127,635
Owen Sound	256,795	267,663	269,460	21,596	18,635	6,701	64,006	4,025	25,373	74,481	19,271	14,124
Pembroke	200,762	204,270	205,116	27,510	15,408	4,031	45,385	2,066	19,150	52,297	12,201	11,006
Peterborough	665,093	693,510	701,702	85,183	37,172	18,518	148,447	3,454	80,122	210,044	27,755	23,218
Port Colborne	154,423	156,898	157,032	14,077	7,744	2,540	44,282	1,130	24,090	37,429	9,543	6,920
Port Hope	95,291	99,417	98,688	4,121	4,895	867	22,704	1,409	12,637	21,029	18,127	5,682
St. Catharines	1,751,661	1,819,376	1,844,473	279,623	130,141	35,288	396,161	10,234	214,473	477,949	105,530	60,760
St. Thoma	332,706	348,481	351,492	25,601	17,709	6,035	70,322	2,462	34,972	116,771	32,619	17,741
Sarnia	519,115	523,894	529,539	54,986	29,962	15,622	108,048	3,025	65,951	171,264	27,810	17,565
Saulte Ste. Marie	1,224,355	1,277,174	1,294,129	183,220	64,742	25,137	301,820	10,186	179,683	306,827	74,555	29,673
Simcoe	212,828	221,310	222,411	17,321	18,693	5,645	47,393	2,686	16,923	64,518	13,884	14,115
Sioux Lookout	37,092	33,265	31,542	5,749	571	381	6,566	344	10,195	3,910	1,811	1,594
Stratford	311,749	325,433	328,098	38,298	14,787	4,997	68,257	1,948	45,787	88,013	20,838	17,806
Sudbury	939,237	955,678	967,806	121,413	59,586	20,711	203,078	4,221	130,757	271,006	47,131	31,609
Thunder Bay	953,856	991,675	1,004,343	152,427	39,287	14,181	241,076	3,931	121,193	234,454	56,518	45,573
Timmins	379,583	397,085	400,825	39,209	29,557	9,041	111,770	3,208	73,650	69,084	15,610	20,212
Toronto	9,649,188	9,835,078	9,980,533	1,383,539	687,668	229,472	1,744,729	56,640	2,470,778	1,682,658	295,755	472,010
Waterloo	471,422	497,205	502,449	69,239	18,713	9,015	116,362	2,265	56,085	135,514	25,086	27,192
Welland	432,726	449,845	454,378	31,477	24,879	12,429	99,781	1,412	56,671	147,194	30,482	19,635
Whitby	414,876	459,116	463,788	64,670	8,632	3,294	88,075	4,014	44,057	172,036	40,817	15,184
Windsor	1,851,182	1,905,808	1,932,203	278,565	116,465	54,270	402,046	8,102	313,782	431,032	108,410	76,415
Woodstock	347,845	359,911	363,093	33,203	14,927	6,686	65,769	1,664	70,677	119,571	18,116	7,964

Estimates produced for Editor & Publisher Co. by E&P Research, Inc.

$215,100,000,000

IN 1989 INDUSTRIAL SALES

Figures courtesy of New England Business, June 1990

$125,106,000,000

ESTIMATED 1992 RETAIL SALES

Figures from E&P's 1992 Market Guide

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The Advertising Department at any of the New England newspapers will be pleased to provide information. To contact, see paragraph 14 of individual marketing listing in Section II.

MAINE

Bangor Daily News (M)
Maine Weekend
Sun-Journal (M)
Sunday Sun-Journal (S)
Maine Sunday Telegram (S)
Portland Press Herald (M)

NEW HAMPSHIRE

Concord Monitor (E)
Union Leader (M)
Nashua Telegraph (E&S)
New Hampshire Sunday News (S)

MASSACHUSETTS

Boston Globe (M&S)
Boston Herald (M&S)
Cape Cod Times (Hyannis) (M&S)
The Enterprise (Brockton) (E&S)
The Daily Transcript (Dedham) (E)
Gardner News (E)
The Sun (Lowell) (E&S)
Daily Evening Item (Lynn) (E)
The Middlesex News (E&S)
The Standard Times (New Bedford) (E&S)
The Patriot Ledger (Quincy) (E)
Union-News (Springfield) (AD)
Republican (Springfield) (S)
The News Tribune (Waltham) (E)
Daily Times and Chronicle (Woburn) (E)
Telegram & Gazette (Worcester) (ME&S)

CONNECTICUT

The Advocate (Stamford) (AD&S)
The Bridgeport Post (M&S)
The Day (New London) (M&S)
Greenwich Time (AD&S)
Hartford Courant (M&S)
The Hour (Norwalk) (E)
Record-Journal (Meriden) (M&S)
Middletown Press (M)
New Britain Herald (E)
Waterbury Republican-American (M)
The Sunday Republican (S)

VERMONT

Rutland Herald (M&S)

RHODE ISLAND

The Newport Daily News (E)
Providence Journal-Bulletin (M/E)
The Providence Sunday Journal (S)
The Westerly Sun (E)

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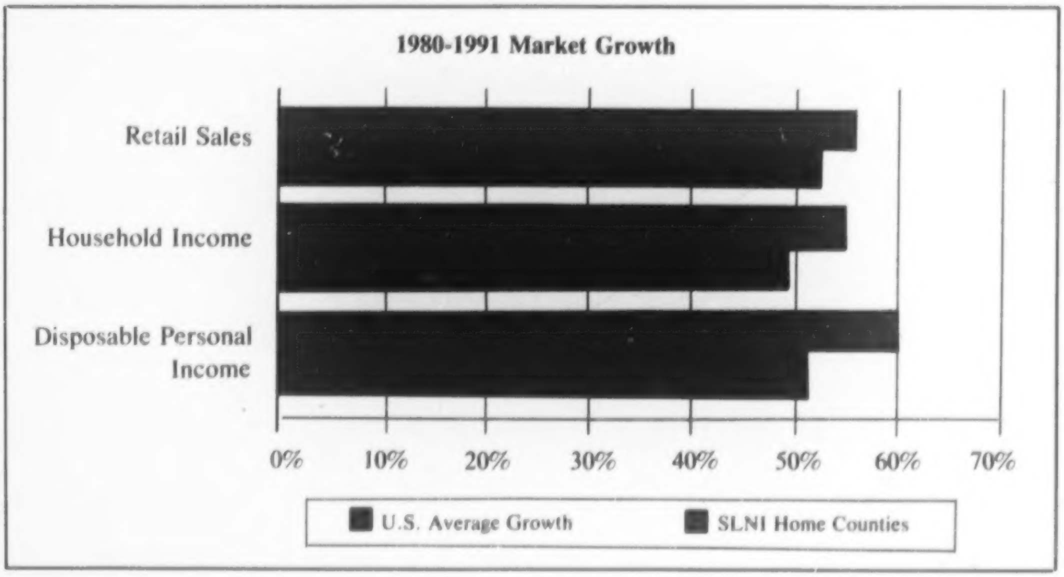

Source: E&P Market Guide
Home counties of Scripps League Newspapers

For eleven years running, our readers have earned more and spent more than the U.S average.

ARIZONA

Flagstaff *Arizona Daily Sun*
Midweek

CALIFORNIA

Banning *The Record-Gazette*
Hanford *The Hanford Sentinel*
The Sentinel Plus
Napa *The Napa Valley Register*
Napa Valley Review
Novato *Novato Advance*
North Marin News
Petaluma *Argus-Courier*
Rohnert Park *Rohnert Park-Cotati Clarion*
Rohnert Park-Cotati Reporter
Santa Maria *Santa Maria Times*
Central Coast This Week
Santa Paula *Santa Paula Chronicle*
Taft *Daily Midway Driller*
Westside Shopping News

FLORIDA

Crestview *Okaloosa News Journal*
North Okaloosa Outlook
Niceville/Valparaiso *Bayou Times*

HAWAII

Honolulu *Waikiki Beach Press*
Japanese Beach Press
Kauai Beach Press
Maui Beach Press
Kauai *The Garden Island*
Garden Island Extra!

ILLINOIS

DeKalb *The Daily Chronicle*
DeKalb County Weekly

KENTUCKY

Georgetown *Georgetown News & Times*
Scott Free News
Hazard *The Hazard Herald Voice*

MASSACHUSETTS

Haverhill *The Haverhill Gazette*

MISSOURI

Flat River *The Daily Journal*

MONTANA

Hamilton *Ravalli Republic*
PostScript
Bitterroot Valley Real Estate Directory

OREGON

Coos Bay *The World*
South Coast Week
Business Review
Student

OREGON (cont'd.)

Oregon City *The Enterprise Courier*
Today's Lifestyle
Clackamas County Business Focus
The Dalles *The Dalles Chronicle*
The Gorge Weekly

UTAH

Provo *The Daily Herald*
The Herald Magazine

VERMONT

Newport *The Newport Daily Express*

WISCONSIN

Rhinelander *The Daily News*
North Woods Ad-Pak
Fun Country

Scripps League

Scripps League Newspapers

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CANADA RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS PROVINCES Cities	TOTAL RETAIL SALES (THOUSANDS)			1992 ESTIMATE OF SALES (THOUSANDS)								
	E&P 1971 estimate	E&P 1991 estimate	E&P 1992 estimate	Gen. Mdse.	Apparel	Furniture	Groceries	Bldg. Matls.	Restaurants	Autos	Gasoline Fuel Oil	Drugs
PRINCE EDWARD ISLAND	813,569	843,506	845,657	178,468	41,631	6,680	148,915	5,941	96,504	204,779	60,780	30,276
Charlottatown	282,432	281,263	282,455	69,076	23,780	3,096	45,952	815	35,996	55,371	9,353	10,828
Summerside	113,161	113,261	113,350	29,368	8,512	1,145	20,335	2,244	4,205	30,671	7,468	2,836
QUEBEC	45,606,595	47,040,341	49,562,075	4,331,706	4,549,771	2,046,809	13,023,320	591,788	5,459,157	11,482,346	4,161,590	1,832,428
Chicoutimi	439,239	455,058	479,452	36,802	58,873	19,335	100,261	2,163	30,503	161,718	26,067	15,381
Granby	244,124	251,922	265,427	27,333	23,246	12,407	67,887	1,857	24,485	74,373	11,204	8,111
Montreal	11,606,406	11,550,881	12,170,100	1,245,850	998,949	569,206	2,957,978	153,480	1,968,293	1,942,796	715,853	631,678
Quebec	3,114,439	3,117,119	3,284,221	320,502	293,220	125,736	778,197	16,339	385,794	799,393	142,637	124,057
Rouyn	202,723	206,037	217,082	19,504	24,231	8,457	44,023	677	15,585	74,730	18,406	3,621
Sherbrooke	587,503	595,338	627,252	39,460	66,938	28,444	143,853	4,206	54,348	166,373	49,292	23,941
Trois Rivieres	362,992	367,488	387,188	39,753	44,346	14,554	92,831	6,921	41,482	87,385	20,366	15,940
SASKATCHEWAN	6,710,336	6,952,947	7,125,316	1,230,203	383,268	139,054	1,632,195	103,854	816,465	1,539,922	281,814	317,471
Lloydminster	77,056	84,277	86,366	15,494	3,708	1,259	21,146	3,294	6,628	23,778	4,006	2,074
Moose Jaw	311,856	322,431	330,425	63,613	17,287	9,320	75,316	5,436	33,708	70,351	8,392	10,936
Prince Albert	278,297	290,419	297,619	40,045	19,261	8,798	70,287	1,180	26,625	78,475	9,069	11,241
Regina	1,249,824	1,306,377	1,338,763	222,432	73,528	34,523	309,867	12,114	147,004	282,370	44,355	58,099
Saskatoon	1,268,102	1,344,221	1,377,545	243,703	111,668	31,513	279,928	7,410	154,380	259,552	46,293	71,964
YUKON NW TERRITORIES	577,592	603,462	596,582	185,240	7,010	5,025	130,658	13,555	72,429	59,201	18,302	10,039

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